

“Out of the blue,” is how Bob Carubia described the acquisition of the radio station WVUS 1190 AM, which began broadcasting Catholic radio in March of 2010. Stating his inexperience in the radio business, Mr. Carubia, however, is well versed in the Light of Life Community and this is what prompted him to seize the opportunity to widen further the LoL mission in spreading the Good News of the Gospel message.

In describing the formation of the Light of Life Community, founded over forty years ago at Our Lady of Good Counsel Friary, Morgantown, Mr. Carubia stated how the outreach to college students led to his involvement in the ministry. He had been asked in 2007 by Rev. Father Jude Mili, OFM, who was in failing health at that time to continue the many outreach ministries of LoL. Fr. Mili has since passed on and the friary is boarded shut, with “for sale” signs in place.

With one door closing, the presence of another door appeared by way of a desperate website proclamation from the then owner of WVUS that ‘he could not establish solvency and after using all of his resources, was putting the [WVUS] property up for sale.’ He would accept his asking price or best offer.

The Light of Life Board of Directors, took a leap of faith. Within a four month period, LoL closed on a loan and formally purchased WVUS. Their skills put to the test, the new owners were “learning fast” on how to ply their newly acquired trade. LoL volunteer station manager, Mr. Pete Deal, utilizes his knowledge on technical matters, as Mr. Carubia volunteers administrative skills, including fundraising and public relations. All the volunteers of LoL firmly believe in the power of prayer and God’s guidance in spreading the Word of God to all.

Upon obtaining Bishop Bransfield’s blessing of their radio missionary efforts, LoL called on someone very familiar with the Light of Life Community: Rev. Fr. Jim O’Connor, administrator of St. Augustine’s Church, Grafton, and St. Elizabeth’s Mission Church, Philippi. Fr. O’Connor had been influenced by the Good Counsel Friary and LoL during his college years at West Virginia University. That experience led him to the priesthood and eventually, formally blessing the LoL WVUS broadcasting tower, located in Grafton. Attending the ceremony were student volunteers who painted, decorated, sang and helped with facility repairs during the celebration. More information, including programming and volunteering, may be found on the LoL website: www.LoLradio.org or by calling (304) 598-0026.

Mr. Carubia explained that LoL had originally been in the process of constructing an FM radio station for Morgantown, but that God had a bigger plan for LoL. WVUS covers broadcasts to eight north central WV counties. This represents a 14% portion of the 55 counties in the state.

Along with its primary objective of evangelization, another objective of LoL Radio is to assist and collaborate with the parish ministry of all pastors in the broadcast area. In the results of a survey of a major Catholic radio station, Immaculate Heart Radio, the following results were recorded:

- **98% of listeners reported Catholic radio helped them to learn the Faith** (38% reported it helped them more than any other means!)
- **94% said it influenced them to be more spiritually engaged**
- **32% of listeners said it helped them come back to the Church!**¹

These figures reflect interest, effectiveness and positive results from Catholic Radio listeners. It is an encouraging piece of information, Pete Deal said, “Feedback from listeners is a very important part of our station’s future.”

One traveling listener to WVUS AM, Beverly Powell, stated that “I just love having the opportunity to *hear* the shows I would *see* if I were at home. One show in particular is ‘Bookmarks.’ It is on TV when I am in church, so the radio allows me to listen later and not miss the program.” Another listener followed the plans of the station from the very beginning and prayed strongly for the successful purchase. The prayers of Sr. Magdalene Marie DuBois, C. H. a Confraternity of Christian Doctrine (CCD) teacher, were answered and she is an avid fan of the station that brings “Joy and a light to my life since it came to Grafton. There are many people who are now benefitting by quality Catholic broadcasting when TV fails to fill the bill.

Future plans may increase broadcasting power, but the current 4500 watts are a good base. The tower is sturdy and the transmitter is only two years old. Listener support will determine future upgrades. Mr. Carubia said, “With God’s help, we’re going to continue and spread the Gospel message.”

Other LoL Radio ventures are still in progress, including the FM station: WLOL. There have been numerous regulations and requirements that delayed the progress of WLOL-FM. But, according to Bob and Pete, “it is going to be on the air very soon!”

It is safe to say that there is an air of optimism with all parties surrounding this “out of the blue, “ incident and hopefully, “the skies the limit!” Mr. Carubia concludes with a heartfelt, “Praise the Lord!”