



**relevant**  
**radio**®

# ***Management Science and the Mission of the Church.***

Rev. Francis J. Hoffman (Executive Director/CEO Relevant Radio)

1. Mission Statement & Job Descriptions
2. Case Study – Relevant Radio
  1. Global Media Today
  2. Relevant Radio 2000-2019
  3. Results
  4. Future
3. Management 101
4. Foundations
5. Snapshots



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***Bringing Christ to the world  
through the media***

# Clear and Simple Understanding of your Role

- CEO Drive Growth
- COO Strategic Effectiveness
- CFO Stay Solvent
- CPO Great Programming
- CSO Gross Margin
- CMO Get Listeners
- CCO Right Message
- CDO Get Money


“Go out  
and  
make  
disciples  
of all  
nations.”



- On Line
- On Air
- On Demand



# We are a connected world

- 7 Billion People
  - 3 Billion Connected
  - Trillions of Interactions yearly
- 
- A satellite view of the Earth, showing the Americas and surrounding oceans. The image is centered on the Americas, with the Atlantic Ocean to the east and the Pacific Ocean to the west. The Earth's surface is covered in blue oceans, white clouds, and brown and green landmasses. The image is set against a dark gray background.



2005



2013

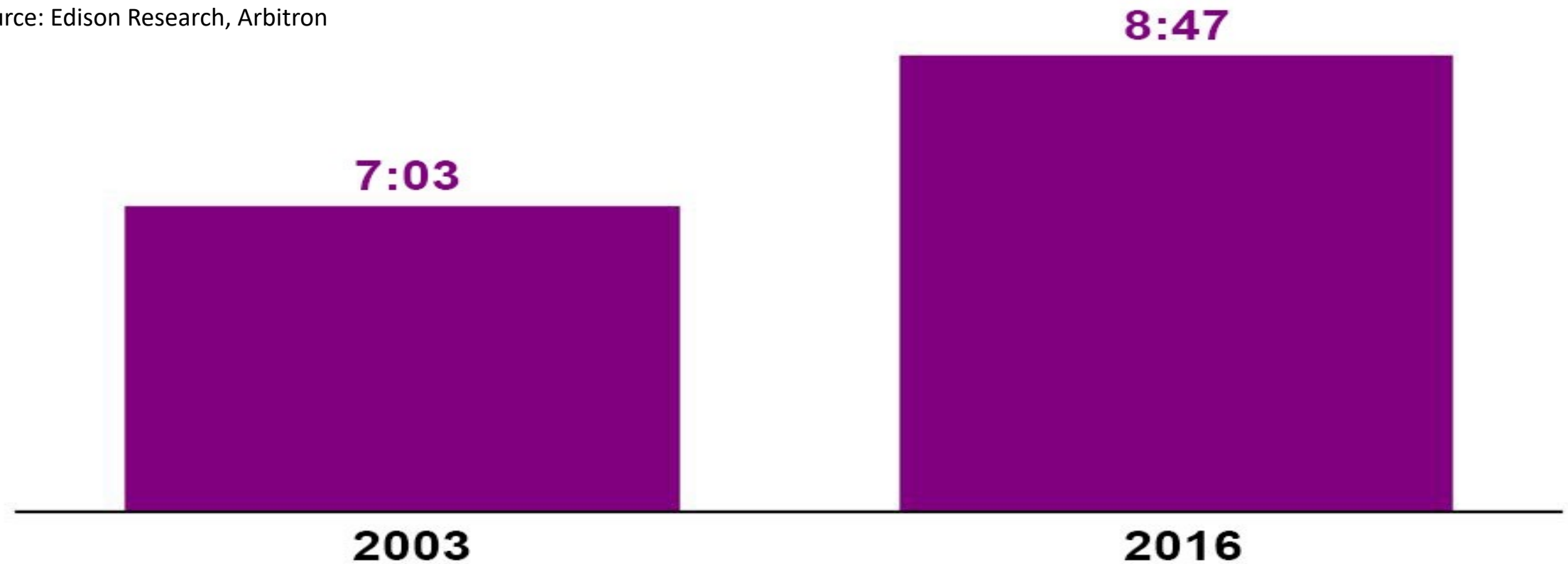




# Combined Time Spent per Day With Radio, TV, and Internet Gained More Than an Hour Since 2003

Self-Reported Average Time Spent per Day With Today's Three Biggest Media: Radio, TV, Internet (Hours:Minutes)

