



Creative Courage!
Ideas from Friends in the Field

Looking ahead, January 30th - February 5th 2022 is Catholic Schools Week.

What are you planning to help build Relationships?

Carol

Salt and Light Radio

We broadcast the school Mass with the Bishop and interview the different school principals during our morning show throughout Catholic Schools Week. We have done an art contest in the past with the winning art printed on one side of a bookmark and our radio information on the back.

Toya

Guadalupe Radio

We will be interviewing the Principals during our weekly show along with a student or two.

- On air announcements about Catholic Schools week prior to that week and announcements about their open house for Visitors
- We plan to post on FB and send out email blasts of Catholic Schools week
- A couple of markets plan to do live remotes at the Schools

Roy

Billings Catholic Radio

Billings Catholic Radio is going to be praying a Novena to St. John Bosco Jan 22-Jan 30. These will be recorded by the Elementary and Jr High students and aired daily. We will mail 600-700 Novena pray books and ask listeners to pray along with us. Interviews with School administrators to air Jan 17-Feb 5.

Donetta

Divine Mercy Radio

We get children and teens from all our Catholic schools to record a :30 spot as to why they like attending Catholic school and we run this for two weekends and Catholic Schools week.

Valeri

Spirit Catholic Radio

For 10 years, we have hosted a "Superstar Catholic Schools" voting contest. All Catholic high schools and elementary schools in our listening area are included - roughly 30 Catholic high schools and 90 Catholic elementary schools. Open to the public, a person can vote online for 10 schools - one vote for each category - for 2 weeks. When votes are tallied, the 4 winning high schools and 6 winning elementary schools are announced as Superstar Catholic Schools!

We like to kick off this annual contest the week of Catholic Schools Week. We encourage the schools to share Spirit Catholic Radio's Superstar flyers, social posts, and bulletin announcements with their staff, school families, parishioners, etc. to get out the word that they deserve to be a Superstar!

Winning schools get a visit from Spirit Catholic Radio, an on-air interview with our local Spirit Mornings with Bruce & Jen show, prayer cards, banners for display, and of course, a trophy!

Mark

Real Presence Radio

- Two days of the week on our Real Presence Live local programming, we will interview Catholic School networks in our listening area.
 - We host on our network a live Catholic High School event called Know Your Faith (a knowledge Bowl type competition among all the Catholic High schools in North Dakota. We will also live stream it on our Facebook page.
 - We air a South Dakota basketball game event of priests vs high school students. We will air it throughout the network and live stream that as well on our Facebook page.
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Use Your Airwaves to Promote Relationships with Your Station!

January is a great opportunity to freshen up your station audio and to use your airwaves to deepen the relationship with your listeners. Marketing surveys have shown that word of mouth is one of the best ways to grow your audience and the number of people you can reach. Don't forget that your radio station is one the best marketing tools around. Don't forget to use it to market Your Own Apostolate! *Evangelization is being reminded and, through our lives, reminding others that every moment, the present moment, is as an opportunity to experience and proclaim the Kingdom of God. The more listeners we reach, the more who will encounter Christ. These souls will then be drawn into a deeper understanding of His care for us at each and every moment!*

Branding tip:

On the air and in conversation stop saying the generic “*Catholic Radio*” term and always use your **specific branding name**: *Holy Family Radio, Divine Mercy Radio, Oklahoma Catholic Radio, AM1280-The Voice*, etc.

Promote Your Website and App:

Add Your Website/App After Your Legal I.D.:

“online at---and take us wherever you go by downloading our (specific branding name) app”

Give Listeners a Reason to Visit your webpage:

“Visit our website and let us know how we can pray for you today by clicking on the prayer request tab”

Ask Donors to Promote Your Station:

Include New Radio Testimonials and Add a Closer Like:

“Tell a friend about (your branding name) and how our programs have affected your life!”

Encourage Listeners to Use Your Marketing Tools:

“We have (your branding name) bumper stickers available, You can invite others to listen by putting one on your car!”



Need Consulting and Coaching help?

Radio Executive Steve Splonskowski, formerly of Real Presence Radio, 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 fourteen years of Catholic Radio management and consulting 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

AND Check out our **EAR.EWTN.COM** webpage for more support!

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