

Parish Pastoral Council Meeting, January 3, 2024

Welcome and Open Forum:

Rachel Wandishin opened her first meeting as the Chairman of the PPC, following Terry Morse's move to replace Chris Patrick as Corporator. Staff members from WSJF 92.7 "Faith FM" were welcomed to present a radio evangelization update to the PPC and Pastor. The update to be shared with Saint Joseph Catholic Community via the PPC meeting minutes.

Opening Prayer and Faith Sharing:

Rachel read the Gospel for Sunday, January 7, 2024 (Mt 2:1-12). Attendees shared personal reflections on Gospel reading.

WSJF 92.7 Faith FM evangelization Update 2024:

Pat Kilroy, Program Director, presented an evangelization update via a PowerPoint presentation titled **Our Saint Joseph Catholic Community's Most Public Welcome & Invitation to "Come Home"** accompanied by an expanded, written report addressing the history, current capabilities, programming, budget, survey results, challenges, and opportunities, future plans, and conclusions and recommendations regarding WSJF 92.7. Addendums included budget spreadsheets, WSJF program grid and Relevant Radio program grid.

Key Points:

- WSJF 92.7 has been broadcasting for 10 years.
- The objective of programming is to evangelize, catechize, and enlighten listeners within the reach of the broadcast.
- Programming features locally produced content (14 shows) and content shared as an affiliate of Relevant Radio, a national Catholic radio network, broadcasts of live SJCC and community events.
- Budget estimates are \$13,000 annual expenses, \$5,500 income/donations, and \$7,500 supplemental support from SJCC. Relevant Radio gives 50% of fundraising donations obtained from WSJF broadcast zip codes back to the station.
- 2023 Media survey results suggest that WSJF listeners may intend to donate to radio ministry through regular giving, however donations are not specifically directed to the ministry. Discussion of adding a WSJF line item to Faith Direct to facilitate and track donations intended for the radio ministry is to be considered.
- PPC members requested more information on enabling a live stream of WSJF to be broadcast through the SJCC website. The live stream has the potential to increase the station visibility and reach beyond the parish and local community. Factors to be considered include cost, legal ramifications, and logistical requirements.

- Future plans include re-invigorating the membership drive, internet streaming, soliciting more volunteers, replacing outdated equipment, and obtaining auxiliary and backup equipment.
- WSJF requested consideration of creating a non-paid/volunteer parish office staff position for a WSJF person with the intention of more fully integrating the station's objectives and visibility into the parish daily operation and parish pastoral plan.

WSJF requested assistance from PPC in developing a plan for strategic direction. Fr. John stated this may be the role of the Mission Council, not the PPC. Terry advised WSJF staff members to provide a more specific action plan regarding staff position, and to identify potential Mission Council interventions to assist with the Radio Ministry's growth and achievement of goals as stated in their plan. Tony agreed to discuss with Mission Council and possibly create a mission council subcommittee to work with WSJF.

Parish Pastoral Plan:

A subcommittee has been created to review and revise the Parish Pastoral Plan. Members of the subcommittee include Ernie Tucker, Jane Miller, Rachael Wandishin, Mark Steinbrunner, Joselle Ruddle, and Minta Davis.

Fr. John stated that rewriting the Parish Pastoral Plan should be prioritized by the PPC. He advised that the plan should define who we are and where we are going as a parish, determine how to engage the community in our mission, and identify ways to create excitement in achieving our goals. The plan will be communicated to all parishioners and ministry leaders to increase collaboration and provide more unified direction as a community.

Pastor Report:

Fr. John shared that from January 28th to March 17th the homilies, pastoral letters, and pastor grams will focus on the structure and meaning of the Mass.

He also shared that the structural repairs continue and expect to be completed by the end of February. The cost of the repairs will exceed \$1 million.

Father John noted that SJCC will host a meeting between a couple members of the Emmaus Team from the Archdiocese and SJCC'S PPC and Mission Council on April 7th at 7 PM. The meeting is intended to discuss the structure of SJCC'S staff and lay leadership with the goal of finding ways for better partnering between the staff, PPC and Mission Council. Ultimately this should help to further the goals of the parish which include expanding missionary discipleship and expanded reach and visibility in our community.

Upcoming Events:

Festival of Lessons & Carols January 5

March for Life January 19

Ash Wednesday February 14

National Eucharistic Congress July 17 – 21

Round Table:

Chris asked if the PPC was planning on publishing an annual report as was done in past years. Lauren stated that the Annual Report required by AOB was published in September with financial comparisons of 2022 and 2023. There is no plan to produce a more detailed report for FY23.

Gwen complimented the good work of all the liturgical ministries for the December 23, December 24, and December 25 Masses.

Mark and Chris relayed verbal complaints they received regarding the quiet mass on Christmas Day. A decision was made to have a quiet mass on Christmas Day and was advertised as such in the bulletin. Other members noted that many attendees of Christmas Day Mass do not attend Mass regularly and would be befuddled and disappointed to attend a quiet mass unknowingly on Christmas Day. Fr. John and Fr. Patrick stated they would discuss with the Director of Liturgy & Music and re-evaluate the decision for future masses on religious holidays.

There were no further announcements during the Round Table.

Closing Prayer:

Fr. John led the closing prayer.

Attendance:

PPC Members: Fr. John Worgul, Fr. Patrick McCain, Rachel Wandishin, Mark Steinbrunner, Jane Miller, Joselle Ruddle

Corporators: Gwen Lilly, Terry Morse, Chris Patrick (in transition)

Mission Council: Tony Gioio

Staff: Lauren Glass

Guests: Pat Kilroy, Danny Gallagher, Steve Donahue, Al Grasley, Linda Grasley, Mike Hussle

**A Report to Our Pastor and the Members of the
Saint Joseph Catholic Community
Via the Parish Pastoral Council**

**WSJF 92.7
“Faith FM”
Evangelization Update 2024**

**Our Saint Joseph Catholic Community’s
Most *Public* Welcome & Invitation to “Come Home”**

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1. Introduction

This written summary is a response to a request by the SJCC Parish Pastoral Council for current information regarding our Radio Ministry/Apostolate. The summary includes specific details as a response to an email request received from the Chair of the PPC for the following information: *we would like you to prepare a written summary of where the radio station is in terms of history, programming, budget situation, plans for the future, challenges and opportunities.*

So, to meet each of these requested topics, we've written the related sections below, providing a substantial amount of information. Our hope is that a clear picture and understanding of the radio ministry will emerge from the reading of this document, our addendum package, and from our meeting on January 3.

In addition to the requested topics, we've added three sections that we feel are also important: a section related to the "Are You Listening 2023" survey we ran in September and October, and one for "Current Capabilities." We feel like the results of that survey are very important for all to understand. And, we feel that while future plans are important, they are more coherent when shown relative to our current achievements and capabilities. Finally, we include some conclusions and recommendations to the parish as we go forward in what we believe is an exceptional blessing for the parish mission.

2. History

For a history lesson about the radio station we've set a timeline of events that were important in the life of the station. There are many important events not listed here that the team can point to that caused us to rethink a priority, change the way that we complete a task, or caused a different understanding about some aspect of how to keep WSJF running in the most professional way possible and to keep it impacting the faith lives of as many people as possible. We are proud to represent SJCC with our efforts to evangelize, catechize, and enlighten all who listen to WSJF.

Here are some key timeline elements:

Prior to Being On The Air	TIMELINE	Description
2013	Summer	The WSJF story began with chance meetings in the parking lot of individuals to determine if Saint Joseph Catholic Community could and should enter an FCC competition to apply for a permit to construct a low-power FM (LPFM) radio station for the Sykesville-Eldersburg area.
2014	November	A small team came together, did research, and applied. SJCC won the competition, and was awarded an FCC construction permit in June 2015 . At the end of 2016, we requested an FCC permit extension until June 12, 2018.
2016- 2017		Program Director (station manager) position description released. MOU between SJCC and Radio Ministry Team released. WSJF Principles and Content Policy released. We raised money (fundraisers <i>Red, White, and You</i> on 5/29/2017 and <i>Local Fare and Libations Fall Fest</i> on 9/23/2017), made convincing arguments to the Pastoral Council, sought advice from the AoB, obtained FCC legal counsel, and produced necessary plans and documents. We were approved by parish leadership to continue our three-year (2018-2021) FM radio broadcast evangelization and catechesis <i>experiment</i> .
2018	March-April	Acquired the necessary hardware, worked with a New Jersey Catholic radio engineer to rack and test it.
	May	WSJF antenna placed on a tower on Hollenberry Road in Sykesville.
	June 3rd	In our first live broadcast, Fr. Neville blessed WSJF and the studio, and within a week WSJF-LP 92.7 FM began broadcasting as a www.RelevantRadio.com affiliate 24-hours-a-day, seven days a week in addition to our hourly Station IDs and locally-produced Public Service Announcements (PSAs).

After Going On The Air	TIMELINE	Description
2018 cont.	June	<i>Red, White, and You, Two</i> fundraiser to raise money for WSJF operations.
	July	First use of our branding phrase “WSJF 92.7 FM – Turn It On!”
	September	The first monthly episode of Married and Family Living is recorded, produced, and airs.
2019	May	First live “man-on-the-street” broadcast in Olde Towne Sykesville at a community event (we’ve done a few of these) at the SJCC booth, and while walking and talking to attendees nearby.
	June	Applied for and received \$1,300 in funding from SJCC Pastoral Plan parish funds for WSJF, using the funds for studio equipment purchases to enhance recording capabilities.
	August	Live broadcast at the SJCC Chicken BBQ.
	December	Recorded, produced, and aired excerpts from the Advent Retreat with Mike Patin.
2020	January	Created a Business Donor/Sponsorship Package. To date we have received \$2,500 in underwriter and sponsorship donations from local businesses.
	March 7th	Immediately prior to the Covid shutdown, we broadcast the first LIVE weekly Saturday morning rosary program, the WSJF “Family Rosary Across the Parish” (FRAP) which aired throughout the pandemic continuously without fail, and is still on the air, our longest running local program without significant break.
	March 27th	The Archdiocese of Baltimore cancels in-person Masses on 3/15 and on this date we broadcast the first live SJCC Mass from Studio 15.
	July 12th	First live public broadcast of an SJCC Mass, outdoors due to COVID, on a hot summer Sunday.
	August	Audio cable installed from church sound closet to Studio 15 to enable clear broadcast-quality audio signal for any SJCC event held in the church. November - First AYL Survey results released.
2021	March	Purchased our first Music License that allows us to broadcast copyrighted music.

