



Impact Report

2013



CLEARCHANNEL
communities™

Clear Channel Communities™
Impact Report 2013

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About Clear Channel

ABOUT CC MEDIA HOLDINGS, INC./CLEAR CHANNEL COMMUNICATIONS, INC.

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 AND ENTERTAINMENT

With 245 million monthly listeners in the U.S., Clear Channel Media and Entertainment has the largest reach of any radio or television outlet in America. Clear Channel Media and Entertainment serves 150 markets through 840 owned radio stations, and the company's radio stations and content can be heard on AM/FM, HD digital radio, satellite radio, on the Internet at iHeartRadio.com and on the company's radio station websites, on the iHeartRadio mobile app, in enhanced auto dashes, on iPads and smartphones, and used via navigation systems. iHeartRadio, Clear Channel's digital radio platform, is the No. 1 all-in-one digital audio service with over 300 million downloads; it reached its first 20 million registered users faster than any digital service in Internet history.

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. Clear Channel Media and Entertainment is a division of CC Media Holdings, Inc. (OTCBB: CCMO), a leading global media and entertainment company. For more information visit ClearChannel.com.

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 40 countries across five continents, including 48 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 new interactive products using facial recognition and mobile devices and a growing digital platform that now offers 1,081 digital displays across 38 U.S. markets.



Executive Letter

As a leading global media, digital and entertainment company, we believe it is our responsibility to set the course on community engagement for the entire media and entertainment industry. The importance of community involvement is embedded in every aspect of Clear Channel's day-to-day business. Serving the local communities in which we live and work is the cornerstone of radio – it is engrained in our DNA. At Clear Channel, we have an unmatched ability to connect listeners and consumers with relevant and timely news and information to help them make informed and educated decisions and serve as an outlet to educate and motivate. It also presents an opportunity to bring deeper understanding of both world issues and individual community matters. From providing up-to-date news, storm and relief information in times of natural disasters, to informing communities where to get tested for HIV, how to help families in need, or where and when to vote on the local school budget, radio is a lifeline for communication.

Clear Channel also helps build stronger communities through our deep partnerships with nonprofits, local community relationships, diverse programming, innovative campaigns, world-class events and one-of-a-kind services, which foster positive and productive environments, helping communities to thrive. Through our Local Advisory Boards and other hyper-local efforts, we have fostered enduring relationships throughout our communities that allow us to use our reach to react to very specific concerns and critical issues.

At Clear Channel Outdoor, the immediacy of our digital displays helps showcase valuable public service messages including Amber Alerts when a child goes missing or FBI and U.S. Marshall Service notices, which have helped apprehend over 49 fugitives from multiple cities across the country in the last few years.

Today is an exciting time at Clear Channel, and as our business evolves, so does our ability to positively impact the communities in which we live and work. Clear Channel continues to invest heavily in enriching the lives of the people we reach in meaningful ways through the company's various platforms.

As we launch exciting new programs and events, we proactively layer community-focused goals and strategies that ensure we are using all of our assets to make a difference. For example, in 2013, we successfully used our best-in-class events like the iHeartRadio Music Festival and the national iHeartRadio Jingle Ball Tour to raise millions of dollars for dozens of philanthropic organizations and created once-in-a-lifetime memories for critically ill children and their families.

In 2013, we launched *iHeartRadio Show Your Stripes*, the largest public service initiative in Clear Channel's history, to help address the issue of high unemployment among U.S. military veterans and encourage businesses to hire them. Clear Channel has dedicated more than \$100 million in broadcast radio, digital and out-of-home resources to highlight the valuable skills and experience brought back to the U.S. by returning servicemen and women, and to help match those vets to local jobs in their communities. The program has generated over 6.2 billion media impressions with proven results nationwide.

This campaign is an example of the combined strength of our outdoor, broadcast and digital platforms and our ability to positively impact a national crisis like veteran unemployment.

In this report, we invite you to explore some of the many ways that Clear Channel has served our local communities during 2013.



Bob Pittman



About Clear Channel's Commitment to Community

Clear Channel Communities, the community engagement division of Clear Channel launched in 2011, serves to enhance the company's ongoing efforts by adding an additional layer of resources to address a number of critical issues we believe warrant national attention and to streamline all philanthropic commitments, ensuring consistent focus and messaging across all divisions and departments.

As we set out to strengthen communities and support the development of the individuals, children and families which make up the neighborhoods we reach, Clear Channel places great emphasis on these key values:

ENRICHING COMMUNITIES

We believe we have a responsibility to inform, inspire and support neighborhoods across the U.S. In an effort to elevate issues and raise awareness and/or funding, Clear Channel spotlights thousands of local and nonprofit organizations each year that tackle critical issues and causes, primarily in four core areas: family and social impact; health and wellness; education and literacy; and music and arts.

PRESENTING DIVERSE PROGRAMMING & WORKFORCE

At Clear Channel we value diversity as a cornerstone of our business and we embrace it as a business strategy. Clear Channel Media and Entertainment seeks quality radio programming that appeals to the interests and views of all of our listeners. We believe in delivering a line-up of on-air personalities that represent the diversity of our audiences. Clear Channel Outdoor strives to inspire and motivate people through powerful, creative, out-of-home campaigns and uses billboards and digital displays to connect with people in different environments around the world.

SERVING LOCAL NEEDS

Clear Channel invests in and partners with individuals and organizations that are relevant to local communities. While we are a leading global media, digital and entertainment company, Clear Channel is unique as a national platform because we are also able to activate people locally. Through our Local Advisory Boards and other hyper-local efforts, we have fostered enduring relationships throughout our communities that allow us to use our reach to react to very specific concerns and needs. Additionally, every Clear Channel radio station dedicates 30 minutes of airtime or more weekly to take a deeper look into current community issues through live public affairs programming.

RESPONDING TO DISASTERS

Clear Channel plays a critical role in communities when disasters strike. Over the last few years, many natural disasters, from hurricanes to tornadoes have impacted our country; entire communities were destroyed in the blink of an eye. In times like these, Clear Channel is essential to the lives of local residents, often serving as the sole information source for disrupted areas – providing news and critical information on everything from evacuation routes to food banks and medical care. People depend on Clear Channel and we are committed to continuing to serve our communities in both good times and bad.

FOSTERING MUSIC DEVELOPMENT

Clear Channel is committed to increasing audience awareness of new music projects from both established and developing artists through on-air and online promotional campaigns. Over the last several years, Clear Channel has expanded its commitment to promoting local music, adding to existing music shows and adding new customized shows featuring local artists.



Clear Channel Media And Entertainment

With **245 million monthly listeners** in the U.S., Clear Channel Media and Entertainment has the largest reach of any radio or television outlet in America. Clear Channel Media and Entertainment serves 150 markets through **840 owned radio stations**. In addition, **iHeartRadio** - Clear Channel's free, industry-leading, digital music service - gives users instant access to more than 1,500 live radio stations and allows them to create custom stations inspired by favorite artists or songs, anywhere they are.

Clear Channel Media and Entertainment leverages its multi-platform assets, as well as its national infrastructure and relationships, to create one-of-a-kind events like the iHeartRadio Music Festival, innovative national and local promotions, and groundbreaking technology and products.

As the leading media company in America by reach, Clear Channel is committed to strengthening its communities and uses all of its assets in the service of **giving back and making a difference**. 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, and is committed to continue that mission.



National Radio Campaigns

CLEAR CHANNEL MEDIA AND ENTERTAINMENT

Clear Channel and all of its 840 broadcast radio stations are dedicated to inspiring and creating positive change that improves the lives of others. The company's community programs are built on the idea that through public awareness and education we can drive attention and action that directly addresses today's most pressing issues. In 2013, Clear Channel supported thousands of local and nonprofit organizations nationwide and raised hundreds of millions of dollars for critical issues both in the United States and globally.

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





 iHeartRADIO

SHOW YOUR STRIPE

HIRE SMART.
HIRE VETS.

NATIONAL RADIO CAMPAIGNS

iHeartRadio Show Your Stripes

VETERAN UNEMPLOYMENT: A NATIONAL CRISIS

By the year 2016, more than a million highly trained servicemen and women will end their military careers and transition back to civilian life. According to a 2012 survey by Prudential and Iraq and Afghanistan Veterans of America, 60 percent of returning servicemen and women said they have faced a challenge translating the valuable skills they obtained in the military into civilian employment. 98 percent of all veterans cited at least one challenge in seeking employment.

THE LARGEST PUBLIC SERVICE PROGRAM IN CLEAR CHANNEL'S HISTORY

On June 6, 2013, Clear Channel launched *iHeartRadio Show Your Stripes*, a company-wide community service initiative to address the issue of unemployment among U.S. military veterans and to encourage businesses to hire skilled veterans. *iHeartRadio Show Your Stripes* – with the tagline “Hire Smart – Hire Vets” – is a long-term effort to help guide veterans back into civilian life by highlighting their valuable training and experience.

Since the program's launch, Clear Channel has invested well over **\$100 million in radio, digital and out-of-home resources** to highlight the skills brought back by returning servicemen and women and their value to employers in the workplace – making Clear Channel's *iHeartRadio Show Your Stripes* **the largest public service program in the company's history.**

“ By leveraging Clear Channel’s enormous reach to showcase the value that these returning vets offer employers, we can generate real action – connecting highly qualified veterans to employers who need their services. ”

John Sykes, President of Clear Channel Entertainment Enterprises



ICONIC LEGENDS IN MUSIC AND POP CULTURE JOIN THE MOVEMENT

To help deliver the message that hiring skilled veterans is a smart decision for businesses, *iHeartRadio Show Your Stripes* engaged artists across all music and entertainment genres, including **Elton John, John Legend, Kelly Clarkson, Carrie Underwood, Brad Paisley, Ryan Seacrest, Mario Lopez, Trace Adkins, Krewella, Adam Lambert, Flo Rida, LL Cool J** and more. These and other artists showed their support by recording a series of public service announcements that showcased stories from veterans who have successfully found jobs, and which also provided a personal perspective on the importance of hiring veterans.

“ It is a privilege for me to join Clear Channel in their efforts to assist the many men and women who have served in the military to find good jobs that use their expert skills and trainings when they return home. ”

Recording legend **Elton John**



CLEAR CHANNEL OUTDOOR

In support of *iHeartRadio Show Your Stripes*, Clear Channel Outdoor also launched a series of digital displays that began on Veterans Day across the U.S., including New York's Times Square, featuring artists and personalities including **Katy Perry, Bon Jovi, TLC, Ryan Seacrest, The Kardashians and Steve Harvey.**



CONNECTING VETERANS & BUSINESSES

All public service announcements direct listeners to **showyourstripes.org** – a centralized, easy-to-use destination for veterans, businesses and supporters. The campaign's digital platform, showyourstripes.org, was designed by Clear Channel Media and Entertainment, in partnership with Monster.com and Military.com, to easily and effectively connect businesses and veterans. The website provides veteran users with access to **70,000 military-friendly jobs** and offers businesses the opportunity to post jobs specifically geared toward veterans' skills. [Showyourstripes.org](http://showyourstripes.org) offers veterans and businesses a customized experience that delivers the most relevant and helpful employment resources in a clear and easy-to-navigate way.

BRINGING TOGETHER THE BIGGEST COMPANIES IN THE WORLD

Through this program, Clear Channel has successfully brought the biggest companies in the world together with the *iHeartRadio Show Your Stripes Alliance*, a coalition of American businesses identified as being military-friendly and which have already experienced success in hiring veterans. The goal of the Alliance is to make military-friendly businesses more visible to veterans seeking jobs, ultimately increasing veteran applications for open positions. Clear Channel supports businesses that hire vets by recognizing them on-air across its 840 stations, plus its digital platforms and out-of-home properties. Approximately 2,000 national and local businesses have signed up to be part of the *iHeartRadio Show Your Stripes Alliance*.

“ Since kicking off our own veterans hiring initiative this Memorial Day, Walmart has hired over 20,000 veterans and we anticipate we'll hire 100,000 over the next five years. We're glad to see other employers like Walmart unite through the *iHeartRadio Show Your Stripes* campaign for the sake of making it easier for our American heroes to find work when they return home. ”

Walmart U.S. CEO and Navy Veteran **Bill Simon**

THE NATIONAL IHEARTRADIO SHOW YOUR STRIPES ALLIANCE



GEICO®



JPMORGAN CHASE & CO.



CAMPAIGN SUMMARY

- Since the program's launch, the company has invested approximately **\$100 million** in radio, digital and out-of-home resources
- The campaign has generated over **6.2 billion media impressions** and has attracted over **2,000 national and local companies** that have shared stories of veteran employment success
- Over **1.5 million** *iHeartRadio Show Your Stripes* public service announcements have aired in support of the program
- Since June, **28 million** billboard displays have run in support of the campaign across the U.S. (\$5.4M+ value)
- More than **100,000 job applications** have been submitted to a wide variety of companies by veterans searching for jobs on the *iHeartRadio Show Your Stripes* website, and that number is expected to grow significantly in the coming weeks
- From June 5, 2013 – January 1, 2014, showyourstripes.org attracted over **1.4 million unique visitors, with an average weekly visitation rate of 45,230 visitors**
- The campaign is supported with frequent posts by iHeartRadio's Facebook (6.6 million+ "likes") and Twitter (263K+ "followers"), Clear Channel radio stations' social platforms (a combined 13.8 million+), plus posts by several businesses on the *iHeartRadio Show Your Stripes Alliance* (350 million+ followers and "likes")

“ Monster and Military.com are proud to participate in *iHeartRadio Show Your Stripes*. Because of its deep reach into communities around the country, Clear Channel has the ability to reach hundreds of thousands of small and medium-sized businesses, providing more opportunities for men and women who have bravely served their nation. ”

Retired Navy Rear Adm. T. McCreary, President of Military.com and Vice President of Monster Worldwide

“ *iHeartRadio Show Your Stripes* increased our ability to reach veterans with information about our company's job openings. With increased visibility for the company, we are able to seek and employ qualified veterans as valuable members of our employee-owned company. The end result has been several excellent veteran employees whose positive contributions make our business more successful. ”

Patrick Strimple, HR Manager, Employee Owned Holdings, Inc.

RESEARCH FINDINGS

iHeartRadio Show Your Stripes has become the most mainstream public campaign addressing the growing issue of U.S. veteran unemployment in communities across the nation. The following information was obtained from a five-month research study exploring the campaign's progress.

Awareness for *iHeartRadio Show Your Stripes* is extremely high.

- By the end of 2013, 35% of all radio listeners and 60% of all veterans reported being aware of the program; awareness grew 4 percentage points among both groups in just 5 months.
- Almost 1 in 3 radio listeners are aware of *iHeartRadio Show Your Stripes*, while fewer than 1 in 5 are aware of more well-known competing campaigns which are mainly promoted on TV. In fact, there is higher awareness of *iHeartRadio Show Your Stripes* among radio listeners aged 18-54 than of all the competing campaigns combined.
- *iHeartRadio Show Your Stripes* has higher aided awareness than any individual older, more established competing initiative among veterans (60% vs. 36%-40%).

***iHeartRadio Show Your Stripes* has been a successful means to increasing positive sentiments toward participating partners and brands.**

- While veterans are particularly appreciative, at least 55% of 18-54 radio listeners say they feel “much more” or “somewhat more” positive about each of the sponsors and partners associated with the *iHeartRadio Show Your Stripes* program.
- Additionally, nearly 6-in-10 (59%) of listeners said that they are much more likely to support businesses that hire vets (up from 45% in July).
- Relative to competing initiatives, *iHeartRadio Show Your Stripes* is most uniquely associated with being authentic and credible, having a clear vision and purpose, encouraging participation, and celebrating the character, skills and abilities of vets.

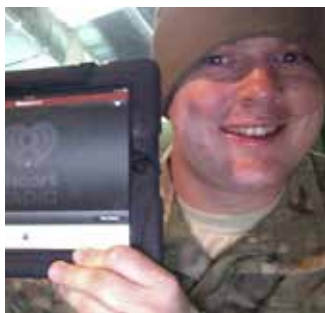
***iHeartRadio Show Your Stripes* is helping to shift attitudes and behaviors among those 18-54 year olds and veterans aware of the campaign.**

- Almost half of veterans surveyed listen closely when they hear the *iHeartRadio Show Your Stripes* public service messages on the radio.
- 43% of veterans aware of the program have already taken action or are likely to take action.
- About half (52%) of 18-54 year olds have recommended the initiative to a friend or family member (up from 47% in July).

The program has helped the public understand the value of hiring trained veterans. Listeners believe that *iHeartRadio Show Your Stripes* is highly authentic and credible and is successfully helping to move the needle on veteran unemployment.

- The demand for an effective veteran employment initiative is clear. Nearly 4 in 10 of the veterans sampled (39%) are currently looking for work.
- *iHeartRadio Show Your Stripes* is almost unanimously seen as providing a helpful leg up to vets, but is also seen as a boost to local businesses and to America in general.
- Virtually all radio listeners aged 18-54 and veterans see *iHeartRadio Show Your Stripes* as being a valuable and helpful program (97%).
- Approximately half (53%) of listeners aged 18-54 years old reported that they feel it will be “very successful” in helping vets find jobs (up from 49% in July).
- *iHeartRadio Show Your Stripes* is considered to be most helpful for returning veterans (96%) and is also widely recognized as being helpful for local businesses (91%).

VETERAN SUCCESS SPOTLIGHT



Gregory Paul

Logistics and Security, U.S. Army Reserves

Project Coordinator, Hydraquip Distribution, Inc.

HOUSTON, TEXAS

Hydraquip's parent company, Employee Owned Holdings, Inc., learned of *iHeartRadio Show Your Stripes* through on-air radio spots, and then joined the Alliance to increase its visibility to veterans. Gregory Paul, who worked in logistics in the Army to help move equipment from base to base, was hired as a result. He uses his logistics skills as a Hydraquip Project Coordinator where he works to distribute the company's products to partners and customers.

“ It’s wonderful that iHeartRadio is making it easier for businesses and veterans to connect. Those who have made such sacrifices for our country deserve our respect and military values of integrity, excellence, teamwork and safety are consistent with the skills we value most at DNJ Intermodal Services. ”

Trey Hobbs, Operations Manager, DNJ Intermodal Services



Isaiah Gonzales

Sergeant, U.S. Army Reserves

Sports Producer, Clear Channel Bakersfield

BAKERSFIELD, CALIFORNIA

Isaiah began working for Clear Channel Bakersfield after the company launched *iHeartRadio Show Your Stripes*. The company partners with a local veteran-serving agency and received information on Isaiah's interest in radio broadcasting. Clear Channel interviewed him for an open position and now Isaiah is the company's Sports Producer, where he creates compelling audio content for broadcast on the company's five radio stations. Isaiah will be deployed in 2014.

“ When Isaiah came in to interview, it was obvious that his background, including his post-military schooling, made him the perfect candidate for the job. He's about to be deployed to Afghanistan during 2014, but he'll definitely have the job waiting for him when he returns! ”

Kenn McCloud, Regional Programming Manager, Clear Channel Bakersfield



The Ad Council & Bullying Prevention

NATIONAL RADIO CAMPAIGNS

More than one in four children in the U.S. report experiences with bullying, according to the National Center for Education Statistics. Bullying is a national crisis that continues to affect families and communities every year. While parents throughout the U.S. are concerned about this issue, they're more reactive than proactive when it comes to talking to their children about it (*Communispace and Ad Council 2012*). Clear Channel teamed up with longtime partner The Ad Council, along with The U.S. Department of Education and The U.S. Department of Health and Human Services, to educate and empower parents to talk to their children about the simple and safe ways they can be "more than a bystander" and help stop bullying.

THE AD COUNCIL & BULLYING PREVENTION

Research has shown that the bystander can play a pivotal role—when a third party intervenes, bullying stops within 10 seconds more than half of the time. In partnership with the Ad Council, Clear Channel joined forces with representatives from various sectors of the media industry to “teach kids how to be more than a bystander.” The overall campaign efforts included a series of nationwide television, radio, print and online PSAs, as well as digital and social media strategies. The PSA messaging was purposefully crafted to remind parents of the gravity of what their kids are witnessing and the devastating effects this experience can have on them. Clear Channel contributed significant on-air, digital and Outdoor media during January of 2013 that directed the public to www.stopbullying.gov, where parents could view parent and expert videos, and learn more about the bystander tips.

Campaign Impact

- Estimated donated media value: **\$3.25 million**
- Following the 2012 campaign launch, traffic to the stopbullying.gov homepage increased 22% from an average of 78,000 visits per month to 95,000 visits per month (prior to the previous six months)
- According to an Ad Council benchmark survey, more parents are speaking to their child’s school about bullying and looking up bullying-related information online
 - The number of parents who said they spoke to their child’s school about bullying increased from 45% to 54%
 - The number of parents who reported looking online for information about bullying increased from 34% to 39%

“ Clear Channel’s support provided significant exposure for our campaign messages helping to encourage parents throughout the country to talk to their children about not being a bystander when they witness instances of bullying. Through Clear Channel’s generous donation of time and space for our PSAs on radio, web and outdoor during a distinct time period, we were able to get our messages out consistently to have the greatest impact. ”

Peggy Conlon, President and CEO of the Ad Council

ABOUT THE AD COUNCIL

The Ad Council is a private, nonprofit organization with a rich history of marshalling volunteer talent from the advertising and media industries to deliver critical messages to the American public. Having produced literally thousands of PSA campaigns addressing the most pressing social issues of the day, the Ad Council has affected, and continues to affect, tremendous positive change by raising awareness, inspiring action and saving lives. To learn more about the Ad Council and its campaigns, visit www.adcouncil.org.



