Engaging Young Catholic Audiences

**Why 18-24 year olds choose the Catholic Faith?**

Many young adults raised in Catholic families continue to identify with the Catholic Church into young adulthood. Reasons for this can include cultural ties, family tradition, spiritual beliefs, and the sense of community found within Catholic parishes and youth groups. Also, Church's rich history, liturgical traditions, social teachings, and spiritual depth.

**Why young adults don’t identify with ANY faith?**

Reasons for this can range from skepticism towards organized religion, disillusionment with religious institutions, or a focus on personal spirituality outside of traditional religious frameworks.

So what do we do to draw them in:

1. Play to our strengths –Use the teaching and repurpose them for social media and podcast.
2. They have to know we care-Show the heart of the Catholic Body/Church
3. Meet them Where they are-Social Media & Podcasting
4. Get them involved-Street Team & Internships-In our relationships in the community, promote openings and the needs you have.
5. TALK TO THEM!-A focus group with pizza or tacos can take you far.

**Youth-Centric Topics**: Discuss topics that resonate with younger Catholics, such as faith and modern culture, relationships, mental health, social justice, and technology.

**Interactive Segments**: Incorporate interactive segments where the audience can call in, share their thoughts on social media, or participate in polls and quizzes related to faith and daily life.

**Guest Interviews**: Invite young Catholic leaders, artists, musicians, and influencers for interviews to share their experiences, perspectives, and insights on faith and life.

**Music Selection**: Playlist of contemporary Christian music and Catholic hymns that appeal to younger audience. Mix in popular songs that have positive and uplifting messages that line up with Catholic teaching and God’s Word. Check with Steve & Jack as we don’t promote playing music and due to music licensing issues

**Youth Testimonials**: Feature personal stories and testimonies from young Catholics about their faith journeys, struggles, and triumphs.

**Digital Platforms Integration**: Utilize social media platforms like Instagram, Twitter, and TikTok to engage with younger audience, share behind-the-scenes content, and promote upcoming segments.

**Youth Group Spotlights**: Highlight activities, events, and initiatives from local youth groups and Catholic organizations to inspire involvement and community engagement.

**Question & Answer Sessions**: Dedicate segments to answering questions from younger audience about Catholicism, morality, spirituality, and navigating faith in the modern world.

**Youth-Focused Events**: Organize events specifically targeting young Catholics, such as retreats, concerts, volunteer opportunities, and social gatherings, and promote them on air. Smaller stations may not be able to organize so perhaps look to community events where youth will be and go there to have a presence, answer questions, seek to involve youth with the radio.

**Community Outreach**: Partner with schools, universities, and youth ministries to promote your station and create opportunities for collaboration and engagement within the community. Handing out Ice Cream Sandwiches on a college campus on the first day/last day of school makes an impression. That’s what I was trying to say above!

**Faith Formation**: Workshops offer educational segments focused on deepening understanding of Catholic teachings, traditions, and the lives of saints, presented in an engaging and accessible manner.

**Storytelling**: Share engaging stories from Catholic history, the lives of saints, and contemporary faith experiences to inspire and connect with younger audience.

By incorporating these strategies, you can create a dynamic and engaging radio program that resonates with younger Catholics and fosters a sense of community and belonging.

Also, we should lean on our shows and hosts that we have in the network. Starting there can spark us into the future.

Remember in most cases, it’s Not Your Parents’ Catholic Radio. They want something that’s exclusively for them.