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The Catholic Radio Association offers its members several vital products and services that aid in all aspects of radio station operation:

- **Station acquisition assistance** - At the member's request, the Association will help members to locate, evaluate and negotiate a station in their market. The Association has contacts developed with multiple radio station brokers to quickly find stations that are for sale and

Success at Bishop's Luncheon!

Last month we noted in Upcoming Events that we were hosting our annual Episcopal Advisory Board in Albuquerque in the context of the United States Conference of Catholic Bishops Spring Meeting. We do this as a means to share with our shepherds the tremendous good Catholic radio is doing in the Church and in our culture for the cause of life and of truth and thank them or invite them to take the next step. Every year we find more and more support from our shepherds. This year was no exception.

Archbishop Michael Sheehan of Albuquerque was host to the USCCB meeting and host of our luncheon. He started out by telling the assembled bishops that his priests tell him, "*Archbishop, you've been here 14 years and you've done a lot of good things, but the best thing you've ever done is to bring Catholic radio here.*"

Wow! It got even better after that with bishop after archbishop after cardinal standing up to say what a difference Catholic radio is making in their diocese. Several bishops came up to me after the luncheon and asked how to get Catholic radio, or more Catholic radio, started in their diocese.

The last 10 years have been a mighty struggle helping grow Catholic radio and foster solidarity between lay efforts and the institutional Church. Thank you for all you have done. Together the next 10 years hold even greater promise. We haven't crested the hill, but we are certainly gaining momentum going up!

Ad majorem Dei gloriam!

Stephen Gajdosik, CRA President

Correspondence: CRA Messenger Talks with Mr. Sam Marshall of St. Joseph's Educational Radio Assoc.

Thanks so much for talking with us today. Tell us a bit about yourself.

I came to understand the glorious teachings of the Catholic Church and experienced a conversation in 1988 that changed my marriage and my relationship with the King of kings. As John Paul II taught voluminously, parents impart first love to their children. If this teaching of first love is skewed or distorted, a distorted or skewed love will be held by the children, thus perpetrating a fraud for generations. Because of my own sinfulness, I have a passion to share the Good News regarding marital love. By the way, we have six wonderful children and a strong, loving marriage.

What started your interest in Catholic radio in particular?

In 2001, I was contacted by Steve Gajdosik and Starboard Broadcasting to facilitate creation of a Low Power FM Catholic radio station. Their help was invaluable in getting the license and I am extremely grateful. On May 15, 2003 we commenced broadcasting EWTN.

What are some of the obstacles that you have faced in your pursuit of bringing Catholic

can also help members to locate and negotiate a station acquisition directly with the owner.

- **Marketing** – The Association is committed to and currently developing a marketing strategy incorporating the internet, Catholic periodicals and Catholic television to promote Catholic radio across the nation.

- **Credit card processing** – The Association has developed a discounted credit card processing plan for members.

- **Special events** – The Association co-hosts with EWTN an annual Global Catholic Radio conference to provide members with the most up-to-date information and guidance available.

- **Newsletters/information exchange** – The Association provides to its members a monthly newsletter with information, pertinent news and ideas relevant to Catholic broadcasting.

- **Regulatory** – The Association shares with its members via its newsletter and/or e-mail broadcast any regulatory changes or updates of which it becomes aware.

- **Resource sharing** – The Association makes known to its members via its newsletter of any items or abilities possessed by Association members in which other members may be interested.

- **Engineering/technical** – The Association will evaluate the coverage area of a station that a member is seeking to purchase and provide recommendations as to its upgrade-ability, suggested purchase price, and signal enhancement. The fee for a detailed upgrade analysis is

radio to the area?

I really have not had obstacles. The most difficult aspect of creating and running a radio station was having to learn everything from scratch. I had no background in this endeavor. Yes, there are times when I wish I had more help, but Our Lord will help in that wish!

What keeps you passionate and committed running Catholic radio?

Honestly, the Mother of Our Lord. Our Lady sustains my passion simply by contemplating her own passion. Her reality is to bring all children to her Son. Two essential elements of our faith separate us from all others: Our Lady and her Son.

