



Parish Ambassador Handbook

Spring 2024

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Welcome to the Parish Ambassador Program

Dear Parish Ambassador,

As St. John Paul II used to say, “Do not be afraid!” Because we have been baptized, Jesus has sent us out to spread the Good News all over the world. We are very grateful that you have chosen to volunteer with Relevant Radio as a Parish Ambassador. You are an important member of a team united in our efforts to promote the Catholic faith throughout the world. We hope that you will find your work rewarding, challenging, and meaningful.

Your work is essential to spreading the Good News through the Relevant Radio family of stations, especially bringing the message to those who might not know us yet. Just think – because you raise awareness of Relevant Radio in your parish community, people will return to the Catholic Faith, Her mission and Her values!

Our values lead us to create and maintain a truly Christ-centered work environment. We know that our time spent in prayer is the most important work any of us can do to glorify God and support each other, and we strive to serve the Lord in this Apostolate by demonstrating servant leadership in all we do to serve our listeners, each other, and all of those we have the opportunity to reach through our work. We are excited to have you on our team as we serve Christ and one another.

Once again, welcome and thank you!

May God bless you,



Fr. Rocky

Rev. Francis J. Hoffman “Fr. Rocky”
CEO and Chairman



Message from the Marketing Team

Hello to our wonderful Parish Ambassadors!

First, an enthusiastic thank you for all the time, energy and love you have put into this program and for your continued participation as an Ambassador for Relevant Radio. We know that many of you have been long-time Ambassadors, listeners and donors. Please know how much we appreciate all the wonderful support you have given us over the years. We can't thank you enough!

Catching Up With You

It's been a while since we've been able to communicate with you on a regular basis. This program was greatly affected by the closure of churches across the country by the pandemic, due to the nature of Ambassador work being done largely in local parishes. Relevant Radio has also undergone some big transitions and growth over the past few years, adding exponentially to our number of stations across the country and completely consolidating and centralizing our headquarters in Chicago. During these developments, the Marketing team absorbed the Parish Ambassador program, and we have been working to reassess and reorganize the program to be as successful and effective as possible. We want to thank you for your patience and understanding as we have navigated these adjustments. We are sure that the new program will be even more intentional, streamlined and beneficial to our Ambassadors and your local parish communities.

A New Handbook for a New & Improved Program

We are issuing a new Parish Ambassador handbook this year in order to give you resources to better understand your role and our organization, as well as outline the reimagined program that we are building together with your feedback and support. Our goal for the first year of this new program is to test, learn and strengthen the program and evaluate what works and what doesn't. We have been learning from you through our recent surveys and will continue to make decisions that are data-led and collaborative with our leadership here at Relevant Radio. We



Message from the Marketing Team

hope to optimize the foundational aspects of this program so that we can focus on recruiting more Parish Ambassadors to serve the mission next year.

Our New Look

You may have noticed that the Parish Ambassador program has a new identity in the form of a logo and tagline. Here at Relevant Radio, we are grounded in our common mission statement: “bringing Christ to the world through the media.” The cross in our new logo represents Christ at the center of our mission. Our Parish Ambassadors carry the Good News of Jesus Christ, through Relevant Radio, to the world, represented by the rays radiating out to the ends of the earth. We truly believe that each of you are called to serve this important mission in your community and circle of influence, helping the people around you grow in their spiritual life and encounter true and authentic peace, joy and hope in Christ. We follow the example of Jesus, who said, “[I] came not to be served but to serve” (Mt. 20:28).

Launch Out Into The Deep

YOU are central to our mission! Our goal is to provide you with ample resources, motivation and support as you venture into your communities. You can be encouraged knowing that the Relevant Radio team and your fellow Ambassadors are working alongside you and lifting you up in prayer. We entrust our mission to Our Blessed Mother, and especially ask for the intercession of Our Lady of Guadalupe, Star of the New Evangelization and patron of Relevant Radio, to enlighten and guide our way.

Once again, our sincerest thanks and appreciation for your participation in the Parish Ambassador program, and please count on our prayers. May God bless you!

The Marketing Team at Relevant Radio



Prayer for the New Evangelization

“Everyone who calls on the name of the Lord will be saved.” But how can they call on Him in Whom they have not believed? And how can they believe in Him of Whom they have not heard? And how can they hear without someone to preach? And how can people preach unless they are sent? – Romans 10:13-15

**Heavenly Father,
pour forth your Holy Spirit to inspire me with these words from
Holy Scripture.**

**Stir in my soul the desire to renew my faith
and deepen my relationship with your Son, our Lord Jesus Christ,
so that I might truly believe in and live the Good News.**

**Open my heart to hear the Gospel
and grant me the confidence to proclaim the Good News to others.**

**Pour out your Spirit, so that I might be strengthened to go forth
and witness to the Gospel in my everyday life through my words
and actions.**

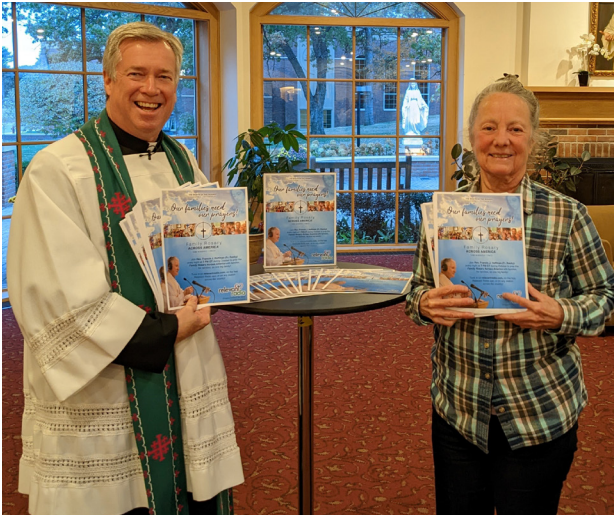
In moments of hesitation, remind me:

**If not me, then who will proclaim the Gospel?
If not now, then when will the Gospel be proclaimed?
If not the truth of the Gospel, then what shall I proclaim?**

**God, our Father, I pray that through the Holy Spirit
I might hear the call of the New Evangelization to deepen my faith,
grow in confidence to proclaim the Gospel
and boldly witness to the saving grace of your Son, Jesus Christ,
who lives and reigns with you in the unity of the Holy Spirit,
one God, for ever and ever.**

Amen.

Send us your photos!



We love to see photos of your outstanding work supporting the mission in your communities!

Share photos of:

- *Materials being distributed in your parish*
- *Tables at parish or community events*
- *Community members praying with Relevant Radio*
- *Relevant Radio ads in your parish bulletin or other spaces*
- *Relevant Radio banners, bumper stickers, billboards or other displays in your community*



Your photos may be used for promotional purposes, recruitment of new Ambassadors, or possibly even featured on one of our livestreams, such as the *Family Rosary Across America!*

Share your photos at relevantradio.com/resources

Photo Release: By submitting your picture, you grant Relevant Radio®, without compensation, the right and license to use, without limitation, for the promotion, marketing, and publicizing of our services and products. We may, for example, use and publish the images on our website, in our print, broadcast and digital advertisements, in marketing materials, promotional events and video.



Welcome, new Ambassador! Below are some first steps to help you get started as a Parish Ambassador for Relevant Radio.

- Fill out our online intake form and receive our email welcome series.**
- Read through the Parish Ambassador Handbook.**
- Identify influential parish contacts and send an email introducing yourself.**
- Make an account on our Parish Ambassador Material Ordering Storefront. *(See page 22)***
- Familiarize yourself with the digital downloads page at relevantradio.com/downloads.**
- Review some helpful Ambassador resources at relevantradio.com/resources.**
- Add your parish community, your fellow Ambassadors, and Relevant Radio to your prayer intentions.**



Relevant Radio Overview

Section 1





About Relevant Radio

Mission Statement

Bringing Christ to the world through the media

Guiding Principles

Faithful to the Magisterium and the Catechism of the Catholic Church

United to the Bishops

Under the protective intercession of the Blessed Virgin Mary

Available on demand

STATIONS Broadcasting on 200+ stations across the US

MOBILE APP Livestream, podcasts, and much more

ONLINE Listen live and explore our content

SMART SPEAKER Simply ask to play Relevant Radio

History

In 2000, Wisconsin businessmen John Cavil, Mark Follett and Bob Atwell secured WJOK 1050 AM in Green Bay, WI to bring Catholic radio programming to their community. In no time, Relevant Radio quickly expanded throughout the Midwest and beyond. Relevant Radio united with west-coast media organization Immaculate Heart Radio in 2017, creating a single network that reaches coast-to-coast.

