

# **St. Paul Radio Co.**

P. O. Box 3744 ■ Charleston, W. Va. 25337

*Catholic Radio for the Kanawha Valley*

sponsoring

# **WLUX 1450**

## ***The Catholic Voice***

Executive Summary

A New Lay Apostolate

In Catholic Radio for the Kanawha Valley

In the Diocese of Wheeling-Charleston

*In the Year of St. Paul*

“So we are ambassadors for Christ as if God were appealing through us.”

*2 Cor. 3:20*

### ***St. Paul Radio Co. is a Catholic lay apostolate in West Virginia***

St. Paul Radio Co. is a **Catholic lay apostolate** organized to operate one or more radio stations wholly devoted to the **catechesis and evangelization** of Catholics and non-Catholics in Southern West Virginia.

### ***Organization and governance of St. Paul Radio***

St. Paul Radio is organized as a West Virginia non-profit corporation. St. Paul Radio has applied for and expects to receive a formal determination of its status as an Internal Revenue Code Section 501(c)(3) charitable organization, contributions to which will be deductible to the extent of the law. All of the board members of St. Paul Radio are Catholic lay people well regarded in their parishes and in their various fields of personal endeavor. They include a banker, an information technology manager, a commercial radio marketer, lawyers and a social work manager.

The directors, all volunteers, are Jim Blankenship, Joe Deegan, Paul Howard, Mike Kawash, Tony Marks and Mark Sadd. The board of directors has plans to expand its membership to other lay people who demonstrate a commitment to the success of the apostolate.

Advising the board of directors is a Clergy Advisory Committee including currently three priests of the Charleston vicariate. The group's chaplain is Rev. Msgr. P. Edward Sadie, who is the rector of Sacred Heart Co-Cathedral and vicar *forane* of the Vicariate of Charleston.

### ***The Bishop, the Parishes and St. Paul Radio***

St. Paul Radio exists and operates with the explicit approval of the Most Reverend Michael J. Bransfield, the Bishop of the Diocese of Wheeling-Charleston. **Bishop Bransfield expresses his strong support** for the institution and proliferation of faithful Catholic radio within the Diocese and, specifically, for the efforts of St. Paul Radio. He understands that our effort requires a long-term investment of resources and time and patiently receives reports of our progress.

However, the company currently receives no financial support from the Diocese. St. Paul Radio is unaffiliated with any parish and currently receives no financial support from any parish. St. Paul Radio intends to collaborate with other Catholic institutions. It plans to draw listeners, donors and volunteers from many parishes.

### ***Why Catholic radio?***

The Catholic radio movement is spreading like wildfire through the United States. Catholic radio is truly following in the footsteps of our Lord. As a direct, personal and cost-effective tool for evangelization and catechesis, it is touching souls with the message of Christ's love and salvation. The **conversion stories and testimonies** resulting from Catholic radio are numerous and continuous. From improving Diocesan and parish life to drawing both Catholics and non-Catholics to the Faith, Catholic radio is renewing the Church.

From 1997 to 2007, Catholic radio in the United States grew from merely **seven stations to nearly 150**. Nearly 150 new stations are expected to begin broadcasting within the next three years, including stations in **Wheeling, Morgantown and Summersville**. Though fast-growing, Catholic radio has a long way to go to catch up with its Protestant peers, which number nearly 2,000 stations in North America alone.

Catholic radio, according to its many supporters, has arisen as a particularly effective means to convey and inculcate the Gospel in a society preoccupied with secular electronic media.

Catholic radio possesses this unique ability to touch hearts because it is:

- **Available** Everyone can listen, especially the poor, the homeless and the migrant.
- **Personal** Radio touches people personally regardless of where they are. It allows a listener to dialogue with the speaker in the privacy of his own mind while in the solitude of his home or car.
- **Continuous** Radio is always available, seven days a week, 365 days a year. It can be listened to while driving, showering or mowing the lawn. It is not limited to a particular location or to the delivery of the next issue.
- **Immediate** Radio programming comes directly to the listener without an intermediary.
- **Timely** Radio covers important issues as they happen, avoiding the delay inherent with other media.
- **Cost-effective** Dollar for dollar, radio costs less than any other medium. Compared to other means, it reaches more people, in less time, for less money, with less staff, with greater effect.
- **Efficacious** Radio makes other efforts and programs fruitful. It maximizes, promotes and sustains other evangelical and catechetical initiatives.

