

# RadioActive Messenger

News and Information that matters to the Apostolate of Catholic Radio

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## Association Happenings

### **Employment Opportunities**

There are several new employment opportunities available for those looking to serve and work in Catholic radio. Guadalupe Radio Network, in Midland, TX is seeking a Radio Station General Manager. Catholic Broadcasting Northwest of Portland, OR, has a position open for a General Manager with 5 years experience and an undergraduate degree. For more information on these and other positions please visit the "Employment Page" of the CRA website. If your apostolate has open positions for employment that you would like placed on the CRA website please contact Mary Beth Bolle at the CRA.

### **Member Surveys Due Nov. 15!**

If you have not already returned your Member Survey please return it by Nov. 15, 2004. In our work to spread Catholic radio, it is crucial that the CRA know and respond to the needs of its members. Returning your Member Survey will let us know how we can aid you in your apostolate. A Member Survey is attached for your convenience.

### **Resources Page is Up**

It is crucial for those working to spread the Faith through

## **A PRIVILEGED AND NECESSARY APOSTOLATE**

By: Stephen Gajdosik, CRA President

One of the most frequent requests for assistance we receive is for help in enunciating the rationale behind the need for Catholic radio. This rationale is clearly evident to those whom God has intimately invited to take part in this great apostolic endeavor. However, it is not always as clear to those who have not been similarly called. It is incumbent upon each of us involved in this most holy apostolate to know and be ready with an answer for the hope that lies within us (cf. 1 Peter 3:15). We must be able to promote, defend, and explain the efficacy of and need for Catholic radio. Catholic radio is, after all, the communication of God himself, "the content and the dynamic source" (*Aetatis Novae*, 6) of the message which we bring to our culture.

To help further the mission of Catholic radio, a mission which actively summons souls to answer the universal call to holiness expressed so clearly and eloquently in the Second Vatican Council's *Dogmatic Constitution on the Church*, the Association is writing and distributing a year-long series exploring Catholic radio as a most efficacious and accessible form of social communications. The series, in short, will expound on why Catholic radio is one of the most privileged forms of catechesis and evangelization available at present to form and mold our culture (cf. *Christifidelis Laici*, 44). In increments, this series will explore the mission and message of Catholic radio, its operation, and its theological rationale. The series will be authored by Steven Kellmeyer, who was the keynote at our last radio conference. Each topic will also include companion articles written by Bishops from around the world who have particular competence in the subject discussed.

It is our hope that this type of in-depth examination of Catholic radio, including its mission, necessity, and unmatched efficacy, will have a 3-fold effect. First, the series will lead to a greater understanding on the part of those not directly involved in the apostolate of Catholic radio. Second, it will spur an increase in support for lay Catholic radio stations, nascent groups, and program providers across the continent. Third, it will lead to a protracted expansion in the number of Catholic-programmed stations.

In addition to the upcoming series, the Association realizes that our international efforts will bear the greatest fruit when paired with local radio apostolates that are knowledgeable of the Church's teaching on evangelization, catechesis, and the proper role of lay faithful in the Church. To this end we have placed links on our web site at [www.CatholicRadioAssociation.org/resources](http://www.CatholicRadioAssociation.org/resources) to the most pertinent theological documents on evangelization, catechesis, and the vocation of the laity. Each of these documents are treasures with which those responsible for the management of Catholic radio apostolates should be familiar. Of particular value is the Pastoral Instruction on Social Communications, *Aetatis Novae*, written by Archbishop John P. Foley, President of the Pontifical Council for Social Communications. It concisely and cogently lays out the importance of social communications in the life of the Church.

As the holy season of Advent approaches, a season in which the Church calls each of us to prepare our heart through prayer to receive the Light of the Nations at Christmas, let us remember our awesome responsibility to bring

Catholic radio to be literate in Church teachings on the media, the vocation of the laity, and the goals and duties of the apostolate. In order to aid our members, the CRA has placed links to many Church documents that offer inspiration and instruction to those working in evangelization and catechesis on the "Resources Page" of the CRA website.

