

WHAT CATHOLIC RADIO IS NOT...

Catholic Radio Industry Principles for Strategic, Listener-Centric Catholic Evangelization

THE MASTER PRINCIPLE OF RADIO:

"People don't listen primarily because of who you are; they listen because of who THEY are!"-JOHN FROST

Executive Summary

Catholic radio stations operate with high spiritual purpose but frequently fall into common industry traps—relying on well-intentioned motives to excuse flawed broadcast mechanics, lack of audience awareness, or organizational silos.

Core Concepts: The 5 "IS NOTs" of Catholic Radio

1. Catholic Radio IS NOT About the Broadcaster's Ego or Personal Preferences

Industry Insight: Ego (self-centered perspective) is the #1 reason stations fail. It shuts out outside wisdom, research, and listener feedback.

Catholic Translation: Broadcasters must serve the listener's spiritual and emotional needs, not their own favorite devotions, esoteric theological interests, or personal pulpits. Evangelization requires meeting people where they are in their daily lives.

2. Catholic Radio IS NOT a "Secret Society" for the Already Converted

Industry Insight: Research shows 40% of potential listeners who would love the content simply don't know the station exists.

Catholic Translation: Catholic radio is not a private listening club for daily Mass-goers or parish staff. Its primary mission is outward-facing—reaching the struggling Catholic, the lukewarm seeker, and the commuter looking for truth. Promotion and marketing are essential evangelical tools, not optional luxuries.

3. Catholic Radio IS NOT "1 Year of Experience Repeated 30 Times"

Industry Insight: Relying on old habits and fearing change creates deadening status quo radio.

Catholic Translation: Sacred truth is timeless, but broadcasting methods must evolve. Good intentions do not excuse poor audio quality, bad pacing, or outdated presentation. Stations must embrace professional coaching, airchecking, and modern radio standards.

4. Catholic Radio IS NOT Afraid of "Bad News" or Honest Feedback

Industry Insight: High-performing media leaders cultivate a culture of candor ("Bring me the bad news!").

Catholic Translation: Station teams must distinguish between criticizing the Catholic Faith (never acceptable) and evaluating radio presentation (essential for growth). Humility demands confronting low listener numbers, poor airchecks, or donor drops directly.

5. Catholic Radio IS NOT an Uncoached Assembly of "Just Catholic Stuff"

Industry Insight: Throwing content on the air without training and ongoing talent coaching leads to high tune-out.

Catholic Translation: Putting a knowledgeable theologian in front of a microphone doesn't automatically make good radio. On-air talent need active coaching, encouragement, and skill development to learn how to translate deep theology into accessible, captivating broadcasting.