2021 cont.	August	Severe storm's nearby lightning strike damaged our Sykesville transmitter. We were off the air for 16 days, however, we broadcast FRAP remote live Rosary programs at the tower while we were down.
	October	Meeting with Evangelization staff person and Commission leadership.
	December	Decision accepted to continue to keep our tower lease and to broadcast for another three years (2022 - 2024).
2022	February	Built a podcast server and made selected SJCC-produced local shows available worldwide via the Internet at www.wsjf-radio.com/podcasts
	March	Recorded, post-produced, and broadcast segments of Lenten Mission by Jon Leonetti.
	May	Talked to Knights Council 7612 about creating a show - they agreed and have created eight episodes of <i>Knights Around The Table</i> . Invites men to participate in the mission.
	August	Recorded and produced the first of a five-part series for Faith Formation team with the Grasleys and added to podcast server so it is available to all Faith Formation families.
	October	Published our initial WSJF Program Scheduling & Philosophy Guidelines document.
	October	The FCC conducted a national Emergency Alert System (EAS) test. After much preparation, WSJF passes flawlessly. Our 24/7 automated EAS equipment has successfully warned the listening public of impending severe weather and life-threatening conditions throughout the year and beyond, qualified as an undisputed community public service. WSJF is "Saving Lives AND Saving Souls!"
2023	April September	Sixteen (16) "Station Keeping Roles and Responsibilities Enumerated and Explained for Volunteers" document and signup sheet released. Spring-Summer held a "contest" among radio ministry team to choose a "branding word" for starting in the Fall. The winner, "92 7 FAITH FM," now a branding instrument in different shows and IDs.
	October	Started recording and producing weekly podcasts with hosts Danny and Fr. John for the <i>Bearing the Beams of Love</i> seminar series.
	Nov-Dec	Prepared a comprehensive 10-Year snapshot of WSJF history and operations for the SJCC parish.

3. Current Capabilities

- WSJF receives Relevant Radio programming in our SJCC Eldersburg studio via the Internet originating from Green Bay, Wisconsin, relays it via Internet Protocol to our transmitter-antenna on a tower site in Sykesville, and broadcasts free to the public at large, provided in clear, high-fidelity FM audio.
- We write, record, perform post-production, store audio files, set in a partially automated cue for broadcast on a set time schedule, anything from 15-second Station IDs, to 13-minute snippets, to 30-minute or full-hour home grown shows.
- Provide community service related emergency warnings and other public service messages via the FEMA Emergency Alert System using our tower-based Sage ENDEC device; also participate in annual FCC/FEMA National Emergency Warning tests and provide test results to FCC.
- Broadcast live SJCC events such as Sunday Mass, Saturday morning Rosaries.
- Broadcast community events like Man-on-the-Street remotes at Olde Towne Sykesville events either from an SJCC booth and on foot wandering there about.
- Visit local businesses to seek local show underwriters, sponsorships and donations.
- Maintain production of biweekly and monthly shows.
- Create new shows based on stakeholder interest and available production staff.
- Support SJCC special ministry events such as the Block Party and Breakfast With St. Nick.

- **Recording capabilities in studio** – easily record individual tracks of up to 8 participants to produce a high quality audio file suitable for Hi-Def broadcasting.
- **Music Copyright Broadcast License** – purchased a yearly license to broadcast copyrighted music from the “big three” music publishers (ASCAP/BMI/SESAC) 2021, created music content shows soon after that for broadcast on WSJF, currently broadcast approximately 14 hours of music per week.
- **Podcast Server** – added in 2022 – many of the non-music WSJF show episodes (can’t podcast our music shows because that requires a separate music license) are available and also some show episodes produced by SJCC and “post-produced” by the WSJF team are available as well.
- **Studio 15 Use** - During the past **90-day period**, as an example, we’ve calculated these statistics related to our volunteer commitment level, drawn from our FCC Studio Logbook sign-in sheets:
 - **430 hours** of work done by these people in the studio (meetings and programming)
 - Average of 4 hours and 46 minutes per day every day.
 - **200 total studio visits** to work on WSJF
 - Average of more than 2 visits per day
 - **30 different people** working in the studio on our live and recorded programming
 - These visits and hours don’t include the many hours that radio team members work on production of shows and event programming from their home. A few of the team have a home production area (or “studio”) and we each have remote login capability to the broadcast platform (“Simian”) computer located in the studio.
 - Indeed, we are blessed with a talented all-volunteer workforce.

4. Programming

We use **Relevant Radio™** for our full-time 24/7 programming (see attached WSJF and Relevant Radio program schedules). We broadcast a 15-second Station ID every hour at the top of the hour. During the prime-time weekdays we broadcast 60-seconds per hour for local “spots.” During non-prime weekday hours we broadcast three minutes per hour for our local spots. On weekends we typically get three minutes per hour all day for our local spots. We include spots within many of our locally produced shows. Many more hours of our local shows are broadcast over the weekend.

Our currently produced shows for broadcast:

- ***Married and Family Living with the Grasleys*** – A 30-minute show in support of the domestic Church, the family and marriage. Al and Linda Grasley record their program once a month and the station engineers complete the post-production. The show airs Wednesday at 6am, Saturdays at 2 and 7 pm, and Sundays at 10 am and 7 pm.
- ***Family Rosary Across the Parish (“FRAP”)*** – A live 30-minute program where we pray a rosary for local parish and community needs as expressed by listeners in email, text, chapel sheets, bulletin entries and on the WSJF studio phonemail system. This longest continuously running weekly live show airs on Saturdays at 11 am.
- ***First Saturday Devotion*** - A 60-minute program that moves the listener through the information and prayers to complete the Five First Saturdays Devotion of Reparation. We rotate the five shows for five consecutive months on the first Saturdays of each of the months. This show airs instead of FRAP on the first Saturday of each month.
- ***reflections of a humble scribe*** - A 15-minute show (approx) that shares the poetic spiritual reflections of a parishioner along with related Scripture and music. This show airs during the SJCC Potpourri timeslot (Sundays at 10:30 am), on Tuesdays at 6:30 am, and Saturdays and Sundays at 7:30 pm.
- ***WSJF Top Tunes Weekly*** - A 60-minute show where a host counts down the Top 14 songs on the latest Billboard Christian Airplay chart, sharing information about the songs and artists. This show airs every other week on Thursdays at 6 am, Saturdays at 6 am, and 12 and 6 pm, and Sundays at 6 am, and 1 and 6 pm.
- ***WSJF Music Hour*** - A 60-minute music show where we play Contemporary Christian music from the past few decades. It airs on opposite weeks in the same time slots as Top Tunes Weekly.
- ***A Song and A Prayer*** - A 30-minute music show where a host chooses favorite “praise” music and talks about the songs and artists and why she chose them. This show airs on Tuesdays and Thursdays at 8:30 pm, and on Saturdays at 10 am.
- ***Spirit of Sainthood*** - A 30-minute show (approx) where a group of friends choose a Saint of the Catholic Church and talk about the life of the person and how that person's charisms have affected their own spiritual growth. This show airs on Mondays at 6 am, and Sundays at 2 pm.
- ***Knights Around the Table*** - A 30-minute show where a group of Knights of Columbus Council 7612 members gather to chat about upcoming events, interview a current Knight about how and why they joined, and hear some interesting information about the KoC. This show airs on Wednesdays at 6:30 am, Fridays at 6:00 am, and Sundays at noon.
- ***The Journey*** - A 30-minute show (approx) that SJCC records and produces that is an interview of an SJCC parishioner to have them talk about their faith life and conversion experiences. The WSJF radio team members add “branding” and broadcast it on Mondays at 6:30 am, Saturdays at 2:30 pm. and Sundays at 7 am.

- **Kaleidoscope** - A 30-minute show (approx) where a host interviews one or more guests and talks to them about something that makes them special in a specific field. So far, we have interviewed authors about their books. This show airs on Saturdays at 9 am and Sundays at 4 pm.
- **Sunday School Snippets** - A 13-minute show that takes a topic and teaches about it as if the listeners were sitting in a classroom. This show airs during the SJCC Potpourri timeslot (Sundays at 10:30 am).
- **SJCC Clergy Q & A** - A 13-minute show where a host interviews Fr. John Worgul and asks questions we've received about the Church and Fr. John answers them. This show airs during the SJCC Potpourri timeslot (Sundays at 10:30 am).
- **Catholic Review Radio** - A 30-minute show produced by the archdiocese with post-production required by us for broadcast on WSJF after the SJCC Sunday 10:45 am Mass.

These are some ideas for future shows:

- **Music for the Masses** – 30 minutes of songs that match the liturgical season and are ones that have been chosen to be played at SJCC traditional and contemporary music Masses. This show would help people prepare for SJCC Sunday liturgies.
- **Pan, Tilt & Zoom** – 30-minutes of parish and local community news, event announcements and general views in an upbeat fashion. Currently on hiatus.
- **Bible in a Year** and **Catechism in a Year** - Ascension Press has agreed to provide these shows hosted by Fr. Mike Schmitz for FREE for radio broadcast starting in January 2024. We are currently talking to them about doing this.
- **Future SJCC Events** - We should continue to identify SJCC events, record them, and produce shows to play on the air. Some possible examples of this are Scripture Studies, retreats and missions, and other talks given by staff members to parish groups. Any and all of these could be post-produced and broadcast on the air and made available to people for download on the WSJF podcast server.
- Progression of Programming
 - o Started with only Relevant Radio and top of hour station IDs and a few SJCC spots
 - o Quickly moved to include Saint of the Month 60-second spots
 - o Added more SJCC ministry and event-related 30- and 60-second spots
 - o Added Married and Family Living, Sunday School Snippets, started broadcasting live 10:45 am SJCC Mass, also broadcast Daily Masses for more than a year during Covid
 - o Added more shows to where we are today with WSJF Program Schedule (attached).
 - o Each show requires a large amount of time and creativity to write, record and produce in a broadcast-ready form. This is a tribute to the dedication of our volunteers to our SJCC Evangelization mission.

5. Budget Situation

- Radio Ministry Yearly Budget - General

- Each year we provide an estimate of what our budgeted income and expenses will be. We have a few well known expenses: tower lease fee (\$700/mo), tower internet connection fee (\$220/mo), copyrighted music broadcast license fee (\$800/year), Catholic Radio Association membership (\$250/yr), and we add \$500 for promotional/advertising costs. This total expense comes to a little less than \$13,000/yr.
- We budget our income and hope to receive around \$4000 of directed income from individual donors and 50% of the revenue sharing from the Relevant Radio fundraisers. We budget that we hope to get around \$1500 from area business donations. Finally, we budget that SJCC will support us for the rest, which is around \$7500.

