



Impact Report

2012



CLEARCHANNEL
communities™

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About Clear Channel

CC MEDIA HOLDINGS, INC.

(OTCBB: CCMO), the parent company of Clear Channel Communications, is one of the leading global media and entertainment companies specializing in radio, digital, outdoor, mobile, live events, and on-demand entertainment and information services for local communities and providing premier opportunities for advertisers.

ABOUT CLEAR CHANNEL MEDIA & ENTERTAINMENT

With 243 million monthly listeners in the U.S., Clear Channel Media & Entertainment has the largest reach of any radio or television outlet in America. Clear Channel Media & Entertainment serves 150 cities through 840 owned radio stations. The company's radio stations and content can be heard on AM/FM stations, HD digital radio channels, Sirius/XM satellite, on the Internet at iHeartRadio.com and on the company's radio station websites, on the iHeartRadio mobile application on iPads and smartphones, and used via navigation systems from TomTom, Garmin and others.

The company's operations include radio broadcasting, online and mobile services and products, live concerts and events, syndication, music research services and independent media representation.

ABOUT CLEAR CHANNEL OUTDOOR HOLDINGS, INC.

Clear Channel Outdoor Holdings, Inc., (NYSE: CCO) is one of the world's largest outdoor advertising companies, with more than 750,000 displays in over 30 countries across five continents, including 49 of the 50 largest markets in the United States. Clear Channel Outdoor Holdings offers many types of displays across its global platform to meet the advertising needs of its customers. This includes a growing digital platform that now includes over 1,000 digital billboards across 36 U.S. markets. Clear Channel Outdoor Holdings' International segment operates in nearly 30 countries across Asia-Pacific, Europe and Latin America in a wide variety of formats.

Executive Letter

As a leading global media, digital and entertainment company, we take great pride in enriching the communities in which we live and work. We make it a priority to use our reach to effectively and responsibly serve the public by providing quality programming on our airwaves and leveraging the visual impact of our outdoor assets and the immediacy of our digital displays around the world to showcase valuable public service messages.

Community involvement is a longstanding tradition at Clear Channel and one that we take very seriously. In 2012, we formally introduced Clear Channel Communities, the community engagement division of Clear Channel, which has served to enhance our ongoing efforts by adding an additional layer of resources, ensuring that public service remains a top priority across all our divisions and departments. Our goal is to set a standard for the entire media and entertainment industry as we work to inspire positive change by harnessing our unique collection of corporate assets and abilities. At Clear Channel, we couple our reach to the mass market with our ability to activate communities locally.

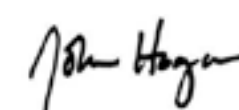
Through our Local Advisory Boards and other hyperlocal efforts we have fostered enduring relationships throughout our communities that allow us to use our reach to react to very specific concerns and needs.

We invite you to explore some of the ways that Clear Channel has served our local communities during 2012. From public service announcements, radiothons and local fundraising to new artist development, disaster relief and collaboration with national and local law enforcement agencies, we are proud of the ways Clear Channel has impacted the lives of families and communities.

The following pages capture the essence of who we are and how Clear Channel continues to make a difference in neighborhoods around the globe.



Bob Pittman



John Hogan



William Eccleshare



Over the course of a year, Clear Channel addresses a number of critical issues we believe warrant national attention. The issues and organizations are chosen based on both a number of pre-set criteria and if it is determined that scale can create additional impact. True to Clear Channel's core mission, all of these campaigns must be relevant to local communities as well as address similar issues across the country.

The company's national campaigns primarily fall into these categories:



The following pages will provide you with a snapshot of some of Clear Channel's most impactful campaigns, which were executed through a combination of Clear Channel's media platforms and assets: radio, digital and outdoor.





Clear Channel Media & Entertainment

With **243 million monthly listeners** in the U.S., Clear Channel Media & Entertainment has the largest reach of any radio or television outlet in America. Clear Channel Media & Entertainment serves **150 cities** through **840 owned radio stations**. The company's operations include radio broadcasting, online and mobile services and products, syndication, music research services & independent media representation.

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



National Radio Campaigns

CLEAR CHANNEL MEDIA & ENTERTAINMENT

Clear Channel focuses on creating effective programs that address the key underlying causes of today's most pressing issues. In 2012, Clear Channel supported thousands of local nonprofit organizations nationwide, and also drew mass attention to a variety of important issues affecting the lives of our listeners, using our national scale to create additional impact.



DonorsChoose.Org

NATIONAL RADIO CAMPAIGNS

To kick off 2012, Clear Channel Communities teamed up with DonorsChoose.org, the award-winning nonprofit dedicated to funding local teachers' classroom projects, and Chase, the U.S. consumer and commercial banking business of JPMorgan Chase and Co., to launch "Tools for Classrooms," an effort designed to bring attention to the lack of educational resources in classrooms across the country.

DONORSCHOOSE.ORG

The “Tools for Classrooms” effort was a three-month radio campaign that aired nationally on 840 radio stations January 18 through April 8, 2012. A series of more than 300,000 radio spots featured celebrities and recording artists including Ryan Seacrest, Kelly Clarkson, Chris Daughtry, J.R. Martinez, Pitbull, LMFAO, Gym Class Heroes, Kris Allen and others to encourage listeners to contribute to DonorsChoose.org and learn more about how they could help address the lack of educational supplies in our nation’s public schools.

Listeners all over the country were able to support teachers and classrooms within their own communities. Chase and other partners matched each donation up to \$50, for a total commitment of \$250K.

Campaign Impact

The Tools for Classrooms program mobilized thousands of new donors across the country to support local school projects.

- More than 55% of those engaged by the campaign were new donors to donorschoose.org
- 3,118 classroom projects were supported
- 242,413 students were reached
- Over 525 million media impressions were generated by Clear Channel’s online banners alone

“ From the start of the campaign, not a day goes by that I’m not asked about our PSAs with Clear Channel Communities and Chase. We are honored to have worked with them on this partnership, which helped further our mission through the visibility and classroom support we received. ”

Charles Best, Founder and CEO at DonorsChoose.org

ABOUT DONORSCHOOSE.ORG

Founded in 2000, DonorsChoose.org is an online charity that makes it easy for anyone to help students in need. Public school teachers from every corner of America post requests, and individuals can give directly to the ones that inspire them. To date, 250,000 public and charter school teachers have used DonorsChoose.org to secure \$166 million in books, art supplies, technology, and other resources that their students need to learn.



USE OPELOUSAS AVE
ENTRANCE ONLY
8:00 AM - 3:00 PM

NO TRESPASSING
BY UNAUTHORIZED
PERSONS DURING AND
AFTER SCHOOL HOURS
VIOLATORS WILL BE PROSECUTED

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Ad Council and the National Institutes of Health's *We Can!* Campaign

NATIONAL RADIO CAMPAIGNS

The Ad Council, the largest producer of national public service campaigns in the U.S., and Clear Channel Communities together launched Healthy Habits, a radio campaign designed to address and help reduce childhood obesity. A series of English and Spanish-language radio PSAs were developed along with web banners and a unique website that encouraged families across the country to lead healthier lifestyles. The PSAs aired over 400,000 times across all 840 Clear Channel stations, with complementary digital media efforts valued at over \$35 million in media support. The ads cleverly illustrated the small steps families can take every day to keep their families healthy; the PSAs encouraged listeners to visit iHeartRadio.com/HealthyHabits to find hundreds of healthy tips, recipes and resources provided by the National Institutes of Health's We Can! (Ways to Enhance Children's Activity and Nutrition)[®] program.



Healthy ♥ Habits

AD COUNCIL AND THE NATIONAL INSTITUTES OF HEALTH'S WE CAN! CAMPAIGN

Clear Channel Media & Entertainment is the largest single contributor of media time to the Ad Council's community service efforts.

Campaign Impact

The Healthy Habits Campaign was successful at breaking through the clutter of health-related messages currently in the marketplace:

- 57,000 total page views with 61% of total website traffic driven by radio
- Digital campaign banners had over 480 million impressions valued at \$5 million
- Consumer recognition of the new radio PSAs was at 38% – an all-time high

The PSAs had an impact on adult perceptions and behaviors, and led them to incorporate simple, healthy habits into their families' daily routines.

- 82% of those who heard at least one PSA reported occasionally or regularly incorporating healthy habits into their routine
- The post-campaign recognition of the PSAs was 38% after just three months in market, significantly higher than Ad Council averages for radio campaigns after a full year in market

According to the Centers for Disease Control and Prevention, the number of overweight and obese children has more than tripled over the past three decades in some groups. Furthermore, studies show that more than 30% of children and teens in America are either obese or overweight.

“ Clear Channel has been an exemplary media partner throughout our history, providing support for a number of critically important social issues. The Healthy Habits campaign marked the first time we collaborated with Clear Channel Communities to put significant media support behind one critical issue with the hopes of making a large impact and we did just that. Our goal with this campaign was to raise awareness of the obesity epidemic and ultimately change behavior. We are proud of the results and know that together we made a difference in families' lives. ”

Peggy Conlon, President and CEO of the Ad Council

ABOUT THE AD COUNCIL

The Ad Council (www.adcouncil.org) is a private, nonprofit organization that marshals volunteer talent from the advertising and communications industries, the facilities of the media, and the resources of the business and nonprofit communities to deliver critical messages to the American public. The Ad Council has been developing campaigns addressing childhood obesity prevention with the Federal government since 2005.



OurTime.org

NATIONAL RADIO CAMPAIGNS

In an effort to remind young Americans to register so that they could vote in the 2012 Presidential election, Clear Channel joined OurTime.org, a nationwide nonprofit organization that supports the rights of young adults, for a final push campaign entitled "Last Call."

OURTIME.ORG

From September 17 through October 1, 2012, Clear Channel radio stations with large youth audiences ran a series of PSAs reminding listeners to register to vote. Additionally, Clear Channel activated its robust social and online communities to spur action and conversation leading up to Election Day.

Campaign Impact

Clear Channel radio stations played an integral role in encouraging last minute voters to register.

- Close to 11,000 users visited ourtime.org/lastcall with approximately 50% registering to vote

The 2012 youth turnout surpassed the past two elections, reaching an all-time high.

- Voters under 30 comprised 19% of the electorate – that’s more than seniors over 65 (17%) and a greater share than 2008 (18%) and 2004 (17%) respectively

“ OurTime was thrilled to partner with Clear Channel and iHeartRadio in support of voter registration this year. Our collaboration registered thousands of voters, educated many thousands more, and played a strong role in an election that saw a higher-than-anticipated voter turnout rate among young Americans. Clear Channel and iHeartRadio’s efforts provided accurate election information to young Americans from around the country, many of whom would otherwise have faced confusion due to recent changes in voting laws and the effects of Hurricane Sandy. ”

Jarrett Moreno, Co-Founder of OurTime.org

ABOUT OURTIME.ORG

OurTime.org is a non-partisan, nonprofit youth empowerment organization with more than 400,000 members that works to register Americans to vote in partnership with the most prominent entertainment, sports and music acts. The mission of OurTime.org is to combine the voting and purchasing power of young people so that politicians and businesses better represent their needs.



**Special
Olympics**



Special Olympics

NATIONAL RADIO CAMPAIGNS

To help kick off the 2012 holiday season, iHeartRadio, Clear Channel Communities and the Special Olympics, an international organization that changes lives through the power of sport for people with intellectual disabilities, joined for a multi-platform campaign commemorating 25 years of the “A Very Special Christmas” album series, the single most successful benefit recording series in musical history, which has generated more than \$110 million in royalties to support Special Olympics.

SPECIAL OLYMPICS

The campaign included an exclusive iHeartRadio digital radio station entitled “A Very Special Christmas Radio” that featured the entire collection of “A Very Special Christmas” albums, with songs by U2, Madonna, Sting, Bon Jovi and many more. All of these artists contributed to previous albums and a series of celebrity-voiced PSAs, valued at \$6 million, which combined Special Olympics athletes’ stories with information on how to access the free station at iHeartRadio.com. Additionally, over 150 Clear Channel broadcast radio stations opted to air a 30-minute public affairs special featuring audio from Special Olympics Chairman and CEO Timothy Shriver, Special Olympics athletes and others.

Campaign Impact

Clear Channel’s “A Very Special Christmas” PSA campaign contributed significantly to the overall success of the 2012 Special Olympics fundraising program.

- “A Very Special Christmas” album sales were the highest they have been in a decade
- Revenue from album sales increased nearly 100% from 2011 to 2012
- 2012 was the biggest debut of “A Very Special Christmas” since 2001
- The PSAs helped to create a recognizable connection between Special Olympics and “A Very Special Christmas” – a challenge in previous years
- “A Very Special Christmas Radio” on iHeartRadio generated thousands of listening hours for all “A Very Special Christmas” albums

“ We are so thrilled with Clear Channel’s support of the 25th Anniversary of the Special Olympics A Very Special Christmas Joy To The World campaign. From the public affairs special to all of the PSAs to the digital support across the entire iHeartRadio platform, Clear Channel delivered huge results for a cause so close to the hearts of so many and especially to all of us at the Big Machine Label Group. To all of our friends and business partners at CCM+E – WELL DONE! ”

Scott Borchetta, Big Machine Label Group

ABOUT SPECIAL OLYMPICS

Special Olympics is an international organization that changes lives through the power of sport by empowering people with intellectual disabilities, promoting acceptance for all, and fostering communities of understanding and respect worldwide. Founded in 1968 by Eunice Kennedy Shriver, the Special Olympics movement has grown from a few hundred athletes to 4 million athletes in 170 countries worldwide.



Share Our Strength: No Kid Hungry

NATIONAL RADIO CAMPAIGNS

No child should grow up hungry in America, yet sadly nearly one in five children in this country struggle daily with hunger. To help address this issue, Clear Channel teamed up with Share Our Strength's No Kid Hungry® campaign to engage listeners and inform them that there are children in their own backyards who struggle with hunger and are not receiving the food they need to thrive.



SHARE OUR STRENGTH'S NO KID HUNGRY

Clear Channel produced a series of powerful PSAs that showcased easily accessible ways to participate in the No Kid Hungry program, including dining at thousands of participating restaurants that donated to the cause during the month of September, adding their names to the No Kid Hungry pledge online, and joining the growing movement dedicated to ending childhood hunger in America. In 2012, Clear Channel donated over \$5 million in media airtime to combat domestic hunger.

Campaign Impact

Clear Channel helped bring awareness to domestic hunger and positively contributed to the success of the 2012 Dine Out for No Kid Hungry campaign.

- New visitors accounted for 80.84% of website traffic while the No Kid Hungry PSAs aired
- Online giving increased by 42.2% over 2012 for the duration of the No Kid Hungry August PSA campaign
- Funds raised through the Dine Out for No Kid Hungry campaign increased by more than 152% over 2012 – from \$2.3M to \$5.8M

“ No one wants to think hunger affects kids in their own community, but the fact is that nearly one in five children in America struggle with hunger. Clear Channel has been instrumental in helping us lift the veil off child hunger in America by getting radio listeners nationwide actively involved in our cause. Clear Channel Communities' support for the Dine Out for No Kid Hungry fundraiser helped us more than double the funds raised in 2012, and we're looking forward to all that we can accomplish together in the coming year so that kids can get the healthy meals they need every day. ”

Billy Shore, Founder and CEO of Share Our Strength

ABOUT SHARE OUR STRENGTH'S NO KID HUNGRY

The No Kid Hungry campaign connects kids in need with nutritious food and teaches their families how to cook healthy, affordable meals. The campaign also engages the public to make ending childhood hunger a national priority.



Fisher House

NATIONAL RADIO CAMPAIGNS

Clear Channel has been a partner of Fisher House for years, and in 2012 demonstrated its ongoing support for military families with a campaign that generated both awareness and funds for Fisher House Foundation, which provides no-cost housing and other services to the families of wounded warriors and veterans while their loved ones are being treated at military and VA hospitals.



FISHER HOUSE

Clear Channel aired Fisher House public service announcements on all 840 of its radio stations in the days leading up to Veterans Day. That national effort, valued at an estimated \$3 million, was supplemented by the efforts of numerous local Clear Channel radio stations, which ran special 30-minute public affairs programs and/or spotlighted Fisher House with interviews and fundraising appeals.

Campaign Impact

Clear Channel contributed significantly to Fisher House in terms of both awareness and fundraising.

- Over the last 3 years Clear Channel has donated over \$8 million in media airtime and aided in raising \$1.3 million to help build new ‘comfort homes’ where veteran families can stay while a loved one is receiving treatment.
- Clear Channel San Francisco alone raised \$255,000 during the week of November 12, 2012 to help build a new Fisher House at Travis Air Force Base outside Sacramento, CA; in the last two years, Clear Channel San Francisco has raised over \$650,000 for the project.

“ Clear Channel has been a national leader in giving visibility to organizations such as Fisher House, whose priority is working to meet the needs of military families. Clear Channel has demonstrated their personal commitment to our troops, our veterans, and their families by giving Fisher House a voice - and Americans the opportunity to recognize the service and sacrifice of our military heroes. ”

Ken Fisher, Chairman and CEO, Fisher House Foundation

ABOUT FISHER HOUSE

Fisher House Foundation is best known for the network of comfort homes built on the grounds of major military and VA medical centers. The Fisher Houses are 5,000 to 16,800 square-foot homes, donated to the military and Department of Veterans Affairs, where families can stay while a loved one is receiving treatment. Additionally, the Foundation ensures that families of service men and women wounded in Iraq or Afghanistan are not burdened with unnecessary expense during a time of crisis.



The Smithsonian Institution

NATIONAL RADIO CAMPAIGNS

The world's largest museum and research complex, the Smithsonian Institution is beloved by many as a once-in-a-lifetime destination and the centerpiece of the family pilgrimage to Washington, D.C. But few know of its research discoveries in arts, history, science and culture, or how its web and media channels can be an everyday resource for learning. To reintroduce itself to the world in 2012, the Smithsonian launched a new branding campaign designed to reach out to younger and more diverse audiences with an invitation to take a second look at this Seriously Amazing organization.