Relevant Radio provides programming that speaks to the human condition, helping to bridge the gap between faith and everyday life. The network produces a variety of popular uplifting, educational, and spiritual programs and content.

Thanks to the prayers, dedication, generosity, and faith of many men and women through the years, Relevant Radio exists to bring the beauty, goodness and truth of the Catholic Faith into the everyday lives of people who seek it, whenever and wherever they are, 24/7.



Mission Impact

20%

Relevant Radio inspired me to come back to Sunday Mass

45%

Relevant Radio inspired me to come back to Confession

84%

Relevant Radio inspired me to pray more

200+

US Stations

273M

Souls reached nationally

1M

Free mobile app downloads

4.7M

Prayer requests received annually

170

Countries with Relevant Radio listeners

61M

Radio hours listened per year

Thank you for your influence upon my life... I happened upon Relevant Radio while driving in my car... I was baptized and confirmed on Easter Vigil of this year, and it was the happiest day of my life thus far.

I was actually introduced to Relevant Radio in prison... We had little personal radios, and every time we were out in the yard I was able to pick up your station – one of the only ones I could get. **I was baptized, confirmed, first Holy Communion all in prison, in big part thanks to Relevant Radio.**

You are reaching people everywhere.

You have brought a true understanding of my role here on earth. **You have opened up my eyes to Christ Jesus and my Catholic roots...** I have slowly come back to loving the Catholic Church. Most importantly I have grown closer to God. Thank you... no words can express my gratitude to you and the work you do.

I'm not Catholic, but one day – I don't know how – my car was turned on to Drew Mariani's show while he was doing the Divine Mercy Chaplet. **I could feel the love of the Father coming through the radio!**

”

“

Program Schedule *As of April 2024*

CT	Monday - Friday		Saturday	Sunday
5a 6a 7a		Morning Air[®] with John Morales, Sarah Tafoya, and Glen Lewerenz	LIVE Morning Air [®]	Morning Air [®]
8a 9a 10a		The Patrick Madrid Show with Patrick Madrid	LIVE The Patrick Madrid Show	Life is Worth Living Sunday Mass The Patrick Madrid Show
11a		The Inner Life[®] with Patrick Conley	LIVE Marriage Unhindered with Doug Hinderer	The Inner Life [®]
12p		Daily Mass	LIVE Daily Mass	Sunday Mass from St. Paul Cathedral
12:30p		The Faith Explained with Cale Clarke	NEW EVERY DAY The Faith Explained	
1p		Father Simon Says[™] with Rev. Richard Simon	LIVE The Dave Durand Show	Father Simon Says [™]
2p 3p 4p		The Drew Mariani Show[™] with Drew Mariani	LIVE The Drew Mariani Show [™]	The Drew Mariani Show [™]
5p		The Cale Clarke Show with Cale Clarke	LIVE The Cale Clarke Show	The Cale Clarke Show
6p		Trending with Timmerie with Timmerie Geagea	LIVE Trending with Timmerie	Trending with Timmerie
7p		Family Rosary Across America[®] with Father Rocky and Maggie Carrozza	LIVE Family Rosary Across America [®]	Family Rosary Across America [®]
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 printable digital download of our full program schedule can be found at relevantradio.com/downloads

ARIZONA

GLENDALE 1310 AM & 102.9 FM
PHOENIX 1310 AM
TUCSON 104.9 FM

CALIFORNIA

BAKERSFIELD 1050 AM & 106.7 FM
CARLSBAD 1000 AM & 99.3 FM
EUREKA 1400 AM
GREENVILLE 89.3 FM
HERNDON 100.7 FM
LEMOORE 1240 AM & 94.1 FM
LOS ANGELES 930 AM
MADERA 1250 AM
MODESTO 840 AM & 97.9 FM
MONTEREY 1200 AM
ROCKLIN 1620 AM & 97.7 FM
SACRAMENTO 1620 AM
SAN BERNARDINO 1290 AM
SAN DIEGO 1000 AM
SAN FRANCISCO 1260 AM
SAN FRANCISCO (DT) 1260 AM & 101.7 FM
SAN LUIS OBISPO 890 AM
STOCKTON 1230 AM & 92.7 FM
SUSANVILLE 90.3 FM
TRUCKEE 93.3 FM
WALNUT CREEK 1260 AM & 104.9 FM

COLORADO

DENVER 1690 AM

DC

WASHINGTON 1260 AM

FLORIDA

ATLANTIC BEACH 1600 AM, 1460 AM & 93.7 FM
EUSTIS 90.3 FM
FT. MEYERS 1410 AM & 106.7 FM
JACKSONVILLE 1600 AM & 1460 AM
MIAMI 1080 AM
MIAMI (DT) 1080 AM & 97.7 FM
NAPLES 1660 AM & 93.3 FM
ORLANDO 1080 AM
TAMPA 1380 AM
WEST TAMPA 1380 AM & 99.9 FM

GEORGIA

ATLANTA 1190 AM

HAWAII

HONOLULU 103.9 FM
MAUI 740 AM

ILLINOIS

CHICAGO 930 AM & 950 AM
CHICAGO (WEST SUBURBS) 930 AM, 950 AM & 99.1 FM

INDIANA

FORT WAYNE 106.3 FM
GARY 1270 AM & 101.5 FM
SOUTH BEND 95.7 FM

KENTUCKY

LEXINGTON 1380 AM & 94.9 FM

MAINE

AUGUSTA 89.5 FM
BATH 89.7 FM
CORINTH 90.3 FM
PORTLAND 106.7 FM
PRESQUE ISLE 1390 AM

MARYLAND

BALTIMORE 750 AM

MASSACHUSETTS

BOSTON 1150 AM

MICHIGAN

ALPENA 88.9 FM
CHARLEVOIX 90.9 FM
DETROIT 1030 AM & 94.3 FM
DETROIT (NORTH SUBURBS) 1030 AM, 94.3 FM, 94.1 FM, 103.1 FM & 104.7 FM
GAYLORD 92.1 FM
GRAYLING 1230 AM
ST. IGNACE 940 AM
TAWAS CITY 91.3 FM
TRAVERSE CITY 88.3 FM

MINNESOTA

MINNEAPOLIS 1330 AM

MISSOURI

ST. LOUIS 1260 AM & 95.1 FM

NEVADA

LAS VEGAS 970 AM

RENO 920 AM

NEW MEXICO

ALBUQUERQUE 1550 AM

CLOVIS 91.7 FM

FARMINGTON 95.3 FM

GALLUP 100.7 FM

PORTALES 88.7 FM

ROSWELL 88.5 FM

SANTE FE 104.5 FM

SOCORRO 99.9 FM

TUCUMCARI 88.3 FM

NEW YORK

NEW YORK 1160 AM & 1430 AM

OHIO

CINNCINNATI/ 105.9 FM

DAYTON

TOLEDO 1520 AM & 94.1 FM

YOUNGSTOWN 1440 AM & 107.5 FM

PENNSYLVANIA

PHILADELPHIA 640 AM

PITTSBURGH 106.3 FM

RHODE ISLAND

PROVIDENCE 550 AM & 107.5 FM

TEXAS

AUSTIN 970 AM & 103.9 FM

AUSTIN (SOUTH & SW 970 AM

SUBURBS)

DALLAS 1440 AM

BROWNSVILLE 88.9 FM

HOUSTON 1110 AM

SOUTHWEST HOUSTON 1110 AM & 96.9 FM

HOUSTON (SOUTHEAST 1110 AM & 96.1 FM

SUBURBS)

MCALLEN 88.1 FM

ROUND ROCK 970 AM & 105.1 FM

SAN ANTONIO 1160 AM

SPRING 1110 AM & 92.3 FM

UTAH

SALT LAKE CITY 1010 AM

WASHINGTON

SEATTLE 1590 AM

VIRGINIA

RICHMOND 101.2 FM & 990 AM

WISCONSIN

EAU CLAIRE 1050 AM & 107.9 FM

GREEN BAY 1050 AM

LA CROSSE 1570 AM & 94.1 FM

MADISON 1240 AM

NORTHWEST MADISON 1240 AM & 97.3 FM

MILWAUKEE 1640 AM

MILWAUKEE (NORTH 1640 AM & 100.1 FM

SUBURBS)

MILWAUKEE (WEST 1640 AM & 99.9 FM

SUBURBS)

WAUSAU 92.9 FM

WISCONSIN RAPIDS 93.9 FM

Affiliate stations can be found at
relevantradio.com/listen/stations

Station listing as of April 2024

See the FAQ on page 38 of this document for more information about stations

BRAND GUIDELINES

What are brand guidelines?

