

# Relevant Radio ANNUAL REPORT

## 2020



See what we have accomplished for you!

relevant radio  
PO Box 10707  
Green Bay, WI 54307-0707



## Fr. Rocky's Mission Message

Dear Primary Salutation,

**Wow, 2020 was another extraordinary year** for Relevant Radio! Your exceptional support carried our listeners through a challenging time by providing hope, dispelling fear, and building trust in God. When the pandemic forced our nation into lockdown and churches were closed, you enabled us to provide unique programming and prayer opportunities—such as our LIVE video-streamed Mass and *Family Rosary Across America*®—connecting listeners to the Faith. Here's one of the thousands of testimonials sent by our listeners:

*"Dear Father Rocky, I thank God for Relevant Radio during this global crisis. I see and feel the Holy Spirit working through you and everyone at Relevant Radio! ... You are providing spiritual healing for us. May God be with you and everyone at Relevant Radio."*

As you helped meet the needs of our growing audience with relevant programming, we had a record year, exceeding pledge drive goals with more donors than ever before! Your support for the *All Across America* Campaign also enabled us to expand into 15 more major markets. Just check out the highlights in this 2020 Annual Report and give yourself a big pat on the back for the impact you are making through Relevant Radio.

As we enter our 21st year of *bringing Christ to the world through the media*, we thank God for our expansion in both reach and programming over the last two decades. And we're not done yet. We have so much more work to do! Our goal is to engage 3,000,000 people listening 5 hours per week by 2024. Together, we'll get there! St. Joseph, protector of Relevant Radio, pray for us!

With prayers and best wishes,

*Fr. Rocky*  
Rev. Francis J. Hoffman, JCD  
Executive Director/CEO



## MISSION HIGHLIGHTS

- Programming was improved with five brand new shows.
- The LIVE video broadcast of our daily Mass at Noon CT was inaugurated.
- Our *Prayer vs. Pandemic* Campaign inspired hundreds of thousands of participants all over the world!
- We prayed a special St. Joseph Novena culminating in our May 1st Consecration of Relevant Radio and our listeners to St. Joseph.
- We also prayed a special Marian Pentecost Novena for the churches to open.
- The LIVE video broadcast of the *Family Rosary Across America*® was initiated and now unites over 100,000 families daily in prayer.
- Over 100,000 listeners received a FREE copy of Fr. Rocky's book, *Mary at the Crossroads of History*.
- The *Living the Year of St. Joseph* booklet was created to honor the Year of St. Joseph.
- Relevant Radio celebrated 20 years on the air on December 12, 2020, Feast of Our Lady of Guadalupe!

relevant radio  
Everywhere you are!



On Air



Online



Mobile App



Smart Speakers



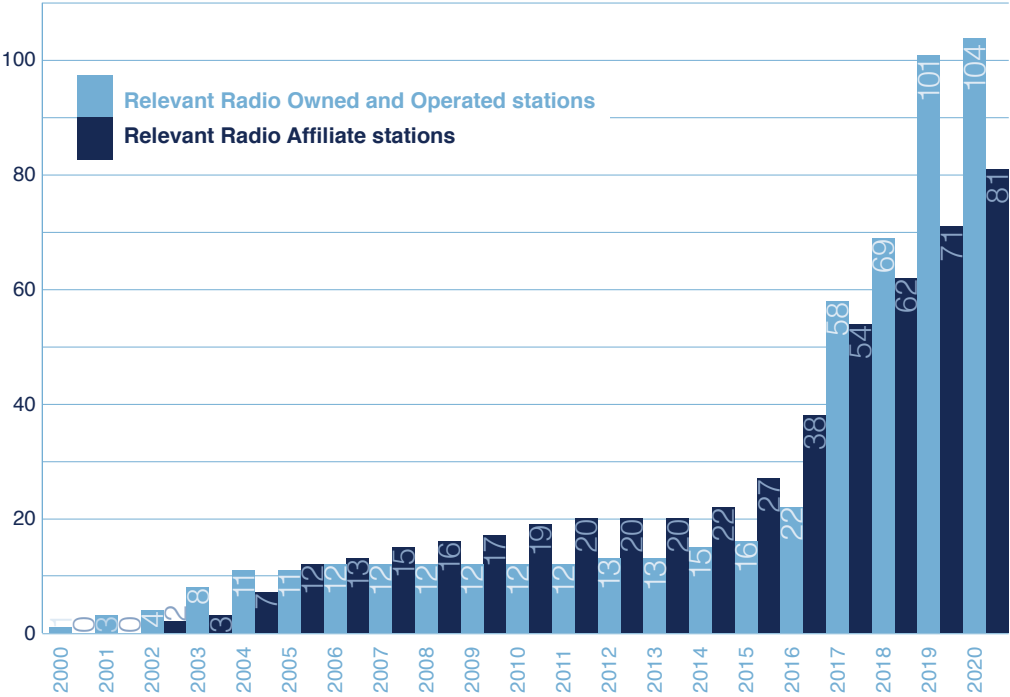
Social Media



Smart TV

01 >> All Across America

Your prayers and support for the *All Across America* Campaign enabled us to complete our purchase of 15 new stations, and now we have a radio presence in almost every U.S. major metropolitan area. We have been given a great blessing—and responsibility—to positively impact the culture.



