



iHeart
MEDIA

COVID-19 & SOCIAL JUSTICE RESPONSE EFFORTS REPORT

AMERICA'S #1 AUDIO COMPANY

REACHING 9 OUT OF 10 AMERICANS EVERY MONTH

RADIO • PODCASTS • DIGITAL • SOCIAL • INFLUENCERS • DATA • EVENTS



INTRODUCTION

Two significant national crises rose to the forefront in 2020: The COVID-19 pandemic and a widespread call for social and racial justice in the aftermath of the tragic and senseless deaths of George Floyd and Breonna Taylor.

As the nation navigates the ongoing emotional, social and economic concerns resulting from these defining moments in American history, iHeartMedia stations across the country have come together to support the thousands of communities we serve.

THE COVID-19 PANDEMIC

iHeart responded to the COVID-19 pandemic in numerous ways to address the many different concerns of our listeners during this unprecedented time, including, first and foremost, serving as listeners' friends and companions, providing support and understanding

during a time of significant national crisis, as well as providing the most timely and accurate information about the pandemic through public service announcements; meaningful interviews with experts on the front lines; combining the power of music with iHeart's unparalleled reach to pioneer a series of critically-acclaimed virtual events, including the first major at-home benefit event to raise millions of dollars in essential funding; reimagining our overall approach to live events to help lift spirits and fill the voids in people's lives resulting from the cancellation of major life events and celebrations; and providing support and recognition for the thousands of local businesses and organizations across America that help keep our communities vibrant.

RACIAL AND SOCIAL JUSTICE

iHeartRadio stations and personalities across the U.S. supported their

communities during a time of intense social reckoning by keeping listeners up to date and informed about protests and marches happening locally and across the country; partnering with leading civil rights organizations to provide perspective on the events and offer opportunities for the public to take action; and using our radio stations and digital and social platforms to foster discussion and healing following the outpouring of grief and anger caused by the murders of George Floyd, Breonna Taylor and other members of the Black community. During the many marches and protests nationwide against racism and injustice that followed in cities and communities across America, iHeart stations and personalities made it a priority to ensure that iHeart listeners felt heard, understood, supported and responded to.

Below are some of the many actions iHeartMedia and its more than 860 broadcast radio stations across America have taken in the recent months.

TABLE OF CONTENTS

INTRODUCTION	2	ALL IN CHALLENGE	32	U.S. SURGEON GENERAL & CORONAVIRUS.GOV	60	MORNING SHOWS EXTEND DAILY AIRTIME	88
NAVIGATING THE PANDEMIC	6	CELEBRATING EVERYDAY MOMENTS VIRTUALLY	34	THE CHILD MIND INSTITUTE	62	IHEARTRADIO'S FIRST RESPONDER FRIDAYS WITH FIRSTNET	90
VIRTUAL FUNDRAISING EVENTS	8	CAN'T CANCEL PRIDE	36	NATIONAL ALLIANCE FOR MENTAL ILLNESS	64	IHEARTMEDIA COMMUNITIES NATIONAL PUBLIC AFFAIRS SHOW	92
THE IHEART LIVING ROOM CONCERT FOR AMERICA	10	IHEARTRADIO PROM	38	#GETUSPPE	66	SPANISH STATIONS PUBLIC AFFAIRS SHOW	96
THE IHEARTRADIO LIVING ROOM CONCERT SERIES	12	COMMENCEMENT SPEECHES FOR THE CLASS OF 2020	40	JANIE'S FUND	68	LOCAL RESPONSE	100
"RISE UP NEW YORK!" RELIEF BENEFIT	14	SUMMER CAMP WITH THE STARS	42	NO KID HUNGRY	70	LOCAL MARKET COVID-19 RESPONSE RECAP	102
THE IHEART MIDNIGHT CONCERT SERIES	16	IHEARTCOUNTRY 4TH OF JULY BBQ	44	ANIMAL SHELTERS	72	SUPPORTING OUR COMMUNITIES	114
EMPIRE STATE BUILDING & IHEARTMEDIA'S NIGHTLY MUSIC-TO-LIGHT SHOWS	18	HBCU HOMECOMING CELEBRATION ON IHEARTRADIO	46	SAVE THE CHILDREN	74	COMMUNITY SUPPORT	116
ALTÍSIMO LIVE!	20	PUBLIC SERVICE ANNOUNCEMENT	48	PHONE CHARGER HOSPITAL DONATION	76	LOCAL SUPPORT	118
IHEARTRADIO CONCERTS FOR THE COMMUNITY	22	AD COUNCIL	50	HELPING SMALL BUSINESSES	78	INVESTING IN BLACK VOTER PARTICIPATION	122
JERSEY 4 JERSEY	24	MEDIA SAVING LIVES	52	SMALL BUSINESS CRISIS RESOURCE	80	INVISIBLE HATE	124
GLOBAL CITIZEN FESTIVAL	26	MENTAL HEALTH COALITION	54	BUSINESSES DOING GOOD	82	IHEARTMEDIA COMMUNITIES NATIONAL PUBLIC AFFAIRS	126
GLOBAL GOAL: UNITED FOR OUR FUTURE	28	AMERICAN RED CROSS	56	IHEARTMEDIA PROGRAMMING	84	DIVERSITY, EQUITY, AND INCLUSION ADVISORY COMMITTEE	128
SAVING OURSELVES: A BET COVID-19 RELIEF EFFORT	30	THE CENTER FOR DISEASE CONTROL & PREVENTION	58	IHEART BROADCASTS NATIONAL ANTHEM	86		



NAVIGATING THE PANDEMIC

IHEART'S COVID-19
RESPONSE EFFORTS



VIRTUAL FUNDRAISING EVENTS

Since the earliest days of the pandemic iHeart has focused on helping its communities and audiences celebrate virtually the occasions they could no longer celebrate in person. Over the last several months, the company has taken a leadership role in creating a slate of popular and widely-recognized virtual events that have reached and entertained millions of Americans; these have been so successful that iHeart plans to continue hosting virtual events post-pandemic.

In fact, iHeartMedia, in partnership with Fox, was the first media company

to create and broadcast a COVID-19 benefit special: "The iHeart Living Room Concert for America," which paid tribute to the medical professionals and local heroes working on the many aspects of the pandemic while also raising over \$15 million for hunger relief organizations. The company has been a part of numerous national fundraising events addressing the critical needs of our communities, entertaining and empowering the public while raising hundreds of million dollars for much-needed relief efforts. More information about some of iHeart's largest virtual events follows below.

FOX PRESENTS THE IHEART LIVING ROOM CONCERT FOR AMERICA

On March 29, iHeartMedia and Fox teamed up to create and broadcast the first COVID-19 benefit special: "The iHeart Living Room Concert for America" – a music event to help fight the spread of the COVID-19 virus and to celebrate the resilience and strength of the nation during this pandemic. The event was televised live on FOX and broadcast live on iHeartMedia radio stations nationwide and on the iHeartRadio app.

The special was hosted by music legend Elton John and featured performances from some of America's top artists,

including Alicia Keys, Backstreet Boys, Billie Eilish, Billie Joe Armstrong of Green Day, Camila Cabello and Shawn Mendes, Dave Grohl, H.E.R., Mariah Carey, Sam Smith, Tim McGraw and others -- all from their own homes.

The hour-long concert also featured inspirational messages from guests, as well as special appearances from Ciara, Demi Lovato, Lizzo, Russell Wilson and more, as the benefit special paid tribute to the front line health professionals, first responders and local heroes who put their lives in harm's way to help their neighbors

and fight the spread of the virus. It also encouraged viewers to support two of

\$15M+ WAS RAISED FOR
CORONAVIRUS RELIEF

the many charitable organizations helping victims and first responders during the pandemic: Feeding America® and First Responders Children's Foundation.

The benefit special was broadcast commercial-free and has raised over \$15 million to date for coronavirus relief.



THE IHEARTRADIO LIVING ROOM CONCERT SERIES

PRESENTED BY STATE FARM®

iHeartMedia launched “The iHeartRadio Living Room Concert Series Presented by State Farm,” an eight-week performance series with the goal of bringing Americans together in the comfort and safety of their living rooms for performances by some of the biggest artists in music today. The series video streamed and broadcast every Wednesday to celebrate the importance of community and being a “good neighbor” through the power of music during the COVID-19 pandemic.

Premiering on April 29, the concert series kicked off with a performance from Country music star Thomas Rhett

and was streamed on iHeartRadio’s YouTube Channel and broadcast across iHeartRadio stations nationwide.

In honor of essential workers, a donation was made to a featured charitable organization for each episode in the concert series and included a call to action encouraging viewers to donate.

Other participating artists in the series included H.E.R., The Killers, Brett Eldredge, Sam Smith, Lauv, Katy Perry, SHAED and more, and over \$650,000 was donated to Feeding America®, American Red Cross, Meals on Wheels, National

Urban League, NAACP, The Blue Boy Foundation, No Kid Hungry and more.

“The living room has become the new stage. Until our live music events return, this is a way for millions of fans to stay connected to their favorite artists, while

\$650K+ WAS RAISED BY THE IHEARTRADIO LIVING ROOM CONCERT SERIES

staying safe at home,” said John Sykes, President of Entertainment Enterprises for iHeartMedia. “We are excited to partner with State Farm on this new music series.”



The living room has become the new stage. Until our live music events return, this is a way for millions of fans to stay connected to their favorite artists, while staying safe at home. We are excited to partner with State Farm on this new music series.”

JOHN SYKES

PRESIDENT OF ENTERTAINMENT ENTERPRISES, IHEARTMEDIA



ROBIN HOOD AND IHEARTMEDIA PRESENT “RISE UP NEW YORK!” RELIEF BENEFIT

Robin Hood, New York’s largest poverty-fighting organization, and iHeartMedia joined together with New York television and radio stations to air a “virtual telethon” on Monday, May 11 at 7 p.m. ET to raise awareness and funds to help New Yorkers whose lives have been dramatically impacted by COVID-19. The show brought together New York City’s biggest musicians, actors, chefs and more with one common goal: to raise funds for Robin Hood’s relief and recovery efforts, deployed directly to the organizations on the front lines that serve the city’s most vulnerable during the current crisis and its aftermath. 100 percent of donations provided support for food, shelter, cash assistance, health and mental health, legal

services, education and more – helping fellow New Yorkers rebuild their lives as the city moves towards recovery and beyond.

The one-hour benefit special was hosted by Tina Fey and simultaneously broadcast on all New York City TV stations, iHeartMedia and Entercom broadcast radio stations, News 12, Spectrum News NY1, SiriusXM and nationally on CNBC and CNN.

Appearances included Governor Andrew Cuomo, Angie Mar, Barbra Streisand, Ben Platt, Bette Midler, Mayor Bill de Blasio, Chris Rock, Christopher Jackson, Cynthia Erivo, David Chang, Idina Menzel, Jake Gyllenhaal, Jennifer Lopez, Jimmy Fallon, Julianne Moore, Lin-Manuel Miranda,

Robert De Niro, Spike Lee, Sutton Foster, Trevor Noah, New York Giants Super Bowl champions Eli Manning, Michael Strahan, Justin Tuck and Phil Simms, along with real-

\$115M+ WAS RAISED BY “RISE UP,
NEW YORK” RELIEF FUND

life accounts of the work being done on the frontlines. Musical performances included Bon Jovi, Billy Joel, Mariah Carey and Sting.

The event raised over \$115 million to provide support for food, shelter, cash assistance, mental health, legal services and education.



Every New Yorker has been impacted by this pandemic, but if you had breakfast today with your family, you're already better off than two million of your neighbors who can't afford to eat at all. It's not an easy time to ask for donations, but as little as \$10 provides a meal for six hungry New Yorkers.”

JOHN SYKES

PRESIDENT OF ENTERTAINMENT ENTERPRISES, IHEARTMEDIA



THE IHEART MIDNIGHT CONCERT SERIES

iHeartMedia brought iconic past performances from the iHeartRadio stages to living rooms across America with the "iHeart Midnight Concert Series." Launched on April 6, the program brought concerts to music fans in the safety of their homes every weekday at midnight.

As part of the series, listeners have enjoyed iconic performances from superstar artists recorded live at marquee events including the iHeartRadio Music Festival, the

iHeartRadio Jingle Ball Tour, iHeartRadio Fiesta Latina, iHeartRadio Wango Tango, iHeartCountry Festival, iHeartRadio ALTer Ego as well as intimate, exclusive performances from the iHeartRadio Theaters in New York and Los Angeles.

The series launched Monday, April 6 at midnight on iHeartRadio Alternative, Pop, Hot AC and Country formats, as well as the iHeartRadio App.



EMPIRE STATE BUILDING & IHEARTMEDIA'S NIGHTLY MUSIC-TO-LIGHT SHOWS

Empire State Realty Trust (ESRT) and iHeartMedia teamed up to reach those sheltering at home with New York's Z100's radio waves and Empire State Building's world-famous tower lights. On Friday, March 27, at 9:00 p.m., the tower of the Empire State Building illuminated the New York City skyline with a light show synced to Alicia Keys' *Empire State of Mind*. The

song was played simultaneously on Z100 and streamed on the iHeartRadio app.

The light show replayed on Saturday, March 28, and then again from Monday, March 30 through Thursday, April 2. To honor the first responders who are tackling the health crisis daily, Z100's Elvis Duran kicked off every light show at 8:55 p.m.

with a spotlight interview to highlight the amazing individuals who are on the front lines of the fight against COVID-19.

The public was invited to join the conversation by posting a video of themselves to their social media pages with the hashtag #EmpireStateBuilding and #iHeartNewYork.



The Empire State Building has always served as an international symbol of hope, of challenges overcome and of New York City itself. With iHeartRadio, the radio network of America, she provides comfort and inspiration to New Yorkers, America, and the world."

ANTHONY E. MALKIN

CHAIRMAN AND CEO, ESRT



ALTÍSIMO LIVE!

iHeartLatino joined a coalition of internationally renowned music artists, celebrities, media companies and farmworker-serving organizations for the unprecedented livestream *Altísimo Live!* Music and Pop Culture Festival on Cinco de Mayo (May 5) to benefit America's essential, vulnerable and invisible farmworkers - an estimated three million people who are on the front lines sustaining the nation's food supply during the COVID-19 pandemic.

The livestream event, which raised over \$1.7 million, included at-home performances, celebrity activations, comedy skits and more, and highlighted stories from the laborers, as well as messages of gratitude and appreciation from notable Americans, with an overall goal of driving combined action to support the farmworkers. Viewers were asked to contribute \$5 or more for the cause. The

festival was co-hosted by actor, producer, director and activist Eva Longoria and iHeartLatino Chairman and Chief Creative Officer Enrique Santos. Other celebrity co-hosts throughout the livestream benefit included J Balvin, Kate Del Castillo, Rosario Dawson and Alejandro Sanz. *Altísimo Live!* officially kicked off on Facebook Live, YouTube, Twitter, Periscope and Twitch simultaneously on Tuesday, May 5 at 10:00 a.m. PT/ 1:00 p.m. ET with an interactive livestream tailgating experience that included entertainers, comedians, chefs, social media influencers and other surprise personalities. iHeartLatino and People en Español also carried the broadcast.

Money raised through this fundraising effort was disbursed through the Farmworkers' Pandemic Relief Fund to farmworker-serving organizations around the US to help provide food, formula, diapers, emergency financial assistance for medical

needs and other support during this crisis. Organizations such as the Coalition of Florida Farmworker Organizations (FL), Dolores Huerta Foundation, East Coast Migrant Head Start Project (Multi-state),

\$1.7M+ WAS RAISED BY THE ALTÍSIMO LIVE! LIVESTREAM EVENT

Farmworker Association of Florida (FL), The United Farm Workers Foundation (CA, WA), Pineros y Campesinos Unidos del Noreste (PCUN) (OR), Redlands Christian Migrant Association (RCMA) (FL), Pathstone (Multi-state), NC Fields (NC), La Cooperativa Campesina de California (CA), Proteus, Inc. (Multi-state), Student Action with Farmworkers (NC), Telamon Corporation (Multi-state), UMOS (WI, MN) and La Union del Pueblo Entero (TX) were recipients from this fund and will help provide farmworker community members with much-needed aid.



Farmworkers are deemed an essential workforce during this health crisis, yet they have consistently been denied essential rights and benefits historically and in the midst of this devastating virus. From Puerto Rico to the strawberry fields of California, Altísimo Live! is helping all America recognize that farmworkers are also heroes of the pandemic while raising funds to meet some of their urgent needs."

MÓNICA RAMÍREZ

FOUNDER, JUSTICE FOR MIGRANT WOMEN | CO-FOUNDER, THE LATINX HOUSE



IHEARTRADIO CONCERTS FOR THE COMMUNITY

PRESENTED BY ALLY

iHeartMedia and Ally Financial launched the "iHeartRadio Concerts For The Community Presented By Ally" – a virtual concert series benefiting United Way, the worldwide organization that fights for health, education and financial stability of every person in every community, as well as Musicians On Call, the nation's leading provider of live music in hospitals, serving individuals in facilities ranging from children's hospitals to adult facilities, Veterans' Administration (VA) hospitals and hospices.

