



Impact Report

2011



CLEARCHANNEL
communities™

Clear Channel Communities™
Impact Report 2011

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Clear Channel by the Numbers

10 million

Public Service Announcements

150

Cities

119,000

Public Affairs Shows

850

Radio Stations

60,000

hours

Local Interest Programming

237

million

Monthly Listeners

1,500

approx.

LAB Members

1

million

Outdoor Displays



Executive Letter



Clear Channel has long led the media and entertainment industry in the quantity and scope of our community service programs, whether at the local, regional or national level.

At Clear Channel, we believe that we are more than the leading media company in America – we are a community partner with a responsibility to inform, inspire and support neighborhoods across the U.S.

Our company-wide dedication to serving the needs of the communities in which

we live and work has always been the foundation of our company's culture, and with your help, we are committed to continuing to grow and improve our efforts year after year.

Clear Channel focuses on creating effective programs that address the key underlying causes of today's most pressing issues. Our stations understand the importance of identifying the specific needs – big and small – that affect the lives of our listeners. In 2011, we supported tens of thousands of local nonprofit organizations nationwide through employee support, media inventory and financial contributions. We will continue to build on these relationships, capitalizing on our unique role as the bridge between our listeners and the thousands of organizations we support.

In 2011, Clear Channel drew mass attention to a variety of important issues affecting the lives of our listeners, using our national scale to create additional impact. As one company, we addressed issues such as health and healing; minority education; cancer research; HIV

& AIDS; muscular dystrophy; veterans' services; pediatric cancer; volunteerism; youth homelessness; and more, with robust media campaigns that garnered support from Clear Channel's 237 million monthly listeners.

Another example is the role we play in communities when disasters strike. 2011 was unfortunately a year in which many natural disasters, from hurricanes to tornadoes, impacted our country; entire communities were destroyed in the blink of an eye. In times like these, Clear Channel Media and Entertainment once again proved to be essential to the lives of local residents, often serving as the sole information source for disrupted areas – from news to critical information on everything from evacuation routes to food banks and medical care. People depend on Clear Channel Media and Entertainment and we are committed to continuing to serve our communities in good times and bad.

As we embark on another year, we have sharpened our focus to maximize our impact through the launch of our new community engagement brand, Clear Channel Communities™. This new brand, led by Jessica King, will continue to build on our existing community efforts and add an additional layer of resources for our local stations and involve the out-of-home resources of our sister company, Clear Channel Outdoor.

Clear Channel has always felt a heightened level of responsibility to local communities, and our efforts are unmatched by any other company. I am excited to unveil our amplified commitment to serving the public and to recap our accomplishments in our first community engagement impact report. The following pages reflect a snapshot of all we have done in 2011, and I hope, begin to capture the impact we have had on the communities we serve across the country. As you read on, I hope you are as energized as we are at the thought of making a difference in our own backyards.



John Hogan

"Our Local Advisory Boards have always been a guiding light in helping to effectively serve our communities and to truly understand the issues that need to be addressed."

Joe Puglise, President and Market Manager, Clear Channel Media and Entertainment New York



Local Advisory Boards

Local Advisory Boards (LABs) play an integral role in guiding Clear Channel to support the most relevant issues facing individual communities. The Boards are designed as a forum for a cross-section of Clear Channel executives, local community, government and educational leaders to discuss issues and solutions in an open, collegial environment.

The diverse boards in each market carefully observe public opinion and assist the Clear Channel teams to identify and implement projects that allow enhancement of service to surrounding communities.

Power in Numbers: National Radio Campaigns

Clear Channel has a rich history of supporting both local and national nonprofit organizations, helping to move the needle on a number of critical issues.

Each quarter, Clear Channel awards one leading nonprofit a three-month national campaign across 150 markets that consists of an average of 300,000+ radio spots, and incorporates unique online user experiences, local engagement, and the potential to utilize the company's outdoor properties to further drive the message. The national campaigns always address consistent issues felt across the country.

For topical issues warranting additional national attention, Clear Channel produces and airs a series of national long-form radio programming throughout the year that includes expert interviews; personal accounts; and relevant community information to spur action.

In 2011, the company focused its national collaborative efforts on numerous critical initiatives, focusing on everything from health and healing [Musicians On Call] to minority education [UNCF]; cancer research [City of Hope]; HIV and AIDS [Greater Than AIDS]; muscular dystrophy [MDA]; veterans' services [Wounded Warrior Project & Fisher House Foundation]; pediatric cancer [St. Jude Children's Research Hospital]; volunteerism [9/11 Day of Service and Remembrance]; and youth homelessness [StandUp For Kids].





January – March

MUSICIANS ON CALL & UNITED NEGRO COLLEGE FUND

Clear Channel kicked off 2011 with two national community engagement campaigns — with Musicians On Call, a nonprofit organization that brings live and recorded music to the bedsides of patients in healthcare facilities, and the United Negro College Fund, the nation's largest and most effective minority education organization.

MUSICIANS ON CALL

Musicians On Call's three-month on-air and digital campaign incorporated popular artists like Justin Bieber, Diddy, Flo Rida, Bruno Mars and Blink-182 to raise awareness, funds and increase volunteers for the organization. The campaign ran across all 850 radio stations.

Sample PSA Copy:

Hey, this is Mark from Blink-182, it's no secret that music can make you feel better...so that's why Musicians On Call brings music to people who need it the most...hospital patients...

Let's share the healing power of music with Musicians On Call.

Text MOC to 50555.

Campaign Impact:

The Musicians On Call campaign brought new supporters and volunteers from across the country. Between January and March 2011, the organization measured an increase of over 5% in online inquiries and received numerous phone calls requesting more information. The campaign also generated support from new musicians who now actively volunteer their time. Thousands of dollars were also donated as a result of the campaign.



UNITED NEGRO COLLEGE FUND

Clear Channel participated in a 30-day national community engagement campaign to support UNCF in an effort to “go to and through college.” The campaign consisted of a series of :15 and :30 PSAs as well as a 30-minute public service show that discussed education in America and the critical need to enable students each year to attend college and get the education they need to succeed. The radio spots also promoted tune-in to UNCF-An Evening of Stars® Tribute to Chaka Khan, a two-hour television special in which artists including Stevie Wonder honored UNCF for its long record of support for education. The campaign ran on all urban stations during the month of January.

Sample PSA Copy:

AMBER:

Miss Chaka Khan had me at 5 years old running around the house singing:
(singing)

I feel for you...

I think I love you

ANNOUNCER:

Yes, she was an inspiration for Glee star Amber Riley. Wanna know who else Chaka influenced?

Tune in to UNCF-An Evening of Stars® Tribute to Chaka Khan...

LOCAL ANNOUNCER

Check your local listings for show date and time. Encore airs on BET
January 30th at 10 p.m.

Campaign Impact:

UNCF leveraged Clear Channel’s participation to reach new and diverse audiences through the company’s creative counseling and production group. Clear Channel’s support helped to bring UNCF and its education mission to a wider national audience through on-air and digital placements. The company’s promotion of the UNCF-An Evening of Stars® Tribute to Chaka Khan also helped the show reach a record viewership of 2.3 million targeted viewers and a No. 1 rank among all syndicated first-run original programming.





April–June

CITY OF HOPE & GREATER THAN AIDS

Clear Channel consistently looks for ways to activate its most accessible resources and artist relationships in order to make an impact. During Q2 of 2011, Clear Channel joined City of Hope, the leading research, treatment and education center for cancer, diabetes and other life-threatening diseases, to support their lifesaving cancer research and music therapy programs. Additionally, all urban stations supported Greater Than AIDS, a collaboration among a coalition of public and private sector partners united in response to AIDS in the U.S., in particular among Black Americans and other disproportionately affected groups.

CITY OF HOPE

The national City of Hope campaign promoted a star-studded online auction that included one-of-a-kind experiences with top recording stars Justin Bieber, Rihanna, Matthew Morrison, Taylor Swift, Carrie Underwood, Rascal Flatts, Linkin Park, Enrique Iglesias and others. Matthew Morrison, performer and star of the FOX television hit Glee, promoted the campaign and was a major celebrity supporter. The campaign was one of many Clear Channel initiatives supporting City of Hope in its fight against cancer.

Sample PSA Copy:

ANNOUNCER:

Of course you're gonna text a jealous friend to rub it in. Say things like "you know how I roll" or "stop drinking the hater-ade." Or, the more mature route of...nanny nanny boo boo. Because the only thing that'll make this once in a lifetime music experience better – is a hell a lotta envy.

Yeah, it could be you playing live, on stage, with Alter Bridge. All ya gotta do is hit up WMMS.com, Keyword: Cure, and bid on it. Proceeds go to Play for Life in support of City of Hope Cancer Research.

Campaign Impact:

The City of Hope campaign was considered a huge success by the organization, generating over 32.7 million media impressions with over 23 national media placements, including USA Today. Additionally, the campaign led to an increase of 85% in Facebook followers and a 32% increase in Twitter followers for City of Hope.

“ The power that music holds to impact people emotionally, spiritually and physically never ceases to amaze me. That’s why I’m so thrilled to partner with Clear Channel and City of Hope to support music therapy for cancer patients and their families.”

Matthew Morrison,

Tony, Emmy and Golden Globe-nominated performer and star of FOX hit Glee

GREATER THAN AIDS

Since 2009, Clear Channel has been a proud partner of Greater Than AIDS. Through a national media campaign and targeted community outreach, Greater Than AIDS and Clear Channel aim to increase knowledge and understanding about HIV/AIDS and confront the stigma surrounding the disease.

In 2011, Clear Channel donated significant media space for Greater Than AIDS messages in high prevalence markets, including more than 3,500 outdoor and transit public service ad placements and 28,600 radio PSA airings on 147 stations. Clear Channel radio stations also supported the campaign with dedicated online content, including potentially lifesaving information about HIV/AIDS and local testing resources.

In addition, Clear Channel partnered with Greater Than AIDS to co-produce two 30-minute radio specials that provided a more in-depth discussion of the issue. The shows, which aired in the lead-up to National HIV Testing Day, were hosted, respectively, by best-selling author and commentator Steve Harvey and Academy Award winning actress Mo’Nique.

Sample Radio PSA Copy:

I lost someone I really cared about to AIDS, and there was a lot of silence around the issue, a lot of shame. But the real shame comes from not talking about HIV and AIDS.

My Deciding Moment was when I discovered how much I loved my life, and that was worth protecting.

My name is Chauncey, and this is my Deciding Moment. Share yours at greaterthan.org.



Campaign Impact:

Since the inception of the partnership in 2009, Clear Channel's support has equated to 1.6 billion impressions through Clear Channel Outdoor billboard placements and over 28,000 radio PSAs, all of which helped raise the profile for the Greater Than AIDS movement. Greater Than AIDS now receives an average of 170,000 monthly visits across online and social media platforms, and more than 150,000 Facebook users have "liked" the Greater Than AIDS Facebook page, making it the largest community on Facebook focused on this epidemic.



