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## Industry News for Webcasters

By Sharon Minson, esq CRA Member Services Director

There has been quite a stir in the radio world about the recent increase in webcasting royalty rates, and we'd like to report on this briefly for the membership of the CRA. Please review the information and call us with any questions or concerns. For those Catholic radio stations that do not play large segments of copyrighted music, this may seem a bit off-point. However, I would caution you to educate yourself on the matter as the issue may well have consequences which do directly impact your station. For example, several parties involved have brought to light the need for the small webcasters to comply more fully with the reporting and reimbursing requirements—even the regulations that are currently in place, never mind new rules to be enacted. It may well happen that as a result of this controversy, more attention will be paid to compliance issues. Thus, I urge you to read the entirety of this article, and have an ear open for updates. Keep in mind that this is a synthesis of the information as of the end of May; the currents are rippling rather fast and far right now, so visit the websites noted herein for the most up-to-date information.

On March 2, 2007, the Copyright Royalty Board (CRB) increased the charges which internet radio stations will have to pay in order to broadcast music online. (The CRB is a three-judge panel created by Congress at the request of the webcasters three years ago.) The CRB panel listened for 18 months to all interested parties, conducted live hearings with testimony presented, reviewed depositions and examined evidence ranging from the value of music in the marketplace, to fair compensation for copyright holders, performers and record labels, to the ability of webcasters to pay. The decision can be found at [www.loc.gov/crb/proceedings/2005-1/final-rates-terms2005-1.pdf](http://www.loc.gov/crb/proceedings/2005-1/final-rates-terms2005-1.pdf).

National Public Radio and others appealed the ruling, in an attempt to review the rates and postpone the deadline, but the CRB denied the appeal. (The Judges based the denial on an insufficient showing of new evidence, clear error or manifest injustice that would warrant rehearing.) On May 1, the CRB issued its final determination for the 2006-2007 period, indicating that retroactive payments for the period from Jan. 1, 2006 through May 31, 2007 are due by July 15, 2007. [more](#)

## Correspondence: CRA Messenger Talks with Mr. Chris Gabrelcik, President of St. Gabriel Radio, Inc.

### Everyone has a story to tell--what started your interest in Catholic radio?

I am from Youngstown, Ohio and was raised in a very Catholic community. I don't think I even met anyone who was not Catholic until I was in high school! When I relocated to Marrow County (about halfway between Mansfield and Columbus, Ohio), I found myself in unfamiliar territory—where the population is under 5% Catholic. So I began to learn how to explain and defend my faith. As I grew more comfortable with apologetics, I began a one-on-one process with the local clergy, to spread the Good News of Catholicism. Most of the sessions ended with those folks saying they simply never knew what the Catholic Church

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 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

really teaches. So I began to consider how we could get the fullness of Truth in the Catholic Church out to all the people around us. Radio was the most effective and efficient way to go.

### **Have you faced obstacles in your pursuit of bringing Catholic radio to the area?**

(Laughs) Oh yes! Especially in the beginning. I don't know if it's this way for others, but it seems to me the devil works overtime when you're first trying to get started.

### **What keeps you focused during these hardships?**

First, we committed to Holy hours three times per week, and that really helped keep us on track. Also, we committed to taking one step at a time, and seeing that through, and that's what we did. We put one building block onto another and another, moving slowly but surely.

### **How do you encourage others in your apostolate when discouraged or frustrated?**

I tell them what I believe. God calls us to do a job, and the whole point is the effort we make in doing that job. Whether the end result is successful or not is left to God; it's His will and He will make it happen in His way and time. In the meantime, we are called to do our part, and that's how we'll be "graded" in the end!

### **You have some exciting news to share, don't you?**

Yes! St. Gabriel Radio is moving toward a major expansion that will move us up from 500 watts to at least 10,000 watts in the near future! This will enable us to bring a daytime signal into Columbus. We are very excited and would appreciate all the prayers that can be offered!

### **Congratulations! We consider it a blessing to have been a part of these expansions.**

I can say that the CRA has been an essential piece in bringing it all together. What CRA offers in helping people get started and keep going in the right direction--that expertise is vital. Lots of little things add up to big things and we are very grateful for the support!

### **That is wonderful to hear. It's a blessing to the Catholic Radio Association to be a part of the process of spreading the Good News of Jesus Christ through stations like yours.**

*St. Gabriel Radio, Inc. operates stations WUCO 1270 AM in Marysville-Columbus and WFOT 89.5 FM in Mansfield-Lexington, offering good Catholic programming for the Dioceses of Columbus and Toledo, Ohio. – Ed.*

## **Tips & Tricks**

### **Reminder Tip on Development and Fundraising—Learn more at the Conference!!**

The National Catholic Community Foundation (NCCF) is a great tool for donors to find organizations to which they'd like to donate. The NCCF also makes it easier to interest donors in more sophisticated giving vehicles such as gift annuities, charitable trusts and more. Once interested, the donor can set up the vehicle through NCCF.

