

## On all Christians rests the noble obligation...

The Holy Spirit, and the Church, exhorts each and every one of us to proclaim the Gospel in every way possible, including through the use of modern media.

*“The latest media of social communication are indispensable means for evangelization, and for enlightening the minds and hearts of men...effective support should be given to good radio and television programs, above all those that are suitable for families. Catholic programs should be promoted, in which listeners and viewers can be brought to share in the life of the Church and learn religious truths. An effort should also be made to set up Catholic stations.”*

*--Decree on the Means of Social Communication, Vatican Council II*

*“For the new evangelization to be effective... knowledge and use of the media...is indispensable.*

*[The Church must] join forces in order to acquire and manage new transmitters and TV and radio networks.”*

*-- Ecclesia in America, 72*



**“Dear friends, do not be afraid to take up this challenge: be holy men and women!”**

**“Do not forget that the fruits of the apostolate depend on the depth of spiritual life, on the intensity of prayer, on continual formation and on sincere adherence to the Church's directives.**

**“Today I repeat to you... that if you are what you should be - that is, if you live Christianity without compromise - you will set the world ablaze.**

*-- John Paul II,  
Jubilee of the Apostolate of the Laity,  
26 November 2000*

## THE CRA IS HERE TO HELP

The Catholic Radio Association was founded in 1999 to serve as the trade association for Catholic radio. The CRA works to advance the cause of Catholic radio by providing member services, facilitating the sharing of knowledge and resources, and speaking with a unified voice for its members. The Association's membership includes virtually all Catholic radio apostolates in the country, Catholic radio program providers, the USCCB, and several (arch)dioceses.

### MEMBER SERVICES

- Diocesan Media Integration
- English and Spanish Programming
- Station acquisition assistance
- Equipment Discounts
- Newsletters/Information Exchange
- Loan Program
- Resource Sharing
- Engineering/technical
- Station operating systems
- Fundraising/Marketing
- Special events
- Grant program for mission territories

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# WHY

# CATHOLIC

# RADIO?

**... to bring the world to Salvation.**

*Decree on the Apostolate of the Laity, Vatican II*

## TRADITIONAL MEANS OF EVANGELIZATION HAVE BEEN INEFFECTIVE

Many of the traditional programs used in evangelization and catechesis are often unsuccessful in spreading the truths of the Faith. In our media dominated society, people look increasingly to the media rather than to the Church for information on how to think and what to think.<sup>1</sup>

Just a few statistics highlight the lack of impact and effectiveness of traditional means of catechesis.

- “10% of lay religious teachers accept Church teaching on contraception. 53% believe a Catholic can have an abortion and remain a good Catholic. 65% believe that Catholics may divorce and remarry.”<sup>2</sup>
- 77% “Believe one can be a good Catholic without going to mass on Sundays. By one New York Times poll, 70 percent of all Catholics in the age group 18 to 44 believe the Eucharist is merely a ‘symbolic reminder’ of Jesus.”<sup>3</sup>
- Just 50% of those who went through RCIA were actively involved in a “ministry or committee in the parish... any other” service.<sup>4</sup>

<sup>1</sup>cf. *Aetatis Novae*, 4  
<sup>2</sup>Kenneth C. Jones, “Index of Leading Catholic Indicators: The Church since Vatican II,” Review by Pat Buchanan. Town Hall.com, 11 December 2002.  
<sup>3</sup>Ibid.  
<sup>4</sup>Dean R. Hoge, “Appendix A: Survey of Persons Who Were Received Through the RCIA,” *Amazing Growth, The RCIA Story* (Washington, DC: Secretariat for Evangelization, USCCB, 2003).

## RADIO IS THE TOOL FOR THE NEW EVANGELIZATION

Our fundamentalist and evangelical brethren have realized the tremendous effect of radio in their efforts to proselytize Catholics and non-Catholics alike. Because of their remarkable successes, they are carrying out efforts to increase the number of their stations at an unprecedented rate.

The Church herself has recognized the role that Catholic radio has in spreading the Faith. The Second Vatican Council says:

*“The most important of these inventions are those media which, such as radio..., can, of their very nature, reach and influence, not only individuals, but the very masses and the whole of human society” (Inter Mirifica, 1).*

In addition, each of the Popes going back to Pope Pius XII has called for Catholic radio!

Although there has been recent success and growth in Catholic radio, it remains largely an untapped medium. It is critical that the Church make full use of the medium of Catholic radio by assigning it and all communications work “an appropriate, high priority” (*Aetatis Novae*, 20). Only in this way will the Gospel be heard in all its fullness, will Catholics be a voice for the renewal of our culture and will the hemorrhage of Catholics from the Faith be abated.

## WHY DOES CATHOLIC RADIO WORK?

### BECAUSE IT IS:

- **Available** – Everyone can listen (no subscription or service needed)
- **Personal** – Radio touches people personally regardless of where they are
- **Continuous** – Always available, 7 days a week, 365 days a year
- **Immediate** – Direct to the listener without any intermediary
- **Timely** – Covering important issues and concerns as they happen
- **Efficacious** – It makes other efforts and programs fruitful
- **Cost-effective** – Dollar for dollar it costs less than any other medium; it reaches more people in less time for less money with less staff

**No Other Means of Social Communication is as Effective**

## A SYNERGISTIC EFFECT

Catholic radio makes all other programs and outreaches in the Church more effective. As such, Catholic radio works as a multiplier of the traditional outreaches present in the Church.

Catholic radio is a means of conversion that draws listeners into the Church and encourages them to become active members in their parishes. It empowers the faithful with the knowledge and tools necessary to live the Gospel effectively in their daily lives and through their apostolates.

The diagram below illustrates how Catholic radio positively benefits both Diocesan and Parish life.

