

# Customized online radio stations FAQ

## Why online radio?

Because of the proliferation of the internet, radio is now leaving traditional formats and moving online. With the advent of smart phones, iphones and internet radio sets, online radio is now as accessible as land based radio. As this shift continues, online radio is likely to become the predominant form of radio delivery. Your parish can be a part of that movement.

## Will OCN help me with my station?

Yes. We will give you ten hours of training in how to use the customization software and program your station. We will also provide you with technical support as needed. We are always just a phone call away!

## What is the time commitment?

It takes approximately 2-3 hours a week to program a play list for a customized station. After that, it is up to you. It all depends on what you want to offer on your station. You can add your priest's sermons and your parish's choral music. You can record your bible studies and other religious education programs. You can even create programs specifically for the radio. There is no limit to what you can create. So, the amount of time you spend on your station depends on your vision.

## How can my parish afford it?

In the way the world communicates today, how can a parish not afford it? To reach people and grow the church, we have to go to where the people are. Logistically speaking, however, there are many ways to fund your station.

- Proceeds from your Share the Light Sunday can be applied to fund your station.
- You can place a line item in your parish budget.
- Individual donors can give gifts to fund the station.
- Proceeds from festivals or other events can be earmarked for your station.
- You can place a Pay-Pal "donate" button on your station's home page.

- You can create advertising for local vendors and businesses on your station.

*Because a media witness that proclaims the faith is essential in today's world, we recommend that you place a line item in your parish budget for your radio ministry.*

## How do I attract listeners to my online radio station?

- Place announcements in your newsletter and Sunday bulletin
- Hand out cards and fliers at your festival and parish events. (OCN offers pdf format customizable promotional materials on the OCN website.)
- Advertise on local television and land based radio.
- Do a newspaper press release.
- Billboards
- Promote your station through facebook
- List your station on search engines.

## OCN is doing such a good job, why should my parish have a station?

You would not have a guest preacher every Sunday at your church. Similarly, OCN cannot speak to the specific needs of your community. You can bring the parish to the people around the clock with a radio station designed by OCN.

## Did you know? According to Research:

- **140 Million** Americans listen to religious radio broadcasts.
  - **80 million** Americans listen to internet-based radio stations.
  - **45%** of those who listen to internet-based radio listen using their smart phones.
  - **78%** of adults who attend church once a month or more listen to Christian media.
  - Teens spend an average of **72 hours** per week using **electronic media**.
- With these realities, can we afford to be absent in the media space?**