

In this Issue

From the President *The Passing of A Catholic Radio Pioneer*

Correspondence *Catholic radio in Ft. Wayne, A Reality! RA Messenger talks with Redeemer Radio's Board President Chris Langford*

Tips & Tricks *Them Tones, Them Tones...*

Programming *Magnificat Publishing Teams with Your Catholic Radio Station to Help Raise \$\$*

FCC File *We need your help.*

Upcoming Events

From the Editor

Employment Ops:

In next Month's Issue

In the News *RA interviews EWTN Radio's Program Director Thom Price... And, we interview the latest Catholic radio*

From the President: The Passing of A Catholic Radio Pioneer

Just prior to going to press, the CRA learned of the passing of a man who most of you probably don't know, but who had a large impact on Catholic Radio. I met Lyle Evans while forming Starboard Broadcasting in 2001. Lyle labored in the background at Starboard Broadcasting as an engineer who specialized in finding and filing applications for available radio frequencies. It was largely through Lyle's "no fear" attitude that we filed hundreds of Low Power FM applications on behalf of small groups all over the country and U.S. territories. Thanks to him LPFM found a home in Catholic Radio in a very big way. Personally, Lyle struggled with poor health for many years, which ultimately was the cause of his death. His cheerfulness and his skill at finding ways to get stations on the air where others would not even dare to look, will be sorely missed. May Our Eternal and Loving Father welcome his soul into His embrace forever.

Stephen Gajdosik, CRA President

Correspondence: Catholic Radio in Ft. Wayne, A Reality!

"Like many stations, the newest Catholic Radio station on the Catholic radio scene – Ft. Wayne Catholic Radio's "Redeemer Radio" (Indiana), 1450 AM WLYV – got started by buying time on a local AM station to air "Catholic Answers Live." It quickly grew to be that station's #1 program, attracting more listeners than any other of their weekday offerings. After a few years of buying time, founders Chris Langford and Jim Roy and a small group of dedicated Catholics made the leap to full time Catholic Radio with the purchase of WLYV AM 1450 in Ft. Wayne, Indiana. Pumping out a respectable 1000 watts, it's not a power house, but it does have power from on High! Still only in its first months of operations, Redeemer Radio has already received accolades from local listeners and a respectable showing in the latest Arbitron ratings. CRA interviewed Chris Langford, President of Redeemer Radio for the March, 2006 issue."

Q: How did Redeemer Radio get started?

Redeemer Radio started about 4 years ago. With the permission of our bishop, we started buying 1 hour of airtime weekdays at 5 p.m. to air Catholic Answers Live and simultaneously incorporated as a 501(c)(3). We raised the funding every 6 months for the next 6 months. Upon receiving a donation for a second hour of programming for a whole year,

[station to hit the airwaves.](#)

Tips & Tricks

[Audio cards – what to buy and why](#)

And much more...

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 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 for an informational packet and see how you can establish an FM Catholic radio station in your area.

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 a member's request, the Association will help members locate, evaluate and

we realized we could run a whole station for not much more than it costs to buy 2 hours.

Q: What was the greatest obstacle you faced early on?

In the early years, the greatest obstacle was finding enough volunteers to help us raise the funding every 6 months and to maintain (including producing of underwriting statements) and promote the show. For the development of a whole station, the greatest obstacle probably was the learning of what needed to be done to execute an acquisition and initial operation – it all seemed so overwhelming, especially when we did not have a grip on how it would all work. Another big obstacle for us was to obtain the go ahead from our bishop.

Q: What was the first indicator that this was something bigger than you imagined it would be?

Not sure what was first, but the technical challenges of what all is involved in running a station, especially one in which we are not just running straight off the EWTN satellite, has been an ongoing revelation. Also, what a huge job it is to obtain funds to operate the station.

Q: Assuming you tried to involve other people in your effort, what was the most common response you encountered?

In the early years, it just seemed like my partner Jim Roy and I were the only ones interested at all in volunteering. Since we moved to a whole station and began broadcasting, there has been a lot more interest. Catholic radio is an intangible and it can be hard to communicate what it is, and what it will do, especially when it is unfamiliar.

Q: Did you seek assistance from your Diocese, and if so, what response did you get from your Bishop?

