

relevant radio ANNUAL REPORT 2023



Family Rosary ACROSS AMERICA®

"I'm a longtime listener to daytime Relevant Radio, but just caught the livestream of the *Family Rosary Across America* tonight... Thank you for doing these livestream shows that allow grade school and high school children to offer petitions. It gives encouragement to this 70+ lady that our Catholic Church has a future. God graciously bless you and your entire Relevant Radio team for your evangelizing via radio." – Karen, PA



Your support gives hope to countless souls!

680 Barclay Blvd
Lincolnshire, IL 60069



Fr. Rocky's Mission Message

2023: A YEAR OF REACHING MORE SOULS TOGETHER!

Did you hear the most gripping call of the year? A vulnerable life was in the balance. Alicia accidentally tuned in to *The Patrick Madrid Show* and was compelled to call about her decision to abort her unborn child. We all held our breath and prayed as Patrick patiently helped her uncover her fears that led to her decision. A collective sigh of relief and prayer of thanksgiving stretched from coast-to-coast as Alicia concluded that she did not want to end her child's life.

This one call captures the mission of Relevant Radio: to bring Christ to hearts in search of truth, purpose, and hope. Our mission is urgent: souls are at stake.

Thanks to you, in 2023, Relevant Radio acquired radio stations in **ten more metro markets** through our *Go the Distance* Campaign. We are now in the second year of our three-year \$50,000,000 campaign, and only **have twenty more markets to go to be in the one hundred top metro markets in our country.** We now reach **270 million souls with 215 AM and FM stations!**

As a loyal partner your ongoing support is an infusion of hope for our world. Let us continue to pray for one another.

With prayers of gratitude,

Fr. Rocky

Rev. Francis Joseph Hoffman, JCD
CEO and Chairman



MISSION HIGHLIGHTS

BEST OF THE WEEK PODCASTS

Our most popular segments, guests, and prayers, in your inbox Friday mornings.

EUCCHARISTIC ENCOUNTERS VIDEOS

33 transformative stories of the Eucharist and how encounters can change our lives, too.



VIDEO-STREAMING OF DIVINE MERCY CHAPLET

Expanding a listener favorite to video live-stream every weekday.

THE WALK TO MARY

Over 5,000 pilgrims from 43 states walked 21 miles to Our Lady of Champion with their prayers.



THE SAINTS: ADVENTURES IN FAITH AND COURAGE

The Saints come to life, right in your home, to ignite your family's faith.

NEW AND IMPROVED RELEVANT RADIO APP

The #1 FREE Catholic app got a makeover - now easier to use with a fresh look!

