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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

Of Purpose and Mission

Every few years the Board and Officers of the CRA get together to evaluate the work of the CRA and chart the course for the next few years. This year we met in Omaha for two days and were hosted by the faithful folks at KVSS Spirit 88.9 FM. Archbishop Elden F. Curtis of Omaha, our Episcopal Advisory Board chairman, joined us one of the days to offer his input and to offer Holy Mass for our supporters in the St. Gabriel Society and our members. Fr. Pablo Straub, who was in town taping a show at KVSS, took time to join us and offer words of encouragement too.

Both Archbishop Curtiss and Fr. Straub encouraged us to foster Catholic radio as an instrument of the new evangelization to bring people to holiness (see Canon 779 in sidebar). That made sense. Evangelization is part of our mission. It's what we do, but we do it for a purpose. That purpose is to bring people to Jesus through His Church that they may become saints.

At the end of the two days we committed ourselves and our work to "assist the Church to bring people to holiness in Jesus Christ, through His Church."

We look forward to working with you in solidarity to carry out this great work for the Mystical Body. Let us pray and help each other to become great saints; great lovers of God and His Church.

Ad majorem Dei gloriam!

Stephen Gajdosik, CRA President

Correspondence: CRA Messenger Talks with Jim O'Laughlin, President of Kansas City Catholic Radio Network

What started your interest in Catholic radio?

"Walking into Church one Sunday, a gentleman I was loosely familiar with said he wanted to talk to me after Mass about an offer that I 'could not refuse.' My family and I went into Church to pray and wait for Mass to start. After Mass, the gentleman asked me to be on a Committee to buy an hour a week to put Catholic teachings on the air. I said yes immediately, even though I generally dislike being on committees. When we went home and turned on the new cable TV that had just been installed, the first show we saw was Lou Dobbs "Money Line," with a segment on how to start a radio station! When that show was over, we switched to EWTN for the first time ever, and Fr. Mitch Pacwa did an hour show on how to start a Catholic radio station!! At the end of the show, Fr. Mitch said a prayer to the patron saint of radio, St. Gabriel. The rest is history!"

What an incredible story! When I hear such stories, I simply marvel at the hand of God being revealed in our lives...and it doesn't make sense to me how people cannot believe in God! As beautiful as the calling is, though, I imagine you faced some obstacles in the journey to make it a reality. How did you handle that?

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

“In the beginning, everything was an obstacle. We simply did not know anything about radio! We didn’t know how to buy a station, how to operate it, who would operate it, and how to raise the money. Satan will try to discourage you as much as possible. If someone would have told me how hard it was, I would have quit.”

In fact, didn’t you almost quit and shut the doors at one early point?

“Yes. When we started the station, we borrowed an extra \$100,000 for operating costs. We told God that when the money was gone, we would shut our doors and sell the station, because it would mean we were doing His will and not our will. On a Friday four (4) months after we opened our doors, we were in the negative over \$99,000. My wife and I talked it over on Saturday and started to call the radio broker to tell him to sell the station, for we knew that on Monday the debt would be over \$100,000. We decided to wait until Monday to call the broker. When we went in Monday, more money came in than bills, ditto Tuesday...and ever after. God was showing us who was in charge. And the epilogue: we ended up in the positive at the end of our first year!”

Remarkable! So despite the hardships, remembering who is in charge helps you keep your passion and commitment focused on the mission of Catholic radio?

“Yes. My passion comes from the many people who have shared with me how Catholic radio has changed their lives and saved souls. My commitment comes from God, who has blessed my family and me in ways that could never be repaid. So we commit to this vocation He has called us to. His will, not our will, be done.”

What are you currently doing in growth and expansion?

“We are building two FM stations that we bought in the spring of 2006, and we just closed on a station that covered Colorado Springs and Pueblo. We have on file a power upgrade for our Kansas City station from 1,000 watts to 7,500 watts.”

That is wonderful to hear. It’s a blessing to the Catholic Radio Association that we can be a part of the process of spreading the Good News of Jesus Christ through stations like yours.