GROWTH HIGHLIGHTS

- Relevant Radio now broadcasts on 185 stations.
- Relevant Radio has stations in all top 10 U.S. radio markets and in 22 of the top 25 markets.
- Signals reach 237,000,000 of the population, three-fourths of the nation!
- Relevant Radio App is the #1 Catholic radio app!

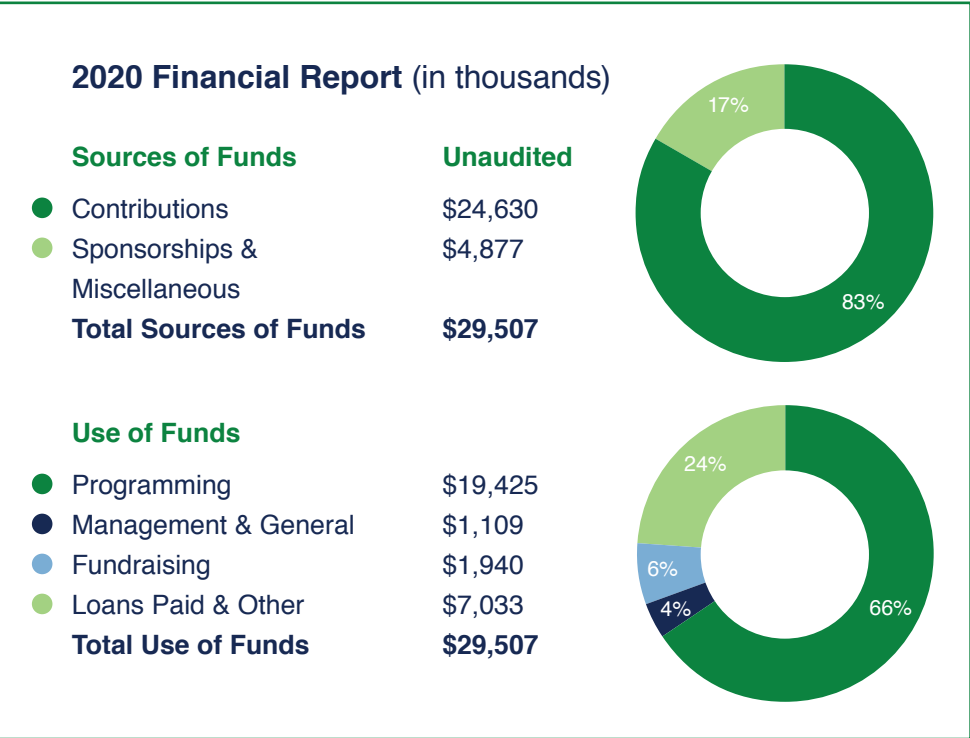


The Relevant Radio app is terrific, and we so appreciate all that you and the rest of the Relevant Radio team do to bring souls to Jesus. Thank you!”

–Pat

02 >> Financials

As we work together in this important work of evangelization through the media, we are meeting the needs of millions and they are responding:



2020 FINANCIAL HIGHLIGHTS

- Total donors are up 15%.
- AAA Capital Campaign was completed, paying for 15 new stations for Relevant Radio.
- Relevant Radio saw 25% growth in Pledge Drive donations during the pandemic.

For every \$1 Relevant Radio receives, just 6.5 cents is spent on fundraising.

03 >> Looking Ahead in 2021

We’re already one quarter into 2021, and we’ve hit the ground running! Here are some of the initiatives we’ve been working on. We hope these offerings will continue to inspire you and our growing listening audience!

- Our Memorare Meter to end abortion hit over 323,000,000!! And that’s not all, we had thousands all over the world participating in the *Fast for Life* initiative.
- We continue to offer the *19 on the 19th Speaker Series* for the Year of St. Joseph, plus our Wednesday Noon Mass in his honor, and we’re still mailing out the *Living the Year of St. Joseph* booklet to all who request it at [relevantradio.com/yearofjoseph](http://relevantradio.com/yearofjoseph).
- Our Premium Edition of the daily Lenten Lessons is being delivered to over 130,000 who signed up, with special behind-the-scenes video content by Fr. Rocky.
- We will focus on growing the *Family Rosary Across of America*® audience, so that many more families will be united in prayer for our Church, our nation, and the world!
- We recently launched Drew Mariani’s new book, “Divine Mercy,” and thousands have already signed up to receive their FREE copy! It’s available at [relevantradio.com/mercy](http://relevantradio.com/mercy).



Just want to say thank you for the work you guys do. Streaming from Cape Town, South Africa. So happy to have found your station.”

–Tanya