Another area that fosters my passion to provide the Gospel of Life through Catholic radio is the reality of our sinfulness in this day and age. We live in an age of confusion. Thanks to Pope John Paul II, this confusion has been thoroughly addressed and solutions provided.

How do you encourage others to be open to the new evangelization with Catholic radio?

In addition to EWTN radio programming, we play Our Lady of Perpetual Help's rosary at 2:30 pm every day. As can be verified by listening to converts, Our Lady almost always plays an integral role in bringing converts to the fullness of the faith, the Catholic Church. Another thing we do is obtain excellent testimonials from two groups: One More Soul and Human Life International. We play them on the radio regularly (early and often).

Have you seen the impact of Catholic radio in your area?

Absolutely! One of our first desires in establishing Catholic radio in our area was to feed the convalescing treasures in retirement homes and health care facilities. One day, I received a letter from a caregiver of an elderly decedent, who shared that the deceased had listened to our station every day and night, and that it brought her great comfort and joy. The elderly person then shared with her caregiver the Good News of Catholic radio. Subsequently, the non-Catholic caregiver commenced listening to our station. The caregiver sent us a donation and a letter thanking us for providing Catholic radio to this area.

That's a great story! And I bet it's just the tip of the iceberg for impact of the message.

Yes! I have approximately 40 letters sitting on my desk from appreciative listeners, but for the sake of this interview, I will share one more testimonial. A middle-aged man found our station one day and started listening. He had been away from the Church for a long time (over 20 years). Because of his absence from the Church, Satan controlled many of his activities. He continued to listen to our radio station and was brought back into full communion with the Church. Subsequently, he found a lovely Catholic bride and was married. They have become close friends with my family.

We're glad to hear of your success! It has been a blessing to be a small part of your apostolate.

The CRA has been invaluable in our efforts. Most importantly, the CRA has been a source of support, both technically and spiritually. I am out here in the hinterlands of Western Montana with no radio background. I rely heavily on the CRA to keep me prepared and informed regarding FCC news, technical information. I am grateful to the CRA and pray that we have a long, long, long relationship in helping to spread the Gospel of Life!

St. Joseph's Educational Radio Assoc. operates KMDM-LP 107.9 in Polson, MT.. – Ed.

Tips & Tricks

only \$495.

- **Legal** – The Association has developed relationships with three attorneys who practice in FCC law, contractual work, and nonprofit corporations who offer their services to the members at significantly reduced rates.

- **Purchasing** – The Association has developed discount purchase plans for members on a wide variety of needed services and equipment:

- Broadcast Software International (BSI) - 20% discount on all its proprietary software to Association members, and a 10% discount on all other software and hardware.

- Armstrong Transmitter Corporation - 25% discount on the purchase of all transmitters and a 20% discount on the purchase of all other hardware to members.

- Gorman-Redlich - 5% discount and free shipping on its well-known Emergency Alert Systems (EAS) to members.

From Rome:

Dear friends, do not be afraid to take up this challenge: be holy men and women! Do not forget that the fruits of the apostolate depend on the depth of spiritual life, on the intensity of prayer, on continual formation and on sincere adherence to the Church's directives. Today I repeat to you, as I did to the young people during the recent World Youth Day, that if you are what you should be - that is, if you live Christianity without compromise - you will set the

Tip on Public Files

Need a detailed coverage map for your public file? How about one for a fundraising brochure or a solicitation for sponsorships? The CRA is happy to provide detailed, full-color AM (day and night) and FM coverage maps of member stations showing coverage and detailed population data. These are required in your public file and are useful when speaking with potential sponsors and donors. Call or [e-mail](#) Steve Gajdosik to request one. Fee is only \$95.

Here's a TIP from the office staff of the CRA

Would you like your website to be the most effective that it can be? Would you like the person browsing to go right to your audio on the dial? We often get phone inquiries about location (on the map and on the dial) of Catholic radio. We have found that the most effective web pages of Catholic radio stations have their call letters & location on the AM/FM dial front and center on the banner of the home page (This goes for billboards to...point people to your dial position)! If you have more than one station, you probably want to list all stations through a prominent link in a sidebar. If you stream, a prominent link on your home page is also important.

