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Evangelization...really? pt. 2

Following upon the January issue, we look again at what the Pope's have understood as evangelization and in what way we live it out in our apostolates. We will look primarily at two foundational texts on the subject of evangelization that were written in our own time. The first is *Evangelii Nuntiandi* by Pope Paul VI. It was written in 1975 and was following upon a theme taken up at the Second Vatican Council, the publishing of the General Catechetical Directory and the 1974 Synod of Bishops. The second text is *Catechesi Tradendae* by Pope John Paul II. He wrote it in 1979, the second year of his pontificate. He followed closely upon the work of Pope Paul VI.

For both Pope Paul VI and Pope John Paul, evangelization was not a nebulous term, nor was it some process or program that was merely done because we're Catholic. For them it was a dynamic, consuming way of life, based in the sacramental life of the Church, in the life of Christ himself, with a very definite purpose. That purpose is the holiness of the recipient and the renewal of the culture. As Paul VI wrote, "The purpose of evangelization is therefore precisely this interior change, and if it had to be expressed in one sentence the best way of stating it would be to say that the Church evangelizes when she seeks to convert, *solely through the divine power of the message she proclaims* (emphasis added), both the personal and collective consciences of people, the activities in which they engage, and the lives and concrete milieu which are theirs" (EN, 18). John Paul II taught us too, that our evangelical work is directed toward a definitive end, "I have no hesitation in saying that all pastoral initiatives must be set in relation to *holiness*" (NMI, 30).

This is a radical idea in some quarters, that there is an end, a purpose to the work of evangelization, and that purpose be the holiness of the evangelizer and the evangelized. Not only that, but this end is dependent upon "the divine power of the message" proclaimed. We participate in the proclamation, but it is the message, i.e., Christ, who does the conversion.

In this holy season of Lent in which we take stock of our personal life, let us also look at our apostolates. Are we merely aping secular or Christian radio? Are we simply Catholic channels of news, information and wholesome entertainment or is our purpose and the purpose of our programming to bring others to holiness in Jesus Christ through His Church.

Ad majorem Dei gloriam!

Stephen Gajdosik, CRA President

Correspondence: CRA Messenger Talks with Tony Holman of Covenant Network

How did you originally get involved with Catholic radio?

Years ago, I began spending an hour per day with Our Lord in the Blessed Sacrament. That changed and reordered my priorities. I gradually got stronger in my faith and began wanting to evangelize.

Why did Catholic radio draw you?

I'm very much involved with evangelization. For a while, I was handing out cassettes and other media. Catholic radio is one great way to do more of that.

How did your first station, WRYT, come about?

I spent about a year educating myself on Catholic radio. Then I began to search out stations that I could purchase. This was the first station that we got on the air, on May 1, 1997 in St. Louis. We now have eight (8) full-power stations and five (5) translators.

You are a "veteran" of Catholic radio. You can no doubt tell stories that will give newer apostolates hope in their inevitable struggles. Can you share with us how

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 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 three attorneys who practice in FCC law, contractual work, and nonprofit corporations

you face and overcome obstacles?

Again, I defer to the time I spend with the Lord in prayer. I have continued my one hour per day in front of the Blessed Sacrament, praying for the wisdom and grace to carry out His will. Then I come to work and get busy!

Your newest station was a joint effort between Covenant Network and the Catholic Radio Association. What was your experience in this effort?

We welcomed aboard WCKW AM 1010 in Garyville, LA in the Archdiocese of New Orleans. I was approached by the CRA about the opportunity available in Garyville, and I decided to pursue it. The CRA has helped me and Covenant Network tremendously over the years, and I have learned to trust the advice and counsel of its staff. So when I learned of this opportunity, I was glad to look into it. It is very encouraging to me to partner with an organization with such dedication to the mission of Catholic radio.

In fact, you were one of the persons involved in the founding of the CRA, correct?

Yes, I was. I had been involved with evangelization and Catholic radio for some time, and I felt it was important to have a hand in starting an organization that would continue to shape the industry.

You've heard of the window of opportunity for Non-Commercial Educational FM (NCE-FM) that the FCC will be opening soon? Do you plan to pursue any area for those frequencies?

Yes, we will be applying for NCE-FM. It is a great way to restore the Catholic culture that we once enjoyed in our country. Given that it is FM, the signal will be 24 hours.

Tips & Tricks

Pro Life Communications

Would you like to find a way to raise money for your apostolate AND support other pro-life causes all while simply spending money on a typical cost such as telecommunications bill each month? You can do all these things in partnership with Pro Life Communications--a telecommunications company that was formed for the sole purpose of supporting pro-life activities. Their program is designed to enhance, promote and support the integration of an individual's moral beliefs into his or her secular life. With Pro Life Communications, you can get a true flat-rate of 5.9 cents per minute, easy billing and great customer service. Plus, with every call, you will be supporting pro-life and pro-family causes. Pro Life Communications offers Long Distance, Local Service, Cellular, Internet Service, Free Web-hosting and more. You can designate your own apostolate as the recipient of the proceeds. Plus you could earn a commission on any referrals. Please visit their website at www.prolifecomm.com for more details.

