

When asked about ratings or how our station compares to others in the market - I respond with the following information [your station information can be substituted]:

- As a 501c3 non-profit organization, we want to be great stewards of the dollars donated to our mission;
- Rating services tend to be extremely expensive & are not central to our mission;
- We do not spend donor dollars on ratings information;
- Ratings information can be very easily skewed & does not reflect true information;
- Talk radio industry states 5% to 10% of their listeners call in to state their opinion on the air with a variety of talk radio hosts;
 - Supporting the mission of Spirit Catholic Radio is a solid 'opinion' of the donor;
- Spirit Catholic Radio has over 6,000 active donors who support the station annually;
- The retention rate on their pledges are over 98% annually;
- The number of donors has grown since our station was founded in 1999 and the retention rate has had steady growth;
- Donor information is real & cannot be skewed;
- Business underwriters have renewed their underwriting support 95 to 100% annually since 2003 without ratings information;
 - Branding is the tool business underwriters use when agreeing to sponsor Catholic Radio;
 - Name recognition;
 - Listeners have a positive image of businesses that support our station;
 - Listeners report their purchasing decisions are influenced by underwriting businesses' support of Catholic Radio;
- Are 6,000 donors 5% to 10% of our total listening audience?
- The answer is unknown, however, we know that at the very least 6,000 people are listening & are moved to support our mission;
- ****Would your company be prepared for 6,000 people who would walk into your business or order from your website or respond to your underwriting message when they hear it this week?
- ****Would your company be prepared for 50% of 6,000? 5% of 6,000?
- ****Note: it's important to bring up scenarios of numbers and percentages in order to knock down the theory of rating services. Live by the numbers/Die by the numbers. Numbers don't matter – dedicated listeners matter. The listener connects with the businesses they know are supporting the same mission they are supporting. It becomes a very personal connection to the listener/donor.
- An important item in this exercise is to help your potential underwriter understand that if your mission can move over 6,000 active, *real* listeners respond with weekly/monthly/annual donations – it stands to reason there are hundreds of listeners who will respond to the underwriter messages heard on your station;

Mary Jorgensen

Director of Underwriting

Spirit Catholic Radio Network

13326 A Street | Omaha, NE | 68144-3641

(402) 991-7044 (Direct) | (402) 571-0200 | (402) 571-0833 Fax



102.7-FM - Omaha/Lincoln/Council Bluffs

88.3-FM - Norfolk/Hartington/Yankton

91.5-FM - Grand Island/Hastings/Kearney

90.1-FM - North Platte

99.3-FM - Scottsbluff

89.3-FM - Chadron

99.3-FM - Columbus

For a full list of signals, [visit the map on our website.](#)

View our interactive program schedule [here.](#)

Listen to previous **Spirit Mornings** segments in our [Audio Archives.](#)

[Donate](#) to our Spring Care-a-thon! **March 28-April 1.** Your gift matched!

"The whole world can be charged with the grandeur of God - we can pray always, in work as well as in formal prayer - break down the wall between the chapel and the marketplace - seeking God in both"