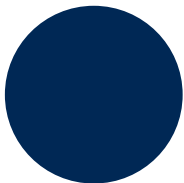
Brand guidelines outline the rules and standards about how an organization is represented to the public. This includes logos, colors, font types, etc. Relevant Radio aims to communicate clearly and consistently who we are by adhering to our brand guidelines wherever we are presented.

Can I create my own ads for Relevant Radio?

We ask that you **do NOT create your own ads** or other artwork for Relevant Radio. This helps us to maintain a consistent image and brand voice.

Brand Colors & Font

Brand Colors

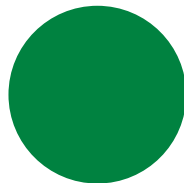


**Pantone
295C**

C: 100
M: 89
Y: 36
K: 35

R: 24
G: 42
B: 84

Hex: 182a54

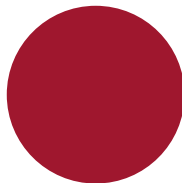


**Pantone
348C**

C: 88
M: 24
Y: 100
K: 11

R: 2
G: 131
B: 66

Hex: 028342



**Pantone
7427C**

C: 25
M: 100
Y: 81
K: 21

R: 158
G: 28
B: 48

Hex: 9c1b30

Brand Typography

The Relevant Radio fonts will be Helvetica (primary) and Minion Pro (secondary).

PRIMARY

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY

Minion Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The Relevant Radio Brand, in design and in application, should always seek to reflect and communicate the beauty, goodness and truth of the Catholic Faith.

Logo Configurations

Network
Logo



Triple
Frequency



000 AM / 000.0 FM / 00.0 FM

Single
Frequency



Double
Frequency



Multi
Frequency



0000 AM • 000.0 FM • 000.0 FM
00.0 FM • 00.0 FM

Incorrect Logo Use

Don't stretch or distort the logo



Don't put shadows or graphic elements behind the logo



Don't attempt to recreate the logo with a similar typeface



Don't use the logo as part of a sentence, phrase or name



Don't print the logo on a complex background or photo



Don't print the logo in an unapproved color



Don't enclose the logo in a box or other shape



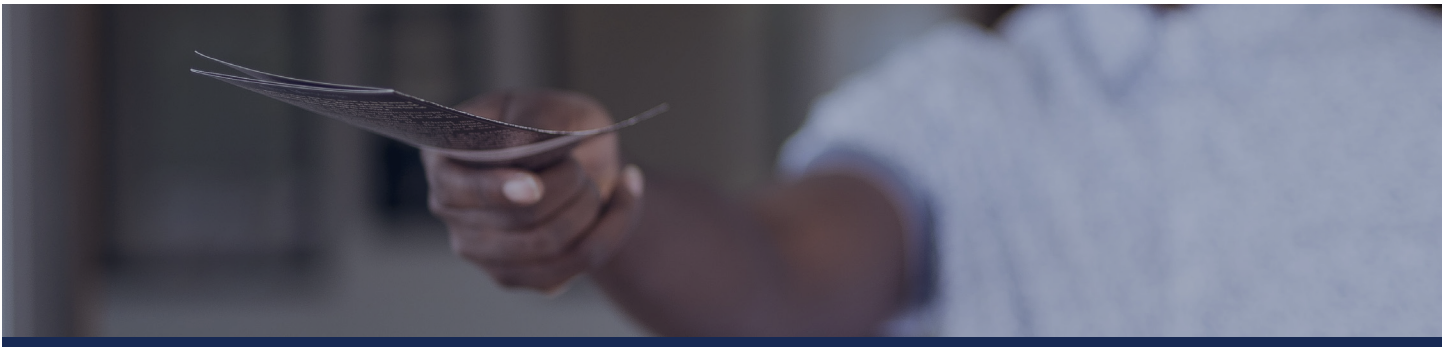
Don't print the logo on a color that provides insufficient contrast



Parish Ambassador Program

Section 2





Program Overview

THE PROGRAM

The Parish Ambassador program is a brand advocate initiative promoting awareness of Relevant Radio in churches across the country. Supported by the Relevant Radio Marketing team, Ambassadors use a blend of physical and digital promotional assets to share information about Relevant Radio programs, shows, promotional opportunities, the free mobile app, and much more.

THE MISSION

Parish Ambassadors support the mission of Relevant Radio – bring Christ to the world through the media. Ambassadors are uniquely positioned to influence their local parish community and introduce their fellow parishioners to Relevant Radio, and, as a result, connect them with their faith and the Church.

THE ROLE

A Parish Ambassador spends their time working with their parish leadership and administration to share promotional materials about Relevant Radio in various parish channels. The typical Ambassador will likely spend no more than 1 - 2 hours per month on Ambassador activities.

Parish Ambassadors are missionaries of the New Evangelization. Is there anything more fulfilling than introducing people to a deeper relationship with Jesus, His blessed Mother and His Church?



What is a Parish Ambassador?

- An evangelist
- A missionary
- A volunteer
- A brand ambassador
- A local field marketer
- An influencer in your parish
- The face of Relevant Radio in your community

YOU are essential to our mission of bringing Christ to the world through the media!



DUTIES & RESPONSIBILITIES

- ▶ **Introduce yourself** to various parish administrators to let them know of your intentions to have a Relevant Radio presence in the parish.
- ▶ Keep Relevant Radio **informational and marketing materials** stocked and on hand in your parish. Whenever possible, **represent Relevant Radio at parish events** with a table of information, handouts and conversation.
- ▶ With pastor approval, **hang a Relevant Radio banner** in your parish common space(s). This could be in the vestibule, on an outdoor fence, or on a table with Relevant Radio information.
- ▶ **Submit bulletin, newsletter, email, and pulpit announcements** to your parish administration for inclusion in their physical and/or digital bulletin, email communications, and Mass announcements.
- ▶ **Provide Relevant Radio information** to parish RCIA and Catechism programs, bible studies, young adult groups, and other parish ministries.
- ▶ **Print flyers** (available on our digital downloads page) to hang on parish announcement boards or in other public spaces.
- ▶ Work with your parish administrators to share Relevant Radio information and branding on your **parish website and/or social media**. Post about Relevant Radio promotions on your personal social media accounts.
- ▶ On rare occasion, Relevant Radio may be in your area with a special event or live broadcast. In that instance, we may contact you and other area Ambassadors to **help support the event** by promoting attendance through your parish or volunteering to table at the event.
- ▶ Put a **Relevant Radio bumper sticker** on your car, boat, backpack, luggage, etc. Be creative!
- ▶ **Maintain an active prayer life.** A strong and active prayer life is considered essential to our success, both as individual contributors and as an apostolate as a whole.