Music and Memory

NATIONAL RADIO CAMPAIGNS

Our brains are hard-wired to connect music with long-term memory. Music has been found to connect people, even with severe dementia, to memories and allow them to open up to those who love them. Clear Channel country stations across the country teamed up in early 2013 with artist Kenny Chesney to help supply people suffering from Alzheimer's with portable music players in an effort to tap deep memories.

MUSIC AND MEMORY

For two weeks in January 2013, approximately 130 Clear Channel country radio stations helped collect personalized music players to distribute to those suffering from Alzheimer's, dementia and other cognitive disorders through a campaign with country music superstar Kenny Chesney and nonprofit Music & Memory. Stations collectively aired over 5,000 PSAs, voiced by Chesney, urging listeners to donate money or gently used music players to the nonprofit. Once collected, each player was personalized with the help of family to include songs that were favorites of their loved ones and then distributed to patients with Alzheimer's and similar medical conditions.

Campaign Impact

- Estimated donated media value: **\$315,000+**
- Music & Memory currently serves over 18,000 elders
- The campaign has collected over 2,000 iPods to be distributed to enrolled patients

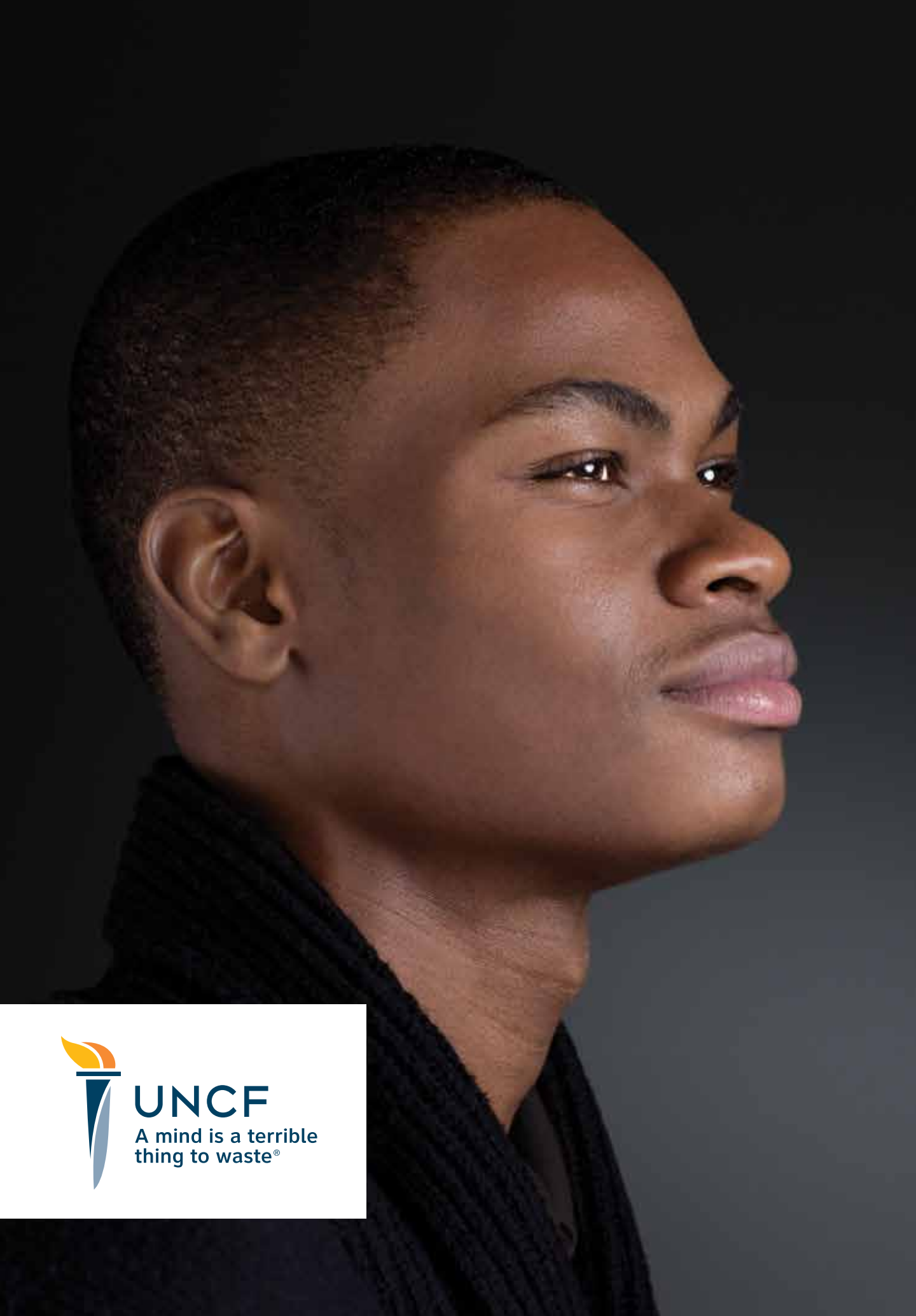


“ The airtime that Clear Channel provided for our Kenny Chesney PSA was instrumental in helping us reach Kenny’s (and other country music) fans to raise awareness of the power of personalized music for those with Alzheimer’s disease. ”

Dan Cohen, Executive Director, Music & Memory

ABOUT MUSIC & MEMORY

Music & Memory is a non-profit organization that brings personalized music into the lives of the elderly or inform through digital music technology, vastly improving quality of life. Music & Memory works with individual professionals or an entire team of caregivers within elder care facilities, from aides to music therapists and nurses, along with family members, to create a powerful personalized music program for each program participant.



UNCF

A mind is a terrible
thing to waste®

United Negro College Fund (UNCF)

NATIONAL RADIO CAMPAIGNS

With a pipeline of college-educated minority professionals being more important than ever, only 20 percent of African Americans over the age of 25 have achieved a college degree. Clear Channel has been a longtime supporter of UNCF, the nation's largest and most effective minority education organization. In January 2013, Clear Channel's 56 Urban and Gospel stations joined together to help students earn degrees and launch careers by bringing awareness to this worthy organization.

UNITED NEGRO COLLEGE FUND (UNCF)

During the week of January 19 – 26, 2013, all Clear Channel Urban and Gospel stations helped to drive viewership to UNCF's annual televised benefit show, *UNCF An Evening of Stars*®, featuring Clear Channel personality Steve Harvey, multi-Grammy Award winner Usher, and recording artist Chaka Khan. The nationally televised variety show focused public attention on America's need for more African American college graduates and UNCF's work to get students to and through college. Over its 34-year history, the show has raised more than **\$200 million** and has helped hundreds of thousands of students attend college and graduate. Additionally, Clear Channel stations support UNCF throughout the year, including its five stations in Chicago which aired **2,200 spots** in 2013 for its local chapter.

Campaign Impact

- Estimated donated media value: **\$825,000**
- **Nearly 2 million** African American households reached by *UNCF An Evening of Stars*®, a 27% increase from 2012
- Social media activity **increased 500%** over 2012
- *UNCF An Evening of Stars*® ranked among the top 10 of all syndicated 1st Run Originals with African American Households
- More than 1.6 million viewers nationwide tuned into *UNCF An Evening of Stars*®

“ We deeply appreciate Clear Channel’s strong commitment to UNCF and ensuring that our young people receive the support they need to get to and through college. That investment will pay dividends for all of us as today’s students become tomorrow’s leaders. We look forward to continuing our partnership and providing our young people with the education that they need, and that we need them to have. ”

Michael L. Lomax, Ph.D., President and CEO, UNCF

ABOUT UNCF

UNCF (United Negro College Fund) is the nation’s largest and most effective minority education organization. To serve youth, the community and the nation, UNCF supports students’ education and development through scholarships and other programs, strengthens its 37 member colleges and universities, and advocates for the importance of minority education and college readiness. UNCF institutions and other historically black colleges and universities are highly effective, awarding 20 percent of African American baccalaureate degrees. UNCF administers more than 400 programs, including scholarship, internship and fellowship, mentoring, summer enrichment, and curriculum and faculty development programs. Today, UNCF supports more than 60,000 students at over 900 colleges and universities across the country.



American
Heart
Association®

The American Heart Association

NATIONAL RADIO CAMPAIGNS

Every 40 seconds a stroke occurs in the United States. A staggering one in three American women dies from cardiovascular disease, yet only one in five American women believe that heart disease is her greatest health threat. In support of February's American Heart Month, Clear Channel launched a national campaign to bring attention to the misconceptions about heart disease in women, and also help the public recognize the signs of someone having a stroke.

THE AMERICAN HEART ASSOCIATION

February 2013 marked the 10th anniversary of *National Wear Red Day*, a day in which the American Heart Association's *Go Red For Women* movement and other women's heart health initiatives urge people to wear red in recognition of the fight against heart disease in women. To mark this milestone, Clear Channel aired a female-focused PSA voiced by Emmy-nominated actress Elizabeth Banks to help women understand their risk for heart disease and empower them to put their health first. On stations with a smaller female audience, messaging focused on helping the general public recognize and respond to the sudden warning signs of stroke. The campaign was entitled *F.A.S.T.* — an acronym designed to help bystanders spot stroke symptoms (facial drooping, arm drifting, slurred speech and time to call 911). Clear Channel also activated its robust social and online communities to raise heart-health awareness throughout the month of February.

Campaign Impact

- Estimated donated media value: **\$1.8 million**
- Clear Channel's on-air support helped spread the word about heart disease and contributed to the more than **1.2 billion media impressions** Go Red earned from all outreach during American Heart Month, helping elevate the important message of women's heart health to women across the country.
- The Clear Channel stroke awareness campaign generated approximately **51 million impressions** across 480 broadcast radio stations
- The Clear Channel Go Red campaign generated approximately **71 million impressions** across 480 radio stations

ABOUT THE AMERICAN HEART ASSOCIATION

The American Heart Association is devoted to saving people from heart disease and stroke – America’s No. 1 and No. 4 killers. It teams with millions of volunteers to fund innovative research, fight for stronger public health policies, and provide lifesaving tools and information to prevent and treat these diseases. The Dallas-based association is the nation’s oldest and largest voluntary organization dedicated to fighting heart disease and stroke. To learn more or to get involved, call 1-800-AHA-USA1, visit heart.org or call any of our offices around the country.

“ We’re grateful for Clear Channel’s support of the American Heart Association and its commitment to helping us raise awareness about heart disease and stroke. This was an exciting opportunity for us to educate Clear Channel listeners nationwide with our PSAs and make a health impact to save more lives. ”

Bernie Dennis, Chairman of the Board of the American Heart Association.



Big Brothers Big Sisters

Big Brothers Big Sisters

NATIONAL RADIO CAMPAIGNS

Independent studies find children mentored in long-term, staff-supported, one-to-one Big Brothers Big Sisters mentoring matches improve in school, their behavior and their socio-emotional outlook. But more than 30,000 “Littles” – mostly boys of color – are waiting for “Bigs.” As part of a newly formed national partnership with Big Brothers Big Sisters, Clear Channel introduced a large-scale on-air campaign to help improve the odds for kids facing adversity across America by highlighting an array of successful professionally supported one-to-one mentoring relationships.

BIG BROTHERS BIG SISTERS

Between March 11 – 24, 2013 Clear Channel's 840 radio stations in 150 markets aired a series of PSAs, created and produced pro bono by Clear Channel, featuring testimonials from current and alumni Big Brothers Big Sisters mentors and mentees.

The ads invited listeners, including Big Brothers Big Sisters alumni, to go to BigBrothersBigSisters.org to *Start Something* by volunteering, donating or sharing their own "Big" mentoring stories.

Clear Channel also supported the nationwide mentoring network locally throughout the year, and Big Brothers Big Sisters' nearly 350 local agencies extended the campaign using social media and additional PSAs in their local markets.

Campaign Impact

- Estimated donated media value: **\$2.9 million**
- Big Brothers Big Sisters volunteer inquiries increased 35% over the same time in the previous year
- Big Brothers Big Sisters online donations increased 265% over the same time in the previous year

“ Big Brothers Big Sisters is extremely grateful for Clear Channel’s generosity. The national campaign communicated how supporting Big Brothers Big Sisters is an easy way for Americans to change the odds for children and families in their communities. As a result, we saw an increase in volunteer inquiries, donations and alumni seeking to reconnect with us to share stories and re-engage as mentors and fundraisers so that more children can benefit from one-to-one long-term mentoring. ”

Charles Pierson, Big Brothers Big Sisters of America President and Chief Executive Officer

ABOUT BIG BROTHERS BIG SISTERS

Big Brothers Big Sisters, the nation’s largest donor and volunteer supported mentoring network, holds itself accountable for children in its program to achieve measurable outcomes, such as educational success; avoidance of risky behaviors; and higher aspirations, greater confidence and better relationships. Partnering with parents/guardians, schools, corporations and others in the community, Big Brothers Big Sisters carefully pairs children (“Littles”) with screened volunteer mentors (“Bigs”) and monitors and supports these one-to-one mentoring matches throughout their course.



Greater Than AIDS

NATIONAL RADIO CAMPAIGNS

Of the more than 1.1 million people living with HIV in the U.S. today, one in four is a woman. Women of color have been especially hard hit, accounting for the majority of new infections occurring among women in this country. One in 32 black women will contract HIV today if current trends continue. Throughout 2013, numerous Clear Channel markets across the country helped reach women in the U.S. about HIV/AIDS and have helped bring attention to the urgency of HIV/AIDS through radio PSAs, online exposure, long-form public programming and Outdoor media.

GREATER THAN AIDS

In 2013, Clear Channel Media and Entertainment, including hundreds of radio stations, joined with Greater Than AIDS, the Kaiser Family Foundation and 14-time Grammy Award-winning artist and HIV activist Alicia Keys to introduce *EMPOWERED*, a new campaign to reach women in the U.S. about HIV/AIDS. *EMPOWERED* affirms the power of all women – as mothers, daughters, sisters, friends, partners and people living with HIV – to change the course of this disease through everyday actions.

Clear Channel aired thousands of PSAs voiced by Alicia Keys, featured hundreds of banners across all of its digital platforms and hosted an afternoon takeover in NYC with Alicia dedicated to discussing this issue – especially its impact on women of color. In addition Clear Channel Outdoor supported the campaign with more than 500 billboards, transit and other out-of-home media placements in high-incidence communities. A focal point of the *EMPOWERED* campaign was a conversation between Keys and five women living with HIV. Clear Channel has been a longtime supporter of Greater Than AIDS and was one of the founding media partners from the campaign's launch in 2009. In addition to supporting the *EMPOWERED* campaign, Clear Channel also supported other elements of Greater Than AIDS, including messaging around major HIV/AIDS Awareness Days and its *I GOT TESTED* campaign to promote routine HIV testing.

In January 2014, iHeartRadio distributed a special broadcast of “We Are Empowered,” an intimate and inspiring half-hour conversation Alicia had with women living with HIV to its stations nationally, supporting the airing with targeted promotions.

Campaign Impact

- Estimated donated media value: **\$3.65 million**
- Clear Channel Media and Entertainment aired nearly **12,000 PSAs** in 62 markets
- Clear Channel Outdoor placed **512** out of home *EMPOWERED* ads; plus additional **446** other Greater Than AIDS messages.
- More than **40,000 views** of the *EMPOWERED* video featuring Alicia Keys in conversation with women living with HIV resulted from targeted promotions, including those supported by Clear Channel, in the first nine months of the campaign, from March - November 2013.
- More than **40,000** *EMPOWERED*-branded informational and community materials were distributed during the year to more than 40 AIDS organizations and other groups and at special events. 50,000 complementary Greater Than AIDS kits were distributed to more than 200 organizations to support National Women and Girls HIV/AIDS Awareness Day, which coincided with the launch of *EMPOWERED*.
- *EMPOWERED* was prominently featured at several high profile events during the year, including the U.S. Conference on AIDS, a major integration at the ESSENCE Music Festival in New Orleans and the National Association of Black Journalists, among other events.

“ Greater Than AIDS focuses on communities and populations most affected. Through its extensive media platforms, including radio, online, and outdoor, Clear Channel is an important ally in getting out life-saving information where the need is greatest. Stigma remains one of the greatest barriers to overcoming this epidemic and Clear Channel is helping to affect change through the power of its vast communications resources.”

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



ABOUT GREATER THAN AIDS

Greater Than AIDS is a leading national public information response focused on the U.S. domestic epidemic. Launched in 2009 by the Kaiser Family Foundation and the Black AIDS Institute, it is supported by a broad coalition of public and private sector partners. Through targeted media messages and community outreach, Greater Than AIDS and its partners works to increase knowledge, reduce stigma and promote actions to stem the spread of the disease. While national in scope, Greater Than AIDS focuses on communities most affected.

www.greaterthan.org



Smithsonian
SERIOUSLY AMAZING®



The Smithsonian Institution

NATIONAL RADIO CAMPAIGNS

The Smithsonian seeks to strengthen American education and enhance our nation's access to science, art, history and culture. For the second consecutive year, Clear Channel partnered with the Smithsonian Institution to introduce listeners to the free online resources offered by the world's largest and most respected museum and research center.

THE SMITHSONIAN INSTITUTION

For listeners unable to visit a local Smithsonian institution, Clear Channel stations helped broaden their access to the valuable tools and exciting Smithsonian resources by using PSAs to drive them to the institution's interactive website, seriouslyamazing.com. The free website offers an everyday resource for learning and is a valuable method of informal education for Clear Channel listeners.

Campaign Impact

- Estimated donated media value: **\$2.5 million**
- Approximately 45,700 additional unique visitors (1,250 per day), constituting about **90% of all website traffic** can be directly attributed to the Clear Channel on-air campaign
- The average visitor spent about seven minutes on the site—significantly longer than the visitors from our outdoor and print ad campaign last fall, who spent about 1 ½ minutes



“ In 2013, the Smithsonian raised over \$220 million in private support—one of the most successful fundraising years ever in the history of the Smithsonian. We cannot thank Clear Channel enough for their robust promotional support in helping us bring the nation’s museum, to the nation. ”

Robert L. Ritter, Jr., Director of Corporate Relations

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.



**NOKID
HUNGRY**
SHARE OUR STRENGTH

Share Our Strength's No Kid Hungry Campaign[®]

NATIONAL RADIO CAMPAIGNS

Nearly one in five children in this country struggles with hunger. Hunger prevents kids from reaching their full potential. It's an epidemic that's threatening America's future. 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 CAMPAIGN®

From April 11 - April 21, 2013, Clear Channel radio stations came together to bring awareness to the fact that thousands of children from low-income families struggle to find their next meal when they are not in school due to the lack of accessible summer meal programs. To help deliver the very critical message that children are going hungry every day, Clear Channel produced a powerful PSA vividly depicting a young child opening an empty refrigerator. All radio and digital media pointed listeners to nokidhungry.org to learn how they could help in their local communities by connecting kids with the nutritious food they need to learn and grow all year round.

Campaign Impact

- Estimated donated media value: **\$2.3 million**
- In 2013, Share Our Strength's No Kid Hungry helped to connect kids to more than **34 million additional meals**, and found ways to replicate its success around the country
- More than half a million people have already taken the No Kid Hungry pledge to end childhood hunger in America in the last two years, and Team No Kid Hungry continues to grow
- At thousands of sites across the country, Cooking Matters courses and tours taught nearly **50,000 participants** to shop smarter, make healthier choices, and cook delicious, affordable meals

“ It’s one thing to imagine there are hungry kids in our country; it’s another to actually hear it. Through a virtual megaphone of radio stations coast to coast, Clear Channel has been an invaluable resource for the No Kid Hungry campaign’s work to end childhood hunger in America. By helping others visualize a problem affecting 16 million kids in our country – and by offering up a way to help – Clear Channel is bringing us one step closer to a reality in which all children get the healthy food they need every day. ”

Lindsey Spindle, Chief Communications and Brand Officer, Share Our Strength

ABOUT SHARE OUR STRENGTH’S NO KID HUNGRY CAMPAIGN®

No child should grow up hungry in America, but one in five children struggles with hunger. Share Our Strength’s No Kid Hungry® campaign is ending childhood hunger in America by ensuring all children get the healthy food they need, every day. The No Kid Hungry campaign connects kids in need to effective nutrition programs like school breakfast and summer meals and teaches low-income families to cook healthy, affordable meals through its Cooking Matters program. This work is accomplished through the No Kid Hungry network, made up of private citizens, public officials, nonprofits, business leaders and others providing innovative hunger solutions in their communities. Join us at NoKidHungry.org.



The Fisher House Foundation

NATIONAL RADIO CAMPAIGNS

Millions of soldiers are returning home from war, many with physical and mental injuries. After being away from their families for months or even years they now need to begin extensive medical treatment.

Clear Channel has partnered with the Fisher House Foundation for many years, and continued its ongoing support in 2013 by generating both awareness and funds for the 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.

THE FISHER HOUSE FOUNDATION

The Fisher House Foundation ensures that wounded veterans are receiving proper treatment while remaining close to their families. To help support the work of the Fisher House Foundation, Clear Channel aired tens of thousands of public service announcements, interviews, and on-site broadcasts from Fisher Houses across the country in 2013. Additionally, the national efforts were supplemented by the efforts of numerous local Clear Channel radio stations and local on-air personalities, including California's Armstrong and Getty who supported local Fisher House projects in their communities with major fundraising drives. Clear Channel has been a champion of the organization for over four years.

Campaign Impact

- Estimated donated media value: **\$1.7 million+**
- Clear Channel personalities Armstrong and Getty have raised **\$1.3 million** for Fisher House's California chapters
- Over the last four years Clear Channel has donated close to **\$10 million** in media airtime and aided in raising awareness of the Fisher House program
- A recent independent poll conducted by Fisher House showed that the leading way in which donors learned about the organization was through radio
- Fisher House reports a dramatic increase in social interaction, website traffic and overall donations as a direct result of Clear Channel's donated media

“ We thank Clear Channel for their steadfast and strong support of our nation’s troops. They not only continue to support Fisher House Foundation by offering a generous amount of media time but they now are helping to solve our nation’s veteran’s unemployment issue. Clear Channel is making a difference in our veterans’ lives; we see it every day at Fisher House because more people know what we do now thanks to hearing it on the radio. ”

Cindy Campbell, Vice President for Communications, 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.







