

SUPPORTING YOUR COMMUNITY

SPOTLIGHT ON YOUR COMMUNITY

With our 20 signal network, Spirit Catholic Radio reaches 94% of Nebraska's population. An effective way to reach these souls is by coming on our Spirit Mornings show for an on air interview with Bruce and Jen. Introduce yourself to the listeners, personally invite them to an event, or inform them about your organization.

We also encourage priests, deacons, and religious to consider being a regular guest on Spirit Mornings by joining Bruce and Jen for one of the listener-favorite segments like Ask-a-Priest, the Good Book Club, Mass Prep, From Rome to Home, Community Spotlight, and more!

VOLUNTEER

There are many ways to use your talents to help spread our mission!

- Bring one of our "Man of the Shroud", "Eucharistic Miracles", or "Appeals of Our Lady" displays to your parish or event. They are free to borrow!
- Place a Spirit Catholic Radio yard sign in your yard or a window decal on your car!
- Tell a friend to listen!

Visit the Volunteer page of our website or email community@kvss.com to learn more about these and additional opportunities.

Spirit Catholic Radio is an extension of the communities across our listening area. Whether it is through promoting your parish events, upcoming guest speakers, or local festivals, we can effectively get your message into the ears of two million plus listeners.



PARISHES

- On-air promotion of events
- Priests as on-air guests
- Free reservation of displays
- Prayer aides and faith materials

SCHOOLS

- Heartland Tour with Spirit Mornings
- Superstar Catholic School Contest
- Prayer Card Art Contest
- Live sports broadcasts

COMMUNITY

- Public Service Announcements
- Catholic presence at festivals
- Collections of diapers, clothing, etc.
- Current events, pro-life coverage

SPEAKER OPPORTUNITIES

Know of a Catholic theologian, national speaker, or apologist that you'd like to bring to your local parish or organization? Our media partner package will help you effectively promote your event!

GET THE WORD OUT WITH UNDERWRITING

When it comes to promoting your mission, ministry, or message, the listeners of Spirit Catholic Radio respond. We offer multiple on-air and digital strategies tailored to your location, event timeframe, and overall needs.

- 1 Submit your upcoming events to our free online **Community Calendar** for all to see! Simply fill out the form at spiritcatholicradio.com under the "Events" tab.
- 2 Request a **Public Service Announcement** (PSA). These announcements are free, though we do ask for submission six weeks prior to your event and are not able to accommodate every request due to the high volume of PSAs that are submitted. Visit spiritcatholicradio.com/psas
- 3 Purchase a **Non-profit Package**. Whether it's an event for your parish, school, or organization, we are here to help! We offer affordable on-air packages designed with non-profits in mind. Give us a call to discuss these options **855.571.0200**.

MARKETING/COMMUNITY ENGAGEMENT PLAN

Digital and Social Initiatives

- Prayer intentions email to subscribers (monthly)
- The Radio Halo e-newsletter to subscribers (weekly)
- Drip campaign for new Care-a-thon family members (twice a year)
- “Thank you for listening!” email to new app and stream subscribers (weekly)
- “It was great seeing you!” email to enter-to-win registrants (post-event)
- “How can we pray for you this week?” Facebook post (every Monday)
- First Friday giveaway post on Facebook
- Heritage Society planned giving email blast (March and October)
 - Printed newsletter mailed out in January and July

Parish Engagement Initiatives

- RCIA/OCIA Welcome packet distribution (January)
- Fish Fry Finder on website and attendance by Community Engagement (Lent)
- Festival Finder on website and attendance at some by Community Engagement (summer/fall)
- Firework Tent Finder on website to promote Knights of Columbus tents
- Bulletin announcements (ongoing)
- Pulpit talks and Spirit Sunday events at select parishes
- Deanery visits with a promo video and materials presented

School Engagement Initiatives

- Superstar Catholic Schools voting contest (2 weeks in February)
 - Delivery of trophies and banners to winners (March-April)
- Prayer Card Art Contest (held each fall)
- Live Spirit Mornings shows at Heartland Tour stops (9 during the school year)
- Live broadcasting of high school basketball and football games
 - Player of the game trophy and certificate distributed, photos on social media
- May Crowning / Mary Garden photo submissions
- Calling All Choirs music submission invitation for 3 Days of Christmas Music

Community, Volunteer, and Listener Engagement Initiatives

- Attendance at parades and sporting events (year round)
- 3 Days of Summer Fun “sticker stops” across the listening area
- Booking coordination of Eucharistic Miracles, Appeals of Our Lady, and Man of the Shroud displays
- Ad rotation in diocesan newspapers
- Attendance at ministry and apostolate dinners; display table at some
- Volunteer coordination, recruitment, recognition (ongoing)
- Host speaker events across the listening area
- Awareness communication of PSA and Underwriting options, online community calendar
- Name submission opportunities: All Souls, pregnancy loss, favorite teacher/priest
- Ongoing promotion of pro-life resources, upcoming pro-life events, and programs