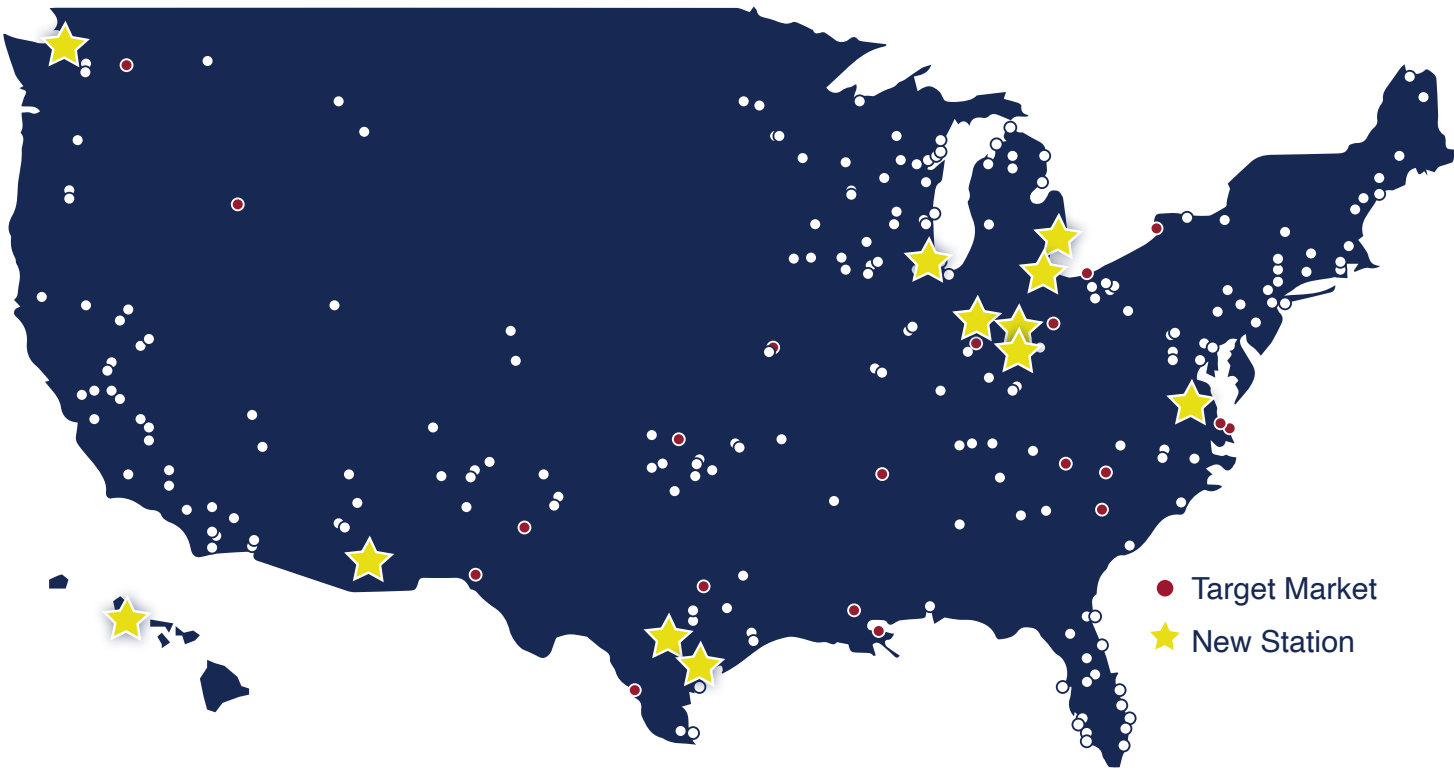
CHAPEL OF THE PROCLAMATION

Blessed by Auxiliary Bishop Jeffrey Grob in December. Our Eucharistic mission is front and center!



01>> Growth Highlights

Your support has allowed us to enter **80 of the top 100 markets** in the US – only 20 more to go and \$13 million more to raise! **New stations include:** Seattle, Honolulu, Dayton, Detroit, Toledo, Cincinnati, Tucson, South Bend, Richmond, and additional FM translators in current markets.

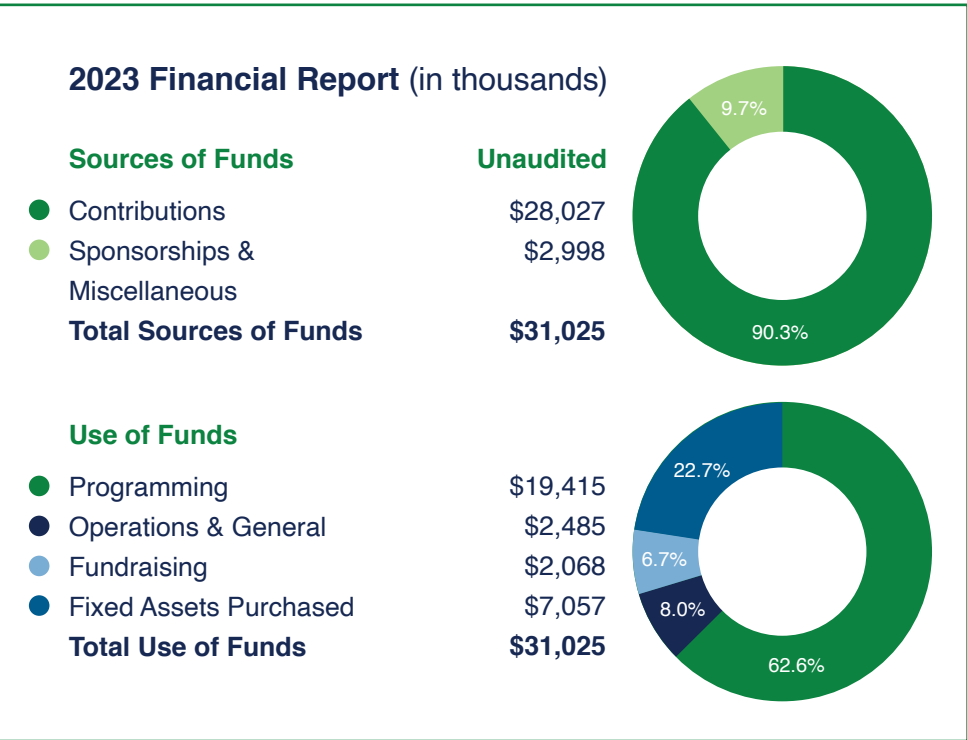


“Thank you for purchasing the station in Tucson! I look forward to listening to Relevant Radio every day.”

– Marie, Arizona

02>> Financials

As we collaborate to evangelize through the media, millions are responding to having their spiritual needs met:



2023 FINANCIAL HIGHLIGHTS

- > Total expenses remained consistent and manageable, even in the midst of record-breaking inflation (2022-2023).
- > Relevant Radio, with over \$100M in net assets, continues to remain on the positive side of savings versus debt.
- > Maintained our minimal debt ratio, which is four times better than the benchmark for the radio industry. Smart saving and spending!

For every \$1 Relevant Radio receives, just 7 cents is spent on fundraising.

03>> Looking Ahead in 2024

> NATIONAL EUCHARISTIC CONGRESS

Join Relevant Radio and 80 thousand Catholics in Indianapolis, July 17 - 21, for the National Eucharistic Congress! Get more information at relevantradio.com/encounter.

> GO THE DISTANCE, YEAR 2!

Only 20 markets to go! Help us reach them at relevantradio.com/go-the-distance.

> NEW SATURDAY SHOWS

Longtime guest Dave Durand and marriage and family therapist Doug Hinderer debut new shows for your Saturday: “The Dave Durand Show” (1 PM CT) and “Marriage Unhindered with Doug Hinderer” (11 AM CT)

> THE SAINTS

The instant-hit from The Merry Beggars returns with even more holy men and women to inspire your family. You can experience these original audio adventures at TheSaintsPodcast.com.



04>> The Impact You Make

Year after year, our listener survey indicates that Relevant Radio programming inspires people to:



Return to Sunday Mass **20%**

Return to Confession **45%**

Pray more **84%**

“Because of Relevant Radio I returned to my faith. I went to confession last month for the first time in 33 years.”
– Jon, Los Angeles