I will

JOIN THE 9/11 DAY OBSERVANCE

911day.org

9/11 Day of Service

NATIONAL RADIO CAMPAIGNS

On September 11, 2001 nearly 3,000 people were killed in the terrorist attacks on the World Trade Center at the Pentagon and southwestern Pennsylvania. In remembrance, the U.S. Congress and President Barack Obama joined together in 2009 to formally establish September 11 as a National Day of Service and Remembrance under federal law. For the third consecutive year, Clear Channel encouraged listeners nationwide to participate in 9/11 Day, and local radio stations across the country participated in organized volunteer activities to honor first responders and service members.

9/11 DAY OF SERVICE

From September 1 - 11, 2013, Clear Channel's 840 radio stations aired a series of compelling public service messages in support of 9/11 Day of Service and Remembrance inspiring listeners to observe the anniversary of 9/11 by serving others. Listeners who wanted to participate could choose options including volunteering, donating to charities of their choice, or simply making a voluntary pledge to dedicate time on 9/11, or another day, to performing good deeds that help others in need.

In addition to airing PSAs and posting online ad banners and social media posts, Clear Channel employees personally participated in 9/11 Day volunteer activities in their own communities in partnership with military veterans and other volunteers. Each project honored the sacrifices of those lost on September 11, 2001 as well as those who have defended our country in the years since.





Campaign Impact

- Estimated donated media value: **\$1.1 million+**
- Over the last four years, Clear Channel has committed over **\$10 million** in support, the single largest media contribution by any 9/11 Day partner
- This 9/11, participation in 9/11 Day jumped 25% from 2012. A record **47 million people** observed the day through service or good deeds of some nature
 - As a result of Clear Channel's PSA campaign, more than **250,000 people** visited the 9/11 Day website in 2013, with 80,000 visiting the site just on 9/11 alone - twice as many as in 2012
 - Altogether, the 9/11 Day campaign generated over **one billion media impressions**, including the support provided by Clear Channel

“ In 2013, a record 47 million Americans observed 9/11 by engaging in charitable service and goods, the most we’ve ever seen. There’s no question that this remarkable response and the growth we’ve experienced since 2009 is being driven in great measure by the extraordinary and ongoing support we’ve received from Clear Channel and its local affiliates and employees.

David Paine, co-founder of the 9/11 Day Observance.

”

ABOUT 9/11 DAY

9/11 Day (<http://911day.org>) is the nonprofit movement to observe September 11 every year as a day of charitable service and doing good deeds. 9/11 Day was originally created in 2002 by the 9/11 community to provide a positive and permanent way to forever remember and pay tribute to the 9/11 victims, and honor those that rose in service in response to the attacks. In 2009, the U.S. Congress formally designated 9/11 as a National Day of Service and Remembrance under federal law. Today 9/11 Day is the nation’s largest annual day of charitable service, with more than 47 million Americans dedicating time to helping others in need.



FREEDOMSPEAKS

The
Media[®]
Institute

The Media Institute & Free Speech Week

NATIONAL RADIO CAMPAIGNS

Free speech defines our American way of life. When we express ourselves through the arts, vote, argue against or “like” a post on Facebook we are exercising our right to free speech. For the second consecutive year, Clear Channel took an active role in the promotion of *Free Speech Week*, the country's premier event celebrating free speech and a free press.

THE MEDIA INSTITUTE & FREE SPEECH WEEK

Clear Channel radio personalities exercise their freedom of speech every day, making radio a platform for open debate and discussion, and radio would not be the same without it. Since 2011, Clear Channel has partnered with The Media Institute and the National Association of Broadcasters Education Foundation to raise public awareness of the importance of free speech in our democracy – and to celebrate that freedom. *Free Speech Week*, observed annually during the third week of October, is intended to be a celebration of our basic human right. Clear Channel radio stations ran an array of PSAs throughout the week in support of the celebration and directed listeners to freespeechweek.org for ideas on how to celebrate free speech. Organizations of all types, as well as individuals, were encouraged to participate. In 2012, Clear Channel CEO Bob Pittman was honored by the Media Institute with the Freedom of Speech award and currently serves on the Free Speech Week Advisory Council to help increase the reach and impact of *Free Speech Week*.

Campaign Impact

- Estimated donated media value over 2 years: **\$910,000+**
- Clear Channel's PSAs created a climate of heightened awareness about *Free Speech Week* and free speech issues in 2013. This awareness was reflected in increased social media chatter, blog posts, editorials, media coverage of FSW activities, and visits to the FSW website.
- Visits to the FSW website in 2013 increased again over 2012. Since 2011, visits to the FSW website during *Free Speech Week* have **increased by nearly 300%**.
- For the first time, partnering organization registrations **increased by 25%** in a single year.

“ Clear Channel has played an invaluable role in furthering Free Speech Week and supporting the principle of free speech. There is no way that Free Speech Week could attain the same nationwide impact without Clear Channel’s PSAs. Clear Channel has been a major force in the continuing growth and success of Free Speech Week. ”

Richard T. Kaplar, Vice President, The Media Institute

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.



“It Can Wait” – Texting and Driving Prevention

NATIONAL RADIO CAMPAIGNS

According to the National Safety Council 100,000+ car crashes a year involve drivers who are texting. And according to an AT&T Wireless survey, 75% of teens say texting and driving is “common” among their friends. Clear Channel joined forces with the world’s largest wireless leaders to raise awareness about the risks of texting and driving and to remind all wireless consumers, especially youth, that text messages can – and should – wait until after driving.

"IT CAN WAIT" - TEXTING AND DRIVING PREVENTION

The multi-million dollar anti-texting while driving advertising campaign, which was supported by industry wireless leaders including AT&T, Verizon, Sprint and T-Mobile, focused on stories of people who are living with the consequences of texting while driving. Their stories were told through various media, including TV, radio, digital and social between May - September 2013 to raise awareness of the dangers of texting and driving, and encouraged everyone to immediately take the pledge against it. Clear Channel was a major media partner for the entire campaign and Clear Channel Communities bolstered existing support by running over **20,000 additional PSAs** in support of the effort.

Campaign Impact

- Estimated donated media value: **\$1.5 million**
- More than **1,500 organizations and 50,000 individuals** have joined the *It Can Wait* movement
- The *It Can Wait* movement has inspired **more than 4 million pledges** to never text and drive
- The campaign has spurred more than half a million *It Can Wait* tweets, and hundreds of thousands of downloads of AT&T DriveMode® and other apps that block texts to drivers

“ Texting while driving is a deadly habit that makes you 23 times more likely to be involved in a crash. Awareness of the dangers of texting and driving has increased, but people are still doing it. With this expanded effort, we hope to change behavior. Together, we can help save lives. ”

AT&T Chairman & CEO **Randall Stephenson**

ABOUT IT CAN WAIT

The *It Can Wait* initiative focuses on educating people – especially teens – about the dangers of texting and driving. The message is simple, yet vital: When it comes to texting and driving, it can wait.



FREE THE
CHILDREN

Free the Children

NATIONAL RADIO CAMPAIGNS

Almost 15 percent of households across the U.S. don't always have enough money to buy food. Free The Children is a charity and educational partner working internationally to empower and enable youth to become global change makers. In 2013, Clear Channel kicked off its partnership with Free the Children.

Stations in Minnesota and Seattle were named official radio partners for local *We Days* and stations nationwide helped generate awareness around local hunger-related issues as the national partner for *We Scare Hunger* in October.

FREE THE CHILDREN

In partnership with Free the Children and the General Mills Foundation, Clear Channel supported the *We Scare Hunger* campaign nationally on all Clear Channel Media and Entertainment radio stations in 150 markets from October 21 – October 31, 2013 with a series of on-air public service messages. The series of Clear Channel produced spots mobilized youth, teachers and parents to take action during Halloween in the name of local hunger by asking listeners to collect or distribute non-perishable foods items in addition to candy. Additionally, stations in Minnesota and Seattle were named official radio partners for local *We Days*, stadium-sized educational events featuring world-renowned speakers and performers. Stations offered on-air, digital and social support for the annual events which bring together millions of youth that have earned event access by making a commitment to take action on both a local and global initiative.

Campaign Impact

- Estimated donated media value: **\$1.2 million**
- Approximate media impressions: **67 million**
- In 2013, **3,264 individuals** registered to participate in the *We Scare Hunger* program, including 2,028 educators and 967 youth. In addition, 2,975 schools and 81 groups took part, engaging 572,529 students in taking action on local hunger in the U.S., the UK and Canada.
- In total, over **1.6 million pounds of food** were collected - nearly double the 875,000 pounds collected in 2012. Of this, 440,670 pounds were collected in the U.S. The Clear Channel PSAs allowed for a national reach of campaign messaging, resulting in an American increase of 1,203% over 2012.
- In 2013, there was an increased interest in the *We Scare Hunger* campaign by top broadcast, print and online outlets, which totaled **more than 1.7 million media impressions**.



ABOUT FREE THE CHILDREN

Free The Children is an international charity and educational partner. Founded in 1995 by international activist Craig Kielburger, Free The Children believes in a world where young people are free to achieve their fullest potential, and empowers youth to remove barriers that prevent them from being active local and global citizens. The organization has received the World's Children's Prize for the Rights of the Child, the Human Rights Award from the World Association of Non Governmental Organizations, and has formed successful partnerships with leading school boards and Oprah's Angel Network. For more information, visit www.freethechildren.com.

“ Hunger is an issue that affects our friends, families and neighbors every day, right here at home. This year, students across the country took action, and worked together to fight hunger in their communities. With support from Clear Channel Media and Entertainment, *We Scare Hunger* empowered students and schools across America to give back by supporting their local food banks. By doing something as simple as collecting non-perishable food items, students made a real difference in the lives of families in their communities, and we all made a difference in towns and cities across the country. ”

Craig Kielburger, co-founder of Free The Children.





The Congressional Medal of Honor Foundation

NATIONAL RADIO CAMPAIGNS

The Medal of Honor is our nation's highest and rarest military honor, symbolizing the ultimate in courage and sacrifice. Since 1863, Medal of Honor Recipients have distinguished themselves through selfless actions that go beyond the call of duty, yet the general public often does not know of their extreme service. Clear Channel created and produced a series of PSAs specifically targeting its youth audience to compel listeners to learn more about these men and women.

THE CONGRESSIONAL MEDAL OF HONOR FOUNDATION

From November 19 – 28, 2013, Clear Channel ran a series of PSAs highlighting the Medal of Honor, the highest U.S. military distinction for valor, which has been presented to fewer than 3,500 service members, in an effort to intrigue today's youth to learn more about these brave men and women.

The PSAs also highlighted the *Citizen Honors* program which recognizes ordinary Americans who have gone above and beyond for their fellow men in some extraordinary way, by risking their life in a single grave situation, or through a lifetime of service to others.

Listeners were asked to nominate their local hometown American heroes who, through their actions, have demonstrated the very traits that are emblematic of the Medal of Honor: courage, sacrifice, selflessness and patriotism.

Campaign Impact

- Estimated donated media value: **\$1.2 million**
- Over **61.6 million media impressions** delivered
- During the campaign period, traffic to www.cmohfoundation.org doubled as a result of on-air promotion
- Public inquiries to the organization significantly increased during and following the PSA program

“ We appreciate the generosity of Clear Channel for supporting the Foundation’s programs unreservedly. From web traffic and direct feedback, we know the radio spots increased awareness of the *Citizen Service Before Self* honors program and for that we are most grateful. ”

Tom Wilkerson, President and CEO, Congressional Medal of Honor Foundation

ABOUT THE CONGRESSIONAL MEDAL OF HONOR FOUNDATION

The Congressional Medal of Honor Foundation, which was founded by the exclusive Society of living Medal of Honor recipients, is a nonprofit organization whose purpose is to perpetuate the Medal of Honor’s legacy of courage, sacrifice, selfless service and patriotism. The Foundation supports the objectives, activities and outreach programs of the Society, and raises funds for initiatives such as Citizen Service before Self Honors and the *American Spirit Award*, that promote awareness of what the Medal of Honor represents. For more information, visit www.cmohfoundation.org



Small Business Saturday

NATIONAL RADIO CAMPAIGNS

Small businesses are the heartbeat of our communities. They employ more people than all large U.S. corporations. According to research firm Civic Economics, for every \$100 spent at a local store, approximately \$52 stays within the local community.

For the third consecutive year, Clear Channel played a major role in American Express' initiative to encourage consumers to shop locally as they kick off the holiday season.

SMALL BUSINESS SATURDAY

November 30, 2013 marked the fourth annual Small Business Saturday, a day supported and advertised by American Express to celebrate the local businesses that create jobs, boost the economy and preserve neighborhoods around the country. Clear Channel has been a major media partner for the initiative since 2011, and *Clear Channel Communities* strengthened the company's existing 2013 efforts by airing 12,000 additional PSAs in support of the local effort. The purpose of the program was to educate listeners on the importance of independently-owned businesses, impact their sales, and drive value for merchants. The PSAs included a series of messages from select public officials as well as **customized local stories that celebrate individual community merchants.**

Campaign Impact

- Estimated donated media value: **\$775,000**
- In 2013, consumer awareness of Small Business Saturday across the U.S. jumped to 71% from 67% during the same period a year ago
- This year, consumers who were aware of Small Business Saturday reported spending \$5.7 billion with independent merchants on the day, an increase of 3.6% from a strong \$5.5 billion in 2012
- More than **1,400 Neighborhood Champions** rallied local businesses and created events and activities to drive shopping around the country
- **More than 346,000** free online tools and materials were accessed by small business owners to help get the word out about Small Business Saturday
- To date, more than 3.3 million Facebook users have “liked” the official Small Business Saturday Facebook page



ABOUT SMALL BUSINESS SATURDAY

Small Business Saturday is an American shopping holiday held on the Saturday after Thanksgiving during one of the busiest shopping periods of the year. Small Business Saturday was created in 2010 in response to small business owners' most pressing need: more customers. Since its inception, Small Business Saturday has become a global phenomenon, spreading to the UK, Australia, Israel, Canada, South Africa and Asia.



Special Olympics



Spring Games

VIRGINIA

Special Olympics

NATIONAL RADIO CAMPAIGNS

There are approximately 200 million people with intellectual disabilities around the globe, the largest disability group in the world. Special Olympics' attitude research shows that the majority of people worldwide underestimate the abilities of people with intellectual disabilities. For the second year, Clear Channel broadcast a series of PSAs that showcased the inspirational success stories of multiple Special Olympic athletes.

SPECIAL OLYMPICS

To kick off the 2013 holiday season, Clear Channel re-launched an exclusive iHeartRadio digital radio station entitled “A Very Special Christmas Radio” that featured the entire collection of “A Very Special Christmas” albums, the single most successful benefit recording series in musical history. A series of PSAs voiced by Ryan Seacrest and Olympic Gold Medalist Michelle Kwan combined real-life Special Olympics athletes’ stories with information on how to access the free station at iHeartRadio.com. The digital station also featured messaging about how to purchase this year’s benefit album in support of the Special Olympics.

Campaign Impact

- Estimated donated media value: **\$826,000**
- 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



“ Millions of people celebrate the holidays listening to their “A Very Special Christmas” favorites thanks to Clear Channel. We are very grateful to *Clear Channel Communities* for giving listeners the gift of joy through these songs while also giving them the opportunity help millions of Special Olympics athletes throughout the USA and around the world. ”

Janet Froetscher, CEO, Special Olympics

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.



The Ryan Seacrest Foundation

NATIONAL RADIO CAMPAIGNS

Each year an estimated 3 million children are hospitalized in the United States. During their time in the hospital, it's critical that they have activities available to them that feed both their mind and spirit.

Clear Channel strongly believes in the mission of the Ryan Seacrest Foundation and is dedicated to helping the organization build broadcast media centers in pediatric hospitals for patients across the country.

THE RYAN SEACREST FOUNDATION

The Ryan Seacrest Foundation builds broadcast media centers, named *Seacrest Studios*, in pediatric hospitals for patients to explore the creative realms of radio, television and new media. Clear Channel supports the amazing work of the Ryan Seacrest Foundation in a variety of ways throughout the year, including providing national engineering & programming support and executing national and local fundraising programs. In 2013, Clear Channel played an active role in helping to bring live broadcast entertainment to patients and visitors at the Cincinnati Children's Hospital Medical Center with the launch of *Seacrest Studios*. Additionally, the foundation was named the 2013 official charity partner for select iHeartRadio Jingle Ball concert cities, including Philadelphia, Los Angeles, Seattle, Chicago, Minneapolis, Atlanta, New York, Boston, Washington, D.C., Tampa and Miami, and Clear Channel donated \$1.00 from every ticket sold to the Ryan Seacrest Foundation, in addition to donating a variety of exclusive, once-in-a-lifetime packages sold via online charity auction.





Campaign Impact

- Clear Channel's iHeartRadio Jingle Ball concerts helped to raise **more than \$142,000 in cash** donations for the Ryan Seacrest Foundation
- The iHeartRadio Music Festival and the iHeartRadio Ultimate Pool Party raised nearly **\$79,000 in cash** donations through the sale of exclusive concert experiences
- Through its various vendor relationships Clear Channel helped secure **\$23,000 in equipment and services** for the launch of *Seacrest Studios* at Cincinnati Children's Hospital Medical Center
- Clear Channel Cincinnati's radio stations donated nearly **\$40,000 in on-air and digital support** to promote the opening of the local *Seacrest Studios*
- Clear Channel provided internal engineering talent to aid in the construction of a *Seacrest Studio* at Cincinnati Children's Hospital, valued at approximately **\$10,000**
- Radio stations route multiple artists to nearby *Seacrest Studios* throughout the year

“ Clear Channel has been a tremendous supporter of the Ryan Seacrest Foundation. Their efforts have helped enable RSF to continue to open broadcast media centers—Seacrest Studios—within pediatric hospitals across the country. Clear Channel has also provided important assistance to help us cultivate our music programming and fund technology and equipment within our studios. Kids, their families, and entire hospital communities have greatly benefitted from their generosity. ”

Ryan Seacrest



ABOUT THE RYAN SEACREST FOUNDATION

The Ryan Seacrest Foundation (RSF) is a nonprofit organization dedicated to inspiring today's youth through entertainment and education focused initiatives. RSF's first initiative is to build broadcast media centers—Seacrest Studios—within pediatric hospitals for patients to explore the creative realms of radio, television and new media. Founded in 2009, RSF currently has Seacrest Studios in Atlanta, Charlotte, Cincinnati, Philadelphia, Dallas, and Orange County, CA hospitals, and has plans to expand throughout the nation in 2014. For more information, visit www.ryanseacrestfoundation.org.



Radiothons

CLEAR CHANNEL MEDIA AND ENTERTAINMENT

For decades, Clear Channel radio stations have produced special radiothon programs that represent annual giving traditions for many local communities. Many Clear Channel radio stations produce at least one fully established annual radiothon program to address critical issues ranging from childhood diseases and homelessness to domestic violence. A radiothon typically lasts between one and two days and highlights personal patient and family stories related to the issue being addressed. **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**

ALSAC • Danny Thomas, Founder
Finding cures. Saving children.

St. Jude Children's Research Hospital

RADIOTHONS

There are about 175,000 new cases of childhood cancer diagnosed worldwide every year, and more than 70 percent of the world's children with cancer do not have access to modern treatment. St. Jude Children's Research Hospital is working to improve the survival rate of children with cancer and other deadly diseases worldwide through pioneering research that leads to new and better treatments. Clear Channel has partnered with St. Jude for over 30 years, most notably through its radiothon programs.

ST. JUDE CHILDREN'S RESEARCH HOSPITAL

Everything St. Jude does is centered on finding cures and saving children. By sharing its knowledge freely and exchanging ideas openly, St. Jude is inspiring more collaboration between doctors and researchers worldwide, and, as a result, more lifesaving treatments for children everywhere. Clear Channel believes in the St. Jude mission and continues to use the company's broad reach to raise funds and public support so that its work can continue. Radio stations nationwide air thousands of PSAs every year in support of St. Jude, and Clear Channel's country radio stations go a step further with the annual *Country Cares for St. Jude Kids*, one of the most successful radio fundraising programs in America.

Impact

- Estimated Donated Media (PSA support only): **\$400K+**
- In 2013, 37 Clear Channel stations raised **\$6.7 million** for St. Jude Children's Research Hospital – nearly \$900K more than 2012





“ St. Jude Children’s Research Hospital is so grateful to Clear Channel’s stations and staff for their unwavering commitment to our fight against childhood cancer. Clear Channel’s remarkable efforts to share the St. Jude message of hope with audiences across the country means so much to our mission of finding cures and saving children. ”

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

ABOUT ST. JUDE CHILDREN'S RESEARCH HOSPITAL

St. Jude Children's Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other deadly diseases. St. Jude has the world's best survival rates for the most aggressive childhood cancers, and treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to 80 percent since we opened more than 50 years ago. St. Jude is working to drive the overall survival rate for childhood cancer to 90 percent in the next decade. St. Jude freely shares the breakthroughs we make, and every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children. Families never receive a bill from St. Jude for treatment, travel, housing and food – because all a family should worry about is helping their child live. Join the St. Jude mission by visiting stjude.org or following St. Jude on facebook.com/stjude and twitter.com/stjude.



