

Local Relationships – Programming / 2024 EWTN Catholic Radio Conference

Strongly encouraged to produce a LIVE and local daily morning flagship show – features local Catholic Community, parishes, schools, apostolates and ministries. Forego other program creation until this is completed.

Monthly during school year – broadcast from a local Catholic High School featuring them

Record a local Rosary – Bishops/Seminarians. Well known individual or group. For Marriage, Vocations, Country or Priests

Carry a local Mass daily – 30 minutes. Pair it with the rosary and excerpts of morning prayer. (Air it during non-drive times, listeners will follow the Mass.)

Carry a weekly Bible Study (Great Adventure – Ascension) Promote at the diocesan/parish level. Get permission from Truth and Life dramatized Audio Bible. Run selection of Chapter/verse and have local commentary.

Carry Catholic High School Sports – Football and basketball

After a successful morning show – think of other programs that can work complimentary with your station: Pro-Life, Vocations, Young Adult, Catechism. K of C, Catholic Daughters, Legion of Mary & Altar Societies. Don't go crazy here. It needs to be well-produced and fulfill a local need. Weekly at most.

During membership drives, invite priests, Catholic Executive directors and other Catholic to come on and talk about why they listen to and support Catholic Radio (Don't have them talk about their apostolates and ministries – do that during your morning program).

Podcast all locally produced shows to give listeners a way to go back to listen to old shows/content or to listen when on their own time (Podcasting is not in competition with terrestrial radio, it supports alternative ways to listen to your station.)

Production

Priests birthdays – daily. Wish them a Happy Birthday and thank them for their priestly ministry

Public Service Announcements for parishes, schools, apostolates and ministries – non-campaign.

Run the pledge of Allegiance recorded at a Catholic school or group and identify them.

Run liners and testimonials – bishops, priest, religious & laity. “This is Bob Smith from St. Mary parish in Anytown, Missouri and your listening to (your Catholic Radio Station name)”.

You're listening to St. Joseph Catholic Radio, Catholic Radio for Kansas City. Produce a liner for for each town in listening area.

Community Spotlight or weather City – town name, population, parish name, pastor and associates, etc.

Calling all Choirs – ask local parishes and schools to record traditional Christmas songs and play during the Christmas season. Produce the royalty free songs.

Ask the national show hosts (and other Catholic notables) to record station liners/Id's for you