



THE CATHOLIC COMMUNICATOR

A newsletter for the supporters and listeners of WCKI and WQIZ Catholic Radio in South Carolina

Catholic radio broadcasting comes to the Upstate via WCKI, 1300 AM

The ability to hear the message of salvation and the truth about the Catholic Faith and its traditions is now easier in Upstate South Carolina with the advent of Catholic Radio programming.

The station began broadcasting in April on WCKI 1300 AM, a 1000-watt station located in Greer. The station covers Spartanburg and Greenville counties and reaches into parts of Cherokee county. Travelers in the Tryon and Hendersonville North Carolina area can also hear the station.

WCKI is being leased by Mediatrix SC, a not for profit 501 (c) (3) corporation formed

to bring Catholic radio to South Carolina. The lease will continue until the FCC approves the purchase of the station.

With the generous support of Catholics in the low country and the strong support of Bishop Robert Baker, Mediatrix SC was able to put WQIZ 810 AM located in St. George on the air in 2003. This 5000-watt station covers much of the state, south and east of Columbia with good Catholic Programming.

Both stations are on the air today due to the efforts of volunteer lay people who care about and love the Catholic faith and want to spread the good news.

Mediatrix to host fundraiser to support purchase of WCKI

Bishop Baker and other guests will be in the Spartanburg/Greenville area to introduce the station to supporters on September 22, 2004.

Proceeds will be used to help purchase the WCKI radio station building and surrounding property. The current amount needed is \$286,000. Our goal is to complete the purchase no later than the end of October. We are seeking about 30 sponsors to help us kick-off the event. The remaining funds will come from tickets purchased by attendees.

Sponsorships are \$500, or you can attend the event by purchasing tickets.

If you are interested in sponsoring, supporting and attending this event, contact Gary Towery at WCKI by phone 864-877-8458) or email: gtowery@mediatrixsc.org.



Listeners enjoy local programming

WCKI airs only Catholic programming, most of which comes from EWTN via satellite. The station also records and broadcasts messages from Bishop Baker.

Mediatrix SC will record missions and speakers from around the state for broadcast on one or both stations. For example, WCKI aired a series of Lenten messages by Father J. Scott Newman of St. Mary's in Greenville. Live broadcasts of Piedmont area Masses are planned for the near future.

WCKI hourly airs public service announcements of church events, events sponsored or co-sponsored by local and area parishes, Knights of Columbus councils or non-church organizations that are in line with the teachings of the Catholic Church, e.g. Crisis Pregnancy Centers and Birth Right.

WCKI is currently broadcasting announcements for St. Mary Magdalene Church, Project Rachel, St. Joseph's Catholic School, St. Paul School and St. Mary's Discipleship Fair and Patrick Madrid Talks scheduled for August 28th. RCIA announcements for upstate parishes begin in August.

There is no cost to broadcast an announcement, and information should be sent to the station three weeks prior to the event.

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Catholic radio changes lives

Catholic radio is a blessing to South Carolina. It reaches people and changes their lives. Here are examples of its power:

"My husband and I absolutely love Catholic radio! We tuned in about three weeks ago and have learned more and about our Church than I have in 40 years! Thank you so much for such wonderful programming."

One man called to say that his wife, who joined the Church because of him, has for the first time begun to "buy into the faith" and is excited about what she is learning from the radio.

"I have terminal cancer. I have been a Baptist all my life, but I have been listening to this Catholic radio station the last few months...I am so grateful that God has shown me the fullness of His truth before I die."

"A woman called to say that her husband, who is a convert is listening in his auto and office. He said that he has learned more in three weeks than he has known all his life and he has been able to confess a sin he was struggling with and feels free from the bondage; all because of what he heard on the radio."

"Thanks so much for your unselfish efforts. You prosper the souls of many...The more I listen to the station the more in love with our faith I become. There is so much there. You have no idea how much you have done for those that are listening. Thanks again."

Catholic radio right on target for Church's evangelization efforts

National figures indicate that roughly 40% of those who listen to Catholic radio are non-Catholic and there are countless stories of conversions that started with radio. Non-Catholics can listen to radio in the pri-

vacy of their home or car. Even those personally uncomfortable with talking to non-Catholics about their faith can still help spread the word by supporting Catholic radio in South Carolina. There are over 1,500

Protestant radio stations in this country. Unfortunately, all too many of them are spreading untruths about the Catholic faith. WCKI 1300 AM became the 118th Catholic stations in the U.S. South Carolina is truly blessed to

have two Catholic radio stations.

If Mediatrix SC is to continue broadcasting Catholic programming in South Carolina, then the support of Catholics throughout the state is needed, especially in the Upstate.

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Mediatrix SC is a member of Catholic Radio Association (CRA), a trade group with a difference. The difference is one of perspective, made clear in the mission statement of CRA:

"The most important philosophy that guides the Association is not a business philosophy. It is the recognition by its members and leaders that the apostolate of Catholic radio is a work of the Holy Spirit..."

CRA executive director Stephen Gajdosik has called the Bishop of the Diocese of Charleston a strong supporter of that philosophy. He

said Bishop Baker, as a member of the Catholic Radio Association Advisory Board, has formed an "excellent working relationship" with the Catholic radio effort in the state.

"Bishop Baker recognizes the importance and efficacy of utilizing Catholic radio to reach both Catholics and non-Catholics in his diocese," Gajdosik said from CRA headquarters.



Pope, Vatican II Concil support Catholic radio as 'intimate medium' of truth

Pope John Paul II on numerous occasions has called for the use of modern means of communication to spread the Gospel message.

"Radio offers perhaps the closest

equivalent today to what Jesus was able to do with large groups through his preaching. Radio is an intimate medium ...[and] may well be the most effective means of reaching large num-

bers of people."

In a Decree on the Means of Social Communication made by Vatican Council II:

"...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."

Jesus said, "You will know them by their fruits" (Mt. 7:20). It is clear from the countless fruits of Catholic radio that the Holy Spirit has guided the Second Vatican Council and Pope John Paul II to encourage the use of radio for evangelization and catechesis.

Business underwriting available

WCKI offers local businesses an opportunity to make listeners aware of their services. WCKI does not operate as a commercial station but does accept underwriting donations from local businesses to help cover the cost of operating the station.

Thank you announcements are broadcast as a way of acknowledging the gifts. WCKI is receiving business support from The Catholic Shops in Greenville and Spartanburg.