PARTICIPATING CLEAR CHANNEL MARKETS INCLUDE:

- BALTIMORE, MD
- BEAUMONT, TX
- BILOXI, MS
- BIRMINGHAM, AL
- CHATTANOOGA, TN
- CHEYENNE, WY
- COLORADO SPRINGS, CO
- EAU CLAIRE, WI
- EL PASO, TX
- FAYETTEVILLE, AR
- FORT SMITH, AR
- GREENSBORO, NC
- HARLINGEN, TX
- HARRISONBURG, VA
- HARTFORD, CT
- HUNTINGTON, WV
- JACKSON, MS
- LANCASTER, CA
- LITTLE ROCK, AR
- LOUISVILLE, KY
- MANSFIELD, OH
- MINNEAPOLIS, MN
- MONTEREY/SALINAS, CA
- MONTGOMERY, AL
- NASHVILLE, TN
- NEW ORLEANS, LA
- OKLAHOMA CITY, OK
- PANAMA CITY, FL
- POUGHKEEPSIE, NY
- QUAD CITIES, IA
- ROANOKE - LYNCHBURG, VA
- ROCHESTER, MN
- SAN ANTONIO, TX
- SPRINGFIELD, MA
- TALLAHASSEE, FL
- WASHINGTON, DC
- WESLACO, TX







**Children's
Miracle Network
Hospitals**

Children's Miracle Network Hospitals

RADIOTHONS

Every day there are thousands of children in local communities who are treated at nearby hospitals for both common childhood afflictions and other more severe challenges. Children's Miracle Network Hospitals® treat one in 10 children in North America each year. Clear Channel radio stations support the work of Children's Miracle Network Hospitals in many ways throughout the year because they are treating the children that live within the communities in which Clear Channel and its employees live and work.

CHILDREN'S MIRACLE NETWORK HOSPITALS

Children's Miracle Network Hospitals currently raise funds and awareness for 170 children's hospitals across the United States and Canada. When a donation is received it stays in the community, helping local kids. Clear Channel helps Children's Miracle Network Hospitals fundraise locally by airing a significant number of PSAs that raise awareness for the organization and its affiliated hospitals as well as hosting annual one or two day radiothon events, which have been an integral part of Children's Miracle Network Hospitals' fundraising efforts since 1997.

In 2013, Clear Channel radio stations WBBQ 104.3 and 96.3 KISS-FM in Augusta, GA were named co-winners of the *Radio Station of the Year Award* from the Children's Miracle Network Hospitals organization during the charity's 30th Anniversary Conference in Orlando, Fla., on Oct. 9-11. Since 2001, the stations have raised more than \$2.8 million for the Children's Hospital of Georgia through their annual Cares for Kids Radiothon.

Impact

- Estimated donated media (PSA support only): **\$400,000+**
- In 2013, 35 Clear Channel markets raised nearly **\$6.6 million** for Children's Miracle Network Hospitals
- In the last two years, Clear Channel has raised **\$13 million** for Children's Miracle Network Hospitals

“ Clear Channel is a valued partner of Children’s Miracle Network Hospitals. Because of the passion, enthusiasm and commitment of our Clear Channel radio partners, millions of kids benefit from the excellent care provided by member hospitals each year. We look forward to growing our relationship with Clear Channel across the country in 2014. ”

Barbara Brill, VP of Radiothon, Children’s Miracle Network Hospitals

PARTICIPATING CLEAR CHANNEL MARKETS INCLUDE:

- AKRON, OH
- ALBANY-SCHENECTADY- TROY, NY
- BALTIMORE, MD
- BOSTON, MA
- CHARLESTON, SC
- CHICAGO, IL
- CLEVELAND, OH
- DALLAS, TX
- DAYTON, OH
- DENVER, CO
- GREENVILLE-SPARTANBURG-
ASHEVILLE-ANDERSON, OH
- HOUSTON, TX
- JACKSON, MS
- KANSAS CITY, MO
- KNOXVILLE, TN
- LITTLE ROCK-PINE BLUFF, AR
- LOUISVILLE, KY
- MILWAUKEE, WI
- MINNEAPOLIS-ST. PAUL, MN-WI
- NORFOLK-PORTSMOUTH-
NEWPORT NEWS, VA
- OMAHA, NE
- PHILADELPHIA, PA
- PHOENIX, AZ
- PITTSBURGH, PA
- PORTLAND-AUBURN, IL
- PROVIDENCE-NEW BEDFORD, RI
- RALEIGH-DURHAM, NC
- ROANOKE, VA
- ROCHESTER, NY
- SAN DIEGO, CA
- SEATTLE-TACOMA, WA
- SIOUX FALLS (MITCHELL), SD
- TUCSON, AR
- WASHINGTON, DC





Public Affairs Shows

CLEAR CHANNEL MEDIA AND ENTERTAINMENT

Every Clear Channel radio station produces and airs a 30-minute radio show each week to address unique community interests and to connect community members to one another with world issues. Each show takes a deep look into important topics ranging from health and wellness to foreign and domestic policies to local legislation, and features a variety of live interviews from top authorities in the related fields.

PUBLIC AFFAIRS SHOWS

In addition to airing millions of PSAs addressing a number of national and local issues, Clear Channel radio stations dedicate significant airtime every week to ensure they are informing the public about the most relevant issues facing their particular communities. Each 30-minute show is hosted by a local on-air personality and is designed to be an unbiased public forum for community leaders and experts in specific fields to openly discuss the many sides of key issues. Clear Channel relies heavily on world events, its listeners and its Local Advisory Boards to assist in identifying the most appropriate issues to discuss each week. **In 2013, Clear Channel aired over 22,100 hours of public affairs programming across its 850 radio stations.**

Some of the most common issues determined to be of highest concern to communities across the U.S. during 2013 include:

HEALTH: Problem with affordable health care, especially for the elderly or unemployed

CRIME: Increase in criminal incidents involving youthful offenders and drugs or alcohol; problem of increase in fraud-related crimes; problems of increased demand for prison space

GOVERNMENT: Effect of fiscal woes on ability of government to deliver services; competing political agendas resulting in gridlock among policymakers

AGRICULTURE: Economic and environmental problems facing local farmers and ranchers, and the impact of those concerns on the area's economy

Other common programming topics addressed across Clear Channel's 840 radio stations included:

- Adoption
- Affordable Housing/Health
- Agriculture
- AIDS & HIV
- Animal Welfare
- Arts
- Blood Donation
- Bullying
- Business/Economy
- Car Seat Safety
- Child Abuse
- Clean Water
- Community Development
- Consumer Taxes
- Crime
- Disaster Relief
- Divorce
- Domestic Violence
- Drug & Alcohol Abuse
- Economic Development
- Education
- Elderly Care
- Emergency Preparedness
- Energy
- Environmental Concerns
- Family Services
- Financial Assistance
- Gay Marriage
- Government/Politics
- Gun Control/Violence
- Health & Fitness
- Health Care
- Highway Patrol
- Homelessness
- Homeownership
- Hunger

-
- Immunizations
 - Internet Safety
 - Labor
 - Literature
 - Local Economy
 - Local Legislation
 - Mental Health
 - Middle East
 - Military Issues
 - Minority Issues/Heritage
 - Obesity
 - Parenting
 - Pregnancy
 - Public Safety
 - Religion
 - Safe Driving
 - Sexual Abuse
 - Small Business
 - Suicide Prevention
 - Technology
 - Terrorism
 - Tourism
 - Travel
 - Unemployment
 - Veteran Affairs
 - Volunteering
 - War
 - Women's Issues
 - Workplace
 - Youth





Responding to Disasters

CLEAR CHANNEL MEDIA AND ENTERTAINMENT

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

Responding to Disasters

DISASTER ASSISTANCE AND RESPONSE PLAN (DARP)

Following Hurricane Katrina and other local crises which affected communities across the country, Clear Channel introduced the “Disaster Assistance and Response Plan” (DARP) which allows 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 regional DARP facilities, Clear Channel has also established the Emergency Operations Center which serves as an essential resource to stations in local markets during an emergency; provides enhanced access to community leaders and first responders during a crisis; can assist local markets in delivering critical information to the public on an as-needed basis; and has the ability to create and air immediate local emergency announcements.

The Emergency Operations Center has customized emergency action plans for a wide variety of situations to cover each market in which Clear Channel operates. The Emergency Operations Center is located in Cincinnati, Ohio, and is staffed around the clock by trained personnel, enhancing Clear Channel's ability to respond to a crisis and get important emergency information out to the public in a timely manner.



2013 News Events

RESPONDING TO DISASTERS

When natural disasters or traumatic events – like the Boston Marathon bombings – occur, Clear Channel stations do everything in their power to not only deliver comprehensive news coverage and relay key messages to listeners, but also to mobilize listeners to action by donating to appropriate relief efforts that will help those affected. The following are a few key examples of how Clear Channel helped rebuild the communities that were hardest hit in 2013.

BOSTON MARATHON BOMBINGS (APRIL 2013)

During the Boston Marathon on April 15, 2013, two bombs exploded near the marathon finish line, killing 3 people and injuring an estimated 264 others.

Boston radio stations, including those owned by CBS Radio, Clear Channel Media and Entertainment, Entercom and Greater Media, organized a joint moment of silence on Monday, April 22 to honor the victims of the horrific Boston Marathon bombing. The 60-second tribute aired on local radio stations at 2:50 p.m. – one week from the moment of the detonation of the first bomb. The moment of silence was intended to serve as a time of reflection, honoring those lost, and recognizing the many acts of kindness that arose from the tragic event.

Clear Channel helped promote the *Boston Strong* Benefit Concert held on May 30, 2013, across all of its stations, and many station employees lent their time and expertise to help produce the event which raised over \$2 million for the victims and their families.

Clear Channel Boston also worked closely with the Mayor's and Governor's offices to publicly announce THE ONE FUND, which was established through the generosity of businesses, foundations and individuals to help those most affected by the tragic events. Through support of its listeners, Clear Channel contributed \$50,000 to the fund.



THE 2013 MOORE, OKLAHOMA TORNADO (MAY, 2013)

On May 20, 2013 an EF5 tornado struck Moore, Oklahoma, killing 24 people and injuring 377 others.

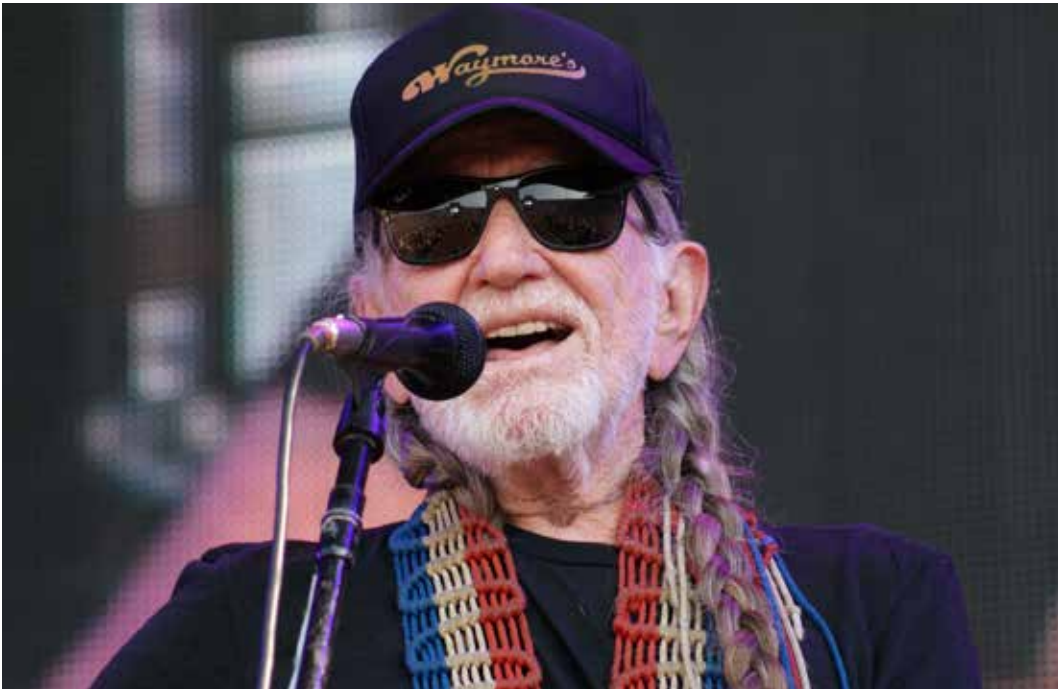
Following Clear Channel's wall-to-wall coverage of the storm, Clear Channel Oklahoma's local stations teamed up with Blake Shelton for a special benefit concert -- *Healing in the Heartland: Relief Benefit Concert*. Radio listeners tuned in to listen to the concert on Clear Channel stations across the country and digitally on iHeartRadio's Country Road station and via streaming video. The event raised more than \$6 million, which directly benefitted the United Way of Central Oklahoma May Tornadoes Relief Fund.

CCME's KTST (1019 the Twister) located in Oklahoma City, OK provided complete coverage of Toby Keith's Oklahoma Twister Relief Concert, an eight-hour concert event that included Toby Keith, Garth Brooks and Trisha Yearwood and more. The event raised about \$2 million for the United Way of Central Oklahoma's May Tornadoes Relief Fund.

Additionally, Clear Channel personality Bobby Bones coordinated a large-scale online relief auction with the help of artists like Jake Owen, Florida Georgia Line, Parmalee and more to help those affected by the devastating tornadoes. The on-air and online auction raised \$130,000 in donations for the American Red Cross.



THE 2013 MOORE, OKLAHOMA TORNADO



THE YARNELL HILL FIRE (JUNE, 2013)

The Yarnell Hill Fire was a wildfire near Yarnell, Arizona that began on June 28, 2013 and lasted approximately 13 days. The fire resulted in the highest wildland firefighter death toll in the United States since 1933, killing 19 firefighters.

In response to the tragic event, eight Arizona stations teamed up for a 4-day charity drive named #HELP YARNELL to benefit the families of the firefighters who lost their lives. Radio personalities across the community collected **more than \$386,000** which was donated to the Red Cross and The 100 Club to help with immediate relief for those displaced by the Yarnell Fire.





Wish Granting

CLEAR CHANNEL MEDIA AND ENTERTAINMENT

Make-A-Wish® grants the wish of a child diagnosed with a life-threatening medical condition in the United States and its territories, on average, every 38 minutes.

According to a 2011 U.S. study of wish impact, most health professionals surveyed believe a wish-come-true can influence the health of a child. Kids say wishes give them renewed strength to fight their illnesses, and their parents say these experiences help strengthen the entire family. Throughout 2013 Clear Channel helped to create dozens of irreplaceable memories for a number of critically ill children with life-threatening medical conditions and their families with the Make-A-Wish Foundation and other similar organizations.

WISH GRANTING

Clear Channel is proud to work with organizations like Make-A-Wish, the Sunshine Foundation, 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 2013, Clear Channel brightened hundreds of lives through local celebrity meet and greets, exclusive concert admissions, red carpet access and other specially organized experiences.



Ryan Seacrest spends time with Taylor, a special guest and fan, backstage at the iHeartRadio Music Festival. Taylor and her family traveled from Toronto, Canada through the Sunshine Foundation to meet Seacrest, her idol.



When Clear Channel's KISS FM in Dallas, TX learned of a local Austin Mahone fan battling Hodgkin's Lymphoma, the station invited her to attend the 2013 iHeartRadio Jingle Ball concert and surprised her with a private meeting with her favorite star.



Lidia's Mom wrote to Clear Channel to tell the story of her teenage daughter who was battling an aggressive form of bone cancer and who was a huge Katy Perry fan. Clear Channel was pleased to host them for a special mother-daughter weekend at the 2013 iHeartRadio Festival.



16-year-old Make-A-Wish recipient Anissa wished to attend the iHeartRadio Music Festival and brought her best friend with her to meet Miley Cyrus. Anissa was also presented with a special signed guitar from Maroon 5.



17-year-old D'Angelo's wish was to attend the 2013 iHeartRadio Music Festival and to meet Katy Perry. While he spent some quality time with his favorite performer, he also bumped into Diddy.



For the past three years Make-A-Wish and Clear Channel's KIIS FM in Los Angeles have granted numerous wishes to wish kids and their families attending the GRAMMYS at the station-sponsored gifting lounge. Last year Tina, Jacqueline, Jack, David and their families attended and picked up some fun swag.



Make-A-Wish recipient Essence not only watched Chris Brown perform just rows from the iHeartRadio Music Festival stage – she slipped backstage with her sister to say hello to him as well.





Special Events and Fundraising

CLEAR CHANNEL MEDIA AND ENTERTAINMENT

Clear Channel produces over 20,000 national and local events every year. From the largest concert event in radio history – the iHeartRadio Music Festival, which sells out in minutes every year – to locally produced shows in cities large and small, Clear Channel creates high-demand events across the nation. Many of the events include a community engagement component that allows for effective fundraising, awareness and live interactions for nonprofits and local listeners. Additionally, Clear Channel supports an array of philanthropic events in local communities in the form of financial contributions, internal resources and talent booking.

IHEARTRADIO FUNDRAISING

In 2013, Clear Channel offered unique iHeartRadio Music Festival, iHeartRadio Jingle Ball and iHeartRadio Ultimate Pool Party packages to philanthropic supporters and raised nearly **\$700,000** for an array of organizations including:

- **American Association of Cancer Research**
- **Alliance for Lupus Research**
- **Muscular Dystrophy Association**
- **The Ryan Seacrest Foundation**
- **T.J. Martell Foundation**
- **Ronald McDonald House Charities**
- **Lighthouse International**
- **American Red Cross**
- **Boston Pride**





Donors meet Justin Timberlake backstage at the iHeartRadio Music Festival

- **Young Audiences of New York**
- **Eric Trump Foundation**
- **CureDuchenne**
- **Shriner's Children's Hospital**
- **Partnership for Drugfree.org**
- **Kristen Ann Carr Fund**
- **Madison Ave Rebuilds Staten Island**
- **San Fran AIDS Foundation**
- **UJA Federation of New York**
- **Young Audiences of New York**
- **Juvenile Diabetes Research Foundation**
- **Ronald McDonald House Charities**
- **Running Start**
- **Special Olympics Illinois**
- **T.J. Martell Foundation**
- **Thanks USA**
- **The Ad Council**
- **The Media Institute**
- **The Paley Center for Media**
- **The Phillips Collection**
- **Tracy's Kids**
- **Trust for the National Mall**

2013 BENEFIT EVENTS

Clear Channel has made it a priority to participate in a number of industry and philanthropic events that serve our communities. Clear Channel has supported and attended the following organization's events in 2013:

- **American Heart Association**
- **Apollo Theater**
- **Center for Communications**
- **City of Hope**
- **Community Health Charities of California**
- **DoSomething.org**
- **Elton John AIDS Foundation**
- **Heritage Action for America**
- **Jack and Jill Late Stage Cancer Foundation**
- **Keep a Child Alive**
- **Kristen Ann Carr Fund**
- **Lighthouse International**
- **LULAC Institute**
- **Lustgarten Foundation**
- **Macy's Glamorama AIDS benefit**
- **Make-a-Wish National**
- **Make-a-Wish Massachusetts and Rhode Island**



- **Memorial Sloan-Kettering Cancer Center**
- **Minority Media & Telecom Council**
- **Musicians On Call**
- **NAB Education Foundation**
- **National Association of Broadcasters (NAB)**
- **National Kidney Foundation**

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- **New Alternatives for Kids**
 - **New York Hall of Science**
 - **Newhouse School**
 - **Partnership at Drugfree.org**
 - **Rainbow PUSH Coalition**
 - **Robin Hood Foundation**
 - **Ronald McDonald House Charities**
 - **Running Start**
 - **Special Olympics Illinois**
 - **T.J. Martell Foundation**
 - **Thanks USA**
 - **The Ad Council**
 - **The Media Institute**
 - **The Paley Center for Media**
 - **The Phillips Collection**
 - **Tracy's Kids**
 - **Trust for the National Mall**
 - **UJA Federation of New York**
 - **Young Audiences of New York**

2013 HONORARY AWARDS



Each year Clear Channel and its key executives are honored by various groups and organizations for their charitable contributions to a wide variety of causes and initiatives. In 2013, Clear Channel President of Entertainment Enterprises John Sykes received the Lifetime Music Industry Achievement Award at the 38th annual T.J. Martell Foundation Honors Gala; Clear Channel was honored at the annual Partnership at Drugfree.org winter gala; and President of National Programming Platforms Tom Poleman was presented with the first ever honorary award by nonprofit Musicians On Call. Additionally, local radio stations received a number of accolades for efforts in their communities.



T.J. Martell Foundation

Leukemia, Cancer and AIDS Research



MUSIC'S PROMISE
FOR A CURE

T.J. Martell Foundation

SPECIAL EVENTS AND FUNDRAISING

Clear Channel President of Entertainment Enterprises John Sykes - one of the entertainment industry's most innovative leaders - received the Lifetime Music Industry Achievement Award at the 38th annual T.J. Martell Foundation Honors Gala on Tuesday, October 22, 2013 in New York City. Sting and Bryan Adams performed at the star-studded annual event and President Bill Clinton, also a past T.J. Martell Foundation honoree, presented longtime friend Sykes with the award.

T.J. MARTELL FOUNDATION

The Lifetime Music Industry Achievement Award is the T.J. Martell Foundation's most prestigious music industry honor and is awarded to a person who has made profound contributions to the music and entertainment industries. John Sykes has made history through an array of philanthropic projects, producing some of the world's biggest benefit concerts including "12-12-12" (A Concert for Sandy Relief), which raised over \$53 million to support victims of Hurricane Sandy and was nominated for two Emmy Awards, and "The Concert for New York City" at Madison Square Garden with Harvey Weinstein and James Dolan, which raised over \$50 million to provide support for the families of the victims of the 9/11 attacks. Sykes also created the VH1 Save the Music Foundation, which has raised over \$45 million to rebuild music education programs in public schools across America.