July – September

MUSCULAR DYSTROPHY ASSOCIATION

The Muscular Dystrophy Association (MDA), a nonprofit health agency dedicated to curing muscular dystrophy, ALS and related diseases by funding worldwide research, and Clear Channel Media and Entertainment partnered in Q3 2011 to combat muscle diseases with a robust PSA radio campaign. In addition to raising awareness for this debilitating disease, the campaign also created a platform for local emerging artists to compete for a spot on the nationally broadcast MDA Labor Day Telethon. The series of more than 300,000 announcements, produced in collaboration with major artists like Jennifer Lopez, Garth Brooks, Reba McEntire and Adam Sandler, generated nationwide awareness and encouraged listeners to make a donation during the 2011 telethon.

MUSCULAR DYSTROPHY ASSOCIATION

Sample PSA Copy:

Musical Artists everywhere...here's your chance to "Get Discovered" and play live on the MDA Labor Day Telethon. Upload your best performance, from June 13th to July 22nd.

Log on to [Station Website] keyword MDA for more information or to donate.

Campaign Impact:

With the help of Clear Channel, the MDA rolled out a new marketing campaign, "Make a Muscle, Make a Difference," and significantly increased the organization's overall brand awareness. Clear Channel's significant on-air promotion contributed to an increase in Telethon viewership in the 18-24 demographic and in numbers of viewers per household. Additionally, the "Get Discovered" campaign exponentially increased participants by 700 percent over the prior year. Through this campaign, the MDA was able to successfully target and reach a younger demographic. The strong social media presence for the campaign helped increase the MDA's Facebook page activity, and included an increase of 22% in its number of "Likes."





October – December

WOUNDED WARRIOR PROJECT™

To close out 2011, Clear Channel teamed up with GEICO and the Wounded Warrior Project, a nonprofit organization with the mission of honoring and empowering wounded soldiers, to educate listeners about the organization and the issues facing today's veterans. The three-month campaign featured testimonials from returning war veterans and encouraged listeners to visit woundedwarriorproject.org to learn how to help.

WOUNDED WARRIOR PROJECT™

Sample PSA Copy:

NORBERTO:

My name is Norberto Lara. I served for 11 years in the United States Army. While I was on a combat patrol in Baqubah Iraq, a rocket propelled grenade took my arm off at the shoulder. When I came home, I felt alone. My family was around me but I couldn't talk to them about what I had seen...and what I had done. I remember just thinking, "Man, the way I am right now, I don't wanna live." If I come away with anything from Wounded Warrior Project, is them giving my life back.

ANNOUNCER:

Learn about the Wounded Warrior Project and other ways to support our heroes, like the Soldier Ride, sponsored by GEICO.

LOCAL ANNOUNCER:

Go to [Station Website] keyword warrior.

Campaign Impact:

The purpose of the Wounded Warrior Project campaign was to generate awareness around the issues afflicting returning soldiers and broadly discuss the many ways to get involved with the organization. The Program reached Clear Channel's 237 million monthly listeners over a three month period.





9/11 Day of Service

CASE STUDY: THE POWER OF RADIO

To help commemorate the 10th anniversary of 9/11, Clear Channel teamed up with MyGoodDeed, the national 9/11 nonprofit organization, and HandsOn Network, the volunteer activation division of the Points of Light Institute, to inspire tens of millions of Clear Channel listeners to perform good deeds, volunteer and engage in charitable activities in observance of the federally-recognized 9/11 National Day of Service and Remembrance. Clear Channel donated millions of dollars of media for on-air public service messages and encouraged stations at the local level to support community-based volunteer events during the 9/11 Day Observance on September 11, 2011.

9/11 DAY OF SERVICE

Program Results:

- The 10-year anniversary of 9/11 was the largest day of charitable service in U.S. history.
- 33 million people engaged in charitable service on 9/11.
- More than 700,000 volunteers were activated (documented by HandsOn Network and other partners).
- Support from more than 70 celebrities, including Lady Gaga, Selena Gomez, Maria Shriver, Tim McGraw, Alan Jackson, Dwight Howard, Jimmie Johnson, Mark Teixeira, Mickey Rourke, Julianne Moore and Kevin Spacey.
- 400,000 unique visitors to the organization's website.
- More than 100,000 "I will" pledges posted to the Facebook fan page.
- 300,000 new Facebook fans in 70 days with 45,000 new "Likes" on Facebook on 9/11 alone.



“ Clear Channel played an indispensable role in helping to inspire tens of millions of people throughout the United States to support charitable causes, volunteer and perform personal good deeds in observance of the 10-year anniversary of 9/11. Because of the tremendous generosity of Clear Channel and its outstanding affiliates across the country, 9/11 has grown to become the single largest annual day of charitable activity in United States history, creating an extraordinary and permanent tribute to the victims of 9/11 and the many who rose in service and in defense of our nation in response to the attacks in 2001.**”**

David Paine, co-founder of MyGoodDeed



St. Jude Children's Research Hospital

CASE STUDY: THE POWER OF RADIO

St. Jude has been actively involved in radiothon fundraising for more than 30 years. Country Cares for St. Jude Kids began in 1989 after Randy Owen, lead singer of the music group ALABAMA, met St. Jude founder Danny Thomas. Since then, hundreds of stations across the country have helped raise more than \$400 million for the lifesaving work of St. Jude.

ST. JUDE CHILDREN'S RESEARCH HOSPITAL

Country Cares radiothons are designed to increase the community's awareness and support of St. Jude, and Clear Channel radio stations across the country have been a significant part of the program. In fact, since 1989 Clear Channel has been the organization's biggest radiothon supporter.

Thanks to the generosity of radio listeners, no family ever pays St. Jude for the care their child receives, and for every child treated at St. Jude, thousands more are saved worldwide through St. Jude discoveries. In 2011, over the same two day period, 31 Clear Channel stations collectively hosted their local Country Cares for St. Jude Kids radiothons, providing a significant boost in donations and displaying the collective power of the company's reach.

Program Results:

- In 2010, over a two-day period, 29 Clear Channel stations nationwide held local radiothons and raised \$2.7 million for St. Jude Children's Research Hospital. The collective effort exceeded the total raised compared to prior year by 11%.
- In 2011, 31 stations participated in the event and raised \$3.4 million in cash and pledges for the kids of St. Jude in just two days.
- A total of 50 Clear Channel stations supported St. Jude radiothon programs in 2011, raising more than \$6.8 million — with 50% coming from the national events alone.

“ Radio listeners have loyally supported St. Jude Children’s Research Hospital since we began radiothon fundraising more than 30 years ago. We are so thankful to these Clear Channel stations for sharing two days of their programming and talent to help raise funds so St. Jude can continue its groundbreaking research and lifesaving care to benefit children in communities everywhere.**”**

Richard Shadyac Jr., CEO of ALSAC/St. Jude Children’s Research Hospital



Fisher House Foundation

CASE STUDY: THE POWER OF RADIO

The Fisher House Foundation is known for its network of comfort homes built on the grounds of major military and VA medical centers where families can stay while a loved one is receiving medical treatment. From Nov. 5 through Nov. 10, 2011, Clear Channel stations across the country came together to support the Fisher House Foundation with a week-long campaign promoting the company's annual *Operation Fisher House*, a one-day radio event airing on Veteran's Day.

FISHER HOUSE FOUNDATION

Clear Channel encouraged both online and text message donations to the Fisher House Foundation through live discussions, on-air mentions, interviews and a series of PSAs. Though a nationally focused campaign, all stations localized the Fisher House message to reflect the local impact of the organization. In the past two years, Clear Channel's *Operation Fisher House* has helped raise \$1,250,000 for the foundation and has provided \$5,600,000 of in-kind media support.

Program Results:

- The 2011 *Operation Fisher House* campaign raised \$750,000, for a 50% increase over the prior year.
- Localization is key to the success of the program. In 2011, Sacramento, CA radio station KSTE raised more than \$380,000 in just one day.
- The Fisher House Foundation awarded Clear Channel the Patriot Award, one of its highest honors, for its support of their mission.

“As the war in Iraq is over and as the war in Afghanistan is nearing its end, Clear Channel has made a commitment to keep our nation’s veterans and their needs at the forefront. Without the power of media, this message could easily become lost. Clear Channel is a powerful voice in our nation’s media, and their personal commitment to our troops, our veterans and their families is so needed and appreciated by those who serve and by those who have served.”

Dave Coker, President, Fisher House Foundation





StandUp For Kids

CASE STUDY: THE POWER OF RADIO

StandUp For Kids was founded in 1990 with a mission to help rescue homeless and at-risk youth.

The organization's mission is to empower teenagers toward lifelong personal growth through on-the-streets outreach programs.

STANDUP FOR KIDS

In 2011, Clear Channel teamed up with StandUp For Kids and country artist, LeAnn Rimes. As part of the campaign, Clear Channel produced and aired a series of national PSAs and a special 30-minute radio show discussing the serious issue of the rising rate of youth homelessness. In addition, Clear Channel radio stations in Washington, D.C.; Las Vegas, NV; and Grand Rapids, MI hosted a series of benefit concerts with Rimes to support the organization.

Program Results:

- The campaign generated approximately \$30,000 for StandUp For Kids.
- Online traffic and donations to the StandUp For Kids website increased by 200-400% and attracted 1,000 new first time donors.
- The long-form show generated much-needed awareness around youth homelessness in multiple markets, including Washington, D.C.; Phoenix, AZ; Tampa, FL; and Baltimore, MD, all of which have high populations of homeless teenagers.

" Just as we were struggling with the devastating effects of the economic downturn, declining contributions and the difficulty of recruiting enough volunteers, LeAnn and Clear Channel flew in, like guardian angels, giving us an amazing opportunity to tell our story."

Tom Reiman, National Board member of StandUp For Kids







Local Impact

STRENGTHENING LOCAL COMMUNITIES ACROSS OUR NATION

As a company, we believe addressing the issues, big and small, that affect people's daily lives is an important foundation for helping us create greater change.

The following pages highlight how individual Clear Channel stations addressed the unique and specific needs of their local communities in 2011.

Over the course of every year, Clear Channel radio stations and outdoor regions each support hundreds of local nonprofit organizations by:

- Providing media inventory in the form of radio and digital PSAs or billboard inventory
- Championing the missions of various nonprofit groups
- Supporting local events like walkathons, fundraising events and supply drives
- Taking action in communities facing disasters
- Advocating for various national and local issues, engaging local officials and decision makers through their Local Advisory Boards (LABs)
- Taking on countless initiatives throughout the year that affect cities across the country

WKDD

AKRON, OH

Long Haul Against Hunger

On November 18, 2011, WKDD and other members of the Clear Channel Akron family broadcasted *Long Haul Against Hunger*, a 12-hour radio event benefitting the Akron/Canton Regional Food Bank. The program resulted in the collection of \$63,800 in cash donations and over 12,000 pounds of food.

ROCK 103

ALBANY / COLUMBUS, GA

Bikes on Broadway

For the 10th consecutive year, ROCK 103 collaborated with the Southern Cruisers Motorcycle Riding Club to present *Bikes on Broadway*, a two-day event in uptown Columbus benefitting Our House children's charities which provides funding for local orphanages and homes for troubled youth. ROCK 103 and the Southern Cruisers attracted more than 1,000 motorcycle enthusiasts and raised more than \$17,500 for the children of Columbus, GA.