The CRA has also developed several brochures and booklets that describe the growing movement of Catholic radio, offer guidance to starting a local radio station, and reiterate the Church's teachings on Catholic radio. These are also available on the CRA website.

### **A Thanksgiving Prayer**



#### **Act of Thanksgiving for the Blessings of the Past Year**

"O God, the beginning and the end of all things, Who art always the same, and Whose years fail not, we now, at the close of another year, kneel in adoration before Thee, and offer Thee our deepest thanks for the fatherly care with which Thou has watched over us during the past, for the many times Thou hast protected us from evils of soul and body, and for the numberless blessings, both temporal and spiritual, which Thou hast showered upon us. May it please Thee to accept the homage of our grateful hearts which we offer Thee in union with the infinite thanksgiving of

the Light to our land through prayer and our apostolate. Each of us is called to be an Ambassador of Christ and of Catholic radio. You will be blessed abundantly for taking a few moments out of each day to read the valuable works referenced on our web site, and to pray and reflect upon your role in this privileged and most necessary apostolate.

*Ad majorem Dei gloriam! Ω*

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## **DIRECT MAIL FUNDRAISING 101**

### **Part Two: Package Components**

*By: Thomas Minarik*

**NOTE:** *This is the second of a four-part series. Part I focused on the purpose of a direct mail prospect campaign and noted the importance of properly determining one's market when obtaining lists of names to receive the donor acquisition (prospect) mailing. This article will focus on the package itself. Please remember to contact the CRA with any questions you may have regarding this series of articles, or fundraising in general.*

Each element of the direct mail package has a critical role to play in the package's success. Here is a brief overview of the components and how they are used to help generate new donors.

#### **1. The Envelope:**

- The outer envelope's sole purpose is to keep all the inner components of the package together so that they can be mailed. However, it is also the most important component because it is the first item of the package a prospective donor sees. Therefore, it must *invite* the recipient to open it and see what's inside. If the prospect never opens the envelope, it doesn't matter what you have written inside; it will never generate an acceptable response.
- The way to "invite" the recipient to open the envelope is to "tease" him with copy on the envelope that peaks his interest; thus "teaser" copy. Do not turn "teaser" copy into "headline" copy and tell the recipient what's inside. A lot of time needs to be spent on the "teaser" copy.
- Envelopes are either standard-window (s/w) or closed-face (c/f). Most prospect packages use s/w carriers because they keep costs down. When using s/w there is no "match" to worry about. The reply has the recipient's name and address on it and this shows thru the window. When using c/f, although it generates higher returns, it costs more for the package because the name and address on the reply must match that on the envelope. You must determine if the anticipated increase in response is worth the definite increase in cost to use c/f envelopes.
- Meter or stamp. If mailing first class, always use stamps ... and plenty of them. If mailing at non-profit or bulk rates, studies conflict as to which is more effective, the non-profit stamp or a meter. If your "teaser" copy is good, it won't matter.

#### **2. The Letter ...to have any chance for success, every letter must follow these guidelines:**

- You have 12 *seconds* to grab your reader's attention. The bulk of your time writing a direct mail letter should be spent on your opening line.
- You must clearly state the "problem" you are trying to get the recipient to help you solve right up front. This "problem" must be something that is "pre-sold." If you have to explain that there's a problem, you've already lost the battle for the reader's attention.

Thy divine Son, our Lord Jesus Christ, Who with Thee liveth and reigneth forever and ever. Amen.”

-- from [Catholic.com](http://Catholic.com)

## **Member Services**

Ω **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 also has contacts developed with multiple radio station brokers to quickly find stations that are for sale or can help members to locate and negotiate a station directly with the owner.

Ω **Acquisition loan program** - The Association is working to establish a matching funds loan program with a Catholic fraternal insurance society to provide members with a low-interest acquisition loan.