### ***Pope Benedict XVI Urges Catholic Radio***

In this **Year of St. Paul**, the Holy Father recently extolled the great opportunities of Catholic radio to evangelize the world. “As you work in Catholic radio stations you are at the service of the Word,” the Pope told Catholic radio organizers from 50 countries in June 2008.

“The words that you broadcast each day are an echo of that eternal Word which became flesh . . . The words which you transmit reach countless people, some of whom are alone and for whom your word comes as a consoling gift, some of whom are curious and are intrigued by what they hear, some of whom never attend church because they belong to different religions or to no religion at all, and others still who have never heard the name of Jesus Christ, yet through your service first come to hear the words of salvation.”

Pope Benedict explained the work of Catholic radio: “Patient sowing, carried on day after day, hour after hour, is your way of co-operating in the apostolic mission.”

### ***Learning from Others***

The volunteers of St. Paul Radio share a keen desire to promote Catholic radio in Southern West Virginia. They have gathered much valuable and useful advice from knowledgeable people in the field of radio. St. Paul Radio is a member of the Catholic Radio Association and regularly consults with Catholic radio veterans in other parts of the United States.

### ***Following the Steps of St. Paul***

St. Paul Radio seeks to follow the steps of the great evangelist and its patron to shine the Word, Christ, the Light, to all the world. We seek to harness modern methods of mass communication to catechize and evangelize all people. In his June 28, 2008, letter to the faithful, Bishop Bransfield **urges “all in the Diocese to commit themselves to a meaningful celebration of the Year of St. Paul and to a significant engagement in our Diocesan evangelization initiative.”**

## ***WLUX 1450***

After three years of investigation and negotiation, St. Paul Radio has agreed to acquire the rights to construct and operate an entirely new 1,000-watt radio station licensed by the Federal Communications Commission for Dunbar, West Virginia. Our plan is to name the station by the call letters, WLUX. *Lux* in Latin means the light. The name is apt: Christ is our Light and a beacon to all of the world.

The station will broadcast 24 hours a day on 1450 on the AM frequency, which is currently unoccupied. The station is expected to reach approximately 200,000 potential listeners. The opportunity to own and operate an entirely new AM station in the Kanawha Valley is, to say the least, quite rare. Industry observers are astounded that it is available for development. St. Paul Radio is blessed to be able to acquire and operate it for its essential mission.

At first, WLUX will broadcast programming from one or more high-quality providers at no charge or cost to St. Paul Radio. Leading providers are Relevant Radio and EWTN. Smaller providers include Ave Maria, the Franciscans and the United States Conference of Catholic Bishops. Vatican Radio will be available to our station. Free programming has been one of the boons to Catholic radio in general and will be to St. Paul Radio. As our organization grows, the potential for creating local programming will grow. For the first year or so, St. Paul Radio will rely entirely on outside suppliers for its programming.

### ***Money, Resources***

St. Paul Radio negotiated a \$75,000 purchase price for the FCC construction permit. Constructing the radio station is estimated to cost another \$75,000. Operating WLUX will cost from \$20,000 to \$30,000 a year.

St. Paul Radio will raise \$85,000 from a small number of donors who will give from \$1,000 to \$25,000 to underwrite the acquisition and development of the FCC construction permit. After it acquires the license, we will reach out to parishes and parishioners in the pews to raise \$75,000 in additional funds to construct the station and tower. St. Paul Radio plans to secure multiple individual and other sponsors to operate WLUX.

St. Paul Radio has secured a very suitable parcel of land for the radio tower free of cost. Expressions of interest to donate office and studio space have been received.

### ***Coming Soon to a Radio Near You***

Depending on the rate of donor support, St. Paul Radio anticipates beginning broadcast of Catholic radio on WLUX sometime early 2009.

### ***Your prayers. Your support. Your help.***

We ask first for the prayers of the faithful that our Catholic radio apostolate may flourish and prosper to achieve its mission in service to the Church and the people of God. Please pray for us.

We also ask for your support. With the critical financial assistance, St. Paul Radio will be able to fulfill the enormous evangelical and catechetical potential of Catholic radio.

