

# Powerful!

Catholic Radio is on! Of the 2,556 radio listeners polled...

**94%**  
say .....  
I am more  
spiritually  
engaged and  
inspired

**38%** say.....  
I've learned  
more about  
my faith from  
**Catholic Radio than from  
any other source**

**29%** say  
.....  
I have  
come  
back  
to the  
Church

**48%** say .....  
I attend  
Mass more  
often

**63%** say.....  
I am better equipped to pass  
on the Catholic faith to my kids

**52%** say  
.....  
I am more  
active in  
my parish

**40%** say ...I tithe more

*Go, and make  
disciples of all  
nations!*

Have you ever dreamed of operating your own Catholic Radio Station?

Have you considered the powerful impact a Catholic Radio Station would bring to your community...the conversions, the changed lives, and the Holy Spirit pouring into the hearts and minds of your neighbors?

Is God calling you or your apostolate to spread the fullness of the Gospel to your local community?

The Catholic Radio Association is here to help! Our purpose is to serve the Church in its mission to bring all people to holiness in Jesus Christ by assisting those called by God to operate successful and fruitful radio stations.

**Learn more about the LPFM opportunity!**

[www.CatholicRadioAssociation.org/LPFM.htm](http://www.CatholicRadioAssociation.org/LPFM.htm)

**1 (843) 853-2300**

The LPFM Opportunity

**Your  
Catholic  
Radio  
Station!**



## What is LPFM?



Low Power FM is a service that was created by the Federal Communications Commission (FCC) to fill a need to provide truly local programming to an area. A projected Low Power FM application window by the FCC in late 2011 or early 2012 will provide for nearly complete coverage of the United States with Catholic radio.

LPFM's are very versatile and can be used to provide catechetical programming, Spanish programming or Catholic music.

In order to make the LPFM station accessible to non-broadcasters, the FCC significantly relaxed its rules. Stations are available on the FM band from 92.1 to 107.9 and cover approximately 12 miles in diameter or more; enough to adequately cover most small to medium-sized cities, or a significant portion of a metropolitan area.

The only way to bring Catholic radio to most communities is to purchase an already existing radio station, since the potential to apply for a new radio station in most areas is quite limited or nonexistent. This cost is a high hurdle for many communities.

*LPFM is one of the few remaining cost-effective opportunities available to obtain a new license and build a station to bring Catholic Radio to your community.*

## About CRA



The Catholic Radio Association (CRA) is a nonprofit apostolate that was created to foster Catholic radio in the United States. It provides technical, programming and operational expertise to assist in the procurement, development and operation of locally operated Catholic-programmed radio stations. The Association helped local organizations through the first LPFM process 11 years ago. It assisted dozens of organizations through the AM station and FM translator processes of 2004. In 2007 the Catholic Radio Association provided the legal and technical support to assist 225 local groups apply to the FCC for a noncommercial FM license. It possesses the knowledge and competence to assist groups through the coming LPFM.

*The CRA's engineers are among the best in the business! Their capacity to engineer winning applications was most recently displayed in the 2007 Noncommercial Educational FM window, winning some 75% of applications in a highly competitive environment. Equally important is the ability of the CRA to help coordinate the applications of multiple Catholic applicants in an area to maximize the opportunity for wins and lessen competition amongst Catholic applicants.*

## How We Help You



Initially, the CRA will provide the engineering and application services required to make application to the FCC. This includes:

- A preliminary survey to determine the availability of FM spectrum.
- The final Engineering portion of the application.
- Step by step guidance in selecting/creating the most competitive applicant for this competitive process.
- Referrals to Catholic communications attorneys to provide direct counsel at discounted fees.

If the applicant is successful in securing the license grant, the CRA will assist the applicant in bringing the permit to air as a station through helping obtain and install the necessary equipment to begin broadcasting.

Once you are on the air, the CRA offers continued operational support, such as: referrals to program providers including EWTN, Relevant Radio, Ave Maria Radio, Catholic Answers, St. Joseph Radio and others; station acquisition assistance; station operating systems; marketing support; fund raising support; insurance; resource sharing; purchasing discounts; regulatory updates and guidance; newsletters/information exchange; training; education & consulting; national radiothon.

## Getting Started



*What is necessary to apply for an LPFM?*

- The belief that Catholic Radio can be a powerful, positive influence in listener's lives and the willingness to act.
- The applicant must be a non-profit entity with an educational goal or purpose, which would be furthered by use of a station. This can be as simple as two people being members of an unincorporated association (we'll help you form it), a parish or a school.
- The residence of the parties to that entity or the headquarters of the entity must be within 10 miles of the proposed Community of License.

For answers to frequently asked questions and more information about Catholic Radio and the LPFM opportunity, contact us.

[www.CatholicRadioAssociation.org/LPFM.htm](http://www.CatholicRadioAssociation.org/LPFM.htm)

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# Catholic Radio

ASSOCIATION

*Helping to convert the culture a station at a time!*