Ω **Credit card processing** - The Association has developed a discounted credit card processing plan for members.

Ω **Special events** - The Association co-hosts, with EWTN, an annual conference each year to provide members with the most up-to-date information and guidance in order to train and assist members in their apostolate.

Ω **Newsletters/Information exchange** - The Association provides to its members a bi-monthly with information, pertinent news, and ideas relevant to Catholic broadcasting.

Ω **Regulatory** - The Association will share with its members via its newsletter or e-mail broadcast any regulatory changes or updates of which it becomes aware.

Ω **Resource sharing** - The Association makes known, via its newsletter, any items or abilities possessed by its members which other members may be interested in.

Ω **Engineering/technical** - The Association will evaluate the coverage area of a station a member is seeking to purchase, and provide recommendations as to its upgrade-ability, suggested purchase price and

- Within the first couple paragraphs the donor must be *asked or invited* to *do* something – mail a postcard, sign a petition, complete a survey, or make a phone call. This gets the potential donor *involved* and makes him more receptive to help support the organization.
- Your letter must give an easy-to-understand and credible solution to the problem you've called attention to.
- Your letter must address the reader's concerns *not* the organizations "solution". There must be a lot of "you" and "your" words on the first page.
- You must tell of your organization's accomplishments. This establishes credibility and assures the prospect that his dollars will not be wasted.
- You must include a listing of well-known people who endorse your ministry's work.
- Your copy must be easy-to-read. It must motivate. It must evoke an emotional as well as a rational response. It must be written with short words (generally to an 8<sup>th</sup> grade level), in short sentences, and formed into short paragraphs. People don't read direct mail letters so much as they scan them.
- Make it easy for readers to scan the letter. Draw attention to the really important points of the letter using bullets, or arrows, or highlighting, or double indentations, or bold, or underlining ... or a combination of any of these.
- You must employ a lot of "white space" in the copy. This makes it look as though it will not take a major investment of time to read. Proper use of white space also facilitates scanning the copy.
- You should have a "PS" at the end of the letter. After the opening of the letter, this is the next thing prospects read (because they turn the letter over to see who it's from and their eye catches the P.S.). The P.S. needs to express a *new thought* from the letter, strong enough to motivate the prospect to make a contribution; or at the very least, to go back and read the entire appeal. It should be short, no more than eight lines.

### **3. The Reply:**

- Keep your reply short and easy to follow. Avoid confusion at all cost.
- The dollar boxes ought to stick out like a neon light.
- It is *essential* that the prospect's name and address appear somewhere on the reply.
- It is also *essential* that you include the package's "mail code" (the code used to track the results of the mailing) on the reply.

### **4. The Return Envelope ... one of two types:**

- **RAE** or "Return Addressed Envelope." It is a c/f envelope that is pre-addressed to your organization. There is *no postage* on it. The prospect must put his own f/c stamp on the envelope. RAEs diminish returns. However, if your package uses a "survey" or "poll" as its involvement device, use an RAE in your mailing because fewer recipients will send you their opinion (without an accompanying contribution) if they have to pay the postage to do so.
- **BRE** stands for "Business Reply Envelope." In addition to your organization's name and address, your organization's BRE permit number is also printed in the address area. To print and use a BRE, you must obtain a unique fim mark (the solid black bars at the top of the BRE and also along the right side) and bar code (which runs along the bottom of the BRE) from your local post office. When using a BRE, you pay the postage (along with a small processing fee) for

signal enhancement. The fee for a detailed upgrade analysis is only \$300. V-Soft Communications, a broadcast consulting firm, has agreed to offer its AM/FM spectrum analysis services to members at a \$950 discount if the initial engineering is done by the CRA.

Ω **Legal** – The Association has developed relationships with two attorneys practiced in FCC law, contractual work, and nonprofit corporations who offer their services to the members at significantly reduced rates. The Association would like to underwrite half the cost of the legal work a member requires in order purchase a station or incorporate. As the first step is often the most difficult, this would assist fledgling apostolates get over the first hurdle more easily and ensure it is done correctly.