The only assistance we sought from the diocese was concurrence on proceeding to purchase the station. We committed to our bishop that we would not proceed without his concurrence. In addition, we pledged our full obedience to him in every aspect of the station purchase and operations. Over the course of several months, and a number of written and in-person communications, we received the bishop's concurrence and then proceeded to purchase the station.

Q: What was your most difficult personal issue in committing to this venture? And, how did you overcome it?

The most difficult personal issue was the time required. By the grace of God, my work and personal life afforded the time needed, when it was needed. In addition, I was also able to take vacation time to visit Covenant Network, who showed us the ropes, and to attend the annual Global Catholic Radio Conference.

Q: Have you experienced any miraculous interventions? If so, please describe the most compelling.

Perhaps the most compelling intervention occurred when two prominent Catholic businessmen adopted us as a very worthy apostolate. With their connections, they really made the purchase happen both financially and with the bishop, who knows and trusts them.

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 the 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

Q: Now that you're on the air, what has the response from your audience been?

We are very encouraged by the tremendous response. A number of our priests are telling us that they listen on a regular basis and that the station is a help to them in meeting the spiritual and theological needs of their parishioners. Many Catholics are telling us that they listen throughout the day and enjoy all of the programs. A number of listeners have told us that the station is changing their lives. A non-Catholic noted that she used to listen to the station back when it used to be Protestant, "but then it switched to Catholic, but I really like it."

Q: What has been most helpful to you in getting funding to purchase WLYV?

Another obstacle for us was our bishop's request that we not conduct a capital campaign for the time being, given the just-completing diocesan-wide capital campaign. What was most helpful was the involvement of the two prominent Catholic businessmen, who know most of the other Catholic individuals with financial means. They arranged for a wine and cheese party in which a group of these Catholics agreed to help guarantee our bank loan.

Q: Do you have any recommendations to other groups just starting out?

I recommend prayer; renouncement of one's own will to God's will; patience; perseverance; obedience to the bishop; careful composition of the board of directors (individuals of like mind and not too many of them); and research of how other stations got started and how they operate.

Tips and Tricks: Them Tones, Them Tones, try Them Tones?

We've all heard the sound of a car crash, right? Tires squealing and then the sound of crunching metal on impact. To me this is what it often sounds like when you use clocks to cut away from the network feed to your local break. You're almost always a half second early or late if not much worse than that. The reason for every wreck is that you're simply guessing when to start your break. Sometimes it's a real good guess, but it's rarely any better than that. You either end up cutting off the last bit of whatever is playing or you stomp all over the intro to the next thing that was going to play. Either way, it sounds bad... metal on metal.

I was getting real good at guessing when the breaks were going to come in, and I had even managed to set up some fading with the Simian mixers to sort of minimize the crunching noises. Then one day in a staff meeting I was encouraged to investigate our ability to utilize what are called "cut-away" tones from EWTN. I must say that I wasn't that excited about having to figure out yet another thing that I had absolutely no training for.

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. The Association has developed an LPFM equipment list that costs under \$11k.
- **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

So after telling anyone and everyone who would listen that I was sure that it would be too expensive and take up too much time, I called a friend who happened to be a real radio guy and he assured me that it would be no where near as painful as I thought.

You might be asking yourself what a cut-away tone is. Basically, a cut-away tone is a tone that your computer can hear but you can't. And it can be used to start events in your automation system.

Both WEWN and Ave Maria use a 25 Hz tone for the cut-away and all you need to do to utilize them is to pick up a tone decoder and a trigger kit. The tone decoder listens to your feed and when the sub-audible tone is heard it closes a contact. The contact closure is felt by the trigger kit and the trigger kit communicates to your automation system. The net effect is that instead of being early or late you will be on time, and avoid the "radio wrecks".

You should be able to set the entire thing up in a day without much trouble. And even if it takes longer, it's going to make you sound so much smoother that you will never regret the investment of either your time or your money. And remember, If I figured out how to make it work... you're going to breeze right through it.

Doug Pearson writes from Reno, Nevada where he works as Director of Operations for Immaculate Heart Radio.

Remember! Before purchasing equipment, check with the Catholic Radio Assn. to see if any discounts are available to CRA members. If you have a technical question for our "Tips and Tricks" section send them to info@catholicradioassociation.org and we'll forward them along to Doug for his consideration.