- Income/Expense Report for FY21 - FY23

- From the budget spreadsheet found in the **WSJF 2024 Parish Report Addendum** document, you can see that we earned more income than expected in FY21 and FY22, and didn't meet expectations in FY23.
- This spreadsheet also indicates that our budgeted expenses for each year were pretty close to actuals and that we received \$5400, \$7300, and \$8300 from SJCC to pay radio expenses.
- In FY23, six people gave directed donations totaling \$2910 and we received \$1077 from the Relevant Radio fundraiser revenue sharing.

- Survey Results - People Are Not Directing Their Donations But ARE Giving To Radio Ministry

- From our 2023 survey results, 28 respondents indicated that part of the SJCC donation they give includes money for WSJF. If we estimate that 25% of our listeners responded to the survey – that means it's possible that we have over 400 listeners and there are approximately 110 (28x4) people supporting the radio station through regular SJCC giving.

- Faith Direct Radio Ministry Line Item

- Multiple people have requested that WSJF Radio Ministry be given a separate Faith Direct line item so people can specify in their on-line giving that they'd like a portion of their money to be directed to the radio ministry.
- The radio ministry team requests that we do a three-year trial run (2024 - 2026) where a WSJF Radio Ministry line item is added to Faith Direct to see whether people use it, and how much money is directed to the ministry. This will help us better understand how much non-directed funding SJCC is using to pay for radio ministry expenses.

- Business Donations

- We have raised \$1150 thus far through our FY-23 - FY24 Business Donation drive.

- Our "Mother Angelica" Wish

- Our wish for the far future is to construct a modest tower on the SJCC grounds to save funds from commercial tower rental space, and reserve room for another radio service or two who contribute income to the parish for their resources. Such a project might require a \$10,000 to \$25,000 or more investment depending on features and services provided. Coordination with the local municipality, and likely the archdiocese, is required.

6. WSJF Are You Listening Survey Results – September/October, 2023

136 total surveys filled out - 35 people provided contact information

101 are current listeners

- 61 – Do not currently support financially
- 43/61 – Would consider supporting in the future
- 39 – Have supported the station financially
- 28/39 – Their donation to SJCC includes a donation to radio ministry
- 30 – Have given a direct donation
- 15 – Have donated to a Relevant Radio fundraiser
- 13 – Have attended or participated in a past WSJF event
- 1 – Wished they could support financially, but can't

16 have listened but are not current listeners

- 9 – Would consider donating in future
- 3 – Made direct donations in past
- 2 – Moved out of listening area
- 2 – Asked if we could stream the station content

19 are non-listeners

- 1 – Supports the station financially (through regular SJCC donations)
- 3 – Would like to listen, but live outside the broadcast range
- 2 – Want us to stream so they can listen
- 1 – Just heard about WSJF, will check it out

Station Importance to listeners

- 86 – Important or Very Important
- 13 – Somewhat important
- 2 – Not important

How often do listeners listen to WSJF?

- 52 – Listen Daily
- 48 – Listen Occasionally or Weekly

What does the survey say about the “total number of listeners to WSJF?”

- A reasonable guess would be that 20% - 30% of our listeners filled out the survey (use 25%)
- That means we can estimate we have somewhere in the neighborhood of **330 to 500 listeners**
- It also means that approximately **110 people** (28 x 4) believe they are contributing to the station through their “regular SJCC donations”
 - o 110 people giving \$1.00 per week is \$5720
 - o The whole radio station yearly budget is approximately \$13,000 (as of Nov 2023)

Favorite Shows (SJCC Locally-Produced Shows in Bold)

SHOW NAMES	1st	2nd	3rd	4th	Total
Family Rosary Across the Parish	3	10	4	7	24
Fr Simon Says	7	3	8	3	21
First Saturday Devotion	1	2	1	1	5
Knights Around the Table	5	5	3	1	14
Married and Family Living	13	11	11	7	42
reflections of a humble scribe	3	3	2	0	8
Spirit of Sainthood	1	2	3	0	6
Cale Clarke	4	5	6	3	18
Drew Mariani	15	11	9	11	46
Faith Explained	1	5	3	6	15
Inner Life	1	1	1	5	8
Journey	4	9	8	9	30
Patrick Madrid	27	10	7	4	48
Trending w/Timmerie	0	0	0	3	3
Top Tunes Weekly	8	4	8	8	28
WSJF Music Hour	2	8	8	6	24
Total Respondents Who Specified Favorites	95	89	82	74	

Some WSJF Survey Comments

1. At 86 years old, please don't take this away, we older people love and rely on this station.
2. I would be very saddened if you went off the air. I listen daily.
3. I never knew this station existed until this year. It has helped me in my conversion so much and I love listening all day long. It can sometimes be a little hard to get the station for me outside of Eldersburg, so I wish it extended farther our way. Thank you for sharing this station with us!
4. WSJF brought me back to church. Although I was watching the Sunday Mass online fairly regularly, I was encouraged to attend in person. It started with daily Mass, then I attended Sunday Mass today for the first time since COVID.
5. Listening to whatever programs happen to be on, I've been brought closer to Christ and the Mass.
6. Please keep the programs available through the radio; they are invaluable, especially now that fewer people are attending church regularly. I also love to hear how non-Catholics are listening.
7. I am a senior with 15 grandchildren and 18 great-grandchildren so it is difficult to support WSJF financially at this time.

8. I think your team does a great job! Really good programs, answers a lot of questions about the faith. Thank you!
9. Most of the programs are wonderful, but I could only choose 4. Morning Air is wonderful, as is Divine Mercy & the Rosary
10. I especially enjoy Fr. Rocky. I sign up for daily emails from him. I especially enjoy the Lenten ones. Rather than giving up something for Lent, I prefer to add Fr. Rocky's words of wisdom. The first time I listened to his Lenten lessons, it was about the actual church. He began as you walked in the door of church, explaining blessing with Holy Water. The next day he explained why we genuflect. This continued for 40 days. Last year was his second year of Lenten lessons and each one was about a part of the Mass. I learned so much. I can't wait for this year.
11. It's great that our church has its own radio station.
12. Love the freedom of Catholic radio!
13. I listen to WSJF 92.7 every day. I feel more connected to my Catholic faith by listening to this radio station. This station "centers" me and helps me to focus on the most important thing in my life – my relationship with Jesus. I am grateful that St. Joseph's supports this ministry. Thank you!
14. Thank-you for the radio station! I hope it will stay on the air.
15. I learn so much about living Catholic. I pray more. Good music. I love listening to people's questions and answers. Best station in the area. ❤️ Relevant Radio!
16. The radio station has really made a difference in my spiritual life. I appreciate the WSJF staff and all they do to support the ministry.
17. I'm grateful for this radio station and regularly encourage family and friends to listen.
18. One of the main focus points in our parish is outreach. The radio station is a perfect opportunity to reach out to our local community by not only offering Catholic education and encouragement but it also points others in the direction of SJCC with our commercials.
19. I would HATE to see this go away. We truly never know who might be touched by someone "accidentally" finding this station. Last week, while listening to Patrick Madrid, a woman named Alicia called. She said she was originally listening to NPR Radio - but the station suddenly changed by itself ... She called because she felt confused as to what to do with an unplanned pregnancy. Her husband had taken her to an abortion clinic days earlier but she felt afraid and they left. Currently, she was driving herself to a clinic to pick up the RU486 abortion pills. She explained she feels so conflicted about what to do and was asking for a sign ... then the radio station just changed to Patrick's show on Relevant Radio. She never heard of Patrick Madrid before but a half hour into his program, she called for advice. The bottom line, I believe God is using our radio station to reach people but we might not always know WHO He has "turning it on." Alicia spoke with Patrick Madrid for quite a while explaining her fear and by the end of their conversation, decided she was

keeping her baby. The rest of his show, including a priest who called and left his number for Alicia was one of many non-stop calls in to say they would be praying for her.

20. We NEVER know who is listening and receiving a life-saving message of hope and support through THIS station at SJCC. Please do not cut any programming or the station itself - we are an outreach parish - we won't always know who it touches! My sincere thanks!
21. I couldn't live without this. I'm housebound. I use a radio only – no live stream and no online listening. And these shows are comprehensive, thought-provoking, devotional and extraordinary. I can listen to NPR and hear the same bad news on most shows all day long. A few positive shows on weekends only. You see?
22. The station is a God-send, reaching a large audience, so it offers much needed catechesis in the Faith - for ALL listeners.
23. We prefer to contribute directly to Relevant Radio. Others may prefer to contribute through parish contributions.
24. Did not know to specify - I have donated regularly in the past, but am not aware of WSJF's present financial needs. I would be happy to resume supporting WSJF. I appreciate being able to listen to this Catholic radio station in our area.
25. Love having access to Catholic Radio that is not on Sirius XM radio.
26. Especially nice because it is local and I can put faces to local voices.
27. I listen daily and would really miss it if WSJF was not there.
28. For more than five years WSJF has been an important evangelistic and catechetical voice for SJCC to the Sykesville and Eldersburg listening areas. The station is on the air 24/7/365 and people ARE listening.
29. I really like the First Saturday Devotion show.
30. Don't have radio in the house so I can only listen in my car, and if I drive too far I lose reception. If they would stream content then I would listen in home or car or anywhere. I know I could stream Relevant Radio, but that is not the local version that is WSJF 92.7. Make an app so it is easier for me to listen please.
31. I'd listen more if the range was larger. I can't get into a show if I'm only in range for 5-10 minutes of my 45 minute commute. So I like the rosary (even if I can only get in half or a whole decade) and Top Tunes (so I can listen to a couple songs) before I go out of range.
32. The locally-produced shows and spots are SO professionally done - it's very impressive! Kudos to the Radio Team!