National Catholic Community Foundation

One of the struggles that you may encounter in raising sufficient funds for operations or upgrades is getting in front of donors in or outside of your community that are capable of helping. One way to reach some of those donors is through the [National Catholic Community Foundation](#) (NCCF). The NCCF is a community foundation that serves donors by providing exposure to a pool of charities. NCCF is not a fundraiser; they enable donors to choose from qualified charities that reflect the Gospel and often which specifically serve the Catholic Church. In other words, NCCF is a tool for donors to find organizations to which they'd like to donate. E-mail us for the NCCF application which you can complete to be listed on their website. In addition to the [Catalog](#) page we encourage you to visit the [Planned Giving page](#). Through the NCCF you can offer to your supporters the opportunity to utilize such advanced donor techniques as charitable trusts and gift annuities and NCCF provides the know-how. NCCF, in its most recent news article, defines philanthropy this way. "In its highest form, philanthropy is a partnership where giver and receiver find their purpose in meeting the needs of each other and, in so doing, honor the dignity of each other. As each contributes to the fuller spiritual or material development of the other, both contribute to the promotion of God's kingdom." And NCCF says that "this belief is the underpinning of the National Catholic Community Foundation."

We encourage you to become familiar with NCCF and introduce it to your supporters too.

Bill Raskob Foundation

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:

"If the Lord gives us new gifts, we must be grateful even if they are difficult. It is good that they arise without an initiative from the hierarchy. They result from grassroots initiatives, but such initiatives also come from on high, in other words, are gifts of the Holy Spirit."

POPE BENEDICT XVI IN A DIALOGUE BETWEEN POPE AND PRIESTS OF ROME

25 February 2007

We all learn so much through the catechesis of Catholic radio. Has your appetite been whetted to the point where you'd like to learn even more? Have you considered going back to school, perhaps a pastoral institute or a Catholic college, to deepen your faith? Have your dreams been deterred by lack of funds to resume your education? We know of an organization that can help. The Bill Raskob Foundation is a small family foundation set up to give deserving students undergraduate or graduate loans with no interest. More information can be found at: www.billraskob.org.

Applications can be downloaded from January through April, and the applications must be received by the foundation by May 1. The foundation Board meets in June or July and makes its decisions. The average loan amount is \$3,000-\$5,000 and the re-payments begin six (6) months after graduation or termination from a program.

Programming: What's the Word on Member stations?

We'd like to share a sampling of some comments that were received by Immaculate Heart Radio listeners which were collected during the Fall 2006 On-Air Pledge Drive. We share these as an indication of the impact Catholic radio really does have on the lives of everyday people.

"Catholic radio has made me so much more in love with my faith." Sharrie from Stockton, CA.

"Former Protestant came home to Rome. Love Catholic radio!" David & Dana from Cameron Park, CA.

"I have never had somany clarifications of my Catholic faith as I have Catholic radio. It is very much needed in today's society. Along with the Body & Blood of Christ, people are hungry for it." Juan from Oakley, CA.

"I'm a cradle Catholic who never really learned or understood the depth and truth of my faith. But thanks to all your hard work and sacrifice, I have been reawakened to the continuing unfolding beauty of the pillar and foundation of Truth. God bless you!" Beethoven from Clovis, CA.

"I am 21, this radio station has helped me so much. I love it, thanks." Sean from Riverbank, CA.

"We love Catholic radio...it is like a fountain of grace pouring out of the dashboard!" Bruno & Amy from Albuquerque, NM.

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

In the News:

Ave Maria Radio officially welcomed a new network station on Friday February 9, 2007: WDEO 98.5 FM! Please join us in welcoming the newest member to the Ave Maria network, covering Naples and Fort Myers, Florida area. The folks at Ave Maria University are thrilled, and we should be, too. It's always a joy to embrace the expanding network of Catholic radio stations which promote the Truth of the Catholic Church.

We would also like to welcome Divine Word Radio's first station: WDWR (formerly WZNO) AM 1230, in Pensacola, Florida! WDWR went on the air on Ash Wednesday. Please visit the website of Divine Word Radio for more information www.divinewordradio.com.

Also on Ash Wednesday St. Gabriel Radio put WFOT 89.5 FM on the air in Mansfield, OH. WFOT joins WUCO AM 1270 in Marysville, OH.

Praise God and a big round of applause for these anniversary celebrations:

Immaculate Heart Radio, Covenant Network, and Queen of Peace Radio will all be celebrating their tenth (10th) anniversary on the air in 2007!

Does everyone hear the angels singing?

Upcoming Events:

June 18th

Episcopal Advisory Board luncheon – The Catholic Radio Association’s annual luncheon of its Episcopal Board in conjunction with the USCCB Spring Meeting. Please pray for our advisors and all Bishops who attend!

September 26 – 28

2007 Fall Radiothon - Catholic Radio Association’s National On-Air Fundraising Event. More to come with further information on this opportunity to participate in this nationally-broadcast fundraising event.

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!

*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).