THE SMITHSONIAN INSTITUTION

Clear Channel played a major role in sharing the Smithsonian's message with thousands of listeners across the country by featuring PSAs and website banners inviting audiences to check out a new website – seriouslyamazing.com – where the Smithsonian Institution answered a number of intriguing questions. The campaign's use of humor and questions, a surprise for those accustomed to the Smithsonian Institution's more staid tone, was designed to inspire the public to take advantage of Smithsonian resources from the comfort of their own homes.

Over 40,000 PSAs ran on all 840 Clear Channel radio stations nationwide and attracted listeners, young and old, with fun questions like "How is hip hop like the microchip?" or "What exactly does a bear do in the woods?" Curious visitors to seriouslyamazing.com could find those answers, and in the process uncover a valuable educational resource filled with dozens more questions and answers across the Smithsonian website.

Campaign Impact

- The Clear Channel radio campaign led to a measurable increase in the number of visitors to seriouslyamazing.com over the two week period in which the campaign ran and, more importantly, those visitors stayed longer on the site (nearly 6 minutes on average) than users who learned of it through other means.
- Approximately 3,600 visitors discovered the site as a result of the radio ads, making radio one of the most successful types of advertising the Smithsonian utilized during its multi-channel campaign.

“ Thanks to Clear Channel's generous support, our first-ever nationwide branding campaign truly stretched from coast to coast, engaging new audiences in the important work we do both in public view and behind the scenes. Now that's seriously amazing. ”

Rob Ritter, Director of Corporate Relations for Smithsonian Institution

ABOUT THE SMITHSONIAN INSTITUTION

The Smithsonian asks and answers questions about art, history, science and culture, offering exciting learning experiences every day in Washington, D.C., across the country, around the world and online. 19 museums, nine research centers, 20 libraries and a zoo are alive with activity every day, and learning can happen anytime on their websites, the Smithsonian magazine and the Smithsonian Channel.



Stand Up To Cancer

NATIONAL RADIO CAMPAIGNS

Clear Channel joined forces with the entertainment industry to fight cancer in connection with Stand Up To Cancer's star-studded September 7, 2012 "roadblock" fundraising telecast to accelerate groundbreaking medical research and bring new treatments to patients as quickly as possible. More than \$260 million has been pledged by donors to Stand Up To Cancer since its 2008 launch.

STAND UP TO CANCER

From August 27 through September 7, 2012 Clear Channel's 840 radio stations aired thousands of public service messages valued at over \$2 million across its radio stations, reminding listeners to tune in to that year's televised event. Additionally, Clear Channel specially produced and aired a 30-minute radio show featuring past and current Stand Up To Cancer supporters like American journalist Katie Couric, professional skateboarder Tony Hawk, actors Gabrielle Union and Cheryl Hines, and a number of others. Though Clear Channel radio stations have supported the cause in past years, this is the first time a radio partner has galvanized all of its power to collectively join forces with the television industry for this event.

Campaign Impact

Clear Channel contributed significantly to the success of Stand Up To Cancer's 2012 telecast.

- This year's show resulted in \$81 million in pledges
- The #istandupfor campaign was the leading Twitter trending topic during the broadcast and remained in the Top 5 for the rest of the show's evening

“ It is with media partners like Clear Channel that Stand Up To Cancer is able to engage and activate the public in the fight against cancer. Their support around our 2012 show was extraordinary and was a key part of our fundraising success. ”

Sue Schwartz, Co-Founder, Stand Up To Cancer

ABOUT STAND UP TO CANCER

Stand Up To Cancer (SU2C)—a program of the Entertainment Industry Foundation (EIF), a 501(c)3 charitable organization—raises funds to hasten the pace of groundbreaking translational research that can get new therapies to patients quickly and save lives. In the fall of 2007, a group of women whose lives have all been affected by cancer in profound ways began working together to marshal the resources of the media and entertainment industries in the fight against this disease.



F R E E
S P E E C H
W E E K

Free Speech Week

NATIONAL RADIO CAMPAIGNS

In 2012, Clear Channel took an active role in the promotion of Free Speech Week (FSW), the country's premier celebration of free speech in its many forms. In a Clear Channel-produced PSA, a group can be heard citing a phrase from the U.S. Bill of Rights:

"We the people...hold these truths to be self-evident. We can speak our mind...without fear. It's our right, our birthright, my inalienable right as an American. Free speech. It's the language of America."

FREE SPEECH WEEK

Clear Channel aired over \$600,000 worth of PSAs to bring attention to the First Amendment and the annual FSW celebration.

Additionally, Clear Channel CEO Bob Pittman agreed to chair a new Free Speech Week Advisory Council formed by The Media Institute, a nonprofit non-partisan independent education and research foundation that created Free Speech Week. He was joined on the FSW Advisory Council by several other media and entertainment industry leaders.

Campaign Impact

Clear Channel's support of FSW helped to make 2012's efforts the most successful year yet.

- The campaign resulted in substantially heightened awareness among the general public, as evidenced by increased social media chatter
- Visits to the FSW website (freespeechweek.org) more than doubled
- This year saw an increase in active participation in FSW by many colleges and universities across the United States

“Freedom of speech is the most basic right in our democracy, and a critically important part of the fabric of public debate. Raising awareness of freedom of speech is a worthy and important initiative, and I am happy to join with The Media Institute to increase national awareness of Free Speech Week and its role as the country's premier annual celebration of free speech.”

Bob Pittman, CEO of Clear Channel

ABOUT THE MEDIA INSTITUTE

The Media Institute is a nonprofit research foundation specializing in communications policy issues. The Institute exists to foster three goals: freedom of speech, a competitive media and communications industry, and excellence in journalism. Founded in 1979, The Media Institute pursues an active program agenda that encompasses virtually all sectors of the media, ranging from traditional print and broadcast outlets to cable, satellite, digital, and online services.



Responding to Disasters

CLEAR CHANNEL MEDIA & ENTERTAINMENT

Unfortunately, each year, many of the areas in which we live and work are painfully impacted by unexplained natural disasters. Radio plays a vital communication role in times of distress and Clear Channel takes our responsibility to serve the public very seriously. Clear Channel has introduced innovative procedures around our disaster response efforts, setting the standard for the entire radio industry.

Responding to Disasters

DARP

Following Hurricane Katrina and other local crises which affected communities across the country, Clear Channel introduced the “Disaster Assistance and Response Plan” (DARP) allowing Clear Channel to deliver the highest level of services to the public during emergency situations. DARP assets such as a reserve of radio transmitters, emergency power generators and news-gathering equipment, satellite phones, fuel supplies, mobile housing and even portable towers are warehoused in a number of separate facilities across the country, all within a day’s drive from each of the local markets our stations serve.

EMERGENCY OPERATIONS CENTER

In addition to building and maintaining our regional DARP facilities, Clear Channel has also established the Emergency Operations Center (EOC) and has customized emergency action plans for a wide variety of situations to cover each market in which we operate. The EOC is located in Cincinnati, Ohio, and is staffed around the clock by trained personnel, and enhances Clear Channel’s ability to respond to a crisis and get important emergency information out to the public in a timely manner.

RESPONDING TO DISASTERS: HURRICANE SANDY

Hurricane Sandy caused unprecedented devastation across multiple states throughout the mid-Atlantic and northeast regions of the United States this year. Millions were and continue to be impacted by the storm, including many listeners and members of the Clear Channel family. Clear Channel will continue to assist in the relief work in the coming months, or even years, until all of the impacted communities are on the road to recovery.

STAYING ON THE AIR

When it became clear that Hurricane Sandy was going to come ashore along the Atlantic coast, Clear Channel stations took the steps necessary to make sure that they were able to continue broadcasting both as the storm hit and in the days that followed. In addition to the backup generators and portable transmitters, Clear Channel maintained a backup studio in Secaucus and an additional transmission site in Manhattan.

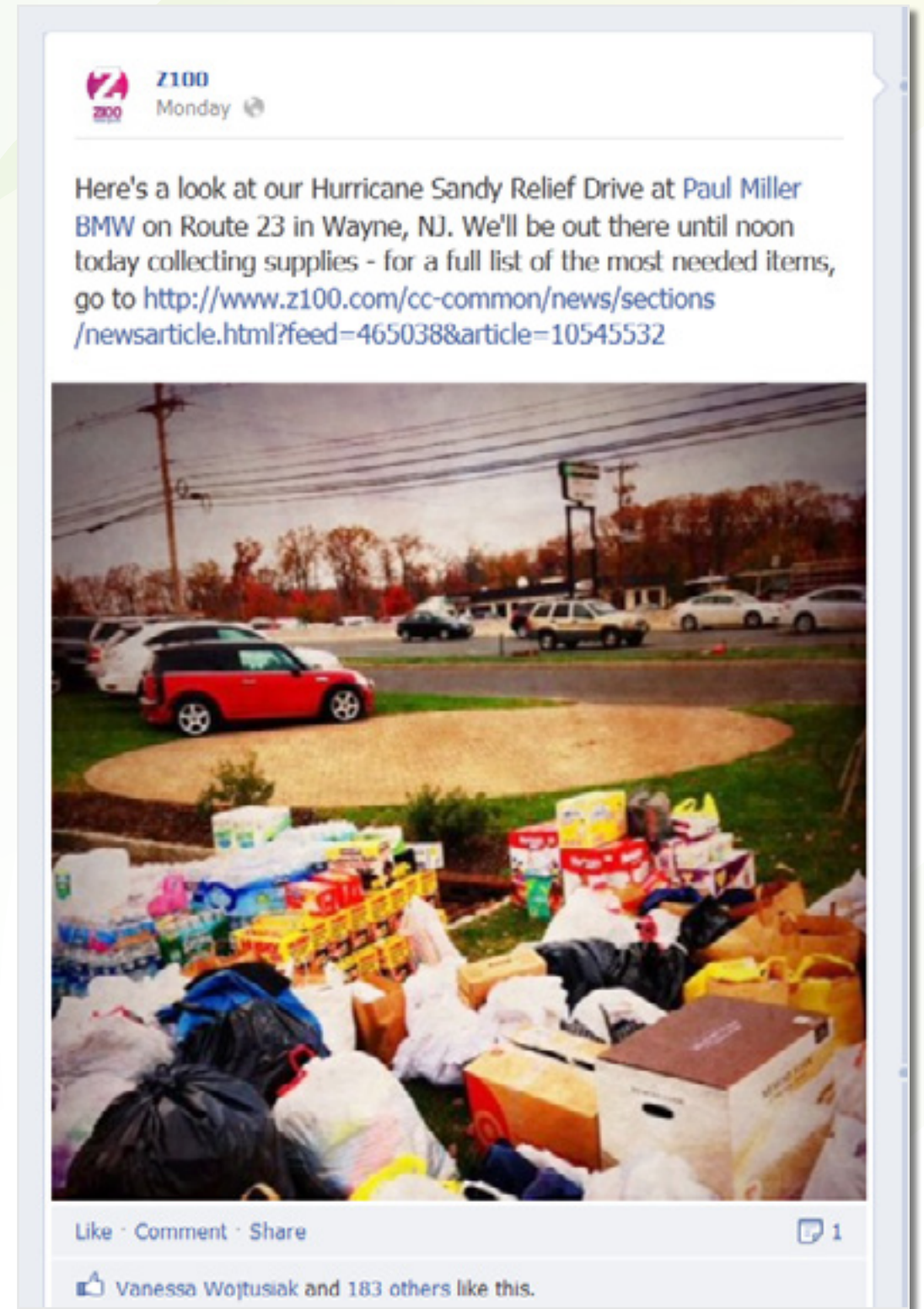
Responding to Disasters

INFORM AND EDUCATE

During times of disaster, Clear Channel's main priority is to inform and educate the public. For many, during Hurricane Sandy radio was a critical lifeline for families and communities without power providing up-to-date news, storm and relief information and local community updates. It was often the only information and communications medium available in the aftermath of the storm.

RELIEF EFFORTS

Once the storm passed, Clear Channel shifted its focus to relief efforts to help rebuild the communities that were hardest hit. Clear Channel stations collectively directed listeners that wanted to donate to the Red Cross. Additionally, Clear Channel teams were on the ground in many regions making a very real local impact, collecting and distributing basic necessities and offering free phone charges to those impacted by the storm.



Responding to Disasters

“12-12-12”

Clear Channel Media & Entertainment teamed up with The Madison Square Garden Company and The Weinstein Company to present the historic “12-12-12 (a Concert for Sandy Relief),” with all proceeds going to the Robin Hood Foundation, New York City’s largest poverty-fighting organization.

The “12-12-12” concert on December 12, 2012 at Madison Square Garden featured music legends like Bon Jovi, Billy Joel, Alicia Keys, Paul McCartney, Bruce Springsteen and the E Street Band, Roger Waters, Kanye West, The Rolling Stones, The Who and others, all of whom took the stage to provide support and assistance to the millions of people throughout the tri-state area who were affected by Hurricane Sandy.

“12-12-12” fundraising efforts included ticket sales; sponsorships; telephone and web donations; merchandise sales; proceeds from online auctions of exclusively signed memorabilia; iTunes sales - which peaked at #1 on the iTunes chart as a pre-order; U.S. network TV broadcast of the concert; and to date DVD and CD sales have brought in over \$50 million to aid the victims of Hurricane Sandy.

In addition to co-producing the show, Clear Channel activated its radio stations nationwide, as well as its station websites and iHeartRadio digital platform to promote the show and encourage donations. Clear Channel itself donated over \$20 million including a cash contribution, on-air, digital and social promotion, and outdoor space to support this effort.





Music Discovery: Setting The Stage for Undiscovered Talent

CLEAR CHANNEL MEDIA & ENTERTAINMENT

Clear Channel's Artist Integration Program is designed to increase audience awareness of new music projects from both established and developing artists through on-air and online promotional campaigns. By leveraging Clear Channel's powerful properties, including 840 radio stations in 150 cities, and its national digital platform, including iHeartRadio, Clear Channel's free, industry-leading digital radio product, the campaigns provide the opportunity for artists, record labels and the music industry to maximize exposure for new singles or albums, ultimately strengthening artist development and sales.

MUSIC DISCOVERY: SETTING THE STAGE FOR UNDISCOVERED TALENT

In 2012, the Artist Integration Program was also extended to Clear Channel’s digital platforms. Each month, six new tracks per format were featured in new music spots that run in national inventory across format-appropriate iHeartRadio stations. The songs run in their entirety four or more times per day to help build artist familiarity. Projects featured in the program have seen significant spikes in digital sales as well as growth of the artists’ social networks.

In 2012, the Artist Integration Program spotlighted the following musicians:

- | | |
|--------------------|-----------------------|
| • The Wanted | • John Mayer |
| • K’NAAN | • Ed Sheeran |
| • fun. | • Usher |
| • Paul McCartney | • Linkin Park |
| • Calvin Harris | • Josh Baze |
| • Gotye | • Zac Brown Band |
| • Rascal Flatts | • Matchbox Twenty |
| • Train | • deadmau5 |
| • Rita Ora | • Green Day |
| • Carrie Underwood | • Jason Aldean |
| • Karmin | • Swedish House Mafia |



- Taylor Swift
- Marina and The Diamonds
- Aerosmith
- Christina Aguilera
- Alicia Keys
- Bruno Mars

Over the last several years, Clear Channel has expanded its commitment to promoting local music, adding to existing new music shows and adding new customized shows featuring local artists.

Clear Channel’s NEW! Discover and Uncover program offers an online and on-air platform for emerging, independent musicians to share original music with an engaged public

audience. NEW! Discover and Uncover is featured on the iHeartRadio digital platform (on iPhone, Android and BlackBerry) and is also available for online streaming. Unsigned artists can submit music for consideration at iHeartRadio.com or on a participating Clear Channel radio station website.



Dream Encounters

CLEAR CHANNEL MEDIA & ENTERTAINMENT

Clear Channel is proud to work with organizations like Make-A-Wish, the Jack and Jill Late Stage Cancer Foundation and other similar groups to create memorable experiences for sick or underprivileged children, at-risk kids and families in crisis. In 2012, Clear Channel brightened hundreds of lives through local celebrity meet and greets, exclusive concert admissions, red carpet access and other specially organized experiences.

IHEARTRADIO MUSIC FESTIVAL

In addition to raising over \$600,000 by offering unique iHeartRadio Music Festival packages to philanthropic supporters, Clear Channel made special dreams come true in 2012 for a number of critically ill children, including a child who was a 'special correspondent' at the Festival for the Ellen DeGeneres Show and a family with a parent with late-stage cancer.



Talia Castellano, who is fighting two forms of cancer, was the official iHeartRadio correspondent for the Ellen DeGeneres Show. Talia spent the evening interviewing artists including Usher, Ryan Seacrest, Miley Cyrus, No Doubt, Demi Lovato and others.



The Jack and Jill Late Stage Cancer Foundation strives to create lasting memories for families where a parent has late-stage cancer. Through Clear Channel's work with the organization, the Rogers Family was able to attend the iHeartRadio Music Festival and meet Brad Paisley.



Singer/songwriter Pitbull performed live during the 2012 Muscular Dystrophy Association telethon before inviting 13-year-old Bryson and his family to attend the Festival as a special guest.



Hailey, a 14-year-old pediatric cancer patient and Make-A-Wish recipient, dreamed of meeting Taylor Swift. Clear Channel was able to make her wish come true at the 2012 iHeartRadio Festival.



Radiothons

CLEAR CHANNEL MEDIA & ENTERTAINMENT

For decades, listeners coast to coast have dialed into their local radio stations to pledge financial support to address an array of issues ranging from childhood diseases to homelessness to domestic violence. Radiothons have become part of the internal culture of hundreds of Clear Channel radio stations and have become an annual giving tradition for many local communities. Hundreds of millions of dollars have been raised through Clear Channel radiothon programs, with local records set and broken annually.

ST. JUDE CHILDREN'S RESEARCH HOSPITAL

Since opening 50 years ago, St. Jude Children's Research Hospital has changed the way the world treats childhood cancer and other life-threatening diseases. No family ever pays St. Jude for the care their child receives, and for every child treated, thousands more have been saved worldwide through St. Jude medical research discoveries.