Event Impact

- The T.J. Martell Foundation raised over **\$1.4 million** at its 38th Annual Honors Gala
- John Sykes helped introduce new donors to the organization and single-handedly raised **more than \$250,000** for leukemia, cancer and AIDS research
- The T.J. Martell Foundation reached a record high in global media coverage because of Clear Channel's involvement
- The Foundation funded cutting-edge research at 12 top hospitals in the United States in 2013

“ John Sykes is not only one of the music and entertainment industry’s most extraordinarily talented leaders, but an exceptional human being who we were thrilled to be able to honor at this year’s T.J. Martell Foundation Honors Gala. With the help of John’s influence this year, Sting and Bryan Adams performed at one of our most important fundraisers of the year which helps us continue to provide cutting-edge research for leukemia, cancer and AIDS. ”

Tony Martell, Founder & Chairman of the T.J. Martell Foundation

ABOUT THE T.J. MARTELL FOUNDATION

The T.J. Martell Foundation is the music industry’s largest foundation that funds innovative medical research focused on finding cures for leukemia, cancer and AIDS. The Foundation, headquartered in New York, is a national 501(c)3 nonprofit organization that was founded in 1975 by music industry executive Tony Martell and his colleagues in loving memory of his son T.J., who died of leukemia. The Foundation has provided more than \$260 million dollars for research that supports twelve top hospitals in the United States. This year marks the 39th New York Honors Gala. For more information on the T.J. Martell Foundation go to www.tjmartell.org



**MUSICIANS
ON CALL**

Musicians On Call

SPECIAL EVENTS AND FUNDRAISING

It has been demonstrated that music has a direct effect on people: it lowers blood pressure, helps with pain management, reduces stress and alters mood. Clear

Channel has been a longtime supporter of Musicians on Call, a nonprofit that brings live and recorded music to the bedsides of patients in healthcare facilities.

Since 1999, Musicians On Call's volunteer musicians have performed for over 400,000 patients and their families in New York, Miami, Nashville, Philadelphia, Washington, D.C. and Los Angeles.

MUSICIANS ON CALL

On November 12, 2013, Musicians On Call honored Tom Poleman, President of National Programming Platforms at Clear Channel. Through the years, Poleman has been an avid champion of Musicians On Call, serving as Board Co-Chairperson for over a decade and lending his time and support to help lighten the experience for patients being treated at hospitals across the country. Poleman has spent many hours as a Musicians On Call volunteer and even joined actor, musician and star of Glee Darren Criss to perform at the bedsides of patients in 2013. Launched in 1999, this marked the first time Musicians On Call has honored someone for his or her outstanding commitment to the organization.

Clear Channel has also championed Musicians On Call, donating significant on-air and digital media in the last five years. Additionally, Clear Channel helped to secure three-time Grammy-nominated band Paramore and multi-platinum-selling RCA recording artist Gavin DeGraw to perform at the inaugural event. Elvis Duran, host of the nationally syndicated “Elvis Duran and The Morning Show,” hosted the evening in honor of his longtime friend.

Event Impact

- The Musicians On Call event raised **more than \$400,000** to bring live and recorded music to the bedsides of patients in healthcare facilities.
- Funds from this event helped launch two new Musicians On Call Bedside Performance Programs in New York City: The Trump Pavilion for Nursing and Rehabilitation in Jamaica Queens and the in-patient detox center at ACI Health Associates in New York City.

“

Thanks to Tom and Clear Channel's support, Musicians On Call has been able to raise funds to grow our Bedside Performance Programs to 42 times a week in six cities. It is most fitting that our first event honoring someone for outstanding commitment to the organization goes to Tom Poleman. Tom has been a driving force behind Musicians On Call for over a decade. He has not only served as Co-Chairperson of the Board of Directors where he had helped to steer the course of MOC, but he has been a volunteer musician at the bedsides of patients many times.

”

Dr. Leslie Faerstein, Executive Director of Musicians On Call

ABOUT MUSICIANS ON CALL

Musicians On Call (MOC) was founded in 1999 with the mission of bringing live and recorded music to the bedsides of patients in healthcare facilities. To date, its volunteers have played for over 400,000 people nationwide in six cities (New York, Philadelphia, Nashville, Miami, Washington DC and Los Angeles). Musicians On Call continues its mission 42 times a week through room-to-room hospital performances by both local musicians and national celebrities as well as the Music Pharmacy Program. www.musiciansoncall.org



THE PARTNERSHIP®
AT DRUGFREE.ORG

The Partnership at Drugfree.org

SPECIAL EVENTS AND FUNDRAISING

Ninety percent of drug addictions get started in teenage years. The Partnership at Drugfree.org has long been known for its unwavering dedication to help young people overcome addiction and substance abuse. In collaboration with the advertising, media and marketing communities, Clear Channel has supported the mission of The Partnership at Drugfree.org for many years by activating its on-air digital and outdoor resources. Most recently, Clear Channel Outdoor helped launch The Partnership's new campaign, *The Hope Share*, with the company's digital billboards in Times Square.

THE PARTNERSHIP AT DRUGFREE.ORG

On December 3, 2013, Clear Channel was honored for its continued commitment to help eradicate teen drug abuse at The Partnership at Drugfree.org's *Winter Wish Gala*.

Clear Channel President and CFO Richard Bressler accepted the award on behalf of the company alongside other honorees including Bill Koenigsberg, President, CEO and Founder of Horizon Media, and Mark Lazarus, Chairman of NBC Sports Groups.

Event Impact

- The 2013 *Winter Wish Gala* raised **\$1.95 million** to help support families and teens struggling with substance abuse issues.
- The funds raised at the *Winter Wish Gala* support a variety of Partnership initiatives such as the *Medicine Abuse Project*, the *Parents Support Network* and the *Helpline* which provides support and guidance to parents across the country.
- The event brought together hundreds of leaders in the world of media, sports, finance and medicine, all of whom came together to support the important work of the Partnership in keeping children safe.

“

The exposure we've received through Clear Channel's assistance has been invaluable and has helped us build upon and expand The Hope Share, The Partnership's virtual story-sharing community for those in recovery and their families. The exposure in Times Square has bolstered our community and encouraged even more participation on the site. With thousands of stories submitted to date, we are building a support network that is helping families every day. We thank Clear Channel for their dedication and support.

”

Denise Young Farrell, Director of Public Affairs

ABOUT THE PARTNERSHIP FOR DRUGFREE.ORG

Ninety percent of addictions start in the teenage years. The Partnership at Drugfree.org is dedicated to solving the problem of teen substance abuse. Together with experts in science, parenting and communications, the nonprofit translates research on teen behavior, addiction and [treatment](#) into useful and effective resources for both individuals and [communities](#). Working toward a vision where all young people will be able to live their lives free of drug and alcohol abuse, The Partnership at Drugfree.org works with parents and other influencers to help them prevent and get help for drug and alcohol abuse by teens and young adults.



Music Development

CLEAR CHANNEL MEDIA AND ENTERTAINMENT

Music is the heart of radio and Clear Channel strives to create new platforms for artists to engage listeners as they discover and uncover new music. Through the company's multiple artist development programs and partnerships like the *Macy's iHeartRadio Rising Star* campaign, Clear Channel is continually increasing audience awareness of new music projects from both established and developing artists.



JT

&
THE
TENNESSEE
KIDS

Artist Integration Program

MUSIC DEVELOPMENT

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, the campaigns provide the opportunity for artists, record labels and the music industry to maximize exposure for new singles and albums - ultimately strengthening artist development and sales.

ARTIST INTEGRATION PROGRAM

In 2013, the Artist Integration Program spotlighted the following musicians:

- Mumford & Sons
- Emeli Sande
- Tim McGraw
- Josh Groban
- Jewel
- Atlas Genius
- Katy Tiz
- Justin Timberlake
- Nikki Williams
- The Band Perry
- Jonas Brothers
- Brad Paisley
- Eagles
- Kenny Chesney
- Lady Antebellum
- Goo Goo Dolls
- J. Cole
- Twenty One Pilots
- Vampire Weekend
- Luke Bryan
- John Mayer
- John Legend
- Drake
- Paul McCartney
- Panic! At the Disco
- Katy Perry
- Lady Gaga
- Kelly Clarkson

“ I am excited to participate in such a creative and cutting edge initiative as Clear Channel’s Artist Integration Program. I strongly believe this program will give some pretty amazing artists the opportunity to expose qualitative music to listeners/fans who crave to connect on a deeper level. I’m glad a medium as large as Clear Channel/iHeartRadio gets what this music thing is all about...actually connecting quality music to the fans that are hungry for it. Blacktree’s artists are excited about the exposure as well as the platform. ”

Ric Atari, Blacktree Music’s CEO



DIGITAL ARTIST INTEGRATION PROGRAM

In 2012, the Artist Integration Program was extended to Clear Channel's digital platforms. Each month, six new tracks per format were featured in new music spots that ran in national inventory across format-appropriate iHeartRadio stations. The songs run in their entirety 3-5 times per day across all format relevant digital streams online, helping to build impressions and artist familiarity. All featured tracks are also included in the "iHeartRadio New Music Channel" on iHeartRadio.com.

In 2013, Clear Channel executed **822 Digital Artist Integration Programs**.



FEATURED ARTIST OF THE MONTH PROGRAM

Over the last several years, Clear Channel has expanded its commitment to promoting local music, adding to existing new music shows and introducing new customized shows featuring local artists. In 2013, Clear Channel launched an all-new program that invites up-and-coming artists to submit their music and video to a dedicated iHeartRadio website entitled “Featured Artist of the Month.” As part of the program, one artist per month is chosen and featured on the homepages of all relevant station websites.

WORLD PREMIERE: Katie Armiger debuted her ‘Safe’ music video on iHeartRadio as part of the “Featured Artist of the Month” Program.





★
MACY'S
iHeart
RADIO
RISING



Macy's iHeartRadio Rising Star

MUSIC DEVELOPMENT

Clear Channel seeks to further its community engagement objectives through campaigns that strengthen our national partnerships while also improving the communities in which we live and work.

Clear Channel and Macy's teamed up for the second consecutive year to give one artist or group a once-in-a-lifetime opportunity to perform at the star-studded iHeartRadio Music Festival concert event in Las Vegas.

MACY'S IHEARTRADIO RISING STAR

The Macy's iHeartRadio Rising Star campaign was a nationwide search for new music in which Clear Channel industry experts joined with Macy's to select 25 emerging artists to present to fans across America. Full artist biographies, music tracks and videos were made available online to help fans choose their favorite artist. This year, over 6 million votes were cast across the country, tripling program participation from the previous year. The campaign also featured five in-store performances by the Top 5 finalists where hundreds of fans flocked to Macy's stores to see the live performances.

In addition to performing alongside major music stars at the iHeartRadio Music Festival, this year's winners, "The Summer Set," were promoted on more than 270 Clear Channel radio stations and websites in more than 140 cities across the country, online at iHeartRadio.com and via Clear Channel's social media sites. The artists were also featured on "Rising Star," a digital iHeartRadio custom station, on in-store TVs in the MStyleLab department at Macy's, on macys.com and via Macy's social media sites.

2011 Macy's iHeartRadio Rising Star winners Megan and Liz have seen a spike in their career since first performing at the iHeartRadio Music Festival. Since their win, Megan & Liz launched their first headlining tour entitled "American Rag On Tour Presents: Megan & Liz." The tour stopped in 26 cities across the USA and Canada. Their debut album, "Look What You Started," is expected to be released in February, 2014.



“ It’s such a surreal dream come true!
Entering this competition was unlike
anything we’ve done in our career and I still
have a hard time believing we won. ”

Brian Dales of The Summer Set.



Local Advisory Boards

CLEAR CHANNEL MEDIA AND 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 monitor 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.**



Estela Ortega

El Centro de la Raza

Executive Director

SEATTLE, WA

LAB member since 2012 (2 years)

“Serving on the Clear Channel LAB has provided El Centro de la Raza and the Latino community we serve in Seattle and King

County an opportunity to share critical issues that affect our community with thousands of listeners. The LAB brings together a diverse group of leaders from various sectors and allows us to support one another and find the best ways to highlight successes and create awareness about pressing issues that affect all of us.”



Karen Volkman

The Ad Council

Midwest Managing Director

CHICAGO, IL

LAB Member since 2006 (8 years)

“Serving on the Clear Channel Media and Entertainment

Chicago Local Advisory Board has afforded me the opportunity

to develop relationships with leaders from government, education, health, business and community organizations. Our members are committed to the vital role of collaborating with Clear Channel Chicago to identify critical social issues, vet partners and dedicate local resources to make a positive impact in Chicago. These public service initiatives reflect the shared values of the Ad Council and Clear Channel Chicago in the areas of health, safety, education and community. I know I contribute to building a better Chicago through my participation in Clear Channel Chicago Communities.”
being informed and willing to participate.”



Mark N. Eagan, CCE*

Albany-Colonie Regional Chamber of Commerce

President and CEO

ALBANY, NEW YORK

LAB member since 2009 (5 years)

“I continue to be impressed with how Clear Channel in the Albany market reaches out to and is supportive of the community and

community organizations in so many ways. Serving on their Community Advisory Board, I’ve seen first-hand how Clear Channel both entertains and informs listeners. They are deeply committed to supporting the economic and social wellness of our community.”



Peggy McCall

The Miracle League of Arkansas
Executive Director

LITTLE ROCK, AR

LAB Member since 2009 (5 years)

“I have been an active member of the Little Rock Local Advisory Board for approximately 5 years and have had the opportunity to work alongside Clear Channel and a diverse group of individuals from both the nonprofit and private sectors to help deliver key messages to local residents. The Advisory Board creates a forum to come together to share our ideas and discuss the major issues of our local community. Additionally, at The Miracle League of Arkansas we rely heavily on the four local Clear Channel stations to bring our services to the families we help.”



Martha Blaine

Community Council of Greater Dallas
Executive Director of Community Council of Greater Dallas

DALLAS, TEXAS

Lab member since 2005 (9 years)

“Residents in the greater Dallas market recognize Clear Channel as a leader, reaching diverse audiences across multiple platforms with programming that includes news, music, talk, sports and other content. Because of its leadership role, it is so vital that Clear Channel continue to be a community partner on issues affecting families, health, education, literacy, the arts, and social impact. It has been a privilege to serve on the Clear Channel Advisory Board and I look forward to an opportunity to continue to interface with Clear Channel executives.”



Steven M. Gutierrez

Holland & Hart LLP
Partner

DENVER, CO

LAB member since 2011 (3 years)

“In 2013, Clear Channel Media & Entertainment has been an avid supporter of education initiatives -- like its work with DonorChoose.org. As a member of the Denver Local Advisory Board, I have seen the direct difference Clear Channel listeners make on the surrounding communities. I’ve been gratified by the community projects we have chosen to support and the direct, positive impact Clear Channel has on our community.”



Station Highlights

CLEAR CHANNEL MEDIA AND 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

News Talk 810, 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* from May 2-3, 2013. This two-day event featured interviews with patients, families and medical staff and raised more than \$626,000 for The Children's Hospital at Albany Medical Center.



99.5 The River

ALBANY, NY

Breast Cancer Awareness Month

During the month of October, 99.5 The River broadcasted live from several local locations with *Pinky*, the radio station's pink automobile, to raise awareness for breast cancer. To culminate *Breast Cancer Awareness Month*, The River hosted a "Smashing Retirement Party," a symbolic event that allowed listeners to smash cancer by using a sledgehammer to take a swing at *Pinky* in exchange for a donation. The event raised more than \$2,500 for the local chapter of the American Cancer Society.



News Talk 810 and 103.1 WGY

ALBANY, NY

WGY Christmas Wish

From November 15 – December 23, 2013, News Talk 810 & 103.1 WGY asked listeners to donate to its 34th annual *WGY Christmas Wish* program, which distributed donations to aid local nonprofit children's organizations. Donations were collected at various sponsor locations, online and during a morning-long radiothon hosted by morning show personalities Chuck and Kelly. As a result, more than 100 organizations received funds to help local children in need. Since 1979 *WGY Christmas Wish* has raised more than \$3.1 million.

PYX 106

ALBANY, NY

Vets Rock

Leading up to Veterans Day, PYX 106 personalities encouraged U.S. veteran listeners to visit PYX106.com for a chance to guest DJ on PYX 106. 10 veterans were chosen and each winner hosted an hour-long broadcast on November 11, 2013. Guest veterans discussed unique topics relevant to listeners in the Albany community in addition to addressing national veteran issues, including veteran unemployment and access to veteran benefits.

100.3 The Peak

ALBUQUERQUE, NM

New Mexico Children's Hospital Radiothon

KPEK held its 9th annual radiothon to benefit the University of New Mexico Children's Hospital from February 23-25, 2013. The three-day long broadcast provided listeners with an inside look at the hospital and an opportunity to donate to the organization. In 2013, more than \$217,000 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. From November 22 - 27, 2013, KZRR personalities encouraged listeners to donate; the station collected 16,500 pounds of food, 2,000 pounds of clothes and \$24,000.

B104

ALLENTOWN, PA

WALK NOW for Autism Speaks

B104 teamed up with *WALK NOW for Autism Speaks*, an autism awareness event held in the Lehigh Valley on April 20, 2013. To show its support, the station lit its studio with blue lights to promote Autism Awareness, promoted the walk on-air and online, and B104 morning personalities Mike and Steph hosted the annual walk event. More than 400 walk teams helped raise over \$375,000 for Autism Speaks of the Lehigh Valley.

Newsradio 790 WAEB

ALLENTOWN, PA

Animals in Distress Radiothon

WAEB held its *Animals in Distress* radiothon from July 8 - 14, 2013 to benefit the Animals in Distress Shelter, a nonprofit, no-kill animal sanctuary. Morning show host Gunther invited the shelter's pets and caretakers to the studio to share their stories of survival with local listeners throughout the week-long program. In 2013, WAEB raised more than \$129,000 for the Animals in Distress Shelter..

95.1 ZZO

ALLENTOWN, PA

Save Second Base Pub Crawl

WZZO organized its first annual *Save Second Base Pub Crawl* on October 19, 2013 to benefit the American Cancer Society of Lehigh Valley. 95.1 ZZO personalities promoted the pub-crawl on-air and online, radio station staff bartended the event and WZZO personalities broadcasted live from each bar. *Save Second Base Pub Crawl* raised more than \$3,000 in its first year for the American Cancer Society.

99.9 Kiss Country

ASHEVILLE, NC

Kiss Country Cares for Kids

99.9 Kiss Country hosted its fifth annual *Kiss Country Cares for Kids* radiothon on February 22-23, 2013, which benefited the local Mission Children's Hospital. Morning show host Eddie Foxx and Sharon Green of The Eddie Foxx Show broadcasted live and shared stories of the hospital's lifesaving pediatric care. In 2013, Kiss Country raised \$206,000 for Mission Children's Hospital, bringing its five-year total to \$650,000.



WKSP 96.3 Kiss FM & Power 107

AUGUSTA, GA

Community-Wide PTA and Back to School Festival

96.3 Kiss-FM and Power 107 teamed up with the Richmond County Sheriff's Office, the Richmond Columbia Council of PTA's and CBS News 12 to host the *Community-Wide PTA and Back to School Festival* on August 7, at an Augusta, GA middle school. The day-long event provided parents with resources addressing issues like child safety, student achievement, PTA efforts and health and wellness. More than 6,000 kids received free backpacks and school supplies, and over 1,300 parents joined the local PTA as a result of the event.

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 \$108,000 in donations.

101.5 WYNK

BATON ROUGE, LA

St. Jude Children's Research Hospital Radiothon

In 2013, WYNK joined St. Jude Children's Research Hospital to host its annual radiothon. The 26-hour event featured on-air interviews with young St. Jude patients. The radio event generated over \$104,000 in donations.

K99 Country

BILOXI, MS

Songwriters for St. Jude

In October 2013, K99 Country held *Songwriters for St. Jude*, a series of special events to raise money for St. Jude Children's Research Hospital. Efforts included a fundraising concert that featured live performances by Country songwriters, a golf tournament and a two-day long radiothon on K99 Country and News Radio 104.9. The station's fundraising events resulted in \$45,000 for St. Jude Children's Research Hospital.

Star 105.7 & Mix 103.3

BINGHAMTON, NY

Thanks-4-Giving

Star 105.7 and Mix 103.3 joined Catholic Charities, which serves over 60,000 Broome County community members through hunger programs, counseling and more, for the 10th annual *Thanks-4-Giving* food drive. The stations promoted the food drive on-air with prize giveaways and special guests, and encouraged listeners to donate turkeys to help feed Binghamton's less fortunate. *Thanks-4-Giving* collected more than 4,500 turkeys, exceeding its goal by over 1,000.

600 WMT

CEDAR RAPIDS / IOWA CITY, IA

Call for Kids With Cancer

From January 31 – February 2, 2013, 600 WMT held the *Call for Kids With Cancer* radiothon, benefiting Iowa Children's Hospital's cancer treatment programs. The radiothon, which featured interviews with physicians, patients and their families, also promoted *Dance Marathon*, a dance event hosted by the University of Iowa. The radiothon raised more than \$57,000, bringing the *Call for Kids With Cancer's* eight-year total to \$346,000.

KKSY

CEDAR RAPIDS / IOWA CITY, IA

Country Cares for St. Jude Kids Radiothon

On February 22 – 23, 2013, KKSY held its first annual *Country Cares for St. Jude Kids* radiothon, a live broadcast that generated more than \$12,500 for St. Jude Children's Research Hospital. Over the two-day event, all on-air personalities shared stories of St. Jude Children's Research Hospital and its lifesaving work, and encouraged listeners to donate.