Programming: *Magnificat* Teams with Your Catholic Radio Station to Raise \$\$

The *Magnificat* team is excited about teaming up with CRA member stations to enhance your On-air fundraising. As such, *Magnificat* is offering to provide all your donors with one free copy of the magazine. Starting now! They'll be happy to send copies of any of their magazines—*Magnificat*, *Magnificat en Espanol*, or *MagnifiKid!*, which targets children ages 6 to 12—to any of your listeners, past or present, friends of your station, local parishes, etc. Bulk quantities are available as long as supplies last.

For those of our readers who are not familiar with the magazine, *Magnificat* is a lavishly printed, visually stunning, and easy-to-read pocket-sized daily Mass companion, for use in church or at home and ideal for personal or family prayer.

At 400 pages each month, *Magnificat* features the complete readings for each Sunday, weekday and feast day Mass; daily reflections on the Gospel from the Church's greatest minds, past and present; a fresh take on the lives of the saints.

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:

"Today, the mass media have a special role in the world of culture. It is known that not only do they inform people but they also form the minds of those they address. They can therefore be an invaluable means of evangelization.

People of the Church, especially lay Christians, are called to promote Gospel values in an even greater outreach through the press, radio, television and internet."

Each day also includes beautiful prayers for both morning and evening, drawn from the riches of the Liturgy of the Hours; and each issue concludes with a discussion—and quality reproduction—of a masterpiece of sacred art. Its timeless, rich content, daily relevance, and sheer beauty make *Magnificat* a treasure for every Catholic home.

Why this generous offer? *Magnificat* is convinced that putting a copy in your supporter's hands is the best promotional strategy you could use.

For more information, please call: Joop Koopman at (917) 608-1989

FCC File: Can You Write This Column?

One of the most important columns we are hoping to offer to you in this newsletter is this column. In the past, Michael Dorner has laboriously and faithfully written about Catholic Radio activity before the FCC and about the FCC itself. Most of our readers aren't aware that Mike and his family are victims of Hurricane Katrina. For this reason and others, Mike is unable to continue writing this column. Please pray for Mike and his family. They are all safe, but still dealing with the difficult aftermath of the Hurricane.

We are now looking for someone to fill Mike's very large shoes. If you have experience doing research and writing and you would like to work with Catholic Radio Association staff by contributing an FCC-related article on a monthly basis, then please send us an email to info@catholicradioassociation.org

Editor

From the Editor: We need your articles and questions...

If you would like to submit an article for publication in the *Radio Active Messenger* for the "In the News", "Correspondence", or "Programming" sections. Or, if you have a question for the "Tips & Tricks", or "FCC File" sections. Please send an email with a brief description of your article "idea" to info@catholicradioassociation.org. If you have any suggestions regarding improving future issues please send an email to the same address with the subject heading of Suggestions. Thanks and God Bless you and your ministry.

Employment opportunities:

TO THE BISHOPS OF
POLAND ON THEIR "AD
LIMINA" VISIT

Saturday, 26 November
2005

General Manager Wanted

Guadalupe Radio Network a division of La Promesa Foundation which is a lay Catholic organization and is interested in hiring a Radio Network Manager. This individual should be self-motivated and capable of managing a growing network of stations. Experienced in fundraising and a working knowledge of radio would be essential. We own 1 AM station and 2 FM stations and 6 translators across Texas and one in New Mexico. The stations are fully automated. We are looking for an individual who has a heart to share the truths of the Catholic Faith through the media of Radio. Salary based upon experience. Interested applicants may send a resume to this address: La Promesa Foundation, PO Box 10571, Midland, TX 79702

Upcoming Events:

October 11-14

Plan now for the 2006 Global Catholic Radio Conference in Birmingham, Alabama from October 11-14. Registration materials will be available through the Catholic Radio Association in the Spring. Watch for more information about this special event.

*St. Gabriel,
Pray for us!*

Catholic Radio Association

121 Broad Street ♦ Charleston, SC 29401
Phone: 843-853-23 ♦ Fax: 509-479-1186
Email: info@CatholicRadioAssociation.org
Web site: www.CatholicRadioAssociation.org

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