In 2012, 43 Clear Channel stations raised **\$5.8 million** for St. Jude Children's Research Hospital.

CHILDREN'S MIRACLE NETWORK HOSPITALS

Children's Miracle Network Hospitals® raise funds for 170 children's hospitals across the United States and Canada, which use the money where it's needed the most. When a donation is received it stays in the community, helping local kids.

In 2012, 37 Clear Channel Markets raised nearly **\$6.4 million** for Children's Miracle Network Hospitals.

Many local organizations benefit from radiothon campaigns, but St. Jude Children's Research Hospital and Children's Miracle Network Hospitals have a rich history of working with numerous Clear Channel stations across the country each year.





2012 Special Events

CLEAR CHANNEL MEDIA & ENTERTAINMENT

Clear Channel Communities has made it a priority to have a presence at a number of industry and philanthropic events that serve our communities. The following are some of the biggest events Clear Channel has supported and attended in 2012.

2012 SPECIAL EVENTS

- **AJC Global Jewish Advocacy:** International Human Relations: Award Dinner
- **Alliance for Lupus Research:** Gala
- **American Cancer Society:** Festive in Flip Flops Event
- **Apollo Theater:** Apollo in The Hamptons - A Night of Legends
- **Boy Scouts of America - Greater New York Councils:** Good Scout Award Luncheon
- **City of Hope - Music and Entertainment Industry:** Spirit of Life Award Dinner
- **Elton John AIDS Foundation:** Music Visionary Event
- **Hampton University - Scripps Howard School of Journalism and Communications:** Hall of Fame Ceremony and Luncheon
- **Keep A Child Alive:** The Black Ball
- **Lighthouse International:** The Henry A. Grunwald Award for Public Service Luncheon



- **Lustgarten Foundation:** Holiday Rock and Roll Bash
- **Macy's Passport:** Glamorama
- **Make-A-Wish Foundation - Metro New York:** Casino Night
- **National Kidney Foundation:** Springtime in New York Gala
- **New York Public Radio:** Gala
- **Rainbow PUSH Coalition and Citizenship Education Fund:** 41st Conference
- **The Advertising Council:** Annual Gala
- **The Hasty Pudding Institute:** The Order of The Golden Sphinx Award - Gala Dinner
- **The Kristen Ann Carr Fund:** A Night to Remember Gala
- **The Partnership at Drugfree.org:** Winter Wish Gala
- **UJA Federation of New York:** Entertainment Division Leadership Awards Dinner
- **Young Audiences New York:** Children's Arts Award Benefit



Local Advisory Boards

CLEAR CHANNEL MEDIA & ENTERTAINMENT

Local Advisory Boards (LABs) play an integral role in guiding Clear Channel to support the most relevant issues that impact individual communities. Quarterly or bi-annual LAB meetings bring together broad-based expertise and are designed to serve as a forum for Clear Channel executives, local communities, 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 Clear Channel teams in identifying and implementing projects that enable meaningful public service in each community.

Since 2004, these Local Advisory Boards have improved Clear Channel's ability to effectively collaborate with community partners to meet important local needs. There are currently over 1,500 LAB members across Clear Channel's 150 markets.



Jann W. Honore

United Negro College Fund
Regional Development Director
CHICAGO, IL

9 year LAB member

“As a 9 year member of Clear Channel Media & Entertainment Chicago’s LAB I have had the opportunity to work alongside a very

special group of diverse individuals representing Chicago’s philanthropic, social service, corporate, public health and economic development sectors. Together we help direct Clear Channel in addressing critical issues such as health services, education, financial literacy, voter registration and violence prevention among others so that they best serve the Chicago community. My experience on the LAB has been very rewarding for me personally and for my organization - UNCF (United Negro College Fund).”



Ivan Cano

Miami Beach Gay Pride, Inc.
Executive Director
MIAMI, FL

1 year LAB member

“Miami Beach Gay Pride is thrilled to be working with Clear Channel for the past 5 years and to be part of their Local

Advisory Board. They’ve been with us from the very beginning and helped grow the festival to over 60,000 people. It is evident that Clear Channel Miami is committed to encouraging diversity among our community.”



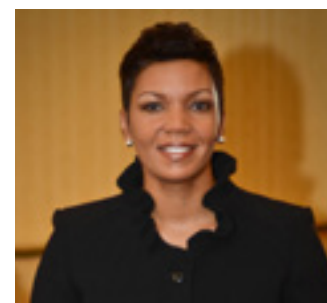
Hillar C. Moore, III

East Baton Rouge Parish
District Attorney, 19th Judicial District
BATON ROUGE, LA

4 year LAB member

“Having the ability to talk about Capital Region crime with Clear Channel’s Local Advisory Board helps assure that the

public receives timely and accurate information. The stations have been extremely valuable as we implement a new crime fighting program in one of the city’s most violent ZIP codes. Their coverage dispels myths about what the initiative is and isn’t, and the importance of community involvement. The program’s success can be attributed in great part to residents being informed and willing to participate.”



Shuntae Shields Ryan

Partnership for Downtown St. Louis
Senior Director, Marketing and Communications
ST. LOUIS, MI

5 year LAB member

“Serving on the Clear Channel Local Advisory Board is beneficial because of its focus and commitment to actively engaging

with and helping the St. Louis community. Clear Channel makes it a priority to have community leaders involved in their LAB who bring perspective from a variety of areas. It is gratifying to see the suggestions generated by the LAB acted upon; they often turn our discussions into community events and/or on air public service programming that positively impacts the community.”



Bob Russell

Gilda’s Club Rochester
Executive Director
ROCKVILLE, MD

4 year LAB member

“Having been involved with media from both sides of the desk for the past 30 years, I am honored to serve on the Clear Channel

Advisory Board. The Advisory Board allows us the opportunity to share our ideas, address major issues facing our community, and develop a plan to best deliver these messages to the community via the various resources and channels that Clear Channel has available. It was a wonderful collaboration that strengthens our common threads.”



Dave Krepcho

Second Harvest Food Bank of Central Florida
President/CEO
ORLANDO, FL

4 year LAB member

“My involvement with the Clear Channel Advisory Board over the past few years continues to be such a positive experience. The

goal of focusing on the needs of the community and convening a diverse group of community leaders for their perspectives and input, results in real and meaningful change. Collaborative discussions lead to collaborative solutions. I applaud Clear Channel in their leadership of these discussions and I am thankful for the power of their medium to bring visibility to critical issues.”



Station Highlights

CLEAR CHANNEL MEDIA & ENTERTAINMENT

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

ROCK 103

ALBANY / COLUMBUS, GA

Bikes on Broadway

ROCK 103 joined the Southern Cruisers Motorcycle Club for the 11th annual *Bikes on Broadway*, a music and motorcycle festival that benefited Our House, a nonprofit that provides funds for local orphanages and homes for troubled youth. Leading up to the festival ROCK 103 held several events including a one-day radiothon. More than 1,000 motorcycle enthusiasts attended *Bikes on Broadway* which raised more than \$20,000 for disadvantaged children of Columbus, GA.

News Talk 810 and 103-1 and 99.5 The River

ALBANY, NY

Children's Miracle Network Radiothon

News Talk 810, 103-1 WGY and 99.5 The River hosted the annual *Children's Miracle Network Radiothon* on May 3-4, 2012. The two-day event featured interviews with patients, families and medical staff, and raised more than \$564,000 for The Children's Hospital at Albany Medical Center.



News Talk 810 and 103.1 WGY

ALBANY, NY

WGY Christmas Wish

News Talk 810 and 103.1 WGY asked listeners to donate to its 33rd annual *WGY Christmas Wish* program, which distributed donations to aid local nonprofit children's organizations. Donations were collected at various sponsor locations, online and via phone and text as part of an on-air call for support. As a result of the program, more than 100 organizations received funds to help local children in need. Since 1979 WGY Christmas Wish has raised more than \$3 million.

100.3 The Peak

ALBUQUERQUE, NM

New Mexico Children's Hospital Radiothon

KPEK held its 8th annual radiothon to benefit the University of *New Mexico Children's Hospital* from February 29 through March 3, 2012. The 36-hour long broadcast provided listeners with an inside look at the hospital and an opportunity to donate to the organization. In 2012, more than \$304,000 was raised for the Children's Hospital.

94 Rock

ALBUQUERQUE, NM

Thanksgiving on the Mayflower

KZRR held its annual *Thanksgiving on the Mayflower* event, a food drive for The Storehouse, a local food pantry in Albuquerque. The six-day drive asked for nonperishable food items and cash donations, and collected more than 11,000 pounds of food and \$44,000 for The Storehouse.

104.1 The Edge

ALBUQUERQUE, NM

Take the Edge Off Hunger

KTEG teamed up with The Storehouse, a local food pantry, for *Take the Edge Off Hunger*, an annual concert and food drive. Listeners were asked to donate a case of nonperishable food in exchange for a ticket to a special concert featuring Atlantic Recording Artist Grouplove. KTEG collected more than 1,500 pounds of food as part of this program.

B104

ALLENTOWN, PA

Classroom Reading Program

Throughout 2012, *B104* visited local schools to read to students and further stress the importance of literacy. Morning hosts Mike Kelly and Steph Wells led the initiative and impacted hundreds of children throughout the school year.

100.5 the Fox, Magic 98.9, 101.3 KGOT, Kash Country 107.5

ANCHORAGE, AK

Day of Caring Food Drive

Clear Channel's Anchorage stations teamed up to collect food items for United Way's 14th annual *Day of Caring Food Drive* on September 14, 2012. Station employees helped to collect, sort and weigh donations, which amounted to more than 400,000 pounds of food and benefited the Food Bank of Alaska.

Kash Country 107.5

ANCHORAGE, AK

Children's Hospital at Providence Radiothon

Kash 107.5 held its 12th annual radiothon to raise money for the *Children's Hospital at Providence* on February 8-10, 2012. The program featured interviews with families of hospital patients as well as individuals who have been impacted by the organization's work. The three-day event was hosted at the hospital and raised nearly \$85,000.

WMAN

ASHLAND-MANSFIELD, OH

Richland County Toy Time Radiothon

WMAN teamed up with *Richland County Toy Time* to collect new and used toys for underserved children in Richland County during the holiday season. To help generate awareness and donations of both cash and toys, the station aired a series of PSAs as well as provided employee support to help collect and distribute gifts to local children. The WMAN event raised \$35,000 and distributed gifts to over 1,200 children.

Mid Ohio's Country, WNCO

ASHLAND-MANSFIELD, OH

Make A Difference Day Food Drive

Mid Ohio's Country collected nonperishable food items at local grocery stores to benefit the Mansfield/Richland County's *Make A Difference Day Food Drive* on October 23-24, 2012. The cluster's four stations heavily promoted the food drive and collected more than 20,000 items for six local food pantries.

WILD 105.7 and 96.7 ATLANTA, GA

Bowl For Kids Sake

WILD 105.7 and 96.7 partnered with Big Brothers Big Sisters of Metro Atlanta for *Bowl For Kids' Sake*. More than 500 bowlers attended the annual event and raised more than \$95,000. Bowl for Kids' Sake helped raise the necessary funds to support the ongoing work of Big Brothers Big Sisters of Metro Atlanta.

Power 96.1 ATLANTA, GA

Atlanta Community Foodbank

Power 96.1 used its annual Jingle Ball holiday concert to raise money for the *Atlanta Community Food Bank*. More than 10,000 concert attendees had the opportunity to make a donation to the Food Bank for a chance to win exciting prizes, including a front-row seat upgrade and a meet and greet with Power 96.1 Jingle Ball artists like Justin Bieber.

WKSP 96.3 Kiss FM and 104.3 WBBQ AUGUSTA, GA

Cares For Kids Radiothon

104.3 WBBQ and KISS 96.3 held its 12th annual *Cares for Kids Radiothon* to support Georgia Health Sciences Children's Medical Center, which provides specialized care for children and families across the Southeast. The radiothon featured patients and staff of the hospital, and raised nearly \$227,000 in donations.

WKSP Kiss FM and Power 107 AUGUSTA, GA

Back to School Festival

104.3 WBBQ and KISS 96.3 held its 12th annual Cares for Kids Radiothon to support Georgia Health Sciences Children's Medical Center, which provides specialized care for children and families across the Southeast. The radiothon featured patients and staff of the hospital, and raised nearly \$227,000 in donations.

98.1 KVET AUSTIN, TX

Radiothon for Kids

KVET held its annual *Radiothon for Kids*, which featured interviews with families whose lives were changed by Dell Children's Hospital. Morning show hosts Mosser and Hudson broadcasted from the hospital on May 18, 2012 and listeners donated more than \$178,000 to help build additional space to increase patient capacity at the hospital.

KASE 101 AUSTIN, TX

Make-A-Wish Radiothon

KASE 101 hosted their annual *Make-A-Wish Radiothon* on August 26 and 27, 2012. The radiothon featured interviews with *Make-A-Wish* children as well as organizations that have helped grant wishes to local children facing life-threatening medical conditions. The event raised more than \$211,000.

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 \$131,000 in donations.

WYNK BATON ROUGE, LA

St. Jude Children's Research Hospital Radiothon

In 2012, WYNK joined *St. Jude Children's Research Hospital* to host its annual radiothon. The 26-hour event featured on-air interviews with children affected by cancer who were treated at St. Jude. The radio event generated over \$140,000 in donations.

Y102.5 and 103.5 WEZL CHARLESTON, SC

Y Cares for Kids Radiothon

From January 26-28, 2012, Y102.5 and WEZL held its 4th annual *Y Cares for Kids Radiothon* to benefit the Children's Hospital at the Medical University of South Carolina. All on-air personalities participated by sharing stories and interviews of 'Miracle Families' across the state, and the event raised nearly \$150,000 for the hospital.

96.1 The Beat CHATTANOOGA, TN

Chattanooga Area Food Bank

Clear Channel radio personality Steve Harvey donated 100 turkeys to 96.1 The Beat during the 2012 Thanksgiving season. The station teamed up with a local NBC affiliate to deliver the turkeys on November 20, 2012 to the *Chattanooga Area Food Bank* to help feed the local hungry.

US-101 CHATTANOOGA, TN

Forgotten Child Fund

In December 2012, US-101 held a holiday benefit concert with American Idol's Lauren Alaina to support the Chattanooga Area Firefighter's *Forgotten Child Fund*, an organization dedicated to providing holiday gifts for local children. 500 people attended the event and raised nearly \$5,000.

98.1 The Lake CHATTANOOGA, TN

Pigskin Patrol

As part of the program, 98.1 The Lake volunteered at local high schools during fall 2012 to support community athletic programs. *Pigskin Patrol* encouraged approximately 2,000 students to participate in local sports and formed lasting relationships with academic administrations.

Rock 105, 103.7 KISSFM CHATTANOOGA, TN

Share Your Christmas

Rock 105 and 103.7 KISSFM joined with Channel 3 Eyewitness News to support the 28th annual *Share Your Christmas*™ Food Drive, which benefits the Chattanooga Area Food Bank. Listeners were encouraged to collect food items and bring them to various food collection centers on December 7, 2012. Since inception the event has raised more than 2 million pounds of food.

WGCI-FM CHICAGO, IL

Gun Turn In Day

In 2012, Clear Channel Chicago partnered with the City of Chicago for the annual *Gun Turn In Day*, an ongoing effort to remove guns from the streets of Chicago. Local listeners and residents who turned in an unloaded gun at any of 23 locations around the city received a \$100 prepaid Visa Card per gun – no questions asked. Over the last six years, more than 23,000 guns have been removed from Chicago's streets as a result of the program.



WBEX CHILLICOTHE, OH

Dance for Kids' Sake

On November 3, 2012, WBEX and Big Brothers Big Sisters of Chillicothe together launched *Dance for Kids' Sake*, a community dance competition inspired by "Dancing with the Stars." The event featured local celebrities and dance professionals who were interviewed on-air during the station's morning programs leading up to the show. The event was televised live and raised more than \$46,000.

WTAM 1100 CLEVELAND, OH

Coats for Kids

Coats for Kids is an organization dedicated to providing local children with warm winter coats. WTAM's Mike Trivisonno and team have contributed to the children of the Northeast Ohio community for five years by hosting the annual Vegas Show, a benefit event for Coats for Kids. The 6th annual event drew more than 600 attendees, included auction items donated by area businesses, and raised more than \$89,000 for *Coats for Kids*.

96.5 Kiss FM CLEVELAND, OH

Rock Your Prom

On May 5, 2012, 96.5 Kiss FM held the prom event of a lifetime for the students of Chardon High School following a tragic shooting earlier in the year that killed three students and injured many others. The Rock And Roll Hall Of Fame donated their facilities for the prom; Cobra Starship was the surprise performing artist; and more than 700 students and families were positively impacted by the event.



99.5 WGAR, Cleveland CLEVELAND, OH

St. Jude Children's Research Hospital Radiothon

On December 8 and 9, 2012, WGAR held its 11th annual two-day radiothon to support *St. Jude Children's Research Hospital*. Additionally, the station also hosted a benefit concert as part of the campaign with performances by country artists Thompson Square and Lauren Alaina. Both events helped to raise more than \$130,000 for *St. Jude Children's Research Hospital* in 2012.

97.5 WCOS, 96.7 WLTY, 100.1 WVOC, 104.7 WNOK, 560 WXB and 1400 WCOS COLUMBIA, SC

Buddy Walk

Clear Channel Columbia stations joined forces to promote *Buddy Walk*, a walk event that benefited the South Carolina Autism Society. All six Clear Channel radio stations aired more than 600 PSAs to promote the event, and also formed a team to participate in the walk. *Buddy Walk* drew over 2,500 registrants and raised more than \$64,000.

106.1 KISSFM - KHKS DALLAS, TX

Cystic Fibrosis Foundation

On February 16, 2012, 106.1 KISSFM – KHKS changed its name to LAURA-FM to support a local high school student affected by Cystic Fibrosis. As part of the campaign, the station collected donations and auctioned various gift packages including tickets to a Madonna concert and a trip to London to see a performance by The Wanted. The station's efforts raised nearly \$7,000 for the *Cystic Fibrosis Foundation* Northeast Texas Chapter.