WOBB

ALBANY / COLUMBUS, GA

Children's Miracle Network Hospitals Radiothon

WOBB's annual radiothon for Children's Miracle Network Hospitals (CMNH) brought many new *Miracle Makers* to Albany's Neonatal Intensive Care Unit. Through the efforts of WOBB and its community, the 2011 radiothon funded operations of the CMNH unit at Phoebe Memorial Hospital in Albany.

PYX 106

ALBANY, NY

The Guardian House Benefit

PYX 106 & *The Waking Up With The Wolf Morning Show* raised over \$15,000 for The Guardian House, a Saratoga County shelter for homeless female veterans. The station hosted a benefit at the Saratoga Casino and Raceway that included live performances and a silent auction. Proceeds from the event helped fund additional construction of the Guardian House.

WGY

ALBANY, NY

2011 WGY Christmas Wish

WGY'S 2011 *Christmas Wish* campaign, its 32nd annual charity drive, raised more than \$86,000 and ran from November 15, through December 23. The campaign aided children in need with an emphasis on critical care services and recreational programs for ill, abused and homeless children. Since its inception in 1979, WGY'S 2011 *Christmas Wish* campaign has raised more than \$3 million.

WAEB-AM

ALLENTOWN, PA

Spaghetti & Meatball Benefit Dinner

WAEB-AM hosted a unique all-you-can-eat spaghetti dinner to benefit the Allentown Rescue Mission, an organization dedicated to addressing local homelessness. Listeners were encouraged to sponsor meatballs for \$10 each and raised more than \$78,000. WAEB's morning host, Bobby Gunther Walsh, personally handmade 3,800 meatballs for the dinner.

B104

ALLENTOWN, PA

Walk Now for Autism Speaks

B104 is a proud supporter of the Lehigh Valley chapter of Autism Speaks and has been the exclusive media partner of the annual *Walk Now for Autism* for six consecutive years. In addition to on-air media promotion, B104's morning show hosts, Mike Kelly, Steph Wells and the B104 Bee, were also a big part of the walk events. B104 also promotes *Light It Up Blue* for World Autism Day that encourages local businesses to light up their offices blue on April 2, to promote autism awareness.

WKSF (99.9 Kiss Country), WQNQ (Star 104.3), WQNS (Rock 104.9), WWNC (News Radio 570 WWNC), WPEK (880 The Revolution)

ASHEVILLE, NC

Toys for Tots Toy Drive

Clear Channel Asheville hosted a 54-hour radiothon to benefit Toys for Tots in Western North Carolina. The campaign generated thousands of toys and dollars that helped brighten the holidays for needy children in surrounding areas. Both Clear Channel personnel and the U.S. Marine Corps worked together to collect and distribute the toy donations.

WMAN-AM, WYHT-FM, WNCO-FM, WFXN-FM and WMAN-FM

ASHLAND- MANSFIELD, OH

Toy Time Drive

Clear Channel Ohio raised more than \$45,000 and collected thousands of new and gently used toys during its annual *Richland County Toy Time* radiothon which broadcasted live on November 29, 2011. The Clear Channel broadcast team including WMAN-AM, WYHT-FM, WNCO-FM, WFXN-FM and WMAN-FM proudly joined forces with Toy Time Ohio to deliver the toys to local families in need.

WWVA-FM

ATLANTA, GA

Atlanta Pride

WWVA, also known as Wild 105.7 & 96.7, participated in the 40th annual gay pride festival held in Atlanta. The festival promoted unity, visibility and self-esteem among lesbians, gay men, bisexuals and transgender persons. As part of the partnership, WWVA supported the event by running a series of on-air promos and PSAs; broadcasting live from the festival; and providing musicians for entertainment.

104.3 WBBQ 96.3 Kiss FM

AUGUSTA, GA

Care for Kids Radiothon

104.3 WBBQ and 96.3 Kiss FM joined forces to host the 11th annual *Care for Kids Radiothon* benefitting Georgia Health Sciences Children's Medical Center. The event took place at the Children's Hospital from December 8 – 10, 2011 and raised more than \$161,000. The radiothon featured hosts Fattz and Cher from 96.3 Kiss FM; WBBQ afternoon talent Courtney Starr; and WBBQ morning hosts Murphy, Sam and Jodi.

98.5 The Fox

BAKERSFIELD, CA

Bakersfield Relay For Life

98.5 The Fox proudly supported the American Cancer Society with a 24-hour radiothon live from the Bakersfield *Relay For Life* event. The event raised more than \$2 million. This was 98.5 The Fox's fourth year supporting the campaign.

96.1 The River

BATON ROUGE, LA

Children's Miracle Network Hospitals Radiothon

96.1 The River joined Children's Miracle Network Hospitals to host its annual radiothon in support of Our Lady of the Lake Regional Medical Center, Louisiana's largest private hospital. The radio event generated over \$138,000 in donations.

WKNN-FM

BILOXI, MS

St. Jude Children's Research Hospital

WKNN held multiple events during 2011 in support of St. Jude Children's Research Hospital. The events included a *Give the Boot to Cancer* radiothon; multiple cause marketing promotions; and live events like a golf tournament and a local songwriters benefit concert. The events generated over \$50,000 for the research hospital.

Star 105.7 WMRV-FM

BINGHAMTON, NY

Thanks 4 Giving Food Drive

For the past five years, Star 105.7's morning deejays spend a week in an RV to collect food donations for the *Thanks 4 Giving* food drive. The drive helps Broome County Catholic Charities create Thanksgiving meals for families in need. Since its inception in 2007, the *Thanks 4 Giving* Food Drive has collected over 10,000 turkeys.

News Radio 105.5, 102 Five The Bull, Magic 96.5, 103 Seven The Q, and 103.1 The Vulcan

BIRMINGHAM, AL

When disaster struck in late April, all Clear Channel Birmingham stations stopped all programming and aired tornado coverage. Stations also aired storm coverage throughout the morning and afternoon from news departments as well as provided updates from their local weather/television partner, Fox6.

99.5 The Fox

BRYAN, TX

Hospice Brazos Valley

99.5 The Fox participated in the *Hog Splash MUDD Volleyball Tournament* to support Hospice Brazos Valley, an organization that cares for individuals of all ages who are touched by life-limiting illness, grief and loss. The on-air and digital campaign generated over \$20,000 in donations.





Mix 96.5, 100.7 The Fox, KXIC 800 and WMT-AM 600

CEDAR RAPIDS / IOWA CITY, IA

Call for Kids with Cancer and Dance Marathon

Clear Channel Cedar Rapids raised over \$77,000 during its fifth annual *Call for Kids with Cancer Radiothon* which broadcasted live Feb. 3 and 4, 2011 from the University of Iowa (UI) Children's Hospital in Iowa City, Iowa. The entire Clear Channel broadcast team joined with UI Children's Hospital families and patients to share their stories of courage and hope. Clear Channel has raised more than \$240,000 to support UI Children's Hospital.

AM-800 KXIC

CEDAR RAPIDS / IOWA CITY, IA

Salvation Army Kettle Campaign

AM-800 KXIC teamed up with The Johnson County Salvation Army and former NFL player, Tim Dwight, to help raise funds for local families in need. Through on-air promotion and live remote broadcasts, KXIC helped raise \$300,000.

WEZL and WXLY

CHARLESTON, SC

Cares for Kids Radiothon

In January 2011, WEZL and WXLY conducted an annual *Cares for Kids Radiothon* to benefit the local Children's Miracle Network hospital at the Medical University of South Carolina. All on-air personalities participated by sharing stories and interviews of *Miracle Families* across the state. The event generated over \$133,000 for the hospital.

New Rock 1065 The End

CHARLOTTE, NC

Kid's First Of The Carolinas

For the past 11 years, 1065 The End has supported Kid's First Of The Carolinas, an organization that helps provide toys and necessities for hundreds of children in the Charlotte area. The station's 2011 efforts included a toy drive and an on-air and online auction. The annual efforts raised over \$8,500.

96.9 The Kat

CHARLOTTE, NC

St. Jude Children's Research Hospital

96.9 The Kat is a long-time supporter of St. Jude Children's Research Hospital. In 2011 the station organized two acoustic concerts that raised over \$50,000 for the hospital and donated significant on-air media that successfully increased participation at the local St. Jude walkathon.

99.7 The Fox

CHARLOTTE, NC

Annual Harvest Feast

99.7 The Fox teamed up with Second Harvest Food Bank of Metrolina, an organization that strives to eliminate hunger through education, advocacy and partnerships to promote their *Annual Harvest Feast*. The station helped collect over 900 pounds of nonperishable food items and more than \$9,000 in cash donations through an integrated on-air and online campaign.

Lite 102.9

CHARLOTTE, NC

Month of Giving

In 2011, Lite 102.9 launched *Month of Giving*, a newly created campaign devoted to raising awareness and funds for local Charlotte charities. The month-long program included a series of recorded and live announcements as well as a dedicated website that supported the work of four local charities: The Salvation Army, Operation North State, The Turkey Trot and Levine Children's Hospital.

103.5 KISS FM

CHICAGO, IL

Stuff-A-Bus

103.5 KISS FM and The Salvation Army teamed up to *Stuff-A-Bus* for the holiday season with toys, blankets, coats, clothing and canned goods. As part of the six-day campaign, the 103.5 KISS FM team collected items for local Chicago families; broadcasted live from a *Stuff-A-Bus* location; as well as live-streamed the entire event on their website. Additionally, 103.5 KISS FM's Jordan and Special K. broadcasted their shows live from the bus with Special K. living on the bus for the length of the program. *Stuff-A-Bus* collected enough donations to impact 500 local families.

1490 WBEX

CHILLICOTHE, OH

Sounding Board Program

Sounding Board is a live public affairs program addressing critical community issues that airs weekday mornings on 1490 WBEX. During a program discussing the issue of homelessness with a representative from *Home between Homes*, a program that puts transitional homeless families in temporary housing, a local property owner was inspired to donate a house to the cause.

WEBN

CINCINNATI, OH

Run Like Hell to Benefit Cystic Fibrosis

In conjunction with the Cincinnati Cystic Fibrosis Foundation, WEBN helped to promote *Run Like Hell*, a 5K Halloween race that generates funding and awareness for cystic fibrosis. Through a month-long promotional campaign, followed by a five-hour broadcast the night of the event, WEBN helped the Cystic Fibrosis Foundation bring together over 3,000 local runners and generate over \$120,000 for the cause. WEBN has been the exclusive media partner for this event since its inception in 1992 and a 20-year supporter of the Cystic Fibrosis Foundation.

WHLK 106.5 The Lake

CLEVELAND, OH

Coast Is Clear

WHLK teamed up with Drink Local, Drink Tap and The Northeast Ohio Regional Sewer District to encourage participation in a series of Beach Cleanup events throughout Cleveland. Through WHLK's *Coast Is Clear* project the station helped bring together hundreds of volunteers who continually work together to keep local beaches clean.

WMJI/Majic 105.7

CLEVELAND, OH

Job Link

Throughout January 2010, six Ohio stations launched *Job Link*, a program to help employers connect with potential employees. Each week the stations would feature select opportunities on-air and post free job listings via their websites. The program helped place many local residents in various jobs.