“The CRA has certainly helped us in this process. Attending the annual conference has been very instructive. Participating in the annual radiothon has definitely helped with funding. And it seems that most of our questions have been answered in one way or another by the CRA. ”

Kansas City Catholic Radio operates stations KEXS 1090 AM in Kansas City, KAHS 1360 AM in Wichita, and KFEL 970 AM in Colorado Springs – Ed.

Tips & Tricks

Interested in purchasing a station or buying air time to broadcast Catholic programming?

Long-time CRA source John Pierce, of John Pierce & Company, would be delighted to help.

John Pierce and Company, LLC serves as a full service brokerage, appraisal and consulting business, to both buyers and sellers of radio and television properties. John Pierce has been involved in broadcasting since 1975, and started his own business in 1999, to devote his full attention to media brokering. While he has worked with such large-scale clients as Clear

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 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:

Catechetical instruction is to be given by using all helps, teaching aids, and instruments of social communication which seem more effective so that the faithful, in a manner adapted to their character, capabilities and age, and conditions of life, are able to learn Catholic doctrine more fully and put it into practice more suitably.

Code of Canon Law, 779

Channel, ABC-Disney, and other respected and well-known media entities, he also has a warm heart for Catholic radio.

John would like to offer services from buying and selling stations to negotiating air time.

For further information, please contact John Pierce at the contacts below.

859-647-0101 phone
859-647-2616 facsimile
jpierce@johnpierceco.com

Is there some question you would like answered? Have a tip or trick you'd like to share? 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 which were collected during the on-air pledge drives or just sent in as thanksgiving for blessings. We share these as an indication of the impact Catholic radio really does have on the lives of everyday people.

"I can go to Mass with Catholic radio. I listen to it even if I can get to Church. Hearing two different homilies...really broadens one's perspective." Mary of TX

"I was thrilled to find that the loony liberal station had rutned into a Catholic station. I especially like hearing the testimony of people and how they grew spiritually." Nancy of TX

"I LOVE CATHOLIC RADIO!!!!...I can relax and be ministered to. Thanks for all you are doing." Brenda 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

"Within 5 minutes of ending our air time the very first day on air, we had a gentleman call and say that he "accidentally" found the station that morning, had been listening all day, and was coming back to the Catholic Church after 30 years away! And he said he was coming back after listening to Catholic radio all day!" Jim O'Laughlin of Kansas City

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:

We received this e-mail from a member:

Subject: Historic, record breaking, enter this one into the CRA books, \$62,000 hour during REDEEMER RADIO SPRING SHARATHON!

Dear Sharon-

Jerry Usher came to Fort Wayne for REDEEMER RADIO'S Spring Sharathon, April 11,12, and 13. On day two, during the 9 o'clock hour, we had a supporter in studio who pledged to match any amount called in that hour.

Everyone in Fort Wayne seemed to pick up the phone. :-)

Actually, pledges were called in for \$31,125. His match made it \$62,250!

Jerry Usher said he had never seen an hour like that before, in all of his Catholic Radio fundraising efforts!

We feel blessed and humbled by the response of our listeners. (REDEEMER RADIO is only 16 months old!)

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 encourage your own local Bishop to attend this very important luncheon. A great deal of useful information will be imparted by a panel of knowledgeable and supportive Bishops to their brother Bishops, which is a highly effective way to inform the clergy. Plus, staff of the CRA will be on hand to supplement the information and answer any questions that may arise as a result of the panel discussion.

September 26 – 28

2007 National Fall Radiothon - Catholic Radio Association’s national on-air fundraising event for member stations. More to come on this opportunity to participate in this nationally-broadcast fundraising event. Enjoy the fundraising successes of Redeemer Radio (see above) and the majority of CRA members!

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! Bring staff and directors to maximize sessions attended and help build unity and resources for your apostolate. The conference website with theme, information on workshops, should be up before the end of May! Be on the lookout for registration details.

October 12-19, 2007

NCE-FM Window opens: The FCC announces a filing window for applications for NCE-FM new station and major modification permits.

“I wanted to thank you for bringing out [in RAM] that Catholic radio should not be so much about entertainment and a source of news but rather, programming should be geared to bringing others to Christ and to lead us toward holiness.”

Anonymous sent to the CRA

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.

*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).*