

# “God Bless Relevant Radio®!”



I was away from the Church for many years. I saw a Relevant Radio bumper sticker and tuned in. I heard Drew saying the Divine Mercy Chaplet and I was like, “why is he repeating this prayer over and over” – I turned it off. But I was intrigued and curious so I turned it back on. Months later, **I returned to the Church and lead Divine Mercy prayers myself!** Now I have a bumper sticker on my car to get the message out. Thank you for what you do. – Mark, Bellingham MA

Thank you from the bottom of my heart for all the wonderful programs that feed our mind and soul with such positive messages! **I don’t know what I would do without Relevant Radio.** It gives me so much comfort in the knowledge that I’m not alone. God Bless you! – Lillian, Breezy Point NY



I have raised 4 girls over the years while listening to Relevant Radio and now have a grandson and another granddaughter on the way to join us. Thank you for your show and this station. I love the Divine Mercy Chaplet also and it is indeed so wonderful and powerful. **I love this “Radio Family” we have.** May God Bless you and all of the staff at Relevant Radio. – Jeannie, Bloomington MN

I’ve only been listening to your station about a year. **I love the talks, prayers and the peace that you bring to me,** especially when driving. I have learned so much! – Kathleen, Saunderstown RI



During my career transition, **I have found a greater depth in my faith** and thank you for your role in that. During this challenging time, I continue to listen to you and Relevant Radio daily. I appreciate all you do. My prayers are with you, your immediate family and the Relevant Radio family. God bless you! – Jim, App Listener

## 2019 FINANCIAL REPORT (in thousands)

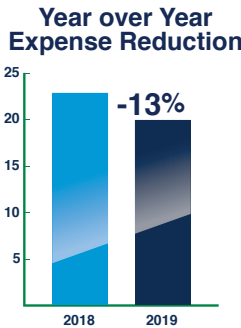
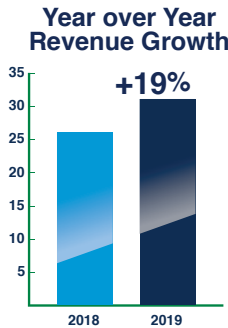
| REVENUE                             | Audited         |
|-------------------------------------|-----------------|
| Contributions:                      | \$25,666        |
| On Air Advertising & Miscellaneous: | \$5,209         |
| <b>Total Revenue:</b>               | <b>\$30,875</b> |

| EXPENSES               |                 |
|------------------------|-----------------|
| Programming:           | \$16,733        |
| Management & General:  | \$1,109         |
| Fundraising:           | \$1,981         |
| <b>Total Expenses:</b> | <b>\$19,823</b> |
| <b>Net Income:</b>     | <b>\$11,052</b> |

| BALANCE SHEET            |                 |
|--------------------------|-----------------|
| Total Assets:            | \$100,083       |
| Total Liabilities:       | \$22,700        |
| <b>Total Net Assets:</b> | <b>\$77,383</b> |

### 2019 Financial Highlights

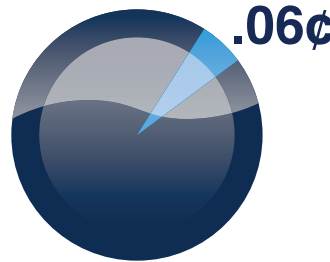
- Surpassed \$100 million in total financial assets.
- Acquired 32 new stations and translators in many new markets such as Washington DC, Atlanta, Boston, Dallas, Denver, Houston, Miami and Tampa.
- Grew active donors 14% to over 57,000.



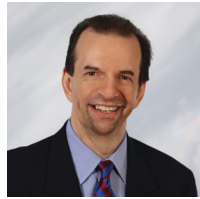
### 2019 Stewardship Breakdown

For every \$1 Relevant Radio® receives...

**Just six cents is spent on fundraising.**



## 2019 NETWORK SHOW HOSTS



**John Harper**  
*Morning Air®*



**Rev. Francis Hoffman,**  
**“Fr. Rocky”**  
*Fr. Rocky’s Teaching Minutes*



**Glen Lewerenz**  
*Glen’s Story Corner*



**Patrick Madrid**  
*The Patrick Madrid Show*



**Drew Mariani**  
*The Drew Mariani Show™*



**John Morales**  
*Relevant Radio En Vivo with John Morales*



**Karen Moran**  
*Family Rosary Across America®*



**Chuck Neff**  
*The Inner Life®*



**Ashley Noronha**  
*Rome Correspondent*



**Fr. Richard Simon**  
*Father Simon Says™*

**Fr. Dave Heney**  
*Family Rosary Across America®*

**Sheila Liaugminas**  
*A Closer Look™*

**Fr. Matthew Spencer**  
*St. Joseph’s Workshop*

**Msgr. Stuart Swetland**  
*Go Ask Your Father™*

**Wendy Wiese**  
*Network News Director*



Thank you to all our show hosts for their dedicated time, talent and service to the Relevant Radio mission – *Bringing Christ to the world through the media.*