33. I'd love to see the parish leadership become active listeners (if they aren't already) and constant promoters of the station. It would be great to have the radio station playing 24/7 in a common area in the church facility (Cassidy Center?) so those passing through catch a bit and become aware of this amazing resource available in our area.
34. This is such a valuable and unique resource! Although I may not listen as often as some, I enjoy donating my time as a member of the radio team, and I love listening to Faith FM in the car! As a Catholic young adult, I value having a local radio station that is geared specifically toward the Faith-- it has taught me so much!
35. I'm just now hearing about this station for the very first time from your Facebook post. I grew up Protestant and left God for years. I've just recently found Him again through the Catholic Church and have searched for local channels like this, but nothing came up on google! I'm so happy to have found this and look forward to listening and learning. Thank you :)

7. Challenges and Opportunities

- **SJCC parishioners awareness of radio station**

This is probably the biggest challenge we've had over the past 5+ years. We may not get many more people to tune in unless there is more emphasis placed on the value of listening by the parish leadership. For example, we believe there's little better advertising than having the Presider say in his homily, "I heard this on WSJF the other day ..."

- **Community relationship**

Broadcasting more community information on WSJF is a must to get more non-SJCC listeners. We need to have regular times when we have information about Sykesville and Eldersburg events, local school events, and interviews with locals. Just as important, we need much additional help to create this content to air on WSJF.

- **Business Donor Support**

There are literally hundreds of small businesses in the area that might support WSJF if they know we estimate having 400-500 listeners. We must reach out to the businesses, ask for their support for the station and, in return, we will let people know (on the radio) that those businesses have provided support to WSJF. So far in 2023 we have \$1150 in Business Donations from two businesses. We need additional volunteers to make this so.

The key to greater support is obtaining greater visibility, and a demonstration of opportunities for volunteers.

8. Plans for the Future

- **To Continue Broadcasting** exceptional programming to the public as described herein.
- **Raise the level of awareness of WSJF** at SJCC and the surrounding community.
 - o This will help to identify additional radio ministry team members to help with engineering tasks and show production, and ultimately boost listenership, in a perpetual cycle.
- **Acquire studio and tower equipment** in 2024 to replace old gear and have backups in cases of device wear and failure.
- **Streaming** - see details in the **WSJF 2024 Parish Report Addendum** document - approximately \$800/yr and includes copyrighted music streaming licensing - we are talking to the popular LIVE365 streaming provider to get this done in 2024.
- **Student Internships** – Provide community “STEM” education support. A test case is set. A Liberty High School senior asked if she might do her HS internship with the radio station. We had meetings with her and her family and the LHS guidance counselor. The internship will happen from late January until mid-May 2024. All on our core team have received their VIRTUS certificate.
- **Training Programs** for individuals and small groups to continue, to improve skills and versatility. We also trust that individuals will come forward who already have talent in areas such as computers, electrical equipment, audio editing, software, network protocols, remote monitoring & control, automation, social media, graphics design, teaching, music, sales, finances, administration and more.
- **More community highlights** on the radio – broadcast information about local community and school events. Also can serve as a possible intern task this winter/spring semester.
- **Neighbor parish contact** - Raise awareness and recruit listeners, volunteers, and parish sponsorship from neighboring parishes (where our radio signal extends into their homes, work areas or worship spaces, such as Holy Family, Resurrection, St. Alphonsus, Sacred Heart and St. John. We will need additional help to succeed in reaching out.

9. Conclusions and Recommendations

In conclusion, WSJF is well positioned to take the next steps in a rapid expansion of evangelization, catechesis and public calls to homecoming. As in all top tier ministries and organizations, WSJF has shown itself to carry both a great blessing and a bearable cross. We want to fully integrate the parish with the radio station and vice versa.

We are excited to go forward with our plans for expansion. However, expanded parish-wide support is required for this vision to unfold. We developed concrete actions the parish can implement, considering them a prudent risk based on how well WSJF has demonstrated throughout our over ten years of an abundantly fruitful track record of propagating Holy Church Tradition. For the parish to fully recognize the radio station as a valuable and viable -- and even indispensable -- arm of our collective Evangelization goals, we therefore recommend the following:

- Increase WSJF credibility, visibility and responsibility before the parish at large.
- Start by creating a Parish Office Staff position for a dedicated WSJF person, and a second person to assist. Details TBN/TBD.
- Just as importantly, require this Staff position to report directly to the Pastor in the organization chart, while employing horizontal lines only as required.
- Allow the WSJF Staff persons and team to purposefully integrate the station's visibility and opportunities across the parish and public media resources, ultimately to (A) draw the interest of volunteers to actively support the parish and the radio mission, (B) to increase listenership, (C) to catechize the listenership and (D) invite each listener "home" to the Saint Joseph Catholic Community.

May our radio station patron, Blessed Fr. Stanley Rother, continue to pray for us and oversee many more blessings upon our parish and our efforts. Amen.

WSJF Radio Ministry/Apostolate Core Team

Collective Email: wsjf@saintjoseph.cc

Danny Gallagher

Pat Kilroy

Brigid Zikan

Judy Breiner

Matt Warnock

SJCC Earlier VIP Organizers

Mickey Trageser, Founder

Cam Buczek

Rebecca McAndrew

Jamie McDonald

Bob Keegan

WSJF 2023-2024 Parish Report

ADDENDUM

Revised January 20, 2024

This landscape-formatted document includes the following information that we wanted to include to expand upon the “**1 Written Summary of WSJF Radio Ministry to PPC 2023-2024**” main report to the Parish Pastoral Council (PPC) and the parish at large. Thus the following information is hereby added to our radio ministry written report which was submitted to the PPC two weeks before the meeting and NOT updated since. We presented all this information to the PPC at their bimonthly meeting on Wednesday evening, January 3, 2024.

Lastly, please note we developed the stand alone slide presentation, “**3 WSJF Evangelization Update to PPC 1-3-2024 SLIDE SUMMARY**” for our presentation to the PPC, specifically to distill the massive amount of detail and simplify our reporting, with proper footnote references back to the original written report and this report Addendum as needed on each slide.

This is what is included in this Addendum:

- **Page 2 – Evangelization Radio Ministry FY21-FY23 Budget Spreadsheet** (referred to in Section 5 – Budget Situation)
- **Page 3 – WSJF Actual Income and Expenses FY21-FY23** – this sheet is described in Section 5 – Budget Situation)
- **Page 4 – Non-Directed Present and Future Income Estimates** – from analyzing the Are You Listening survey data
- **Page 5 – Possible Coverage of WSJF Expenses** – image showing possible coverage of expenses by non-directed donors
- **Page 6 – Survey Text Comments Word Cloud Art** – an art image created from survey respondent comments
- **Page 7/8 – Streaming Cost and Other Details** – the details about what we have learned so far about streaming the radio station content (referred to from Section 8 – Plans for the Future) from discussions with the **LIVE365** company, a preferred streaming provider of Catholic Radio Association, of which we are a member
- **Page 9 – WSJF Program Guide** – dated 11/24/2023 v10 – our program grid, current as of the date of this document which shows locally-produced content and air times in addition to when WSJF airs Relevant Radio programming.
- **Page 10 - Relevant Radio Program Guide** - the “RR” program schedule current as of the date of this document.

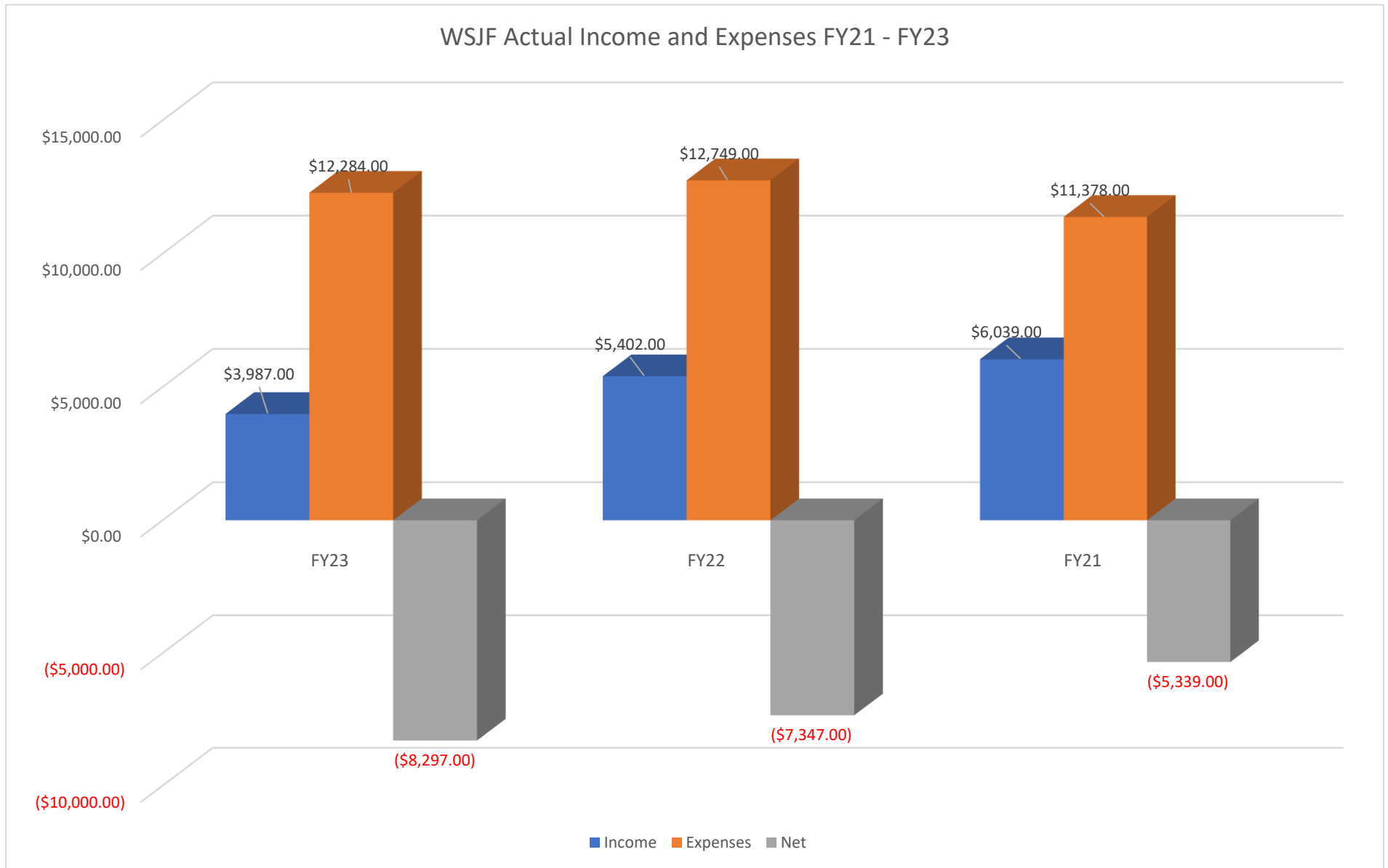
This 11-page Addendum ends with an Epilog of note for those who may not be familiar with the common mission the members of Saint Joseph Catholic Community share with Relevant Radio.

