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Another Wonderful Annual Conference!

2007 Global Catholic Radio Conference, Oct. 10-13, 2007

"Do not be afraid, but speak and do not be silent; for I am with you." Acts 18:9

Thanks so much to all of you who participated in the conference this year. It is due to your attendance that we are able to have such a lively and fruitful event. The fellowship and communion that we share is just as important as the practical tips and topics we cover. For those who weren't able to make it this year, we welcome you to put next year's dates on your calendar now!! Mark Oct. 8-11, 2008 immediately!

We also have a few updates. First, we are grateful to EWTN for the prompt availability of the Audio Files from the tapings of each session! Many thanks to the staffers for their hard work there. You can access the FTP site with all of the conference audio files as follows:

<ftp://audio.ewtn.com> Username is radioconference; and the password is ewtn.

You will see four folders: Day 1; Day 2; Day 3; and Imaging Samples. Day 1 consists of the two retreat talks from Hanceville with Bishop Yanta and Deacon Bill. Day 2 consists of all the talks from Friday's sessions. Day 3 holds all the talks from Saturday's simultaneous sessions, with the exception of the Simian (Operations) presentation, since it was primarily a visual, interactive demonstration of the system. The Imaging Samples folder contains the actual spots and interstitials that were played in the Saturday morning imaging session. We are certain you will both enjoy and be edified by these audio files.

Finally, we remind all attendees that you were sent a Conference Feedback Form by John Pepe at EWTN. We urge you all to complete that form and return it per his e-mail instructions of Oct. 23, 2007. It is vital to the planning team to have your feedback in preparing for next year's event. We value your insight as we continue our efforts to improve the conference.

Ad majorem Dei gloriam!

Stephen Gajdosik, CRA President

Correspondence: CRA Messenger Gives an Update on FCC Proceedings

The FCC released on Aug. 15, 2007 a Notice of Proposed Rulemaking (NPRM) on the issue of AM stations using FM translators as a fill-in service. The FCC invites comments within 60 days after date of publication in the Federal Register, which has not yet happened, so you still have plenty of time to submit comments. We urge you to consider this matter carefully.

As background, the National Association of Broadcasters (NAB) filed a Petition for Rulemaking proposing that the FCC amend its rules to allow AM broadcaster stations to operate FM translator stations to retransmit their AM service as a fill-in service. The FCC

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 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

received over 500 comments, the majority of which supported the NAB proposal. Thus the FCC has adopted and released the NPRM, proposing rules permitting the use of FM translators by AM stations.

In the text of the NPRM, the FCC briefly recaps the history and import of AM radio and reaffirms that AM radio remains an important component of the mass media landscape and a vital provider of local programming in a manner consistent with the “public interest, convenience and necessity.” (47 USC Sec. 309(a)) The Commission further reiterates its commitment to localism in the broadcast service, which has been “affirmed as a valid regulatory objective many times by the courts.” (FCC 07-144 p. 3)

The current status of FM translators is described by FCC as thus. FM translator stations (first authorized in 1970) are low-powered facilities licensed for the specific purpose of retransmitting the signals of either an FM radio station or another FM translator station. Translators are a secondary service and to keep it so, the FCC adopted rules restricting their use, ownership, program origination, etc.

The CRA filed Comments in opposition to the NAB Petition. You will be able to find those at a link on our website in the near future. In sum, we suggested three factors disfavoring the use of FM translators by AM stations. First, that it would not provide the relief suggested. Second, that if localism and diversity are the most important criteria, the NAB proposal is harmful to both. Third, that the LPFM process will be harmed.

We will now be filing Comments in the NPRM again in opposition to the proposal. We suggest that you consider either joining our petition or filing comments in opposition as well. We will most likely post our Comments on the website so you can see a sample format, and will notify you when we do so. We urge you to consider this NPRM in light of the bigger picture. While at first glance it may seem a positive step for Catholic radio with AM stations to be able to make use of FM translators, it is the belief at the CRA that in the long term such cross-usage will actually harm Catholic radio. As media ownership is concentrated in the hands of fewer and fewer companies, true diversity of opinion and the number of voices in a community become less. Smaller commercial companies and noncommercial entities like Catholic radio which generally hold AM licenses will not have the resources to compete with the major players.

CRA suggests as an alternative that the FCC finish the LPFM issue before issuing translators to AM stations. If localism is important to the FCC, then giving LPFMs a preference in the spectrum over translators being used by AM broadcasters and chains will serve the ends of localism and diversity. Or the FCC could open an LPFM window and give LPFM priority over translators, so at least as commercial stations can bump LPFM stations, then LPFM can in turn bump translators for air time.

There is much to consider about this issue and we invite your questions and comments. Initially, we felt it necessary to bring it to your attention in a timely manner so that you can make resources available to respond. As we gather new information, be assured that more updates will follow.

Tips & Tricks

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:

Effective evangelization involves making the Gospel "penetrate deeply into the way people think." The Pope went on to say that the ability to state ancient truths in new ways is "more pressing than ever in our post-modern age, in which the need is felt for a new evangelization, and which needs masters of faith and appropriately trained heralds and witnesses of the Gospel."
Pope Benedict XVI
Oct. 26, 2007

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 catholicroadio@bellsouth.net. It may take up to 10 business days to make the requested change and there

We are in the process of compiling surveys from the 2007 Radiothon participants about successes and strategies of the stations. We would like to share some of those strategies over the next few issues of RAM so that stations participating in future Radiothons can benefit from each other's experiences. If you participated and haven't returned your survey yet, please do so as soon as possible. Thank you for your time in helping all members!

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.

Programming: What's the Word on Member stations?

"Catholic radio is all that I listen to!" Robert from Pine Grove, CA

"I work full-time in religious education...and find some very wonderful educational and inspirational programs on Catholic radio." Hannah from Fair Oaks, CA

"I am disabled and draw so much strength from Catholic radio." Steve, Albuquerque, NM

"I like all the programs that educate the parents and youth in the Truth and beauty of the Body. Thank God for Catholic radio." Pat & Katie from Albuquerque, NM

"Everyone has a cross they have to carry, and IHR has helped me to carry mine." Toni from Stockton, CA.

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

In the News:

October 12-19, 2007

NCE-FM Window opens and closes!!

WOW! What a journey the CRA has been on this year with the pursuit of NCE-FM. It is not exaggerating to say that a large part of resources (time, talent, treasure) have been dedicated to preparing and submitting applications for prospective Catholic radio operators. We are grateful to report that we were able to file about 220 applications for NCE-FM stations, which represents over 45 million souls that could be touched by Catholic radio. We appreciate your prayers to date in this important work and ask that you not cease praying! The FCC estimates that it may take 2-4 years to sort through all these applications and award licenses. In the meantime, we must be about the essential work of tilling the field and making ready the vineyard of the Lord.

Upcoming Events:

April 30 - May 2, 2008

2008 National Radiothon - Catholic Radio Association's national on-air fundraising event for member stations is moving to the SPRING!! Please mark your calendars now for the 2008 National Catholic Radiothon. The stations that participated in the Fall 2007 Radiothon are sending to us their surveys to report successes, tips, etc. We will share the good news as we receive information.

is a slight chance that you may receive e-mail from us within that timeframe.

October 8-11, 2008

2008 Global Catholic Radio Conference in Birmingham, Alabama, October 8-11. Please mark your calendars NOW for next year's conference. Whether you are already working in Catholic radio, attended before, or just getting started, you will be blessed by your participation at this conference!

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).