### 2019 BOARD OF DIRECTORS

- **Robert Atwell**, Green Bay, WI
- **Steven Burke**, Chanhassen, MN
- **Joseph Cavanagh, Jr.**, Providence, RI
- **John Feltl**, Minneapolis, MN
- **The Most Rev. José H. Gómez**, Archbishop of Los Angeles
- **The Most Rev. Bernard A. Hebda**, Archbishop of Saint Paul-Minneapolis
- **Rev. Francis J. Hoffman**, Chicago, IL, Executive Director/CEO
- **Julie Kraemer**, Chicago, IL
- **Bruce Lachenauer**, Dallas, TX
- **Neal McNamara**, Chicago, IL
- **The Most Rev. David L. Ricken**, Bishop of Green Bay
- **Robert Riordan**, Green Bay, WI
- **Pam Swartzberg**, New York, NY
- **Patricia Von Dohlen**, Austin, TX
- **Thomas Vorpahl**, Green Bay, WI, Chairman of the Board



*Bringing Christ to the world through the media*

**2019**

**ANNUAL REPORT**





### March for Life, Coast to Coast

Relevant Radio® again proudly sponsored and broadcast the *March for Life* across the country. Live coverage from the nation's capitol included the truth in the *Covington Catholic Boys* story as Nick Sandmann courageously showed what it means to be a Christian.

### Impacting Countless Lives

Our presence was felt by 17,000 young adults as we sponsored the Premier Podcast at the *FOCUS SEEK 2019 Conference* in Indianapolis. Then on January 18, we rallied over 6,000 people from around the nation and the world to join us for the *#FastforLife* movement for an end to abortion.



### Record Attendance Again At Christ Brings Hope Benefit Banquet in Twin Cities, MN

Another great turnout in the Twin Cities as over 1,000 guests attended the 8th Annual *Christ Brings Hope Benefit Banquet* honoring Archbishop Bernard A. Hebda, on April 26th.

### The City of Angels Hosts Christ Brings Hope Award

Relevant Radio listeners gathered together in Los Angeles to honor Archbishop José H. Gómez with the *Christ Brings Hope Award* on May 30.



### Thousands Participate in The Walk to Mary

On May 4th, families honored our Blessed Mother by leading their children on the 21-mile walk to the Shrine of Our Lady of Good Help. Once again Relevant Radio was the media sponsor for the Walk.



### California Listeners Take Action

The Archdiocese of Los Angeles thanked Relevant Radio for saving Confession in California. Listeners flooded lawmakers with calls and emails convincing them to pull the bill that would have broken the seal of Confession – never even coming up for a vote!



### Reaching a New Audience

On August 15, we proudly launched a wonderful new asset – *Relevant Radio en Español*® with the flagship show *Relevant Radio En Vivo with John Morales*.

### 13 More Stations – 220,000,000 Souls

On August 15, Relevant Radio announced the intention to purchase nine AM stations and four FM translators from Salem Media Group in eight markets: Boston, Atlanta, Houston, Dallas, San Antonio, St. Louis, Denver, and Youngstown. The acquisition powers us to reach 220,000,000 listeners in the United States!



### October Flips the Switch!

Relevant Radio® began broadcasting on several new owned and operated stations across the country.  
**Atlanta, GA** – 1190 AM  
**Boston, MA** – 1150 AM  
**Dallas, TX** – 1440 AM  
**San Antonio, TX** – 1160 AM  
**Miami, FL** – 880 AM, 1080 AM, 97.7 FM  
**Tampa, FL** – 760 AM, 1380 AM, 104.3 FM  
**Jacksonville, FL** – 1460 AM, 1600 AM  
**Northern Michigan** – 88.9 FM in Alpena, 91.3 FM in East Tawas, 1230 AM in Grayling, 92.1 FM in Gaylord, 90.9 FM in Harbor Springs, 940 AM in St. Ignace, 88.3 FM in Traverse City



### Advent Inspirations Help All of Us Grow

This December we provided a great service to our listeners. Fr. Rocky's short audio Advent Inspirations reached thousands of email inboxes each day – building our community and giving them a way to enter into the season and prepare for the birth of Christ.

**Pledge Drive Exceeds Need!**  
**\$2.37M**  
**Record 11,263 donors**

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

### Welcome to Lenten Lessons

During Lent, over 17 thousand listeners signed up to receive Fr. Rocky's 40 Lenten Lessons on the Mass. Delivered daily through email and on air, Fr. Rocky guided all through Lent with inspirations and teachings for greater understanding of the Holy Mass.

