



Reaching Out to Our Hispanic Brothers and Sisters

Archdiocese of Atlanta Estimated Catholic Population 2008

750,000

Estimated Hispanic Catholics 2008 *

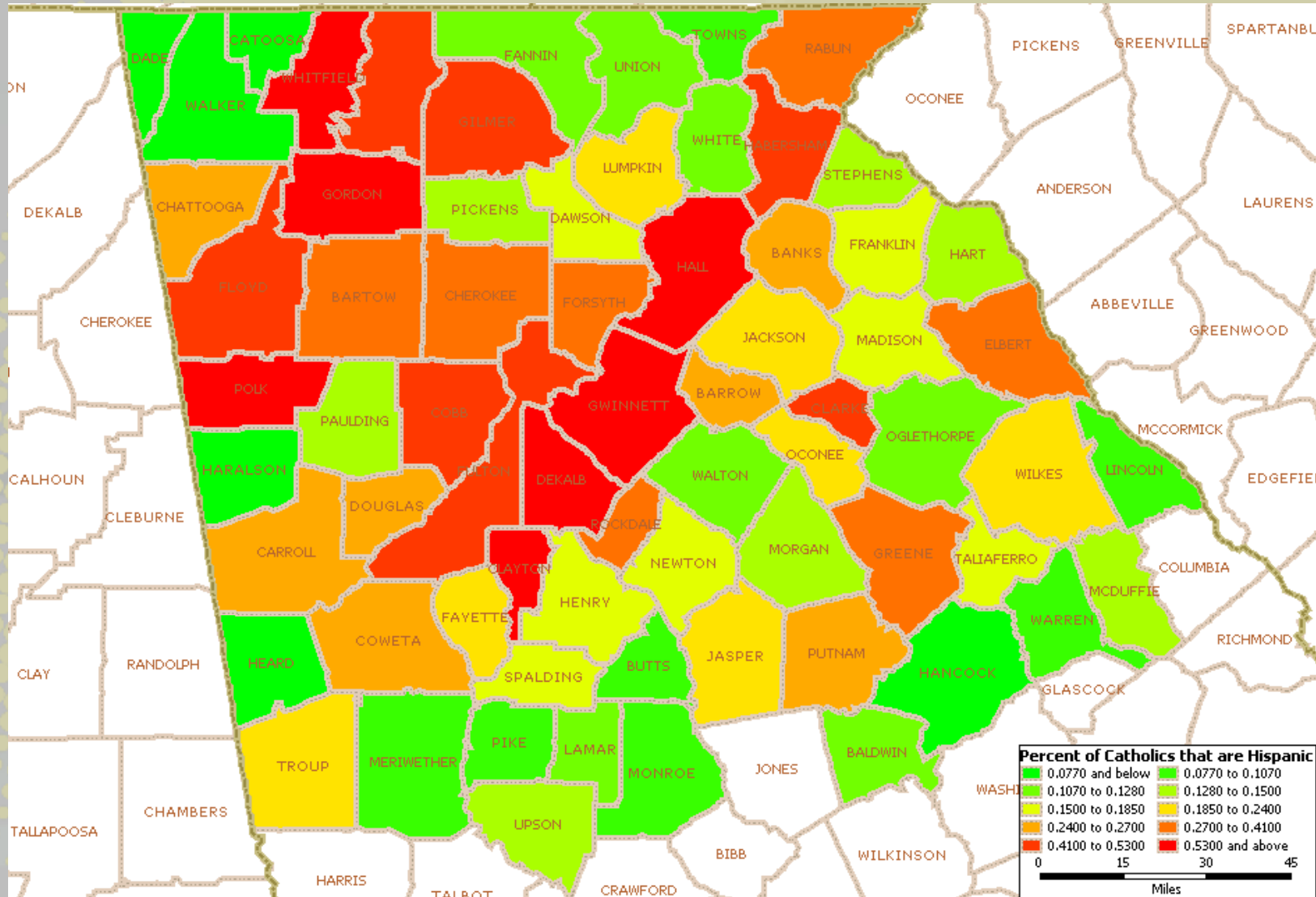
350,000

Estimated number of Hispanic Catholics who, at least, goes to Church on a weekend

50,000 – 70,000

Out of 350,000

demographics



Catholic Radio Programming Initiative

Two years ago the Planning Council, based on the tremendous growth of the Hispanic population within the Archdiocesan area, recommended this initiative, as an important tool to reach out all those catholic that are no aware of their Church and also those who cannot come to their parishes due to their work schedule, lack of transportation, etc.