The three-part concert series featured performances from Andy Grammer, Aloe Blacc and Julia Michaels. The event was streamed on iHeartRadio's

YouTube Channel, Facebook Live and Instagram Live beginning on Monday, June 22 and raised \$100,000.

\$100K+ WAS RAISED BY THE
IHEARTRADIO CONCERTS FOR THE
COMMUNITY SERIES EVENTS

As part of the series, each artist surprised caregivers around the country with a virtual meet & greet and performance as a token of appreciation for their work on the frontlines. In addition to the virtual events, iHeartMedia and Ally helped bring the gift of music to dedicated healthcare heroes that staffed hospitals nationwide during the early COVID-19 pandemic. As part of

the program, Ally committed to fund the delivery of up to 5,000 virtual eCards to frontline workers nationwide. Each card featured an inspiring and uplifting video recorded by Musicians On Call's volunteer musicians. The program encouraged listeners to visit a dedicated landing page on the Musicians On Call website to send a personalized e-card and music video to doctors and nurses in their own lives.

Funds from this partnership helped support United Way Worldwide's Invisible Problems campaign to help identify and respond to unseen problems in communities that may be contributing to racial and economic inequalities.



United Way is addressing many significant, often 'unseen' problems emerging from the COVID-19 pandemic, such as food insecurity, access to medical care and financial support. Many of our communities were already in crisis pre-COVID-19 and now find themselves in deeper crises as new problems surface in this rapidly changing environment. Increased domestic violence, evictions, and loss of support groups are some of the problems emerging in the wake of COVID-19. Support from Ally and iHeartMedia will help United Way begin to address these unseen issues facing communities across the country."

SUZANNE MCCORMICK

U.S. PRESIDENT, UNITED WAY WORLDWIDE



FEATURING
Aloe Blacc
TUNE IN
June 29 AT 8pm ET
ON **iHeartRADIO**



JERSEY 4 JERSEY

iHeartMedia New York offered support for The New Jersey Pandemic Relief Fund's (NJPRF) JERSEY 4 JERSEY – a one-night broadcast fundraiser to fight the medical, social and economic impact of COVID-19 on New Jersey's most vulnerable communities.

This special evening featured New Jersey's biggest champions and celebrities participating from their homes, including Saquon Barkley, Tony Bennett, Jon Bon Jovi, Danny DeVito, Whoopi Goldberg, Halsey, Chelsea Handler, Charlie

Puth, Kelly Ripa, Chris Rock, Bruce Springsteen, Jon Stewart, SZA and more. The show also included first-hand accounts from front-line workers and citizens impacted by the pandemic.

Over \$6 million was raised by JERSEY 4 JERSEY, which provided grants to organizations that provide essential services to those in need and to assist those on the front lines of the COVID-19 pandemic.

JERSEY 4 JERSEY was broadcast on Wednesday, April 22 across iHeartMedia

New York's stations including Z100, 103.5 KTU, Q104.3, Power 105.1, Lite FM and 710 WOR, and iHeartMedia Sussex's

\$6M+ WAS RAISED FROM THE BROADCAST FUNDRAISER FOR JERSEY 4 JERSEY

102.3 WSUS, Max 106.3, and 103.7 NNJ. Besides raising funds for NJPRF.org, JERSEY 4 JERSEY honored those on New Jersey's front lines, including healthcare workers, first responders and other essential employees.



New Jersey is on the front lines of this pandemic, making it more important than ever for us to do what Jersey does best – take care of one another. That's why we're asking everyone in our state to join the NJPRF and some of New Jersey's finest for some much-needed musical entertainment, levity and Jersey Pride during these unprecedented times."

TAMMY MURPHY
NEW JERSEY FIRST LADY

JERSEY 4 JERSEY

A benefit for the New Jersey Pandemic Relief Fund

April 22nd | 7PM



BRUCE SPRINGSTEEN



JON STEWART



TONY BENNETT



WHOOPI GOLDBERG



JON BON JOVI



CHELSEA HANDLER



SZA



DANNY DEVITO



CHRIS ROCK



HALSEY



KELLY RIPA



SAQUON BARKLEY



CHARLIE PUTH



FOUNTAINS OF WAYNE

GLOBAL CITIZEN FESTIVAL

TOGETHER AT HOME

iHeartMedia was an official media partner of “One World: Together At Home” – a globally televised and streamed special in support of the fight against the COVID-19 pandemic created by International advocacy organization Global Citizen and the World Health Organization.

The historic broadcast was hosted by Jimmy Fallon of ‘The Tonight Show,’ Jimmy Kimmel of ‘Jimmy Kimmel Live’ and Stephen Colbert of ‘The Late Show with Stephen Colbert.’ The event was curated in collaboration with Lady Gaga and the broadcast included performances and appearances by Alanis Morissette, Andrea

Bocelli, Billie Eilish, Billie Joe Armstrong of Green Day, Burna Boy, Chris Martin, David Beckham, Eddie Vedder, Elton John, FINNEAS, Idris and Sabrina Elba, J Balvin, John Legend, Kacey Musgraves, Keith Urban, Kerry Washington, Lang Lang, Lizzo, Maluma, Paul McCartney, Priyanka Chopra Jonas, Shah Rukh Khan and Stevie Wonder.

“One World: Together At Home” global special aired on April 18 across iHeartMedia radio stations nationwide in celebration and support of healthcare workers and featured real experiences from doctors, nurses and families around the world. Powered by commitments

from supporters and corporate partners in benefit of the [COVID-19 Solidarity Response Fund](#), the special also benefited local and regional charities that provide food, shelter and healthcare to those that need help most.

\$127M+ WAS RAISED BY THE “ONE WORLD: TOGETHER AT HOME” TV SPECIAL

“One World: Together At Home” raised a total of \$127.9 million, providing \$55.1 million to the COVID-19 Solidarity Response Fund and \$72.8 million to local and regional responders.



As we honor and support the heroic efforts of community health workers, ‘One World: Together At Home’ aims to serve as a source of unity and encouragement in the global fight to end COVID-19. Through music, entertainment and impact, the global live-cast will celebrate those who risk their own health to safeguard everyone else’s.”

HUGH EVANS

CO-FOUNDER AND CEO OF GLOBAL CITIZEN



GLOBAL GOAL

UNITE FOR OUR FUTURE—THE CONCERT

iHeartMedia was named an official media partner of “Global Goal: Unite for Our Future—The Concert,” a globally televised and digitally streamed special that highlighted the disproportionate impact COVID-19 has had on marginalized communities – including people of color, those living in extreme poverty and others facing discrimination. The event was developed by International advocacy organization Global Citizen and the European Commission and hosted by Dwayne Johnson and featured performances from Chloe x Halle, Christine and the Queens, Coldplay, J Balvin, Jennifer Hudson, Justin Bieber and Quavo, Miley Cyrus, Shakira, Usher and Yemi Alade. *The Concert* also included appearances from Antoni Porowski, Billy

Porter, Charlize Theron, Chris Rock, David Beckham, Derrick Johnson, Diane Kruger, Forest Whitaker, Hugh Jackman, Ken Jeong, Kerry Washington, Nikolaj Coster-Waldau, Olivia Colman, Opal Tometi, Salma Hayek Pinault and more.

\$1.5B+ IN GRANTS WERE RAISED

\$5.4B+ IN LOANS & GUARANTEES WERE RAISED

\$6.9B TOTAL WAS RAISED BY THE GLOBAL GOAL EVENT

“Global Goal: Unite for Our Future—The Concert” premiered on Saturday, June 27, and aired across more than 150 iHeartMedia radio stations and the app.

The Concert followed “Global Goal: Unite for Our Future—The Summit,” a global pledging moment where world leaders, corporations and philanthropists announced new commitments to help develop equitable distribution of COVID-19 tests, treatments and vaccines, as well as rebuild communities devastated by the pandemic. The Summit was streamed on the iHeartRadio app.

“Global Goal: Unite for Our Future” mobilized more than \$1.5 billion in new grants and \$5.4 billion in loans and guarantees, for a total of \$6.9 billion pledged to provide equitable access to COVID-19 tests, treatments, and vaccines, as well as support for the world’s poorest and most marginalized communities.



This moment requires all of us to act. As Global Citizens, we're calling on leaders around the world to combat the disproportionate impact COVID-19 has on marginalized communities by committing funds to develop and deliver tests, treatments, and therapeutics. Because of this global effort, we will be more able to ensure that everyone, everywhere has access to COVID-19 testing and treatment, regardless of their income or where they live.”

MILEY CYRUS



SAVING OUR SELVES

A BET COVID-19 RELIEF EFFORT

iHeart was named a promotional partner of "Saving Our Selves: A BET COVID-19 Relief Effort" broadcast special, which aired on Wednesday, April 22. The special, co-hosted by Grammy Award-Winning singer and actress Kelly Rowland, TV personality Terrence J and actress Regina Hall, featured virtual appearances and musical performances from some of the biggest names in music and entertainment as they shared tips on how to manage, cope

and help during the COVID-19 pandemic crisis. Celebrity guest appearances and performances included DJ Khaled, Charlie Wilson, Chance the Rapper, Kirk Franklin, Fantasia, Melvin Crispell III and many more.

\$16M+ WAS RAISED FROM THE SAVING
OUR SELVES BROADCAST SPECIAL

The special provided up-to-date information and drove viewers to needed

resources during this unprecedented time. In partnership with United Way, proceeds were donated to African American communities severely impacted by COVID-19. The telecast raised more than \$16 million for the BET COVID-19 Relief Fund.



ALL IN CHALLENGE

iHeartMedia became a media partner of the successful All In Challenge to raise money for Americans struggling to get access to food during the COVID-19 pandemic. Founded by Michael Rubin, the challenge asked celebrities across sports and entertainment to offer valuable memorabilia or special experiences that fans could bid on via the Fanatics website.

As part of the campaign, participants recorded themselves accepting the challenge on social media, explaining the

gift or experience they were offering, and then challenged other athletes or public figures to also participate in the challenge.

\$60M WAS RAISED FOR COVID-19 RELIEF FROM THE ALL IN CHALLENGE

Highlights from the sweepstakes included MLB executive Joe Torre's offer to throw out the pitch at the next World Series, watching batting practice and grabbing dinner in New York City with Yankees outfielder Aaron Judge, playing golf at

Pebble Beach with Justin Timberlake and Bill Murray, and receiving a private skateboarding lesson with Tony Hawk.

The digital fundraiser raised nearly \$60 million for those in need -- proceeds supported food organizations including Meals on Wheels, No Kid Hungry and America's Food Fund, which directly benefits Feeding America and World Central Kitchen.



ALLinChallenge.com





CELEBRATING EVERYDAY MOMENTS VIRTUALLY

COVID-19 has led to the disruption of many national events and has socially isolated millions of people. In an effort to provide a sense of normalcy and to help the world celebrate the big and small

moments that make us feel connected, iHeart reimagined our live events and created new moments to bring people together during the pandemic.

CAN'T CANCEL PRIDE

PRIDE MONTH

iHeartMedia and P&G joined forces during Pride Month for “Can’t Cancel Pride: A COVID-19 Relief Benefit for the LGBTQ+ Community,” a virtual relief benefit designed to help raise visibility and funds for LGBTQ+ communities most impacted by COVID-19. Can’t Cancel Pride demonstrated that while in-person Pride events may be interrupted around the world, nothing can cancel the heart of Pride and the spirit the LGBTQ+ equality movement embodies.

The event brought together today’s biggest names in culture and entertainment, including Adam Lambert, Big Freedia, Billy

Porter, Katy Perry, Kim Petras, Melissa Etheridge, Sia, Ricky Martin and more, with support from P&G brands to drive LGBTQ+ visibility, and build support for the millions of Americans unable to take

\$4M WAS RAISED FROM THE CAN’T CANCEL PRIDE VIRTUAL RELIEF BENEFIT

part in live Pride events across the country due to the COVID-19 pandemic. The celebration culminated with a one-hour special produced by iHeartMedia and P&G and hosted by leading iHeartMedia on-air personality Elvis Duran and actress and LGBTQ+ advocate Laverne Cox.

The event raised \$4 million that The Greater Cincinnati Foundation administered, and distributed financial support raised by the event to LGBTQ+ organizations with a track record of positive impact and support of the LGBTQ+ community, including GLAAD, SAGE, The Trevor Project, the National Black Justice Coalition, CenterLink and OutRight Action International.

“Can’t Cancel Pride” was streamed on iHeartRadio’s Facebook and Instagram pages, iHeartRadio’s PrideRadio.com and broadcast on iHeartMedia stations nationwide and on the iHeartRadio app on June 25.

“

This is a unique opportunity to focus on the heart and soul of the community and the movement we serve across the country, allowing access for everyone. Celebrating virtually affords us the opportunity to touch people in communities across the country and ensure that we are broadly able to showcase the incredible diversity and intersectionality of the LGBTQ+ community.”

ROB SMITH

FOUNDER AND CEO, THE PHLUID PROJECT | CAN’T CANCEL PRIDE ADVISORY COMMITTEE MEMBER



IHEARTRADIO PROM

PROM SEASON

Hosted by Dua Lipa and 102.7 KIIS-FM on-air personality JoJo Wright, iHeartRadio Prom was an on-air celebration for high school students across the country having to forego this milestone due to the COVID-19 pandemic. The four-hour event was broadcast across stations nationwide on May 8 at 8 p.m. local time, and featured custom celebrity DJ mixes from Marshmello, Diplo, Dillon Francis, Martin Garrix, Loud Luxury and will.i.am.

The celebration also included special messages for the 'Class of 2020' from artists such as John Legend, AJ Mitchell, Noah Cyrus, PowFu, Sabrina Carpenter, Sofia Carson, Trevor Daniel and more, plus a special performance from Lewis Capaldi as he sang his hit ballad "Before You Go" for students' first slow dance.

In addition, listeners and fans who tuned in had the opportunity to submit photos

in their prom best on iHeartMedia's social platforms using #iHeartProm and #iHeartDuaLipa for a chance to win a virtual prom meet and greet with Dua Lipa following the show.



Prom is such a significant milestone for high school students across the country. Through the power of radio, we are excited to bring prom to the to the safety of our listeners' living rooms, with some of the biggest names in music performing for the special occasion."

JOJO WRIGHT

KIIS-FM ON-AIR PERSONALITY



Featuring
**SABRINA
CARPENTER**

Friday, May 8TH 8PM ET

LISTEN ON



#IHEARTPROM



COMMENCEMENT: SPEECHES FOR THE CLASS OF 2020

NATIONAL GRADUATION DAY, MAY 17



On Friday, May 15, iHeartMedia launched “Commencement: Speeches for the Class of 2020” – a one-of-a-kind special podcast event for America’s graduation month featuring commencement addresses from some of the most inspiring and accomplished thought leaders impacting culture today.

Following the digital release, iHeartMedia’s more than 850 broadcast radio stations across the country aired featured clips from “Commencement: Speeches for the Class

of 2020” every hour, culminating with a series of 30-minute on air commencement specials on all music stations and 60-minute specials on all Talk stations. The on-air commencement specials broadcasted on every station between 7 p.m. and midnight local time, and featured multiple speeches from the podcast – taking these inspirational speeches directly to millions of graduates nationwide.

While graduates around the country were missing their traditional end-of-year

celebrations, iHeartMedia gathered an impressive group of leaders, creators and thinkers representing every corner of today’s culture to give the entire graduating class the sendoff they deserve. From Abby Wambach to Hillary Clinton, Eli Manning to Mary J. Blige, and DJ Khaled to Katie Couric, 2020’s graduating class heard from an inspiring and eclectic group of individuals in honor of National Graduation Day on May 17.

INSPIRATIONAL QUOTES FROM THE DIVERSE LINEUP OF SPEAKERS



...we can solve more problems together than we can alone.”

HILLARY CLINTON



Love can change the world.”

JOHN LEGEND



Disruption often inspires innovation.”

KATIE COURIC



...at the end of the storm, comes a rainbow, even if you can’t see it yet.”

KESHA

The final and comprehensive lineup of speakers for the special podcast event includes creator and producer **Aaron Mahnke**; two-time Olympic gold medalist and FIFA World Cup champion **Abby Wambach**; Alphabet X’s captain of moonshots **Astro Teller**; philanthropists and business leaders **Bill and Melinda Gates**; singer, songwriter and actor **Becky G**; cosmetics icon **Bobbi Brown**; celebrity chef and restaurateur **Bobby Flay**; comedian and TV host **Chelsea Handler**; sports analyst and commentator **Chris Broussard**; restaurateur and TV personality **David Chang**; Goldman Sachs CEO **David Solomon**; NFL football legend **Eli Manning**; comedian and actor **George**



These hard and uncomfortable times do not define our identity.”