We have invited Ed Robinson, the President of the National Catholic Community Foundation, to speak at the Annual Conference in October. We hope he will be able to bring his expertise to you there to bring your development activities to a higher level and so more fully help your supporters fulfill their desires to help your apostolate. Please visit their website at [www.nccfcommunity.org](http://www.nccfcommunity.org) to learn more about it.

**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](mailto:cramemberservice@bellsouth.net).**

detailed upgrade analysis is 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:

“We must not limit ourselves solely to homilies, Bible courses or theology courses but we must have recourse to the communications media: press, radio and television, websites, forums, and many other methods for effectively communicating the message of Christ to a large number of people.”

**POPE BENEDICT XVI**  
to the Bishops of Brazil  
May 2007

## Programming: What’s the Word on Member stations?

This month *Voice from the Cloud* of St. Cloud, MN submitted to us a pray we would like to share with you. Next month, more listener testimonies. Send us yours!

### Prayer for Catholic Radio

O, Heavenly Father, Thy Will be done.

O, Jesus Christ, Word Made Flesh, Son of God, you are the Living and Eternal Word. May that Word go forth to peoples of all lands and places through the proclamation of the Good News. Please bless the efforts of those engaged in all new media efforts to proclaim your Word—especially those working in and attempting to start new Catholic radio stations. Give them wisdom and make their work fruitful. May they be an instrument of your love & mercy.

Holy Spirit, who descended from a cloud, have mercy on all those affiliated with [*Insert local radio entity name*]*—founders, potential donors, and listeners. Please bless our work and make it holy. Help the Word of God to reach the ears of those who need to hear it.*

St. Gabriel the Archangel, messenger of God and patron of radio, Pray for us. St. Maximilian Kolbe, martyr for the faith and print and radio founder, Pray for us. Blessed James Alberione, Catholic radio pioneer, Pray for us. Pope John Paul II the Great, who spoke so often of the New Evangelization, Pray for us. [*Insert Diocesan Patron*], patron of the Diocese, Pray for us.

We pray for the graces necessary to effectively evangelize through the gift of radio.

Through the intercession of the Blessed Virgin Mary and her chaste spouse, St. Joseph—the guardian of the church—we ask this in your Most Holy Name.

Jesus, we trust in you. Amen

*Written by Tim Drake, National Catholic Register Senior Writer, who writes from St. Joseph, Minnesota*

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 Guadalupe Radio Network!** The FCC approved the sale of public radio station KWCB 89.7 Floresville-San Antonio to La Promesa Foundation of Midland, TX, for inclusion in its Guadalupe Network! Be sure to listen for and support their fundraiser!

**Happy accolades to the Santa Rosa Educational Foundation, also.** The FCC announced on 5/29 that it had authorized a new low-power FM (LPFM) station for Santa Rosa, New Mexico. Many blessings in your new efforts to broadcast local and EWTN programming.

### FCC News—EAS users read carefully!

The FCC is taking action to enhance the nation’s Emergency Alert System (EAS) by promoting the development of fully digital Next Generation technologies and delivery

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.

systems that will better serve the American people. The Order will require EAS participants to accept messages using Common Alerting Protocols (CAP) no later than 180 days after FEMA announces its adoption of standards in each case. One result of these developments will be enhanced access to EAS alerts for persons with disabilities and for non-English speakers. Please read the [News Release](#) of 5/31/07 for full details.

## Upcoming Events:

### **June 18<sup>th</sup>**

**Episcopal Advisory Board luncheon** – We're just a couple of weeks away from the Catholic Radio Association's annual luncheon of its Episcopal Board in conjunction with the USCCB Spring Meeting. The panel of knowledgeable and supportive Bishops will impart to their brother Bishops a great deal of useful information about Catholic radio, which is a highly effective way to inform the clergy. Please keep the event in your prayers in the weeks to come.

### **September 26 – 28**

**2007 National Fall Radiothon** - Catholic Radio Association's national on-air fundraising event for member stations. We will be reaching out very soon to invite member stations to participate in this event. A national radiothon is very effective in meeting local fundraising goals because it allows for the following: Major 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.

### **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](http://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. If you have an application in process please complete pending work. We appreciate your prayers in this important effort! We are also grateful for your patience as non-NCE matters may take a bit more time to complete.

*"I wanted to thank you for another good issue of RAM."*

John Pepe of EWTN

*St. Gabriel,  
Pray for us!*

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