102.9 NOW - KDMX DALLAS, TX

Bieber Breakfast

In October 2012, KDMX-FM hosted Bieber Breakfast, a live broadcast event where listeners registered for a chance to win tickets to a sold out performance by Justin Bieber, as well as an exclusive meet and greet with the superstar. Registrants increased their odds of winning by donating canned food items to the North Texas Food Bank. *Bieber Breakfast* garnered more than 3,000 cans of food.

Lone Star 92.5 - KZPS DALLAS, TX

Carter Blood Care

From June 18 – 23, 2012, Lone Star 92.5 held its 37th annual Rock and Roll Up Your Sleeve event, a blood drive that benefited *Carter Blood Care*, a blood bank serving 54 counties in North Central and East Texas. The station broadcasted live from multiple locations and collected more than 3,600 units of blood from more than 3,500 donors.



Mix 98.1 DEFIANCE, OH

Christmas for Kids

From November 1 to December 7, 2012, Mix 98.1 teamed up with the local U.S. Marine Corps League for *Christmas for Kids*, an annual fundraiser and toy drive. The campaign raised nearly \$230,000 and collected approximately 8,000 new toys, which were donated to 5,000 children in Northwest Ohio during the Christmas season. For this campaign, the station won the Outstanding Media Outlet award, presented by the local chapter of Association of Fundraising Professionals.

WNDH 103.1 FM DEFIANCE, OH

Henry County Christmas Cheer

In December 2012, 103.1 FM raffled authentic football helmets from Ohio State and Michigan University to support its *Henry County Christmas Cheer* program. The station promoted the initiative on-air and online, and the effort collected \$30,000 in donations and received enough food items to create and distribute food baskets to more than 550 local families in need.

105.7 The Bull DEFIANCE, OH

Neighbors in Need

Each fall, 105.7 The Bull collects donations to help fill the local food pantries. In 2012, the station's *Neighbors in Need* program collected approximately 23,500 items of food and nearly \$36,000 for 23 local food pantries.

KBPI DENVER, CO

KBPI Fire Sale

In 2012, KBPI hosted Fire Sale, an online auction to benefit the American Red Cross and the NoCo Rebuilding Network's Hyde Park Fire Fund. Station personalities encouraged bids on auction items including celebrity-autographed memorabilia and a refurbished vehicle that KBPI's Willie B donated. The cluster raised more than \$43,000 for community rebuilding efforts.

Channel 955 DETROIT, MI

West Bloomfield Township Police Department

Channel 955 teamed up with Bank of America and the West Bloomfield Township Police Department to raise money for the family of a local officer killed in the line of duty. Station hosts promoted the effort on-air and collected donations at major intersections in the West Bloomfield area. The campaign raised more than \$40,000 for the family.

WQRB-FM, Hot Country B95 EAU CLAIRE, WI

Country Cares for St. Jude Kids Radiothon

Hot Country B95 hosted its 11th annual *Country Cares for St. Jude Kids radiothon* on February 23 – 24, 2012 and raised more than \$141,000. Over the 11-year span of the program, the station has raised more than \$1 million for St. Jude.

WQRB-FM, Hot Country B95 EAU CLAIRE, WI

Summer Harley Giveaway

Hot Country B95 teamed up with United Cerebral Palsy of Western Wisconsin for *Summer Harley Giveaway*. As part of the event, the radio station promoted the giveaway of a 2012 Harley motorcycle and held an open house at a local Harley dealership. The efforts raised more than \$52,000 for the Western Wisconsin chapter, which used the donations to support local families affected by cerebral palsy.

Star 102.9, 96-9 The Dog Rocks, KOOL 104.5, 102 KTRA, Fox Sports 1340 FARMINGTON, NM

T's For Turkeys

During the holiday season, the Clear Channel Farmington stations teamed up with Salvation Army for *T's For Turkeys*, an annual food drive that collected frozen turkeys and cash donations. The on-air holiday campaign generated 300 turkeys and raised more than \$12,000 to help feed local families.

99.1 KGLX, 99.9 KXTC, 106.1 KFMQ GALLUP, NM

4th of July Celebration

In 2012, CCM+E Gallup organized the local *4th of July Celebration* at the Gallup Sports Complex. The station promoted the event on-air and online and encouraged more than 20,000 community members to attend the free event, including the Mayor. The event featured dancing, local musicians, area vendors and fireworks.

The Hit Music Station 99.9 XTC GALLUP, NM

Toys for Tots

From December 1 – 20, 2012, 99.9 XTC supported the U.S. Marine Corps Reserve *Toys for Tots* annual toy drive with on-air and digital PSAs that encouraged listeners to donate toys at various sponsor locations. The station collected more than 2,000 toys for children in the community.

Rock 106.1 GALLUP, NM

T's For Turkeys

On November 17, 2012, Rock 106.1 hosted its annual *T's For Turkeys* food drive, collecting frozen turkeys in partnership with the Gallup Community Food Pantry. The holiday-driven campaign integrated on-air and digital promotion and generated over \$2,000 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.

1045SNX GRAND RAPIDS, MI

The Social Charity Club of Grand Rapids

In 2012, 1045SNX partnered with *The Social Charity Club of Grand Rapids*, an organization that raises funds for local charities through local programs and events. The station attended and promoted The Social Charity Club's biggest fundraiser, Helen Devos Children's Hospital Benefit, and helped to raise more than \$6,500 from nearly 330 attendees.

104.3 Country KCY

HARRISONBURG / STAUNTON, VA

Country Cares for St. Jude Kids Radiothon

On March 1 and 2, 2012, Country KCY hosted a 12-hour radiothon that benefited St. Jude Children's Research Hospital as part of the *Country Cares for St. Jude Kids* program. All on-air personalities participated by sharing stories and interviews throughout the broadcast. This year the station raised more than \$53,000 for the charity, and \$500,000 in the last decade.

98 ROCK

HARRISONBURG / STAUNTON, VA

Holiday Food Drive

98 Rock collected food donations at various local grocery stores August 24 – 25, 2012. The stations collected more than 21,000 pounds of food, which was donated to a local foodbank for the holiday season. The event was promoted via on-air, online and social media to encourage listener participation.



900 WKDW

HARRISONBURG / STAUNTON, VA

Relay For Life

In 2012, WKDW's morning show supported the American Cancer Society to help raise funds and awareness for the organization. As part of the two-month on-air campaign, Kris Neal's morning show hosted local musicians in-studio to play listeners' favorite songs in exchange for a monetary pledge. The station also hosted a *Relay For Life* booth and broadcasted live from the event to encourage donations. The Augusta County's *Relay For Life* event raised nearly \$225,000 and drew more than 80 teams and 1,500 local residents.

Mix 93-1

HARRISONBURG / STAUNTON, VA

MS Society Walk

In 2012, WSVO hosted the local Walk MS at a community health center to benefit the National Multiple Sclerosis Society Blue Ridge Chapter. For six weeks leading up to the event, WSVO broadcasted community announcements; promoted the event on WSVO's website and social media channels; and station personality Kris Neal emceed and broadcasted live during the walk. The station's integrated efforts helped raise more than \$10,000.

KSSK Radio

HONOLULU, HI

Children's Miracle Network Hospitals Radiothon For Kids

Honolulu's KSSK held its annual *Children's Miracle Network Hospitals Radiothon For Kids* in August, 2012 to benefit Kapiolani Medical Center for Women and Children, an institution that treats kids facing life-threatening illnesses. The two-day event raised more than \$168,000.

KEE 100

HUNTINGTON, WV

Team Toni

KEE 100 supported the homecoming of Toni Black, a terminally ill child who was diagnosed with lung and brain cancer. With the help of the community and Toni's friends, the station hosted a large gathering on April 3, 2012; changed its name to TONI 100; and dedicated the station website to "*Team Toni*." Nearly 10,000 local residents lined the roads leading to Toni's house during her homecoming.

103.3 TCR Country

HUNTINGTON, WV

WTCR Adopt-A-Child

The 2012 *WTCR Adopt-A-Child* campaign encouraged listeners to call the station to "adopt" a child for the holiday season. For each participant that purchased a present, the station matched it with another gift. Additionally, WTCR held a holiday celebration for the local children and delivered the gifts.

X106-3 The Tri-State's Rock Station

HUNTINGTON, WV

Biketoberfest

X106-3 teamed up with Charlie's Harley Davidson to host *Biketoberfest*, an event that raised funds and awareness for breast cancer research. Three rock bands performed throughout the day-long event, which raised more than \$4,000.

Oldies 97-1 The Tri-State's Oldies Station

HUNTINGTON, WV

West Virginia Hot Dog Festival

Since the *West Virginia Hot Dog Festival* began in 2005 to benefit the pediatric oncology program at Cabell Huntington Hospital, more than \$130,000 has been raised for the children's hospital. In 2012, Oldies 97-1 helped attract nearly 5,000 local residents to the festival and raised \$9,000.

991 WQIK

JACKSONVILLE, FL

Homes For Our Troops

To benefit a local, wounded veteran, WQIK teamed up with *Homes For Our Troops*, an organization that provides specially adapted homes for wounded service members. Together they hosted a private concert with American Idol winner Scotty McCreery. The event was attended by more than 300 area residents and raised nearly \$3,000.

RadioNOW 97.9 JACKSONVILLE, FL

Susan G. Komen Race For The Cure

RadioNOW 97.9 hosted the local *Susan G. Komen Race For The Cure* on October 20, 2012, helping to raise nearly \$400,000 and attracting more than 4,000 supporters from the surrounding community. Additionally, the station dedicated the month of October to breast cancer awareness and heavily promoted Susan G. Komen.

93.3 The Beat JACKSONVILLE, FL

Turn Up The Music For Jordan Davis

On December 7, 2012, 93.3 The Beat asked listeners to “*Turn Up The Music*” for *Jordan Davis*, a 17-year-old boy from Jacksonville, FL who was killed by a man who asked him to turn down the radio in his car. The station dedicated hours of programming to the movement, which spread to major cities including New York, Philadelphia and Atlanta.

100.1 Double Q LEXINGTON, KY

Woodford Humane Society

In 2012, 100.1 featured information about homeless dogs from the *Woodford Humane Society* on-air, online and via social media. The station’s efforts have helped match dozens of dogs with comfortable homes.

104.5 The Cat LEXINGTON, KY

The Polar Plunge for Special Olympics

104.5 The Cat helped raise over \$75,000 for the Special Olympics through the annual *Polar Plunge*. The station promoted the event on-air and online, highlighting the year-round training and athletic competitions that Special Olympics provides to local, young athletes with intellectual disabilities.

Mix 94.5 LEXINGTON, KY

Big Brown Truck Pull

Mix 94.5 provided on-air promotion for the *Big Brown Truck Pull*, a charity event in which local residents compete to pull a truck the furthest and fastest. Station host Traci James emceed the benefit, which supported the area’s Special Olympics and raised more than \$19,000 in 2012.

98.1 The Bull LEXINGTON, KY

Rebounding From Sandy

98.1 The Bull’s morning show teamed up with the University of Kentucky basketball team to support the *Rebounding from Sandy* telethon hosted by UK men’s basketball coach John Calipari. Station morning show hosts promoted the telethon on-air and online, an effort that helped to raise \$500,000 for the American Red Cross to be used for Superstorm Sandy Relief.

630 WLAP LEXINGTON, KY

Stock the PODS for God’s Pantry

To help combat hunger in Kentucky during the holiday season, 630 WLAP teamed up with PODS Lexington, a moving and storage company, to collect food donations during the “*Stock the PODS for God’s Pantry*” food drive. From Nov. 1 – 21, 2012 listeners were asked to drop off food donations in the station parking lot. The drive helped raise awareness of the problem of hunger in Kentucky; all donations collected were delivered to God’s Pantry Food Bank.

100.1 Double Q LEXINGTON, KY

American Diabetes Association

100.1 Double Q teamed up with the *American Diabetes Association* to support Step Out, a local Lexington walk event on June 2, 2012. As part of the program, the station promoted the walk on-air and online, and rock musician Bret Michaels sponsored a child from the community. More than 1,500 walkers participated in the event, which raised nearly \$255,000.

630 WLAP LEXINGTON, KY

Midsummer Night’s Run

On August 11, 2012, 630 WLAP partnered with Central Baptist Hospital, a healthcare facility that serves the Lexington area, for *Midsummer Night’s Run*. The station took to the airwaves to encourage listeners to attend the event and helped to raise \$90,000 for patients who are unable to afford hospital care.

Mix 94.5 LEXINGTON, KY

Lexington March for Babies

In 2012, Mix 94.5 supported its local March of Dimes chapter by promoting *Lexington March for Babies*. In addition to on-air promotion, the station created an event team, which was the largest fundraising group in the region. The May 20, 2012 walk raised approximately \$215,000.

KSSN, 105.1 THE WOLF LITTLE ROCK, AR

U.S. Marine Corps Reserve Toys for Tots

KSSN and 105.1 The Wolf teamed up to support *U.S. Marine Corps Reserve Toys for Tots* program at the annual Toy Hill Weekend, an event that helped thousands of Arkansas families put toys under the tree, from December 7 – 9, 2012. The station asked listeners to purchase gifts for local children in need and collected enough toys to fill nearly eight 18-wheeler trucks.

100.3 THE EDGE LITTLE ROCK, AR

The September Fund

In 2003, 100.3 The Edge’s morning show hosts Corey and Patrick established *The September Fund*, a scholarship program for the children of first responders in the Little Rock community. The station holds several events throughout the year to support the fund, which provides eight local high school students with a \$1,000 scholarship.



94.9 TOM-FM LITTLE ROCK, AR

Susan G. Komen Race For The Cure

TOM-FM supported the local *Susan G. Komen Race For The Cure* on October 20, 2012, helping to raise nearly \$384,000 and attracting more than 38,000 supporters from the surrounding community. In addition to supporting the event on-air and online, the station provided on-site entertainment.

Hot 92.3 LOS ANGELES, CA

No CaviDEES

In March 2012, Hot 92.3 FM's morning show host Rick Dees co-founded the *No CaviDEES* Mobile Dental Unit, which provides free dental services using high-end dentistry equipment and a team of dentists and hygienists to help underserved youth in Hot 92.3's local communities.

KFI AM 640 LOS ANGELES, CA

Cash Mob

On July 31, 2012, KFI AM 640 invited listeners to visit Toy Boat Toy Store to participate in an eight-hour on-site small business *Cash Mob*. The objective of the KFI AM campaign is to encourage small business shopping and to increase traffic to the *Cash Mob* destination. Morning show host Bill Handel promoted the 2012 *Cash Mob* on-air and the efforts generated more than \$9,000 for the struggling business.

104.3 MYfm, 102.7 KIIS FM LOS ANGELES, CA

Bag-A-Ticket

104.3 MYfm and 102.7 KIIS FM teamed up with Six Flags Magic Mountain for its annual *Bag-A-Ticket* holiday food drive benefitting the Los Angeles Regional Food Bank. The stations promoted the event on-air and encouraged listeners to donate food items for local families in need. The food drive collected 15,026 pounds of food, and every donor received a free admission ticket to Six Flags Magic Mountain.

102.7 KIIS FM LOS ANGELES, CA

Stars & Strikes

On March 14, 2012, KIIS FM teamed up with A Place Called Home, a nonprofit youth center located in South Central Los Angeles, to help promote the 6th annual *Stars & Strikes*. The celebrity poker and bowling tournament celebrated the organization's youth-serving work in Southern Los Angeles and has raised more than \$500,000 in the last six years.

FOX Sports (AM 570) LOS ANGELES, CA

Help A Hero Radiothon

AM570 FOX Sports Los Angeles held *Help A Hero Radiothon*, a seven-hour broadcast that benefited the Paralyzed Veterans of America, an organization dedicated to paralysis research as well as providing veterans with rehabilitation, medical services and job training. The event was hosted by the station's on-air personalities, featured celebrity guests and raised more than \$135,000.

KOST 103.5 LOS ANGELES, CA

Cash Mob

On August 25, 2012, KOST invited listeners to visit North Hollywood Hardware Store to participate in a two-hour on-site small business *Cash Mob*. The objective of the KOST campaign is to encourage small business shopping and to increase traffic to the *Cash Mob* destination. The station promoted the *Cash Mob* on-air and online, and the hardware store donated \$2,500 of its sales from the two-hour window to Habitat for Humanity.

987fm LOS ANGELES, CA

Autism Youth Sports League

987fm supported the *Autism Youth Sports League*, an athletic program for children with autism. The station promoted the league online in its event calendar and photo gallery throughout the year. The 987fm street team championed this effort by supporting physical activities that help autistic children overcome sensory challenges and increase self-confidence and communication.

KOST, MYfm and KTLK LOS ANGELES, CA

Alliance for Lupus Research

KOST, MYfm and KTLK were pleased to support LA's 2012 *Alliance for Lupus Research* walkathon. The station promoted the event and created a team to participate in the walk, which raised nearly \$143,000 for proactive lupus research efforts.

987fm, KIIS and MYfm LOS ANGELES, CA

A Place Called Home

Clear Channel Los Angeles radio stations teamed up with the band Coldplay for a charity concert to support local youth serving organizations in the community. The concert benefited *A Place Called Home*, a nonprofit youth center located in South Central Los Angeles, and Youth Mentoring Connection, an organization that pairs mentor programs with life-skills training. The station promoted the event on-air and online, and supported the concert on-site. The cluster's efforts raised \$100K for each charity to continue their work with the community's youth.

84 WHAS LOUISVILLE, KY

Crusade For Children

84WHAS has supported *Crusade for Children* for nearly 57 years. *Crusade for Children* raises money for agencies, schools and hospitals to better the lives of special needs children. On June 2–3, 2012, 84WHAS broadcasted a 25-hour, commercial-free radiothon. Working with WHAS Television, 84WHAS helped to raise nearly \$5.2 million in 2012.

