

HOW CAN YOU HELP?

To bring Catholic radio programming to the Cedar Rapids area, please send your 501(c)(3) tax deductible donations to:

**PLUS Charities c/o Farmers State Bank
P.O. Box 569, Marion, IA 52302**

Name _____

Address _____

City _____

State _____ Zip _____

Please send your pledges or inquiries for additional information and to volunteer to:

**Tony May, President PLUS Charities
1100 Plumwood CT NE
Cedar Rapids, IA 52402
(319) 775-2579
tsammay@msn.com**

Total amount _____

monthly payments _____

Note: Donations to PLUS Charities cannot detract from any of your funds currently in Catholic ministries, i.e., Archdiocese, Church, Catholic Charities, etc.

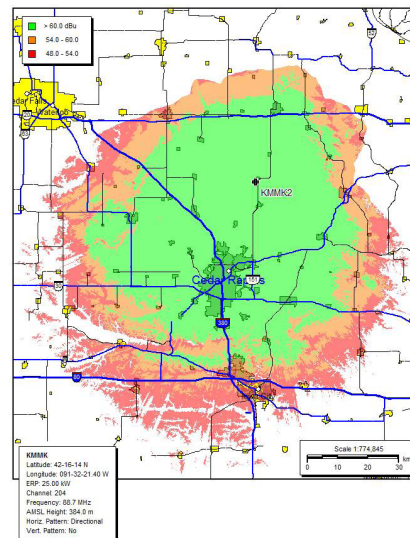
WHAT DOES THE INVESTMENT BUY?

Phase II Move the Station South:
Proposed Engineering Study covers the Cedar Rapids area. Phase II station move submitted in December 2016.

Phase III is for \$150,000 operating expense for two years. This amount includes \$55,000 to get on the air, which includes:

- Transmitter
- Directional Antenna
- Radio links to the tower
- Electrical and Mechanical Engineering studies for US Cellular tower (Coggon)
- Monthly lease payment for US Cellular tower
- Simeon computer to run station content automatically
- Insurance

The fundraising effort is at \$33,000 as of 7/7/17. Phase III funding must come to the aid of Phase II planning!



KMMK



WHO WE ARE

PLUS Charities is an association of Catholic laypeople, with hearts on fire for the Lord and our Church. We have an FCC "Construction Permit" to create KMMK FM (NCE) 88.7, in Coggon, Iowa.

With KMMK, we hope to spread the Magisterial Teaching of the Roman Catholic Church to the Cedar Rapids metropolitan area and beyond. We seek to answer the call of the Gospel and aid the Holy Spirit in the evangelization and saving of souls through communications and social media, especially through KMMK FM 88.7. We have knowledge to make this successful, God willing!

THE PROBLEM

Americans are losing their faith.

A comparison of the 2000 and 2010 census results shows:

- An 8% drop in the number of Catholics
- Fewer than 1 in 5 are Catholic
- A 44% rise in the number of “none” (no affiliation)
- 47% claim no affiliation

Source: Linn County results of census data

OUR SOLUTION

We need to reach people! Unlike other methods, radio reaches people at home, while driving and even in the workplace.

When existing radio stations have Catholic broadcast material:

- 95% are more spiritually engaged
- 94% increased time in prayer
- 83% more educated in the Catholic faith
- 64% increased Eucharistic Adoration
- 62% increased confession attendance
- 60% increased Mass attendance
- 51% increased involvement in parish life
- 12% considered vocation to priesthood and religious life
- 7% converted to Catholicism

Source: National Catholic Register 12/28/2010

<http://www.ncregister.com/daily-news/catholic-radio-making-an-impact>

KMMK Proposed Station Content

- EWTN Radio
- Relevant Radio - Green Bay, WI
- Ave Maria Radio - Ann Arbor, MI

HOW IS THIS ACCOMPLISHED?

Through work *and* prayer (*ora et labora*):

- The effect of prayer in our lives
- Eucharistic Adoration
- Praying the Rosary
- Attending Mass

Information from Tom Oglesby of KCRD (Catholic Radio Dubuque)

PHASE I: This phase is complete, which reestablished PLUS Charities as an IRS 501(c)(3) organization. PLUS is Pro-Life Unity and Support, celebrating 25 years!

PHASE II: PLUS Charities has completed a \$7,000 fundraiser to move the station 12 miles south, in order to increase the effective power by a factor of 10. This is pending FCC approval.

WHY KMMK?

The call sign honors the martyr, Fr. Maximilian Mary Kolbe (MMK), who offered to die at Auschwitz, in place of the father of a large family. To finish the call sign, PLUS Charities used the letter “K” for Katolik (pronounced Cut-to-LEEK), meaning Catholic in his native Polish. During the Nazi takeover of Poland, he used amateur radio in opposition to the Nazis before he was taken as a prisoner. St. Maximilian is considered the Patron Saint of Amateur Radio.

KMMK-NCE FM 88.7 FCC STATION

Newly Proposed Characteristics:

Type License

Non-Commercial Educational (NCE) FM Station Status

This station is operating under a construction permit and is currently off the air.

Frequency/Channel Number

88.7 MHz/204

City of Service/Location

Coggon, Iowa/Tower

Tower ID (FCC ASR No.)

1042246 US Cellular

Vertical Maximum Effective Radiated Power

25 kilo-Watts

Vertical Height above Sea Level (Ground Level)

973 feet

Tower Height

285 feet

Antenna Pattern

Directional (45 degrees) South with the intent to service to the Cedar Rapids metropolitan area, with reach into Iowa City. See coverage plot.

Transmitter Location

N 42.270558 W -91.539444 (South side, Coggon)

Construction Permit Granted/Expiration

March 27, 2015/March 27, 2018

WHAT INVESTMENT IS NEEDED?

PHASE III: PLUS Charities needs \$150K for capital investment and two year operating expense. **JUST TO GET ON THE AIR, \$55K is needed!**



Graphic: Carol Wild used with permission