WGAR

CLEVELAND, OH

St. Jude's Radiothon

On December 8 and 9, WGAR held its 10th annual radiothon to support St. Jude's Children's Research Hospital. The station also hosted a benefit concert as part of the campaign. Both events helped to raise more than \$125,000.

WCOL

COLUMBUS, OH

Emergency Blood Donation/Disaster Relief

WCOL aided local disaster stricken families by donating blood to the American Red Cross. WCOL's *Woody & the Wake-Up Call* morning show broadcasted live from the donation center while collecting food, clothing and cash donations.

K-99

CORPUS CHRISTI, TX

Children's Miracle Network Hospitals Radiothon

K-99 and McDonald's teamed up with Driscoll Children's Hospital to host the 9th Annual *Children's Miracle Network Hospitals Radiothon*. On March 4, 2011, the event was broadcast live from the Main Lobby of Driscoll Children's Hospital. Patients, parents, physicians and staff shared inspirational stories of hope and healing with K-99 hosts, Coco, Wintrow and Big Frank. The event raised \$63,648 for the hospital, bringing their nine-year total to over \$750,000.

106.1 KISS FM

DALLAS, TX

Kidd's Kids Day

On October 6, 2011 the 106.1 Kiss FM morning show broadcasted live from the Southwest Airlines headquarters in Dallas to raise donations for Kidd's Kids Day, a nonprofit organization that annually sends chronically and terminally ill children to Disney World. The station's efforts raised over \$445,000.

Mix 102.9

DALLAS, TX

Wipe Out Kid's Cancer 5K and 1 Mile Fun Run

On September 17, 2011 Mix 102.9 sponsored the annual *Wipe Out Kid's Cancer 5K and 1 Mile Fun Run* in Addison, Texas. Wipe Out Kid's Cancer is a Dallas-based nonprofit dedicated to raising awareness and funding for pediatric cancer research. The event attracted over 2,800 participants and raised over \$81,000.

The Edge KDGE 102.1

DALLAS, TX

Lifewalk and Lifebark 2011 for AIDs ARMs

The Edge KDGE 102.1 sponsored the annual *AIDs ARMs Lifewalk and Lifebark*, a family and pet-friendly event to raise AIDS awareness and funds to help HIV-positive men, women and children in Northern Texas. KDGE provided over \$14,000 worth of airtime for the event inclusive of PSAs, promos and a spot on the KDGE weekly public affairs program. The 2011 event raised \$500,000 through its 3,500 participants.

Lone Star 92.5

DALLAS, TX

The Rock N Roll Up Your Sleeve Blood Drive

From June 20 through June 24, Lone Star 92.5 held their annual *Rock N Roll Up Your Sleeve Blood Drive* benefitting Carter Blood Care of Dallas/Fort Worth, Texas' largest blood center. More than \$35,000 worth of airtime was dedicated to promoting the drive through live broadcasts, promos and PSAs, including a spot on the station's public affairs program. The station rallied over 3,300 blood donors.

KEGL - The Eagle 97.1

DALLAS, TX

KEGL's White Trash Concert

On August 12, 2011 KEGL's *Russ Martin Show* hosted the *White Trash Concert* at the Palladium Ballroom in Dallas benefitting The Russ Martin Listeners Foundation, a nonprofit supporting the families of area police officers and firefighters who have fallen in the line of duty. KEGL promoted the concert and the foundation heavily with over \$28,000 worth of airtime.

1190 AM KFXR

DALLAS, TX

Metro PCS White Rock Marathon

On December 4, 2011 KFXR along with other Clear Channel radio stations in the area sponsored the *Metro PCS White Rock Marathon* which took place at Fair Park in Dallas. A record 25,000 listeners participated in the marathon, half marathon and relay. The event raised more than \$362,000 for Texas Scottish Rite Hospital.

WLLR

DAVENPORT, IA

St. Jude Children's Research Hospital Radiothon

In February 2011, WLLR hosted a 24-hour radiothon raising over \$115,000 for St. Jude Children's Research Hospital. All on-air personalities participated by sharing stories and interviews throughout the bi-state broadcast.

Mix 107.7

DAYTON, OH

Ronald McDonald House Radiothon

On September 29, 2011 Mix 107.7 held its third radiothon to benefit Dayton's local Ronald McDonald House, an organization that provides a "home-away-from-home" for families so they can stay close to their hospitalized child at little or no cost. Mix 107.7 raised over \$37,000 during their day-long broadcast.

Mix 98.1

DEFIANCE, OH

Christmas for Kids

From November 1, through December 9, 2011, Mix 98.1 held its 17th annual holiday fundraiser and toy drive. The station raised \$225,000 in cash donations and over \$125,000 worth of new toys to help over 4,500 children in Northwest Ohio.





106.7 KBPI

DENVER, CO

The Hand that Feeds

For seven years 106.7 KBPI has held *The Hand that Feeds* food drive, collecting over 300,000 pounds of food to feed homeless men, women and children through Denver Rescue Mission programs. This year's event generated over 8.7 tons of food, making *The Hand That Feeds* food drive the largest donation of canned goods, by a single company, for the Denver Rescue Mission.

WHO

DES MOINES / AMES, IA

The Holiday Pork Giveaway

The WHO radio station teamed up with the Iowa Pork Producers and Iowa Select Farms to provide nearly 2,000 lb. of pork loins to those in need. The pork giveaway took place during a special four-hour broadcast of WHO Radio's *Van & Bonnie Show* on Friday, Dec. 2, at the Iowa State Fairgrounds in Des Moines. While the fresh pork loins were available to anyone who asked, it was encouraged that those most in need take advantage of the offer.

FM98 WJLB

DETROIT, MI

The 28th Annual Coats For Kids Radiothon

FM98 WJLB joined the Salvation Army to present the 28th Annual *Coats For Kids Radiothon* on November 6, 2011. WJLB broadcasted live all day with participation from local on-air personalities. The campaign raised \$75,000 to purchase coats for needy youth in Michigan and collected over 1,500 coats for area kids.

WNIC-FM, WKQI-FM, WDTW-FM, WMXD-FM, FM98 WJLB, 1130, WDFN-AM and WDTW-AM

DETROIT, MI

Detroit Reads!

All Detroit Clear Channel stations partnered with Detroit Public Library's *Detroit Reads!*, a program that provides educational support to Detroit residents in an effort to combat illiteracy. Through a robust PSA campaign, stations helped attract hundreds of tutors to the program that offer free tutoring services to adults that want to improve their reading skills.

WNIC-FM, WKQI-FM, WDTW-FM, WMXD-FM, WJLB-FM, WDFN-AM and WDTW-AM

FARMINGTON, NM

T's For Turkeys

All Farmington Clear Channel stations hosted an annual *T's For Turkeys* food drive, collecting frozen turkeys in partnership with the Salvation Army. The holiday-driven integrated on-air and digital campaign generated over 1,200 turkeys that fed local families during the Thanksgiving and Christmas holidays.

KKIX, KIGL, KEZA and KMXF

FAYETTEVILLE, AR

KMAG 99.1, Big Dog 95.9, B98 and NewsTalk 1320 KWHN

FORT SMITH, AR

Mercy at Work Disaster Relief Drive

In response to the devastating tornados, Clear Channel stations in Fayetteville and Ft. Smith teamed up with Mercy Hospital to create *Mercy at Work*, a disaster relief effort. The stations deployed numerous trucks filled with food, water and supplies – all donated by listeners – to affected areas.

103.7 WCKY

FINDLAY, OH

Fundraiser for Burn Victim

103.7 WCKY rallied together with local listeners when a local woman from the surrounding area was badly burned in a home accident. The on-air and online fundraiser raised over \$30,000 for medical treatment.

991kglx.com, 999xtc.com and kfmqrock1061.com

GALLUP, NM

T's for Turkeys

On November 17, 2011 all New Mexico Clear Channel stations hosted an annual *T's For Turkeys* food drive, collecting frozen turkeys in partnership with the Gallup Community Food Pantry. The holiday-driven integrated on-air and digital campaign generated over \$1,000 and 150 turkeys that fed local families during the Thanksgiving and Christmas holidays. The stations also participated in *Festive Feast*, a program that donated 25 Thanksgiving dinners to local families in need.

WSNX-FM

GRAND RAPIDS, MI

Anti-Bullying Law

WSNX-FM played an active role in encouraging the Michigan State Senate to adopt House Bill 4163, requiring school bullying policies, by running a series of public service campaigns and reaching out to state legislators. Michigan was one of only a few states without an anti-bullying law up until December 14, 2011.

WBFX

GRAND RAPIDS, MI

Turkey Drop

WBFX partnered with Mel Trotter Ministries, a ministry that helps the hungry and homeless of Grand Rapids Michigan, on multiple programs in 2011. During November, WBFX joined WOOD Radio to support the *Turkey Drop* food drive. The holiday-driven campaign generated over 1,000 turkeys that fed local families during the Thanksgiving and Christmas holidays.

WSSL Whistle 100

GREENVILLE, SC

Ellis and Bradley Great Possible Turkey Fry

For the past five years, WSSL morning show hosts, Bill Ellis and Beth Bradley, organized a *Turkey Fry* for needy local families. Ellis and Bradley, along with a team of volunteers, gathered on the Monday before Thanksgiving to fry turkeys for local nonprofit, Miracle Hill Mission. Over 300 turkeys were fried feeding over 1,500 people.

Shine 96.7

GREENVILLE, SC

Stuff the Bus

Shine 96.7 partnered with local nonprofit, Redemption World Outreach Center, to *Stuff the Bus* for school children in Greenville County. Listeners were encouraged to donate school supplies on August 6, 2011. The one-day push collected over \$50,000 in school supply items.

WESC

GREENVILLE, SC

Tools for Schools

WESC actively supports *Tools for Schools*, a not-for-profit organization that distributes backpacks filled with school supplies each year to economically disadvantaged students. WESC partnered with a local grocery store chain and encouraged listeners to support and contribute at a donation event. WESC's morning show personality broadcasted throughout the day in support of the event.

MY 102.5

GREENVILLE, SC

Susan G. Komen Race for the Cure

102.5 was heavily involved with the Susan G. Komen *Race for the Cure* in 2011. With the help of the 102.5 listeners, the event raised \$450,000.

Country KYC

HARRISONBURG / STAUNTON, VA

St. Jude Country Cares Radiothon

On March 3 and 4, 2011, Country KYC hosted a 12-hour radiothon raising over \$84,600 for St. Jude Children's Research Hospital. All on-air personalities participated by sharing stories and interviews throughout the broadcast.

WHCN THE RIVER 105.9,
WWYZ COUNTRY 92.5, WKSS
KISS 95.7, ESPN RADIO 1410,
WELI 960 NEWS TALK, ESPN
RADIO 1300 and WKCI KC101.3

HARTFORD/NEW HAVEN, CT

9/11 Fisher House

On September 11, 2011, all Connecticut Clear Channel stations participated in a 9/11 tribute and Fisher House awareness program to benefit Connecticut's first and only Fisher House for military families. Additionally, in conjunction with Clear Channel's I-Will campaign, the cluster of stations were able to raise \$50,000 for Fisher House.