MARY J. BLIGE

Lopez; journalist and NPR correspondent **Guy Raz**; top recording artist **Halsey**; director and actor **Henry Winkler**; former Secretary of State **Hillary Clinton**; top recording artist **John Legend**; New York Times bestselling author **John Green**; award-winning journalist **Katie Couric**; Grammy-nominated pop star **Kesha**; **DJ Khaled**; R&B singer and songwriter **Khalid**; Academy-award and Golden Globe nominated **Mary J. Blige**; business leader and Co-CEO of Ariel Investments **Melody Hobson**; T-Mobile CEO **Mike Sievert**; Coach **Mike Krzyzewski**; **Dr. Oz**; international recording artist and business entrepreneur **Pitbull**; actor, producer, singer and songwriter **Rita**



...we can come together and rebuild stronger, and young people can lead the way.”

MELINDA GATES

Wilson; actor **Sienna Miller**; acclaimed singer-songwriter **Smokey Robinson**; **General Stan McChrystal**; MSNBC anchor **Stephanie Ruhle**; CEO of Epic Records **Sylvia Rhone**; top country artist **Tim McGraw**; rapper and record producer **T.I.**; Apple CEO **Tim Cook**; and Emmy award-winning news anchor **Tom Brokaw**. “Commencement: Speeches for the Class of 2020” also featured speeches from leading iHeartRadio on-air personalities and podcast hosts, including **Ryan Seacrest**; **Enrique Santos**, **Bobby Bones**, **Jake Brennan**, **Angela Yee**, **Josh Clark**, **Chuck Bryant** and **Woody**.

SUMMER CAMP WITH THE STARS

SUMMER 2020

iHeartMedia launched “**Summer Camp with the Stars**,” a special four-week series featuring the top names in music helping millions of children across the U.S. missing out on summer camp due to the COVID-19 pandemic. The series streamed every

Friday in July 2020 beginning July 3 at 5 p.m. ET on iHeartRadio’s Facebook page.

“Summer Camp with the Stars” series kicked off with special guest counselor AJ McLean of the Backstreet Boys, who

led a dance class with his daughter from their home. Other performers in the series included Noah Cyrus, Ryan Tedder, Kygo and Monsta X.



With millions of Americans postponing or canceling their summer plans to keep themselves and others safe, we wanted to produce a virtual summer camp experience for the entire family to enjoy together. We’re thrilled to have AJ and several other of our favorite artists helping to create families of happy campers.”

TOM POLEMAN

CHIEF PROGRAMMING OFFICER, IHEARTMEDIA



I’m thrilled to be the first camp counselor for ‘Summer Camp with the Stars,’ especially since I get to share the experience with my daughter. It’s so important that we still find moments to just have fun with our children during such a strange time. I hope everyone is ready to dance!”

AJ MCLEAN



July 3rd | 5PM ET

Watch on

Featuring

**AJ
MCLEAN**



IHEARTCOUNTRY 4TH OF JULY BBQ

4TH OF JULY

To celebrate Independence Day, iHeartMedia launched an all-new television and radio special, "iHeartCountry 4th of July BBQ" featuring country music artists Kane Brown, Lauren Alaina and Old Dominion performing live from the backyards of their homes. Hosted by Bobby Bones, the celebration invited Americans to tune-in for of an evening of music and storytelling.

The "iHeartCountry 4th of July BBQ" was broadcast as a television event on Friday, July 3 on The CW Network and audio broadcast on iHeartCountry stations nationwide and replayed throughout the holiday weekend on [CWTV.com](https://www.cwtv.com) and on iHeartCountry stations across America.



HBCU HOMECOMING CELEBRATION ON IHEARTRADIO

HOMECOMING

iHeartMedia launched "HBCU Homecoming Celebration on iHeartRadio," an uplifting month-long celebration showcasing Historically Black Colleges and Universities' (HBCU) school pride and elevating student achievement through iHeartMedia's multiple platforms, including on-air across iHeartMedia's Hip Hop and R&B broadcast radio stations, streaming, social channels, iHeartMedia's Black Creator podcasts and live virtual events. Beginning October 19 and continuing through November 12, the celebration brought together HBCU students and alumni with their favorite musical artists, influencers and entertainment.

Due to the COVID-19 pandemic, hundreds of HBCUs and their students and alumni were not able to attend in-person homecoming celebrations to honor their institutions' rich histories, cultural impact and notable alumni. The month-long "HBCU Homecoming Celebration on iHeartRadio" featured special themed podcast episodes and a month of custom vignettes celebrating Black excellence and achievement highlighting its alumni and students including singer, songwriter Bobby Valentino; singer and songwriter Brian McKnight; recording artist, songwriter, actor and activist Killer Mike; actress and personality La La Anthony; actor Lance

Gross; singer, songwriter and actor Lionel Richie; producer, songwriter and DJ Metro Boomin; actor and entertainment reporter Terrence J; singer and songwriter Toni Braxton; recording artist Wale; film producer Will Packer; and iHeartRadio on-air personalities Bev Johnson, Bushman, Charlamagne Tha God, DJ Envy, Kendra G, Kyle Santillan, Mike Evans, Monica Barnes, Queen B and Zach Boog.

The celebration culminated with a special event across all iHeartMedia Hip Hop and R&B stations and included a special pre-show and performance with Khalid.



“

Homecoming is a time of celebration and unity on college campuses across the country. With in-person activities being canceled due to COVID, the 'HBCU Homecoming Celebration on iHeartRadio' will keep our communities connected, engaged and entertained during a challenging time. As a HBCU graduate, I understand the transformative role HBCUs play in enriching and improving the lives of young people."

THEA MITCHEM

EXECUTIVE VICE PRESIDENT OF PROGRAMMING, IHEARTMEDIA



PUBLIC SERVICE ANNOUNCEMENTS

iHeartMedia has a vital responsibility to serve our listeners as an important information source and trusted voice providing companionship and calm through these times. Our company has a long history of serving communities in times of crisis and need, and our listeners depend on us as a vital service.

Our stations and company were prepared and well-positioned through our deep

partnerships with leading nonprofits and government agencies to positively and collaboratively respond to the needs of our local communities since the very early days of the outbreak and continue our impactful work to inform and educate our listeners and communities about the most relevant COVID-19 information and the impact on all areas of life – social, emotional, financial, education and health.

AD COUNCIL

WHITE HOUSE, CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC), U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES (HHS)

In response to the COVID-19 pandemic, iHeartMedia teamed up with the Ad Council working in collaboration with the White House, Centers for Disease Control and Prevention (CDC), U.S. Department of Health and Human Services (HHS), and other major media networks to launch a series of national public service announcements (PSAs) to provide critical and urgent messages to the American public.

The campaign focused on reaching high-risk populations and the general public with messages around social distancing, personal hygiene and mental health. The PSAs directed audiences to visit www.coronavirus.gov, a centralized resource that included up-to-date information on the crisis.

In addition to running PSAs, iHeartMedia supported messaging around social

distancing and high-risk populations, among other important COVID-19-related topics, across all iHeartMedia radio stations. Additionally, iHeart produced a series of English and Spanish PSAs that were distributed across all major media networks.



The COVID-19 virus has impacted our lives in every possible way. Our hope is that these new PSAs will provide the critical and urgent messaging that will allow us to educate, protect and support our communities across the country as we navigate this uncharted territory together. These efforts are the result of an amazing coalition of leaders across the communications and marketing industries who have offered their talent, services, channels and platforms. The business community's generosity, compassion, and commitment to do good is both inspiring and essential in this critical time of need."

LISA SHERMAN

PRESIDENT AND CEO, AD COUNCIL

There's no place like home to slow the spread of the coronavirus.

Social distancing is the most effective tool we have for slowing the spread of the coronavirus. And that means staying home, if you can.

Work from home. Play at home. Stay at home.
If you must go out, keep your social distance—six feet, or two arm-lengths apart. Young. Elderly. In between.
It's going to take every one of us. If home really is where the heart is, listen to yours and do the life-saving thing.

Visit **coronavirus.gov** for the latest tips and information from the CDC.

#AloneTogether

CAMPAIGN SNAPSHOT

3/20/20 - 4/19/20

Date Running

850

iHeartMedia Stations

434,395,200

Media Impressions

MEDIA SAVING LIVES

In May, HeartMedia & ICX Media came together in support of the Centers for Disease Control and Prevention to form the MediaSavingLives Alliance -- an alliance of leading global media, technology and entertainment companies committed to helping younger Americans embrace their role in slowing and stopping the spread of COVID-19.

Formed in mid-March, the MediaSavingLives Alliance is committed to supporting the public throughout the pandemic and beyond and evolved its youth-targeted messaging focused on staying home, testing and eventually vaccination.

MediaSavingLives adopts a data-driven approach to identifying target audiences

and messaging that will yield the greatest public impact. Research shows that Millennials are more likely to feel invincible, leading them to be less likely to follow the CDC's recommendations about how to stop the spread of COVID-19.

The Alliance's first public service campaign, "Don't Stop," was specifically aimed to reach Generation-Z and Millennials. The radio, outdoor, digital and social creative encouraged resilience, connection and social creativity in adopting self-isolation practices during the pandemic. The compelling ads featured ordinary people and celebrities including Anne-Marie, Backstreet Boys, Camila Cabello, Demi Lovato, Luke Combs, Mariah Carey, Papa Roach, Sam Smith, Tim McGraw, Tori Kelly and more.

The campaign demonstrated how people were adapting to their new environments amid varying state-mandated COVID-19 restrictions and provided hope and inspiration to stay at home and stop the spread. The goal was to empower young adults to focus on helping their communities by contributing their talents and supporting those they love during the crisis.

All future Alliance messaging will be developed in response to the current state of the pandemic and will take into consideration data trends and private and public feedback from government and health officials.



MediaSavingLives is passionate and committed to support our health experts, government officials and essential workers in our collective efforts to protect our global citizens from the COVID-19 pandemic. We are grateful for the sacrifices so many citizens are making to support public safety, and to those who are self-isolating, we say – Don't Stop!"

GREG ASHLOCK

PRESIDENT, IHEARTMEDIA – MARKETS GROUP



CAMPAIGN SNAPSHOT

5/06/20 - 6/30/20

Date Running

370

iHeartMedia Stations

563,660,343

Media Impressions

MENTAL HEALTH COALITION

Before the coronavirus pandemic, mental illness was already one of the world's most pressing public health concerns, affecting hundreds of millions of people. According to the WHO, 1 in 4 people globally will be affected by a mental health condition; however, we know that 4 out of 4 are in fact significantly impacted by them. During the pandemic, studies have shown that physical distancing and stress related to the coronavirus crisis are having an increasing impact on mental health.

iHeartMedia, in collaboration with social activist and iconic fashion designer Kenneth Cole, became a founding partner

of The Mental Health Coalition (MHC), the first collaborative effort of scale which convenes and unites the leading US mental health organizations, creative and media platforms, passionate advocates, as well as celebrities working collectively to destigmatize mental health conditions and address the pervasive public health crisis.

The Coalition launched with an online platform and digital resource guide, www.thementalhealthcoalition.org and an interactive storytelling platform www.howareyoureally.org, which aimed to create safe spaces for anyone to be vulnerable, authentic, empathetic

and hopeful by sharing their truth and experiencing other people's stories. The campaign platform is a place where individuals seeking help or guidance can access resources from our partners and better understand ways to discuss mental health.

In addition to being part of the coalition, iHeartMedia aired a series of PSAs across its 850+ radio stations that encouraged participation in the "How Are You, Really?" challenge. The series of radio spots featured on-air personalities including Ryan Seacrest, Steve Harvey, Bobby Bones and Elvis Duran.



This is a critical moment in time. The collective consciousness from the pandemic has created an unprecedented urgency to address the crisis now. I am proud to bring together a community of the most impactful mental health service providers in the country, leading academics, creative, media and business leaders with the common goal of changing the mental health narrative in a way that will empower rather than diminish those individuals living with Mental Health conditions. We are aligned with the goal of ending the related devastating stigma. I believe that together we can end the stigma, but only together."

KENNETH COLE

FOUNDER AND CHAIRMAN, MENTAL HEALTH COALITION

WE SUPPORT THE MENTAL HEALTH COALITION

IMAGINE A WORLD
WHERE...

EVERYONE
FITS.

EVERYONE
HAS MENTAL
HEALTH.



WE HAVE ALL
FELT LIKE A
SQUARE PEG IN A
ROUND HOLE...

IT DOESN'T
HAVE TO BE
THIS WAY.

THE LEADING MENTAL HEALTH ORGANIZATIONS JOINING THIS IMPORTANT ENDEAVOR INCLUDE:

- Active Minds
- American Foundation for Suicide Prevention
- Anxiety and Depression Association of America
- Brain & Behavior Research Foundation
- Bring Change to Mind
- Child Mind Institute
- Crisis Text Line
- Depression and Bipolar Support Alliance
- Didi Hirsch Mental Health Services
- Fountain House
- Headstrong Project
- Mental Health America
- Mindful Philanthropy
- National Alliance on Mental Illness
- National Council for Behavioral Health
- Suicide Awareness Voices of Education (SAVE)
- The Jed Foundation
- The Steve Fund
- The Trevor Project
- UCLA Depression Grand Challenge
- Vibrant Emotional Health
- Well Being Trust

CAMPAIGN SNAPSHOT

5/15/20 - 5/31/20

Date Running

666

iHeartMedia Stations

87,950,232

Media Impressions

AMERICAN RED CROSS

As blood donations declined during the early part of the COVID-19 pandemic, there was an urgent need for people to give to maintain the nation's blood supply. iHeart teamed up with the American Red Cross to raise public awareness that blood was still needed to help save the lives of

cancer patients, accident victims and so many others who depend on lifesaving transfusions. The PSAs encouraged listeners to make an appointment online to donate blood or platelets and outlined some of the safety precautions at blood drives to reassure donors amid COVID.

iHeart will continue to collaborate with the American Red Cross as unique patient needs are discovered and to address the impact of COVID on blood bank locations across the country.



As schools closed, business sent employees home, and tens of thousands of blood drives got canceled due to COVID-19, the public awareness campaign was critical in communicating the urgent need. The extraordinary support from our media partners across properties and platforms paid off, as people across the country answered the call and rolled up their sleeves to give the lifesaving gift of blood. During this timeframe, blood appointments increased 16% vs. prior year, and by the end of June, we were able to recoup more than half of the donations that would have been otherwise been lost due to blood drive cancellations.”

SELMA BOUHL

VP MARKETING STRATEGY & CREATIVE SERVICES, AMERICAN RED CROSS



CAMPAIGN IMPACT

16%

Increase in Online Appointments
Compared to Previous Year

ABOUT

AMERICAN RED CROSS

[RedCross.org](https://www.RedCross.org)

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit [redcross.org](https://www.redcross.org) or [cruzrojaamericana.org](https://www.cruzrojaamericana.org), or visit us on Twitter at @RedCross.

CAMPAIGN SNAPSHOT

3/24/20 - 4/26/20

Dates Running

592

iHeartMedia Stations

235,325,000

Media Impressions

THE CENTERS FOR DISEASE CONTROL & PREVENTION

The Centers for Disease Control and Prevention (CDC) has been playing an essential role in the response to the COVID-19 pandemic, working 24/7 to protect our nation's health and ensure state and local public health partners have the resources, guidance and scientific expertise to respond. Since launching its agency-wide response to the COVID-19 pandemic in January, the CDC has been learning more about how the disease spreads and affects people and communities.

From the very beginning, iHeart has worked closely with members of the CDC to ensure we were distributing the most timely, relevant and accurate information to help frontline healthcare workers, communities, and the public to protect themselves and others. We will continue to monitor their guidance and air PSAs across all our radio stations in the coming months.



ABOUT

THE CDC
CDC.gov

CDC works 24/7 protecting America's health, safety and security. Whether disease start at home or abroad, are curable or preventable, chronic or acute, or from human activity or deliberate attack, CDC responds to America's most pressing health threats. CDC is headquartered in Atlanta and has experts located throughout the United States and the world.

CAMPAIGN SNAPSHOT

2/27/20 - 3/29/20
Dates Running

841
iHeartMedia Stations

56,503
Spots

232,762,000
Media Impressions

U.S. SURGEON GENERAL & CORONAVIRUS.GOV

The CDC suggested that everyone should wear a mask in public settings and when around people who don't live in their household, especially when other social distancing measures are difficult

to maintain. iHeart recorded and aired a PSA voiced by United States Surgeon General Jerome Adams urging listeners across the U.S. to follow state and local guidelines, wash hands frequently, stay

6 feet from others when possible and when social distancing is not an option to wear a face covering. The PSAs drove listeners to learn more at [Coronavirus.gov](https://www.coronavirus.gov).



