

# Best Practices

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1. **Radio is (still) the leading reach platform for U.S. Adults (newsgeneration.com)**
  - a. Radio 94%
  - b. Television 84%
  - c. Smartphone 74%
2. **Youth (still) listen to radio according to a recent Pew report**
  - a. Millennials (born between 1980 and 1996): 92% - 12 hours/week
  - b. Generation X (born between 1965 and 1979): 95% - 13.5 hours/week
  - c. Boomers (born between 1950 and 1964): 94% - 15 hours/week
3. **Mission and prayer**
  - a. Proud to be an EWTN Affiliate
  - b. Solid Catholic teaching
  - c. Leads to conversion of heart and a deepening of faith
  - d. Build up the Local Body of Christ
  - e. Staff daily prayer
4. **Trust (Ken Blanchard's ABCDs of Trust)**
  - a. Able – Demonstrate Competence. People show they are able when they have the expertise needed for their job, role, or position.
  - b. Believable – Act with Integrity. Trustworthy people are honest with others. They behave in a manner consistent with their stated values, treat people fairly, and behave ethically.
  - c. Care About Others - Being connected means focusing on people, having good communication skills, and recognizing the contributions of others.
  - d. Dependable – Maintain Reliability. They respond timely to requests and hold themselves and others accountable. Not doing what you say you will do quickly erodes trust with others.
5. **Service**
  - a. Think proactively. We established a new procedure... the Bishop establishes a theme the month prior to his call in show. He now spends the first 10 minutes with an opening monologue then takes about 15 questions centered on the topic.
  - b. Under Promise – Over Deliver - Don't oversell your programming with "feature barfing". Take a "Lenten challenge: listen to AM 820 this Lent" or "invite someone in your life to listen to AM 820 this lent"
  - c. Excellence – Guide the community. To write a 30 second promotion: 18 point font, 7.5 lines. Don't leave it up to person to squeeze in more words with a faster speaking voice.
  - d. Be solution conscious - No whine zone... Instead of whining about how difficult it is to produce excellence with volunteers, establish job descriptions and better training.
  - e. Can-do attitude - We help increase attendance at our annual men's and women's conferences with a LIVE registration KICK OFF drive the month prior. .
  - f. Share local news and information - Record local news and play it 6 times a day. There is no cost, just a desire to serve.
6. **Know thyself**
  - a. Signal coverage for commuters (90% of commuters listen to radio)
  - b. % of Catholics based on Diocese study (According to PBS 2% of listeners will donate)
  - c. Number of parishes
  - d. Financial and staff strengths and weaknesses

- e. Support level of Bishop(s) & priests

**7. Sustainability (sample)**

- a. Monthly supporters (50%)
- b. Business sponsorship (20%)
- c. One-time gifts (30%)

**8. Business sponsorship – identification messages**

- a. \$50-\$75 per month
- b. 15 seconds long (for smaller stations you could increase this to 30 seconds)
- c. 2 spots per week (104 per year) 7AM-7PM (smaller station can offer 3 times a week)
- d. Capacity: 15 second spots, 2 per week = 150 business sponsors using EWTN breaks
- e. DO: Use organization's name; describe your main products and services; website; make value-neutral statements; years in business, location, company slogan.
- f. DON'T: Use comparative, advantages, prices or savings, first or second person, calls to action; advocate any matter of public interest; phone numbers.

**9. Programming**

- a. Proud to be an EWTN Affiliate
- b. Use station breaks – short form
- c. Establish a programming charter and programming committee

**10. Awareness**

- a. Local radio announcements, prayers, and news
- b. Bumper magnets
- c. Parish ambassadors, bulletins, signs, awareness events
- d. Fundraising drives