### ***How to Give***

You may send a contribution to St. Paul Radio Co., P. O. Box 3744, Charleston, W. Va. 25337

# St. Paul Radio Co.

## WLUX 1450

■ **Who are we?** St. Paul Radio is a Kanawha Valley Catholic lay apostolate dedicated to the development of Catholic radio to spread the good news of Christ, the Light, and the teachings of the Catholic Faith to the people of our region. St. Paul Radio is a West Virginia non-profit corporation seeking Section 501(c)(3) status.

■ **Purpose.** Our purpose is to operate one or more radio stations in the Kanawha Valley and Southern West Virginia.

■ **Funding.** St. Paul Radio is funded by contributions of the Catholic faithful in the Kanawha Valley who will help to fulfill the command to spread the good news of our Lord. Only through the regular small and large contributions of lay persons will St. Paul Radio survive and flourish.

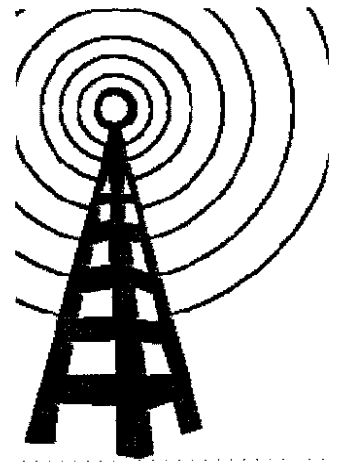
■ **Expenses.** All the people who work for St. Paul Radio are volunteers. Costs to run the company and the radio station include those for electricity, a contract radio engineer, telephone, equipment maintenance and repair and fund-raising. In the first years of operation, St. Paul Radio estimates it will cost between \$25,000 and \$30,000 a year to operate the radio station.

■ **Governance.** The company is governed by a lay board of directors of committed women and men of faith. There is a Clergy Advisory Committee.

■ **Diocese.** Although Bishop Bransfield is very supportive of our efforts, St. Paul Radio currently receives no financial support from the Diocese. This is largely by design. As a lay organization, St. Paul Radio believes that its support of mass communication of the Faith needs support from the masses of the faithful.

■ **WLUX 1450.** St. Paul Radio has acquired the rights to purchase a permit from the Federal Communications Commission to construct and operate a 24-hour radio station at 1450 on the AM frequency. Depending on the support of contributors, the station, licensed for Dunbar, will begin broadcasting the first regular Catholic programming in the Kanawha Valley in early 2009. WLUX will be the first Catholic radio station amidst a half dozen long-time stations dedicated to non-Catholic Christian programming in the market. WLUX will reach nearly 200,000 potential listeners. See reverse for New Site coverage estimates (Mullaney Engineering).

■ **Contributions.** Your contributions are critical to the successful launching of Catholic radio in the Kanawha Valley. We are not alone. Unrelated but similar efforts are occurring in Wheeling, Morgantown, Beckley and Summersville. With God's blessing, Catholic radio is beginning to blanket West Virginia. The Catholic faithful in the Kanawha Valley are being called upon to do their part.



SEND YOUR CONTRIBUTIONS TO ST. PAUL RADIO CO., P. O. BOX 3744, CHARLESTON, W. VA. 25337.

**Population Summary**

	5 mV/m	2 mV/m	0.5 mV/m
Valcom Antenna	38,886	93,471	177,630
199' tower	42,578	104,992	184,867
311' tower	48,437	116,073	195,269
KBIS Site	55,770	106,305	186,028

**COVERAGE COMPARISON ANALYSIS**

**NEW CLASS C AM STATION  
DUNBAR, WEST VIRGINIA  
1450 KHZ 1.0 KW ND**

**New Site (C)  
DUNBAR, WV**

199' tower [No aviation lighting or marking required]

Latitude: 38-20-58 N  
Longitude: 081-44-52 W  
Freq: 1450 kHz  
Class: C  
Power: 1 kW  
RMS: 316.2 mV/m @1km  
# Towers: 1

**New Site (C)  
DUNBAR, WV**

311' tower [maximum permitted radiated field strength]

Latitude: 38-20-58 N  
Longitude: 081-44-52 W  
Freq: 1450 kHz  
Class: C  
Power: 1 kW  
RMS: 362.9 mV/m @1km  
# Towers: 1