CODE OF CONDUCT

- ▶ As a representative of Relevant Radio, **discretion in style of dress and behavior is essential.** Please keep this in mind and dress in appropriate attire and behave in a professional and charitable manner.
- ▶ When representing Relevant Radio (i.e. at a parish event) please try to keep all conversations with listeners and potential listeners **positive and charitable.**
- ▶ Please **do not discuss politics or personal opinions** when representing Relevant Radio.
- ▶ **Never endorse a particular candidate or political party.** For example: do not offer materials for a candidate or political party on the same table where Relevant Radio materials are being handed out. *As a 501(c)(3) organization we can lose our non-profit status if we appear to endorse or oppose specific candidates.*
- ▶ **The duties of a Parish Ambassador do NOT involve fundraising.** Please focus on promoting awareness of Catholic radio, not soliciting for donations.
- ▶ Upon joining the program, your pastor must give his explicit permission to allow a Relevant Radio presence in his parish. **Respect the parish rules and regulations** concerning advertising, tabling, sharing materials, etc. and any other instructions given to you by your pastor or parish leadership. We appreciate your obedience to church leadership and expect our Ambassadors to remain in good standing with their parish authorities.
- ▶ **Keep your parish contacts informed** of your activities. For example, if you plan on posting a flyer on a church bulletin board, seek permission from your parish administrators and/or pastor.
- ▶ While we do not perform background checks on our Parish Ambassadors, we prefer our representatives to **not have any criminal history or history of misconduct.**



Creating Parish Contacts

Why do I need a relationship with a parish contact?

Developing relationships with key parish contacts is essential to your success as a Parish Ambassador. After you take some time to establish a relationship with parish contacts, you can quickly and easily update your promotional message, get approval for promotional activities and materials, and share content and communications on behalf of Relevant Radio.

If you don't know where to start, ask your pastor to refer you to the best contacts within the parish, or even ask for an introduction in person or via email.



EXAMPLES OF KEY PARISH CONTACTS

- Parish Administrator
- Parish Marketing Manager
- Parish Communications Manager
- Bulletin Coordinator
- Parish Website Manager
- Parish Social Media Manager
- Catechesis, RCIA, or Religious Education Director
- Evangelization Director
- Parish Event Manager
- Parish Outreach Director
- Youth, Young Adult or Adult Ministry Director
- School Administrator

BEST PRACTICES

- Try to identify a single point of contact to build an ongoing relationship with within the parish. They can help distribute your requests to the correct person within the parish.
- Provide your parish contact with regular updates of your activities.
- Always ask for permission or approval through your parish contact.
- Give your parish contacts sufficient time to accommodate your requests.

Creating Parish Contacts

What should I say?

- Share some background about your role as a Parish Ambassador, your goals, and your intended promotional activities in the parish.
- Introduce the brand of Relevant Radio and how it will be beneficial to your fellow parishioners.
- Ask any questions that you have about collaborating with your parish in your role.

SAMPLE INTRODUCTORY EMAIL

Hello!

I am a parishoner and I recently received permission from our pastor to serve as a Relevant Radio Parish Ambassador in our parish. I wanted to get in touch with you to introduce myself and ask a few questions.

Relevant Radio is a national Catholic radio station broadcasting 24/7 on over 200 stations throughout the country and worldwide on their free mobile app. Their mission is to bring Christ to the world through the media, and I want to support this mission by letting my fellow parishioners know about their uplifting, educational and spiritual programming.

I hope to spread the word by sharing Relevant Radio brand awareness materials both in physical and digital form in our parish. I'm looking for more direction from you about opportunities to spread the word, for example, sharing digital ads in our parish bulletin, website, or social media, distributing materials like brochures, or submitting Mass announcements. Please help me understand how to go about this.

EXAMPLE QUESTIONS

- *What opportunities are there for promotional activities in the parish?*
- *What rules are there around promotional activities in the parish?*
- *Who should I give Relevant Radio ads and communications to for distribution or inclusion in our parish's channels?*
- *What kind of lead time do you need for including promotional ads or messages in the bulletin, newsletter, Mass announcements, or other communications?*
- *What do I need to get approval for (tabling, distributing materials, posting flyers, etc.)? How do I get approval if I need it?*
- *Can I hang a Relevant Radio banner somewhere in the parish? Where would be most appropriate?*





Parish Ambassador Calendar

Bi-Annual Webinars

Twice per year, in spring and fall, the Parish Ambassador team will host webinars that focus on initiatives specifically designed for Ambassadors, training, and question and answer sessions.



Webinars will feature Relevant Radio leadership, as well as members of the Marketing and Digital teams to help you better understand your role and challenge you with special tasks that you can complete in your parish.

Webinars provide a unique opportunity to connect with our team and your fellow Ambassadors, as well as give you tools to succeed in your role. Recordings are always posted after the webinars, and multiple sessions are offered.

Promotional Periods

From time to time we will ask Parish Ambassadors to participate in special promotions to support a particular show or seasonal offering. During these times we ask that Parish Ambassadors use our limited-time materials or complete certain tasks to support the promotion. Ambassadors are not obligated to participate, but it is highly encouraged as these promotional periods are essential to our Marketing calendar.

Non-Promotional Periods

On the “off period,” Ambassadors should focus on general brand awareness. We provide what are called “evergreen” materials for these times. “Evergreen,” like an evergreen tree which is always green, are materials that can be used at any time because they are always relevant. This could be ads for our ongoing shows, sharing your local station frequency, or promotion of our free mobile app.



Best Practices & Ideas

- Periodically **check the Parish Ambassador site pages** for new downloads and resources!
- **Pay attention to special events** going on in your parish. Could you be a Relevant Radio representative at these events?
- Think about your **goals for the year** and order materials accordingly. Try to make a few larger, bulk orders as opposed to several smaller orders, as this saves us shipping costs!
- **Sign up** to receive your parish communications. Notice how others are spreading the word, and try to imitate them.
- Research different **groups and ministries in your parish**. People that are already active in the parish may be looking for more ways to connect to their faith.
- **Don't be afraid** to try different ways to connect with parishioners. You can only fail by not trying!



“Do not be afraid to go out on the streets and into public places, like the first apostles who preached Christ and the Good News of salvation in the squares of cities, towns, and villages. This is no time to be ashamed of the Gospel, it is the time to preach it from the rooftops.”

- Pope St. John Paul II, World Youth Day, Denver, CO 1993



Ambassador Materials

Section 3



Physical Material Offerings



Our current focus for field marketing is on **brand awareness**. Together with Relevant Radio leadership, the following materials were carefully selected to support this goal. These materials are offered to Parish Ambassadors at no cost.



BANNER

HOW TO USE

Hang in parish vestibule for maximum impressions, outside the church near entrance or on a fence, or on a table with Relevant Radio materials

SIZE

4 ft x 2 ft
6 ft x 3 ft

STYLE

Horizontal vinyl banner with grommets in the corners featuring Relevant Radio logo and local station frequency



BROCHURES

HOW TO USE

Stock in a pamphlet display, insert into bulletins, use to stock tables in vestibule or at parish events, share with catechism or ministry groups

SIZE

3.7 in x 8.5 in

STYLE

Glossy tri-fold brochure with general information about Relevant Radio shows and app



BUSINESS CARDS

HOW TO USE

Include with brochures, hand out at the end of Mass, insert into bulletins, use to stock tables in vestibule or at parish events, keep some in your wallet to hand out when talking about Relevant Radio

SIZE

3.5 in x 2 in

STYLE

Thick glossy double-sided business card with local station frequency



BUMPER STICKERS

HOW TO USE

Distribute to other parishioners who want to evangelize Relevant Radio by putting a sticker on their car. You can also put one on your boat, backpack, bike, laptop, or anywhere else you can imagine!

SIZE

4 in x 6 in

STYLE

Oval-shaped vinyl bumper sticker with local station frequency. Easily removable.



Independently and autonomously manage your marketing materials

You can log on anytime, anywhere, to order the materials that you want. Pick and choose what works best for you and your parish!



Customize materials with your local station frequency

Get your local station frequency in front of your fellow parishoners simply and easily with our customizable marketing materials.



Help us manage our budget

Ambassadors can order confidently with the \$200 annual spending limit, chosen to help us be good and responsible stewards of our money. (See [page 33](#) of this document for more information about spending limits)

Access the storefront at relevantradio.visoexpress.com

relevant radio
Parish Ambassador Program
Called to Serve.

Your online portal to order & evangelize!

Banners • Brochures • Business Cards • Bumper Stickers • & More!