Please, please, please, wear a face covering when you go out in public. It is not an inconvenience. It is not a suppression of your freedom. This mask, this face covering actually is an instrument of freedom for Americans, if we all use it."

JEROME ADAMS

UNITED STATES SURGEON GENERAL



CAMPAIGN SNAPSHOT

7/20/20 - 8/20/20

Dates Running

760

iHeartMedia Stations

123,656,200

Media Impressions

THE CHILD MIND INSTITUTE

As the COVID-19 crisis continues to unfold, many parents are wondering how to talk to children about the impacts of the virus in a way that will be reassuring and not make kids more worried than they already may be. Research shows that kids worry more when they are kept in the dark.

In March, as schools started to close and society embraced social distancing, parents everywhere were struggling to keep children healthy and occupied. iHeartMedia tapped long-time partner the Child Mind Institute to offer perspective

and advice. Stations across the country ran a series of PSAs that drove to free online guidance about how to effectively support our children's well-being — and our own — during this crisis. The spots also promoted the free daily Facebook live sessions with child psychologists to explore the issue further.

Another campaign in partnership with The Child Mind Institute offered general guidance for families to help alleviate some stress and anxiety.

THESE TIPS INCLUDED:

- Don't be afraid to discuss the coronavirus
- Be developmentally appropriate
- Take your cues from your child
- Be reassuring
- Focus on what you're doing to stay safe
- Stick to routine
- And have ongoing conversations!

Additionally, clinicians from the Child Mind Institute continue to be regular guests on iHeart's national long-form weekend show.



Thanks to iHeart's distribution of Child Mind Institute public service announcements, we were able to reach more families across America faster with essential mental health and parenting support when they needed it the most during COVID-19. The entire Child Mind Institute team is grateful for the support we've received and our valuable relationship with iHeart."

DR. HAROLD S. KOPLEWICZ

PRESIDENT, CHILD MIND INSTITUTE



CAMPAIGN IMPACT

1.8 MILLION

People Visited ChildMind.org
During the Time the PSAs Aired

25,000

New Followers Growth Across
Their Social Channels

+32%

Increase in Video
Views on Facebook

ABOUT

THE CHILD MIND INSTITUTE

ChildMind.org

The Child Mind Institute is an independent, national nonprofit dedicated to transforming the lives of children and families struggling with mental health and learning disorders. Our teams work every day to deliver the highest standards of care, advance the science of the developing brain and empower parents, professionals and policymakers to support children when and where they need it most. Together with our supporters, we're helping children reach their full potential in school and in life. We share all of our resources freely and do not accept any funding from the pharmaceutical industry. Visit childmind.org for more information.

CAMPAIGN SNAPSHOT

3/24/20 - 4/23/20

Date Running

592

iHeartMedia Stations

230,118,300

Media Impressions

NATIONAL ALLIANCE FOR MENTAL ILLNESS

NAMI

COVID-19 has resulted in an unprecedented crisis that affects not only our physical health and daily lives, but also our mental health. To address these needs, NAMI and iHeart are committed to providing credible information and resources to help people navigate through this crisis. Throughout its 40-year history, NAMI has fought stigma and discrimination that marginalizes people with mental illness

and poses barriers to their well-being. To address the current mental well-being of our country and to reach listeners experiencing mental health challenges, including anxiety or depression, feeling vulnerable, fragile or scared during these uncertain times, we worked closely with NAMI to remind people that they are not alone. All of the campaign PSAs drove to NAMI.org for more information, resources

and to find support and information on how to best support others.

iHeart will continue to address the long and short-term mental health challenges brought on by COVID-19 through our partnership with NAMI.

“

“During this time of collective crisis and unprecedented hardship, NAMI applauds iHeart’s effort to raise mental health awareness and decrease stigma. We value our partnership with iHeart and appreciate reaching new audiences with trusted resources and information. By partnering with iHeart, together we can make a positive impact on anyone struggling with their mental health. We can work together to help create a community where no one feels alone in their struggle.”

DANIEL H. GILLISON, JR.
CEO OF NAMI



ABOUT

The National Alliance on Mental Illness is the nation's largest grassroots mental health organization dedicated to improving the lives of individuals and families affected by mental illness.

CAMPAIGN SNAPSHOT

3/18/20 - 4/20/20
Date Running

850
iHeartMedia Stations

100,226,600
Media Impressions

#GETUSPPE

Personal protective equipment (PPE) is our best defense against coronavirus, yet there continues to be a shortage of masks, gloves, disinfecting wipes, and other types of PPE for frontline workers across the country. Founded by emergency physicians in late March 2020, #GetUsPPE is now the nation's largest nonprofit getting donated PPE to people in need including healthcare workers, those in nursing homes, rural communities and homeless shelters.

iHeart teamed up with the newly launched #GetUsPPE in early April to encourage listeners to donate supplies they had on hand or to make masks following specific guidelines in an effort to arm healthcare workers with the critical supplies they rely on to protect themselves while they protect us.

In addition, Dr. Shuhan He, Co-Founder of [GetUsPPE.org](https://www.getusppe.org), was featured on

iHeartMedia's public affairs show which aired across over 800 radio stations in April 2020. Dr. He talked about how Americans can help health care workers in need of protection as they treat COVID-19 patients.



"PPE is still urgently needed nationwide, but one bright spot in this dark time has been seeing companies and individuals pull together to help solve this crisis. Partners like iHeartMedia have made a big difference in helping solve this problem, and we are grateful to iHeartMedia for their ongoing efforts to raise awareness of the PPE crisis and empower their listeners to protect frontline workers."

DR. SHIKHA GUPTA

EXECUTIVE DIRECTOR OF GET US PPE



CAMPAIGN IMPACT

3M

Since their founding in late March, Get Us PPE has donated well over three million pieces of PPE to frontline workers, all free of charge. These donations have helped protect hospital workers, nursing home staff, healthcare providers in indigenous communities, and many more people at high risk of contracting and spreading COVID-19 within COVID-vulnerable communities.

ABOUT

#GETUSPPE

[GetUsPPE.org](https://www.getusppe.org)

Get Us PPE began as a grassroots movement founded by physicians on the front lines of the COVID-19 pandemic. They are now the largest nonprofit getting donated PPE to frontline workers, and they have donated over three million units to people in need. To donate PPE or funds, or to volunteer, visit [GetUsPPE.org](https://www.getusppe.org)

CAMPAIGN SNAPSHOT

4/06/20 - 5/10/20

Date Running

665

iHeartMedia Stations

115,037,100

Media Impressions

JANIE'S FUND

When mandatory stay-at-home orders went into effect across the county in the spring of 2019, our founder Steven Tyler knew we needed to do more. These measures prevented many children from leaving their homes, which unintentionally created a dangerous convergence of risk factors that led to even less reporting and, undoubtedly, a greater rate of child abuse. These factors,

compounded by a dramatic increase in economic stress due to loss of employment, would lead to even greater alcohol consumption and substance abuse, as well as other potentially harmful social struggles that impact young people across America.

Janie's Fund called on iHeartMedia to get the word out in a massive effort to promote

the National Child Abuse Hotline at **1800-4-A-Child** or **1-800-422-4453**. This effort also allowed Janie's Fund to secure the extra resources necessary to invest an additional \$500,000 to support girls (ages 17-22) in the LifeSet program in five states, as well as secure all of the PPE needed to keep staff and girls safe at its two Janie's Houses in Memphis and Douglasville, GA.



Keeping children safe and making sure young adults had the resources and support necessary to thrive has never been challenged like it has been during COVID-19. Fortunately, we have committed partners like iHeartMedia that have joined Janie's Fund to bring hope and healing to girls that have experienced trauma, as well as make sure young women receive the effective services they deserve."

RICHARD SHAW

STEVEN TYLER'S JANIE'S FUND



CAMPAIGN IMPACT

\$500,000

To Support Girls (Ages 17-22) in the LifeSet Program in Five States

ABOUT

JANIE'S FUND

JaniesFund.org

Janie's Fund is a philanthropic initiative created by Steven Tyler in partnership with Youth Villages to bring hope and healing to girls who have suffered the trauma of abuse and neglect. Steven first gave voice to this cause with his hit "Janie's Got a Gun," and his establishment of the fund ensures that these vulnerable girls will have an enduring voice for years to come. Janie's Fund has two important goals: to bring much-needed awareness to the issue of abuse and neglect of children and to generate financial support to ensure that girls receive the most effective services available to help them overcome the trauma and pain of abuse. Contributions to Janie's Fund support proven programs at Youth Villages that have demonstrated effectiveness in addressing the trauma of sexual abuse in children and expansion of these services to help even more girls. Learn more at www.JaniesFund.org.

CAMPAIGN SNAPSHOT

4/15/20 - 5/17/20

Date Running

139

iHeartMedia Stations

10 MILLION

Media Impressions

NO KID HUNGRY

When schools across the country closed this spring, millions of kids lost access to the school meals they rely on each day. For many families, school meals are a lifeline to ensure their kids get the nutrition they need. With classrooms closed nationwide, and record numbers of jobs and wages lost, the coronavirus has exacerbated the hunger crisis nationwide with as many as 1 in 4 kids facing hunger this year due to the coronavirus. As school districts, food banks and other community partners across

America have stepped up to make sure kids continue to get the nutrition they need during this crisis, finding new, innovative ways to safely provide meals – and to ensure families knew where to access these free meals -- No Kid Hungry launched a meal finder map to help families find free food distribution sites organized by schools and local organizations in their communities.

iHeartMedia continues to work closely with its partner No Kid Hungry to help fill the

hunger gap. iHeart produced and aired a series of PSAs to encourage families struggling during the crisis to use No Kid Hungry's free meals finder map by visiting NoKidHungry.org/Help to find free meals in their community with no questions asked and no registration needed.



"Meal distribution sites are a lifeline for families who rely on their kids receiving meals at school, and are dealing with the economic hardship of this crisis. Before the crisis, hunger impacted 1 in 7 kids and now it's as many as 1 in 4. This made our partnership with iHeartMedia so critical to ensure families know these meal sites exist and how they can access them, so no one is faced with making the unthinkable decision between paying rent or putting food on the table."

JASON WILSON

MANAGING DIRECTOR OF BRAND AND MARKETING AT NO KID HUNGRY



ABOUT

NO KID HUNGRY

NoKidHungry.org

No child should go hungry in America. But in the wake of the coronavirus pandemic, 1 in 4 kids could face hunger this year. No Kid Hungry is working to end childhood hunger by helping launch and improve programs that give all kids the healthy food they need to thrive. This is a problem we know how to solve. No Kid Hungry is a campaign of Share Our Strength, an organization committed to ending hunger and poverty. Join us at NoKidHungry.org.

CAMPAIGN SNAPSHOT

4/27/20 - 7/07/20

Date Running

841

iHeartMedia Stations

240,948,600

Media Impressions

ANIMAL SHELTERS

iHeartMedia partnered with Better Choice Company to provide support to animal shelters impacted by the ongoing COVID-19 pandemic.

As part of the Better Choice Company COVID-19 Relief Initiative, sister brands Halo and TruDog partnered together

with iHeartMedia to donate \$100,000 in monetary funds and \$100,000 worth of product to shelters nationwide. The Company's COVID-19 Relief Initiative included shelters in Atlanta, Phoenix, Indianapolis, Los Angeles, Long Island and San Francisco.



Donations play a large role for many animal shelters across the US. Through our partnership with iHeartMedia we hope to fill some of the void left by decreased donations during the COVID-19 pandemic. We believe that each and every animal impacts our lives and ultimately plays a role in improving our collective well-being. This includes sheltered animals, and that's why we take giving back so seriously—to help nourish and transform shelter pets to help give them their very best chance at a forever home."

WERNER VON PEIN
CEO, BETTER CHOICE



SAVE THE CHILDREN

With 1.5 billion children out of school worldwide due to COVID, reading loss has become a real problem across the U.S.

During summer 2020, iHeart teamed up with Save the Children to support its inaugural summer reading campaign 100 Days of Reading in celebration of the global nonprofit's 100th anniversary. The 100-day campaign encouraged all children, parents, teachers, librarians, caregivers and adults to log their summer reading minutes at [SavetheChildren.org/READ](https://www.savethechildren.org/READ). Every minute logged helped raise awareness

and supported Save the Children's work to improve literacy and change lives.

The PSA voiced by Kristen Bell encouraged listeners to log their minutes to unlock free books and resources for kids that can't afford them or that do not have adequate access to early education or children's books, while also promoting literacy in all communities. The spots ran across over 490 iHeartMedia radio stations.

In addition, Mark Shriver, Senior Vice President of U.S. Programs & Advocacy

for Save the Children was featured on iHeartMedia's public affairs show which aired across over 800 radio stations the first weekend of May. Shriver addressed the wide-scale potential learning loss for children in America, as well as what programs Save the Children has in place to address that.



2020 has been a challenging year, especially for our children. Save the Children was proud to again host 100 Days of Reading, encouraging a continued love of learning and getting books and meals into the hands of kids who needed it most. We're incredibly grateful to iHeartRadio for their tremendous partnership and support during this year's campaign."

MARK SHRIVER

SENIOR VICE PRESIDENT, U.S. PROGRAMS & ADVOCACY, SAVE THE CHILDREN

CAMPAIGN IMPACT

106,174,441

Logged Minutes

100,965

Total Site Visits

ABOUT

SAVE THE CHILDREN

[SaveTheChildren.org](https://www.savethechildren.org)

Save the Children believes every child deserves a future. Since our founding more than 100 years ago, we've changed the lives of more than 1 billion children. In the United States and around the world, we give children a healthy start in life, the opportunity to learn and protection from harm. We do whatever it takes for children – every day and in times of crisis – transforming their lives and the future we share.

CAMPAIGN SNAPSHOT

6/04/20 - 6/30/20

Date Running

492

iHeartMedia Stations

29,699,100

Media Impressions

PHONE CHARGER HOSPITAL DONATION

iHeartMedia teamed up with AT&T, T-Mobile and Verizon to deliver thousands of phone chargers to hospitals so that COVID-19 patients could charge their phones. As part of the collaborative effort, the companies donated nearly 40,000 phone chargers.

Chargers were donated to hospitals hardest hit by the virus and include locations in Seattle, Chicago, Detroit, New York City, Los Angeles, New Orleans, Philadelphia, San Diego and others.

The donation efforts follow work done by local iHeart communities to collect phone chargers for patients with COVID-19. Patients rely on their phones to stay in touch with loved ones during hospital stays, which can require patients to be away from their families for a long time. The median length of hospitalization for surviving COVID-19 patients is 10 to 13 days, according to the Centers for Disease Control.





HELPING SMALL BUSINESSES

Small businesses are the heart of America's economy and important staples in communities across the country, but COVID-19 has pushed hundreds of thousands out of business. iHeart has launched several public campaigns since March that are aimed at helping the hardest-hit businesses stay afloat

and keep local workers employed by helping them navigate the relief resources available to them and by encouraging local residents to shop local. In addition, iHeart is offering media incentive opportunities and extended payment terms to help local businesses with their advertising and marketing "re-opening" strategy.

SMALL BUSINESS CRISIS RESOURCE

iHeartMedia launched Small Business Crisis Resource, a new initiative to help local small business owners across the country easily find available benefits and resources during the COVID-19 pandemic. Small Business Crisis Resource serves as a centralized source for small business owners and includes a weekly iHeart Small Business newsletter and a website providing critical information on the Federal stimulus package, up-to-date small business news, state by state resources, links to top business-focused podcasts and more – all in one place. The site is available at [iHeartRadio.com/SmallBusiness](https://www.iheart.com/small-business-crisis-resource) and [SmallBusinessCrisisResource.com](https://www.smallbusinesscrisisresource.com).

Small business owners also had the opportunity to sign up for special webinars

featuring iHeartRadio's Elvis Duran joining senior officials from the U.S. Small Business Administration (SBA) and discussing ways small businesses can find assistance and vital information during this unprecedented time. The webinar also included a Q&A session offering small business owners the opportunities to ask SBA questions.

In March, the U.S. government approved a historic \$2 trillion stimulus package that includes \$376 billion in relief for small businesses. However, it can be challenging for many small business owners to understand the key details of the stimulus package, including eligibility requirements. Small Business Crisis Resource continues to help these

business owners know exactly what they must do in order to apply for Paycheck Protection Program loans and additional support from the U.S. government.

In addition, iHeartMedia offered local business owners bonus media incentive opportunities and extended payment terms to help with their advertising and marketing “re-opening” strategy.

Small Business Crisis Resource is available free of charge online and is promoted across iHeartMedia's 850 broadcast stations in 150 markets, station social media and websites and [iHeartRadio.com](https://www.iheart.com) – reaching millions of listeners and small business owners nationwide.



At iHeart, our focus continues to be about serving our local communities, including the small businesses that support many residents. We also know that studies show business owners look to radio as their trusted news source more than any other medium, so we want to do everything we can to ensure that these businesses have the important information they need to survive and get through this pandemic as best they can.”