WEZL and Y-102.5

CHARLESTON, SC

MUSC Children's Hospital

For the fifth year, WEZL and Y-102.5 held its annual radiothon and benefit concert, *Evening With the Stars*, to raise money for the MUSC Children's Hospital in South Carolina. On February 21 and 22, 2013, personalities from WEZL and Y-102.5 collected \$270,000 through sharing MUSC Children's Hospital's mission on-air and encouraging donations. The *Evening With the Stars* concert was hosted by Country artist Craig Morgan and featured special guests Thompson Square, Brett Eldridge and Ronnie Dunn. The event raised \$120,000 for MUSC Children's Hospital.

WRFQ

CHARLESTON, SC

U.S. Marine Corps Reserve Toys For Tots

On November 24, 2013, Charleston's Classic Rock, Q-104.5 led the area's annual *Motorcycle Ride* in support of U.S. Marine Corps Reserve *Toys For Tots*. Additionally, the station teamed up with a local NBC affiliate throughout November and December to help collect toys for the organization. Nearly 500 motorcyclists participated in the event. The radio station raised more than \$4,000 and collected 700 new toys for children in Charleston.

WKKT 96.9 The Kat

CHARLOTTE, NC

Kat Jam

96.9 The Kat held its fifth and sixth *Kat Jam* concerts, a spring and fall concert series benefitting St. Jude Children's Research Hospital. The concerts featured live performances by Randy Houser, Phil Vassar, Uncle Kracker, Joe Nichols, Easton Corbin, Jerrod Niemann, Parmalee, Craig Campbell, Frankie Ballard and Scotty McCreery. The events raised more than \$46,000 in 2013, bringing the six-year total to \$126,000.



WRFX 99.7 The Fox

CHARLOTTE, NC

Harvest Feast

99.7 The Fox teamed up with Second Harvest Food Bank of Metrolina, an organization that strives to eliminate hunger through education and advocacy, to promote the 2013 *Harvest Feast* food drive. The station launched an integrated on-air, online and on-site campaign that resulted in enough nonperishable food items to fill two tractor-trailers and raised more than \$11,000.

WHQC - Channel 96.1

CHARLOTTE, NC

Jersey Mike's Month of Giving

Channel 96.1 teamed up with a popular Charlotte restaurant to help raise funds and awareness for Ace & TJ's Grin Kids, a nonprofit created by WHQC morning show personalities Ace & TJ that provides trips to Disney World for families of terminally ill children. During March, Jersey Mike's Sub Shop donated a portion of its sales to the organization. The station helped raise nearly \$85,000 by promoting *Jersey Mike's Month of Giving* on-air and online, and the Ace & TJ show broadcasted live from Jersey Mike's to culminate the event.

96.1 The Beat

CHATTANOOGA, TN

Share Your Christmas

96.1 The Beat joined news partner WRCB-TV to support the 29th annual *Share Your Christmas* campaign, a food drive benefitting the Chattanooga Food Bank. During the week leading up to the food drive, listeners were encouraged to donate food items to several food collection centers on December 6, 2013. *Share Your Christmas* helped to collect 1,664 pounds of turkey for the Chattanooga Food Bank.

US101

CHATTANOOGA, TN

Steps2Hope

During July 2013, US101 supported Steps2Hope, a Chattanooga charity that assists young adults who are faced with life changing loss of mobility from traumatic events. The station joined with Steps2Hope to build a wheelchair accessible home for a local U.S. Army veteran who lost both legs in Afghanistan. US101 also hosted a fundraising show with Luke Bryan to raise money. The month-long campaign helped to raise more than \$200,000 for construction materials, and attracted 1,000 local volunteers to help build the home.

103.7 KISS-FM

CHATTANOOGA, TN

Susan G. Komen Race For The Cure

103.7 KISS-FM supported the local *Susan G. Komen Race For The Cure* on September 29, 2013, helping to raise nearly \$550,000 and attracting more than 6,000 supporters from the surrounding community. Additionally, the station donated over \$57,000 in PSA airtime leading up to the walk.

Rock 105

CHATTANOOGA, TN

Champions For Charity Golf Tournament

On November 5, 2013, Rock 105 was the presenting media sponsor for the fifth annual *Champions For Charity Golf Tournament*, a charity fundraiser that benefitted the McKamey Animal Center, a local animal shelter that focuses on animal advocacy, education and health. Leading up to the event, Rock 105 promoted the golf tournament on-air and encouraged listeners to participate. The event helped to raise more than \$30,000 for McKamey Animal Center.



98.1 The Lake CHATTANOOGA, TN

Siskin Star Night with Wilson Phillips

In 2013, 98.1 The Lake was a key supporter of *Siskin Star Night with Wilson Phillips*, a fundraising event for the Siskin Children's Institute, a Chattanooga nonprofit that serves special needs children and their families. In addition to sponsoring the event, 98.1 The Lake promoted the event on-air, online and via social media to encourage listeners to participate or donate online. The event raised nearly \$400,000.

V103, 107.5 WGCI, Inspiration 1390, El Patron 95.5 and 97.5 ESPN Deportes CHICAGO, IL

Health and Wellness Fair

On December 14, 2013, Clear Channel Chicago hosted its ninth annual *Health and Wellness Fair* at the Ford City Mall in Chicago, IL. The five Clear Channel stations partnered with a variety of local sponsors including the Chicago Department of Public Health to offer free health screenings to over 1,000 local listeners. The all-day event included prize giveaways, live entertainment and appearances by on-air personalities.

WEBN CINCINNATI, OH

Rubber Duck Regatta

For the 19th year, WEBN partnered with Freestore Foodbank of Greater Cincinnati for the *Rubber Duck Regatta*. To support the annual event, WEBN launched a three-month promotional campaign that included a 24-hour live broadcast to encourage listeners to donate to the Freestore Foodbank. More than 250,000 people attended the *Rubber Duck Regatta*, which raised nearly \$875,000 for Freestore Foodbank. Over the last 19 years the event has raised more than \$7.7 million.

99.5 WGAR CLEVELAND, OH

St. Jude Children's Research Hospital Radiothon

On December 5 and 6, 2013, WGAR held its 12th annual two-day radiothon to support St. Jude Children's Research Hospital. Additionally, the station hosted a pop-up autograph store at Great Northern Mall, featuring merchandise signed by country music artists Brad Paisley, Joe Nichols, Josh Turner and Justin Moore. Both events helped to raise more than \$140,000 for St. Jude Children's Research Hospital in 2013.





WVOC-FM, WNOK-FM & WCOS-FM

COLUMBIA, SC

WGY Christmas Wish

New Year's Blood Drive & Fall Into Giving Blood Drive. In 2013, WVOC-FM, WNOK-FM and WCOS-FM teamed up with the American Red Cross for its *New Year's Blood Drive* and the *Fall Into Giving Blood Drive*. The three Clear Channel stations provided on-air and digital promotion for the events. Both drives collected a total of 257 pints of blood – breaking a new donation record.

Majic 105.7

CLEVELAND, OH

Jimmy Malone Scholarship Golf Classic

Majic 105.7 and the Malone Scholarship Fund, which was created by Majic 105.7's Lanigan & Malone Show's co-host Jimmy Malone, held and promoted the 17th annual *Jimmy Malone Scholarship Golf Classic* on July 15, 2013. The event raised more than \$140,000 to help provide college scholarships for Northeast Ohio students.

WTAM 1100

CLEVELAND, OH

Coats For Kids

Coats for Kids is an organization dedicated to providing local children with warm winter coats. WTAM partnered with a local car dealer to raffle off a new car in support of *Coats For Kids*. WTAM's afternoon on-air personality Mike Trivisonno led the station in its promotion of the *Coats For Kids* raffle, which raised over \$80,000, bringing *Coats For Kids'* 32-year total to more than \$3.25 million.

92.3 WCOL

COLUMBUS, OH

Blood Drive For Chickens

WCOL teamed up with the American Red Cross of Greater Columbus to host *Blood Drive for Chickens*, an event designed to attract first-time blood donors. The station provided on-air and online promotion for the blood drive, which served donors with free chicken entrees from a local Raising Cane's restaurant. *Blood Drive for Chickens* helped to collect nearly 270 pints of blood for the American Red Cross of Greater Columbus.



C101

CORPUS CHRISTI, TX

Zombie Week

From October 14 - 20, 2013, C101 hosted *Zombie Week* on-air and online to support Court Appointed Special Advocates (CASA) of the Coastal Bend, an organization that serves local foster children in crisis. During *Zombie Week* the station promoted the second annual Corpus Christi *Zombie Walk*, a charity event that attracted more than 3,000 walkers and raised more than \$50,000 for CASA.

Mix 98.1 WDFM

DEFIANCE, OH

Christmas for Kids

From November 1 - December 13, 2013, 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 more than \$241,000 and collected approximately 125,000 new toys for underprivileged children in Ohio.

WZOM 105.7 The Bull

DEFIANCE, OH

Neighbors in Need

Each fall, 105.7 The Bull collects donations to help fill 23 local food pantries in Northwest Ohio. In 2013, the *Neighbors in Need* campaign set a new record and collected approximately 24,000 items of food and more than \$40,000 to combat hunger in the community.

WNDH 103.1 FM

DEFIANCE, OH

Henry County Christmas Cheer

In December 2013, 103.1 FM raffled authentic football helmets from Ohio State and Michigan University and auctioned tickets to Ohio State football games to support *Henry County Christmas Cheer*. 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 570 local families in need.

97.3 KBCO

DENVER, CO

Colorado Rising

In response to a series of natural floods, 97.3 KBCO partnered with The United Way of Colorado, AEG and Live Nation for *Colorado Rising*, a benefit concert on October 27, 2013 featuring Colorado native musicians Dave Matthews, The Fray, The Lumineers and others. *Colorado Rising* raised more than \$650,000, for The United Way of Colorado's disaster relief efforts.

106.7 KBPI

DENVER, CO

Hand That Feeds

In 2013, 106.7 KBPI hosted the ninth annual *Hand That Feeds*, a three-day long food drive that benefited the Denver Rescue Mission. As part of the effort, the station broadcasted live from several locations and encouraged listeners to donate non-perishable food items. The campaign collected more than 15 tons of food to help feed Colorado's homeless community.

Channel 955

DETROIT, MI

Breaking & Entering Christmas

Channel 955's 12th annual *Breaking & Entering Christmas* asked local listeners to write letters to the station about friends or family members in need during the Christmas season. The station purchased more than \$50,000 in gifts to fulfill holiday wishes from each letter, and surprised 16 Detroit families.

100.3 WNIC

DETROIT, MI

Jay Towers Cereal Drive

On June 5 and 6, 2013, 100.3 WNIC encouraged listeners to donate to the *Jay Towers Cereal Drive*, a Gleaners Food Bank program that helps feed children that do not have access to a healthy breakfast during the summer. The drive collected enough food for nearly 680,000 servings of breakfast.

FM 98 WJLB

DETROIT, MI

Coats for Kids Radiothon

FM98 WJLB teamed up with the Salvation Army to launch the 31st annual *Coats For Kids Radiothon* on November 2, 2013. The daylong live broadcast featured Grammy Award-winning singer Ciara and WJLB on-air personalities Cheron, Bushman and DJ Blast. The *Coats For Kids Radiothon* collected more than 1,000 coats and raised \$80,000 to purchase new coats for Michigan children in need.

WMXD Mix 92.3

DETROIT, MI

Sista Strut 2013

On October 5, 2013, Mix 92.3's 17th annual *Sista Strut* charity walk was held at Detroit's Riverfront-Rivard Plaza to benefit the Kamanos Cancer Institute, a leading cancer treatment and research facility. The station promoted the event on-air and encouraged listeners to participate in the walk, an effort that attracted more than 1,000 registrants and raised nearly \$8,000 for the Kamanos Cancer Institute.

KIX 104

FAYETTEVILLE, AR

Give Thanks. Walk.

KIX 104 joined St. Jude Children's Research Hospital for the second annual *Give Thanks. Walk* event on November 23, 2013. The station provided significant on-air and online promotion leading up to the walk, which helped grow event attendance to more than 600 walkers and raised over \$100,000 for St. Jude Children's Research Hospital.





MAGIC 107.9, KIX 104, HOT MIX 101.9 & 93.3 THE EAGLE

FAYETTEVILLE, AR

Susan G. Komen Race For The Cure

For the fifth consecutive year, Clear Channel Fayetteville partnered with *Susan G. Komen Race For The Cure* to promote the Ozark, AR charity walk. The four radio stations raised awareness of breast cancer while encouraging listeners to donate to the cause and participate in the walk on April 23, 2013. Clear Channel Fayetteville helped *Susan G. Komen Race For The Cure* raise over \$770,000 in 2013, and more than 10,000 local listeners participated in the event.

MAGIC 107.9 AND KIX 104

FAYETTEVILLE, AR

O Night Divine Mercy Charity Ball

Since 2006, Magic 107.9 and KIX 104 have actively supported Mercy Health Foundation's Sister to Sister Fund, a foundation that provides financial aid to Northwest Arkansas women diagnosed with breast cancer. In 2013, the stations helped promote the organization's *O Night Divine Mercy Charity Ball* both on-air and online and raised more than \$910,000 to help women who struggle financially in their battle against breast cancer.

Big Dog 95.9

FORT SMITH, AR

Hometown Holiday Food Drive

Big Dog 95.9 held its third annual *Hometown Holiday Food Drive* to benefit the River Valley Regional Food Bank from November 21 - 23, 2013. To promote the three-day drive, the station broadcasted live from the collection location and rewarded listeners who donated at least \$12.50 -- enough for the food bank to feed a family of four -- with movie passes to attend the Hunger Games: Catching Fire opening. *The Hometown Holiday Food Drive* raised more than \$19,000 to help feed over 6,000 families in the River Valley region.

KMAG 99.1

FORT SMITH, AR

Relay For Life

KMAG helped to raise funds and awareness for the American Cancer Society through a month-long on-air campaign that encouraged listeners to participate in the organization's signature *Relay For Life* walk event or to donate to the cause. The Sebastian-Fort Smith *Relay For Life* event raised more than \$82,000 and drew more than 100 teams.

News Talk 1320 KWHN

FORT SMITH, AR

Mash Bash

In May 2013, KWHN-AM joined forces with a local restaurant to promote the 30th annual *Mash Bash*, a blood drive that benefited the American Blood Institute. The campaign featured on-air and online promotion including live interviews that discussed the lifesaving help that blood donations provide. KWHN-AM's *Mash Bash* collected nearly 200 pints of blood for the American Blood Institute.

B98

FORT SMITH, AR

Paint the Park Pink

In 2013, B98 sponsored the seventh annual *Paint the Park Pink*, a charity walk held at the University of Arkansas to support the Susan G. Komen Foundation. Listeners were encouraged to create teams to participate in the *Paint the Park Pink* event, which raised more than \$90,000 for breast cancer research and treatment.

KALZ-FM/AM, KSOF-FM & KFSO-FM

FRESNO, CA

Walk to End Alzheimer's

The Alzheimer's Association is a nonprofit that provides Alzheimer's care, support and research for local Fresno residents. For its third consecutive year, Clear Channel Fresno helped raise Alzheimer's awareness through on-air and digital support. Dave Thomson and Teri Ann Schlessler from the KSOF Morning Show hosted *Walk to End Alzheimer's*, and together with the Fresno community raised over \$103,000, bringing the three-year total to \$254,000.

1045SNX

GRAND RAPIDS, MI

The Social Charity Club of Grand Rapids

1045SNX partnered with *The Social Charity Club of Grand Rapids*, an organization that raises funds for local charities through local programs and events. For the second consecutive year the station attended and promoted the organization's biggest fundraiser, Helen DeVos Children's Hospital Benefit, and helped to raise more than \$4,000 from nearly 400 attendees.

Star 105.7

GRAND RAPIDS, MI

Think Outside Yourself Radiothon

Star 105.7's 14th annual *Think Outside Yourself Radiothon* took place on December 12 and 13, 2013 and benefited Helen DeVos Children's Hospital, a local pediatric medical and surgical center for children. Star 105.7 broadcasted live from the hospital and aired interviews with local patients and their families. *Think Outside Yourself Radiothon* raised more than \$176,000, bringing the 14-year total to over \$2.6 million.

105-7 Now

GREENSBORO, NC

Pink Party

105-7 Now hosted its first annual *Pink Party*, the station's newest effort to fight breast cancer and support the Northwest NC affiliate of Susan G. Komen. The *Pink Party* featured a fashion show and performances from local bands.

The New Q 104.1

GREENSBORO, NC

Give Cancer the Boot

The New Q 104.1 is a longtime supporter of St. Jude Children's Research Hospital. In 2013, in addition to hosting the annual *Country Cares for St. Jude Kids* radiothon, the station teamed up with a local restaurant chain to collect donations in-store. *Give Cancer the Boot* raised nearly \$70,000, helping to bring the Greensboro, NC *Country Cares for St. Jude Kids* fundraising total to \$200,000 in 2013.



99.3 KISS FM

HARRISBURG, PA

Stuff-a-Bus

From November 11-15, 2013, WHKF held its 11th annual *Stuff-a-Bus* food drive to stock the shelves of Central PA Food Bank. During the five-day long drive, 99.3 KISS-FM afternoon host Miller lived in a bus stationed at a local grocery store to broadcast remotely and encouraged listeners to donate non-perishable food items. The 2013 *Stuff-a-Bus* campaign collected nearly 2,800 pounds of food for Central PA Food Bank.

The River 97.3

HARRISBURG, PA

Toys for Tots Concert

The River 97.3 held its fifth annual *Toys for Tots Concert* to support the U.S. Marine Corps Reserve. The concert featured live performances from four local bands and appearances by the U.S. Marine Corps Reserve and Santa Claus. In addition, WRVW-FM partnered with a local brewery to create ale unique to the event, and the brewery donated \$1 of every pint sold to Toys for Tots. Admission into the *Toys for Tots Concert* was a donation of a new toy or \$10, which helped the station collect over 800 toys and \$2,000.

104.3 KCY COUNTRY

HARRISONBURG / STAUNTON, VA

Country Cares for St. Jude Kids Radiothon

From February 28 - March 1, 2013, KCY Country 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. In 2013, the station raised more than \$54,000 for the charity, and over \$550,000 in the last decade.

98 ROCK

HARRISONBURG / STAUNTON, VA

Holiday Food Drive

98 Rock collected food donations at various local grocery stores on September 13, 2013, which was donated to a local food bank during the holiday season. The station's efforts resulted in more than 30,000 pounds of food for local residents.

Mix 93-1

HARRISONBURG / STAUNTON, VA

Relay For Life

Mix 93-1 supported the American Cancer Society's local *Relay For Life*. As part of the two-month on-air campaign, the station promoted the event and asked listeners to participate in the walk. Mix 93-1 also hosted a *Relay For Life* booth and broadcasted live from the event to encourage donations. Harrisonburg/Staunton's *Relay For Life* raised nearly \$443,000, exceeding the walk's goal by \$20,000.







900 WKDW

HARRISONBURG / STAUNTON, VA

Habitat for Humanity Radiothon

From March 18 - 20, 2013, WKDW aired its annual *Habitat for Humanity Radiothon* benefitting the local chapter of Habitat for Humanity. The three-day radiothon discussed Habitat for Humanity's work and volunteer opportunities, and raised over \$15,000 to address poverty housing in the community.

The River 105.9, Country 92.5, Kiss 95.7, 97-9 ESPN Radio, Fox Sports Radio 1410, KC101, 960 WELI & ESPN Radio 1300

HARTFORD AND NEW HAVEN, CT

End Hunger CT!

From April - August, 2013, Clear Channel Hartford and New Haven supported *End Hunger CT!*, a statewide anti-hunger and food security organization that provides healthy breakfast and lunch for Connecticut children. The eight stations used on-air and online promotions to increase awareness of *End Hunger CT!* programs, and as a result of the campaign helped to feed nearly 165,000 children.

KSSK Radio & Island 98-5

HONOLULU, HI

Kokua for the Philippines

On December 15, 2013, KSSK and Island 98-5 teamed up to support *Kokua for the Philippines*, a charity concert that raised funds for the victims of Typhoon Haiyan in the Philippines. The two stations joined Oceanic Time Warner Cable to promote the five-hour event featuring performances by Jimmy Buffett and Mick Fleetwood of Fleetwood Mac, plus appearances by the cast of the "Hawaii Five O" television show. *Kokua for the Philippines* raised more than \$1.75 million for the American Red Cross' disaster relief efforts.

94.5 The Buzz

HOUSTON, TX

Boobs Rock

During September and October 2013, The Rod Ryan Show hosted *Boobs Rock*, a series of charity events created to support prostate and breast cancer research at the University of Texas M.D. Anderson Cancer Center. The morning show's main fundraiser was a charity motorcycle ride called the *Boobs Rock Bike Ride*. The two-month effort raised nearly \$63,000 for the M.D. Anderson Cancer Center.

KEE 100

HUNTINGTON, WV

Peanut Butter Drive

During the month of November, KEE 100 held a *Peanut Butter Drive* to benefit the Huntington Area Food Bank. The campaign enticed local high schools to participate and competed for a free school dance hosted by KEE 100's morning show hosts Dave & Jenn. The *Peanut Butter Drive* collected over 5,500 jars of peanut butter for the Huntington Area Food Bank.

106.3 The Brew

HUNTINGTON, WV

Harley's Heros

As part of 106.3 The Brew's *iHeartRadio Show Your Stripes* campaign the station teamed up with a local Harley-Davidson dealership and Disabled American Veterans, a government organization that serves disabled military veterans, to host a local job counseling fair called *Harley's Heros*. Dozens of veterans and current service members attended *Harley's Heros*, which featured free one-on-one job counseling, financial assistance information and more.