Budget spreadsheet is referred to in **Section 5 – Budget Situation** in the Written Summary Report document.

Saint Joseph Catholic Community - Sykesville
Evangelization-Radio Ministry Expense Budget Performance
 Actual vs. Budget

	FY23			FY22			FY21		
	Actual	Budget	Over (Under)	Actual	Budget	Over (Under)	Actual	Budget	Over (Under)
			Budget			Budget			Budget
Income									
4670 Evangelization Program Income									
4670.50 Catholic Radio Station	3,987	5,600	(1,613)	5,402	4,200	1,202	6,039	5,000	1,039
Total 4670 Evangelization Program Income	3,987	5,600	(1,613)	5,402	4,200	1,202	6,039	5,000	1,039
Expenses									
5770 Evangelization Program Expense									
5770.50 Catholic Radio Station Expenses	12,284	12,690	(406)	12,749	11,212	1,537	11,378	10,747	631
Total 5770 Evangelization Program Expense	12,284	12,690	(406)	12,749	11,212	1,537	11,378	10,747	631
Net Income (Loss)	(8,297)	(7,090)	(1,207)	(7,347)	(7,012)	(335)	(5,340)	(5,747)	407

The image below was included in our PowerPoint slide presentation to the Parish Pastoral Council on 1/3/2024. It is a pictorial presentation of the information that is described in **Section 5 – Budget Situation** in the “1 Written Summary of WSJF Radio Ministry to PPC 2023-2024” document as provided to the PPC and the parish at large, by the WSJF Radio Ministry/Apostolate team.



The paragraphs below were presented as part of the PowerPoint slide presentation to the PPC on 1/3/2024 in **Section 5 – Budget Situation**. We wanted to include this information in this Addendum to our “1 Written Summary of WSJF Radio Ministry to PPC 2023-2024” document. These estimates were generated from a Data Analyst who looked at the *Are You Listening* survey results and made these findings based on the survey responses that were related to directed and non-directed financial support of the Radio Ministry. Directed donations are defined as those that are specifically directed to the Radio Ministry when they are given (i.e., a check written to SJCC that has “WSJF” or “radio” written on the memo line). Non-directed donations are those that people make to SJCC and believe that part of their donation is being used to support the Radio Ministry. In the survey we asked people to specify if “they include a donation to WSJF in their regular SJCC donation” and the results from survey data analysis were of note.

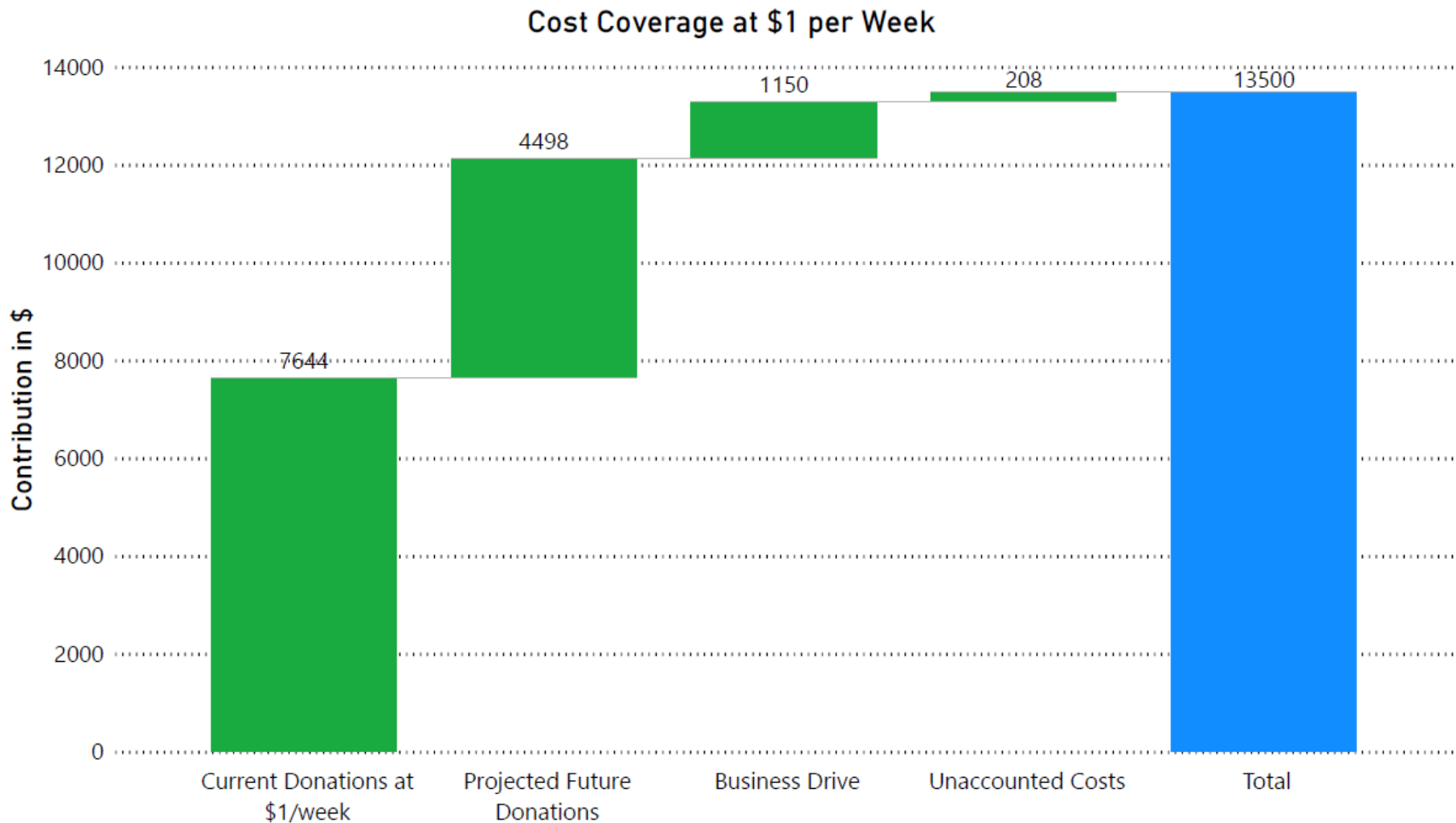
From our 2023 media survey results (Section 6 in the main written document), we discovered that much of the SJCC support to the Radio Ministry is made up of many WSJF listeners who do not “direct” their donations to the ministry, but include them in their regular SJCC giving.

We had a Data Analyst look at the survey data, and two important finance-related items were identified:

- Based on a 30% survey respondents percentage and a +/-7% margin of error conservative assumptions, he found that there are currently approximately 147 current financial supporters of WSJF in the population ($137 \leq x \leq 157$). If these people donate *only* \$1 of their contributions per week, then this yields annual income of approximately \$7,644 ($\$7,109 \leq x \leq \$8,179$).
- Based on the survey data, approximately 37% of the population would consider supporting WSJF financially in the future. This proportion could be higher, as 61% of those who answered the question answered "yes" and all blank responses in the data are assumed to equal "no." Therefore, to take this conservative approach, 37% will be the proportion used: With an estimated population of 467 listeners ($137 \leq x \leq 157$), approximately 173 ($161 \leq x \leq 185$) people would consider supporting WSJF financially in the future, as $0.3714 * 467 = 173$. Using 50% of those folks at \$1 per week yields \$4,498.

There appears to be considerable opportunity for WSJF in the area of parishioner potential future financial support alone.

This image was also presented as part of the PowerPoint presentation in **Section 5 – Budget Situation**. It presents the totals for non-directed donations as determined by our Data Analyst from the financial survey information gathered from the Are You Listening survey taken in September through October 2023. It shows how, if we take financial estimates from the survey, non-directed donations from parishioners at a very conservative figure of only \$1/week might approximate at \$7,644, and possible future donations based on 50% of those who suggested in the survey that they don't currently donate to WSJF but would consider it in the future, could total as much as \$4,498 per year if they allocated \$1/week. **These estimates, based on the survey results, indicate that listeners might be coming close to fully funding the radio ministry with their current and (possible) future non-directed donations.**



The image below was presented to the PPC in the PowerPoint slide packet in **Section 6 – Survey & Results**. In order to create this image, called a “Word Cloud,” all of the text of the comments from the Are You Listening survey were imported into an Artificial Intelligence text processor and the processor was directed to use those words to find “emotion-based” words that were indicated by the survey comment verbiage. The resulting words were imported into an on-line “Word Cloud” art generator. The image generator randomizes a specified set of colors for the word text, randomizes the directions of the individual words, and uses the size of the word to indicate how often that word came up in the context of the survey comments. For example, the largest-sized emotion words “appreciative” and “grateful” came up very often in the survey comments.



Streaming information is referred to in **Section 8 – Plans for the Future** in our “1 Written Summary of WSJF Radio Ministry to PPC 2023-2024” document.

Questions & Notes from the LIVE365 Interview on 10/27/2023 from 1 – 1:30 pm

LIVE365 (live365.com) is the company that is Catholic Radio Association’s preferred streaming partner. As members of CRA we get a discount rate on LIVE365 streaming services. So, Danny Gallagher contacted them and set up an interview to talk about the details.