HARTLEY ADKINS

CHIEF OPERATING OFFICER, IHEARTMEDIA – MARKETS GROUP



BUSINESSES DOING GOOD

In June, iHeartMedia launched a new program called *Businesses Doing Good*, an initiative that leverages iHeartRadio stations across the country to help inform listeners of all the important work that businesses are doing to serve their communities during these uncertain times – all with free donated airtime nationwide.

More than 45 national businesses, including T-Mobile, Verizon, Taco Bell, Facebook, Netflix, Lowe's and Citi, shared positive messages around the good they are doing to help their communities during the pandemic. More than 60,000 spots have currently run in support of this program.

SOME OF THE DOING GOOD MESSAGES INCLUDED:

- T-Mobile lifted customers' smartphone data caps for two months and doubled their powerful 600 MegaHertz LTE network capacity. They've also increased data allowance for schools and students with their EmpowerEd program! In addition, they've also donated half a million dollars to Feeding America food banks to help ensure families impacted by this crisis don't go hungry.
- Taco Bell gave away free Doritos Locos Tacos in their drive throughs on certain

days to thank their biggest fans and to give them a little love during these challenging times.

- Hilton Hotels donated food to local pantries and created to-go bags for children that are missing school breakfast. They also provided housing for health care workers and first responders.



CAMPAIGN SNAPSHOT

3/20/20 - 5/05/20

Dates Running

206,831

Spots Ran



IHEARTMEDIA PROGRAMMING

Every day, iHeart broadcast radio stations play an essential role in the lives of the communities in which we live and work, especially in times of crisis – and that has never been more critical than in the face of the COVID-19 pandemic. Throughout this unprecedented time our teams across the country are serving as the best examples of our mission – to give everyone a friend and trusted companion, especially in times of crisis and need.

In fact, our personalities, brands and platforms are more important in the lives of our listeners and communities than ever before, while our markets and stations are finding new, creative and vital ways to serve, reassure and strengthen their local communities.

IHEART BROADCASTS NATIONAL ANTHEM

On March 23, iHeartMedia honored the resilience of Americans by encouraging the masses to unite through the healing power of music. Across radio stations all over the country, at the same time, iHeart aired Whitney Houston's famous version of "The Star-Spangled Banner," originally

recorded and released during the Gulf War in 1991 (and performed at the Super Bowl that year); Jimi Hendrix's famous guitar version of the National Anthem performed at Woodstock 1969; as well as Zac Brown Band's performance of the patriotic tune in tribute to Americans, everyone affected

by COVID-19, all of the first responders and health professionals on the front lines and so many others who are risking their lives daily in service to their families, friends, neighbors and communities.



Right now at this moment, we want to bring all Americans together to demonstrate the incredible power, resilience and compassion of our nation. We invite you to come together as one as we play our national anthem across all of our 850 radio stations from coast to coast. It's a tribute to every American, every family, every first responder and every frontline health professional who is risking their life to keep us safe. We want to encourage the millions who listen to our radio stations every day to join together virtually, in song. We send our heartfelt thoughts, concerns, and support to all families who may need it as one people, one country. We'll get through this together."

BOB PITTMAN

CHAIRMAN AND CEO, IHEARTMEDIA



MORNING SHOWS EXTEND DAILY AIRTIME

Top iHeartMedia morning shows including New York's "Elvis Duran and The Morning Show" and "The Breakfast Club," Nashville's "The Bobby Bones Show" and Los Angeles' "On Air with Ryan Seacrest" and "Big Boy's Neighborhood," extended their daily airtime for an additional hour+ during the COVID-19 pandemic because of

increased listener demand received through daily call-ins and social media feedback.

Beginning April 7, more than 65 morning shows across more than 50 markets officially extended their morning shows by at least one hour. In addition to each station's regular programming schedules,

on-air personalities across the country continued to serve and inform communities with the latest COVID-19 facts and with special local market broadcast reports on the latest news provided by iHeartRadio's 24/7 News Network every hour.



Given the amount of positive feedback our stations were receiving from their listeners, our on air talent began asking them if they should stay on air longer in the mornings -- and the response was incredible; for example, Elvis Duran received more than 65,000 likes and more than 12,000 comments when he asked his social media followers about extending his morning show. This listener feedback, combined with the data we are seeing with our on demand shows, is a testament to the connection that our radio personalities have with their listeners, and the fact that broadcast radio still holds such a unique place in American culture especially during a time of crisis. These on-air voices are a trusted friend with close emotional connections to their listeners, and they inspire their communities; and help them cope with anxiety and concern; and provide entertainment and stress relief."

TOM POLEMAN

CHIEF PROGRAMMING OFFICER, IHEARTMEDIA



IHEARTRADIO'S FIRST RESPONDER FRIDAYS WITH FIRSTNET

BUILT WITH AT&T

iHeartMedia launched "iHeartRadio's First Responder Fridays with FirstNet, Built with AT&T," a special four-week tribute series hosted by nationally-recognized iHeart personality Ryan Seacrest streamed LIVE on iHeartRadio's YouTube and broadcasted across more than 90 iHeartRadio stations nationwide, honoring first responders and medical professionals on the front lines during the COVID-19 pandemic.

Beginning Tuesday, April 14, Ryan Seacrest asked listeners on air on iHeartRadio broadcast stations across the country,

as well as online and through social media, to share stories of how their lives have been positively impacted by police, fire, EMS and hospital workers by using #iHeartFirstResponders on social media and calling 1-833-3FRIDAY.

Each day-long on-air tribute culminated with a radio special program on iHeartRadio CHR stations nationwide and on YouTube featuring a superstar artist, performing a 30 minute set of their biggest hits, dedicating songs to First Responders and their families and helping to raise

money for organizations supporting those on the front lines. Performances included Lewis Capaldi, Kelsea Ballerini, John Legend and Meghan Trainor.

In honor and support of the first responders and medical professionals, AT&T committed \$5.5 million to provide much needed support in the form of nourishing meals through World Central Kitchen, Feeding America, Salvation Army and Team Rubicon. Listeners were also able to Text TOGETHER to 20222 to donate \$10 to support these four amazing organizations.



There is no start or end time for those on the front lines. While most of us are winding things down on Friday evenings, our everyday heroes are clocking their 20th hour on shift and sleeping in their cars for fear of getting their families sick. Our First Responder Fridays will allow us to pay tribute all day to our first responders, bringing together the biggest artists and our local communities to celebrate and raise money for those on the front lines."

TOM POLEMAN

CHIEF PROGRAMMING OFFICER, IHEARTMEDIA



CAMPAIGN IMPACT

\$315K+

Raised to benefit World Central Kitchen, Feeding America, Salvation Army, Team Rubicon.

IHEARTMEDIA COMMUNITIES NATIONAL PUBLIC AFFAIRS SHOW

iHeartMedia radio stations dedicate airtime every week to ensure they are informing the public about the most relevant issues facing their communities. Every iHeartMedia radio station airs a weekly 30-minute radio show to address unique community interests and to connect community members to one another and to world issues.

Since March, iHeart has hosted an array of health experts, government leaders and nonprofit organizations on the show for an in-depth look into important topics around the COVID-19 pandemic.

Some of the most relevant guests and topics included:

DR. BOB LAHITA CHAIRMAN OF MEDICINE AT ST. JOSEPH UNIVERSITY HOSPITAL

Dr. Lahita covered questions about COVID-19 - what makes this virus unique, how it spreads and how it's different to flu and allergies, as well as how you talk with your kids about COVID-19. Dr. Lahita appeared on several shows to provide critical information and updated about the progression of the pandemic.

JARED BERNSTEIN FORMER CHIEF SPOKESMAN FOR THE NEW YORK CITY OFFICE OF EMERGENCY MANAGEMENT

Bernstein discussed the federal, state and local response; what agencies are handling the response and what goes into the decision to cancel events and large gatherings. Bernstein was featured on the public affairs show several times to also provide insight on how America is preparing for the combination of natural disasters and the COVID-19 pandemic.

RON INSANA CNBC CONTRIBUTOR

Financial expert Ron Insana discussed the economic impact of the outbreak and how concerned listeners should be about their investments and 401Ks, as well as what a recovery will potentially look like.

DR. JAMIE HOWARD CHILD MIND INSTITUTE PSYCHOLOGIST

Dr. Howard addressed parenting through COVID-19 and how to talk to your kids about the virus, staying honest and calm being key.

DR. LEO GALLAND AUTHOR AND ALLERGY SPECIALIST

Shared new findings about the disease and helpful tips on how to slow the spread.

ELIZABETH PENNIMAN VICE PRESIDENT OF COMMUNICATIONS FOR THE AMERICAN RED CROSS

Spoke about how the disaster relief organization is helping during the COVID-19 pandemic.

DR. LISA KENNEDY FORMER CHIEF ECONOMIST AT GE HEALTHCARE

Discussed the impact of the virus on the U.S. health care system.

DR. ALI H. MOKDAD CHIEF STRATEGY OFFICER AT POPULATION HEALTH

Answered questions about models and projections of the progression and spread of COVID-19.

MEL SCHWARTZ PSYCHOTHERAPIST

Talked about various techniques to help staying calm during the pandemic.

ELLIE HOLLANDER CEO FOR MEALS ON WHEELS AMERICA

Addressed the growing food insecurity issues and need for food assistance due to the COVID-19 pandemic.

ARIA BENDIX SENIOR INNOVATION REPORTER FOR BUSINESS INSIDER

Shared her experience of contracting COVID-19 after covering it for three months.

DR. SHUHAN HE CO-FOUNDER OF GETUSPPE.ORG

Talked about how Americans can help health care workers in need of protection and PPE as they treat COVID-19 patients.

ROB CHENG CEO AND FOUNDER OF PC MATIC

Discussed the challenges of cybersecurity as millions of Americans using video-chatting platforms while working from home and distance learning.

DR. JEROME ADAMS U.S. SURGEON GENERAL

Who discussed the latest COVID-19 government response developments.

JOHN YOO FORMER DEPUTY ASSISTANT ATTORNEY GENERAL

Offered insight on who has what authority under the Constitution during a public health crisis.

BILLY SHORE FOUNDER OF NO KID HUNGRY

Provided information on how to help children in need of food assistance during the pandemic.

HUGH EVANS GLOBAL CITIZEN CEO

Discussed what his organization is doing to assist communities impacted by the COVID-19 outbreak.

JIM LUKE ECONOMICS PROFESSOR

Provided insight on why it was so difficult to find essential household items such as toilet paper.

DR. ROBERT GALLO CO-FOUNDER AND DIRECTOR OF THE INSTITUTE HUMAN VIROLOGY AT THE UNIVERSITY OF MARYLAND SCHOOL OF MEDICINE AND CO- FOUNDER AND INTERNATIONAL SCIENTIFIC ADVISER OF THE GLOBAL VIRUS NETWORK

Dr. Gallo talked about new symptoms and related health issues resulting from COVID-19.

MARK SHRIVER SENIOR VICE PRESIDENT OF U.S. PROGRAMS & ADVOCACY OF SAVE THE CHILDREN

Talked about the wide-scale potential learning loss for children in America, as well as what programs Save The Children has in place to address that.

HOWARD ALTMAN MANAGING EDITOR FOR THE MILITARY TIMES

Discussed the impact of the outbreak on the U.S. military and veterans.

DR. JAMES SHMERLING PRESIDENT & CEO AT CONNECTICUT CHILDREN'S MEDICAL CENTER AND RACHEL PETRUCELLI, PRESIDENT & CHIEF DEVELOPMENT OFFICER AT THE CHILDREN'S HOSPITAL OF PITTSBURGH FOUNDATION

The show addressed the funding challenges facing associated hospitals as a result of COVID-19 pandemic, as well as the operational challenges facing hospitals during the outbreak.

MIKE LOVE BEACH BOYS CO-FOUNDER

Talked about his new song with John Stamos that benefited Feeding America – “This Too Shall Pass.”

IHEARTMEDIA COMMUNITIES NATIONAL PUBLIC AFFAIRS SHOW

CONTINUED

DR. KERI LESTAGE **CLEANING EXPERT**

Gave answers to frequently asked questions about disinfecting in the age of COVID-19.

COREY GORDON **CEO OF THE KIDS IN NEED FOUNDATION**

Talked about how teachers, schools and students have adjusted to virtual learning.

CHLOE DEMROVSKY **PRESIDENT & CEO OF DISASTER RECOVERY INSTITUTE INTERNATIONAL**

Provided information around businesses reopening and safety practices and regulations.

DAVID BECKER **EXECUTIVE DIRECTOR AT THE CENTER FOR ELECTION INNOVATION AND RESEARCH**

Discussed how COVID-19 could impact the 2020 election.

DR. AILEEN MARTY **FLORIDA INTERNATIONAL UNIVERSITY INFECTIOUS DISEASE EXPERT**

Provided an update on the COVID-19 outbreak.

DR. WILLIAM SCHAFFNER **MEDICAL DIRECTOR OF THE NATIONAL FOUNDATION FOR INFECTIOUS DISEASES, PANDEMIC ACTION NETWORK**

Dr Schaffner discussed recent uptick in COVID-19 cases in 12 cities, as well as the critical importance of getting a flu vaccine to prevent hospital visits this winter.

GABRIELLE FITZGERALD **CO-FOUNDER OF THE PANDEMIC ACTION NETWORK AND CEO OF PANORAMA GLOBAL**

Gabrielle discussed the need for pandemic preparedness.

HEIDI ARTHUR **CHIEF CAMPAIGN DEVELOPMENT OFFICER FOR THE AD COUNCIL**

Arthur discussed the role of the Ad Council and their most important campaigns currently running including COVID-19, racial justice, mental health and thanking essential workers.

MICHAEL BELL **DEPUTY DIRECTOR OF THE DIVISION OF HEALTHCARE QUALITY PROMOTION AT THE CDC**

Dr. Bell discussed steps the public need to take during July 4th weekend and other holidays to stop the spread of COVID-19, with an emphasis on cloth face coverings and distance.

AARON DWORKIN **CEO OF NATIONAL SUMMER LEARNING ASSOCIATION**

Talked about how kids in underserved communities are more at risk to lose some of the learning throughout the summer, especially due to the COVID-19 pandemic.

DR. ALI NOURI **PRESIDENT OF THE FEDERATION OF AMERICAN SCIENTISTS**

Provided an update on current COVID-19 outbreak & an explainer on what certain metrics mean such as positivity rate and mortality rate.

DERRELL BRADFORD **EXECUTIVE VICE PRESIDENT OF 50CAN**

Discussed the different challenges schools face as they plan to reopen and possible solutions for a safe reopening.

DR. JUDY MONROE **FORMER DEPUTY DIRECTOR OF THE CDC, CURRENT PRESIDENT & CEO OF THE CDC FOUNDATION, AND AN ADVISOR TO THE PANDEMIC ACTION NETWORK**

Talked about how the CDC Foundation is helping in the fight against COVID-19 and Dr. Monroe's analysis of the impact of the virus itself.

DR. BETH CAMERON **VICE PRESIDENT OF GLOBAL BIOLOGICAL POLICY AND PROGRAMS AT NTI (NUCLEAR THREAT INITIATIVE)**

Discussed the current status of the pandemic and what listeners can do to stay safe and healthy.

DR. ANGELA RASMUSSEN **COLUMBIA UNIVERSITY VIROLOGIST AND FORBES WRITER**

Discussed the latest news on a potential COVID-19 vaccine.

DR. LESLIE BEITSCH **CHAIR OF THE DEPARTMENT OF BEHAVIORAL SCIENCES & SOCIAL MEDICINE AT FLORIDA STATE UNIVERSITY**

Talked about how our behaviors have changed during the pandemic and how to handle certain stressful situations.

KANG-XING “KX” JIN **HEAD OF HEALTH AT FACEBOOK**

Talked about Facebook's efforts to amplify positive social impact related to health as well as efforts to minimize health misinformation.

DANIELLE RAMO **PHD, THE SENIOR DIRECTOR OF RESEARCH AT HOPELAB,**

Discussed college-age youth, loneliness, and tech in the context of the COVID-19 pandemic.

DAVID ANDERSON, PHD **SENIOR DIRECTOR OF NATIONAL PROGRAMS AND OUTREACH AT THE CHILD MIND INSTITUTE**

Dr. David Anderson discussed how COVID-19 is affecting families and children headed back to school.

MIKE WARD **VICE PRESIDENT OF VOTER ENGAGEMENT AT DEMOCRACY WORKS**

Discussed the tools Democracy Works are building to upgrade the infrastructure of our election systems, as well as the specific challenges to voting in 2020 due to the COVID-19 pandemic.

SHARI SINWELSKI **VICE PRESIDENT OF NATIONAL NETWORKS, VIBRANT EMOTIONAL HEALTH AND DEPUTY DIRECTOR, NATIONAL SUICIDE PREVENTION LIFELINE**

Discussed mental health challenges in the context of the COVID-19 pandemic.

