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

From the President: Darwin and Catholic Radio?

As unlikely an ally to Catholic media as Charles Darwin would be, I think his scientific and philosophical framework would be helpful today. How so?

Darwin knew the difference between a Galapagos tortoise and a box turtle. He knew they possessed different characteristics and act in different ways toward a different end. Their end or purpose being what drives their actions (for them at the instinctual level).

In similar fashion, Catholic media has a different purpose than secular or Christian media. Unfortunately, (even with the use of reason) many Catholic newspapers and electronic media today have lost this distinction.

I invite you to explore this rationale in more depth through [a recent talk](#) I gave at the international communications conference, Strategic Management of Church Communications: New Challenges, New Directions at the Pontifical University of the Holy Cross in Rome.

In *Novo Milenio Inneunte* (cf. n. 30) Pope John Paul taught us we must act according to our end. I think Darwin would agree with him.

Ad majorem Dei gloriam!

Stephen Gajdosik, CRA President

Correspondence: CRA Messenger Talks with Bishop John Yanta of the Diocese of Amarillo

How did you get involved in Catholic radio?

I have to be honest that St. Paul is one of my heroes. When I was in the Archdiocese of San Antonio I founded Catholic TV in 1981. When I got to Amarillo I received a grant of \$50,000 for Catholic media. I used it to air the Mass in Spanish from the Cathedral on TV on Sunday mornings. It ran out in only 1 ½ years.

I formed the St. Paul's Committee to advise me on Catholic TV. One of the gentleman on the committee, a farmer from the Amarillo area, kept talking about Catholic radio. When I attended a Catholic Radio Association luncheon at the Spring Meeting of the U.S. Conference of Catholic Bishops in 2004, I learned a lot about Catholic radio. At about the same time an old friend of mine mentioned he was managing a radio station in an estate. I said,

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

"that's for us." It took about a year and a half to get on the air.

The effort in Amarillo was a joint effort between Catholic Radio of the Texas High Plains, the Catholic Radio Association and you, the Bishop of Amarillo. What was your experience in this effort?

I wanted the effort to be a lay effort and encouraged the laymen of the Diocese who were so interested. I supported this effort as my limited resources allowed and promoted it at every turn. The Catholic Radio Association came to speak with our founders and donors and gave us the support and encouragement needed to buy the station and start broadcasting.

It was very encouraging to me that the laymen were committed to the station being at the service of the diocese and the bishop. I think lay ownership in union with the bishop is the ideal arrangement. It is, after all, their calling to bring the Faith to the culture.

You've had Catholic radio in Amarillo now for about a half a year. Have you seen any effect in your diocese? What has your personal experience been with the programming?

Very much so. A lot of good things are happening. For example, one gentleman, a father of seven, said after years of bad publicity about the Church "Catholic radio makes me stand tall." A board member said his non-Catholic father-in-law listens to Catholic radio all the time. "I haven't been able to get through to him in years, but Catholic radio has in just a short time." Also, RCIA participation has increased in the diocese. Many of the candidates say they are coming as a result of listening to Catholic radio. Lastly, I was at dinner last night with some friends. They said their non-Catholic friends are listening avidly to Catholic radio.

You know, I have a chance to speak on the station every week and encourage all of my staff and pastors to get on the air. The station also helps me by promoting various activities and evangelization efforts.

Several years ago the USCCB issued "Our Hearts Are Burning Within Us" as a guide for evangelization efforts in the U.S. It is very hard to do the outreach recommended in a mission diocese like Amarillo, yet Catholic radio accomplishes it in a way we otherwise could not. Catholic radio is the way to go, in English and Spanish, so we can give our adults sound education in the Faith as they are driving to work, at their business, going about their daily routines. It is a great way to restore the Catholic culture that we once enjoyed in our country.