- Danny spoke to Chuck Reynolds – LIVE365 Sales – great guy, easy to talk to, almost all questions answered to date.
- Station overview info about us: WSJF-LP 92.7 FM - We have 300-500 regular listeners, but in our recent survey and over the past few years, we have received a lot of requests to stream our broadcast content over the Internet so people outside our 8-mile broadcast range could listen to the station.
- Cost for the **Broadcast 1** option (on website) is \$67.15/paid monthly and \$805.80/paid annually with CRA discount.
- For this payment option we would get 1500 Total Listening Hours (TLH) – this equates to 50 people, listening one hour per day, for a month. If we go over that TLH, we will be notified about how much we are over and we can make a decision to move up to a higher price option or pay an overage fee -- \$0.05 for each TLH over our limit (this might be cheaper than the next broadcast streaming option)
- For this payment option we also get 30GB of media storage. We don’t need it today, but get 30GB to store whatever we might want there – we probably won’t use it because we won’t store audio files on their server – that’s not the way we broadcast.
- Copyrighted Music Licensing - We broadcast about 15 hours of copyrighted contemporary Christian music each week consisting of about 75 total songs in our catalog that changes a bit over time. For the Broadcast I price option we can stream ALL of our copyrighted music and it’s included. There are no reporting requirements for us. LIVE365 pulls the song information automatically from the metadata associated with each song (as long as it is correct) and does all the required reporting to the PROs.
- How do we get our signal to LIVE365 servers? We have a couple of places where we could “dupe” our audio signal before or after it goes to our tower shack. We’ll have to talk with one of the LIVE365 audio techs, but we will probably just use the IceCast2 encoder software. Will we need a BARIX Instreamer device? It could be an option - \$400. Another option is to possibly use the Comrex Bric Link II device and transmit TWO streams, one to our tower site, and one to the LIVE365 server. We’re doing some research into this option.
- Our constant upload rate would be 128kbps. This is very low and won’t affect the SJCC parish internet capabilities since it is audio, not video, barely 1/300 (or 0.3%) of the current SJCC upload capability.

- This price payment plan includes NO ads on the window where people would be listening. This is the option we want so we don't get ads that do not match our religious content.
- Analytics – we don't want much – numbers of listeners and length of time listening – we would get a little more than this, but just basic info.
- We will be able to put a LISTEN NOW URL on our SJCC WSJF page and people can listen directly – they can also go to the LIVE365 site and listen to WSJF from there.
- Monetizing with ads won't work for us because we don't have four minutes per hour (the minimum to do it) available to us during daytime listening hours.
- Will we be able to put the names of Relevant Radio shows on the LIVE365? This has not been answered yet.

Other Notes

- Trial can last longer than 7 days, if necessary
- Sign up for the \$79 Broadcast I option -> LIVE365 Chuck will include the CRA discount.
- LIVE365 – knows how to provide annual Quote, then SJCC completes P.O. and sends a check for annual payment.
- Icecast2 encoder
- AAC+ rates in the future, but not now.







WSJF
2023-2024 Program Guide (11/4/2023 v10)

Eastern Time	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6:00 AM	Spirit of Sainthood	Catholic Review Radio (Encore)	Married and Family Living w/Grasleys	The WSJF Music Hour or Top Tunes Weekly	Knights Around the Table	The WSJF Music Hour or Top Tunes Weekly	The WSJF Music Hour or Top Tunes Weekly
6:30 AM	The Journey	reflections of a humble scribe	Knights Around the Table + Music Filler	Top Tunes Weekly	WSJF Music Filler		
7:00 AM	Morning Air - Inspiring, informative and family-friendly conversations to start your day					Catholic Review Radio (Encore)	The Journey
7:30 AM							
8:00 AM						Morning Air	Morning Air
8:30 AM							
9:00 AM						The Patrick Madrid Show - Current events, culture trends, conversation	
9:30 AM	WSJF Music Filler						
10:00 AM	A Song and A Prayer	Married and Family Living with the Grasleys					
10:30 AM	The Patrick Madrid Show	SJCC Potpourri					
11:00 AM	Family Rosary Across the Parish or First Saturday Devotion	10:45 SJCC Live Mass					
11:30 AM	The Patrick Madrid Show	Catholic Review Radio (After Mass)					
12:00 PM	The Inner Life - Daily one-on-one call-in spiritual direction						
12:30 PM							WSJF Music Filler
1:00 PM	RR Daily Mass					RR Daily Mass	The WSJF Music Hour or Top Tunes Weekly
1:30 PM	The Faith Explained with Cale Clarke					The Faith Explained with Cale Clarke	
2:00 PM	Father Simon Says - Bible study w/Scripture readings, Word of the Day, and faith Q&A					Married and Family Living with the Grasleys	Spirit of Sainthood
2:30 PM						The Journey	WSJF Music Filler
3:00 PM	The Drew Mariani Show - Breaking news coverage and conversation Divine Mercy Chaplet @ 4pm					The Drew Mariani Show	Catholic Review Radio
4:00 PM							Kaleidoscope
4:30 PM							WSJF Music Filler
5:00 PM							The Drew Mariani Show
6:00 PM	The Cale Clarke Show - Place where faith, facts and fun collide					The WSJF Music Hour or Top Tunes Weekly	The WSJF Music Hour or Top Tunes Weekly
7:00 PM	Trending with Timmerie - Trending conversations in timeless principles of Catholicism					Married and Family Living with the Grasleys	Married and Family Living with the Grasleys
7:30 PM						reflections of a humble scribe	reflections of a humble scribe
8:00 PM	Family Rosary Across America - LIVE and interactive Rosary broadcast nationwide					Family Rosary Across America	Family Rosary Across America
8:30 PM	WSJF Music Filler	A Song and A Prayer	WSJF Music Filler	A Song and A Prayer	WSJF Music Filler	WSJF Music Filler	WSJF Music Filler
9:00 PM	The Patrick Madrid Show (Encore)					The Patrick Madrid Show	The Patrick Madrid Show
10:00 PM							
11:00 PM							
12:00 AM							
12:30 AM							
1:00 AM	The Inner Life (Encore)					The Inner Life	The Inner Life
1:30 AM							
2:00 AM							
3:00 AM							
4:00 AM							
5:00 AM	Daybreak - Fresh, upbeat approach to morning devotions and prayer					Daybreak	Daybreak



relevant^{radio} PROGRAM SCHEDULE

LIVE and Interactive, Coast to Coast!
 JOIN THE CONVERSATION! Call our studio line at 888-914-9149

CT	Monday - Friday	Saturday	Sunday
5a 6a 7a	 Morning Air* with John Morakes, Sarah Tafaya, and Glen Lowrenz	Morning Air*	Morning Air*
8a 9a 10a	 The Patrick Madrid Show with Patrick Madrid	The Patrick Madrid Show	Life is Worth Living Sunday Mass Merry Beggars (Encore)
11a	 The Inner Life* with Patrick Conley	The Inner Life*	The Inner Life*
12p	 Daily Mass	Daily Mass	Sunday Mass from St. Paul Cathedral
12:30p	 The Faith Explained with Cale Clarke	The Faith Explained	
1p	 Father Simon Says™ with Rev. Richard Simon	Father Simon Says™	Father Simon Says™
2p 3p 4p	 The Drew Mariani Show™ with Drew Mariani	The Drew Mariani Show™	The Drew Mariani Show™
5p	 The Cale Clarke Show with Cale Clarke	The Cale Clarke Show	The Cale Clarke Show
6p	 Trending with Timmerie with Timmerie Geagea	The Merry Beggars (Encore)	The Merry Beggars
7p	 Family Rosary Across America* with Father Rocky and Maggie Carrozza	Family Rosary Across America*	Family Rosary Across America*



Ashley Noronha
Rome Correspondent



Mary Graham
Network News



John Hanretty
Digital Journalist



Colleen Schena
Writer



Audio entertainment for the whole family!

Listen anytime on-air, online at RelevantRadio.com and on the FREE app!

Monday-Sunday Evening Encores: 7:30p Daily Mass • 8p-11p The Patrick Madrid Show
 11p Trending with Timmerie • 12a The Inner Life* • 1a-4a The Drew Mariani Show™ • 4a Daybreak™

A full-page size, updated **WSJF Program Guide**, is available from a number of sources, including the parish Web site www.SaintJoseph.cc, the WSJF Facebook page, or by sending a request to us at WSJF@SaintJoseph.cc.

An updated Relevant Radio program guide is available at www.RelevantRadio.com.

EPILOG

To understand a large part of WSJF is to understand a large part of Relevant Radio.

Why Relevant Radio?

“The Mission of Relevant Radio® is **to bring Christ to the world through the media**. Relevant Radio provides LIVE and interactive programming that brings Faith into everyday life. By broadcasting coast-to-coast on over 200 owned and operated and affiliate stations, the network reaches 220 million souls. Relevant Radio is faithful to the Magisterium and Catechism of the Catholic Church, united to the Bishops, and under the protective intercession of the Blessed Mother.”

Source: RelevantRadio.com.

-WSJF Radio Ministry-Apostolate Team

WSJF 92.7 “Faith FM” Evangelization Update 2024

**Our Saint Joseph Catholic Community’s
Most *Public* Welcome & Invitation to “Come Home”**

AGENDA

- ▶ **1. Intro**
- ▶ **2. History**
- ▶ **3. Current Capabilities**
- ▶ **4. Programming**
- ▶ **5. Budget Situation**
- ▶ **6. Survey & Results**
- ▶ **7. Challenges & Opportunities**
- ▶ **8. Plans for the Future**
- ▶ **9. Conclusions & Recommendations**

1. INTRO

▶ What is WSJF?

W elcoming
S aint
J oseph
F amily

- ▶ WSJF is the Saint Joseph Catholic Community *breaking the old mold* into the New Evangelization.
- ▶ Radio is growing. And we have a 24/7 megaphone to all ears within a radius of seven miles, and then some. Catechizing each listener “in place.”

2. HISTORY

- ▶ June 2013: Small grassroots individuals formed in the SJCC parking lot to explore the opportunity & means to establish a parish low power FM radio station. A growing, talented Core team slowly developed.
- ▶ November 2014: Formally applied to the Federal Communications Commission (FCC) in Washington, D.C. to enter a competition window for an LPFM station in the Sykesville-Eldersburg area for the primary purpose of Evangelization.
- ▶ June 2015: SJCC wins the competition. The FCC awards us a Construction Permit, and thus our “nearly independent” \$35,000 fundraising effort began.
- ▶ June 3, 2018: WSJF station goes on the air 24/7 right from the start, broadcasting Relevant Radio content as an affiliate, immediately upon a standing-room-only Blessing Ceremony in Studio 15.
- ▶ June 2023: WSJF celebrates FIVE YEARS of continuous broadcasting, growth and evangelization, with our patron, Blessed Fr. Stanley Rother, praying with us and for us.
- ▶ November 2023: Made “default” commitment to Crown Castle, Inc. for another three years of tower space lease starting May 2024. And more ...
- ▶ **Ref: Written Summary of WSJF to Parish/PPC, Section 2, Pages 4-6.**

3. CURRENT CAPABILITIES

Because of our very small, but highly dedicated and skilled team of volunteers, and our aging & quite basic studio equipment, we can:

- ▶ Receive Relevant Radio programming in our SJCC Eldersburg studio via the Internet originating from Green Bay, Wisconsin, relay it via Internet Protocol to our transmitter site and antenna on a tower in Sykesville, and broadcast free to the public at large, in clear, high-fidelity audio as FM radio provides.
- ▶ Write, record, perform post-production, store audio files, set in a partially automated cue for broadcast on a set time schedule, anything from 15-second Station IDs, 30- and 60-second spots, 13-minute snippets, to 30-minute or full-hour home grown shows.
- ▶ Broadcast live SJCC events such as Sunday Masses, Saturday morning Rosaries and other programs as needed or desired. In fact, we ...
- ▶ Broadcast live community events like Man-on-the-Street remotes at Olde Towne Sykesville events either from an SJCC booth and on foot wandering there about.