CAROLYN REYNOLDS **CO-FOUNDER OF THE PANDEMIC ACTION NETWORK**

Discussed the present state of COVID-19 in the US. Reynolds talked about winter preparations during the pandemic and how to interpret all the new information coming out potential vaccines.

MYRA BIBLOWIT **BREAST CANCER RESEARCH FOUNDATION (BCRF) PRESIDENT & CEO**

Biblowit talked about some of the challenges facing the breast cancer community in the face of the COVID-19 pandemic and how listeners can best help support BCRF.

SPANISH STATIONS PUBLIC AFFAIRS SHOW

Hosted by Enrique Santos, Chairman, Chief Creative Officer and on-air talent for iHeartLatino, iHeartMedia hosted a weekly long-form show to inform our Spanish-speaking listeners on the challenges of the COVID-19 pandemic.

Some of the most recent guests and topics included:

DR. CARLOS ESPINAL
THE DIRECTOR AT FIU GLOBAL
HEALTH CONSORTIU

DR. ERNESTO CARDENAS
OB/GYN

ALEX PENELAS
FORMER MIAMI-DADE COUNTY MAYOR

FREDDY BALSERA
CRISIS MANAGER OF BALSERA
COMMUNICATIONS

GABRIELA REYES
RELATIONSHIP & FAMILY THERAPIST

FRANCIS SUAREZ
MIAMI MAYOR

Who has just recovered from COVID-19 shared his experience with listeners and gave his thoughts on the governors who refuse to shut down in the face of the crisis.

MARCO RUBIO
SENATOR

Explained the process on how to apply for the recently approved small business help and when to expect the stimulus checks.

JOE BIDEN
VICE PRESIDENT AND
PRESIDENTIAL CANDIDATE

Explained what he would have done differently to combat the virus had he currently been in the White House. He also had a message of hope and unity for all of those afraid in these uncertain times.

GRACE MEINHOFFER
DIVISION COMMUNICATIONS DIRECTOR
AND NATIONAL SPOKESPERSON
AT AMERICAN RED CROSS

Encouraged listeners to help by donating blood.

GABRIELA REYES
RELATIONSHIP & FAMILY THERAPIST

Gave advice for those that may be overwhelmed and feel lonely during social distancing.

CHRIS COLSTON
CREDIT EXPERT FROM 2ND CHANCE CREDIT

Explained what the banks and credit card companies are doing to help during this crisis and how to solicit that help.

AMANDA SURIEL
ATTORNEY OF THE AMANDA
DEMANDA LAW GROUP

Explained the responsibilities of employers when it comes to COVID-19 employee precautions and protections.

JUAN RIVERA
UNIVISION'S CHIEF MEDICAL CORRESPONDENT

Shared his thoughts and what progress have we made in combating the COVID-19 pandemic.

JULIO VAQUEIRO
TELEMUNDO'S HOST OF THEIR NIGHTLY NEWS
SHOW "CORONAVIRUS: UN PAIS EN ELERTA"

Discussed hydroxychloroquine and its connection to COVID-19.

GLORIA ESTEFAN
GRAMMY WINNING SUPERSTAR

Came on with a message of support for all doctors, nurses and first responders on the front lines of the COVID-19 battle.

ALBERTO M. CARVALHO
SUPERINTENDENT OF MIAMI-DADE
COUNTY PUBLIC SCHOOLS

Discussed when and how schools should resume normal activity, as well as how effective is homeschooling.

DR. NATALIE WEDER
CHILD AND ADOLESCENT PSYCHIATRIST-
CHILD MIND INSTITUTE

Discussed the effects of homeschooling and how to manage the stress in the household in which kids are studying while parents are working from home.

ROBERT UNANUE
GOYA FOODS CEO

Weighed in on the possible food shortage in America due to COVID-19 and how is Goya protecting their employees and their clients and what is Goya's most popular product during the crisis.

ROSELINA "YOYI" RODRIGUEZ
OWNER OF EIGHT MCDONALD'S
RESTAURANTS IN SOUTH FLORIDA

Explained how COVID-19 has impacted the fast food industry.

ÁNGEL SARDIÑA
PRESIDENT OF FLAMINGO INSURANCE AGENCY

Explained its company thank you meal program which is offering free breakfast lunch and dinner to first responders.

GUILLERMO RAMIREZ
GENERAL MANAGER FOR DISH
LATINO IN EL PASO, TEXAS

Explained how DISH has transformed their production lines from satellites to personal protection equipment to help with the COVID-19 pandemic.

NATALIE BODEN
PRESIDENT OF BODEN AGENCY

Explained why the lack of reliable sources has moved her to create a guide of Latino relevant resources which connects the public with companies that are supporting the Latino community during the COVID-19 pandemic.

DR. MARIA CRISTINA REGUEIRO
PRESIDENT & CEO OF FLORIDA
NATIONAL UNIVERSITY

Discussed how some have taken advantage of the lockdown to further their education and the importance of positive thinking in a time of crisis.

DR. MOISES ISSA MD

Talked about Hydroxychloroquine and its uses, as well as common misconceptions. Dr. Issa also came back on a different show to talk about her own experience with COVID-19.

ROBBIE ZAMORA
OWNER OF BRICKELL BIKES

Talked to us about the huge increase in national demand for bicycles due to COVID-19.

KATHERINE FERNANDEZ RUNDLE
STATE ATTORNEY

Talked about the states awareness campaign to fight domestic violence during COVID-19.

DR. ALEDIE NAVAS
PEDIATRIC PULMONOLOGIST

Talked about the symptoms and trends in children.

SPANISH STATIONS PUBLIC AFFAIRS SHOW

CONTINUED

ERIKA URDANETA
VICE PRESIDENT OF OPERATIONS
BETTER BUSINESS BUREAU

Guides the public about the frauds that have been detected in the middle of the COVID19 pandemic.

DR. JOSÉ COLÓN
LICENSED COUNSELOR

Offers us data on emotional eating caused by different emotions and feelings.

DR. GUZMAN
UNITED HEALTH CARE

Talked about how COVID 19 has changed health care in the United States.

JOHN DE ARMAS
SPECIALIST AND BUSINESS STRATEGIST

Offers us the second part of his advice to reinvent and get the most out of your business in times of crisis.

DR. ARCILIO ALVARADO AND THE
MICROBIOLOGIST DRA CRUZ

Explained why you should be vaccinated to prevent complications between influenza and COVID-19.

ANDRIA ESTRELLA
LICENSED MARRIAGE AND FAMILY THERAPIST

Talked about what is most affecting our families and especially our children during these difficult times and how to get help in your area.

MARIBEL ALONSO
TECHNICAL INFORMATION SPECIALIST, FOOD
SAFETY AND INSPECTION SERVICE, USDA

Talked about issues with a new study of the USDA revealing concerns about the handling of frozen food by consumers.

DR. JOSÉ COLÓN
YOUTH SPECIALIST COUNSELOR

Speaks about online schooling safety for kids.

DR. RUBÉN PÉREZ
INTERNAL MEDICINE DOCTOR

Speaks about President Trump's COVID-19 treatment

DR. ANTHONY FAUCCI

Offers his recommendations for Thanksgiving celebrations.





LOCAL RESPONSE

Dedicated radio station efforts are taking place nationwide and the next few pages are a snapshot of just a few of the local iHeart efforts and the many different and important ways the iHeart team has

gone above and beyond to support our communities – when the companionship we provide means more than ever. More information about some of iHeart's largest virtual events follows below.

LOCAL MARKET COVID-19 RESPONSE RECAP

ALBANY, NY

The WGY newsroom is keeping listeners informed with over 150 weekly news updates each week across all local iHeartMedia stations in Albany. Additionally, iHeartMedia Albany is spotlighting and thanking local businesses going out of their way to help the community during the COVID-19 pandemic. WGY also partnered with the Albany County Sheriff to help deliver critically needed PPE to assisted living homes in the area.

ALBUQUERQUE, NM

iHeartMedia Albuquerque is helping to distribute free mattresses to healthcare workers as part of iHeart Health Care Workers. iHeartMedia Albuquerque is also spotlighting a local, small business each weekday with iHeart Small Business of the Day.

ANCHORAGE, AK

iHeartMedia Anchorage is featuring Hunker Down Chat With Anchorage Mayor – a weekly segment on 101.3 KGOT and KASH Country 107.5 – providing local news, information and updates relating to COVID-19.

ASHEVILLE, NC

iHeartMedia Asheville has dedicated all Top Tech Stories of the Week with William Mapp segments to homeschooling and home entertainment to help the community during quarantine.

ATLANTA, GA

iHeartMedia Atlanta encouraged high school and college seniors in the community to submit their senior portraits for a Class of 2020 Virtual Yearbook. The stations have also partnered with the Atlanta McDonald's Coalition to give food vouchers to families, first responders and essential workers.

AUBURN, AL

iHeartMedia Auburn is featuring local businesses on-air and encouraging the community to shop local and support the community. The market is also encouraging listeners to nominate local nurses to be spotlighted on its radio stations and to receive food from local restaurants.

AUGUSTA, GA

iHeartMedia Augusta launched a virtual job fair to match listeners with local businesses looking to hire full-time and part-time employees during the pandemic.

AUSTIN, TX

iHeartMedia Austin launched SupportAustinTX.com to highlight local businesses, restaurants, job opportunities, musicians and businesses doing good within the community.

BAKERSFIELD, CA

iHeartMedia Bakersfield launched #iHelpBakersfield – a comprehensive digital listing of restaurants that remain open serving takeout; special store shopping hours for seniors and disabled patrons; charities looking for volunteers or in need of donations; and daily information from the CDC and local medical and health experts.

BALTIMORE, MD

iHeartMedia Baltimore has been highlighting local businesses that are giving back to the community during the pandemic with its 93.1 WPOC Free Plug Friday.

BATON ROUGE, LA

iHeartMedia Baton Rouge is encouraging listeners to nominate frontline workers to be featured on-air and on social media. In addition, the market is encouraging donations to local nonprofits affected by the pandemic, including Families Helping Families and Juvenile Diabetes Research Foundation.

BEAUMONT, TX

iHeartMedia Beaumont teamed up with Lifeshare Blood Centers of Southeast Texas & Southwest Louisiana to encourage listeners to help with the severe blood shortage during the COVID-19 pandemic.

BILOXI, MS

iHeartMedia Biloxi launched a South Mississippi TO-GO site that allows restaurants to list their updated delivery information. Additionally, iHeartMedia Biloxi recognized nurses in the community on May 6 - National Nurses Day.

BINGHAMTON, NY

iHeartMedia Binghamton is highlighting restaurants that are providing free meals for children in the community. In addition, the stations' websites also feature a takeout guide for local restaurants.

BIRMINGHAM, AL

Local stations asked listeners to nominate a nurse in honor of National Nurses Day for a chance to win \$1,000. Through its Feed It Forward program, iHeartMedia Birmingham also partnered with local businesses to provide free dinners to local families in need.

BISMARCK, ND

KFYR is uniting the local community with Parking Lot Prayer Warriors. Each Thursday, hundreds of listeners park in visitor parking lots surrounding several hospitals in the state and pray. The station has also been airing a special 30-minute program featuring prayer and positive messages for local patients and medical workers.

BOSTON, MA

iHeartMedia Boston partnered with RCN to ask the community to nominate medical professionals, first responders and essential workers for its Honor Community Heroes initiative.

BRUNSWICK, GA

iHeartMedia Brunswick hosted the Living Room Concert for the Golden Isles in support of local service industry professionals and musicians.

BRYAN, TX

iHeartMedia Bryan started a Delivery of the Day segment to help promote local restaurants that are open for delivery during the pandemic.



CEDAR RAPIDS/IOWA CITY, IA

AM 600 WMT's morning host Doug Wagner features a local small business each morning, discussing their challenges, needs and impact of COVID-19.

CHARLESTON, SC

iHeartMedia Charleston teamed up with major local TV and radio stations to raise money for local food banks.

CHARLOTTE, NC

iHeartMedia Charlotte launched Carolina Cares, an initiative to help the local community by highlighting local organizations and services necessary during the COVID-19 pandemic.

CHICAGO, IL

iHeartMedia Chicago launched Healing Chicago Together, a community resource initiative to support local nonprofits, businesses and restaurants during the coronavirus pandemic. The market has also partnered with Ronald McDonald House Charities to help raise \$1 million for local families.

CHILlicothe, OH

iHeartMedia Chillicothe is interviewing experts, public health officials and mental health specialists to keep the public informed during the pandemic.

CINCINNATI, OH

iHeartMedia Cincinnati is supporting the community by featuring local businesses' hours of operation, special deals and services.

CLEVELAND, OH

iHeartMedia Cleveland committed over 10,000 PSAs across its nine stations to help local citizens and community organizations during the coronavirus outbreak. Additionally, iHeartMedia Cleveland, The Cleveland Cavaliers and local TV stations raised over \$150,000 during a telethon on April 4 to benefit United Way of Greater Cleveland and the Greater Cleveland Food Bank.

COLORADO SPRINGS, CO

Market stations organize a commercial-free dance party every Friday evening encouraging listeners to join in the fun and post on social media with #DancingFromADistance. Additionally, iHeartMedia Colorado Springs stations hosted a virtual prom on Friday, April 17 for graduating seniors.

COLUMBIA, SC

iHeartMedia Columbia launched Columbia To Go Summary, an initiative encouraging listeners to support local restaurants during the pandemic.

COLUMBUS, OH

iHeartMedia Columbus helped raise over \$15,000 for the Mid-Ohio Food Bank.

COLUMBUS, GA

Magic 101.3's DJ Chip is holding Mondays with the Mayor to keep the public updated on anything COVID-19 related in the community.

CORPUS CHRISTI, TX

Once a week, KRY5 Morning Show host Big Frank devotes the entire show to Small Business Shout Outs, where local business owners are featured to talk about their services available to the community.

DALLAS, TX

iHeartMedia Dallas's 106.1 KISS FM is thanking local nurses and doctors by name and sharing their stories at the top of each hour. Additionally, iHeartMedia Dallas stations are doing live liners saluting small businesses still open and serving their communities.

DAVENPORT, IA

iHeartMedia Quad Cities helped raise \$100,000 for the Quad City Disaster Relief Fund.

DEFIANCE, OH

iHeartMedia Defiance is keeping the community informed about what local organizations and charities are offering or altering services. Additionally, stations are recognizing teachers who are keeping students learning and engaged through distance learning.

DENVER, CO

iHeartMedia Denver and the Colorado Rockies launched the Stay At Home Opener fundraiser, which raised over \$500,000 for the Food Bank of the Rockies.

DETROIT, MI

iHeartMedia Detroit stations are encouraging listeners to make their own masks with its #MIMaskChallenge. Channel 955's "Mojo In The Morning" launched a special edition of their "Breaking and Entering Christmas Wish" to give \$500 to listeners in need. Additionally, iHeartMedia Detroit talent is delivering lunch and dinner to medical staff and first responders during the pandemic.

EAU CLAIRE, WI

iHeartMedia Eau Claire encouraged listeners to support local businesses and to buy gift cards to use in the future.

EL PASO, TX

Power 102.1 hosted a virtual prom for the high school seniors in the community.

ERIE, PA

iHeartMedia Erie is encouraging listeners to donate to Second Harvest Food Bank.

FAIRBANKS, AK

iHeartMedia Fairbanks stations' websites are highlighting local resources, business closures, COVID-19 information and updates on closures and postponements in the community.

FARMINGTON, NM

KOOL 104.5 has teamed with Dickey's BBQ to thank local hospital staff by giving them a free BBQ meal voucher.

FAYETTEVILLE, AR

iHeartMedia Fayetteville stations' websites are featuring various community resources, news and information. The stations are also encouraging listeners to visit area hospital parking lots on Friday nights and turn their headlights on to show support for healthcare workers in the community.

FLORENCE, SC

iHeartMedia Florence stations launched a virtual food drive in partnership with Harvest Hope Food Bank to benefit the community in need.

FORT COLLINS, CO

iHeartMedia Fort Collins is running thank you promos across the market for the essential workers in the community.



MYERS, FL

iHeartMedia Fort Myers helped donate over 500 face masks to local Florida hospitals. Additionally, WCCF News Radio's Bob Alexander features local business owners on-air daily to discuss the services they are providing.

FORT SMITH, AR

iHeartMedia Fort Smith encouraged listeners to participate in a social distancing drive thru parade for the nursing homes in the area.

FRESNO, CA AND MODESTO, CA

iHeartMedia Fresno and iHeartMedia Modesto launched the Central Valley To Go webpage to support local restaurants during the COVID-19 pandemic.

GALLUP, NM

iHeartMedia Gallup will hold an on-air graduation for eight local high schools.