FEATURED CATEGORIES

- Banners**
Banners
Browse
- Brochures**
Brochures
Browse
- Business Cards**
Business Cards
Browse
- Bumper Stickers**
Bumper Stickers
Browse
- Liquidation**
Liquidation
Browse

Below is a step-by-step guide for using the ordering portal. If you have any issues or inquiries, please contact our printing partners.



visoexpress@visographic.com



630.590.6111

M - F 8am - 5pm CT

Create an account by going to relevantradio.visoexpress.com. In the top right-hand corner, click "Login" and then click "Register." Fill out the requested information and then click "Submit."

STEP 1: Browsing the inventory

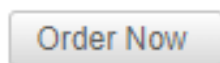
- Items are organized into categories. Select a category to browse the available products.
- Hover over an item to see the number currently in stock. If your desired item is out of stock, continue to check back as we will restock as quickly as possible.
- We also have a category for liquidation items. These are items that you can order on a first come, first served basis. Once these items are depleted, they will not be restocked.

The screenshot displays the storefront interface. On the left, under "Main categories", there are four tiles: "Banners", "Brochures", "Business Cards", and "Bumper Stickers", each with a "Browse" button. In the center, a product detail view for "Bumper Sticker 1190 AM" is shown. It features a large image of the sticker with the text "1190AM" and a red circle around the text. Below the image, it says "12975 item(s) available". To the right, there is a section for "Out of stock item" with a red message: "Out of inventory stock. Please check back at a later time." and an "Order Now" button.

STEP 2: Adding an item to your cart

- When you have found an item that you would like to order, click on the product, and then click the "Order Now" button.
- If you would like, you can rename the order. You can then select a quantity based on the increments offered.
- If there are arrows under the image, that means there is a second page or a backside that you can view by clicking the arrows.
- Click the "Add to Cart" button. If prompted, select "Okay" to update the preview. Review carefully before adding to cart. Whatever this image shows is what will be printed.

Order Now Button



Add to Cart Button



Order Name & Quantity

* Job Name 1
950 AM Bumper Stickers

* Quantity * Pages
25 1

Page Toggle



STEP 3: Checking the price of an item

- Items are either held in inventory or printed on demand. Often, our customizable materials are printed/produced upon ordering, since it is more efficient than keeping items in stock for all of our individual owned and operated stations.
- **Items that we have in inventory cost \$8 per order**, no matter how many you order.
- **Items that are printed on demand will vary depending on how many you order.** The total price will be based on the unit price, so if you order a higher quantity, the price will increase.

Print on demand item

* Quantity Unit Price \$0.17 Total Price \$43.28

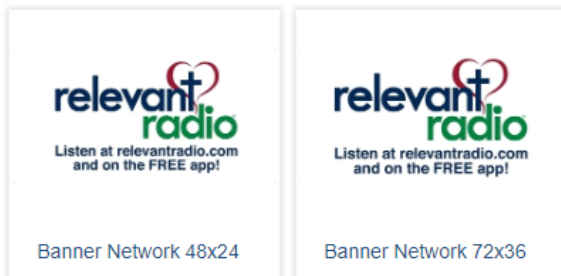
Inventory item

Unit Price \$0.08 Total Price \$8.00

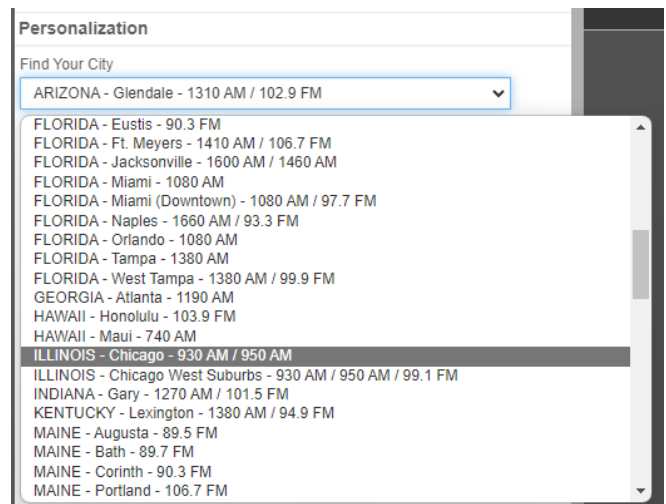
STEP 4: Customizing your materials

- Some of our items are customizable with your local station frequency, such as banners and business cards.
- These items have an additional option on the product page – a drop-down menu to choose your city. Scroll down the menu to find your city. Once you select it, the image will populate with the local station or stations in your area.
- **If your parish is in a city that does NOT have a local station, or that only has an affiliate station, please order a network version. This option promotes our app and website listening options.**

“Network” option for app & website



Choose Your City drop-down menu



IMPORTANT

Our programming is offered on several affiliate stations across the country. These stations are not owned and operated by Relevant Radio, so may choose to stop featuring our programming at any time. For this reason, we do not include these stations on our marketing materials.

STEP 5: Placing your order

- Go to your cart in the upper right-hand corner to check out.
- Your remaining spending limit is listed at the top right-hand corner of the portal. If you exceed your spending limit, remove some items from your cart.
- Once you are satisfied with the items in your cart, proceed to check out.
- Fill out or review the delivery address and your contact information. Add any delivery instructions if needed, then proceed to payment.
- You do not need to take any action on the payment page, as the costs will be applied to Relevant Radio.
- Select “Place My Order” to finalize your order.

Total Cost

Subtotal:	\$78.57
Total:	\$78.57
Price subject to change.	
Proceed to checkout to view final order total, including taxes, fees, shipping.	

Pay on Corporate Account

PAYMENT METHOD

Please select a payment type.

Corporate Account

Your Cart

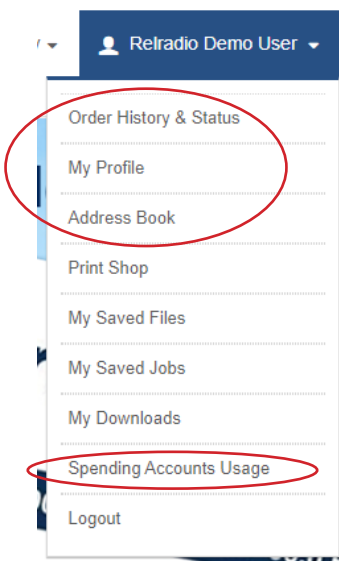
 Cart (3) ▾

Place My Order Button

PLACE MY ORDER →

STEP 6: Tracking your order

- Once your order has been placed you will receive a confirmation email, as well as an email when your order ships.
- You can always access order details or history under your user profile in the drop-down menu at the top right-hand corner of the screen.



Check your order history

Edit/Update your profile

Add addresses for quick and easy checkout

Check your spending limit balance and usage

Digital Sharing

Section 4





Why Digital Materials?

Digital materials are

100%

free to use!

82%

of Parish Ambassadors
use digital materials!*

**according to a 2022 survey*

EFFICIENCY: Easier, faster and cheaper to distribute and share

- *Easy to access and share with your parish contacts via email or links*
- *Cost effective compared to physical materials, which must be produced, stored, and shipped*
- *Quickly and simply changed, updated, and distributed for time sensitive promotions*

SCALE: Higher volume can be created to support a larger program

- *Adaptable to the size of the program as more Ambassadors join*
- *Allows Relevant Radio Marketing team to meet demands with limited resources*
- *Can create larger library of content without cost considerations*

DIVERSITY: Can be used in a wider variety of ways

- *More opportunities and channels to use digital materials than physical materials*
- *Adaptable to many different platforms and functions*
- *Usable in channels that attract different audiences (for example, younger people on social media)*

SPEED TO MARKET: From our team directly to your parish

- *No time to produce or ship, can be readily shared upon creation*
- *Allows for promotion of our time-sensitive campaigns as well as our evergreen offerings*

DIGITAL DOWNLOADS

TYPES OF DIGITAL DOWNLOADS

- *Printable flyers or leaflets*
- *Social media ad graphics*
- *Standard bulletin ads*
- *Ad graphics for print or digital spaces*
- *Graphics for bulletin ads*
- *Talking points for creation of text ads or Mass announcements*

What is a digital download?