Ω **Broadcast Software International (BSI) Discount** – 20% discount on all its proprietary software to members, including its cutting edge station automation system, Simian. 10% discount on all other software and hardware.

Ω **Armstrong Transmitter Corporation Discount** – 25% on the purchase of all transmitters and 20% on the purchase of all other hardware by members.

Ω **Gorman-Redlich 5% Discount and Free Shipping** – on its well-known Emergency Alert Systems (EAS) to members.

Ω **Employee Benefits** – The Association is working with a Catholic fraternal insurance company to provide tax-advantaged retirement vehicles for members.

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every BRE returned to your organization's P.O. Box address. BREs make it easier for a prospective donor to send in a contribution – he doesn't have to look for a stamp but can take action while motivated. Once the donor sets the reply aside, even for a just a moment, to look for a stamp, his emotions cool and he may end up not sending in the contribution.

- *Note:* It is highly recommended that you include the words "Your stamp here will help reduce costs" somewhere at the top of the BRE. The post office will issue a credit to your organization for every f/c stamp that is affixed to a BRE.Ω

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## STATION SPOTLIGHT – KMDM-LP, Polson, MT

### Proclaiming the Gospel of Life

*By: Mary Beth Bolle*

Since May 15, 2003, 107.9 KMDM-LP has been "Proclaiming the Gospel of Life" to the people of Polson, MT and the surrounding area. The station was started by Sam Marshall, and his wife Barb, to be an instrument of unity, evangelization, and catechesis. After hearing the Faith watered down in many local parishes, Marshall had a "driving conviction to start something." He worked with Starboard, who guided him through the process of starting a station. Marshall began by forming associations in the surrounding towns to help generate interest in Catholic radio. Members of the associations were committed to praying for the success of Catholic radio. After a two year period of waiting, during which Marshall learned everything he could about radio, the station in Polson was granted a license.

Once the license was granted, Marshall and his wife took a leap of faith by putting the start-up costs on their personal credit card. The Marshalls asked Our Lord to provide funds to pay for the station either through donations, or by increasing their court reporting workload so that they could finance the station out of pocket. Although they had previously not been very busy, the Lord has since brought a steady stream of court-reporting jobs to them. In addition, KMDM-LP now has a steady stream of benefactors that support the station on a day-to-day basis.

The station's goal today is the same as when it first started. Under the patronage of St. Joseph, KMDM-LP works to, "proclaim the beauty" of the Catholic Faith. Response to this message has been tremendous. One woman who was convalescing in a nursing home listened to the station all day long. Her caregiver was introduced to the station and, after the woman's death, the caregiver wrote the station sharing how much the programming meant to both her and her patient. The caregiver also enclosed a donation. Donors to the station include both protestants and Catholics. One protestant from north of the area introduced KMDM-LP to his congregation. The man estimates that half of the congregation now listens to the radio station.

The Marshalls thank God every day for the gift of the radio station. They are also grateful to the CRA for offering spiritual, technical, and fundraising help. Of the CRA's recent National Catholic Radiothon, Marshall said, "The Radiothon helped portray that our local radio station is part of the universal Church and that we are not alone." He is grateful for all of the help and planning the CRA offered during the Radiothon.

In offering advice to those hoping to start a Catholic radio station, Marshall says, "Just do it!" He urges radio apostolates to not get stuck in the bureaucracy, but rather to trust in the Lord to provide. As Marshall shares, "The reward is knowing that people are being brought to Christ." In answering the call for a New Evangelization and working to promote the Truth and beauty of our Holy Catholic Faith, KMDM-LP is touching many souls. Marshall said, "We just simply pray and work hard to keep it on the air." This trust in God and commitment to prayer has allowed KMDM-LP to be a vessel in spreading the Truth.Ω