94.5 The BUZZ

HOUSTON, TX

Prostate Cancer and Breast Cancer Awareness

94.5 The Buzz joined the fight against prostate and breast cancer with an eight week campaign during September and October. As part of the efforts, *The Rod Ryan Show* created and sold edgy slogan t-shirts that raised over \$75,000. All proceeds benefitted the MD Anderson Cancer Center.

100.5 WKEE

HUNTINGTON, WV

Ebenezer Medical Outreach Inc.

The Clear Channel Huntington stations including 100.5 WKEE donated over 900 hours of media to help further the mission of Ebenezer Medical Outreach Inc., an organization that provides access to free, comprehensive health care, preventative care and pharmaceuticals to local underserved communities. The media campaign supported the Huntington Kitchen's *Fresh Market*, a program that sells fresh fruit and produce to help families learn to eat healthy at lower food costs; and the Tri-State's *Dancing with the Stars* event which incorporated local personalities and raised over \$21,000.

WDRM

HUNTSVILLE, AL

Disaster Relief

After deadly tornados struck Alabama's metro area and 97 percent of the community was without power, WDRM stopped all programming and spent a week on-air with continuous news and information relating to disaster recovery. A few weeks later, WDRM collaborated with a local TV station for a one day radiothon/telethon that raised over \$500,000 for local tornado relief via the Red Cross.

Oldies 105.1

JACKSON, MS

Bras for Breast Cancer

Oldies 105.1 held its fourth annual *Bras for Breast Cancer* campaign during the month of October, Breast Cancer Awareness Month. Listeners were encouraged to donate their old bras and for each bra collected, \$1 was donated to the American Cancer Society. The station collected over 13,000 bras and over \$18,600 for Breast Cancer Research. Upon conclusion of the event, the bras were donated to various women's shelters and the Salvation Army.

99.1 QIK

JACKSONVILLE, FL

26.2 with Donna Marathon

For the past five years, 99.1 QIK has partnered with The Donna Mission, a charitable organization dedicated to helping women with breast cancer, promote their annual National Marathon, *26.2 with Donna The National Marathon*. Since 2008, The Donna Mission has contributed \$2 million to breast cancer research and care.

RadioNOW 97.9

JACKSONVILLE, FL

Susan G. Komen Race for the Cure

RadioNOW 97.9 was the official host for the 2011 Susan G. Komen *Race for the Cure* helping to raise \$475,000. Additionally, the station dedicated the month of October to Susan G. Komen and heavily promoted the organization and event.

WJBT 93.3 The Beat Jamz

JACKSONVILLE, FL

Feed the City Food Drive

93.3 The Beat Jamz partnered with Clara White Mission, an organization that provides food and housing to local families in need, to host a food drive and Thanksgiving celebration. The holiday-driven campaign fed over 800 hungry people and the 93.3 team was on site to serve holiday meals the Saturday before Thanksgiving.

WSOL V101.5 FM

JACKSONVILLE, FL

December to Remember

V101.5 selected five needy and deserving families that were given the holiday treatment at the 16th annual *December to Remember* event, hosted by WSOL, Gillette Law, P.A., local Greek organizations and The Clara White Mission, an organization that provides food and housing to local in need families. The families were treated to a Christmas party with their very own Santa Claus, a limo ride, each family received Christmas “Wish List” items, a \$500 check from Gillette Law, P.A. and an afternoon filled with holiday cheer.

Magic 107.3

JACKSONVILLE, FL

Light the Night Walk

Magic 107.3 was the exclusive radio partner for the Jacksonville Leukemia-Lymphoma Societies’ *Light the Night Walk*. Magic’s afternoon personality, Tony Mann, hosted the festivities that raised \$430,000.

SportsRadio 930

JACKSONVILLE, FL

Stop The Bullying Campaign

SportsRadio’s Tom McManus (former NFL Line Backer) joined with Duval County Schools to promote their *Stop The Bullying* campaign. As part of the program, Tom spoke to thousands of students across the state of Florida about the critical issue of bullying.

WIMT-FM

LIMA, OH

West Ohio Food Bank

On September 23, 2011, WIMT hosted a 36-hour live radiothon for the West Ohio Food Bank, which serves 11 counties in their listening area. The campaign generated over 1,026 pounds of food.

100.3 THE EDGE, 94.9 TOM-FM, KSSN 96FM, 105.1 THE WOLF

LITTLE ROCK, AR

Arkansas Food Bank

Following a Local Advisory Board meeting discussing Arkansas’s No. 1 ranking for childhood hunger problems in the nation, all Clear Channel Arkansas stations launched a five-month promotional campaign with the Arkansas Food Bank that included a series of PSAs, event support and locally produced programming. The campaign was designed to increase awareness for the organization and its newest warehouse opening.

Fox Sports LA

LOS ANGELES, CA

Paralyzed Veterans of America Radiothon

AM570 Fox Sports LA hosted its fourth annual *Paralyzed Veterans of America* on-air event. The radiothon included seven hours of commercial-free live broadcast featuring celebrity guests. This year's event raised \$100,000 bringing the 4-year event total to \$400,000.

104.3 MYfm Los Angeles

LOS ANGELES, CA

Girl Scouts & Boy Scouts

In March and October 2011, 104.3 teamed up with Facebook and the Girl Scouts and Boy Scouts of America to increase club membership. The program included a social media contest between nominated troops with the winner receiving a \$5,000 purchase of cookies or popcorn.

KFI AM 640

LOS ANGELES, CA

Caterina's Club

On November 18, 2011, KFI-AM 640 hosted an all-day radiothon to benefit Caterina's Club, a local charity that helps feed children whose families live in low-rent motels. Their efforts brought in more than \$160,000 plus 6,430 pounds of pasta and 2,380 pounds of tomato sauce.

KTALK AM 1150

LOS ANGELES, CA

Barely Legal with Joe Escalante

KTLK-AM 1150's *Barely Legal with Joe Escalante* is a weekly two-hour show that allows listeners the opportunity to receive free legal advice relating to show business. The program plays an important role in the emerging artist community by providing general legal guidance free of charge.

102.7 KIIS FM

LOS ANGELES, CA

The Cinderella Project

On May 6 and May 7, 2011, 102.7 KIIS partnered with A Place Called Home, a youth center that services kids 8-20 years old, on *The Cinderella Project*. The project provides teenage girls with free dresses, shoes and accessories for their upcoming proms and graduations while encouraging them to give back to their communities by volunteering.

KYSR 98.7

LOS ANGELES, CA

98.7 Rock N Roll Half Marathon

On October 30, 2011, KYSR 98.7's on-air talent, Vanessa Hale, ran the *98.7 Rock N Roll Half Marathon* with listeners to benefit ASPCA and the prevention of cruelty to animals. With the help of the station the event attracted over 15,000 participants and a portion of registration proceeds will benefit ASPCA.





KHHT Hot 92.3

LOS ANGELES, CA

How To Be A Girl

Josefa Salinas, Community Services Director for HOT 92.3, co-founded *How To Be A Girl*, a five-day conference for underprivileged female youth. Each student was paired with a mentor from various professional fields throughout the five-day session. Multiple topics were featured including health, fitness, social graces, personal development and finance. In 2011, over 50 youths participated in the first annual program.

KOST 103.5FM

LOS ANGELES, CA

Alliance For Lupus Research

KOST 103.5 collaborated with the Alliance For Lupus Research to help promote their annual walk event. As part of the campaign, KOST ran PSAs; produced a half-hour public affairs show; and provided on-site support and entertainment. With the help of the station over \$95,400 was raised in support of Lupus Research.

84 WHAS

LOUISVILLE, KY

Crusade for Children

84WHAS has been the Crusade for Children's flagship radio station for 56 years. Crusade for Children raises money for agencies, schools and hospitals to better the lives of special needs children. On June 4 and June 5, 2011, 84WHAS broadcasted a 25-hour, commercial-free radiothon. Working with WHAS Television, 84WHAS helped to raise \$5.1 million in 2011.

ROCK 101 WGIR

MANCHESTER, NH

Lend a Helping Can

On November 17 and 18, 2011, Rock 101's Greg and the Morning Buzz Show held the 21st annual *Lend a Helping Can* on-air auction for 11 different charities in New Hampshire. The two-day event raised over \$80,000 to help feed New Hampshire families.

Rock 103

MEMPHIS, TN

Ronald McDonald House

February 10 and 11, 2011 marked the 20th anniversary of the *Rock 103 Radiothon* for Memphis' Ronald McDonald House. The event raised more than \$169,000 bringing the 19-year total to more than \$6 million for this cause.

K97, V101, WDIA and 97.7 HALLELUJAH FM

MEMPHIS, TN

St. Jude Children's Research Hospital

On October 27 and 28, 2011 all the Memphis Clear Channel stations came together to support St. Jude Children's Research Hospital with a collaborative radiothon. The 2011 program raised \$211,000.

101.9 Radio Now

MEMPHIS, TN

Le Bonheur Children's Hospital

On August 26 and 27, 2011, 101.9 Radio Now hosted a 16-hour radiothon to help raise money for Le Bonheur Children's Hospital. Radio Now personalities broadcasted from the lobby of Le Bonheur Children's Hospital and raised more than \$12,000 for care and research.

NewsRadio 600 WREC

MEMPHIS, TN

Alabama Disaster Relief

NewsRadio 600 WREC joined forces with news partner Action News Five in a day-long event collecting food items, cash and other necessities for storm victims in Tuscaloosa, Alabama. NewsRadio 600 WREC on-air personalities assisted at various drop-off points.

WIOD, WHYI, WBGG, WMIA, WMIB, WMGE, WINZ

MIAMI / FT LAUDERDALE, FL

Fundraiser to Help Victim's Families

Seven Miami Clear Channel stations rallied together with local listeners after two local police officers were killed in the line of duty. The on-air and live fundraising event raised more than \$150,000 in just 13 hours.

WKKV FM

MILWAUKEE, WI

Salvation Army Food Drive

WKKV FM teamed up with the Salvation Army of Milwaukee to help families in need of assistance. The radio station collaborated with a local grocer to host a food drive and encouraged listeners to donate non-perishable food items.

FM 106.1

MILWAUKEE, WI

Check Ups for Chicks

FM 106.1 launched a campaign to educate women about breast cancer and help those in need get screenings. *Check Ups for Chicks* includes on-air, online and social media support and raised over \$47,000 and provided dozens of screenings for local women in 2011.

97-3 Radio Now

MILWAUKEE, WI

Make-A-Wish Radiothon

On December 8 and 9, 2011, 97-3 Radio Now hosted a 12-hour radiothon generating over \$268,000 for the Make-A-Wish Foundation of Wisconsin. The entire morning show team participated by sharing stories of tragedy and triumph throughout the broadcast.

Oldies 95.7

MILWAUKEE, WI

Milwaukee Walk to Defeat ALS

Oldies 95.7 morning show co-host, Meg McKenzie, has been the chairperson for the *Milwaukee Walk to Defeat ALS* for the past two years. On October 9, 2011, Oldies 95.7 raised more than \$350,000 to fight the crippling disease.

