



Let's Get Creative!

Have you considered doing a simple year-end drive appeal?



Catholic radio is a companion to many who are away from Family for the Advent and Christmas season and is a beacon of hope especially in these times of seclusion and isolation.

As many prepare for the upcoming New Year they are also considering how they might reduce their tax burden and considering a donation to a worthy cause. Why not invite them to support your work in this way, and make sure they know how to contact you!

WE ARE MAKING IT EASY!

Most EWTN shows provide you with ample breaks each hour in which to share a message that will help others join in your mission. Consider doing a year-end drive by using the provided pre-recorded radio spots from our EWTN hosts available at EAR.EWTN.com. By adding your contact and donation information you can have a ready-made fundraising tool running during your breaks this December.

Some recommendations:

Avoid Radio Spot Fatigue

1. Limit the number of days/hours you run the year-end drive
2. Change up the recorded spots so that the same one is not heard too many times and add some of your own local voices with a message
3. If possible, share both an online pledge option and a phone number and have a phone volunteer standing by to take pledges
4. Bonus: intermix breaks with a few live updates and messages
5. Bonus Plus: offer a thank you gift at certain gift levels



EWTN Affiliate Calendar

The EWTN Affiliate Calendar is a tool to track affiliate anniversaries and fundraising events for the purpose of support and prayer.

A screenshot of the EWTN Radio Affiliate Events calendar. The title is "EWTN Radio Affiliate Events". Below the title, there is a navigation bar with "Today", left and right arrows, and "Tuesday, December 8" with a dropdown arrow and a print icon. The main content area shows a list of events grouped by date:

- Tuesday, December 8**
 - Iowa Catholic Radio Anniversary (2006)
 - Sports Faith International Anniversary (201
 - St. Jude Catholic Church Anniversary (201
- Friday, December 11**
 - Oklahoma Catholic Broadcasting Anniversa
- Saturday, December 12**
 - Spirit Educational Assoc. Anniversary (200
 - Triumph of the Heart Radio Anniversary (20

At the bottom, it says "Events shown in time zone: Central Time - Chicago" and has a "Google Calendar" link with a plus icon.

Check out the EWTN Radio Affiliate Calendar

As a family of EWTN radio affiliates, we want to celebrate and support each other. Check out the calendar on the EAR webpage and find out what other affiliates are doing and celebrating.

Share your events with us so that we can let others know. Email: drice@ewtn.com



WTJW Catholic radio celebrates 5th anniversary

NOVEMBER 19, 2020

Written BY THE MESSAGE STAFF

Shared by Steve Luegers

The staff of WTJW 93.1 FM, the Catholic radio station in Jasper, had great plans to celebrate its 5th anniversary this fall – before COVID-19. So, they celebrated on the air!

On Oct. 4, WTJW broadcast an appreciation celebration throughout the day. The station interrupted its normal programming schedule to talk with special guests and share listener feedback about Catholic radio.



Father Eugene Schmitt, left, pastor of St. Joseph Parish in Jasper, chats on the air with Steve Luegers of WTJW 93.1 FM, during the station's 5th Anniversary Celebration on Oct. 5. Submitted photo

In preparation for the latter, the station mailed letters to listeners across its over-the-air broadcast coverage map, encouraging them to respond with an answer to a basic question: "What does Catholic Radio mean to me?"

Following are just a handful of the many responses the station received:

"Catholic radio has so many interesting programs and offers a unique perspective. It also offers an opportunity to listen to the Mass, pray the rosary and the chaplet of the Divine Mercy. As a lifelong Catholic, I find I am always learning something new. Catholic radio is a place to grow your faith as well as see current events from a Catholic viewpoint."

- "WTJW has given me: Education in my faith, increased spirituality, encouragement and inspiration. My favorites are the Rosary, Catholic Answers Live and The Sunrise Morning Show."
- "Thank you for a 'Ray of Light' on the airwaves generally filled with darkness. I have turned to Catholic radio to escape the constant garbage of (COVID-19) and 'Election Madness' on the secular media. I have found so much peace. Thank you, God, for this Blessing!"
- "WTJW has brought me joy and strength to tackle the challenges of life ahead. Thank you for spreading the word."
- "It often seems when I have a question about a particular teaching of the Church, I will turn on EWTN Catholic radio 93.1 FM and the moderator is addressing – at that very moment – the exact question I was having. I believe God works through the airways of 93.1 FM in miraculous ways. I particularly learn from people who call in with questions on the various programs. It spreads grace into the heart as it enlightens the mind to God's Truths as taught (by) the Catholic Church."

Since going on the air more than five years ago, WTJW has improved its over-the-air reach by upgrading equipment, and it has expanded its reach literally to everywhere there is an internet connection through online streaming. Highlights:

New Antenna – The station upgraded from a single-bay to a dual-bay antenna in September 2019. This improved WTJW's over-the-air signal all over the greater Dubois County area, but in particular in the Ferdinand area.

Streaming – Anyone with an internet connection, including cell phone capability, can access WTJW 93.1 FM via streaming 24/7/365. Visit tunein.com or download the TuneIn app from your preferred app store and enter WTJW in the search bar – or you can go to simpleradio.com to get their free app, then enter WTJW in the search bar.

WTJW continues to broadcast EWTN Radio programming, as well as announcements related to area Catholic parish events and Catholic organization activities. For more information, visit <https://wtjwradio.com/> or tune in!

Please share the testimonials you receive with us, so that we can share the encouragement with our affiliate family! Send to Debra at: drice@EWTN.com



Looking Ahead to 2021

What will January 2021 look like? The month for Catholic media is traditionally a month to celebrate life with national marches and Catholic education. What will this look like in the time of COVID? This is your chance to be prepared and to show the value of Catholic radio in your community!

Here are some ideas:

- Pre-record short, local Life Affirming messages to use during the breaks in coverage of the March for Life programming from EWTN
- Schedule or pre-record interviews with local youth and adults involved in local or nation pro-life work.
- Promote or sponsor local Catholic school events during Catholic Schools Week



Need Help Planning?

EWTN Radio is offering a free evaluation from long-time Catholic Radio Executive Steve Splonskowski, formerly of Real Presence Radio. Steve will meet with your staff and/or board and help evaluate where you are, where you would like to be and what might be keeping you from getting there. Steve will help you assess your current

situation, develop a plan, and can even help execute that plan. Steve's educational background and over thirteen years of Catholic Radio management experience make him uniquely qualified to walk with your organization on the path to stability and mission success.

Contact Steve today for your FREE consultation.

You can reach Steve at:

ssplonskowski@ewtn.com

or

701-367-8493



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