Source: Edison Research, Arbitron



# *Relevant Radio 2000-2019*

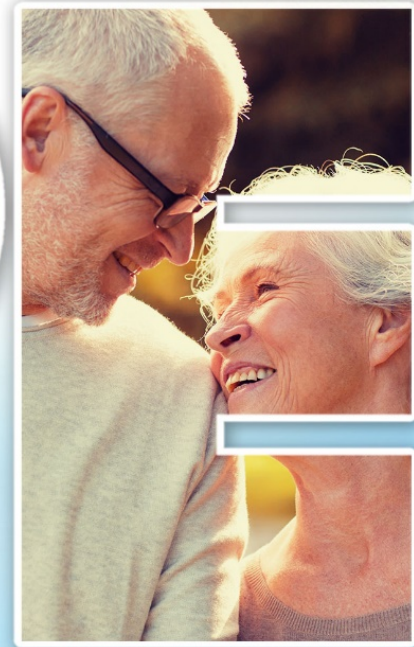
- 2000 WJOK 1050 AM FCC Grants License 12/12/2000
- 2003 “Relevant Radio”
- 2006 Reach of 20MM. Cash flow crunch. (20 stations)
- 2010 Reach of 20MM. Reorganization (15 stations)
- 2016 Reach of 60MM.
- 2017 Reach of 120MM. Merger with IHR.
- 2018 Reach of 160MM.
- 2019 Reach of 220MM. Salem Acquisition. (170 stations)

# *Relevant Radio Today*

- 750,000 weekly Cume at 5 hours per week
- 90% of listening hours in car
- 10% of listening hours on line (App, Desktop, Tablet, Laptop, Smart Speaker)
- 625K APP Downloads. 2MM Monthly Sessions. 100K active monthly users.
- 4.5MM Facebook. 3MM engaged monthly.
- 15MM Videos Yearly.
- Net: 150MM hours yearly.
- \$.16 ppph.



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**Gift of HOPE for our World...**



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*Good News*  
FOR YOU!