97.5 WAMZ LOUISVILLE, KY

Country Cares for St. Jude Kids Radiothon

On February 16 – 17, 2012, 97.5 WAMZ hosted its 24th annual *Country Cares for St. Jude Kids radiothon*. On-air personalities participated by sharing stories and interviews throughout the broadcast. This year the station raised nearly \$125,000 for St. Jude Children's Research Hospital during the two-day event.

98.9 Radio Now and 100.5 Gen X Radio

LOUISVILLE, KY

Bras Across The Bluegrass

98.9 Radio Now and 100.5 Gen X Radio teamed up for *Bras Across The Bluegrass*, an event that collected bras and raised money to benefit women in the community. For each bra collected, Daymar College donated \$1 to the National Breast Cancer Foundation. The stations raised \$3,000 and collected 3,000 bras that were donated to the local Goodwill for the Center for Women and Families.

100.5 The Fox

LOUISVILLE, KY

Louisville Polar Plunge

100.5 supported the 14th annual *Louisville Polar Plunge*, an annual winter event that raises money for Special Olympics Kentucky. More than 1,100 local residents plunged into the Ohio River and raised nearly \$325,000 for the organization.

WGIR AM 610 AND 96.7 The Wave

MANCHESTER, NH

Pease Greeters

WGIR AM and WQSO FM teamed up with the *Pease Greeters*, an organization that welcomes Armed Force members who pass through a local airport to or from deployment. To encourage listeners to support the *Pease Greeters'* events, the radio stations promoted the gatherings on-air and broadcasted PSAs, an effort that brought out 500 local residents to cheer on military members.

ROCK 101

MANCHESTER, NH

Paws for the Cause

ROCK 101 supported *Paws for the Cause*, a program established by the Manchester Animal Shelter, a no-kill animal care facility that provides a safe home for more than 1,700 homeless cats and dogs in the region every year. From June 4–8, 2012 station host, Scorch, broadcasted his show from and lived in a dog crate to raise awareness for the shelter and encouraged listeners to donate to the facility's animal-saving work. The annual event raised nearly \$20,500 for the fifth year in a row.

KISS 95.1

MELBOURNE, FL

Brevard Corporate Dodgeball Tournament

WFKS promoted and emceed the *Brevard Corporate Dodgeball Tournament*, a local charity competition that raised money for the Boy Scouts of Brevard County. The June 23, 2012 event was held at Brevard Community College and attracted 33 teams of six players each. The station promoted the event on-air and online, encouraged listeners to form teams and raised more than \$12,000 for the Boy Scouts of America.



KISS 95.1

MELBOURNE, FL

Operation Shoebox

WFKS teamed up with *Operation Shoebox*, an organization that sends personal care items to U.S. troops abroad. The station promoted the organization on-air and encouraged listeners to donate items for troops during the holiday season. With the help of the station, *Operation Shoebox* collected and sent over 500 care packages overseas.

WLRQ-FM

MELBOURNE, FL

Making Strides Against Breast Cancer

WLRQ was the official 2012 radio sponsor for the annual *Making Strides Against Breast Cancer*, a 5K walk that benefited the American Cancer Society. The station launched an integrated promotional campaign that included on-air and online PSAs to help rally support. The event was attended by more than 10,000 local residents and raised more than \$600,000 for the charity.

WDIA

MEMPHIS, TN

Gas For Guns

WDIA teamed up with the city of Memphis and local businesses to create *Gas For Guns*, a program designed to decrease gun violations in the community. The event collected 500 guns, which residents exchanged for gift cards to a local gas station or tickets to a Memphis Grizzlies game.

Y100 / Mega 94.9

MIAMI / FT LAUDERDALE, FL

Glam-A-THON

Y100 and Mega 94.9 teamed up to support *Glam-A-THON*, a charity event that raises funds and awareness for breast cancer research. The stations promoted the October 13, 2012 walk on-air and online to benefit the Broward Health Foundation's Lisa Boccard Breast Cancer Fund and the Lillian S. Well's Women's Health Center. The 2012 walk raised more than \$100,000 and attracted more than 50 teams with over 2,000 attendants.

She 103.5/93.9 MIA

MIAMI / FT LAUDERDALE, FL

Light the Night

She 103.5 and 93.9 MIA teamed up to support a series of *Light the Night* walks to benefit the Leukemia Lymphoma Society in Miami and Fort Lauderdale. The stations promoted the events on-air and encouraged listeners to participate and donate to the walks. The efforts raised more than \$1.4 million in 2012 and approximately 10,000 local residents attended each walk.

BIG 105.9

MIAMI / FT LAUDERDALE, FL

Toys in the Sun Run

BIG 105.9 promoted the 25th annual *Toys in the Sun Run*, a 21-mile motorcycle ride that included live music, a huge show, and over 100 local retailers and international food vendors. The station promoted the December 9, 2012 event on-air and online and encouraged listeners to support the event to benefit the Joe DiMaggio Children's Hospital. The *Toys in the Sun Run* raised approximately \$500,000 for the hospital and attracted more than 50,000 bikers.



V100.7 WKKV MILWAUKEE, WI

Family Food Drive

On November 17, 2012, WKKV FM hosted its annual *Family Food Drive* benefitting the food pantries of the Salvation Army of Milwaukee County, which serves an average of 25,000 individuals annually. The station helped promote the event and helped the Salvation Army supply more than 1,500 meals for people in need in Milwaukee County.

FM 106.1 WMIL MILWAUKEE, WI

Check Ups for Chicks

In October 2012, local radio station FM 106.1 supplied free mammogram screenings as part of *Check Ups for Chicks*, a charity program dedicated to providing preventative health care and financial assistance to underserved women in southeast Wisconsin. Through various events like the 10th annual Mammogram Party and Mother's Day Breakfast, the station helped provide dozens of mammogram screenings to women in the community. Additionally, through on-air and social media promotion, the station educated listeners about the importance of early breast cancer detection. The efforts raised \$10,000, which was used to help pay for uninsured expenses for nearly 40 Milwaukee women battling breast cancer.

97-3 Radio Now MILWAUKEE, WI

Make-A-Wish Radiothon

97-3 Radio Now hosted a 12-hour radiothon to benefit Make-A-Wish of Wisconsin on December 6 – 7, 2012. The radiothon featured interviews with Make-A-Wish children and contributing organizations that helped grant wishes to local children facing life-threatening medical conditions. The event raised more than \$176,000.

Oldies 95.7 MILWAUKEE, WI

Milwaukee Walk to Defeat ALS

Oldies 95.7 teamed up with The ALS Association, the only nonprofit organization fighting Lou Gehrig's Disease, to raise local funding and awareness. On October 14, Oldies 95.7's morning show host Meg McKenzie supported *Milwaukee Walk to Defeat ALS* and the station's efforts helped to raise nearly \$400,000 to fight the disease.

101.3 KDWB MINNEAPOLIS, MN

Jack Jablonski Fund

On January 10, 2012, KDWB changed its name to K-JABS for 13 hours in support of the *Jack Jablonski Fund*, a charity dedicated to raising awareness and funds for a local child who suffered a serious spinal cord injury. The station also encouraged listeners to donate to The Fund and purchase official t-shirts, which raised nearly \$11,400 to support the cause.

WKSJ-FM MOBILE / PENSACOLA, FL

Country Cares for St. Jude Kids Radiothon

On February 23 – 24, 2012, WKSJ-FM hosted its 16th annual *Country Cares for St. Jude Kids Radiothon*, a two-day broadcast that generated over \$140,000 for St. Jude Children's Research Hospital. All on-air personalities participated in the 26-hour radiothon to spread the story of the St. Jude Children's Research Hospital and their lifesaving work.

Lite Mix 99.9, 95 KSJ, 96.1 The Rocket, TK 101, 107.3 Hit Music Now, News Radio 710 WNTM MOBILE / PENSACOLA, FL

Pennies for Prodissee Pantry

CCM+E Mobile/Pensacola joined Prodissee Pantry to create *Pennies for Prodissee Pantry*, a campaign to collect one million pennies and combat hunger within the community. The promotion included a public affairs program about Baldwin County's needs after the impact of Hurricanes Ivan and Katrina as well as the Gulf oil spill. Stations encouraged listeners to donate online or at a local bank where participants could easily have their pennies counted. The event ended with a live broadcast at the bank, and the efforts raised more than \$7,200 for the Prodissee Food Pantry.



Lite Mix 99.9 MOBILE / PENSACOLA, FL

Making Strides Walk

In 2012, Lite Mix 99.9 supported the American Cancer Society's *Making Strides Walk* during Breast Cancer Awareness month. Andrea Farrell, Lite Mix Sales Manager and breast cancer survivor, served as the event's guest speaker. The walk attracted more than 30,000 participants and raised nearly \$250,000.

1075 The River NASHVILLE, TN

Monroe Carroll Children's Hospital

1075 The River and *Monroe Carroll Children's Hospital* at Vanderbilt University hosted Star Party, an intimate benefit concert featuring Boys Like Girls, Bridgit Mendler and Megan and Liz. 300 guests attended the event, which raised more than \$5,000 for the Children's Hospital at Vanderbilt University.

Z100 and 106.7 Lite fm NEW YORK CITY, NY

We Believe in Music

CCM+E New York teamed up with St. Mary's Hospital to launch *We Believe in Music*, a project to build a vibrant music environment for children with special needs and life-limiting conditions. The music-themed space includes a Children's Activity Center, featuring music memorabilia, recording studio, DJ booth, iPod download station, karaoke machine and more. The year-long program raised more than \$200,000 and culminated with a benefit concert, featuring Karmin, Cher Lloyd, X Factor's Chris Rene and the cast of Broadway's *Rock of Ages*.



103 JAMZ and 92.1 KISS fm NORFOLK, VA

Feed the City

In November, 2012, 103 JAMZ and 92.1 KISS fm teamed up with Calvary Revival Church to host *Feed the City*, an annual Thanksgiving banquet that feeds more than 400 members of the Norfolk community every year. As part of the campaign, the station promoted, hosted and served dinner alongside community volunteers at the annual event.

KJ103 OKLAHOMA CITY, OK

KJ103 Community Crew

The *KJ103 Community Crew* is a volunteer group comprised of on-air hosts and local listeners that participate in various charity events throughout 2012. The 2012 service projects benefited organizations including Habitat for Humanity, Feed the Children, The Miracle League and Susan G. Komen Race For The Cure.

101ONE WJRR ORLANDO, FL

Mel's Bad Girls Club Golf Tournament

On September 28 – 29, 2012, WJRR supported *Mel's Bad Girls Club Golf Tournament*, an event that benefited BASE Camp Children's Cancer Foundation, an organization that provides support for local children and families facing cancer. The event attracted more than 140 golfers and raised nearly \$10,000.

Real Radio 104.1 ORLANDO, FL

Kicks for Guns

Real Radio 104.1's Monsters in the Morning teamed up with the Orlando Police Department for *Kicks for Guns*, a gun collection event to stop gun violence crime in Central Florida. The station promoted the drive on-air and was on-site to help collect unregistered firearms. More than 1,300 guns were removed from the community as part of this effort.

Magic 107.7 ORLANDO, FL

Festival of Trees

Magic 107.7 joined Orlando Museum of Art to support *Festival of Trees*, a 10-day family holiday event to benefit the museum. The station promoted the event on-air and hosted a Family Day to kick off the festival, which attracted more than 20,000 visitors.

XL106.7 ORLANDO, FL

Baby DJ

XL106.7's *Baby DJ* program has supported the Central Florida community for 21 years. The program collects and distributes toys annually to families that cannot afford Christmas gifts and decorations. In 2012, *Baby DJ* raised more than \$200,000 and collected toys, food and trees, which were distributed to nearly 3,500 local families during the holiday.

Rumba100.3 ORLANDO, FL

Christmas Hope

From November 26 – December 12, 2012, WRUM launched *Christmas Hope*, a holiday program that encouraged listeners to submit their 'wishes' for Christmas. The station selected 50 local families to receive donated gifts.

92.5 WPAP PANAMA CITY, FL

Klothes for Kids

During the months leading up to the 2012 school year, 92.5 WPAP partnered with Panama City Rescue Mission's 8th annual *Klothes for Kids*, a program that provides free uniforms, shoes and supplies to the less fortunate children in Panama City. The station promoted the program and encouraged clothing and school supply donations, which helped more than 800 children in the area prepare for school in the fall.

Sunny 98.5 PANAMA CITY, FL

Making Strides Against Breast Cancer

Sunny 98.5 teamed up with the American Cancer Society to support *Making Strides Against Breast Cancer*. Together they hosted a fundraising dinner that helped to raise more than \$100,000 for breast cancer research.

99.3 The Beat PANAMA CITY, FL

The Great Turkey Give

99.3 The Beat and Steve Harvey together provided 100 turkeys to the Panama City Rescue Mission for an annual Thanksgiving Dinner. The turkeys helped to feed more than 5,000 local residents that visited the food pantry over Thanksgiving weekend.

92.5 WPAP PANAMA CITY, FL

Change for Change

On November 14, 2012, 92.5 WPAP hosted their morning show from the steps of the Marianna Courthouse as part of its *Change for Change* campaign, a benefit broadcast to raise money for the United Way of Northwest Florida. The station encouraged listeners to donate their spare change to help fund local charity work.

K103 PORTLAND, OR

Susan G. Komen Race For The Cure

K103 has supported *Susan G. Komen Race For The Cure* for more than 20 years. In 2012, the station promoted the event on-air; created a team to participate in the race; hosted a Pinktini fundraiser; and broadcasted live on-site. The race attracted more than 25,000 walkers, 50,000 guests and raised more than \$2 million to improve the lives of local women fighting breast cancer.

1190 KEX PORTLAND, OR

KEX Kid's Fun Golf Tournament

On May 15, 2012, KEX held the *KEX Kid's Fun Golf Tournament* and the KEX Kid's Fund Pledge Drive to raise money for KEX Kids Fund, a station-operated charity that provides vision and hearing care for local children. The events were supported by local sponsors and raised more than \$140,000.

Oldies 106.7 PORTLAND, OR

Give Kids a Voice

Oldies 106.7 led Providence Child Center's 3rd annual *Give Kids a Voice* radiothon, a live, two-day broadcast that encouraged listeners to donate. The radiothon collected more than \$92,000 to help the Center care for Oregon's most vulnerable children.

Z107 PORTSMOUTH, NH

Stuff-A-Bus

Z107 hosted their 13th annual *Stuff-A-Bus* weekend to benefit United States Marine Corps Reserve Toys for Tots Program on December 7 – 9, 2012. The event collected new, unwrapped toys and distributed them as Christmas gifts to needy children in the community. The effort resulted in 5,275 toys, nearly \$1,000 in gift cards and more than \$2,500 for the youth-serving organization.

WHEB PORTSMOUTH, NH

Lend A Helping Can Radiothon

WHEB's 22nd annual *Lend A Helping Can Radiothon* supported 11 New Hampshire organizations that help to feed the area's needy and homeless. The two-day event was hosted by Greg and The Morning Buzz, the station's morning show, and raised more than \$80,000.

96-1 KISSFM POUGHKEEPSIE, NY

Stuff the Bus

On November 8 – 10, 2012, 96-1 KISSFM held its 15th annual *Stuff the Bus* program, a food drive that helped stock the Food Bank of the Hudson Valley. Listeners volunteered to staff three local grocery stores and collected more than 3,000 pounds of food.

Country 107.3 and 99.3 WRWD; 96-1 KISSFM; Lite 92-1; Rock 93-3; Newstalk 1450 WKIP POUGHKEEPSIE, NY

Greater Hudson Valley Toy Drive

CCM+E Poughkeepsie supported the *Greater Hudson Valley Toy Drive* on December 8, 2012 to benefit local needy children in the community. The station collected more than 700 toys for 16 local, youth-serving agencies.

Lite 92-1; Country 107.3 and 99.3 WRWD; 96-1 KISSFM; Rock 93-3; Newstalk 1450 WKIP POUGHKEEPSIE, NY

Candlelight Vigil

CCM+E Poughkeepsie joined with The Hudson Valley Renegades, a minor league baseball affiliate of the Tampa Bay Rays, and held a *Candlelight Vigil* at a local stadium to mourn the victims of the Sandy Hook Shooting on December 14, 2012. The cluster connected with listeners to keep the community updated leading up to the vigil, which was attended by approximately 150 local residents.

Lite 92-1 POUGHKEEPSIE, NY

Coat Drive

Lite 92-1 held its annual *Coat Drive*, an effort to provide warmth for Hudson Valley's underserved community. The station worked with a local car dealership and collected more than 1,000 coats, which were distributed to local agencies throughout the Hudson Valley.



B101 PROVIDENCE, RI

Radiothon to Benefit the Rhode Island Community Food Bank

B101 encouraged listeners to donate to the Rhode Island Community Food Bank, a local food pantry that serves many local families. The radiothon broadcasted vignettes of the food bank's employees and clients, and raised enough money to purchase more than 30,000 pounds of food.

94HJY PROVIDENCE, RI

Bowling for Amos House

During January 2012, Paul and Al from WHJY's morning team broadcasted live for 29 hours from a local bowling alley to raise money for the Amos House, a shelter that helps the local homeless. Listeners donated cash and food for the chance to compete in a bowling match with the morning team. More than 150 local listeners attended the event, which raised more than \$1,000 and collected 500 pounds of food for neighbors in need.

95.1 The Brew ROCHESTER, NY

Monroe Community Hospital

The Brew's Wease morning show conducted a live, 24-hour broadcast to raise money for *Monroe Community Hospital*, which provides long-term care to individuals with chronic health conditions in Rochester, NY. The hospital depends greatly upon donations from the community, and the event raised more than \$17,000 in just 24 hours.



WOAI AM SAN ANTONIO, TX

The Elf Louise Christmas Project

News Radio 1200 WOAI in conjunction with North Star Mall and Baptist Health System, hosted a radiothon and silent auction to benefit *The Elf Louise Christmas Project*, a local nonprofit organization that purchases and delivers toys during the holiday season for Bexar County's less fortunate children. The two-day event raised approximately \$200,000 in donations and provided for more than 25,000 children during the holiday season.