103.3 TCR Country

HUNTINGTON, WV

PATH to the Cure

WTCR supported *PATH to the Cure*, a charity 5K that benefited St. Mary's Pink Ribbon Fund, which provides free mammograms for women in the region. The station promoted the walk on-air and online, and invited all participants to attend a live performance by country artist Kellie Pickler following the race. With over 3,000 participants, *PATH to the Cure* set a record as the largest 5K in West Virginia.

Oldies 97.1

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 \$142,000 has been raised for the children's hospital. In 2013, Oldies 97.1 helped attract nearly 5,000 local residents to the festival and raised \$12,000.

WDRM-FM

HUNTSVILLE, AL

Angel Tree

The Salvation Army's *Angel Tree* program provides new clothing or toys for children of needy families through the support of donors. In 2013, WDRM promoted the *Angel Tree* campaign through prerecorded PSAs, live on-air interviews and a free concert for all local donors. The station's efforts helped to bring joy to more than 3,000 underprivileged children and elderly community members and increased the Salvation Army's local volunteer base.

WTAK-FM

HUNTSVILLE, AL

Wounded Warriors Farewell

For six years, WTAK has partnered with the Wounded Warrior Project, a nonprofit that provides support programs for wounded veterans and their families. On Veterans Day, November 11, 2013, WTAK joined Rocket Harley Davidson to host *Wounded Warriors Farewell*, a celebration that featured activities designed specifically for local wounded warriors, a catered dinner and live music. The event touched the lives of 30 wounded veterans and their families.



WQRV-FM HUNTSVILLE, AL

Be A Santa To A Senior

100.3 The River partnered with Home Instead Senior Care of Huntsville for their *Be A Santa To A Senior* holiday campaign. The two-week program was supported with PSAs and special features on the Rick and Bubba Morning Show that asked local listeners to donate Christmas gifts and necessities to nearly 1,200 seniors at Home Instead Senior Care of Huntsville.

Miss 103, Z 106.7, Oldies 105.1, 95.5 Hallelujah FM JACKSON, MS

Bras for Breast Cancer

Throughout October, Clear Channel Jackson held its sixth annual *Bras for Breast Cancer*, an on-air campaign that benefitted the American Cancer Society. The stations collected old bras from its listeners, and program partner Riverwalk Casino and Hotel donated \$1 per bra to breast cancer research. *Bras for Breast Cancer* collected 16,000 bras, which were hung across the Mississippi River Bridge, and raised \$16,000 for breast cancer research.

107.3 JACK FM JACKSONVILLE, FL

U.S. Marine Corps Reserve Toys For Tots

In December 2013, 107.3 JACK-FM supported 19th Street Charities efforts to collect toys for U.S. Marine Corps Reserve's *Toys For Tots* program. The station encouraged listeners to donate new toys to 19th Street Charities' drop off locations. The station collected 120 children's bicycles, \$11,000 and hundreds of toys for children in the community.

99.1 WQIK JACKSONVILLE, FL

99 Days of Summer

99.1 WQIK held *99 Days of Summer*, a charity concert that benefitted the Second Harvest North Florida food bank and featured Country artist Kip Moore. The station promoted the concert on-air with PSAs voiced by Kip and invited listeners to attend the benefit in exchange for a non-perishable food item donation. *99 Days of Summer* collected nearly 3,000 food items to help combat hunger in Jacksonville during the summer.

97.9 KISS FM JACKSONVILLE, FL

26.2 With DONNA

For six consecutive years 97.9 KISS-FM has promoted *26.2 With DONNA*, a charity marathon that benefits Mayo Clinic's breast cancer research. KISS-FM promoted the marathon on-air to raise event awareness and to collect funds from local listeners. In 2013 KISS-FM helped attract nearly 10,000 registered participants for the organization, which has contributed \$3.5 million to its beneficiaries since 2008.

V101.5 JACKSONVILLE, FL

December to Remember

V101.5 joined local businesses, sororities and fraternities to host its 18th annual *December to Remember* party on December 14, 2013. Five local families were surprised with an all-star holiday experience, including gifts and \$500 in cash.



SL100

LAUREL/HATTIESBURG, MS

Stuff-a-Bus

SL100 held its 10th annual *Stuff-a-Bus* toy drive to benefit Petal Children's Task Force, Laurel's Shop with a Cop and Hattiesburg's Department of Human Services from December 9 - 15, 2013. During the seven-day drive, SL100 broadcasted remotely from local locations to encourage listeners to donate new toys to needy children in the community. The *Stuff-a-Bus* effort resulted in the collection of over 500 gifts.

100.3 THE EDGE

LITTLE ROCK, AR

Guns & Hoses Chili Cook-Off

100.3 The Edge hosted *Guns & Hoses Chili Cook-Off*, a cooking competition that is part of a series of charity events that raise money for the station's scholarship program, *The September Fund*. The eighth annual event drew dozens of teams that competed for the honor of having the best tasting chili recipe. The September Fund awarded \$18,000 in scholarships in 2013 and more than \$100,000 since 2003.

94.9 TOM-FM

LITTLE ROCK, AR

Stuff the Bus

TOM-FM's hosted its annual *Stuff the Bus* campaign from August 2 - 3, 2013 to collect school supplies for underprivileged children in Little Rock. For 10 days, the station encouraged listeners to donate school essentials at nearby Walmart stores. Local residents helped to fill two buses with supplies that were distributed to 450 local students in need.

KSSN 96 & 105.1 The Wolf

LITTLE ROCK, AR

Toy Hill Weekend

KSSN and 105.1 The Wolf teamed up to support the U.S. Marine Corps Reserve *Toys for Tots* program at the annual Toy Hill Weekend. The station was on location at War Memorial Park from December 13-15, 2013 and encouraged listeners to purchase gifts for local children in need. This year's effort collected enough toys to fill nearly five 18-wheeler trucks.

News Radio 84 WHAS

LOUISVILLE, KY

Crusade for Children

News Radio 84 has supported *Crusade for Children* for nearly 68 years, and continues to help the organization raise money for agencies, schools and hospitals to better the lives of children with special needs. On June 1 – 2, 2013, WHAS broadcasted a commercial-free radiothon in conjunction with television partner's WHAS telethon. More than \$6 million was raised in 2013, bringing the 60-year total to \$154 million.

97.5 WAMZ

LOUISVILLE, KY

Country Cares for St. Jude Kids

On February 21–22, 2013, 97.5 WAMZ hosted its 25th 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 more than \$108,000 in two days, contributing nearly \$5 million to St. Jude Children's Research Hospital since 1989.

98.9 Radio Now and 100.5 Gen-X

LOUISVILLE, KY

Bras Across the Bluegrass

98.9 Radio now and 100.5 Gen-X teamed up for its second annual *Bras Across the Bluegrass*, an event that collected bras and raised money to benefit women in the community. For each bra collected, \$1 was donated to the National Breast Cancer Foundation. The stations raised \$7,269 and collected 5,300 bras that were donated to the local Goodwill for the Center for Women and Families.



KISS 95.1

MELBOURNE, FL

Operation Shoebox

In 2013, WFKS teamed up with nonprofit organization, Operation Shoebox, to send 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 250 care packages overseas.

WHRK, WDIA, KJMS & WHAL

MEMPHIS, TN

Gas for Guns 2013

On September 21, 2013, Clear Channel Memphis joined the Memphis Police Department to host *Gas for Guns*, a program designed to decrease gun violations in the community and to recycle firearm metal. The event collected nearly 600 guns, which residents exchanged for gift cards to a local gas station or tickets to a Memphis Grizzlies game.

93.9 MIA

MIAMI / FT LAUDERDALE, FL

Light the Night

93.9 MIA supported 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 million in 2013 and approximately 10,000 local residents attended each walk.

WISN-AM

MILWAUKEE, WI

Family to Family Thanksgiving

During November 2013, News-Talk 1130 WISN joined forces with Aurora Health Foundation for the *Family to Family Thanksgiving* drive to provide full Thanksgiving meals to local families in need. During the event, WISN broadcasted live and aired pre-recorded PSAs that encouraged listeners to support the fundraiser. The *Family to Family Thanksgiving* drive raised more than \$100,000 in donations and collected over 3,100 meals for local residents in need.

Oldies 95.7

MILWAUKEE, WI

Make-A-Wish Radiothon

Oldies 95.7 hosted a two-day radiothon to benefit Make-A-Wish of Wisconsin on November 25 – 26, 2013. Morning show hosts Murphy & Meg conducted on-air interviews with Make-A-Wish children and families that were the recipient of a “wish” experience. The event raised more than \$182,000 to help grant wishes to local children facing life-threatening medical conditions.

95 KSJ

MOBILE / PENSACOLA, FL

Give Thanks. Walk.

95 KSJ promoted the fourth annual *Give Thanks. Walk*, a charity walk that benefited St. Jude Children’s Research Hospital. The station was a local event sponsor and provided on-air and online promotion leading up to the walk on November 23, 2013. The station helped *Give Thanks. Walk* reach a new attendance record of nearly 700 participants and assisted in raising over \$60,000 for St. Jude Children’s Research Hospital.

Voodoo 104.1 KVDU

NEW ORLEANS, LA

Making Strides

For the entire month of October, Voodoo 104 participated in a multi-platform media campaign that included on-air, online and on-site fundraising to benefit the local chapter of the American Cancer Society. The promotion culminated with the *Making Strides* breast cancer walk, which helped to raise more than \$140,000 for breast cancer research and education programs.





101 WNOE

NEW ORLEANS, LA

Stars & Guitars

As a long-time supporter of St. Jude Children's Research Hospital, 101.1 WNOE has held a St. Jude radiothon for nearly 20 years, plus has been the media sponsor of the St. Jude *Dream Home* for nine years. In 2013, the station's efforts included the inaugural *Stars & Guitars* benefit show, which featured country artists Justin Moore, Randy Houser, Jerrod Niemann, Brett Eldredge and Cassadee Pope. *Stars & Guitars* raised \$30,000 in one night, and over the last four years WNOE has raised over \$4 million to support St. Jude Children's Research Hospital.

KTU 103.5

NEW YORK CITY, NY

Pride Week

In June 2013, KTU teamed up with NYC Heritage of Pride, a nonprofit LGBT organization that celebrates gay pride annually, to support a series of community events that took place during *Pride Week*. KTU promoted *Pride Week* with on-air and online ticket giveaways to various events. In addition, KTU's promo vehicle participated in the *NYC Pride Parade* and the station hosted a giveaway tent at *Pridefest*.

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 each month. In 2013 more than 350 local listeners participated in the group's service projects, which benefited organizations such as Feed the Children, Habitat for Humanity and The Regional Food Bank.

Kat 103.7

OMAHA, NE

Backpack Program

Since 2009 Kat 103.7 has worked closely the Food Bank of the Heartland's *Backpack Program*, an initiative that donated backpacks full of food to local children in need. Kat 103.7 aired program PSAs in an effort to encourage donations from listeners. In 2013, the station raised nearly \$801,000 in support of the *Backpack Program*, which has grown from feeding 700 children in 2009 to 8,000 children in 2013.

KXKT-Kat 103.7

OMAHA, NE

Canfest: A Concert for Hunger

In November 2013, Kat 103.7 teamed up with Food Bank for the Heartland for a local benefit concert - *Canfest: a Concert for Hunger*. The event featured performances by Country artists Ronnie Dunn, Joe Nichols, Phil Vassar and Parmalee. The station helped support the event by providing in-kind media on-air and online. The concert sold out in just one day and raised nearly \$20,000 for the food bank.

XL106.7

ORLANDO, FL

Baby DJ

XL106.7's *Baby DJ* program has supported the Central Florida community for 22 years. The program collects and distributes toys annually to families that cannot afford Christmas gifts and decorations. In 2013, *Baby DJ* raised more than \$376,000 and collected toys, food and trees, which were distributed to nearly 4,500 local children during the holiday.

Power 99 fm and WDAS-FM

PHILADELPHIA, PA

Great Family Gathering

Power 99 and WDAS partnered with Compassion CDC, a local community center, to celebrate the organization's Tenth Annual *Great Family Gathering*. The *Great Family Gathering* is an annual Thanksgiving feeding for the homeless and for local families in need. On November 25, 2013, all on-air Power 99 fm and WDAS-FM personalities joined Philadelphia Eagles' Mychal Kendricks and Arrelious Benn to host the event, which sheltered and fed more than 6,000 local residents.

Power 99

PHILADELPHIA, PA

Peace on the Street

Power 99 hosted its second annual *Peace on the Street*, a series of antiviolenence activities designed to promote peace and provide communities with the necessary resources to prevent violence. The yearlong campaign included youth violence discussions on-air, an anti-violence scholarship program and two large-scale Hip-Hop and R&B concerts that were free for the community. *Peace on the Street* reached more than 10,000 listeners and concert attendees, and five students each received a \$1,000 scholarship.

KNIX-FM

PHOENIX, AZ

Ben & Matt's Million Can Crusade

In 2013, KNIX morning show co-hosts held the seventh annual *Ben & Matt's Million Can Crusade*, a food drive with a mission to collect and donate more than one million cans of food to the Society of St. Vincent de Paul, a nonprofit that serves the poor in Phoenix. To promote the drive, KNIX asked its listeners to donate food items for access to exclusive concerts and artist meet-and-greets, an effort that collected 1.3 million cans of food. Over seven years, *Ben & Matt's Million Can Crusade* has collected more than 10.3 million cans.

KFYI and KNIX

PHOENIX, AZ

My Military Hero

KNIX joined Newstalk 550 KFYI to create *My Military Hero*, a three-year old program that honors active military service members in Phoenix. Each month the stations recognize and thank local heroes on-air, online and on a Clear Channel Outdoor display in the community. In addition, *My Military Hero* honorees receive a \$500 Visa gift card and are entered to win a Ford F-150 SuperCrew XLT truck.



KFYI, KOY, KGME, KZZP, KMXP, KESZ, KNIX, KYOT PORTLAND, OR

iHeart Kids Hope-A-Thon

In 2013, Clear Channel Portland launched its *iHeart Kids Hope-A-Thon*, the first simulcast radiothon co-hosted by all eight Clear Channel Portland stations, to benefit Cardon Children's Medical Center. The stations encouraged donations on-air, online and on-site at the hospital, and donors were entered to win a guitar signed by Taylor Swift. The six-hour inaugural radiothon raised more than \$73,000 to help youth patients at the hospital.

WHEB-FM & Rock 101 PORTSMOUTH, NH

Morning Buzz Super Bowl-A-Thon

On February 2, 2013, WHEB-FM and Rock 101 held its 11th annual *Morning Buzz Super Bowl-A-Thon*, a charity bowling tournament that benefited Make-A-Wish of NH. The three-hour event drew 192 bowlers who helped raised nearly \$22,000 to help grant wishes to critically ill children in the community.

100.3 WHEB, Rock 101, Z107, News Radio 610 and 96-7, 95-3 The Coast, Fox Sports 930 & 1380 WMYF PORTSMOUTH, NH

Stuff-A-Bus

All eight Clear Channel New Hampshire stations teamed up with local media partner WMUR-TV to host *Stuff-A-Bus*, a three-day toy drive to benefit U.S. Marine Corps Reserve's *Toys for Tots* program. The event collected new, unwrapped toys and distributed them as Christmas gifts to needy children in the community. The efforts collected over 14,000 toys and nearly \$12,000 for the youth-serving organization.

WRWD POUGHKEEPSIE, NY

Country Cares for St. Jude Kids

WRWD held its 23rd annual *Country Cares for St. Jude Kids* radiothon on February 14 – 15, 2013. The station's on-air personalities shared interviews and stories to encourage donations throughout the broadcast. In 2013 WRWD raised nearly \$267,000 for St. Jude Children's Research Hospital during the two-day event.



Lite 92.1, WRWD, 96.1 KISS FM, Rock 93.3, and 1450 WKIP

POUGHKEEPSIE, NY

Greater Hudson Valley Toy Drive

Clear Channel Media and Entertainment Poughkeepsie supported the *Greater Hudson Valley Toy Drive* from November 1 – December 7, 2013 to benefit several youth-serving organizations in the Hudson Valley. The stations promoted the series of holiday toy drives on-air, encouraged listeners to donate new toys and hosted multiple collection sites in partnership with local businesses. The toy drive collected and distributed more than 600 toys for children in the community.

WPKF

POUGHKEEPSIE, NY

The Polar Plunge for Special Olympics

96.1 KISS-FM helped raise nearly \$135,000 for the Special Olympics through the 15th 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. The station also formed a 'Plunge Team' that participated in the event and fundraised.

LITE 92-1

POUGHKEEPSIE, NY

Stuff the Bus

From November 22 – 23, 2013, LITE 92-1 held its 16th annual *Stuff the Bus*, 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 12,800 pounds of food.

94HJY

PROVIDENCE, RI

Bowling for Amos House

During January 2013, 94HJY's morning team Paul and Al broadcasted live from a local bowling alley to raise money for the *Amos House*, a shelter that helps the homeless. Listeners donated cash and food for the chance to compete in a bowling match with the morning team. More than 170 listeners attended the event, which raised almost \$2,000 and collected over 500 pounds of food for neighbors in need.

B101, NewsRadio920, 94HJY, Coast 93.3

PROVIDENCE, RI

U.S. Marine Corps Reserve Toys For Tots

All four Clear Channel Providence stations partnered with the U.S. Marine Corps Reserve and various Cardi's Furniture Store locations to hold a *Toys for Tots* drive to collect toys for local children in need. Donors were entered to win tickets to a local Trans Siberian Orchestra performance, and the station conducted a live simulcast on all four stations on December 14, 2013. The campaign set a new record, with over 25,000 toys collected for local families.

Laser 101.7 and 102.5 The Fox

ROCHESTER, MN

U.S. Marine Corps Reserve Toys For Tots

From December 2 – 6, 2013, Laser 101.7 and 102.5 The Fox 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 collection sites. Laser 101.7's Big Mark Clark and 102.5's Julie Jones staffed the collection locations, which gathered over 24,000 toys that benefited 12,000 children in SE Minnesota.

100.5 The Drive & WHAM 1180

ROCHESTER, NY

Drive For Miracles

From February 14–15, 2013, 100.5 The Drive and WHAM 1180 held its 12th annual *Drive For Miracles*, a 28-hour radiothon that featured stories and interviews from patients of Golisano Children's Hospital. Listeners donated over \$215,000 during the two-day drive, bringing the 12-year total to \$1.8 million for the hospital's pediatric treatment programs.



Froggy 99.9, KISS 95.9, Q105 & Magic 98.9

SALISBURY, MD

Miles for Military

Clear Channel's Wilmington, DE and Salisbury, MD radio stations hosted the ninth annual *Miles For Military* motorcycle ride, a charity event that benefited the USO's military serving programs and services. The stations promoted the event on-air and encouraged listeners to attend and donate to the event. On June 15, 2013, more than 500 motorcyclists participated in *Miles for Military*, which collected and donated over \$15,000 to the USO.



Froggy 99.9, KISS 95.9, Q105, Magic 98.9

SALISBURY, MD

Stuff the Bus

In December 2013, Clear Channel Salisbury promoted four *Stuff the Bus* toy drive collection locations to gather toys to benefit the U.S. Marine Corps Reserve Toys For Tots program. The stations partnered with local Walmart stores to host the drive locations, which were staffed by the Seaford Young Marines' volunteers. The six-hour toy drive collected more than 2,300 toys for underprivileged children in the area.

Froggy 99.9, KISS 95.9, Q105, Magic 98.9

SALISBURY, MD

Trick or Treat Street

Clear Channel Media and Entertainment Salisbury stations partnered with local businesses to provide a safe Halloween celebration for children in the area. On October 20, 2013, the seventh annual *Trick or Treat Street* event attracted over 6,000 community members to the free event, which distributed more than \$5,000 in free candy from event sponsors.

97.1 ZHT, My 99.5, Oldies 94.1

SALT LAKE CITY, UT

Walk MS

KODJ, KZHT and KJMY teamed up with The National Multiple Sclerosis Society of Salt Lake City to help people and families affected by MS. The stations promoted the chapter's annual *Walk MS* event on-air and urged listeners to form teams to participate in the walk. The 2013 event attracted a record 4,500 community members and raised nearly \$506,000.

97.1 ZHT, My 99.5, TALK RADIO 105.7 KNRS, ALT 99.1

SALT LAKE CITY, UT

Bike MS

KZHT, KJMY, KNRS and KJMY HD2 teamed up with The National Multiple Sclerosis Society of Salt Lake City to help people and families affected by MS. The stations promoted the chapter's annual *Bike MS* event on-air and urged listeners to form teams to participate in the walk. In 2013, *Bike MS* attracted 2,600 participants and 1,500 volunteers and raised \$1.57 million for the MS Society.

97.1 ZHT

SALT LAKE CITY, UT

Secret Santa

97.1 ZHT's sixth annual *Secret Santa* asked Salt Lake City listeners to share stories of family or friends experiencing hardship during the holiday season. With help from its partners, ZHT provided more than \$15,000 in presents and wishes to 35 Utah families in need during the holidays.

Oldies 94.1

SALT LAKE CITY, UT

Beating Hunger By A Mile

On September 4, 2013, Oldies 94.1 partnered with FOX 13 TV for the *Beating Hunger By A Mile* food drive to support the Utah Food Bank. For four weeks leading up to the event, the station promoted the drive on-air and online to encourage listener donations of nonperishable food items. The station collected enough food to provide 4,826 meals to the community, and arranged the donated food items into a mile-long line at the state's capitol building to raise awareness for hunger issues in Utah.

