



Mission

The goal of the TV Ministry is to provide catholic radio, TV and internet programming to everyone encompassed in the Diocese of Worcester. This mission is accomplished by bringing this programming to general Catholic, homebound, elderly and shut in viewers.

Demographics

In 2009 TV Ministry reached over 420,000 homes in and around Worcester County with over 300 new television broadcasts along with a strong presence on WTAG with the production of Morning Prayer and other PSA's on the radio.

Internet

We have created a new web site that allows us to host Masses and videos of all of our productions. The Ministry also began live webcasting of special events and Pontifical Ceremonies from the Cathedral on UStream, which also serves as a free archive site. In 2009 the domain names worcestercatholicTV.com and org were purchased to create easier names for people to remember.

Major accomplishment in FY 2009

In 2009 the 2 major accomplishments were the creation of the new web site and the distribution of the *Conversation Series* and *Come Follow Me* series to CatholicTV. This allows us to have these shows on TV throughout the country. Additionally, Conversation Series programs were packaged in conjunction with the Office of Religious Education for Adult Faith Formation session by cluster.

Duplication Services

We continue to be a cheaper alternative for departments as a duplication facility. In 2009 we made over 4,000 DVD and CD duplications for departments and clients.

Goals for 2010

The goal for 2010 is to have more internet presence and stream more live events on the internet.

New Productions in 2009

Show	Number of Productions	Production Frequency
The Daily Mass	245	Daily M-F
The Family Rosary	19	Bi-Weekly
Sunday Mass	50	Weekly
Faith In Action	11	1 x per month
Conversation with Bishop	12	1 x per month
Diocesan Specials	8	1 x per month
Come Follow Me	12	1 x per month & weekly
WTAG Morning Prayer	260	Daily M-F
Other Special Events	10	(Conferences, Special Services etc.)

Broadcast Coverage in 2009

Channel	Population	Coverage Area
<i>WCTR TV-3</i> Hampshire <i>Broadcast Programs</i> <i>DAILY MASS</i> <i>WEEKLY PROGRAMS</i> <i>Come Follow Me Series</i>	175,000 households (42 towns) M-F LIVE at 9am Saturdays at 6pm, Mondays at 8:30am, Wednesdays at 9:30am Sundays at 3pm	Worcester County, New
<i>WCCA TV-13</i> <i>Broadcast Programs</i> <i>SUNDAY MASS</i> <i>WEEKLY PROGRAMS</i>	182,590 people Monday at 6pm Tuesdays at 8pm	City of Worcester
<i>SMC TV-28</i> <i>Broadcast Programs</i> <i>DAILY MASS</i> <i>WEEKLY PROGRAMS</i>	33,550 M-F at 4:30pm & 11pm Sundays & Mondays at 11:30am	Town of Shrewsbury
<i>CTV TV-8</i> <i>Broadcast Programs</i> <i>DAILY MASS</i> <i>WEEKLY PROGRAMS</i>	33,295 M-F at 5pm Sunday at 8:30am	Clinton, Lancaster, Sterling, Bolton
<i>FATV-8</i> <i>Broadcast Programs</i> <i>WEEKLY PROGRAMS</i>	40,240 Thursdays at 9:30am & 5:30pm, Friday at 9:30am	City of Fitchburg
<i>GCTV TV-11</i> <i>Broadcast Programs</i> <i>WEEKLY PROGRAMS</i>	15,905 Sundays 10:30am	Town of Grafton
<i>AOTV TV-13</i> <i>Broadcast Programs</i> <i>WEEKLY PROGRAMS</i>	19,560 Wednesdays & Thursdays at 6:30pm	Towns of Athol/ Orange
<i>MCTV TV-8</i> <i>Broadcast Programs</i> <i>WEEKLY PROGRAMS</i>	27,280 Sundays at 12:30pm	Town of Milford
<i>LATV TV-8</i> <i>Broadcast Programs</i> <i>WEEKLY PROGRAMS</i>	41,355 Mondays at 9:30am, Wednesdays at 3:30pm, Thursdays & Sundays at 9am	City of Leominster