KAJA-FM SAN ANTONIO, TX

Country Cares for St. Jude Kids

KAJA-FM raised approximately \$517,000 for St. Jude Children's Research Hospital during Country Cares for Kids, a two-day radiothon hosted by KJ radio personalities Randy Carroll, Jamie Martin, Bree Wagner and Travis Moon. The 3rd annual radiothon received pledges from more than 1,500 local listeners, bringing the three-year total to more than \$1.2 million.

106 KMEL SAN FRANCISCO / SAN JOSE, CA

Silence the Violence Day

On July 25, 2012, 106 KMEL partnered with various local organizations for *Silence the Violence Day*, an anti-violence campaign that encouraged communities to host candlelit vigils or peaceful marches to remember those who passed away from senseless violence. The station promoted two Bay Area events on-air to create unity and to give the community a chance to remember lives lost due to violence in 2012.

Star 101.3 SAN FRANCISCO / SAN JOSE, CA

La Casa de las Madres

From July – September of 2012, Star 101.3 partnered with *La Casa de las Madres*, an organization that offers shelter, advocacy and support services to women, teens, and children exposed to and at risk of abuse and domestic violence. As part of the three-month campaign, the station aired PSAs and posted events on its community calendar in support of the nonprofit, which led to an increase in both volunteers and local residents in need of help.



WiLD 94.9 SAN FRANCISCO / SAN JOSE, CA

Academy of Friends Gala

WiLD 94.9 supported the annual *Academy of Friends Gala*, the largest single Bay Area fundraiser benefiting AIDS/HIV support organizations. The event gathered more than 2,000 local residents to watch the Oscar ceremonies and to participate in a silent auction, wine tasting and gourmet food sampling. With the support of WiLD 94.9, The Academy of Friends has raised over \$8.5 million in its 30-year history.



106-5 CTQ SARASOTA/BRADENTON/VENICE, FL

Making Strides

106-5 CTQ's morning show host Lulu created Team Lulu to participate in *Making Strides*, an event that raised money to fight breast cancer. The station promoted the event on-air and online, and Lulu's 30-member team joined other community members at the October 20, 2012 event and helped to raise nearly \$268,000.

107.9 WSRZ SARASOTA/BRADENTON/VENICE, FL

Pints for Play Blood Drive

On February 29, 2012, 107.9 WSRZ broadcasted live from the annual *Pints for Play Blood Drive*, which benefited the Gulf Coast Community Foundation. The station went commercial free for 12 hours while The Morning Crew with David Jones and Christina Crane played song requests from local blood and platelet donors. The event set a new one-day record and collected more than 600 pints of blood.

106-5 CTQ SARASOTA/BRADENTON/VENICE, FL

St. Jude Radiothon

In January, 2012, 106-5 CTQ hosted a two-day radiothon to benefit St. Jude Children's Research Hospital, an effort that generated nearly \$89,000. All on-air personalities participated to share the stories of the hospital's lifesaving work as well as stories from local patients and families within the 106-5 CTQ community.

Sports Radio KJR 950AM and 102.9FM SEATTLE, WA

KJR Kares-a-thon

Sports Radio KJR broadcasted its annual *KJR Kares-a-thon*, a special event that featured the station's talent and a roster filled with star-studded, on-air guests. Listeners were invited to enjoy the event, participate in an on-site raffle and bid on unique items and experiences. The 2012 Kares-a-thon raised more than \$121,000 for three local charities: Central Area Youth Association, NW Literacy Foundation and the Lorenzo Romar Foundation.



95.7 KJR FM SEATTLE, WA

The Bob Rivers Show World Vision Radiothon

95.7 KJR FM and The Bob Rivers Show partnered with World Vision, a humanitarian organization that tackles poverty and injustice worldwide, to hold *The Bob Rivers Show World Vision Radiothon*. The 7th annual broadcast aired travel stories of the Morning Show’s travels through India, where the KJR team saw World Vision’s work first-hand. Local listeners sponsored more than 360 children during the radiothon, breaking the station’s goal of 300.

106.1 KISS FM SEATTLE, WA

Jackie and Bender’s One Big KISS for Seattle Children’s Hospital Radiothon

106.1 KISS FM held *Jackie and Bender’s One Big KISS for Seattle Children’s Hospital Radiothon*, a two-day live fundraising broadcast. The station encouraged listeners to donate and broadcasted stories of patients and families under the care of the hospital, which provides groundbreaking medical care to members of the KISS community. The 2012 event raised more than \$1 million, bringing the 11-year total to more than \$10.5 million.



KUBE 93 SEATTLE, WA

Haunted House Food Drive

During the month of October 2012, KUBE 93 offered discount admission to the station’s seasonal Haunted House in exchange for non-perishable food donations, benefiting local charity Food Lifeline. Additionally, the station donated more than 300 Haunted House tickets, valued at more than \$5,400, to local teen-serving organizations to benefit the underserved youth population in Seattle.

590 KQNT SPOKANE, WA

Homeless Veterans Food Drive

590 KQNT hosted a Homeless Veterans Food Drive to benefit the local VA Homeless Veterans program. Throughout the month of June, the station encouraged listeners to visit a local car dealership and fill a truck with non-perishable food.

1280 KPTQ SPOKANE, WA

Hunger Hits Home

1280 KPTQ hosted a food drive for 2nd Harvest Food Bank, which serves more than 10,000 underprivileged residents of the Spokane community. The station’s afternoon drive host Jason McCollim broadcasted live from various client locations and encouraged listeners to donate to the cause. The event raised more than \$3,000 in cash and food donations.

Kiss 98.1 SPOKANE, WA

Susan G. Komen Race For The Cure

KISS 98.1 supported two *Susan G. Komen Race For The Cure* events in 2012 with on-air mentions and a series of breast cancer awareness PSAs for six weeks prior to each race. The events were held in Spokane, WA and Coeur d’Alene, ID, and attracted 7,511 and 1,500 participants respectively.

Hits 96.1 SPOKANE, WA

Dirty Dash Race

Hits 96.1 teamed up with Peak 7, a local organization that provides underprivileged and at-risk youth with outdoor and high-adventure opportunities, to help promote the *Dirty Dash Race*. The station encouraged listeners to register online. The effort helped to raise \$20,000 for Peak 7.

103.1 KCDA SPOKANE, WA

Vanessa Behand Crisis Nursery

103.1 KCDA teamed up with the Trans-Siberian Orchestra, which donates \$1 of each ticket sale to community charities. The local concert raised \$3,800 for the *Vanessa Behand Crisis Nursery*, a nonprofit that provides refuge for children and support to strengthen families in crisis.



98.9 KKZX SPOKANE, WA

Homeless Veterans Drive

98.9 KKZX joined Spokane’s VA Medical Center and held a food and supply drive in November to support the local VA Homeless Veterans programs. The station encouraged listeners to drop off food, cash and supplies at various retail locations in the community. On-air talent Jim Arnold broadcasted live on Veterans Day at a local car dealership to collect food donations. The drive raised more than \$5,000 in cash, food and supplies from local listeners to support homeless veterans in the community.

96.1 KIXZ, 98.1 KISC, 98.9 KKZX, 103.1 KCDA, 590 KQNT, 1280 KPTQ SPOKANE, WA

Children’s Miracle Network Hospitals Radiothon

CCM+E Spokane’s six stations collaborated for a two-day radiothon in November to benefit Children’s Miracle Network Hospitals. Station hosts shared stories and interviews featuring children and families that have benefited from the organization. The event raised more than \$35,000 in listener donations.



Majic 100.3

ST. LOUIS, MO

Sista Strut Breast Cancer Walk

KMJM-FM and KATZ-AM St. Louis participated in the 3rd annual *Sista Strut Breast Cancer Walk* in an effort to heighten awareness of breast cancer in women of color, as well as provide information on community resources. The event attracted over 8,000 walkers and raised \$12,000 for three area nonprofit organizations. This year, the city of St. Louis presented the station with the prestigious Common Seal Award for their work on Sista Strut.

93.7 The Bull

ST. LOUIS, MO

Boatload of Toys

KSD-FM held its 3rd annual *Boatload of Toys*, a three-day toy drive that benefited local nonprofit, Youth in Need. Morning show hosts Mason and Remy broadcasted from and slept in a RV throughout the event, which collected nine boatloads of toys and included a sold-out concert featuring country stars Chris Cagle, Craig Campbell and Parmalee.

Z107.7, Majic 100.3, Oldies 103.3, WILD 104.9 and 93.7 The Bull

ST. LOUIS, MO

CANS Film Festival

CCM+E St. Louis teamed up with a local movie chain for the *CANS Film Festival*, which supported the Salvation Army food pantries throughout the area. The stations encouraged local listeners to bring a canned good to the theater in exchange for a free movie. Area residents donated 330,000 cans to help feed thousands of families during the holiday season through this program.

Majic 100.3 and Hallelujah 1600

ST. LOUIS, MO

Feed the City: Testing for Turkeys

KMJM-FM and KATZ-AM teamed up with a local health center to promote the Steve and Marjorie Harvey Turkey Give and the *Feed the City 2012: Testing for Turkeys* program, both of which were created to address St. Louis' health care and hunger issues. The Steve Harvey Morning Show donated 100 turkeys to the Turkey Give, and the health center provided free health screenings to those in need. The first 100 individuals who were screened also received a free turkey.



103.7 NNJ, 102.3 WSUS

SUSSEX, NJ

Stuff the Bus

103.7 NNJ and 102.3 WSUS teamed up for *Stuff the Bus*, a drive that encouraged listeners to donate food and cash to local families in need. The station supported the initiative with a month-long campaign including on-air mentions and a series of four live broadcasts, all of which drove listeners to donation centers at local businesses. The campaign raised \$4,207, collected 19,295 pounds of food and 197 turkeys.

Y94

SYRACUSE, NY

Teacher's Night Out

Y94 recognized Syracuse City School District's outstanding teachers by nominating 200 teachers to attend *Teacher's Night Out*, an award ceremony that celebrates the dedication of local academic instructors. Among the nominees, 31 teachers were selected for a feature on the station's website and received invitations to the *Teacher's Night Out* event. The station also presented one lucky teacher with a VIP trip to the iHeartRadio Music Festival.

B104.7

SYRACUSE, NY

American Start Heart Walk

For more than a decade B104.7 has supported the *American Start Heart Walk* by educating listeners about cardiac risk factors and providing prevention tips on-air and online. In 2012, the station helped to encourage more than 3,000 community members to participate in the annual walk, and helped raise more than \$425,000 for the American Heart Association.

HOT 107.9

SYRACUSE, NY

Syracuse City School District

Hot 107.9 collaborated with students in the *Syracuse City School District* for its 7th annual student-run marketing campaign, a mentor program designed to immerse 10 local high school students in the world of marketing. Together, the station and students produced a campaign that showcased the benefits of the school district. The station provided access to its marketing resources and mentored the students throughout the program.

WSYR

SYRACUSE, NY

Sounds of the Season

WSYR sponsored, promoted and raised funds for the 14th annual *Sounds of the Season* event benefiting the McMahon Ryan Child Advocacy Center, an organization that provides support services to victims of child abuse. The event raised \$20,000 for the center – with a 14-year total of more than \$500,000.

Power 620 SYRACUSE, NY

Syracuse City School District

In 2012, Power 620 teamed up with the *Syracuse City School District* to help address high school dropout rates. The integrated program included on-air PSAs and digital ads discussing customized graduation plans for struggling teens. As a result of the campaign, more than 200 children and families in the area contacted the district to re-enroll.



93.3 WFLZ, 95.7 WBTP, 97.9 WXTB, 100.7 WMTX, 103.5 WFUS, 620 WDAE, 970 WFLA, 1250 WHNZ TAMPA, FL

Dodgeball For A Cause

On July 14, 2012, CCM+E Tampa hosted the 3rd annual *Dodgeball For A Cause* tournament to benefit the Tampa Police Athletic League. The annual event raised more than \$12,000, which was donated to the families of slain police officers from the Tampa and St. Pete areas.



620WDAE - Tampa Bay's Sports Station TAMPA, FL

Stars With Spirits

WDAE teamed up with Voices For Children, an organization that protects the rights of children in the welfare system, to host *Stars With Spirits* Celebrity Bartending Night. Local and national celebrities including Tino Martinez, former New York Yankee star, and Launa, morning show host from US 103.5, joined to help raise funds and awareness for the program, an effort that collected more than \$5,000 to support area youth in need.

970 WFLA TAMPA, FL

A Night of LEON

970 WFLA held *A Night of LEON* [Noel spelled backwards], a community toy drive and family event that benefited the Metropolitan Ministries, on June 12 – 13, 2012. The station transformed the nearby Hyde Park Village into a winter wonderland and collected more than 1,500 toys and \$3,000 in cash.

US 103.5 TAMPA, FL

Cares for Kids Radiothon

The 5th annual US 103.5 *Cares for Kids Radiothon* raised \$191,728 for All Children's Hospital in St. Pete. The two-day, on-air event took place on December 6 – 7, 2012 and featured families and patients from all across the region and the state. To date US 103.5 has raised nearly \$700,000.



Mix 100.7 TAMPA, FL

Biz Town and Enterprise Village

Mix 100.7 participated in Junior Achievement's *Biz Town and Enterprise Village*, a series of educational programs that teach elementary school students about the worldwide economy. The station created a "store front," where students were able to act as deejays, account executives and other roles in the radio industry.



93.3 WFLZ, 95.7 WBTP, 97.9 WXTB, 100.7 WMTX, 103.5 WFUS, 620 WDAE, 970 WFLA, 1250 WHNZ TAMPA, FL

40 Years Drive

CCM+E Tampa held *40 Years Drive*, a local food drive to collect donations for Metropolitan Ministries, a 40-year-old charity that helps needy families in the Tampa Bay area. The stations hosted collection sites across the community; listeners donated \$10,672 in cash, 23,862 pounds of food and 730 turkeys.

93.3 FLZ TAMPA, FL

Stuff-A-Bus

In conjunction with Hillsborough Area Regional Transit, FLZ's night show personalities Ratboy and Stay Puff hosted a *Stuff-A-Bus* toy drive from December 10 – 17, 2012 to collect items for the Marine Corps' Toys for Tots program. The event collected new, unwrapped toys to distribute as Christmas gifts to needy children in the community. The efforts resulted in four, 40-foot-long buses of toys collected.



WOW 92/7 THE FLORIDA KEYS, FL

Listener Appreciation Party

WOW 92/7 hosted a *Listener Appreciation Party* at a local resort to raise money for the Key West High School Athletic Department. The event featured a community volleyball tournament and attracted 200 residents that helped to raise \$1,200.

Sun FM Classic Rock for the Keys THE FLORIDA KEYS, FL

Islamorada Community Engagement

Throughout 2012, Sun FM helped promote multiple events for *Islamorada Community Engagement*, a nonprofit that produces annual entertainment events to raise money for community scholarship programs. The station promoted and emceed multiple events, which raised \$180,000 in 2012 for local students to purchase supplies for art, music and dance.

Thunder Country the Best Country THE FLORIDA KEYS, FL

Homestead Rock'n Rib Fest

Thunder Country promoted the *Homestead Rock'n Rib Fest*, a charity event that raised funds for PATCHES, Inc.'s Prescribed Pediatric Extended Care, a program that serves local children with medical needs and developmental issues. The station broadcasted live and aired promotions leading up to the event to encourage listeners to donate. The effort raised more than \$11,000 to benefit local children who are not able to afford health care.

92.5 Kiss FM, 101.5 The River TOLEDO, OH

Toy-A-Thon

On December 8, 2012, KISS FM and WRVF 101.5 The River presented the 24th annual *Toy-A-Thon*, a charity toy drive that supported the Salvation Army's Red Kettle Campaign. The station promoted the event on-air and collected more than \$31,000 in toys and cash donations to serve nearly 12,000 area residents in need. Since inception, the program has raised \$1.4 million.

KNST TUCSON, AZ

Operation Care Package

KNST 790am and 97.1fm partnered with the Arizona Association of Community Managers to host *Operation Care Package*, a community drive to collect necessities for U.S. troops overseas. The station's morning show broadcasted live in the community and encouraged Tucson listeners to donate. The campaign resulted in more than \$15,000 donated and more than 1,000 care packages.

KMIY TUCSON, AZ

Music for a Cure

My 92.9 held *Music for a Cure* to raise awareness and funds for the Arizona Department of Health's Well Woman Health Check program, which helps low-income, uninsured women gain access to breast cancer screenings and diagnostic services. Throughout the month of October the station held charity concerts including performances by Hedley and Ryan Starr, Lifehouse, Andy Grammar and Chris Wallace. The concerts raised nearly \$2,500 for the program.

BIG 95 KBGO WACO/KILLEEN, TX

Waco Wild West 100 Bicycle Tour

BIG 95 KBGO promoted the *Waco Wild West 100 Bicycle Tour*. The station's hosts emceed the bike tour, which attracted more than 1,000 local cyclists and big-name sponsors. The tour raised approximately \$35,000 and benefited the Be The Match Foundation and National Marrow Donor Registry.

102.7 Jack FM WASHINGTON, DC / BALTIMORE, MD

Walkabout Abilities

On September 30, 102.7 Jack FM hosted its 6th annual *Walkabout Abilities* to support Abilities Network, an organization dedicated to providing services and support for Marylanders with disabilities. Throughout 2012, the station promoted the walk on-air and online to raise awareness and funds to support the Abilities Network; the effort helped to raise more than \$50,000 and approximately 300 people participated and volunteered.

WPOC WASHINGTON, DC / BALTIMORE, MD

Bosom Buddy Girls Night Out

In 2012, WPOC teamed up with country performing artist Clay Walker for Laurie DeYoung's *Bosom Buddy Girls Night Out*. Proceeds from the event supported *Susan G. Komen Race For The Cure* in Maryland, and raised more than \$7,400 for the charity.

Z104.3 WASHINGTON, DC / BALTIMORE, MD

Christmas With Cody

On December 6, 2012, Z104.3 joined forces with Magooby's Joke House in Timonium to present *Christmas With Cody*, featuring popular Australian performing artist Cody Simpson. The concert benefited Toys For Tots of Baltimore, raised more than \$1,000 and collected nearly 250 toys.

