



## **DIOCESAN COMMUNICATIONS NETWORK UPDATE**

**March 2017**

### ***Roman Catholic Diocese of Fresno Mission Statement***

*As God's beloved people, we are called in and through the Spirit to live in unity and love and to proclaim the Good News of Jesus, especially amongst the poor and the marginal of our society.*

### **INTRODUCTION**

In the wake of the spectrum auction mandated by Congress and conducted by the Federal Communications Commission (FCC), our diocesan television station and all diocesan communications are entering a time of transformation. Our goal is to develop a more comprehensive, collaborative communication network which includes: Video Programming; Central California Catholic Life Newspaper (hard copy and online edition); Website, Social Media, Marketing Materials and other support services. These services are already in motion; however, we are committed to strengthening our presence and amplifying our message.

**It is through these services that we are able to proclaim the Gospel beyond the walls of the Church.**

**It is with your prayerful and financial support that the Catholic Voice is able to evangelize minds and hearts locally and globally through all of these forms of media.**

### **SPECTRUM AUCTION BACKGROUND**

The Diocese submitted its application for KNXT to participate in the auction a year ago. Once we entered the auction we were restricted by the FCC from speaking to anyone about the auction for the duration of the process. The confidentiality rule was so stringent that it would have resulted in severe penalties if broken.

The first stage of the auction ran from March to July 2016. The second stage began in early September 2016. On October 12, 2016 we exited the auction at which time our dollar value reached 0. Had we gone further we would have forfeited our license with no compensation.

Coming out of the auction we returned to the same status as if we had never participated in the auction. However, until this past Tuesday (February 7, 2017) we were still bound to the same confidentiality requirements.

### **CURRENT**

After exiting the auction, viable options for the future development of diocesan communications at large and video programming in particular were explored and discussed at three levels: The original Auction Committee, a Transitional Team and the College of Consultants.

All conversations were and continue to be guided by the core value of our Mission Statement which is Evangelization. All conversations are mindful of the needs of our viewers and employees, and the impact change can have during a transitional period.

At this time, we understand that the final stage of the auction will soon come to a close. With the "Quiet Period" restrictions relaxed, many broadcasters are now exploring their options and are negotiating deals through various communication brokers. KNXT is actively participating in this process.

**We know that in addition to broadcasting, other options for video production include: online streaming for global exposure, YouTube programming, DVD production and more. We will explore and pursue every viable option available, as video tells our story and moves the spirit in unique and powerful ways.**

**THANK YOU FOR YOUR SUPPORT OF OUR DIOCESAN COMMUNICATIONS NETWORK!**