910 AM KCJB, 97 Kicks FM, Z-94, 105-3 The Fox, Mix99.9

MINOT, ND

Disaster Relief

After local Minot, N.D. residents were faced with a large-scale storm, 910 AM KCJB, 97 Kicks FM, Z-94, 105-3 and The Fox Mix 99.9, provided continuous news and information relating to disaster recovery via their airwaves, Facebook pages and websites.

95 KSJ

MOBILE / PENSACOLA, FL

St. Jude Children's Research Hospital

On March 31 and April 1, 2011, 95 KSJ hosted a 26-hour radiothon generating over \$140,000. All on-air personalities participated to spread the story of the St. Jude Children's Research Hospital and their lifesaving work.

WMXC

MOBILE / PENSACOLA, FL

Children's Miracle Network Hospitals Radiothon

On Nov. 21– 23, 2011 WMXC hosted a 32-hour radiothon that raised \$90,000 for the USA Children's & Women's Hospital. Radio show hosts, Mary & Mason, broadcasted live with young cancer survivors to raise awareness for pediatric illnesses.

WNRQ-FM

NASHVILLE, TN

The Susan G. Komen Race for the Cure

During October 2011, WNRQ promoted The Susan G. Komen Race for the Cure with a *Pink Takeover*. The takeover included live on-air promotion including live interviews and PSAs and successfully encouraged 25,000 participants to raise more than \$2 million.

NewsRadio 1510 WLAC, 1059 The Rock, 107.5 The River, The Big 98 WSIX and 101.1 The Beat

NASHVILLE, TN

Disaster Relief

When cold fronts moved through the middle of Tennessee bringing torrential rains, high winds and tornadoes in early April, all Nashville Clear Channel stations provided continuous news and information relating to storm tracking and safety.

WRVW 1075 The River

NASHVILLE, TN

River of Hope Radiothon

In March of 2011, WRVW 1075 The River held its seventh annual *River of Hope Radiothon* benefiting the Monroe Carrol Jr. Children's Hospital at Vanderbilt. Over three days the station raised more than \$196,000 for the hospital.

101.1 The Beat Jamz

NASHVILLE, TN

Susan G. Komen Race for the Cure

During October 2011, 101.1 The Beat Jamz promoted The Susan G. Komen Race for the Cure with an on-air and online promotional campaign. The station helped raise approximately \$1.5 million.

WSIX-FM

NASHVILLE, TN

The St. Jude Dream Home Giveaway

Beginning March 2011, BIG 98 WSIX helped promote the *St. Jude Dream Home Giveaway*. The contest gave listeners the chance to win a house valued between \$300,000 and \$700,000 by purchasing a \$100 ticket. The promotion generated \$1.5 million for the hospital.

WHCN THE RIVER 105.9, WWYZ COUNTRY 92.5, WKSS KISS 95.7, ESPN RADIO 1410, WELI 960 NEWS TALK, ESPN RADIO 1300 and WKCI KC101.3

HARTFORD/NEW HAVEN, CT

Alzheimer's Association's Memory Walks

During October 2011, all New Haven Clear Channel stations helped support the Alzheimer's Association's *Memory Walks*. As the sole media sponsor of the event, Clear Channel New Haven stations raised \$500,000.

103.5 KTU and WHTZ

NEW YORK CITY, NY

The Robin Hood Foundation

WKTU and Z100 teamed up with The Robin Hood Foundation, a public charity targeting poverty in New York City and raised \$7 million. 103.5 WKTU partnered with The Robin Hood Foundation to host *The Concert 4 NYC*, on September 30, 2011 for 60,000 attendees featuring The Black Eyed Peas. Both stations promoted the event on-air through an interview with The Black Eyed Peas, ticket giveaways and public service announcements. Morning show hosts Paul "Cubby" Bryant and Cindy Vero were guest hosts at the concert and helped raise money by encouraging fans to donate to Robin Hood via text message.



2H00H2

1 1/2

1-LB ROLL
OR HOT
REG.

2 1/2 FOR



Heaven 600

THE HEART  BEAT OF GOD

WLTW-FM

NEW YORK CITY, NY

Susan G. Komen Race for the Cure

Between August 1, and September 18, 2011, 106.7 Lite-FM partnered with Greater New York City Susan G. Komen *Race for the Cure*. The on-air and online promotional campaign included banner ads and a series of PSAs as well as exposure on the station's weekly *Get Connected* public affairs show. This was the ninth year for the partnership.

103 Jamz and 92.1 KISS (WOWI AND WKSA)

NORFOLK, VA

Susan G. Komen Race for the Cure

In October 2011, 103 Jamz and 92.1 KISS teamed up with Susan G. Komen *Race for the Cure*. Through a robust promotional campaign, the station helped register approximately 8,000 participants and attracted over 20,000 spectators.

99.7 The Lake

OGALLALA, NE

Keith County Food Drive

99.7 The Lake teamed up with the Keith County Food Pantry and local grocer to host a food drive to help feed local families. The station distributed t-shirts as incentives for donations. More than \$15,000 was raised for the local food pantry as a result of the program.

KGOR

OMAHA, NE

Team Teddy Bear

KGOR held a year-long campaign to help comfort young victims of fires, accidents, domestic situations or other emergencies. The station collected new teddy bears that were given to local first responders to distribute to children on scene at difficult situations.

92.5 WPAP

PANAMA CITY, FL

Torn-Aid

After deadly tornados struck several southern states 92.5 WPAP launched *Torn-Aid*, a live, 13-hour on-air disaster relief campaign to collect donations for those impacted by the storms. The station's efforts yielded 85 tons of nonperishable items and over \$44,000 for American Red Cross relief efforts.

MIX 100 WDMX

PARKERSBURG, WV

Battle Against Cystic Fibrosis

MIX 100 WDMX is an official media partner of the Cystic Fibrosis Foundation, providing airtime for all fundraising efforts. In collaboration with the Battle Against Cystic Fibrosis Foundation, the station raised \$45,000 in 2011.

Power 99 FM

PHILADELPHIA, PA

I Pledge Campaign

Power 99 FM and WDAS FM joined Mayor Michael A. Nutter to launch iPledge, a collaborative initiative that encouraged Philadelphians to make personal or community pledges that will have a positive impact on the city. Throughout the summer, stations enlisted celebrities and everyday people to highlight the campaign and encourage listeners to pledge.

WKST

PITTSBURGH, PA

Stuff the Bus

From Nov. 28 through Dec. 2, 2011 WKST partnered with Marines' Toys for Tots, to *Stuff the Bus* with toys for local children in need. As part of the campaign, Freak Show hosts, Mikey & Big Bob, lived in a RV for five days and broadcasted live. Over 28 school buses were stuffed with toys.

Oldies 106.7

PORTLAND, OR

Providence Child Center Radiothon

In November of 2011 KLTH FM held its third annual, two-day radiothon to benefit The Providence Child Center, a Portland based nonprofit that provides disabled children of all ages services to enhance their life. The station raised more than \$100,900.

WERZ-FM WHEB-FM WGIR-FM WQSO-FM WSKX-FM WGIR-AM WPKX-AM WMYF-AM

PORTSMOUTH, NH

Toys for Tots Program

All local New Hampshire Clear Channel stations partnered with the US Marine Corps' *Toys for Tots* for the ninth year to collect toys for local underprivileged children. This three-day event in two locations collected 14,716 toys and \$12,585 in donations.

WRWD-FM

POUGHKEEPSIE, NY

St. Jude Children's Research Hospital

In 2011, WRWD held its 21st annual radiothon for St. Jude Children's Research Hospital. The event raised 404,000 for the hospital.

WBWZ-FM (Star 93.3 FM)

POUGHKEEPSIE, NY

Stuff the Bus Food Drive

WBWZ participated in the annual *Stuff the Bus Food Drive* for the Food Bank of the Hudson Valley. The event generated 13,000 pounds of food and over \$3,000 in cash donations.

WPKF (96.1 KISS FM)

POUGHKEEPSIE, NY

The Polar Plunge for Special Olympics

96.1 KISS FM raised over \$105,000 with over 500 people taking the *Polar Plunge* with the radio station. The program helped to provide year-round training and athletic competition to more than 10,000 young athletes of all ages.

WRNQ-FM

POUGHKEEPSIE, NY

Coat Drive

92.1 Lite FM's hosted its eighth annual *Coat Drive* to help local families in their community stay warm during the winter months. Nearly 1,000 coats were collected during the month-long drive and distributed by local agencies to families in the area.

WZCR-FM

POUGHKEEPSIE, NY

Pet Food Drive

93.5 WZCR-FM held a pet food drive on April 16, 2011 at their local grocer. Three truckloads of pet food were collected and donated to the pet food pantry at the Columbia-Greene County Humane Society.

WHJJ, WHJY, WSNE, WWBB

PROVIDENCE, RI

Toys for Tots Drive

All Clear Channel Providence stations supported the U.S. Marines' *Toys for Tots Drive* with a strong PSA campaign during November and December. On December 4, 2011, WHJY, WSNE and WWBB all broadcasted live in an effort to collect toys.

FM97 WLAN

READING/LANCASTER, PA

Race Against Racism

FM97 WLAN is the lead sponsor and host of the YWCA *Race Against Racism*, a 5K/3.1 mile race dedicated to eliminating racism. The 2011 event attracted over 3,700 participants.

WYYD-FM

ROANOKE / LYNCHBURG, VA

Bosom Buddy's

In October 2011, WYYD conducted its third annual *Bosom Buddy's*, a themed evening event with food, games, prizes and a private concert. Proceeds from the event went to *Centra's Alan Pearson Regional Cancer Center*.

95.1 The Fox

ROCHESTER, NY

Monroe Community Hospital Radiothon

On November 22 and 23, 2011, 95.1 The Fox held its inaugural radiothon to benefit Monroe Community Hospital. The 24-hour, live broadcast raised over \$30,000 and garnered attention for the hospital.

KSTE

SACRAMENTO, CA

Fisher House Foundation

KSTE hosts, Armstrong and Getty, were presented with the *Patriot Award* for raising nearly \$400,000 for The Fisher House Foundation during their 11-day *Drive for Our Wounded Vets* event that culminated with a dedicated show on Veterans Day.

KODJ-FM

SALT LAKE CITY, UT

Volunteers of America

KODJ partnered with Volunteers of America Utah in an effort to bring awareness to homelessness and to expand the Homeless Youth Resource Center. KODJ launched an integrated promotional campaign that included on-air and online PSAs and was an integral part of the *Silver Spurs Gala Auction*.

KNRS, KOSY-FM

SALT LAKE CITY, UT

Making Strides Against Breast Cancer

KNRS and KOSY-FM participated in the 2011 *Making Strides Against Breast Cancer* to raise awareness and funding for cancer research. In 2011, the station helped to raise \$200,000 with 7,000 walkers participating.

KZHT-FM

SALT LAKE CITY, UT

Frankie and Dangerboy's Secret Santa

97.1 KZHT awarded \$15,000 to those in need. The station solicited its listeners to nominate worthy individuals via their website to receive some holiday cheer.