3. CURRENT CAPABILITIES (2)

- ▶ Visit local businesses to seek local show underwriters, sponsorships and donations. Limited somewhat today but growth anticipated.
- ▶ Maintain production of weekly, biweekly and monthly shows.
- ▶ Can create new shows based on stakeholder interest and available production staff.
- ▶ Support SJCC special ministry events such as the Block Party, Breakfast With Saint Nicholas and more.
- ▶ The technical staff can reach and operate each critical piece of broadcast hardware remotely from home into the studio equipment and into the tower equipment.
- ▶ Provide community service-related emergency warnings and other public service messages, participate in National Emergency Tests via the FEMA Emergency Alert System using our tower-based Sage ENDEC device. SJCC is “Saving Lives AND Saving Souls.” And more ...
- ▶ **Ref: Written Summary of WSJF to Parish/PPC, Section 3, Page 7.**

4. PROGRAMMING

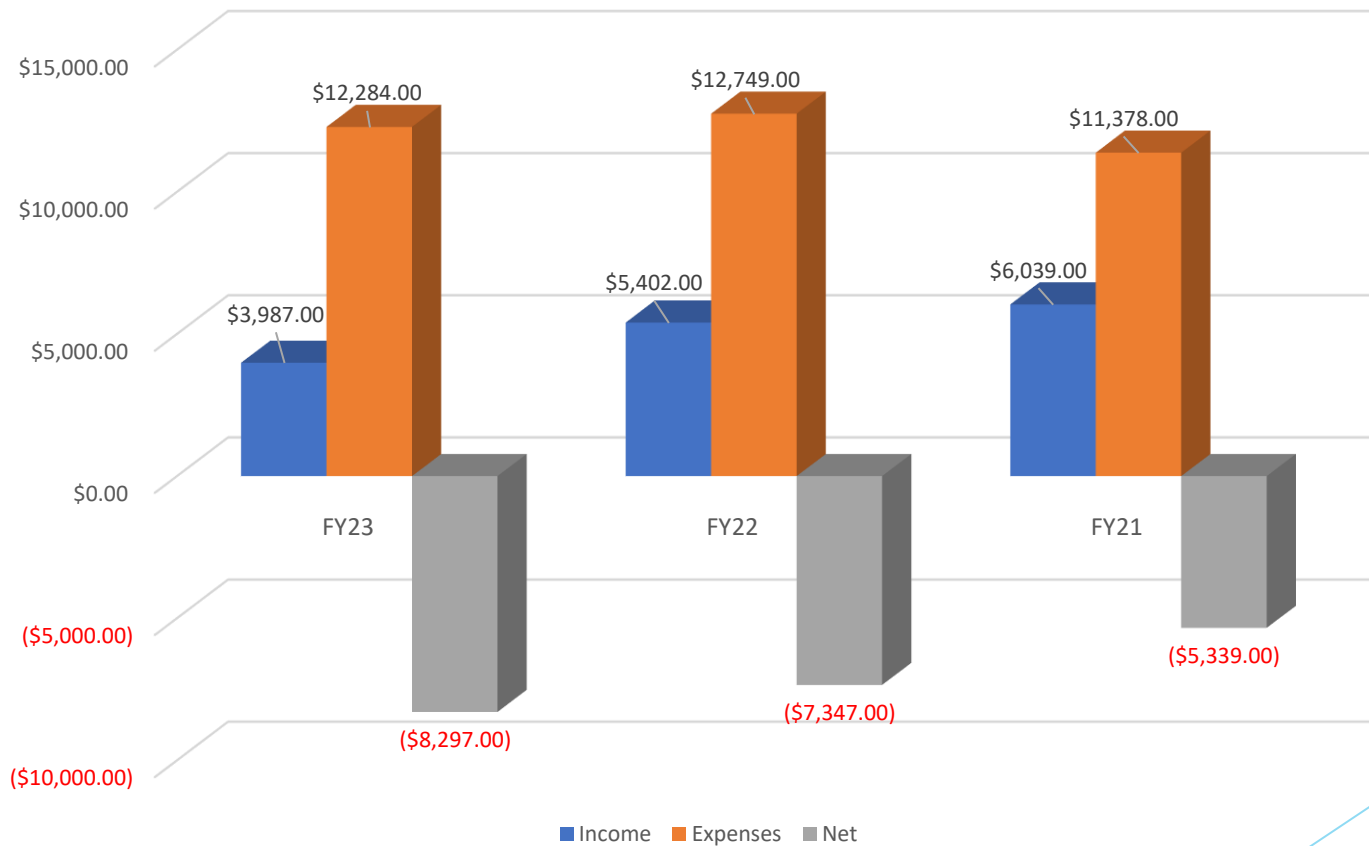
- ▶ We use Relevant Radio™ for our full-time 24/7 programming (see attached both the WSJF specific and the Relevant Radio program schedules).
- ▶ We broadcast without fail:
 - ▶ Top of every hour - a 15-second Station ID.
 - ▶ Weekdays, Prime-time hours (6am-9pm) - 60-second local spots.
 - ▶ Weekdays, Non-Prime hours - 3-minutes of local spots.
 - ▶ Weekends (Sat/Sun) - 3-minutes local spots per hour, every hour.
 - ▶ Also include local “spot” info inside many of our locally-produced shows.
- ▶ We produce **14 local shows** that are currently broadcast regularly.
- ▶ We have many ideas for future shows, but don’t currently have enough team support to create the additional content. And more ...
- ▶ **Ref: Written Summary of WSJF to Parish/PPC, Section 4, Pages 8-9 plus ADDENDUM.**

5. BUDGET SITUATION

- ▶ Current Basic Expenses:
 - ▶ Tower lease fee (\$700/mo)
 - ▶ Tower internet connection fee (\$220/mo)
 - ▶ Copyrighted music broadcast license fee (\$850/yr)
 - ▶ Catholic Radio Association membership (\$150/yr)
 - ▶ Promotional/advertising (\$500/yr)
 - ▶ Total expense comes to a little less than \$13,000/yr
- ▶ Current Income Estimates:
 - ▶ Directed donations (\$4000/yr)
 - ▶ Business donations (\$1500/yr)
 - ▶ SJCC support (\$7500/yr)
- ▶ Ref: Written Summary of WSJF to Parish/PPC, Section 5, Page 10 plus ADDENDUM.

5. BUDGET SITUATION (2)

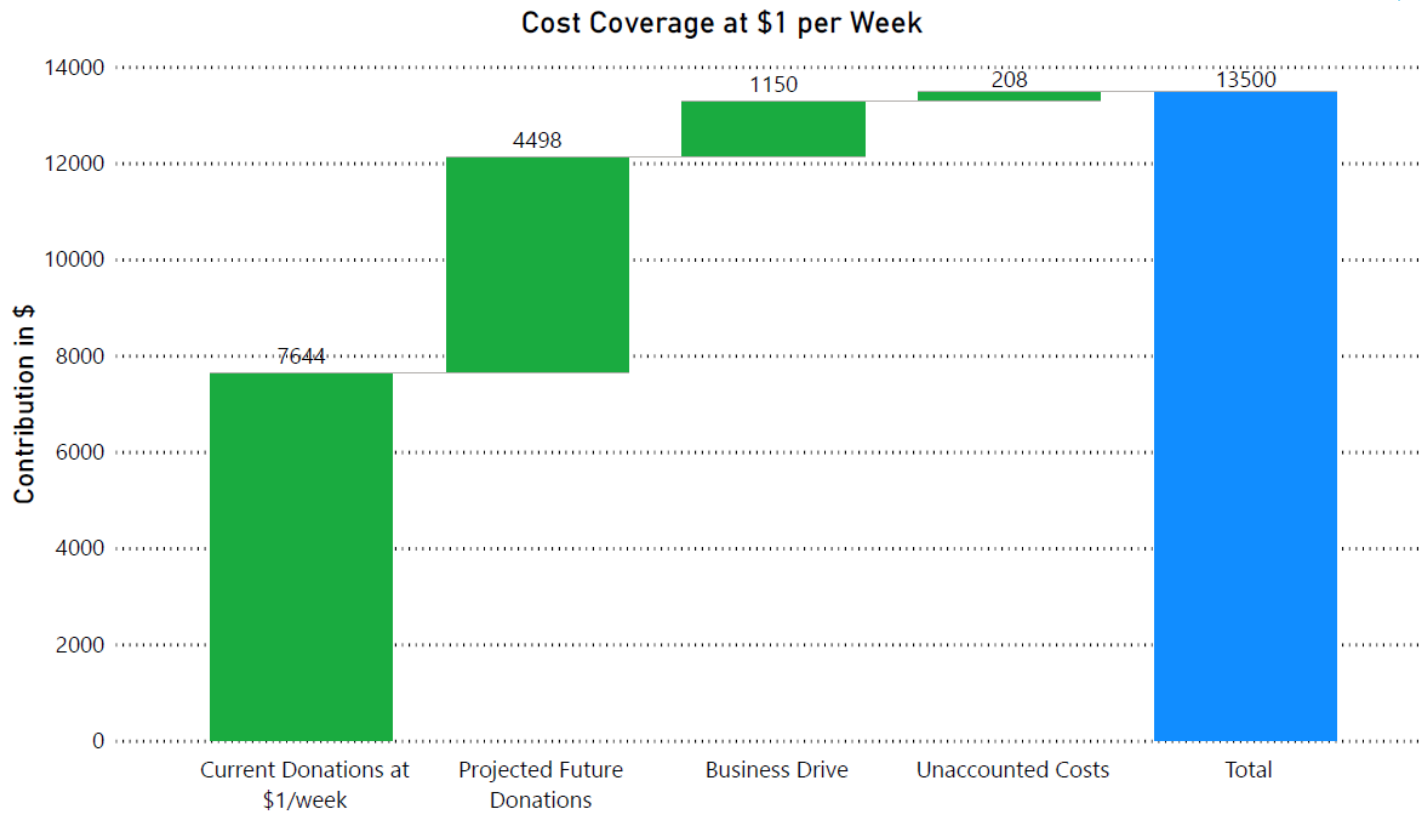
WSJF Actual Income and Expenses FY21 - FY23