Heaven 600 WASHINGTON, DC / BALTIMORE, MD

Holiday Harvest Food Drive

Heaven 600 and midday jock Doresa Harvey partnered with the Bea Gaddy Homeless Shelter for *Holiday Harvest*, a four-week food drive that took place in October and November 2012. The annual event filled eight shopping carts of food; raised approximately \$1,000 for the shelter; and fed 50,000 underserved community members.

Mix 97.3 WHEELING, WV

Easter Seals Telethon

Mix 97.3 partnered with WTRF-TV to produce a 12-hour telethon to benefit Easter Seals, a charity that serves disabled individuals and their families. In addition to a robust PSA campaign, other 2012 station events supporting Easter Seals included the Annual Celebrity Cake Auction and the Stilettos and Steel Fundraiser. In 2012, Mix 97.3 helped raise \$14,000 to support the organization.

Kissin’ 102.1, Channel 9-6-3 WICHITA, KS

Toyathon

In 2012, KZSN and KZCH partnered with Wichita Marine Corps to collect new unwrapped toys for underprivileged children throughout the Wichita area. The two stations launched a gift-collecting and wrapping competition, which received nearly 3,000 toys for the local Toys For Tots program.

WKSJ-FM WILLIAMSPORT, PA

Geisinger Health System’s Janet Weis Children’s Hospital

WKSJ hosted multiple fundraising events to benefit the *Janet Weis Children’s Hospital* through Children’s Miracle Network Hospitals in 2012. The events included Miracle Skate, a mini-golf tournament and a two-day radiothon, which raised more than \$28,000 for new hospital equipment.

Mix 98.9 YOUNGSTOWN, OH

Miracles and Promises Radiothon

From September 19 – 21, 2012, Mix 98.9 hosted the *Miracles and Promises Radiothon*, which benefited the Akron Children’s Hospital of Mahoning Valley. The event was promoted heavily on-air and online, and raised more than \$212,000 as well as increased awareness and support throughout the community.

Mix 98.9, 95.9 KISS FM, Sports Animal 1390 YOUNGSTOWN, OH

Panerathon

On September 9, 2012, CCM+E Youngstown teamed up with Panera Bread for the *Panerathon*, a benefit 10K race to aid the Joanie Abdu Comprehensive Breast Care Center, the first breast cancer center in the Mahoning Valley. The station promoted the event online and on-air, an effort that attracted more than 6,000 community participants to the event and raised more than \$157,000.

95.9 KISS FM YOUNGSTOWN, OH

Pink Ribbon Cheer Classic

95.9 KISS FM 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 competition attracted a record 104 cheer teams, thousands of spectators and three half-court rows of breast cancer survivors. Since its inception in 2001, the event has raised more than \$650,000.

Sports Animal 1390 YOUNGSTOWN, OH

Hope Classic: High School Basketball Showcase

Sports Animal 1390 supported the *Hope Classic: High School Basketball Showcase*, a day-long series of high school basketball games that raised money for The Hope Foundation of the Mahoning Valley, a charity that supports chronically ill children. The event featured 10 local teams that played two games each.

News Talk 570 WKBN YOUNGSTOWN, OH

American Legion Post 472

570 WKBN joined with Core 6, an organization that sponsors community-based projects for veterans. The station was the official media partner of a project to build a local *American Legion Post* for veterans in the Youngstown community. The project materials were donated by area businesses and were valued at approximately \$250,000.







Clear Channel Outdoor

Clear Channel Outdoor Holdings, Inc. is one of the world's largest outdoor advertising companies with more than 750,000 displays in more than 30 countries across five continents.

Clear Channel continues to lead the Outdoor industry in partnering with law enforcement on AMBER Alerts and "Wanted" criminal alerts, as well as disseminating vital information about natural disasters, traffic issues, regional weather events and other emergencies on a real-time basis. The company also works with hundreds of nonprofit organizations to share their messages via in-kind media campaigns.



Local Impact: Serving Communities

CLEAR CHANNEL OUTDOOR

Clear Channel Outdoor utilizes outdoor resources to educate and inspire residents to make a difference within their own communities. 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 Outdoor regions addressed the unique and specific needs of their local communities in 2012.



Protecting Our Communities: U.S. Marshals Service and FBI

LOCAL IMPACT

In 2012, the U.S. Marshals Service, the nation's oldest law enforcement agency, formed a partnership with Clear Channel Outdoor to utilize the company's more than 1,000 digital billboards to help apprehend some of the country's most dangerous fugitives. As part of the campaign, "hot pursuit messages," which come from the Marshals Service and local law enforcement in the immediate aftermath of a crime in a local community, are displayed immediately on Clear Channel Outdoor's digital billboards. The alert is shown throughout the day - an effort that is similar to what Clear Channel Outdoor does to assist with AMBER Alert efforts.



PROTECTING OUR COMMUNITIES: U.S. MARSHALS SERVICE AND FBI

In addition to the emergency messages, Clear Channel Outdoor posts “Wanted” criminal displays. Each local Clear Channel Outdoor market uses the power of digital billboards to alert communities about fugitives, providing information they can use to protect themselves and their families and inform police if they have information regarding these fugitives.

Since 2007, Clear Channel Outdoor has been working with the Federal Bureau of Investigation (FBI) on a similar initiative in which Clear Channel displays “Wanted” or high-security messages on its digital billboards across the country to assist in the apprehension of fugitives in local communities. Since the inception of the partnership, Clear Channel has donated over \$4.4 million in digital space to the FBI.

Impact

- National FBI alerts in 2012 – Adam Mayes, Ailene Lander, John Meiser, Potomac Rapist, Bucket List Bandit, End Child Prostitution, Corporate Espionage
- Since 2007, the FBI partnership has led to the successful apprehension of 28 criminals as a direct result of information displayed on Clear Channel Outdoor’s digital billboard network across the country
- In 2012, Clear Channel issued eight national alerts in 37 markets in conjunction with the U.S. Marshals Service

“ The U.S. Marshals Service utilizes partnerships with federal, state, tribal and local law enforcement agencies to make our communities safer. The relationship with Clear Channel Outdoor is sure to enhance our abilities to bring criminals to justice. ”

David Harlow, Assistant Director for Investigative Operations
for the U.S. Marshals Service



Protecting Our Children: Clear Channel AMBER Alerts

LOCAL IMPACT

Through a partnership with the Outdoor Advertising Association of America (OAAA), the U.S. Department of Justice, and the National Center for Missing and Exploited Children (NCMEC), Clear Channel Outdoor utilizes its digital billboard networks across the country to help recover abducted children through the distribution of AMBER Alerts. Clear Channel Outdoor's digital networks enable law enforcement to display both text information and photographs on its billboards, which are located in high-traffic areas.



PROTECTING OUR CHILDREN: CLEAR CHANNEL AMBER ALERTS

The AMBER Alert Program is a voluntary partnership between law-enforcement agencies, media outlets and transportation agencies to activate an urgent bulletin in the most serious child abduction cases. AMBER is an acronym for “America’s Missing: Broadcasting Emergency Response.” The program began in Texas in 1996 when Dallas-Fort Worth broadcasters teamed up with local police to develop an early system to help find abducted children, in memory of 9-year-old Amber Hagerman who was abducted and murdered in Arlington, TX.

Clear Channel collaborates with the entire Outdoor industry to inform the public when a child goes missing and to help recover abducted children.

Impact

- More than 850 AMBER Alerts have been transmitted to digital billboards in the U.S. as a direct result of the partnership between the Outdoor Advertising Association of America (OAAA), the U.S. Department of Justice, and the National Center for Missing and Exploited Children (NCMEC)





THE FOUNDATION FOR A BETTER LIFE
www.forbetterlife.org

The Foundation for a Better Life

LOCAL IMPACT

In 2012, Clear Channel Outdoor teamed up with The Foundation for a Better Life, a nonprofit with the goal of offering inspirational messages to people everywhere as a contribution toward promoting good values, good role models and a better life.

THE FOUNDATION FOR A BETTER LIFE

As part of the 11-year-long campaign, Clear Channel Outdoor has offered thousands of billboards both in the U.S. and internationally to support the Foundation's public service efforts. These messages, depicting heroes of our time, were displayed across America's highways and on Times Square billboards. Some of the heroes featured in the campaign included Muhammad Ali, Oprah Winfrey, Kermit the Frog, the Mona Lisa, Wayne Gretzky, Winston Churchill, Mother Teresa, Nelson Mandela, Gandhi, Albert Einstein, Shrek, Whoopi Goldberg, Mozart, the Wright Brothers, Jane Goodall and Michelle Kwan, plus many other remarkable individuals.

Campaign Impact

Over the last 11 years, Clear Channel and other U.S. OOH advertising companies have donated significantly to the Pass It On Campaign:

- More than \$240 million in advertising space has been donated over the life of the campaign.
- The Outdoor Advertising Association of America has recognized the Pass It On campaign as "...the most successful public service campaign in the history of outdoor advertising."



ABOUT THE FOUNDATION FOR A BETTER LIFE

The Foundation for a Better Life creates public service campaigns to communicate the values that make a difference in our communities. These uplifting messages, utilizing television, movie theaters, billboards, radio and the Internet, model the benefits of a life lived by positive values. We believe people are basically good but sometimes just need a reminder. And we believe that the positive values we live by are worth more when we pass them on.



#GIVINGTUESDAY™

#GivingTuesday

LOCAL IMPACT

Tuesday, November 27, 2012 marked the launch of #GivingTuesday (www.givingtuesday.org), a movement to create a national day of giving. #GivingTuesday was designed to inspire people to take action to give back, and help kick off the season of giving.

#GIVINGTUESDAY

Notable figures and celebrities who participated in Giving Tuesday included Bill Gates; Charlize Theron through her Charlize Theron Africa Outreach Project (CTAOP); Marie Osmond, co-founder of Children's Miracle Network Hospitals; Steve Nash through the Steve Nash Foundation, which helps children to access critical health and education resources; Susan Sarandon through support for Heifer International; Penelope Cruz through La Tienda's Campaign For Spain, which supports the Federation of Spanish Food Banks; and many more.

Clear Channel Outdoor joined as an inaugural partner of #GivingTuesday helping to spur holiday giving following the more traditional Black Friday and Cyber Monday shopping events. Digital billboards ran in 17 markets on 107 displays, resulting in over 90 million media impressions.

The first #GivingTuesday was considered a huge success.



Highlights

- Web donations rose 53% when compared to the Tuesday after Thanksgiving in 2012
- Blackbaud, a leading provider of software and services to nonprofits, reported \$10 million in online donations
- Results show that online donors gave more than \$10 million to nonprofit organizations on Giving Tuesday
- More than 2,500 charities nationwide participated in the event
- Network for Good witnessed a 113% increase in donations compared to the same date last year
- More than 1,500 official partners across the country took part in the event, supporting efforts on a wide array of issues



March of Dimes

LOCAL IMPACT

Every year, nearly half a million babies are born too soon in the United States. In 2003, the March of Dimes launched a Prematurity Campaign to address the crisis and help families have full-term, healthy babies. Across the country, Clear Channel Outdoor has provided media to help educate the public about the serious issue.

MARCH OF DIMES

In 2012 Clear Channel Outdoor teamed up with communities nationwide to bring greater attention to the annual March for Babies®, the March of Dimes' premier fundraising event which takes place in 900 communities in all 50 states, the District of Columbia and Puerto Rico.

March for Babies has been held annually since 1970, and the event has raised a combined total of \$2 billion to help all babies get a healthy start in life. Clear Channel has been a supporter of the event since 1996 and in 2012 donated over \$2.4 million in media to drive participation in the event.

Impact

Clear Channel's in-kind support has helped the March of Dimes in their mission to reduce the rate of premature birth, and to raise public awareness about the seriousness of the problem.

- Clear Channel's in-kind media support represents 43% of the total March of Dimes Prematurity Awareness and World Prematurity campaign



“ Clear Channel is a longtime supporter of March of Dimes and has been instrumental in helping to advance our mission and raise public awareness. Several chapters across the country have partnered with Clear Channel since 1996, and we look forward to strengthening those partnerships and continuing to work together for stronger, healthier babies in the future. ”

Judy Lilley, Regional Director of Marketing and Communications

ABOUT MARCH OF DIMES

The March of Dimes is the leading nonprofit organization for pregnancy and baby health. With chapters nationwide and its premier event, March for Babies held during the last weekend in April, the March of Dimes works to improve the health of babies by preventing birth defects, premature birth and infant mortality.



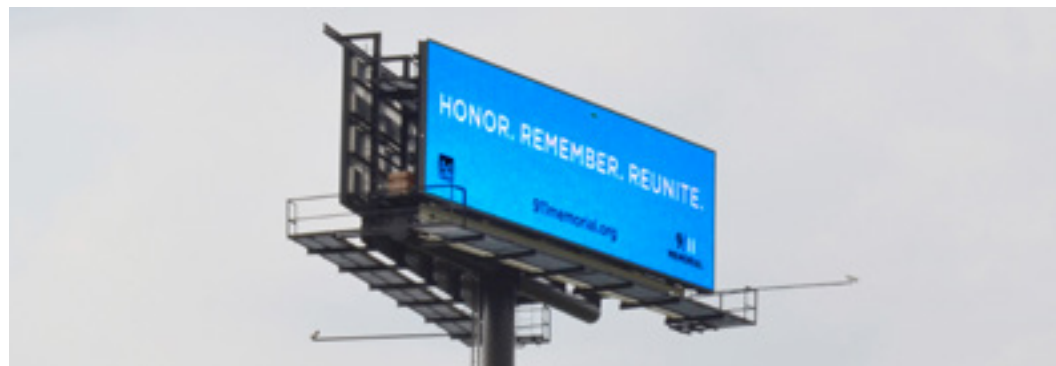
Clear Channel Outdoor Examples

CLEAR CHANNEL OUTDOOR

Clear Channel Outdoor is one of the world's largest outdoor advertising companies and utilizes its broad reach to help organizations inform and educate communities about important issues.

The next few pages showcase Clear Channel Outdoor displays that helped to deliver critical messages to communities across the U.S.

AD COUNCIL



SHRINERS HOSPITALS FOR CHILDREN



CITY OF HOPE



TEXT FREE ROADS



MALARIA DAY



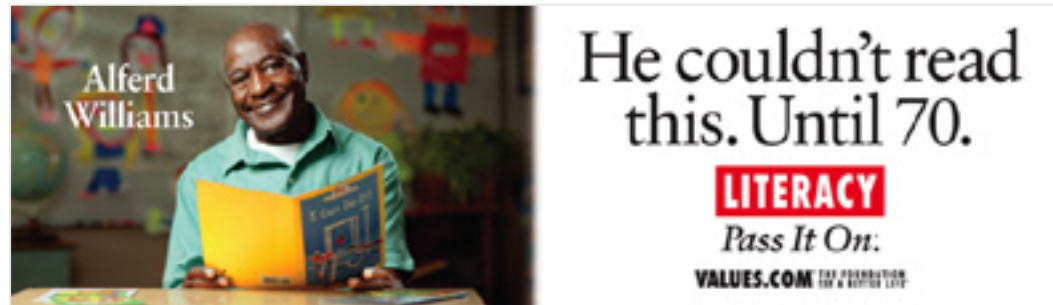
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9/11 DAY MOVEMENT



FOUNDATION FOR A BETTER LIFE



ALLIANCE FOR LUPUS RESEARCH



FBI: 2012 CAPTURES DIRECTLY RELATED TO CLEAR CHANNEL OUTDOORS DIGITAL BILLBOARDS



AMBER ALERT



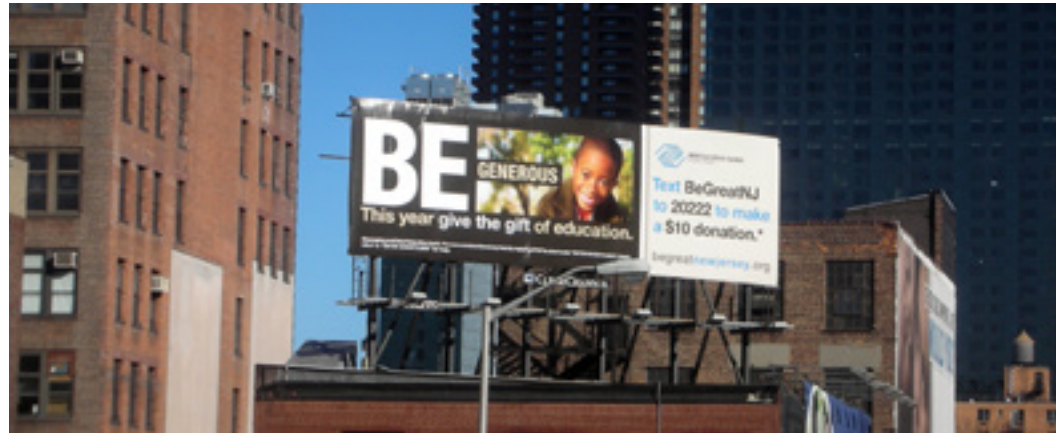
FBI CAMPAIGNS



UNITED STATES MARSHALS SERVICE



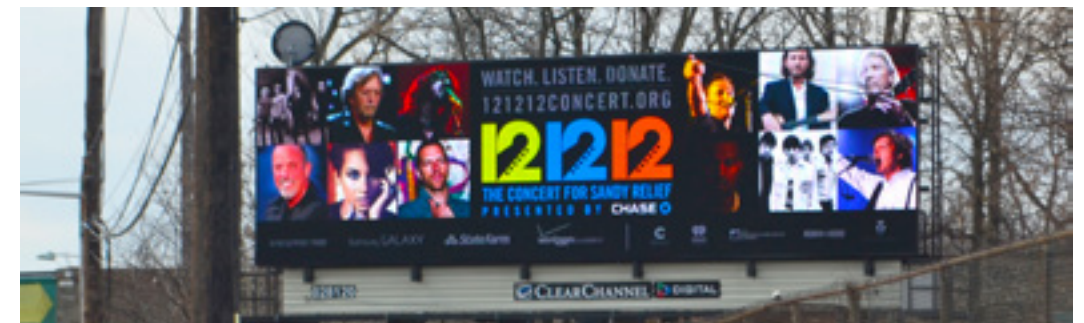
BOYS AND GIRLS CLUB



#GIVING TUESDAY



12-12-12





Clear Channel's Combined Strength: Clear Channel Media & Entertainment + Clear Channel Outdoor

On occasion, Clear Channel Media & Entertainment and Clear Channel Outdoor pool their resources to further amplify the company's community commitment. The following pages chronicle a few examples of the powerful impact that Clear Channel's divisions can have when working together.