A digital download is any ad, social media graphic, printable flyer, or other digital artwork provided in a downloadable form for Ambassadors to use in variety of promotional functions. Collectively, these assets are often referred to as a “digital press kit” or a “digital media kit.”

What are “evergreen” materials?

“Evergreen” materials are ads that are always relevant and are not based on a limited-time promotion or event. They are usually generic and focused on the Relevant Radio brand as a whole, ongoing shows, or permanent offerings like our free mobile app. These ads can be used at any time.

Program-based materials are time sensitive ads that relate to a specific Marketing campaign or seasonal promotion.

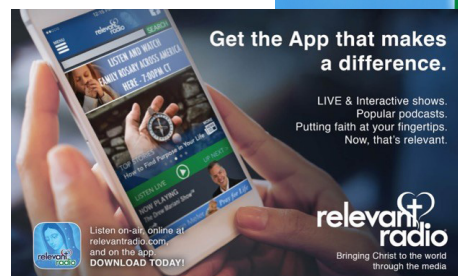
 relevantradio.com/downloads



Social media graphic



Printable flyer



Bulletin ad

Talking points



Digital Sharing Options

Where do I start?

Work with your parish contact to determine which digital downloads will be most useful to you according to the particular promotional opportunities at your parish. Review our library of digital downloads and determine which ones apply best to your situation.

Using digital ad graphics

Graphics can be used in a myriad of ways. They can be **used as an ad** in an existing communication (such as a bulletin, newsletter, or email). They can be **used in digital spaces** such as the parish website or on parish social media accounts. Finally, they can also be **printed out** and distributed or posted in a public space.

Using talking points

Talking points give you language to use when talking about Relevant Radio offerings or promotions. You can use them to **create text ads**, or to **add additional information to a graphic ad**. They can be **adapted as messages** in various communications, social posts or informational spaces. They can also be **used to create Mass announcements** that can be spoken from the pulpit or during a presentation.

Social media

Don't be afraid to venture into the world of social media! You can use a combination of our digital ad graphics and talking points to **create your own posts** about Relevant Radio promotions, or you can **share existing posts from Relevant Radio** social media accounts.



Physical parish bulletin
Digital parish bulletin
Parish newsletter



Parish email communications
Parish digital newsletter



Parish website



Parish social media accounts
Personal social media accounts



Printable flyers
Flyer handouts



Mass announcements



FAQ & Appendix

Section 5



GENERAL FAQ

How do I join the Parish Ambassador program?

There is an interest form on our website at relevantradio.com/ambassador. Fill out the interest form with your name and email address. You will receive a link to our intake form requesting your personal and parish information. Upon submitting the form you join the program and will begin receiving our email welcome series to onboard you to the program.

Why do I need my pastor's permission?

Your parish and Relevant Radio have a joint mission to bring people back to the Church and to be more engaged in their faith and in their parish. We respect the decisions of local pastors as shepherds of their flock to know the best means to achieve this common goal. We never want any of our efforts to infringe on the efforts of your parish, but rather would hope that we support and reinforce the work that your parish does.

In order to ensure that we are aligned with the efforts of local parishes, we ask our Ambassadors to seek the explicit permission of their pastor to allow a Relevant Radio presence in their parish. We appreciate your humble obedience to Church authority in whatever decision they make or instructions they may give you.

What if there is already an Ambassador at my parish?

Ask your parish administrator if there are any other Ambassadors at your parish. If you find that there are, feel free to reach out and make a connection to work together in your parish.

Another person requested to become an Ambassador at my parish where I already serve as Ambassador.

Please see the answer to the above question. We encourage you to reach out to other Ambassadors in your parish if you are open to connecting with your fellow parishioners to work as an Ambassador team, however, you are not obligated to make this this connection.

How do I update my information or Parish Ambassador record?

We would appreciate if you would keep us informed of changes to your information as this helps us to ensure that we can contact you appropriately. You can request a link to update your information by emailing us at pa@relevantradio.com or by following this link and inputting your current email address: https://relevantradio.activehosted.com/update_request/158. If you are changing parishes, please see the following question.

What should I do if I move or change parishes?

Parish Ambassadors are allowed to change parishes at any time. You will need to inform us of your new parish and request permission from your new pastor to continue as an Ambassador.

How do I leave the program?

To end your commitment, please email our team at pa@relevantradio.com and indicate your desire to leave the program. Please allow a few days for us to update your record and remove you from our Parish Ambassador email list; we will confirm your removal from the program via email. You are welcome to rejoin the program **29** at any time.

GENERAL FAQ

I know someone who would like to become a Parish Ambassador. How can they get involved in the program?

Please let them know that they can receive more information about the program on our website at relevantradio.com/ambassador, or by emailing our team at pa@relevantradio.com.

How many hours are required as a Parish Ambassador?

Based on a 2024 survey of Parish Ambassadors, our goal is for Ambassadors to spend no more than 1-2 hours per month on their duties as part of the program. Ambassadors are free to do more if they have the desire and time to provide further support.

Am I going to be evaluated?

Your time and efforts are very much appreciated as we could not possibly serve each individual parish community across the country without your help. Given you are not paid and serving as a volunteer, you are not evaluated, however, we do track your parish participation in our four annual pledge drives to see if our messaging is having an impact in the long term.

We also appreciate seeing your work in action through the photos that you send to us. This helps us to witness people engaging in our communications and to see how our various materials are being used.

How can I share a photo of my tabling, event, community, etc. with the Parish Ambassador team?

We would love if you shared photos of your outstanding efforts on behalf of Relevant Radio

and the mission of the New Evangelization. There is a form on our website at relevantradio.com/resources specifically to accept photos from our Ambassadors. Your photos may be used for promotional purposes, recruitment of new Ambassadors, or possibly even featured on one of our livestreams, such as the *Family Rosary Across America*. Thank you for sending photos as they allow us to witness people engaging in our communications and to see how our various materials are being used.

Is there any fundraising involved?

No, we do not ask that our Parish Ambassadors do any fundraising, nor will we ever ask this of our Ambassadors.

Am I obligated to attend the webinar sessions?

You are not obligated to attend our webinar sessions, however, these webinars are provided to you in order to give you important updates, training and information, an opportunity to connect with our team, and a place to answer your questions. We highly recommend attending these webinars to help you most effectively perform your duties as a Parish Ambassador. We always offer multiple sessions of our webinars and record and post our webinars for you to watch at your convenience if you are unable to attend live.

What should I do if I miss a webinar?

If you miss a webinar, you are invited to watch a recording of one of the sessions at your convenience in order to catch up. These recordings are posted to our Parish Ambassador site pages at relevantradio.com/resources, and we will also send a link to them via email after all webinar sessions are concluded.

GENERAL FAQ

Why am I not receiving emails from Relevant Radio?

Parish Ambassadors are automatically enrolled in our Ambassador program email list upon joining the program. Please ensure that our program email address, pa@relevantradio.com, is white-listed on your email account so that we don't end up in your spam folder.

If you are not receiving emails from our team, please contact us at pa@relevantradio.com and we can check if you have unsubscribed.

For issues with non-Parish Ambassador related emails from Relevant Radio, please contact our Donor & Listener Relations team at info@relevantradio.com.

Where do I access updates about the program?

The best way to access updates to the program is by monitoring your email inbox for communications from our team. Please ensure that our program email address, pa@relevantradio.com, is white-listed on your email account so that we don't end up in your spam folder. We also periodically update our Parish Ambassador site pages under the "Support" tab on our website with new digital downloads and resources.

Who can I contact with questions?

Please direct all inquiries to pa@relevantradio.com. This inbox is monitored by the Marketing team and viewed several times during the week. This is the most efficient and effective way to get you a timely response. Please allow 2-5 business days for us to get back to you.

I contacted the Parish Ambassador team before and they never got back to me.

Due to the pandemic and many transitions here at Relevant Radio, the Parish Ambassador program was put on hold. Our work re-launching the program has prevented us until now to be able to confidently answer your questions and keep in touch with you. We now have a better system to communicate with our Parish Ambassadors and respond in a timely manner. Through our new inbox, pa@relevantradio.com, you can now communicate directly with our team. We appreciate your patience and understanding.

How do I contact other Parish Ambassadors?