Have a tip or trick you'd like to share? Need to have a question answered? Send us an e-mail at cramemberservice@bellsouth.net.

Programming: What's the Word on Member stations?

We continue to share a sampling of comments from Catholic radio listeners as an indication of the impact Catholic radio has on the lives of everyday people.

"As an officer, I work out of my car at least 8 hours per day, and it is a true blessing to have something inspiring to listen to." Arthur of TX

"I'm thrilled to hear all the teachers/shows. I've even eaten lunch in my car so I can listen!" Patricia of TX

"Go bless you for this new radio station. ..I intend to share the information about this station to all my family and Catholic community." Vicki of TX

"Thanks...and blessings to all of us for the incredible gift of KXEB and KJON. The more one listens, the more one wants to listen, I have found." Vicki of TX

"I've needed this station during recent hard times...Thank you!" Betty of CA

Send us any quotes or comments that your apostolate has collected so that we can share the Good News with everyone!

In the News:

Congratulations to Oklahoma Catholic Broadcasting, Inc. Oklahoma Catholic Broadcasting reports they are going to begin broadcasting 5 days per week (Monday- Friday 3-5 pm) on KTLR AM 890 starting on Monday July 2, 2007.

world ablaze.

Pope John Paul II
Jubilee of the Apostolate of
the Laity
Nov. 2000

You have received this e-Newsletter as a preferred supporter of the CRA. If you prefer to not receive future e-Newsletters from the CRA, e-mail us at catholicradio@bellsouth.net. It may take up to 10 business days to make the requested change and there is a slight chance that you may receive e-mail from us within that timeframe.

“The Price of Free Airwaves,” op-ed by Michael J. Copps, FCC Commissioner

Commissioner Copps submitted an op-ed to the *New York Times* in early June that may be of interest to you. He expresses his opinion on requiring public broadcasters to serve the public interest by devoting at least some air time for worthy programs that inform voters, support local arts, educate our children, etc. He says that “previous commissions have eviscerated the renewal process” under pressure from media conglomerates. He goes on to say that the commission used to give license renewals a “hard look every three years,” and he would like to see it return to that respected renewal process. Further, he says that the FCC’s next step, after reforming the licensing process should be “to address how the new digital capacity can increase local programs and also improve the generally shoddy coverage of minority and other underserved communities.” He insists that new benefits for broadcasters should translate into public benefits, too. We’ll keep you updated if any of these ideas make their way into regulations for your license renewal.

Upcoming Events:

September 26 – 28

2007 National Fall Radiothon - Catholic Radio Association’s national on-air fundraising event for member stations. A national radiothon is very effective in meeting local fundraising goals because it allows for high-profile guests; momentum of successes of other stations across the nation; lower costs than a local on-air pledge drive; and capable and engaging hosts that are national personalities to supplement local efforts. **Contact Sharon Minson before July 31 to participate.**

October 10-13

2007 Global Catholic Radio Conference in Birmingham, Alabama, October 10-13. New tracks in Operations, Marketing, and Fundraising. Plan now to attend! The conference website is LIVE! Check it out on the web at: www.catholicradioconference.com. Be sure to register to take advantage of the early bird discounts.

October 12-19, 2007

NCE-FM Window opens: We will be working hard up to the date of filing to help 250 new stations submit applications. We appreciate your prayers in this important work! We are also grateful for your patience as non-essential matters take a bit more time to complete. We recommend that as the Fall approaches, you contact us by e-mail rather than phone whenever possible as that will get you a reply in the order in which it was received.

“Thanks for the newsletter. That was a good interview with Chris [Gabrelcik], such a wonderful man.”

Carolyn Reuther

*St. Gabriel,
Pray for us!*

Catholic Radio Association

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“For the new evangelization to be effective...knowledge and use of the media is indispensable”
(*Ecclesia in America*, 72).