Relevant Radio<sup>®</sup> inspired me to  
come back to Sunday Mass

20%



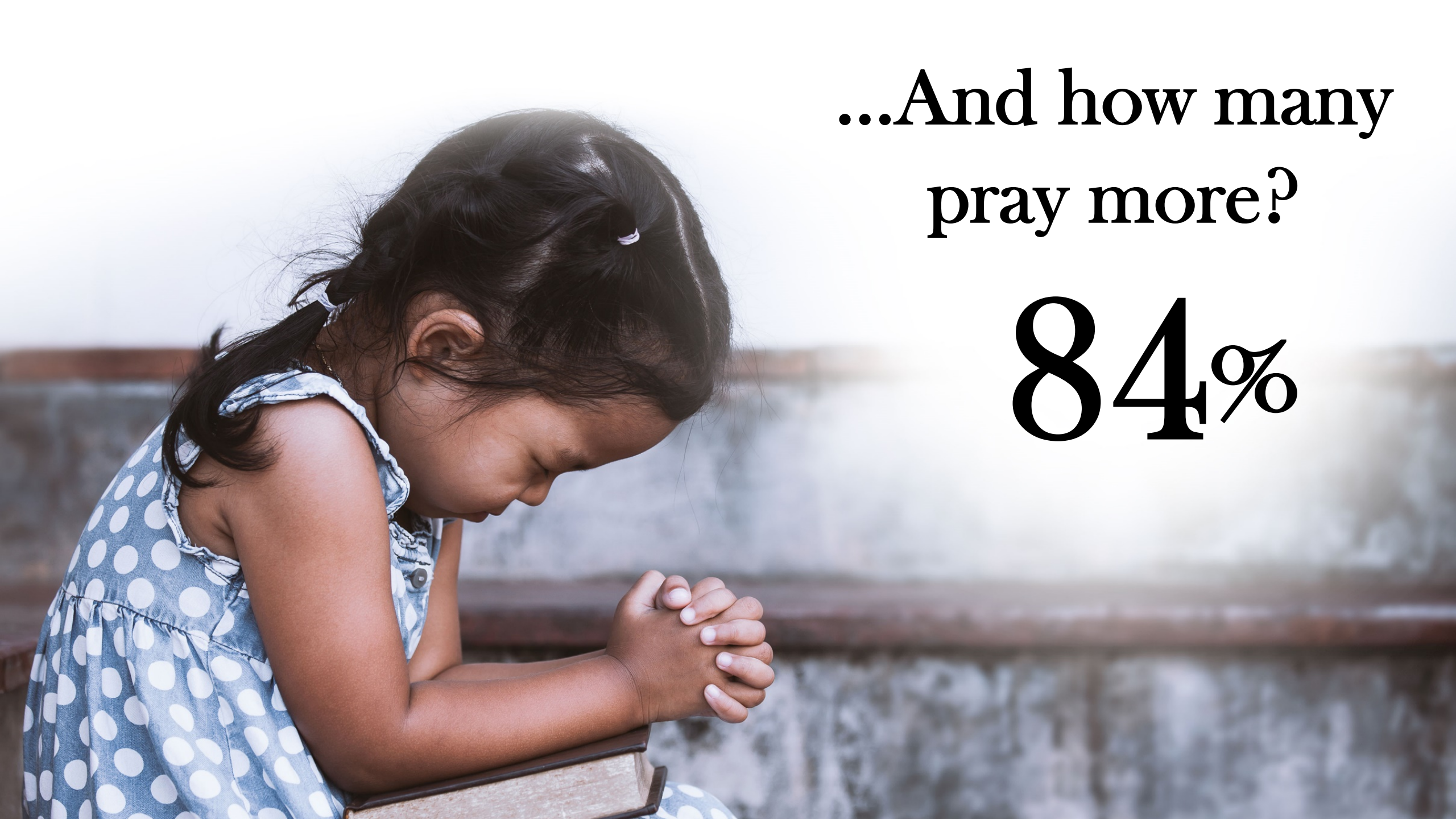


Relevant Radio<sup>®</sup> inspired me to

come back  
to Confession

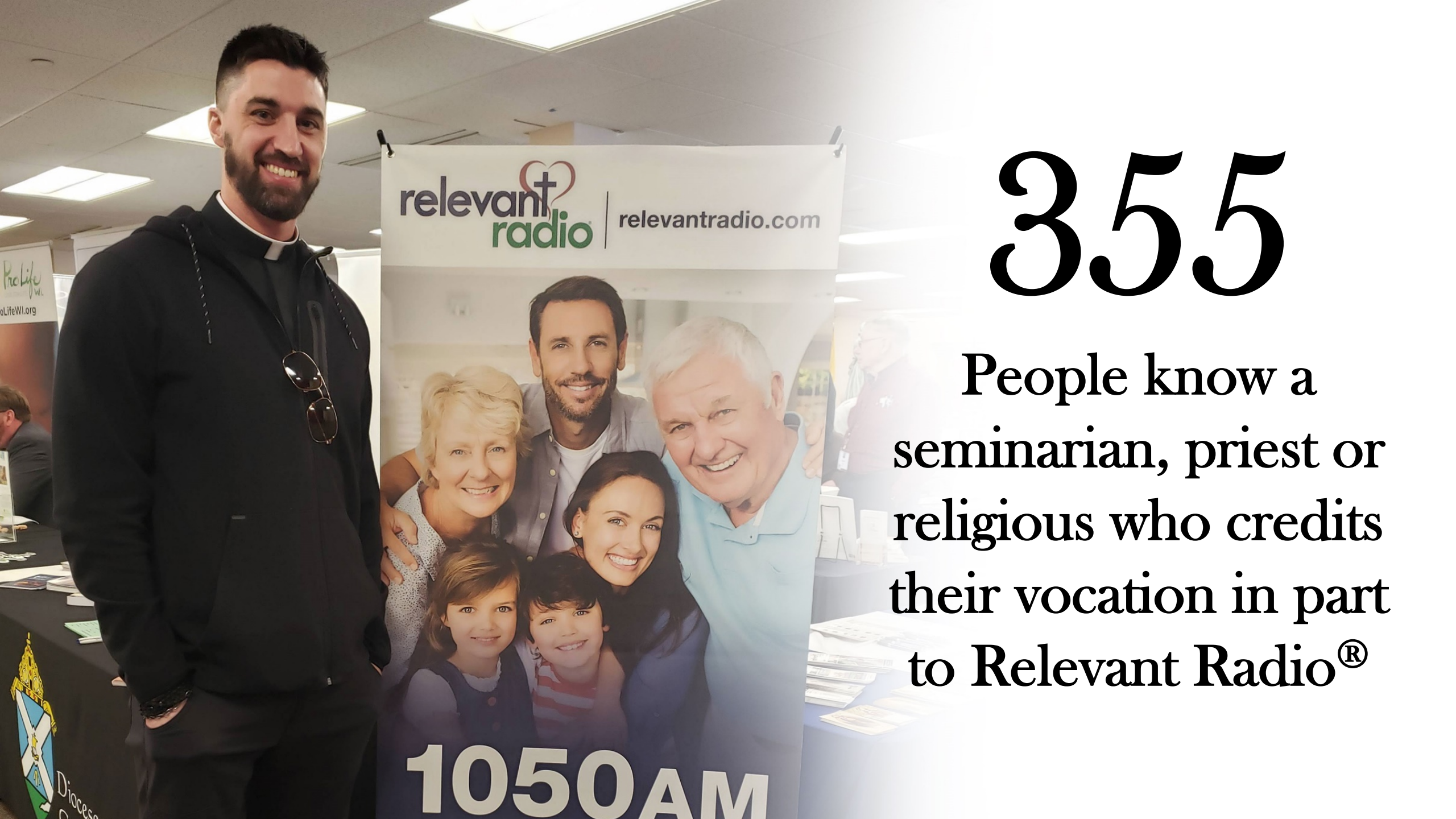
4.5%





...And how many  
pray more?

84%



# 355

People know a seminarian, priest or religious who credits their vocation in part to Relevant Radio®

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1050AM



*Denver*

*St. Louis*

*Youngstown*

*Boston*

*Washington, D.C.*

*Dallas*

*Atlanta*

*San Antonio*

*Houston*

*Tampa-St.  
Petersburg*

*Miami*

***Relevant Radio® September 2019:*** 145 Stations, 160 Million people reached



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## ***Relevant Radio<sup>®</sup> Tomorrow***

- **All Across America**
- **Relevant Radio<sup>®</sup> in Español**
- **3 Million listeners, 5 hours a week**
- **1 Million people back to Mass**

# *Management 101*

- 1. Set very clear expectations
  - 2. Communicate over and over
  - 3. Measure results
  - 4. Consequences
    - (Professor Harry Kraemer, Northwestern University)
- 
- 1. Tell the Truth
  - 2. Try your best
  - 3. Do the right thing
    - (Michael J. Birck, Founder, Tellabs, Entrepreneur of the Year)



# relevant radio<sup>®</sup>

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NOTHING IS IMPOSSIBLE WITH GOD.











# MILE 21



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