### Did You Know?

Thanks to Members of our Recurring Gift Program, we have a tremendous foundation of support every year to help achieve our mission!  
**The St. Joseph Society**  
**\$6.2M**  
**in Annual Gifts**

### Renewed Hope to 7 Million New Listeners!

March brought the opportunity to reach the Christian Faithful in the Washington, D.C. metro area as **WSPZ 1260 AM** joined the Relevant Radio® network!



### Huge Crowd Joins Patrick Madrid at Chicago Lenten Luncheon

On March 19th, the Solemnity of St. Joseph, more than 900 Relevant Radio listeners dined together at the Chicago Luncheon. Patrick Madrid shared "*What I've Learned from St. Joseph*," inspiring all to evangelize the culture for Christ and greater personal holiness.

### Relevant Radio Leads the Way

At the 2019 Catholic Media Conference, Fr. Rocky pushed the mission forward in his presentation "*Catholic Radio: What does it mean to be Catholic?*"

### Elevate Conference Sells Out and Lifts Lives

Our first national conference, The Elevate Conference came to Philadelphia on June 22nd, bringing Relevant Radio hosts and listeners together to pray, learn, and connect face-to-face for a real inspiration to grow in faith.



### Blessed by the Prelate

The Prelate of Opus Dei, Msgr. Fernando Ocáriz, visited Relevant Radio Network Headquarters in Wisconsin on July 15. Msgr. Ocáriz prayed with us in our chapel, toured our studios, and met our great people.

### 10th Pilgrimage to Montreal

Fr. Rocky went on pilgrimage to the Oratory of St. Joseph in Montreal, a trip made yearly to thank St. Joseph and St. André Bessette for their faithful intercession on behalf of Relevant Radio.

**Incredible Help**  
**1,478**  
**Volunteers**  
**\$547,381**  
**Value at 21,525 total hours**

### So Much to Be Thankful For

November welcomed stations in four new markets helping us achieve our mission: Bringing Christ to the World Through the Media.  
**Houston, TX** – 1110 AM and 96.1 FM  
**St. Louis, MO** – 1260 AM and 95.1 FM  
**Denver, CO** – 1690 AM  
**Youngstown, OH** – 1440 AM

### Great Stories, Great Saints

All Saints Day on Friday, November 1st, Relevant Radio broadcast a full day *Great Stories about Great Saints*—inspiration, stories and expert interviews about your favorite saints.



### What a Decade!

In 2010, we were broadcasting on 33 stations and reaching 22 million people; today, we broadcast on over 170 stations and reach 220 million souls across the country! That doesn't include online reach, which has increased exponentially with the launch of our mobile app, social media presence, and a new website. The best news? 20% of listeners credit Relevant Radio with bringing them back to Sunday Mass!

## Message from the Executive Director/CEO

Dear Relevant Radio Family,

I think the year 2019 will go down as one of the biggest years in Relevant Radio® history!

One of the first things we did in 2019 is refresh our mission statement. If you can't remember your mission statement, you don't know what your mission is, so we made it simple and easy to remember: "*Bringing Christ to the world through the media.*"

We also did a listener survey last year, and 20% of those who responded claimed that Relevant Radio inspired them to return to Sunday Mass. We are helping Catholics return to the practice of their faith, and this is very, very encouraging news!

Later in the year on August 15, Feast of the Assumption, we founded *Relevant Radio en Español*®, officially going on the air with its flagship show *Relevant Radio En Vivo with John Morales*. We are looking to further expand this year with the launch of more shows and stations broadcasting powerful programming for our Hispanic brothers and sisters in the faith.

And to round out this amazing year, we grew yet again! And boy did we grow, 1,000% in 8 years! Because of your prayers and support, we were able to purchase 13 stations in the top 25 markets beginning with Washington D.C., and now we have a radio presence in all major U.S. metropolitan areas. Plus, we acquired more stations in October, and now we reach more than 220,000,000 souls in the USA. That's two-thirds of the entire nation! We've been given a huge blessing – and responsibility – to have a tremendous and positive impact on society.

Be sure to check out the timeline for all the major highlights from 2019. We have you to thank for all of this! Our supporters are the best people I've ever known!

Relevant Radio has come a long way as you can see in this Annual Report, but now is not the time to sit back and relax. The future of the nation is in our hands, and together, we can change the culture into one that respects life, beauty, truth, and goodness. May God bless you!

With prayers and best wishes,



*Fr. Rocky*  
 Relevant Radio®  
 Executive Director/CEO