At this time, we are not connecting Parish Ambassadors to each other in order to respect your privacy. In the future, we may implement opportunities for Ambassadors to connect either in person or virtually. We will re-evaluate if this is possible in a future program, given we would need additional resources and infrastructure.

Should I recruit other Parish Ambassadors?

Feel free to share your experiences as a Parish Ambassador and encourage others to join the program, however, you are not obligated to recruit anyone.

GENERAL FAQ

How do I give my feedback and ideas about the program?

Your comments and feedback are always welcome at pa@relevantradio.com. We will take all your ideas into consideration and will work to implement any that align with our goals and are feasible with our current resources. We also periodically send surveys to our Parish Ambassadors to request feedback.

Please understand that we may not always be able to implement or respond to your suggestions, but your input is desired and appreciated by our team.

Can I talk to Father Rocky about my ideas, feedback, prayer requests, etc.?

The best way to get your idea or feedback shared is through our Parish Ambassador inbox – pa@relevantradio.com. Our team provides Father Rocky with weekly updates on all Marketing programs, including our Parish Ambassador initiatives.

Prayer requests are accepted on our website at relevantradio.com/pray and at our prayer line, 888-577-5443.

For all other inquiries, please contact our Donor & Listener Relations team at info@relevantradio.com or 877-291-0123.

MATERIALS FAQ

How do I request physical materials?

There is an online ordering storefront to place orders for physical Marketing materials, exclusively for Parish Ambassador use. This storefront can be found at relevantradio.visoexpress.com. You will need to make an account to begin placing orders. More information can be found on [page 22](#) of this handbook.

How do I make an account on the ordering storefront?

Open the storefront on your browser at relevantradio.visoexpress.com. In the top right-hand corner, click “Login” and then click “Register.” Fill out the requested information and then click “Submit.”

Why do I have a spending limit?

All Parish Ambassadors are assigned an annual spending limit of \$200. These limits are applied so that we can continue to be good stewards of our money and stay within our budget for this program. Having a spending limit allows us to give you independence in ordering your own materials while being confident that we will not exceed our means. It also gives us the opportunity to track our return on investment. This limit was set in partnership with senior leadership at Relevant Radio.

The amount was chosen based on our budget and the individual costs of printing and production of each item. We have ensured that you will be able to order a selection of all the available materials within this limit.

Do I need to use my entire spending budget?

You are not obligated to use your entire spending limit. In fact, we ask that you exercise prudence when ordering materials to help us in our mission to be good stewards of our money. Do not feel obligated to order materials that you know will not be useful to you.

Can I spend more than my limit? What if I need a larger budget?

Our ordering storefront will automatically prevent you from spending more than the limit. Exceptions may be made for Ambassadors who cover multiple parishes, to support certain select parish or community events, or other extraordinary circumstances. Please email our team at pa@relevantradio.com if you believe you need to exceed the spending limit, however, we cannot guarantee that we will be able to make an exception. These exceptions will be handled on a case-by-case basis and depending if funds are available.

Are shipping costs included in my spending limit?

Shipping costs are NOT included in your spending limit. Materials are shipped via Fedex ground and the cost is applied to Relevant Radio. **To help us save on shipping costs, please try to determine your annual needs and make a few larger, bulk orders as opposed to several smaller orders.**

MATERIALS FAQ

I want something different than what is offered on the storefront. How can I get it?

We are currently limiting our physical material offerings to what is available on the storefront. In partnership with senior leadership at Relevant Radio, these materials were carefully chosen to align with our Marketing goals for brand awareness and exposure, as well as our budget for this program.

We will contact Ambassadors if and when there are new materials made available, and we offer various limited materials in the “Liquidation” section of the portal.

Why can't I get the same materials that I got in the past?

In partnership with Relevant Radio leadership, we re-assessed the existing materials offered within the Parish Ambassador program to determine their effectiveness as brand awareness tools. We determined that many of the materials offered in the past were not sufficiently functional as marketing tools. Our new materials focus more specifically on brand awareness. We ask that our Ambassadors try using these materials so that we can continue to evaluate their effectiveness and further optimize the program.

I have a deadline to get my physical materials.

The estimated turn around time is listed on the ordering storefront for each item. Unfortunately, we cannot accommodate rush orders due to logistics and cost. We cannot guarantee delivery by a deadline, however, enter your desired deadline into the portal and our production team will do their best to accommodate.

What do I do if my parish doesn't allow advertising materials, tabling, banners, etc.?

Speak with your church leadership and see if there are other opportunities to share Relevant Radio information via the parish website, digital or physical bulletin, Mass announcement or other contact points. Please do respect the wishes of your leadership but don't be afraid to explain why you think Relevant Radio plays a role in advancing the mission of the New Evangelization and how our content could be beneficial to their parishioners.

I need a banner in a different size.

The two sizes of banners offered were selected based on the most popular standard banner sizes, as well as the cost of production. Due to our limited resources, we cannot design or produce different sizes of banners.

What is the difference between customizable materials and static materials?

We offer three types of “customizable materials” to Parish Ambassadors – banners, bumper stickers and business cards. All of these items are customizable with your local station frequency(s). The local station frequency is an important part of local brand awareness, which is why we have chosen to offer these custom materials.

Our Relevant Radio brochure is a “static” material. This brochure can work in any parish as it offers generic information about our shows and brand. We do not offer this material in any custom format.

MATERIALS FAQ

Why is my local station not offered as an option on customizable materials?

Our programming is offered on several *affiliate stations* across the country. These stations are not owned and operated by Relevant Radio, so may choose to stop featuring our programming at any time. For this reason, we do not include these stations on our marketing materials.

I have materials that I received in the past. What should I do with them?

If your banner is in good shape and not worn, please keep it up. Prayer cards or other spiritual materials can be distributed but there will not be an opportunity to reorder. Any communication with our show programming, like a brochure or program grid, or any materials with an old logo or tagline, should be disposed with the opportunity to order new ones.

I have an idea for Marketing materials. How do I share this with the Parish Ambassador team?

Working with Relevant Radio leadership, we want to assess the usage and success of the current program and materials. We ask you to implement what we recommend with the physical and digital material offerings. We accept your feedback and ideas at pa@relevantradio.com, but please understand that all suggestions cannot be implemented.

I have a technical issue with the online ordering portal.

Please contact our printing partners at 630-590-6111 (M-F 8am-5pm CT) or visoexpress@visographic.com. This contact information is also listed in the footer of the portal.

My materials arrived damaged.

We apologize but recognize this sometimes happens during transport and delivery. Contact our printing partners at 630-590-6111 (M-F 8am-5pm CT) or visoexpress@visographic.com to explain and seek a reorder. Please salvage as much as possible given the program's limited budget. Your spending limit should not be charged again for a reorder of damaged materials.

I ordered materials but they never arrived.

If you requested materials before the launch of the storefront, we apologize for the confusion but most of our physical material requests were suspended while the program was on hold. Please use the storefront to order the materials that you need.

If you made an order on the storefront and it never arrived, please contact our printing partners at 630-590-6111 (M-F 8am-5pm CT) or visoexpress@visographic.com. You can always track the status of your order in your account profile on the storefront.

DIGITAL SHARING FAQ

What is a digital download?

A digital download is any ad, social media graphic, printable flyer, or other digital artwork provided in a downloadable form for Ambassadors to use in variety of promotional functions. Collectively, these assets are often referred to as a “digital press kit” or a “digital media kit.” See [page 27](#) for more information.

Why should I use digital materials?

It’s largely about scale, efficiency and speed to market with our promotional messaging. Physical materials are effective as high-level branding information but are cost prohibitive. Digital assets provide timely, cost effective communications in a higher volume and in a shorter time frame, that can be produced and readily shared across the Parish Ambassador network. See [page 24](#) for more information.

Where can I find digital materials?

Digital downloads can be found on our website at relevantradio.com/downloads. We periodically update this page with new materials when we have new promotions.

How do I download digital materials?

The method for downloading materials depends on where you are accessing the materials from. If you are accessing the page from your mobile phone, tap and hold on the image and add to your photo gallery. If you are accessing the page from your computer or laptop, click on the image to access a high resolution version, and then right click on the image to save it. Further instructions can be found on our Parish Ambassador site pages.