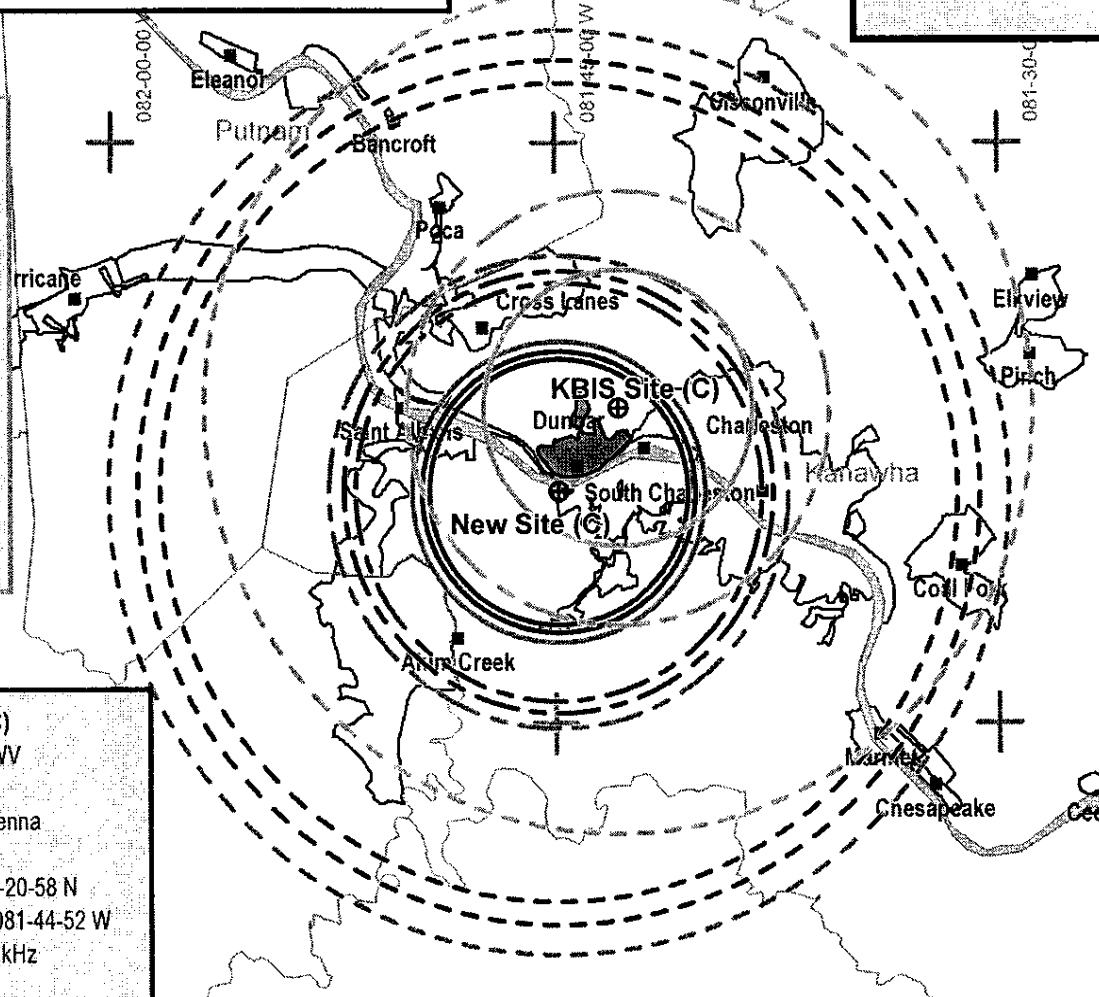
**KBIS Site (C)  
DUNBAR, WV**

Assumes top portion of triplexed tower detuned at 1450 kHz

Latitude: 38-23-08 N  
Longitude: 081-42-51 W  
Freq: 1450 kHz  
Class: C  
Power: 1 kW  
RMS: 305.775 mV/m @1km  
# Towers: 1  
# Augs: 0

**New Site (C)  
DUNBAR, WV**

Valcom Antenna  
Latitude: 38-20-58 N  
Longitude: 081-44-52 W  
Freq: 1450 kHz  
Class: C  
Power: 1 kW  
RMS: 282.3 mV/m @1km  
# Towers: 1



West Hamlin

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38-15-00 N