GRAND FORKS, ND

96.1 The Fox has turned Thanks For Listening Thursday into Thank You Thursdays and listeners give thanks to healthcare workers and essential employees in the community. XL93 launched Feed Your Family, a partnership with local grocery stores to distribute over \$2,000 worth of gift cards to families in the community.

GREENSBORO, NC

iHeartMedia encouraged listeners to nominate their local Hometown Hero to be highlighted during 99.5 WMAG's Lora and Matt's Tell Me Something Good segment.

GREENVILLE, SC

iHeartMedia Greenville encouraged listeners to nominate nurses in the area for National Nurses Week. Chosen nurses will win a \$100 gift card and be featured on-air.

HARRISBURG, PA

Bob 94.9 hosted a Living Room Concert on Friday, April 17 to benefit the Central Pennsylvania Food Bank. Performers included Fillmore, Morgan Evans, Matt Stell, Scotty McCreery and Dylan Scott.

HARTFORD, CT

iHeartMedia Hartford partnered with Foodshare to help raise funds during the COVID-19 pandemic. In addition, the cluster will partner with local artist and winner of "The Voice," Javier Colon, for a surprise concert for nurses at the Hartford Hospital during National Nurses Week.

HONOLULU, HI

iHeartMedia Honolulu launched Support 808, a centralized directory of businesses open for takeout, contactless delivery or curbside pickup.

HOUSTON, TX

iHeartMedia Houston launched Keep Houston Strong to promote programs and initiatives in response to the COVID-19 outbreak.

HUNTINGTON, WV

iHeartMedia Huntington is interviewing healthcare experts, government officials and public health officials, as well as mental health specialists to keep the community informed during the pandemic.

HUNTSVILLE, AL

Since March, iHeartMedia Huntsville is taking listener requests to highlight college and high school graduates. In addition, listeners are encouraged to drive to local hospital parking lots and turn their lights on in support of healthcare workers.

JACKSONVILLE, FL

iHeartMedia Jacksonville partnered with a local charity to help provide meals for the nurses and doctors on the frontline.

LANCASTER, PA

iHeartMedia Lancaster is assisting local food banks struggling to keep up with extremely high demand during the pandemic with virtual donation drives.

LAS VEGAS, NV

iHeartMedia Las Vegas created iHelpLV.com, a central resource for listeners to get information on local restaurants and businesses that are open, as well as information on how listeners can donate PPE to hospitals in the area. Additionally, iHeartMedia Las Vegas and News 3 Las Vegas partnered for Stay Home For Nevada, a broadcast to benefit UMC Foundation/University Medical Center and The Salvation Army Southern Nevada.

LEXINGTON, KY

98.1 The Bull partnered with Subaru to pay the gas for healthcare workers in the area.

LIMA, OH

iHeartMedia Lima launched a website to inform the community about local restaurants offering delivery, takeout and drive thru services. In addition, the stations are promoting businesses that are currently closed and encouraging listeners to support them once they reopen.

LITTLE ROCK, AR

iHeartMedia Little Rock stations launched Little Rock To-Go, which highlights restaurants offering take-out, curbside, drive thru and delivery service. Additionally, iHeartMedia Little Rock country stations helped promote Better Together, an Instagram concert featuring local and national Country artists that raised over \$30,000 for United Way of Arkansas.

LOS ANGELES, CA

iHeartMedia Los Angeles partnered with The Dodgers Foundation to provide more than 100,000 meals and \$100,000 in donations to the local community in need. Additionally, iHeartMedia Los Angeles' 102.7 KIIS FM will host Virtual Prom Live for the local seniors that will not have a prom this year.

LOUISVILLE, INDIANAPOLIS, LEXINGTON, SOMERSET

WAMZ and WBUL are featuring Helping Heroes and playing the national anthem daily.

MACON, GA

iHeartMedia Macon partnered with the Middle Georgia Community Food Bank to assist in serving over 1,300 households and 4,000 people during the COVID-19 pandemic. Other projects include Salute Frontline Workers and High School Senior Spotlight.

MADISON, WI

iHeartMedia Madison is encouraging listeners to give a shout out to their favorite restaurant offering food for takeout. In addition, listeners were asked to nominate their favorite healthcare and essential worker in the community to be featured on-air.



MANSFIELD/ASHLAND, OH

iHeartMedia Mansfield stations' websites are keeping the community informed on businesses hours, event cancellations and local nonprofits offering services during the pandemic.

MCALLEN, TX

iHeartMedia McAllen is highlighting Everyday Heroes that are going above and beyond to support the community.

MELBOURNE, FL

iHeartMedia Melbourne is highlighting businesses that are open and giving back to the community during the COVID-19 pandemic. .

MIAMI, FL

iHeartMedia Miami partnered with Paramount Ventures to honor all medical professionals and first responders with a music-to-light show on Y100 and Tü 94.9 broadcast stations in conjunction with Paramount Miami World Center's famous tower lights. Additionally, iHeartMedia Miami's Newsradio 610 WIOD hosted a 72-hour Share-A-Thon for the South Florida community in need.

MILWAUKEE, WI

iHeartMedia Milwaukee's V100.7 hosted Stay At Home, Stay Safe, a radio special highlighting the importance of social distancing during the coronavirus pandemic.

MINNEAPOLIS, MN

iHeartMedia Twin Cities stations and on-air talent are supporting listeners and local businesses with interactive social media and fundraising including a radiothon and comedy show. K102 launched Tacos for Truckers to give food to truck drivers that are working increased hours to keep essential goods in stores.

MINOT, ND

iHeartMedia Minot teamed up with the Minot PTA to organize teacher parades throughout the community. Additionally, iHeartMedia Minot is encouraging listeners to sew face masks for the community and to donate blood at a mobile bus clinic.

MOBILE, AL

iHeartMedia Mobile stations launched #MobileStrong, an initiative to support local businesses and charities during the pandemic. In addition, the stations will celebrate high school and college seniors through its online Class of 2020 Yearbook.

MONTEREY, CA

iHeartMedia Monterey is encouraging donations to Tri-Country Food Banks to help the community in need during the COVID-19 pandemic.

MYRTLE BEACH, SC

iHeartMedia Myrtle Beach teamed up with Help4Kids, a local organization providing meals for local children in need.

NASHVILLE, TN

iHeartMedia Nashville ran a social media campaign encouraging listeners to nominate and thank essential employees.

NEW HAVEN, CT

iHeartMedia New Haven's KC101FM and Connecticut Food Bank launched a virtual food drive to support the local community during the COVID-19 pandemic.

NEW ORLEANS, LA

iHeartMedia partnered with Birdman, Cash Money Records co-founder, to pay the rent for the month of May for those in need.

NEW YORK, NY

iHeartMedia New York aired a live broadcast of Jersey4Jersey Benefit Concert to benefit the local community. The concert featured Halsey, Jon Bon Jovi, Bruce Springsteen, SZA, Charlie Puth, Saquon Barkley, Tony Bennett, Danny DeVito, Whoopi Goldberg, Chelsea Handler, Kelly Ripa, Jon Stewart and more and raised over \$5.9 million. iHeartMedia New York's Z100 teamed up with the Empire State Building to create a new music-to-light show every night to honor the everyday heroes risking their lives to fight the COVID-19 pandemic. [iHeartRadio Broadway](#), iHeartMedia New York's 24/7 digital destination for Broadway fans, partnered with [Broadway Cares/Equity Fights AIDS](#) to stream Disney on Broadway 25th Anniversary Concert.

NORFOLK, VA

iHeartMedia Norfolk is highlighting on all stations' websites a list of local restaurants with new hours and takeout and delivery options.

OGALLALA, NE

The market partnered with Ogallala High School to broadcast their graduation ceremonies on May 9. The school will hold a drive thru ceremony where students and parents can listen from their cars.

OMAHA, NE

iHeartMedia Omaha is encouraging listeners to promote the Food Bank of the Heartland. Also, Kat 103.7 is doing on-air mentions to 2020 high school and college seniors.

ORLANDO, FL

iHeartMedia Orlando launched Keep Orlando Working, an online job fair to help the local community find jobs. The stations also launched an online Job College Fair Education Summit to help students match with schools and virtually meet with college advisors.

PANAMA CITY, FL

iHeartMedia Panama City encouraged healthy listeners to make blood donations to [One Blood](#).

PENNSYLVANIA REGION

The iHeartMedia Pennsylvania region launched delivery service websites to help local restaurant business owners. Each website provides information on carry-out, delivery and curbside options as well as links to purchase restaurant gift cards.

PHILADELPHIA, PA

iHeartMedia Philadelphia partnered with local businesses to launch Social Distance Assistance, a sweepstakes where listeners can win \$50 gift cards to local businesses. Additionally, Q102 encourages local teachers to submit videos with their words of wisdom, daily lesson plans and motivation for parents homeschooling their children.

PHOENIX, AZ

104.7 KISS FM morning host Johnjay Van Es's LovePup Foundation donated \$10,000 to the Empty Shelters Emergency Fund. 102.5 KNIX helped donate over 60,000 sandwiches to nurses, first responders and grocery store employees to give thanks to frontline workers.


PITTSBURGH, PA

iHeartMedia Pittsburgh is promoting local restaurants and small businesses by encouraging listeners to support them.

PORTLAND, OR

105.9 The Brew encouraged listeners to give thanks to essential employees from the community live on-air.





Rob Newton
@RadioRobNewton

Special enrollment for healthcare and **#Medical** has been extended because of the **#Coronavirus** pandemic. [@CoveredCA](#) Executive Director Peter Lee says enrollment is open through June. People who sign up can get tested for **#COVID19** without paying out of pocket. More info [@KFIAM640](#)

PROVIDENCE, RI

Coast 93.3 is highlighting local heroes making a difference during the COVID-19 pandemic.

POUGHKEEPSIE, NY

iHeartMedia Poughkeepsie/Hudson Valley stations featured local takeout and delivery businesses on the stations' website to help support local businesses. They are also doing daily tributes to thank local healthcare workers and essential employees. Also, Q92.1's on-air host Michelle Taylor partnered

PORTSMOUTH AND MANCHESTER, NH

iHeartMedia's rock stations 100.3 WHEB in Portsmouth and Rock 101 in Manchester raised over \$860,000 during Project Community: New Hampshire Together From Home for the New Hampshire Food Bank.

PRIDE RADIO

In response to many pride parades being canceled across the country, PRIDE Radio launched a "Virtual Pride Party" to benefit many local LGBTQ organizations.

RALEIGH, NC

iHeartMedia Raleigh partnered with Moe's Southwest Grill to deliver free lunch to listeners who sign up on the stations' websites. iHeartMedia Raleigh is also encouraging listeners to nominate high school seniors to be featured on the stations' websites. Every week, a senior will also win a \$100 Visa gift card.

READING, PA

iHeartMedia Reading featured the accomplishments of local students through its High School Senior Salute campaign.

RIVERSIDE/SAN BERNARDINO, CA

99.1 KGGI launched #SupportTheIE (Inland Empire) to connect businesses in the area with the community. The station's website features updated information on delivery, take-out, curbside pick-up options and business hours.

ROCHESTER, NY

iHeartMedia Rochester is keeping the community informed with weekly public affairs shows and interviews with doctors, government officials and other experts on the COVID-19 pandemic.

SACRAMENTO, CA

93.1 KFBK and Talk 650 KSTE launched Up Lift Us All -- an initiative to invite listeners to call-in and give thanks to first responders and essential employees. Additionally, 93.1 KFBK is highlighting businesses that are currently hiring to help those looking for a job in the community.

ST. LOUIS, MO

iHeartMedia St. Louis launched #STLTogether encouraging businesses, nonprofits and listeners to share updated community resources information and feel good stories.

SALISBURY/OCEAN CITY, MD

All six radio stations are encouraging restaurant owners to submit information on daily specials, updated hours of operation and contact information to be featured on-air and on the stations' websites.

SALT LAKE CITY, UT

Talk Radio 105.9 featured over 60 nurses from the community during National Nurses Day on May 6. Additionally, iHeartMedia Salt Lake City is featuring local businesses that are hiring across all its stations' websites.

SAN ANTONIO, TX

iHeartMedia San Antonio launched [SupportSanAntonio.com](#) to feature local businesses, restaurants, job boards and feel-good stories from the community.

SAN DIEGO, CA

iHeartMedia San Diego has created multiple programs during the COVID-19 pandemic including virtual food drives, PPE/mask drives for medical personnel and a comprehensive local restaurant pick-up and delivery listing portal.

SAN FRANCISCO, CA

iHeartMedia San Francisco launched #SupportTheBay and #EmployTheBay programs to highlight local businesses and to help the community find jobs.

SARASOTA, FL

iHeartMedia Sarasota launched Keep Sarasota Going, an online landing page dedicated to showcasing all local businesses still offering services across Sarasota and Manatee counties. Also, during the month of April, iHeartMedia Sarasota helped to deliver lunch from a local restaurant to the area hospitals.

SAVANNAH, GA

iHeartMedia Savannah is encouraging listeners to nominate essential workers to be featured on the stations' websites, on-air and on social media. In addition, the market is partnering with The Savannah Chatham School District to host a virtual graduation with all 11 high schools and will play valedictorian speeches on-air.

SEATTLE, WA

The market launched We Got This Seattle -- an initiative focused on supporting local businesses that are still open during the COVID-19 pandemic, giving thanks to healthcare workers and essential employees and feel good stories.

SIoux CITY, IA

iHeartMedia Sioux City is honoring senior graduates in the community, as well as highlighting and supporting local businesses on the stations' websites.

SPOKANE, WA

iHeartMedia Spokane is holding an online fundraiser for the local Second Harvest Food Bank.

SPRINGFIELD, MO

The market has created a website dedicated to promoting local restaurants currently open. In addition, they have created a job finding site to help those unemployed during the COVID-19 crisis.

SUSSEX, NJ

102.3 WSUS is encouraging the community to nominate healthcare workers and essential employees that will be featured on-air. 102.3 WSUS has helped Father John's Animal House local shelter get over 72 pets adopted so they could temporarily host pets of medical workers in the area.

SYRACUSE, NY

iHeartMedia Syracuse created the Sidewalks of Hope campaign to spread love and kindness with the hashtag #Y94SidewalkOfHope.

TALLAHASSEE, FL

iHeartMedia Tallahassee in partnership with Second Harvest of the Big Bend promoted Hospitality Day, which took place Tuesday, April 28, where displaced hospitality workers will receive a meal, a food kit and a restaurant gift card.



TAMPA, FL

iHeartMedia hosts Happy at Home karaoke dance parties to entertain listeners during social distancing. iHeartMedia Tampa Bay also launched [KeepFloridaGoing.com](https://www.KeepFloridaGoing.com) to highlight local businesses who were open during the pandemic.

TOLEDO AND DAYTON, OH

iHeartMedia Toledo launched Selfies To Say Thanks social campaign to show appreciation for doctors, nurses and essential workers.

TOLEDO, OH

On Sunday, April 19, iHeartMedia Toledo joined all major local media outlets for #Unite419, an initiative that raised over \$14,000 to benefit United Way's Emergency Response Fund 2020.

TULSA, OK

iHeartMedia Tulsa helped promote local fundraiser #GiveFromHomeDay, helping raise over \$110,000 for local charities fighting hunger.

TUSCALOOSA, AL

iHeartMedia Tuscaloosa launched Family Story Time, a series of short stories that the entire family could listen to together during the coronavirus pandemic. Additionally, iHeartMedia Tuscaloosa is encouraging the community to nominate high school and college seniors to be highlighted on-air every afternoon.

WASHINGTON, DC

iHeartMedia Washington, DC is highlighting local businesses that are still open during the pandemic and encouraging listeners to support them.

WEST PALM BEACH, FL

iHeartMedia West Palm Beach developed an online page focused on local businesses open and providing services to the community during the pandemic.

WICHITA, KS

iHeartMedia Wichita encouraged listeners to drive to local hospitals, hold signs and honk horns during shift changes as a sign of solidarity to healthcare workers during the COVID-19 pandemic.

WILMINGTON, DE

iHeartMedia Wilmington launched [DelawareDelivers.com](https://www.DelawareDelivers.com) – a website highlighting local restaurants that are still offering takeout and delivery. Additionally, iHeartMedia Delaware partnered with the Food Bank of Delaware to launch iHeartRadio Delaware Virtual Food Drive.

WINCHESTER, VA

iHeartMedia Winchester hosts a daily Facebook Live Story Time to engage with the community during social distancing.





SUPPORTING OUR COMMUNITIES DURING A TIME OF SOCIAL RECKONING

IHEART'S SOCIAL JUSTICE
RESPONSE EFFORTS

COMMUNITY SUPPORT

iHeartMedia stands against racism and injustice and has pledged millions of dollars' worth of media to social justice efforts in the last year. iHeart's broadcast radio personalities have always reflected the communities they serve -- and following the tragic killings of George Floyd and Breonna Taylor in 2020, we are

committed to doing even more to ensure we have the greatest possible positive impact on our many diverse audiences.