How do I know when new digital materials are available?

You can always go to relevantradio.com/downloads to access the most current materials. We also send an email to our Parish Ambassadors each time there are new digital materials available on this page or if we have expanded our evergreen digital material offerings.

What is the difference between evergreen materials and program-based materials?

“Evergreen” materials are ads that are always relevant and are not based on a limited-time promotion or event. They are usually generic and focused on the Relevant Radio brand as a whole, ongoing shows, or permanent offerings like our free mobile app. These ads can be used at any time.

Program-based materials are time sensitive ads that relate to a specific Marketing campaign or seasonal promotion, such as *Lenten Lessons on the Mass*.

How do I share on parish social media accounts?

You need to use your parish contact to share content to parish social media pages in most cases. Having a relationship with this person will be key as you can likely share what we provide by simply attaching the ad or message to an email to make it easy and simple. Your parish contact will typically post to parish social media pages for you, or will give your ad to the appropriate parish team member to complete.

DIGITAL SHARING FAQ

How do I share on my personal social media accounts?

Instructions for sharing on various social media platforms can be found on our Parish Ambassador site pages at relevantradio.com/resources.

Social media platforms often have instructions on their help pages as well.

How to post on Instagram:
help.instagram.com/442418472487929

How to post on Facebook:
facebook.com/help/333140160100643

How to post on Twitter:
help.twitter.com/en/using-twitter/how-to-tweet

The digital download is the wrong size, color, or file type for my bulletin or other need.

At this time, we are not able to adapt ads or images to customized sizes, colors, file types or other specs. We are a very small team with many marketing responsibilities to take into account; unfortunately, we cannot accommodate all the requests for customization that we receive. We ask that you do your best to integrate the provided artwork by working with your parish administration, provided that you do not distort the image or redesign the ad. We apologize for any inconvenience. See [page 12](#) for our brand guidelines.

Can I customize digital materials with my local station frequency, time zone, or language?

Please see the answer to the previous question. At this time, we cannot accommodate requests for customized digital materials. All of our ads are currently designed for the Central time zone where our team is based, and in the English language to align with our programming language. All of our digital materials are designed with our generic network logo, and directions to listen on our free mobile app or website as opposed to a local station.

As an alternative, add details about where or when your local community can listen to Relevant Radio programming as text underneath or near your ad image. This text can allow you to be more specific as to where and when they can listen.

Can you send me the logo or other artwork so that I can create my own ads?

At this time, we ask that you share these materials in the form they are made available. Please do NOT create your own ads or other artwork for Relevant Radio. This helps us to maintain our professional image and consistent brand voice. See [page 12](#) for our brand guidelines.

I am having issues downloading or accessing digital materials.

Send an email to pa@relevantradio.com with a short description of what you're encountering, and someone on our team get back to you.

STATION LISTING FAQ

Which station should I advertise in my parish?

Find your local city or region in the list provided on [page 10](#) and use the listed station(s) when promoting Relevant Radio.

What if there are multiple stations listed for my city?

Even if you only personally listen to one of the listed stations, we encourage you to promote and offer materials for all local stations.

Why isn't my station listed?

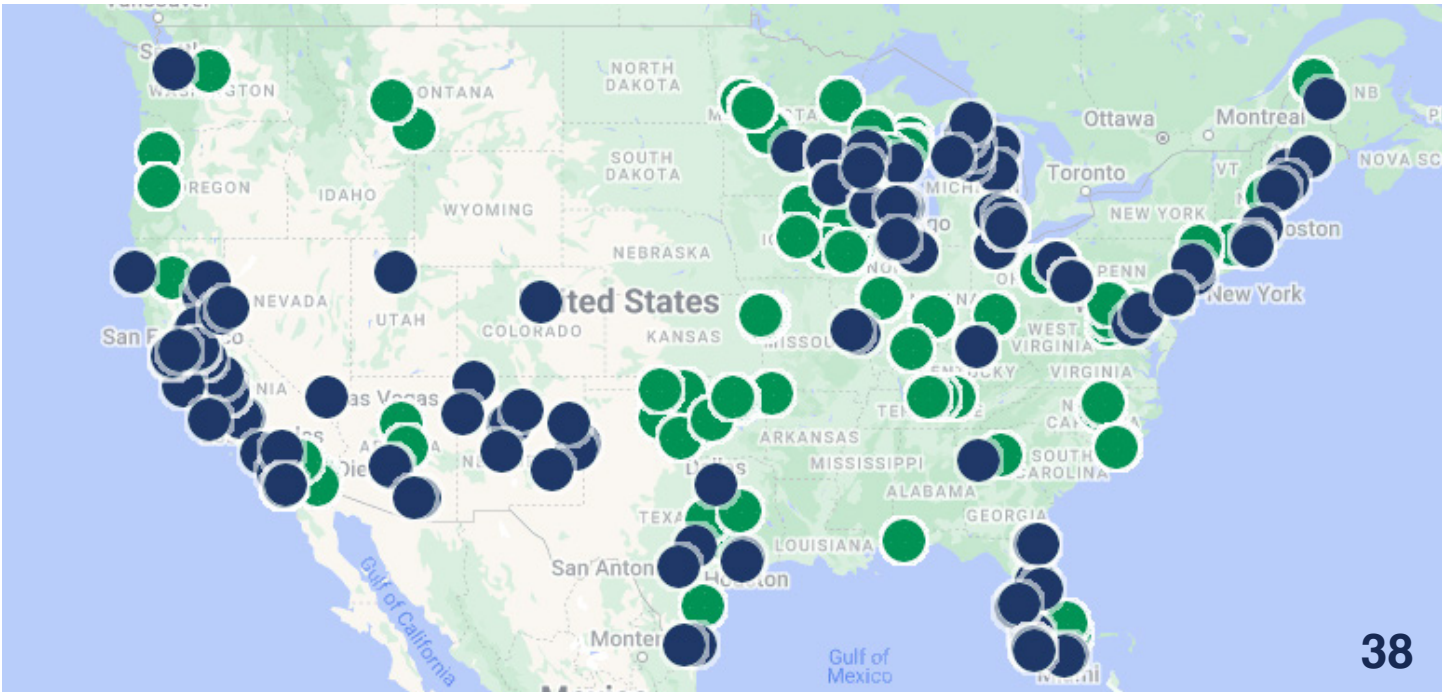
Our programming is offered on several *affiliate stations* across the country. These stations are not owned and operated by Relevant Radio, so may choose to stop featuring our programming at any time. For this reason, we do not include these stations on our marketing materials.

Why are some stations only listed for certain regions of a city?

Some of our stations have a larger range than others. Depending on where your parish is located within your city, some local stations may be unavailable. In our provided listing, we specify when stations are limited to a downtown area or a suburban region of a city to assist you in choosing the correct station(s) for your parish community.

What if there are no local stations in my area?

Relevant Radio is available nationwide on our website, www.relevantradio.com, and on our free mobile app. If you do not have a local station, we offer generic materials that focus on our website and app offerings. You can also promote our specific programs and seasonal promotions. And stay tuned for communications about new stations – we are adding more all the time!



AMBASSADOR TEAM



pa@relevanradio.com

MATERIAL ORDERING STOREFRONT



relevanradio.visoexpress.com



visoexpress@visographic.com



630.590.6111

M - F 8am - 5pm CT

DONOR & LISTENER RELATIONS TEAM



info@relevanradio.com

Inquiries: **877.291.0123**



M - F 9am - 5pm CT

24/7 Prayer Line: **888.577.5443**

AMBASSADOR RESOURCES



relevanradio.com/ambassador



relevanradio.com/downloads



relevanradio.com/resources

SOCIAL MEDIA



facebook.com/RelevantRadio



facebook.com/FatherRocky



@RelevantRadio



@RelevantRadio



@RelevantRadioNetwork



Parish Ambassador Program
Called to Serve.



*Bringing Christ to the world
through the media*

National Headquarters
680 Barclay Boulevard
Lincolnshire, IL 60069

www.relevantradio.com

Download our FREE mobile app!