Goals

Short Term

Begin with a few hours program and the transmission of Sunday Mass

Mid Term

Increase programming progressively by adding new programs

Long Term

To have a self-sustaining Catholic radio station

Programming

Best alternative:

- Two hours week days
- 2 hours Saturdays
- 2 hours Sundays

Good Alternative:

- 1 hour weekdays
- 3 hours Sundays

Minimum:

- 4 hours Sundays

Critical Factors of Success

- Prayer
- Very dynamic, energetic, joyful and live!
- Audience “active” participation
- Careful review of the programming
- Topics and speakers
- Air time selection
- Music
- Coverage – High Hispanic population places

Hispanic Radio Stations in the AOA Area

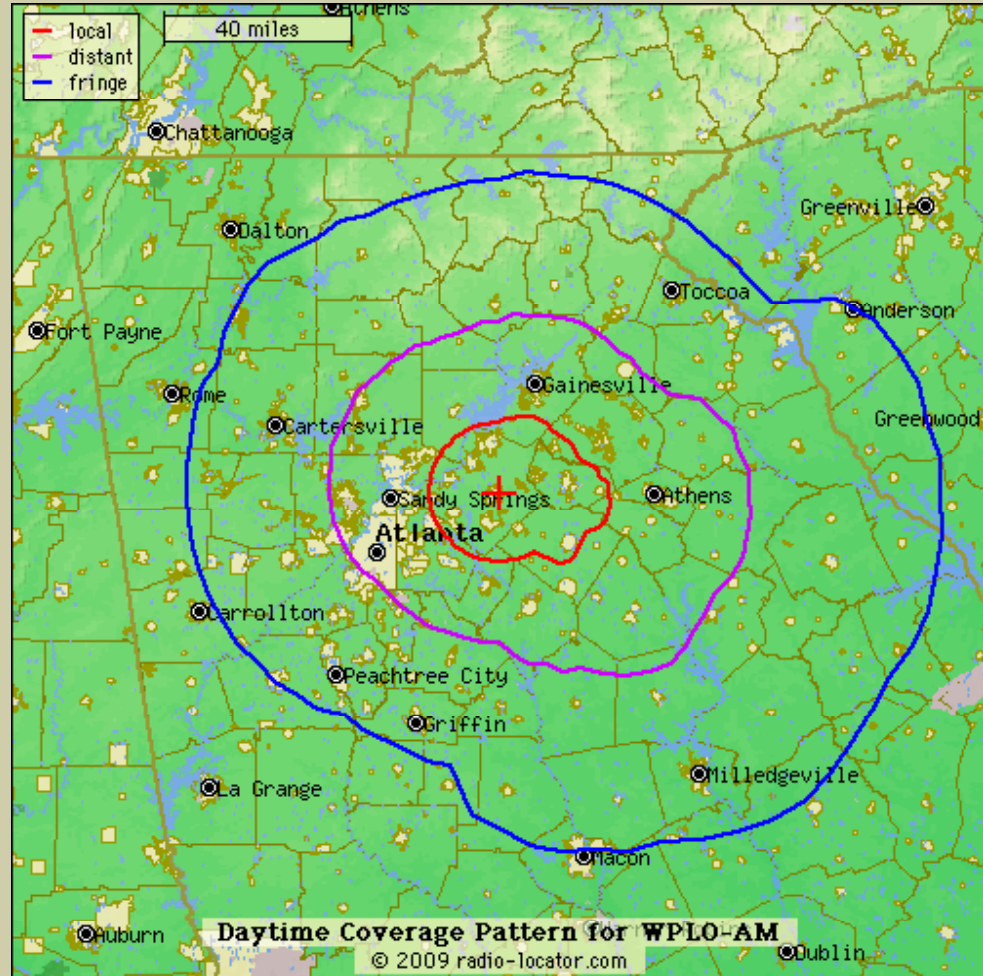
FM Radio Stations

- WWVA – FM Viva 105.7 (closed)
- WLKQ - FM La raza 102.3/101.1
- WBZY – FM El Patron 105.3

AM Radio Stations

- WXEM - AM La Mejor, Buford and WAOS - AM La Mejor, Austell
- WLBA – AM La Mejor, Gainesville
- WPLO - AM Radio Mex Grayson (closed)
- WGUN – AM Radio Luz, Atlanta

«La Bonita» WPLO 610AM Lawrenceville



Radio Program Calendar

1. All programming will be based on the Liturgical Calendar
2. To include special celebrations and events
3. To select and prioritize topics
4. To invite priests and special speakers for the proposed topics
5. To establish and approve a three-month programming schedule in advance

Program Layout

1. Welcoming
2. Prayer
3. Daily Readings
4. Meditation
5. Open lines for Q&A
6. Music
7. Topic of the day
8. Open lines for Q&A
9. Music
10. Saint of the day
11. News/announcements

Program Name

Nuestra Fe

Program Schedule

- Radio station La Bonita 610 AM
- Monday to Friday, 10:00 – 11:00 a.m.
- Holy Mass: Sunday 10:00 a.m.

Promotion Post Card



La
Arquidiócesis de Atlanta
Presenta:

Nuestra Fe
www.nuestrafe.net

de Lunes a Viernes de 10:00 a 11:00 AM
Evangelio del día, Música, Reflexiones, Oración
y Noticias de nuestra Iglesia...

Santa Misa
DOMINGOS 10:00 AM
Desde La Misión Católica Nuestra Señora de las Américas

ESCUCHENOS
por:

La Bonita
610 am



Phase II

Increase Radio Programming

First Step: to create resources



11/22/2010

[Project Name]

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