The report below reflects some of the programming initiatives and special events created both nationally and by our radio stations.

BUILDING BlackBiz



**Supporting the
Black community by
providing resources and
education on how to
successfully start and
grow a business**

LOCAL SUPPORT

iHeartMedia radio stations, along with its 24/7 News operation, were quick to respond to their communities – not just with news coverage and up-to-the minute information, but by providing a critical outlet for listeners to express their feelings, concerns and frustrations.

The complete list of local initiatives, programming and other content developed by iHeart stations and personalities is far too long to list here, but the initiatives listed below will provide an idea of how iHeart teams provided vital companionship, support, information and resources across America when their neighbors and communities needed them most.

24X7 NEWS/TALK COVERAGE

Because the news impacted the entire country and transcended formats, our news coverage from 24x7 News Network was heard across all stations and formats. The coverage included special reports and live on-scene and ongoing coverage from Regional News Centers in the Midwest, Northeast, Southeast, Midsouth and Southwest Pacific Regions as well as New York City, Washington, DC, Ohio Valley and Florida.

LOCAL EFFORTS

ALBANY, NY

- Hosted a podcast with local community leader DJ Dread. Airing clips on-air to promote the podcast.

ALBUQUERQUE, NM

- The KPEK morning show had Congresswoman Deb Haaland on its Friday night Happy Hour on Facebook and Instagram to discuss racial inequality in New Mexico. Haaland is the first female Native American member of Congress and has long been a proponent for equality for all races.

ATLANTA, GA

- Updated, in the moment talent breaks through the week, utilizing audio from the Mayor as well as impactful messages from Atlanta artists Killer Mike and T.I.
- Country WUBL morning show Spencer and Kristen did a long form segment with major ATL black social influencer and Beat talent DJ Scream

CHICAGO, IL

- 103.5 KISS FM is curating a page called Brilliantly Black featuring all black-owned businesses, artists and organizations in the community.

CLEVELAND, OH

- Rover show on WMMS did interviews with black influencers.
- Planning for a community 1-hour town hall with Mayor and others to air on all stations

DETROIT, MI

- New member of Mojo's show, Kirby, spoke about what it's like to be a black woman in Detroit, how she's been discriminated against and how people who aren't black can approach the conversation.
- WJLB PMD host Dr. Darrius was on the streets protesting and was part of the Detroit Police press conference on Monday afternoon.

FRESNO, CA

- A huge demonstration attended by some of the talent.
- CK and Carmen allowed listeners to vent, talk and speak on their feelings.
- Instead of "pausing the show" on #BlackoutTuesday, the market went on the radio and talked about the many ways people can make an impact and cause change.

GRAND RAPIDS, MI

- WOOD interviewed minority leaders for its Public Affairs program, which is carried by all 10 West Michigan iHeart stations.
- WOOD Midmorning talk show ran an extra hour to discuss protests, talk with leaders and talk about the downtown recovery process.

GREENVILLE, SC

- As a market, WSSL and WESC have monitored protests daily around the upstate and are sharing information from official community leaders on personality and station pages.

HONOLULU, HI

- Rhythmic 93-9 The Beat (KUBT) led much of the discussion in Hawaii, opening up phones to discussion with listeners during #BlackOutTuesday.

HOUSTON, TX

- KOBT-FM staff were on site during the protests in Houston, broadcasting on Facebook Live and collecting photos and videos.
- Ashlee Young hosted an H-Town "Town Hall" during her show Sunday afternoon featuring conversations with artists Slim Thug, Bun B and others in the local hip hop community.
- Sunday's public affairs show "Face the Beat" had activist Tamika Mallory as a guest.
- Aired a memorial piece during George Floyd's funeral in Houston.

LOS ANGELES, CA

- All stations had callers on every morning giving listeners the opportunity to discuss and keep the conversation going. Woody had Charlamagne on Friday.
- Coverage coordinated through our news flagship KFI produced market-wide updates every 30-60 minutes running on all stations and supplying reports to the News Centers for use across the country.
- Big Boy's "Big Talk" live on KRRL took callers, heard opinions and served as the

voice of the community, joined by Cruz.

- KIIS took calls through the week allowing listeners to share feelings.
- KLAC gave Black athletes, coaches and front office personnel the forum to speak out and educate.

MEMPHIS, TN

- KJMS/WHRK/WHAL/WDIA participated in #BlackoutTuesday.
- WDIA's Bev Johnson interviewed newly elected and first African American Shelby County Sheriff Floyd Bonner about protests in Memphis, and WHAL interviewed prominent pastors.

MINNEAPOLIS, MN

- The on-air staff on all stations provided updates for the public and carried press conferences with supporting commentary as the protests and rioting continued to escalate.
- KFAN interviewed community leaders on every shift after the George Floyd murder, helping people understand what the issues are and how they will affect all our communities. It has been a fantastic rallying point in the market.
- Dave Ryan turned the Friday morning show over to listeners, played "Where Is The Love" on repeat and provided a much needed community voice on KDWB.
- All stations aired over 900 emergency PSAs for the state reminding audiences of curfews in a respectful way.
- Hot 102-5 carried the George Floyd Memorial.

NASHVILLE, TN

- Amy Brown from "The Bobby Bones Show" participated with WSMV Channel 4 (NBC) in Nashville on a special conversation on racism.

NEW ORLEANS/BATON ROUGE, LA

- Highlighted #GiveNOLA day and urged listeners to donate their time or monetarily to charities in our community.

NEW YORK, NY

- Power 105's The Breakfast Club hosted a groundbreaking 30-minute special with Rush Limbaugh, having the uncomfortable conversations that need to be had. Power 105.1 also led the way on #BlackOutTuesday by participating in a day long station takeover. On air jocks took calls and community interviews and the station aired the 8 minutes and 46 seconds of silence to honor George Floyd on June 4.
- Z100's Elvis Duran hosted Dr. Michael E. Dyson on the show to address the issues and discuss privilege.

NORFOLK, VA

- WOWI and Pusha T invited 103 JAMZ to be part of the "Feed Your City Challenge," where food and PPE were given away at Military Circle Mall. The event provided fresh groceries and essential PPE supplies for up to 3,000 community members via non-contact drive-through lanes.

ORLANDO, FL

- WXXL had Commissioner Regina Hill and Pastor Willie Johnson of Orlando's Restoration Life Church join the show to discuss a "Walk of Mourning and Restoration" that took place downtown.
- WTKS Monsters interviewed crisis counselor Dwight Bain to discuss ways to cope with the situation and issues.

OKLAHOMA CITY/TULSA, OK

- KJYO's TJ, Janet and JRod secured an exclusive interview with Oklahoma City Mayor David Holt, allowing listeners to call in and ask questions after several nights of unrest.

PITTSBURGH, PA

- Interviewed the Mayor and Police Chief as well as Pittsburgh Steeler players on WDVE.

PORTLAND, OR

- All stations observed #BlackOutTuesday with JAMN and AMD host Kristina along with PMD host Tra'Renee opening the phones and letting people talk for their entire shows.

SALT LAKE CITY, UT

- Reverend France Davis guested with Frankie and Jess on KZHT on Thursday morning to talk about his incidents with the KKK.

SAN ANTONIO, TX

- WOAI Morning Show and Joe Pags have had numerous guests on-air and interactions with listeners to keep the conversation going.
- KXXM continues to be the voice of community, opening phones to allow listeners to express thoughts and feelings.

SAN DIEGO, CA

- KSSX/KMYI/KHTS have had a Pause for Peace every morning at 8:46 with the message "It's 8:46, we pause in honor of George Floyd to promote peace and equality."

- The KMYI morning show has had interviews with local authors, community leaders, city council members and mental health experts on how to talk to children about the subject.

SAN FRANCISCO, CA

- KMEL removed tracks and went live with the latest news in the Bay.
- D.C. from the "Sana G. Morning Show" was out helping businesses clean up, scrubbing graffiti off of walls and posting on social.
- G-Biz from the "Sana G. Morning Show" was out at a peaceful march on Sunday, also posting on social.

SEATTLE, WA

- KBKS and KUBE are currently coordinating a round table with black leaders in the community.
- KBKS' CM&A and Zann participated in multiple peaceful protests throughout the city as well as cleaned up damage to the community.

ST. LOUIS, MO

- Set up a GoFundMe account to rebuild local business destroyed Monday evening during the riots.
- Aired local St. Louis news once per hour leading up to, and during protests with follow up AM local news coverage across all brands. Talent posted on social while attending peaceful protests and local TV coverage of actual events.

TAMPA, FL

- Queen B led the charge to put together a community discussion that was an open, candid conversation with WFLA's Ryan Gorman, Tampa Mayor Jane Castor, St. Petersburg Mayor Rick

Kriseman, Tampa Police Chief Brian Dugan, St. Petersburg Police Chief Tony Holloway, former NFL player Louis Murphy and director of Safe & Sound Hillsborough Freddy Barton.

TOLEDO, OH

- Built a microsite for local minority-owned businesses in Toledo and promoted it on-air.

Additional national efforts included recognition of #BlackoutTuesday across all platforms as well as highlighting the National Urban League and the NAACP as part of the "iHeartRadio Living Room Concert Series presented by State Farm." Each organization was the recipient of \$75,000 and was featured during the virtual concert event.



INVESTING IN BLACK VOTER PARTICIPATION

Leading up to the 2020 election cycle, in which all 435 seats in the House of Representatives, 35 Senate seats and the Office of the President were all up for election, iHeart teamed up with leading civic engagement organizations working to ensure Black voter participation:

When We All Vote: iHeart aired an all-new When We All Vote PSA voiced by Co-chair and Former First Lady Michele Obama across over 560 iHeartMedia radio stations and encouraged voters to vote early and safely or to have a plan to vote on Nov 3. Additionally, iHeart promoted When We All Vote Together Early Vote Weeks of Action, which included activations near early vote polling places to give voters the support they needed and build momentum around early voting in a number of markets, including Atlanta, Milwaukee, Los Angeles and Philadelphia.

Additionally, Crystal Carson, Vice President of Communications and Culture for When We All Vote, appeared on iHeartRadio's national long-form community affairs show for an interview to air the weekend before election day discussing the importance of having a plan to vote safely together.

National Urban League: iHeart heavily supported the Urban League's #ReclaimYourVote, a social change campaign committed to harnessing Black collective power and increasing Black participation in the 2020 census and 2020 election. The campaign was widely promoted on-air and across iHeartMedia's national and social media channels. Additionally, Urban League President and CEO Marc Morial appeared on iHeart's national long-form community affairs show to discuss the importance of Black voter turnout at this critical moment in

history. Other iHeart broadcast radio stations across the country also hosted Morial for a live discussion as part of their final voter participation efforts.

NAACP Legal Defense Fund: iHeart worked closely with the NAACP to mobilize voters and leaders in communities across the country to make sure that Black voters did not sit out in the 2020 election. The campaign called on the public to reach out to people in their communities and encourage them to exercise their power to vote and help chart a course towards justice and equality for all. All PSAs drove listeners to [NAACP.ORG/VOLUNTEER](https://naacp.org/volunteer).



INVISIBLE HATE

iHeartMedia joined forces with the NAACP in partnership with [22Squared](#), an independent creative agency, to help launch [Invisible Hate](#), an interactive digital and social education experience and tool aimed at exposing historical truths and contexts behind 700+ Confederate monuments and symbols across the United States. The tool empowers Americans to identify and understand symbols of racism and hate in their own cities while providing easy-to-access email templates that demand local and regional legislators remove public symbols of hate.

The web-based platform includes an interactive map that shows the locations of Confederate monuments across the country. Using location-based technology, users can opt into finding the closest symbol to them while receiving supplementary historical information about it.

To learn more about Invisible Hate, please visit www.invisiblehate.org.



Far too often, Americans have been complacent in accepting what's been told about our country's roots instead of questioning their accuracy. These symbols are no exception. Collectively, citizens need to understand that hate symbols exist to normalize racism and that our nation continues to perpetuate hate, violence and racism. Monuments are not history. They are political statements. These statements have encouraged hate and division. Invisible Hate is an educational instrument and its information provides a clearer picture of our past in an effort to better our futures."

RICHARD ROSE

PRESIDENT OF THE NAACP ATLANTA



IHEARTMEDIA COMMUNITIES NATIONAL PUBLIC AFFAIRS SHOW

iHeartMedia radio stations dedicate airtime every week to ensure they are informing the public about the most relevant issues facing their communities. Every iHeartMedia radio station airs a weekly 30-minute radio show to address unique community interests and to connect community members to one another and to world issues.

iHeart has hosted a number of guests that discussed various issues affecting communities of color including voting rights, police brutality, census participation and more.

Hosted by 970 WFLA's on-air personality Ryan Gorman, some of the most relevant guests and topics included:

JESSICA LEVINSON

PROFESSOR OF ELECTION LAW AT LOYOLA LAW SCHOOL AND CONTRIBUTOR TO NBC NEWS THINK.

Levinson discussed voting law and ethics in the United States. She talked about the different types of voter suppression and how to make sure your vote counts.

STEVE VLADEK

PROFESSOR OF LAW AT THE UNIVERSITY OF TEXAS SCHOOL OF LAW & EXECUTIVE EDITOR OF JUST SECURITY & SENIOR EDITOR OF THE LAWFARE BLOG

Vladek provided perspective on the purpose of our Supreme Court and judicial branch of government. He discussed the justice confirmation process and how the supreme court works from their case choices to their sessions.

KEN PAULSON

DIRECTOR OF THE FREE SPEECH CENTER AT MIDDLE TENNESSEE STATE UNIVERSITY

Discussed the First Amendment in the context of recent protests and what gets said on social media.

DOMINIK WHITEHEAD

NATIONAL CIVIC ENGAGEMENT DIRECTOR FOR NAACP

Discussed the importance of the African American vote in 2020 in local, state and National elections.

HEIDI ARTHUR

CHIEF CAMPAIGN DEVELOPMENT OFFICER, AD COUNCIL

Discussed the role of the Ad Council and their most important campaigns currently running including COVID-19, racial justice, mental health and thanking essential workers.

DR. MICHAEL LOMAX

PRESIDENT & CEO OF THE UNITED NEGRO COLLEGE FUND

Discussed the nation's largest private provider of scholarships and other educational support to African American students. He also addressed the police brutality and protests in the African American community.

JIM MANFRE

FORMER FLORIDA SHERIFF AND MEMBER OF THE LAW ENFORCEMENT ACTION PARTNERSHIP

Weighed in on policing reforms.

DR. SAMUEL WRIGHT

PUBLIC POLICY ADVISOR

Weighed in on African American issues and community activism.

RETIRED BRIGADIER GENERAL

MICHAEL MCDANIEL

Spoke about the role of the U.S. military during civil unrest.

MIKE WARD

VP VOTER ENGAGEMENT AT DEMOCRACY WORKS

Discussed the organization's vision of making voting a simple, seamless experience for all Americans so that no one misses an election.

CRYSTAL CARSON

VICE PRESIDENT OF COMMUNICATIONS, CULTURE AND MEDIA PARTNERSHIPS AT WHEN WE ALL VOTE

Talked about the nonpartisan nonprofit's mission to closing the race and age voting gap and empowering all eligible voters to cast their ballot by harnessing grassroots energy, establishing strategic partnerships, and implementing digital organizing strategies, with the ultimate goal of changing the culture around voting.

MARC MORIAL

PRESIDENT OF NATIONAL URBAN LEAGUE

Stressed how this year's election is one people have to vote. Morial talked about the enthusiasm gap between Black male voters compared to the general population. He discussed voter suppression and election protection at the polls.

SPANISH STATIONS PUBLIC AFFAIR SHOW

Hosted by Enrique Santos, Chairman, Chief Creative Officer and on-air talent for iHeartLatino, iHeartMedia aired a weekly long-form show to inform our Spanish-speaking listeners on the challenges affecting communities of color including voting, police brutality and COVID-19 safety.

Some of the most recent guests and topics included:

SERGIO RUIZ

SPORTS JOURNALIST

Weighed in on certain athletes and sports teams choosing not to play in protest of the most recent incident of police violence in which a Black man was killed.

MARIA OLMEDO

GENERAL MANAGER OF COMMUNICATIONS FOR THE 2020 CENSUS

Talked about how millions in funds are at risk that are assigned according to the participation of the public in the critically important census initiative.

DIVERSITY, EQUITY AND INCLUSION ADVISORY COMMITTEE

iHeart has instituted a **Diversity, Equity and Inclusion Advisory Committee**, under the leadership of our Chief Diversity Officer, which will play a critically important role in strengthening and accelerating our efforts around diversity, equity and inclusion. iHeart's Diversity, Equity and Inclusion Committee

will bring important and timely issues around diversity and inclusion to senior management for consideration; serve as a sounding board as company policies and decisions about diversity and inclusion are made; and help guide our efforts in four important areas: accountability, education, mentorship and recruitment.





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