97.1 KZHT-FM

SALT LAKE CITY, UT

Anti-Bullying Pledge with iCarly's Miranda

Cosgrove

97.1 ZHT teamed up with *iCarly's* Miranda Cosgrove to promote an anti-bullying pledge program. Listeners were encouraged to visit the station's website to sign *The Anti-Bullying Pledge*. The school with the most pledges won a visit from Cosgrove.

MIX 96.1, Q101.9, 1200WOAI, KJ97, Ticket 760, 92.5 The Patriot, KZEP 104.5FM

SAN ANTONIO, TX

Susan G. Komen Race for the Cure

All Clear Channel San Antonio stations have been long-time, major supporters of the Susan G. Komen *Race for the Cure*. The stations provided support in the form of on-air PSAs and onsite participation.

1200 WOAI

SAN ANTONIO, TX

Elf Louise Project

For more than 17 years, 1200 WOAI has supported the Elf Louise Project, a local nonprofit that provides Christmas presents to over 11,000 children every season. As part of the partnership, on-air personalities participate in an annual 18-hour radiothon. Since inception, the program has raised more than \$2.4 million.

KMEL FM

SAN FRANCISCO / SAN JOSE, CA

Silence the Violence Day

106 KMEL FM participated in *Silence the Violence*, an anti-violence campaign. As part of the partnership the station aired a special *Silence the Violence* Day morning show that discussed the root causes of violence in local communities and called on everyone to do their part to silence the violence.

98.7 The River

SAVANNAH, GA

Christmas Wish

During December 2011, 98.7 The River hosted its annual *Christmas Wish* campaign that awarded local families undergoing cancer treatment with holiday gifts. The campaign raised over \$25,000.

GenX 104.9

SEATTLE, WA

Light the Night

On Saturday, September 24, 2011 GenX Radio 104.9 FM supported the *Light the Night Walk* in Tacoma benefiting the Leukemia and Lymphoma Society. The promotional campaign included a series of PSAs; live interviews; website banners; and onsite activation. The event attracted over 20,000 participants and raised \$400,000 for cancer research.

KUBE 93

SEATTLE, WA

KUBE 93 Haunted House Food Drive

During the month of October 2011, KUBE 93 offered discount admission to the station's seasonal Haunted House in exchange for non-perishable food. The efforts yielded more than 2,703 pounds of food for local charity, Food Lifeline.

Sports Radio KJR

SEATTLE, WA

KJR Kares-A-Thon

Founded and run by long time afternoon drive host, Mike Gastineau, the *KJR Kares-a-thon* was an all-day charity broadcast with a star-studded guest lineup. KJR and friends spent the day auctioning off fantastic unique items and experiences. This year the event raised over \$100,000 to three local charities - Central Area Youth Association, NW Literacy Foundation and Gloria's Angels.

95.7 KJR

SEATTLE, WA

World Vision Radiothon

95.7 KJR and the *Bob Rivers Show* teamed up with World Vision, a relief, development and advocacy organization dedicated to working with children, families and communities to overcome poverty. Listeners were encouraged to sponsor children in need across the globe.

KG95, Z98, KISS FM

SIOUX CITY, IA

Children's Miracle Network Hospitals Radiothon

On October 4-6, 2011, KG95, Z98 and KISS FM hosted their annual three-day *Children's Miracle Network Hospitals Radiothon* live from St. Lukes Hospital. The event raised over \$125,000 for the Children's Hospital.

KQNT/KPTQ

SPOKANE, WA

Thanksgiving Turkey Drive

KQNT/KPTQ teamed up with Spokane Food Bank, their local grocer and KREM TV for a *Thanksgiving Turkey Drive*. The two-day event collected turkeys to feed 11,000 families on Thanksgiving.

KTOZ-FM, KGBX-FM, KSWF-FM, KXUS-FM, and KGMV-AM

SPRINGFIELD, MO

Food Drive to Benefit Tornado Victims

All Clear Channel Springfield stations partnered with Ozarks Food Harvest and local grocers to collect food and supplies for those affected by the Joplin tornado. The effort was heavily promoted on-air and online, and generated 50,000 pounds of food and over \$5,000 in cash donations.

KMJM-FM & KATZ-AM

ST. LOUIS, MO

Sista Strut Breast Cancer Walk

KMJM-FM/KATZ-AM recognized October as Breast Cancer Awareness month with the second annual *Sista Strut Breast Cancer Walk*. The goal was to heighten awareness about the issues of breast cancer in women of color, as well as provide information on community resources. The event attracted over 7,000 walkers plus hundreds of spectators and raised \$9,000 for three area nonprofit organizations.





102.3 WSUS and 1037 WNNJ

SUSSEX, NJ

Stuff The Bus

On November 21 and 22, 2011 102.3 WSUS and 1037 WNNJ raised 20,580 pounds of food, \$3,249 in cash donations and 115 turkeys for the Sussex County Division Of Social Services. Both stations broadcasted live at various community locations.

WBBS, WSYR, WHEN WYYY and WWHT

SYRACUSE, NY

Honoring Our Military

All Clear Channel Syracuse stations organized, produced, promoted and secured exhibits and sponsors for the Central New York Veterans Parade and Expo. Thousands attended to enjoy organized activities and honor our military.

WTNT-FM

TALLAHASSEE, FL

St. Jude Children's Research Hospital Radiothon

On February 24 and 25, 2011 WTNT hosted its third annual *St. Jude Children's Research Hospital Radiothon*. The event raised over \$42,000 in just two days.

Mix 100.7

TAMPA, FL

Food Drive

Mix 100.7 partnered with the Metropolitan Ministries of Tampa, an agency that reaches out to poor, hungry and homeless local residents, to host an annual food and supply drive. Local morning show host, Kristy Knight, participated by broadcasting live at various collection sites.

US 103.5

TAMPA, FL

Cares for Kids Radiothon

The fourth annual US 103.5 *Cares for Kids Radiothon* raised \$179,961 for All Children's Hospital. The two-day on-air event on Thursday, Dec. 9 and Friday, Dec. 10, 2011 featured families and patients from all across the region and the state. To date US 103.5 has raised more than \$500,000.

620 WDAE

The Sports Animal

TAMPA, FL

Charity Golf Outings

WDAE partnered with Suncoast Hospice Foundation and Children's Cancer Foundation to host two golf outings in 2011. The events raised \$18,000 and \$20,000 respectively.

WXTB/98Rock

TAMPA, FL

Children's Home Auction and Pay for Play

WXTB (98 ROCK) raised over \$21,000 during its annual *Children's Home Auction and Pay For Play Weekend*. Listeners pledged \$25 per request and the station played whatever they wanted. Additionally, autographed memorabilia was auctioned along with other items. The event benefited local charity, The Children's Home.

970 WFLA

TAMPA, FL

Day of LEON

970 WFLA held its second annual *Day of LEON* [Noel spelled backwards] on June 25, 2011, exactly six months before Christmas. The winter themed event raised over \$1,600 and 450 new toys for kids in need.

WBTP

TAMPA, FL

Stu's Father Daughter Dance

Stu's Father Daughter Dance is an annual signature event for 95.7 the Beat in conjunction with the Boys and Girls Club and Children's Cancer Center. In its sixth year, the event has brought together hundreds of fathers and daughters on Father's Day and raised over \$6,000.

93.3 FLZ

TAMPA, FL

Stuff-A- Bus

On-air personalities, Ratboy and Staypuff, hosted their third annual *Stuff-A-Bus* week to benefit Toys for Tots on Monday, Dec. 12, through Saturday, Dec. 17, 2011. The event collected new, unwrapped toys to distribute as Christmas gifts to needy children in the community. The efforts resulted in six busloads of toys collected.

WOW 92.7

THE FLORIDA KEYS, FL

AIDS Help Fantasy Fest

Thanks to the help of WOW 92.7, after eight weeks of nightly fundraising events, the *King and Queen of Fantasy Fest* competition raised more than \$195,000 to benefit AIDS Help, Inc., a nonprofit dedicated to providing case-managed health care, housing, food, counseling, referral and support services for local HIV-infected residents.

1370 WSPD

TOLEDO, OH

MS Bike To The Bay

1370 WSPD helped draw nearly 1,000 riders and raise over \$420,000 for the Multiple Sclerosis Society of Northwest Ohio as the official media partner of the annual *MS Bike To The Bay*. The station helped support the event with a combination of on-air, online and live event promotion.





101.5 The River

TOLEDO, OH

Furnace For A Family

101.5 The River teamed up with a local heating and air conditioning business for the third annual *Furnace For A Family* event to help local families heat their homes. Listeners were encouraged to nominate those in desperate need of a new furnace. In the last three years the program has replaced eight new furnaces, totaling \$32,000.

92-5 Kiss FM

TOLEDO, OH

Toy-A-Thon

92.5 Kiss FM and The Salvation Army have partnered for 22 years to present *Toy-A-Thon*, a drive to collect new, unwrapped toys during the holiday season. Since inception, the program has raised \$1 million for the children of greater Toledo and in 2011, collected \$20,000 in toys and cash donations.

KNST AM 790 AND 97.1 FM

TUCSON, AZ

Operation Care Package

NewsTalk KNST and Dunkin Donuts partnered with The Arizona Association of Community Managers to host *Operation Care Package*. The station's efforts resulted in over \$20,000 and over 1,000 care package shipped to U.S. troops stationed in remote areas of Afghanistan.

Gen X Radio 106.1; 97.5 KMOD; 92.1 the Beat; 1430am the Buzz

TULSA, OK

CAN (Child Abuse Network) Radiothon

All Oklahoma Clear Channel stations teamed up in August for a radiothon to support the Child Abuse Network, a local organization that aims to reduce the trauma that a child abuse investigation can pose for the child. The collective event raised over \$30,000 for the organization.

BIG 95 KBGO, News Talk 1230

WACO/KILLEEN, TX

Children's Miracle Network Hospitals Radiothon

BIG 95 KBGO hosted its inaugural *Children's Miracle Network Hospitals Radiothon* on Friday, September 30, 2011. The event raised more than \$25,000 to benefit the local hospital.

WMZQ

WASHINGTON, DC / BALTIMORE MD

Military Appreciation Week

WMZQ morning show The Boxer Show hosted a weeklong promotion to salute local troops for *Military Appreciation Week* in May 2011. The show broadcasted live at various military installments in the Washington, D.C. area including Fort Belvoir, Ft. Myer, Quantico and Andrew's Joint Services Base culminating in the final live broadcast from the Pentagon. The show included interviews, performances and fun facts about military personnel in the area.

WPOC-FM

WASHINGTON, DC / BALTIMORE MD

WPOC'S St. Jude Radiothon

WPOC hosted their fourth annual *St. Jude Radiothon* on February 24 and 25, 2011 and raised \$351,153. In the last four years, the event has raised more than \$1 million to support St. Jude. In addition to the two-day radiothon, WPOC-FM hosted a benefit concert with country artists, Locash Cowboys, Josh Turner and Randy Montana, that generated an additional \$15,000 for St. Jude.

Z104.3

WASHINGTON, DC / BALTIMORE MD

Z104.3 & Jackson Blue's Toy Drive 2011

Z104.3 & Jackson Blue's *Toy Drive 2011* for the University of Maryland's Children Hospital helped collect hundreds of toys for children in need. The station not only collected the toys, but also personally delivered the toys to local families.