5. BUDGET SITUATION (3)

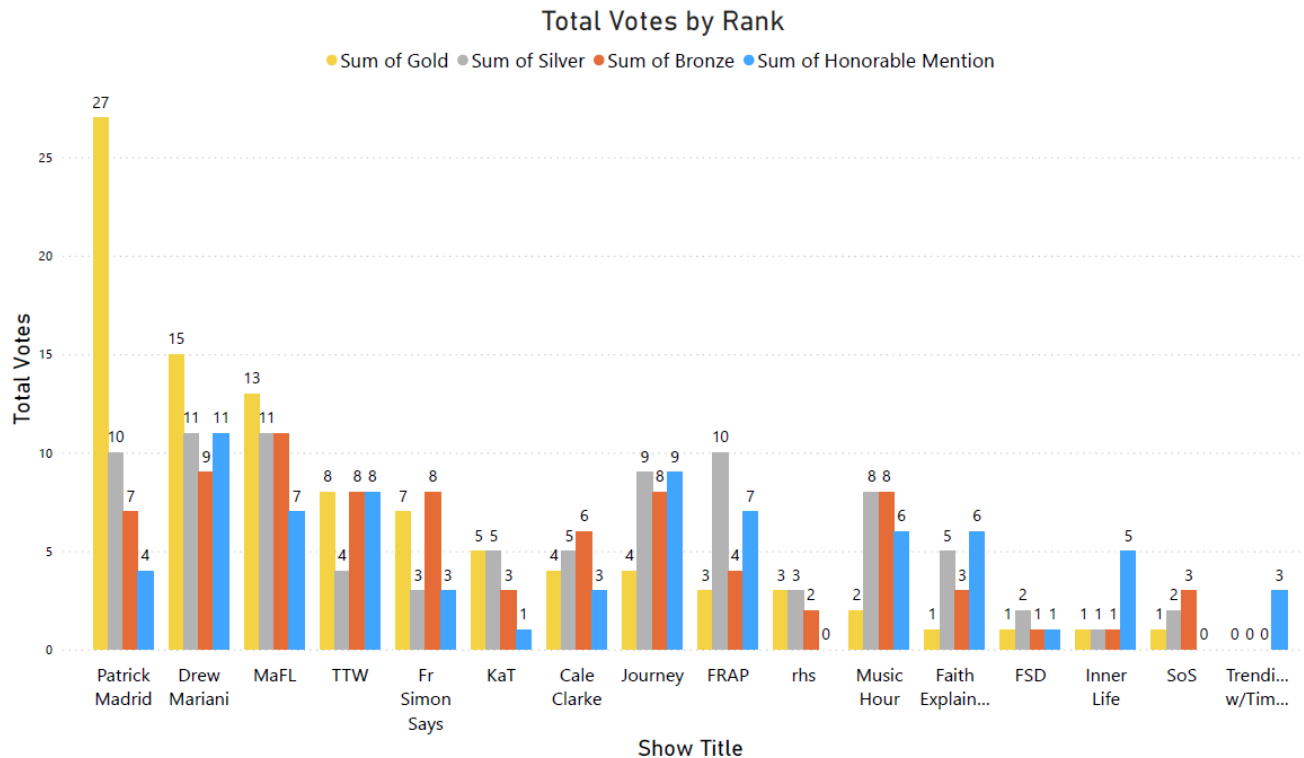
- ▶ From our 2023 media survey results (Section 6), we discovered that much of the **SJCC support** is made up of many WSJF listeners who do not “direct” their donations to the ministry, but include them in their regular SJCC giving. Justification ...
- ▶ We had a Data Analyst look at the survey data, and two important finance-related items were identified:
 - ▶ Based on a 30% survey respondents percentage and a +/-7% margin of error conservative assumptions, he found that **there are currently approximately 147 current financial supporters of WSJF** in the population ($137 \leq x \leq 157$). If these people donate **only \$1** of their contributions per week, then this yields annual income of approximately \$7,644 ($\$7,109 \leq x \leq \$8,179$).
 - ▶ Based on the survey data, approximately 37% of the population **would consider supporting WSJF financially in the future**. This proportion could be higher, as 61% of those who answered the question answered "yes," and all blank responses in the data are assumed to equal "no." Therefore, to take a conservative approach, 37% will be the proportion used: With an estimated population of 467 listeners ($137 \leq x \leq 157$), approximately 173 ($161 \leq x \leq 185$) people would consider supporting WSJF financially in the future, as $0.3714 * 467 = 173$. Using 50% of those folks at \$1 per week yields \$4,498.
 - ▶ There appears to be considerable opportunity for WSJF in the area of parishioner **potential future financial support** alone.

5. BUDGET SITUATION (4)



6. SURVEY & RESULTS

- ▶ We ran the “Are You Listening” survey in September and October of 2023. Many details of the survey results are included in the Written Summary of WSJF to Parish/PPC, Section 6, Pages 11-15.
- ▶ Here’s a graphic of the Favorite Shows outcome:



6. SURVEY & RESULTS (2)

A Select Few Survey Comments

- ▶ WSJF brought me back to church.
- ▶ Listening to whatever programs happen to be on, I've been brought closer to Christ and the Mass.
- ▶ It has helped me in my conversion so much.
- ▶ I feel more connected to my Catholic faith by listening to this radio station.
- ▶ The radio station has made a difference in my spiritual life.
- ▶ It points others in the direction of SJCC with our commercials.
- ▶ I couldn't live without this. I'm housebound. I use a radio only -- no live stream and no online listening.
- ▶ Nice because it is local and I can put faces to local voices.
- ▶ I value having a local radio station that is geared specifically toward the Faith-- it has taught me so much!
- ▶ **Ref: Written Summary of WSJF to Parish/PPC, Section 6, Pages 12-15.**

7. CHALLENGES & OPPORTUNITIES

- ▶ WSJF is continuously blessed with outstanding results with the small group of volunteers we have.
- ▶ Technical issues arise more often than not, yet the team continues to engineer solutions to keep us on the air in a very professional appearance to our listeners. For example, “fixing” the broadcast computer (“Simian”) in Studio 15 or the transmitter at the tower can be done remotely on a moment’s notice. And more.
- ▶ Occasionally, we experience over the air momentary “drop outs” because of the parish building internal Internet connection. Good mitigation has been completed to date, with more to follow.
- ▶ We want to continue to grow, to welcome new volunteers to produce more spots and shows.
- ▶ WSJF appears to not be very well-known among the parish at large.
- ▶ We want to obtain more underwriters and sponsors to help with the WSJF “listener supported” financial resources, but such outreach is in short supply.

7. CHALLENGES & OPPORTUNITIES (2)

- ▶ With our small technical staff, we are maxed out with our current production. We have more ideas for locally-produced shows, spots and snippets to share than we have volunteers to support the efforts.
- ▶ We have a number of potential single-string points of failure in our broadcast equipment with few back ups, if any.
- ▶ We are concerned that the numbers of WSJF volunteers who are entering our service are not keeping up with those who left or will be leaving.
- ▶ Training is available but too few new volunteers have heard about our opportunities of which to take advantage.
- ▶ Opportunities abound for those who would like to share their talents with the radio station and the public. And more ...
- ▶ **Ref: Written Summary of WSJF to Parish/PPC, Section 7, Page 16.**

8. PLANS FOR THE FUTURE

- ▶ We want the radio station to continue to flourish doing the Lord's work in step with the SJCC parish vision and mission.
- ▶ That said, we believe there are many ways the parish can provide the resources beyond mere dollars to make this ministry -- this apostolate -- to blossom further.
- ▶ Re-invigorate our WSJF membership drive.
- ▶ Stream the radio station on the Internet, making it available to listeners outside the current listening area.
- ▶ At the same time, reduce or remove several single-string failure probabilities in our broadcast chain that can put us off-the-air for an extended period of time:
 - ▶ Obtain important auxiliary equipment.
 - ▶ Obtain critical backup equipment.
 - ▶ Replace aging or outdated equipment.
- ▶ And more ...
- ▶ **Ref: Written Summary of WSJF to Parish/PPC, Section 8, Page 17 plus ADDENDUM.**

9. CONCLUSIONS & RECOMMENDATIONS

We are excited to go forward with our plans for the future, yet there are actions the parish can implement, as demonstrated from our 10-year-plus fruitful track record, to more fully recognize the radio station as a valuable and viable -- and even indispensable -- arm of SJCC's collective Evangelization goals. We recommend the following:

- ▶ Increase WSJF credibility, visibility and responsibility before the parish at large. And let us “all be one.”
- ▶ Start by creating a Parish Office Staff position for a dedicated WSJF person and a second WSJF person to assist.
- ▶ Just as importantly, have this Staff position report directly to the Pastor in the organization chart, employing horizontal lines only as required.
- ▶ Allow the WSJF Staff persons to slowly integrate the station's visibility and opportunities across the parish and public media resources, ultimately to (A) draw the interest of volunteers to actively support the parish and the radio mission, (B) to increase listenership, (C) to catechize the listenership and (D) invite each listener “home” to the Saint Joseph Catholic Community.
- ▶ Add a Faith Direct line item that allows a user to select **WSJF Radio (Monthly)** as one of the “Recurring Gifts” donation options.
- ▶ **Ref: Written Summary of WSJF to Parish/PPC, Section 9, Page 18 plus ADDENDUM and “Epilog” note.**

KEY CONTACT INFORMATION

WSJF STUDIO

Public Email: wsjf@saintjoseph.cc (preferred), all key contacts on this list.

Public Phone: 443-920-9125 (phonemail, please leave a message.)

CORE TEAM MEMBERS AND THEIR PRIMARY ROLE(S)

- ▶ Pat Kilroy
Program Director, Producer, Engineer, Mic talent, FCC liaison
- ▶ Danny Gallagher
Station Manager, Producer, Engineer, Mic talent, Internet, Financial
- ▶ Brigid Zikan
Producer, engineer, Mic talent
- ▶ Judy Breiner
Producer, engineer, Mic talent, financial
- ▶ Matt Warnock
Engineer, Networking, Podcast server