Why focus on adult education? So many of our resources are dedicated to children. There was a consensus in "Our Hearts Are Burning Within Us" that we would give just as much attention and resources to adult education as to children and youth. Catholic radio fits right in. Adults don't have to go to the parish to participate in a class. They can make it a part of every other activity. It is very practical. The adults will then, in turn, form their children according to God's plan for the family.

Geographically, you have a large diocese with a large Hispanic presence. Do you have any plans to expand English or Spanish Catholic programming to other stations?

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 which other members may be interested in.
- **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 only \$495.
- **Legal** – The Association has developed relationships with two 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

Yes. As we speak we are developing a Master plan that every catholic in our diocese, whether English or Spanish-speaking, will be able to listen to Catholic radio 24/7. The Catholic Radio Association is helping us with developing that plan and with locating and applying for NCE FM station opportunities (see article below). We also are looking at upgrading our current AM station. We are going to work very hard so that all the sheep of the diocese will be taken care of.

At his Episcopal ordination a bishop is handed the Crozier and told to take care of all the sheep. Catholic radio allows me to do that.

Tips & Tricks: How About A New FM Station?

NCE FM Application Window

According to notices released by the FCC, its flurry of activity in clearing up mutually-exclusive applications in the NCE band (88.1-91.9 MHz) and comments made by some of its staff, it is very likely that the FCC will open an application window in late 2006. **Now** is the time to begin engineering studies, site location, etc. Once the window is announced applicants will only have a limited amount of time to complete all of the required aspects of the process. E-mail us today or [click here](#) for an informational packet and see how you can establish an FM Catholic radio station in your area.

Programming: 2006 Global Catholic Radio Conference

“For the love of Christ impels us” (2 Corinthians 5:14)

Join Archbishop Jose Gomez, *World Over Live* host Raymond Arroyo and others for the [2006 Global Catholic Radio Conference](#) in Birmingham, Alabama from October 11-14. There will be tracks for new and experienced Catholic radiophiles, live EWTN TV shows, tours of Radio Mountain and more. [Register online](#) today and take advantage of early bird pricing.

Co-sponsored by the Catholic Radio Association and EWTN, the Global Catholic Radio Conference provides a great opportunity for all Catholic station owner/operators, their staffs and Catholic programmers to come together and interact with those individuals just beginning the process of bringing Catholic radio to their communities.

Network, share ideas, learn, and be inspired as the blessings are abundant! Please join us for an educational and fruitful conference. Plan now to attend!

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.

Employment opportunities:

Member Services Coordinator/Director for the Catholic Radio Association: This employee will be responsible for providing services to and developing new services for CRA members across North America as well as promoting the work of the CRA throughout the Catholic community. As this is a new position the qualified candidate will have significant input into this position/office. [More.](#)

Are you looking for another laborer for the Harvest? Let us know at info@CatholicRadioAssociation.org.

Upcoming Events:

September 27 – 29

2006 Fall Radiothon - Catholic Radio Association's National On-Air Fundraising Event. [Click here](#) for further information on this opportunity to participate in this nationally-broadcast fundraising event.

October 11-14

[2006 Global Catholic Radio Conference](#) in Birmingham, Alabama, October 11-14. Tracks for experienced broadcasters, newly "baptized" and those just wanting to know find out if God is calling them. [Register online](#) today and take advantage of early bird pricing. Plan now to attend!

From Rome:

"If the Word of the Gospel is to be heard in every corner of the Country and the Church's teaching is to exercise a deep influence on consciences, mindsets and customs, the use of the media, especially radio and television, is proving more necessary than ever and should remain one of your constant concerns.

[T]hrough these media the Church will be better able to carry out her prophetic ministry, and especially to limit the action of the sects that frequently use the new technologies to attract and confuse the faithful."

POPE BENEDICT XVI TO THE BISHOPS OF THE DEMOCRATIC REPUBLIC OF THE CONGO ON THEIR "AD LIMINA" VISIT

6 February 2006

*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).