National Impact

CLEAR CHANNEL'S COMBINED STRENGTH

Clear Channel is committed to community engagement across all of its businesses. In 2012, Clear Channel Media & Entertainment and Clear Channel Outdoor North America supported thousands of nonprofit organizations

Clear Channel Media & Entertainment: 243 million monthly listeners across 840 radio stations

Clear Channel Outdoor: Reaches 141 million adults monthly in 49 of the top 50 markets



Ad Council

NATIONAL IMPACT

With its outdoor, radio, and digital platforms, Clear Channel is the largest single contributor among media companies of donated advertising inventory dedicated to Ad Council public service announcement campaigns.

AD COUNCIL

The total 2012 Clear Channel Outdoor contribution to the Ad Council is well over \$60 million with approximately 25,000 units placed in 2012 alone. Clear Channel was also the exclusive media partner supporting 3D billboards in seven markets for the “Texting While Driving Prevention” campaign that won the OAAA’s prestigious Silver Obie Award in 2012.

Clear Channel Media & Entertainment contributed millions of dollars and supported dozens of Ad Council campaigns across all radio stations in 2012. Local markets work closely with regional Ad Council teams to place PSAs that address the most relevant issues.

2012 Campaigns supported by Clear Channel include:

- Adoption
- Arthritis Prevention
- Autism Awareness
- Child Passenger Safety
- Childhood Asthma
- Childhood Obesity Prevention
- College Access
- Community Engagement
- CPR
- Dating Abuse Prevention
- Discovering Nature
- Drunk Driving Prevention



- | | | |
|----------------------------------|--|----------------------------------|
| • Early Childhood Development | • Hispanic College Preparation | • Reading |
| • Emergency Preparedness | • Hispanic Preventive Health | • Re-Connecting Kids with Nature |
| • Energy Efficiency | • Horn of Africa Relief | • September 11th Memorial |
| • Father Involvement | • Hunger Prevention | • Stroke Awareness |
| • Financial Literacy | • Lead Poisoning Prevention | • Supporting Minority Education |
| • Fire Adapted Communities | • Men’s Preventive Health | • Texting and Driving Prevention |
| • Food Safety Education | • Mental Health Recovery | • Treatment Option Awareness |
| • Foreclosure Prevention | • Mentoring – Big Brothers Big Sisters | • Unplanned Pregnancy Prevention |
| • GED Achievement | • Newborn and Child Survival | • Veterans’ Mental Health |
| • Gulf Oil Spill Distress | • Nutrition Education | • Wildfire Prevention |
| • High School Dropout Prevention | • Pet Adoption | |



City of Hope

NATIONAL IMPACT

Clear Channel has been a longtime champion of City of Hope, a leading research, treatment and education center for cancer, diabetes and other life-threatening diseases, and in 2012 the company led the music and entertainment industry as it raised more than \$100 million for the organization.

CITY OF HOPE

In early May 2012, Clear Channel launched Hope Love Music, a national fundraising program benefiting City of Hope's lifesaving research, treatment and education programs. During a 10-day national media campaign, Clear Channel on-air personalities shared stories and encouraged donations to the research facility, and joined popular artists like Daughtry, Sugarland and others in a star-powered PSA series. Additionally, Clear Channel Outdoor ran hundreds of localized digital billboards in multiple markets supporting the effort.

In the past, Clear Channel has supported a variety of City of Hope initiatives, including Pink Channel, Play for Life, Taste of Hope and an assortment of online auctions. In 2012 City of Hope chose Clear Channel CEO Bob Pittman to receive its Spirit of Life® Award, presented annually to an entertainment industry leader for outstanding business leadership and philanthropic contributions.

Campaign Impact

Clear Channel's Hope Love Music campaign helped generate national awareness and attracted much needed support from both listeners and Clear Channel partners.

- Over \$6 million in media and cash was donated as part of the Hope Love Music radio campaign.
- The 2012 Spirit of Life® Award Celebration honoring Bob Pittman generated an additional \$5 million.

“The ‘Hope Love Music’ collaboration with Clear Channel was an exciting way to spread the word and raise funds for our important research, treatment and education programs. We are extremely appreciative of Clear Channel's support. The campaign helped support patients and families as they faced some of the most challenging experiences of their lives.”

Michael A. Friedman, M.D., President and Chief Executive Officer of City of Hope

ABOUT CITY OF HOPE

City of Hope is a leading research, treatment and education center for cancer, diabetes and other life-threatening diseases. Designated as a comprehensive cancer center, the highest honor bestowed by the National Cancer Institute, and a founding member of the National Comprehensive Cancer Network, City of Hope's research and treatment protocols advance care throughout the nation. City of Hope is located in Duarte, Calif., just northeast of Los Angeles, and is ranked as one of “America's Best Hospitals” in cancer by U.S. News and World Report. Founded in 1913, City of Hope is a pioneer in the fields of bone marrow transplantation and genetics.



Alliance for Lupus Research

NATIONAL IMPACT

Clear Channel has been a longstanding supporter of the Alliance for Lupus Research (ALR) and its quest to find better treatments and ultimately prevent and cure lupus, a debilitating autoimmune disease, by supporting medical research. Over the last two years Clear Channel has supported the ALR in the form of radio PSAs, digital promotions and outdoor billboards to build awareness across the country.



ALLIANCE FOR LUPUS RESEARCH

Local personalities in over nine markets took an active role in the annual “Walk With Us to Cure Lupus,” rallying local fundraising support; and Clear Channel radio stations have given well over \$4 million in local radio media time alone. Additionally, Clear Channel helped to raise thousands of dollars for ALR in 2012 by offering listeners the opportunity to bid on more than 100 exclusive Jingle Ball event packages.

This year the ALR chose to honor Clear Channel Media & Entertainment Chairman and CEO John Hogan at its 2012 Gala at the Mandarin Oriental Hotel in NYC, reflecting his commitment to philanthropy as well as Clear Channel’s efforts toward helping to find a cure for lupus. The event featured performances by Karmin and The Band Perry, and raised over \$1.5 million for lupus research.

Campaign Impact

Clear Channel’s support of the ALR has proved to be extremely successful in both bringing attention to lupus and in increasing the public’s participation in ALR-sponsored events.

- 19 Clear Channel stations across the country promoted the annual ALR walk. It is estimated that the LA walk attendance was doubled because of Clear Channel’s support, and the campaign saw increased revenue in Chicago, Kansas City and Los Angeles.
- ALR has seen an increase in advocacy across the country because of donated digital billboard time.
- Clear Channel’s participation in the annual ALR Gala contributed to over \$1.5 million raised, making it the largest fundraising dinner in ALR history.

“It is with both great pride and gratitude that the Alliance for Lupus Research (ALR) has been able to work with one of the most preeminent companies in America, Clear Channel Communications. Clear Channel’s enthusiasm and generosity of spirit was characterized in virtually every Clear Channel station the ALR worked with across the country. The Clear Channel team has gone well beyond in assisting the ALR. It was extraordinary to see the Clear Channel people we worked with adopting our cause with a passion and commitment that rivals our own.”

Robert Wood Johnson, IV, Founder of ALR

ABOUT ALLIANCE FOR LUPUS RESEARCH

The Alliance for Lupus Research (ALR) is a national voluntary health organization based in New York City that was founded in 1999 and is chaired by Robert Wood Johnson IV, a member of the founding family of Johnson and Johnson. By committing millions of dollars to significant lupus research every year and holding nationwide lupus walks to secure additional funding, the ALR is proactively battling lupus.



9/11 Day

NATIONAL IMPACT

For the second consecutive year, Clear Channel helped introduce a new phrase to its 243 million monthly listeners that is gradually reshaping the way they and the nation think about 9/11: “I will.” “I will go up to a policeman or fireman and say thank you,” a young man said in a Clear Channel radio PSA. A young girl added, “I will volunteer at my church.” Another woman said, “I will help plant a tree.” 85,000 PSAs and hundreds of digital billboards drove listeners to the campaign’s website, 911day.org, where they were encouraged to share their own good deed plans (“I wills”) for 9/11.

I will

JOIN THE 9/11 TRIBUTE MOVEMENT

911day.org

9/11 DAY

The Clear Channel program was part of a prominent national public service campaign, now in its third year, urging the country to observe the anniversary of 9/11 as a day of doing good deeds in tribute to 9/11 victims, rescue and recovery workers and the military.

In addition to airing PSAs, posting online web banners and social media posts, and donating Clear Channel Outdoor billboards across the U.S., Clear Channel employees nationwide personally participated in 9/11 Day volunteer activities in their own communities. In NYC, Elvis Duran and the Z100 morning team kicked off the initiative in Times Square, where hundreds of individuals lined up to be the “I” on a 30-foot-long “I will” sculpture in the middle of the Square. Live images were beamed onto giant Clear Channel digital billboards in Times Square throughout the day.

Campaign Impact

- Over the last two years, Clear Channel has donated over \$9 million in media to support the 9/11 Day of Service.
- This year’s campaign inspired more than 35 million people to engage in a wide range of charitable activities in observance of 9/11, an increase from the 10th anniversary of 9/11 in 2011.
- The 9/11 Day website generated more visits on 9/11 in 2012 than for the 10-year anniversary of 9/11 in 2011. The new site also produced more than 14,000 searches for volunteer opportunities, and inspired nearly 10,000 people to dedicate their good deeds and service activities to 9/11 victims by name.
- 9/11 Day grew their list of registered “members” to more than 75,000 individuals and organizations, including nearly 20,000 teachers, while expanding their Facebook fan base to more than 330,000.

“ For the third consecutive year, Clear Channel was instrumental in inspiring tens of millions of Americans to transform 9/11 from a day marked by terrible tragedy into a day filled with compassion. ”

David Paine, Co-Founder and President of the 9/11 Day Observance.

ABOUT 9/11 DAY

9/11 Day is the international movement to observe September 11 every year as a day of charitable service and doing good deeds. The nonprofit MyGoodDeed created this observance soon after 9/11 to provide a positive way to forever remember and pay tribute to the 9/11 victims, honor those that rose in service in response to the attacks, and remind people of the importance of working more closely together in peace to improve our world. Today millions participate annually by taking time out on 9/11 to help others in need, in their own way.



WE▶**AIDS**
greaterthan.org

Greater Than AIDS

NATIONAL IMPACT

More than 1.1 million Americans today are estimated to be living with HIV/AIDS. Clear Channel has been a supporting partner of Greater Than AIDS, a leading public information response to HIV/AIDS in America supported by a broad coalition of public and private sector partners, since its launch in the fall of 2009. Greater Than AIDS and Clear Channel work together to place targeted PSAs across the company's outdoor and radio platforms to increase knowledge, reduce stigma and promote actions to stem the spread of HIV in the U.S. While national in scope, Greater Than AIDS focuses on communities which have been hardest hit by the epidemic.

GREATER THAN AIDS

During 2012, Clear Channel provided Greater Than AIDS with more than 1,550 outdoor units (bulletins, posters, shelters and more) in 14 markets across the country, resulting in more than 790 million gross impressions. These 14 markets reflect areas designated as those with high HIV/AIDS incidence by the U.S. Centers for Disease Control and Prevention (CDC).

Additionally, Clear Channel aired radio PSAs on 25 stations in 7 markets. For the third year, Clear Channel Creative Services Group partnered with Greater Than AIDS to produce a special half hour public affairs show on HIV/AIDS that was made available to all Clear Channel radio stations. The 2012 show, entitled “Together We Are Greater Than AIDS,” was hosted by B. Scott.

Campaign Impact

The reach and response to Greater Than AIDS messages among priority audiences is very high and can be attributed in part to Clear Channel’s support.

- Two in five (39%) of those surveyed had seen Greater Than AIDS brands/logos and/or specific public service ads (PSAs), and among younger respondents aged 18-29, one in two (50%) reported having heard of or seen campaign elements.
- Notably, of those who had seen or heard of Greater Than AIDS messages, 43% reported that they had heard of the campaigns through outdoor media.
- Fully 65% of those familiar with Greater Than AIDS messages, and 25% of the overall populations surveyed, reported having taken actions in response to what they saw, such as talking to a health care provider, partner or friend or looking up more information about HIV/AIDS.

“ Clear Channel, one of the first Greater Than AIDS media partners, has contributed to increased visibility around HIV/AIDS in America. Their continued commitment has helped share life-saving messages nationwide, while reducing stigma against the disease. ”

Tina Hoff, Senior Vice President, Director, Health Communication and Media Partnerships Program, Kaiser Family Foundation

ABOUT GREATER THAN AIDS

Greater Than AIDS is an unprecedented collaboration among a broad coalition of public and private sector partners united in response to the HIV/AIDS crisis in the United States, in particular among Black Americans and other disproportionately affected groups. Through a national media campaign and targeted community outreach, Greater Than AIDS aims to increase knowledge and understanding about HIV/AIDS and confront the stigma surrounding the disease.

www.greaterthan.org



Global Support

CLEAR CHANNEL'S COMBINED STRENGTH

While Clear Channel Media & Entertainment's main focus is to serve the local communities in which we live and work, the company believes it is essential to join international movements that affect large populations of children and families all over the world. Joining forces with Clear Channel Outdoor, which has a significant international presence, helps the company reach both a domestic and international audience.



malaria
NO MORE

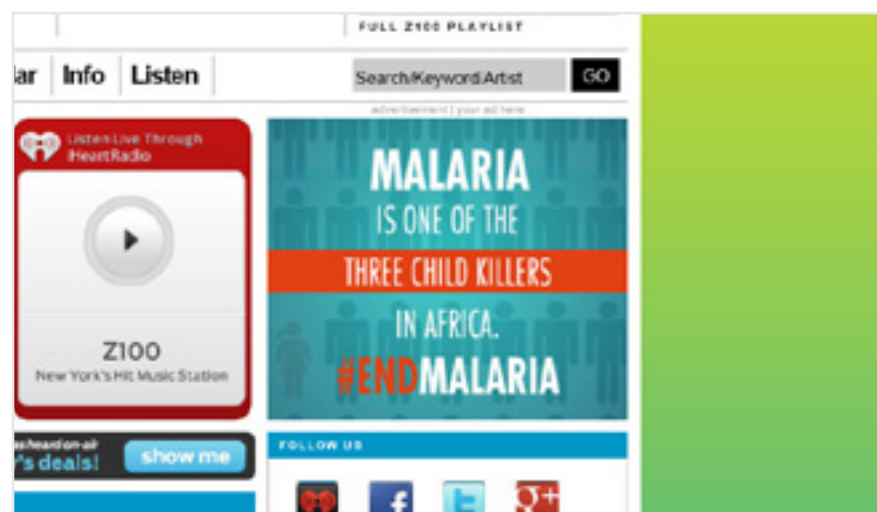
Malaria No More

GLOBAL SUPPORT

Every 30 seconds, an African child succumbs to malaria. In April 2012, Clear Channel Media & Entertainment and Clear Channel Outdoor teamed up with Malaria No More, an organization determined to end malaria deaths in Africa by 2015, to help reduce the number of malaria-related fatalities.

MALARIA NO MORE

In support of Malaria No More and World Malaria Day on April 25 Clear Channel radio stations across the country aired a series of approximately 5,100 radio spots. Clear Channel support also included digital placement on all Clear Channel Media & Entertainment websites, resulting in millions of media impressions, and placement on over 180 Clear Channel Outdoor displays in 30 U.S. and international markets on and leading up to World Malaria Day.



ABOUT MALARIA NO MORE

Malaria No More is a nonprofit, non-governmental organization determined to end malaria deaths in Africa by 2015-and helping the world get it done. Malaria No More leverages high-impact communications to engage the world, global advocacy to rally leadership and strategic investments to accelerate progress.





The Global Fund

GLOBAL SUPPORT

“Picture this: a world where no child is born with HIV. A world where no death is caused by a mosquito bite, or by tuberculosis. It is possible. Preventable diseases like AIDS, Malaria and TB can be stopped.” This was the opening of a series of Clear Channel radio PSAs that ran across the country from September 24 through October 1, 2012 in partnership with the Global Fund to Fight AIDS, Tuberculosis and Malaria and their “Big Push” campaign.

THE GLOBAL FUND

All on-air spots directed listeners to visit a website where they could demonstrate their commitment to fighting these diseases. Additionally, Clear Channel Outdoor provided prime digital billboards in Times Square in support of World AIDS Day, held each year to commemorate the millions of lives affected by the AIDS epidemic since 1988.

Campaign Impact

The 2012 campaign effectively reached a broad audience and resulted in increased public engagement.

- 2.4 million people reached on Twitter
- 23.8 million people viewed content associated with the Global Fund Facebook page
- 736,000 people viewed campaign videos



© The Global Fund / John Rae

“ In such a challenging time for organizations like the Global Fund, when we are pushing to achieve our funding goals and save millions of lives, it is reassuring to have great partners such as Clear Channel to join us in this fight; together we will make it happen, we can achieve the once unthinkable, like ending malaria deaths, and ensuring no child is born with HIV. ”

Claudia Gonzalez, Head of Marketing, The Global Fund to fight AIDS, TB and Malaria

ABOUT THE GLOBAL FUND TO FIGHT AIDS, TUBERCULOSIS AND MALARIA

The Global Fund is an international financing institution dedicated to attracting and disbursing resources to prevent and treat HIV and AIDS, TB and malaria. Since its creation in 2002, the Global Fund has provided 4.2 million people with antiretroviral treatment, anti-tuberculosis treatment for 9.7 million people and provided 310 million insecticide-treated nets to protect susceptible populations from malaria.