DC101

WASHINGTON, DC / BALTIMORE MD

DC101's Chili Cook-Off

DC101's 35th annual *Chili Cook-Off* raised over one million dollars for the National Kidney Foundation in 2011. Over 101 chili vendors were on hand to serve over 25,000 attendees.

WBIG Big 100.3

WASHINGTON, DC / BALTIMORE MD

National Kidney Foundation Casino Night

In 2011, WBIG was the exclusive radio sponsor for the *National Kidney Foundation Casino Night*. The station attracted 500 participants to the black-tie affair and raised \$120,000. Midday host, Lisa Berigan, acted as emcee for the event.

WASH FM Washington

WASHINGTON, DC / BALTIMORE MD

Leukemia Ball

In 2011, WASH-FM was a proud supporter of the *Leukemia Ball* benefitting the Leukemia and Lymphoma Society and the fight against blood cancers. Through on-air, online and live participation, WASH-FM helped raise \$2,606,040 for the organization.

Heaven 600

WASHINGTON, DC / BALTIMORE MD

Holiday Harvest

Heaven 600 WCAO-AM partnered with the Bea Gaddy Homeless Shelter for *Holiday Harvest*. The annual food drive generated hundreds of pounds of food and hundreds of dollars for the shelter at four area food drives.

WKWK-FM, WVKF-FM, WOVK-FM, WBBB-AM, WEGW-FM, WWVA-AM WHEELING, WV

Easter Seals Telethon

All Clear Channel West Virginia stations partnered with WTRF-TV and the Easter Seals to present a local twelve hour telethon. In addition to a robust PSA campaign, other events supporting Easter Seals included the *Annual Celebrity Cake Auction and Stilettoes and Steel Fundraiser*. In 2011, Clear Channel's efforts helped raise over \$16,000.

WKSB-FM WILLIAMSPORT, PA

Flood Aid Friday

Following massive flooding in the community and surrounding region, WKSB-FM partnered with the Red Cross to execute *Flood Aid Friday*, a 12-hour radio event that encouraged listeners to donate \$20 or more to make song requests and dedications. The event raised over \$25,000.

98.3 KissFM (WKSI) WINCHESTER, VA

Coat Drive

WKSI teamed up with the local Rotary Club for a three-month campaign to raise money to purchase new coats for children in need. The event raised over \$30,000, providing hundreds of coats for local children.

Mix 98.9 WMXY, Sports Animal 1390 WNIO YOUNGSTOWN, OH

Children's Hospital Fundraiser

Mix 98.9 WMXY & Sports Animal 1390 WNIO hosted its third annual radiothon benefiting Akron Children's Hospital Mahoning Valley. The 32-hour event broadcasted live from the local hospital and raised over \$160,000.

WAKZ YOUNGSTOWN, OH

Breast Cancer Fundraiser

95.9 KISS FM WAKZ wrapped up Breast Cancer Awareness month in October with the *Pink Ribbon Cheer Classic*, a local cheerleading competition raising awareness and funds for Susan G. Komen. The event raised more than \$158,000 for the fight against breast cancer.

WKBN-AM YOUNGSTOWN, OH

Koins for Kids

570 WKBN joined various local businesses for the third annual *Koins for Kids* to benefit Akron Children's Hospital Mahoning Valley. *Koins for Kids* asked local area students to donate their spare change to help patients. More than \$30,000 was collected because of this program.





Outdoor

Clear Channel Outdoor is the world's largest outdoor advertising company with close to one million displays in 45 countries across 5 continents. In the United States, the company operates over 200,000 advertising displays and has a presence in 48 of the top 50 Designated Market Areas.

Clear Channel utilizes the company's billboard portfolio to help organizations inform and educate communities about important issues. Clear Channel's world-class team of graphic designers collaborate with their Local Advisory Boards, consisting of community, government and educational leaders in communities across America, to ensure messaging is most impactful to the location of the signs. Each year, Clear Channel Outdoor donates more than \$20 million worth of public service advertising space to nonprofit organizations throughout the country.

Here is a look at two special outdoor campaigns launched in 2011.

INNOVATIVE 3D BILLBOARDS REMIND DRIVERS TO STOP TEXTING AND DRIVING

Eighty-two percent of young adult drivers (16-24) have read a standard text message while driving, according to a national survey conducted by the Ad Council. In an effort to educate young drivers about the dangers of texting while driving, Clear Channel Outdoor teamed up with the Ad Council, the National Highway Traffic Safety Administration and the State Attorneys General to unveil an innovative public service outdoor marketing campaign that urged young drivers to ‘Stop the Texts’ and ‘Stop the Wrecks.’ Clear Channel Outdoor donated nine 3D billboards in seven top markets, including Los Angeles (CA), Seattle (WA), and Boston (MA), to support the campaign and reached over three million people. The billboards were recently nominated for the Outdoor Advertising Association of America’s prestigious OBIE Award.





CLEAR CHANNEL OUTDOOR ENCOURAGED NEW YORK'S SUPPORT FOR 9/11 MEMORIAL

In conjunction with the 10th anniversary of September 11, Clear Channel launched a major public service announcement campaign to honor memories of 9/11 Heroes and deliver important 9/11 Memorial information. The campaign utilized an unprecedented combination of media assets across its outdoor, radio and digital properties in the greater New York City region. The coordinated, multi-platform effort appeared on more than 43 billboards around the New York Metropolitan area, including Clear Channel Outdoor's digital billboard networks in New Jersey and Westchester, as well as the SpecHD video board in Times Square. Clear Channel Outdoor's Washington, DC; Massachusetts and Florida properties also participated in the campaign.

The series of outdoor, radio and digital PSAs encouraged the public to support the 9/11 Memorial with donations; provided important information about 9/11 Memorial services in New York City on September 11; and directed audiences to the 9/11 Memorial website, where reservations to visit the Memorial could be made. Additionally, a live video simulcast of the memorial service took place in Times Square on Clear Channel Spectacolor's SpecHD digital display.



Responding to Disasters

In 2011, the United States experienced a record number of tornadoes, floods, earthquakes and other natural disasters. Unfortunately, many of the areas in which we live and work were painfully impacted, with hundreds of local Clear Channel communities suffering damage or destruction in the wake of these natural disasters. In many circumstances, radio was a critical lifeline for families and communities without power. It was often the only medium available in the aftermath of natural disasters, and we were able to provide up-to-date news, storm and relief information.

Responding to Disasters

RELIEF PARTNERSHIPS

Local radio stations played a critical role during the 2011 band of disasters, not only keeping residents abreast of developments, but working with local emergency workers. Clear Channel stations worked with the American Red Cross and other worthy organizations to solicit, collect and deliver necessities like food, water and shelter to thousands of residents in need.

Multiple relief organizations also relied heavily on Clear Channel stations, not only for extensive news coverage but as a resource to understand how to help victims. Stations gathered news and information from listeners who shared their immediate needs or simply told stories of kindness they had found in the midst of crisis.

EMPLOYEE ASSISTANCE

Despite their own personal hardships, Clear Channel employees made it their duty to rally together to reach the residents in surrounding devastated communities.

FAMILY OF STATIONS

With a reach of over 850 stations in communities nationwide, Clear Channel organized numerous local drives, benefit concerts and fundraising events to help support relief organizations, directly provided aid to impacted communities, and acted as a source of support for listeners in affected areas.

Clear Channel's powerful digital platform also helped stations reach thousands of listeners and provided opportunities for them to help. The company's *Storm Aid* website acted as a unified channel to enable its millions of monthly visitors to contribute to long-term relief efforts and helped raised thousands for the Red Cross.

LONG-TERM SUSTAINABILITY

While it can be difficult for those whose lives have been disrupted by disasters to move on with their normal lives, Clear Channel recognized that its listeners, stations and employees could need help for a sustained period of time. Via an internal creative service group, the company designed a series of powerful PSAs identifying the specific needs of each area that were broadcast for as long as communities needed assistance.

FROM THE HEADLINES

CHATTANOOGA CONCERT RAISES \$26,000 FOR RED CROSS

MARION RED CROSS RADIOTHON FUNDRAISER IS TODAY

CLEAR CHANNEL RADIO FAMILY HELPS WITH TORNADO RELIEF

WDRM DOES WALL-TO-WALL STORM COVERAGE AFTER TORNADOES

PODS AND CLEAR CHANNEL RADIO ASSEMBLE COLLECTION CENTER TO HELP TORNADO VICTIMS IN ALABAMA

TALK RADIO RIDES TO THE RESCUE IN TUSCALOOSA

Wall Street Journal

TORNADOES IN THE DEEP SOUTH, AND BROADCASTERS RESPOND

RADIO AT ITS BEST...ONCE AGAIN

THE POWER OF RADIO: BROADCASTERS COME TO THE AID OF TORNADO VICTIMS

PRAISE FOR CLEAR CHANNEL IN WSJ

RADIO HEROES IN TUSCALOOSA AID TORNADO SURVIVORS

TALK RADIO RIDES TO THE RESCUE IN TUSCALOOSA

“Employees saw demolished neighborhoods outside their windows and the desperate calls for help came in almost immediately. Because many residents lost power and were unable to charge cell phones, battery-operated and car radios often became their only form of communication.”

Wall Street Journal, May 7, 2011



CLEARCHANNEL
communitiesTM

Welcome to *Clear Channel Communities*

In its drive to solidify its ongoing commitment to making a difference in the communities in which its employees live and work, Clear Channel recently launched its new community engagement brand, *Clear Channel Communities*, which is designed to add to its already robust local community philanthropic support in 2012.

CLEAR CHANNEL COMMUNITIES™

Throughout the year, *Clear Channel Communities* will work with Clear Channel radio stations across the country and outdoor regions to spotlight thousands of local and national nonprofit organizations that are working to address critical issues and causes, primarily in four core areas: family and social impact; health and wellness; education and literacy; and music and arts.

The mission of *Clear Channel Communities* is to galvanize local radio and outdoor resources to educate and inspire residents to make a difference within their own communities. *Clear Channel Communities* will also combine the company's local efforts into national campaigns on occasions where scale can help create additional impact.

The program will be headed by local market managers with support from a national executive team, including Clear Channel Media and Entertainment CEO John Hogan and a new community engagement department led by Jessica King, the company's Director of Community Engagement, and will provide counsel and share company-wide best practices for effective cause marketing programs. Local Advisory Boards [LABS], which consist of local community, government and educational leaders, are already in place in Clear Channel's local markets and will continue to actively guide Clear Channel's support to the most relevant local issues facing individual communities.

To learn more about this new brand and to learn how *Clear Channel Communities* is making a difference please visit communities.clearchannel.com.

“ Clear Channel is no ordinary company and *Clear Channel Communities* is no ordinary community engagement effort. We are utilizing our scale to maximize the impact of this important part of our company’s mission to serve our communities. The new Clear Channel Communities reflects the magnitude of our existing philanthropic efforts and capitalizes on our unique ability to reach people wherever they might be, to educate them about critically important issues and inspire them to take action in their communities.”

Bob Pittman, CEO of Clear Channel