KJ 97

SAN ANTONIO, TX

Country Cares for St. Jude Kids

KAJA-FM raised approximately \$703,145 for St. Jude Children's Research Hospital during *Country Cares for St. Jude Kids*, a two-day radiothon hosted by KJ radio personalities Randy Carroll, Jamie Martin, Bree Wagner, and Travis Moon. The fourth annual radiothon received pledges from nearly 2,000 local listeners, bringing the four-year total to more than \$2 million.

MIX 96.1

SAN ANTONIO, TX

Kidd's Kids Day 2013

The Kidd's Kids Foundation provides free Walt Disney World vacations to chronically ill children and their families. On March 23, 2013, MIX 96.1 held *Kidd's Kids Day*, a fundraising event that included both an online auction and local collection drives across the community. MIX 96.1's efforts generated nearly \$6,000 for the foundation.





1200 WOAI

SAN ANTONIO, TX

The Elf Louise Christmas Project

News Radio 1200 WOAI joined the North Star Mall to host 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 over \$221,000 in donations and provided for more than 28,000 children during this holiday season.

Q101.9

SAN ANTONIO, TX

Turkeys for the Troops

On November 22, 2013, Q101.9 participated in *Turkeys for the Troops*, an eight-hour event that provided free turkeys to military service members and veterans on Thanksgiving. The station promoted the turkey giveaway on-air; 1,500 turkeys were gifted to active and retired military members.

Rock 105.3

SAN DIEGO, CA

Typhoon Haiyan Relief

The Rock 105.3 morning team joined UFC champions to host the *Typhoon Haiyan Relief* drive, a collection for typhoon victims in the Philippines. The station asked listeners to donate non-perishable food items, clothing and blankets, plus invited listeners to meet UFC fighters in exchange for a donation. As part of this effort, Rock 105.3 collected and donated nine tons of necessities to the Philippine Islands.

Rock 105.3

SAN DIEGO, CA

Axes For Xmas

Rock 105.3 organized a weeklong charity auction called *Axes for Xmas* that included more than 10 autographed guitars from artists including Alice in Chains, Black Keys, Deftones, Imagine Dragons and more. The station promoted the auction on-air and online and raised more than \$7,000 for Rady Children Hospital.

101 KGB

SAN DIEGO, CA

Clint's May Ride

Homefront San Diego is a San Diego organization that raises funds for local military families in need. 101 KGB's morning show personality 'Clint' hosted the annual *May Ride*, a charity motorcycle ride and a large-scale BBQ and entertainment celebration. Clint's *May Ride* attracted more than 4,000 motorcyclists and raised \$14,000 for Homefront San Diego in 2013.

AM 600 KOGO

SAN DIEGO, CA

East County Toy Drive

From November 29 – December 17, 2013, AM 600 KOGO partnered with the East County Salvation Army to collect toys for families in need during the holiday season as part of the *East County Toy Drive*. The three-week campaign included on-air and digital promotion that encouraged listeners to donate at on-site events. The toy drive generated more than 12,000 toys and \$17,000.

Star 94.1

SAN DIEGO, CA

Acoustic Christmas Concert

Star 94.1 launched its second annual *Acoustic Christmas Concert*, which featured live performances by Daughtry, Gavin DeGraw, Michael Franti and ZZ Ward. The concert was held at the House of Blues in San Diego and a portion of the event's ticket sales were donated to the San Diego Food Bank. More than 1,000 people attended *Acoustic Christmas Concert* and over \$3,000 was raised for the food bank.



Channel 933

SAN DIEGO, CA

Frankie & Geena's FREEcember Concert & Toy Drive

On December 7, Channel 933 hosted its annual *Frankie & Geena's FREEcember Concert and Toy Drive*. As part of the effort to collect toys for the Boys & Girls Clubs of San Diego County, Zendaya, Emblem 3, Midnight Red and Frankie performed at the free admission event. Listeners donated more than 2,500 toys for local children through the campaign.

98.1 KISS-FM

SAN FRANCISCO / SAN JOSE, CA

Take Steps Silicon Valley

During April 2013, 98.1 KISS-FM aired a series of PSAs to promote the *Take Steps Silicon Valley* walk benefitting the Crohn's & Colitis Foundation. The station helped raise awareness of Crohn's Disease and Ulcerative Colitis and helped generate more than \$124,000 in donations to support the foundation's patient programs, education efforts and research funding.

106 KMEL

SAN FRANCISCO / SAN JOSE, CA

Silence the Violence Day

On June 1, 2013 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 2013.



Star 101.3

SAN FRANCISCO / SAN JOSE, CA

Walk MS

Star 101.3 promoted the National Multiple Sclerosis Society's local *Walk MS* event during April 2013. The PSAs raised awareness about multiple sclerosis and urged people to donate to help fund research and treatment programs worldwide. In addition, the station emceed the event, which raised over \$175,000 for the MS Society.

103.7 FM

SAN FRANCISCO / SAN JOSE, CA

Root Beer Float Day

KOSF teamed up with the Juvenile Diabetes Research Foundation to raise money for adolescent diabetes research and treatments as part of the organization's annual *Root Beer Float Day*. The station aired PSAs leading up to the fundraiser, emceed the event, and morning show personality Carolyn McArdle served root beer floats throughout the day. The program raised more than \$36,000.

WiLD 94.9

SAN FRANCISCO / SAN JOSE, CA

Academy of Friends Gala

WiLD 94.9 supported the 31st annual *Academy of Friends Gala*, the largest 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 31-year history.



107.9 WSRZ

SARASOTA/BRADENTON/VENICE, FL

Santa Cause

The Jones & Crane Morning Show held its 17th annual *Santa Cause* event on December 12, 2013. Jones and Crane encouraged listeners to donate toys and cash during the four-hour drive to benefit Florida's Children First, a local youth-serving organization. *Santa Cause* collected over \$21,000 in cash and toy donations, bringing the 17-year total to more than \$302,000.

106.5 CTQ

SARASOTA/BRADENTON/VENICE, FL

Country Cares for St. Jude Kids

In February 2013, 106.5 CTQ hosted a two-day radiothon to benefit St. Jude Children's Research Hospital, an effort that generated more than \$100,000. All on-air personalities participated to share stories of the hospital's lifesaving work as well as stories from local patients and families within the 106.5 CTQ community.

107.9 WSRZ

SARASOTA/BRADENTON/VENICE, FL

Pints for Play Blood Drive

On May 23, 2013, WSRZ broadcasted live from the fifth annual *Pints for Play* blood drive, which benefited the Suncoast Community Blood Bank. The station played song requests from local blood and platelet donors, who received exclusive *Pints for Play* t-shirts for their donation. WSRZ listeners donated nearly 594 units of blood, the blood bank's largest donation day of 2013.

Sports Radio KJR 950 AM

SEATTLE, WA

KJR Kares-a-thon

Sports Radio KJR hosted its 18th annual *KJR Kares-a-thon*, a special event that featured the station's talent and a roster filled with star-studded on-air sports guests and commentators. On September 10, 2013, listeners were invited to donate to or participate in an online auction and bid on unique sports memorabilia and experiences. The 2013 *Kares-a-thon* raised nearly \$185,000 for pediatric cancer research and clinical trials at Seattle Children's Hospital.

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 eighth annual broadcast aired travel stories of the morning show's journey through Zambia, where the KJR team experienced World Vision's work first-hand. Local listeners sponsored more than 240 children during the radiothon, bringing the eight-year total to 4,650 children sponsored during the partnership.

106.1 KISS FM - KBKS

SEATTLE, WA

Jackie and Bender's One Big KISS for Seattle Children's Hospital

106.1 KISS FM held *Jackie and Bender's One Big KISS* for Seattle Children's Hospital radiothon in March and December of 2013. Both events featured a live fundraising broadcast and aired stories of patients and families under the care of the hospital. During the December event, Seattle Seahawk Russell Wilson and Hip-Hop artist Macklemore broadcasted live to encourage donations. The 2013 events raised more than \$1.8 million, bringing the 12-year total to more than \$12.3 million for Seattle Children's Hospital.

KUBE 93

SEATTLE, WA

Summer Jam

KUBE 93's designated Food Lifeline, an organization that works to stock nearly 275 food banks, meal programs and shelters in the Pacific Northwest, as the official charity of its 21st annual *Summer Jam* concert. The station donated a portion of every ticket sold to the organization.



1071 KISS-FM, KG95 & Z98

SIOUX CITY, IA

Children's Miracle Network Hospitals Radiothon

Clear Channel Sioux City stations collaborated for a three-day radiothon to benefit Children's Miracle Network Hospitals. Station hosts broadcasted live and shared stories and interviews featuring children and families that have benefited from the organization. The radio event raised more than \$155,000 in listener donations -- a new record for the event.

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 2013 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 10,000 and 1,400 Participants respectively.

98.9 KKZX & 1280 FOX Sports

SPOKANE, WA

Make-A-Wish

98.9 KKZX and 1280 FOX Sports teamed up with the Trans-Siberian Orchestra to collect \$1 from each ticket sold at a local Spokane performance to benefit Make-A-Wish Washington. The local concert raised nearly \$6,000 to help Make-A-Wish fulfill children's wishes in the Washington community.

590 KQNT

SPOKANE, WA

Help 2 Oklahoma

On May 22, 2013, 590 KQNT partnered with local TV station KREM 2 to promote *Help 2 Oklahoma*, a telethon that raised money for the American Red Cross to help families devastated by the tornado in Moore, Oklahoma. KQNT on-air personalities were on-site and helped collect \$45,000 in donations from the local community.

Alice 95.5

SPRINGFIELD, MO

Hungerthon

Alice 95.5 and Morning show co-hosts Kevin, Liz and Hemmy teamed up with Ozarks Food Harvest, a local Feeding America food bank, for the organization's 15th annual *Hungerthon*. During the four-day broadcast, on-air personalities discussed food insecurity in the local community and asked listeners to donate. *Hungerthon* raised over \$130,000 and provided nearly 433 kids with nutritious food. In the program's 15 years, *Hungerthon* has raised \$1.2 million to support Ozarks Food Harvest.

US 97 and 100.5 The Wolf

SPRINGFIELD, MO

U.S. Marine Corps Toys for Tots

In 2013, US 97 and 100.5 The Wolf partnered with the U.S. Marine Corps Reserve to collect new unwrapped toys for underprivileged children throughout the Springfield area. On-air personalities encouraged listeners to donate at various drop-off locations and helped collect more than \$18,000 in toys and cash donations for the local *Toys for Tots* program.

105.9 KGBX

SPRINGFIELD, MO

Dude Walks Like a Lady

In 2013, morning Co-Hosts Cheryl Kaye and Clint hosted the inaugural *Dude Walks Like a Lady* event to benefit the American Cancer Society's *Making Strides Against Breast Cancer* walk. The morning show challenged its male listeners to join Clint as he walked through a local mall in high heels.



103.7 NNJ

SUSSEX, NJ

Stuff the Bus

103.7 NNJ hosted a four-day *Stuff the Bus* food drive to benefit the Sussex County Social Services Food Pantry. The station supported the initiative with on-air mentions and a series of live broadcasts, all of which drove listeners to donation centers at local businesses. The campaign raised nearly \$6,500 and collected more than 27,000 pounds of food.

B104.7

SYRACUSE, NY

American Start Heart Walk

B104.7 has teamed up with the *American Heart Association's American Start Heart Walk* for more than a decade to educate Syracuse listeners about cardiac risk factors and to provide tips on heart disease prevention. The station promoted the event on-air, on the web and through social media, and morning show host Becky Palmer emceed the event on March 31, 2013. B104.7 encouraged more than 3,000 people to participate and helped to raise over \$425,000 for the American Heart Association.

WSYR

SYRACUSE, NY

Sounds of the Season

WSYR sponsored, promoted and raised funds for the 15th 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 2013, Power 620 teamed up with the Syracuse City School District to launch its second annual campaign to help address high school dropout rates. The integrated program included on-air PSAs and digital ads discussing customized graduation plans for struggling teens. Over two years, nearly 250 children and families in the area contacted the district to re-enroll.

Y94

SYRACUSE, NY

Golisano Children's Hospital Radiothon

Y94 hosted a two-day radiothon to benefit Golisano Children's Hospital on September 26 – 27, 2013. The radiothon featured morning show hosts Kathy Rowe and Shannon Thannhauser who interviewed children being and families being treated at the local hospital. The station encouraged the community to donate through social media and online and helped to raise more than \$80,000 in 48 hours.

WTNT-FM

TALLAHASSEE, FL

St. Jude Children's Research Hospital Radiothon

94.9 TNT held its 20th annual St. Jude Children's Research Hospital Radiothon from February 20 – 21, 2013. The two-day event featured on-air interviews with patients who shared stories of their treatment at St. Jude. The station's efforts raised more than \$50,000 for the children's hospital.



WTNT-FM, WFLA-FM, WXSJ-FM, WGMJ-FM & WNLS-AM

TALLAHASSEE, FL

Kids' Soiree

Clear Channel Tallahassee teamed up with the Boys and Girls Clubs of the Big Bend for its annual *Kids' Soiree*. The event was emceed by 94.9 TNT's on-air host Jason Taylor with a special appearance by Desmond Howard, former NFL wide receiver and current football analyst for ESPN. Through this effort, the five Clear Channel stations helped to raise more than \$10,000 for the local Boys and Girls Clubs chapter.

101.5 The River

TOLEDO, OH

River Kids Radiothon

From September 12–13, 2013, WRVF partnered with Mercy Children's Hospital for *River Kids Radiothon*, a 24-hour on-air fundraising event to support Children's Miracle Network Hospitals. The station broadcasted live from the hospital and interviewed patients on-air. The radiothon raised nearly \$22,000 for pediatric treatment programs in Northwest Ohio.

DC101

WASHINGTON, DC / BALTIMORE, MD

Chili Cook-Off

On May 4, 2013, DC101 held its 34th annual *Chili Cook-Off* concert to raise money for the National Kidney Foundation of the National Capital Area. More than 20,000 people attended the event, which featured performances by Awolnation, Soundgarden, Silversun Pickups and more. The concert has raised more than \$6 million in the last six years for the National Kidney Foundation.

BIG 100.3

WASHINGTON, DC / BALTIMORE, MD

Capital Area Food Bank

On December 4, 2013, WBIG partnered with the Trans-Siberian Orchestra to collect \$1 from each ticket sold at a local performance to benefit the Capital Area Food Bank. The station promoted the concert through on-air and digital support, which helped to attract nearly 11,000 people and raise almost \$11,000.

102.7 JACK-FM

WASHINGTON, DC / BALTIMORE, MD

Ride Across Maryland

On June 1, 2013, JACK-FM partnered with *Ride Across Maryland*, a motorcycle ride from Columbia to Jessup, MD, to raise awareness and funds for the local chapter of Susan G. Komen. The station promoted and hosted the event, plus raised money through a charity concert that featured local bands. Over 1,000 people participated in *Ride Across Maryland*, which raised more than \$30,000 for breast cancer research and treatment.

98.7 WMZQ

WASHINGTON, DC / BALTIMORE, MD

Coats for Kids

Throughout November 2013, WMZQ held its *Coats for Kids* campaign and hosted a series of coat donation locations to support the local Salvation Army. The station's personalities raised awareness on-air and encouraged listeners to donate new or gently used coats. The *Coats for Kids* program collected nearly 1,000 coats to help needy families stay warm during the winter.



97.1 WASH-FM

WASHINGTON, DC / BALTIMORE, MD

Light the Night Walk

In 2013, 97.1 WASH-FM partnered with the Leukemia and Lymphoma Society to support the *Light the Night Walk*. On-air host Loo Katz formed a walk team, emceed the event and encouraged listeners to donate or participate in the walk. WASH-FM broadcasted Leukemia and Lymphoma Society PSAs to raise awareness for the walk, and the station raised more than \$3,000.

HOT 99.5

WASHINGTON, DC / BALTIMORE, MD

Capital Pride Parade & Festival

HOT 99.5 supported the 17th annual *Capital Pride Parade and Festival*, a celebration of the LGBT community in Washington, D.C. The station broadcasted PSAs in support of the event and was on-site during the two-day event, which featured a free concert with performances by Cher Lloyd and Icona Pop.



WiLD 95.5 and Kool 105.5

WEST PALM BEACH / FT. PIERCE, FL

Light the Night Walk

In November 2013, WiLD 95.5 and Kool 105.5 each supported local *Light the Night Walk* events, fundraisers that benefited the Leukemia & Lymphoma Society. The stations encouraged listeners to form teams and participate in the walk, and promoted the event on-air and online. Collectively the walks attracted more than 4,000 community members and raised over \$440,000.

98.7 THE GATER

WEST PALM BEACH / FT. PIERCE, FL

Bill's Bikes Toy Run

WKGR partnered with local policemen, firemen and county commissioners to support the 31st annual *Bill's Bikes Toy Run*, a charity bike ride that raises money for the U.S. Marine Corps Reserve *Toys for Tots* program. As the exclusive media sponsor for over a decade, the station promoted the drive live on-air, online and with pre-recorded radio spots. WKGR led the bike ride, which drew more than 10,500 participants, collected nearly 10,500 toys and raised over \$15,000.

Kool 105.5, Real Radio 101.7 and 94.3, Wild 95.5, Mia 92.1 & 98.7 The Gater

WEST PALM BEACH / FT. PIERCE, FL

Race for the Cure

On January 26, 2013, Clear Channel Palm Beach teamed up with Susan G. Komen to support the local *Race For The Cure*. Leading up to event, the six radio stations promoted the race on-air and encouraged listeners to participate. Additionally, Kool 105.5 broadcasted live from the race. Nearly 14,000 people participated in *Race For The Cure*, and the stations helped to raise over \$1.1 million for breast cancer treatment and research.

Kool 105.5

WEST PALM BEACH / FT. PIERCE, FL

Resource Depot

In 2013, Kool 105.5's The Mo and Sally morning show teamed up with *Resource Depot*, a Palm Beach County nonprofit that stocks classrooms with reusable materials, to collect supplies for schools in the community. Morning show producer T.A. hosted a collection location at a local McDonald's while on-air personalities promoted the drive. The station's efforts resulted in the collection of nearly 600 pounds of school supplies.

102-1 The Bull, B-98FM

WICHITA, KS

Children's Miracle Network Hospitals

102.1 The Bull and B98FM joined forces for a two-day radiothon to raise money for Children's Miracle Network Hospitals across Kansas. All the money raised from the local event helped fund treatment for children in the Wichita community. From February 28 - March 1, 2013, over \$104,000 was raised, setting a new record for the campaign.

102-1 The Bull, B-98FM, Channel 963 & 107.3 The Brew WICHITA, KS

ICT 4 OKC

Following one of the most destructive storms in Oklahoma City's history, all four Clear Channel Wichita stations launched *ICT 4 OKC* to collect and donate necessities to affected communities. From May 21–27, 2013, the donation drive was held at a Wichita Walmart store and resulted in four semi-trucks filled with food, bottled water and hardware tools. Clear Channel Outdoor participated in the weeklong drive by donating billboard space to promote the drive and raise awareness of storm relief efforts.

102-1 The Bull WICHITA, KS

School Rulez

On August 3, 2013, 102.1 The Bull joined a local Walmart to organize *School Rulez*, a back-to-school program that prepares low-income families for the new school year. Walmart donated and distributed backpacks filled with school supplies and the station promoted the campaign on-air. 5,000 area kids at McAdams Park received new supplies to use during the new school season.



102-1 The Bull, B-98FM, Channel 963 & 107.3 The Brew WICHITA, KS

Stuff the Bus

From November 13–15, 2013, CCM+E stations partnered with Catholic Charities, an organization that works to alleviate poverty and strengthen family values, to travel a bus around Wichita and collect donations in support of women and children who have been victims of domestic violence. *Stuff the Bus* collected 16,816 items and \$3,447 – the most successful drive in the campaign's history.

News Talk 570 WKBN YOUNGSTOWN, OH

Koins for Kids

In 2013, News Talk 570 WKBN helped support the fourth annual *Koins for Kids* campaign in support of Akron Children's Hospital Mahoning Valley, the largest pediatric health care provider in northeast Ohio. Local students fundraised between Thanksgiving and mid-December and dropped their donations at one of three WKBN collection and remote broadcast locations. Over \$80,000 was collected to assist hospital's pediatric care programs.

95.9 KISS-FM, MIX 98.9, News Radio 570, OLDIES 106.1 & 93.3 The Wolf YOUNGSTOWN, OH

Panerathon

On August 25, 2013, Clear Channel 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 facility in the Mahoning Valley. The stations promoted the event online and on-air, an effort that attracted more than 8,000 community participants to the event and raised more than \$250,000.

95.9 KISS-FM & MIX 98.9 YOUNGSTOWN, OH

Pink Ribbon Cheer Classic

95.9 KISS FM and MIX 98.9 wrapped up Breast Cancer Awareness month on October 27, 2013, at YSU with the *Pink Ribbon Cheer Classic*, a local cheerleading competition that raises 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 \$800,000.

MIX 98.9, News Radio 570 WKBN YOUNGSTOWN, OH

Miracles and Promises Radiothon

From September 18 – 20, 2013, Mix 98.9 and News Radio 570 WKBN hosted the *Miracles and Promises Radiothon*, which benefited the Akron Children's Hospital Mahoning Valley. The event was promoted heavily on-air and online, and raised more than \$193,000 for the area's only pediatric hospital as well as increased awareness and support throughout the community.

OLDIES 106.1 YOUNGSTOWN, OH

HeartWalk

For the 25th consecutive year, Oldies 106.1 hosted the annual American Heart Association *HeartWalk* on September 21, 2013 at Youngstown State University. The event attracted more than 2,000 walkers and raised more than \$180,000 for the fight against heart disease.

Sports Animal 1390 WNIO 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 more than \$5,000 for The Hope Foundation of the Mahoning Valley, a charity that supports chronically ill children. Nearly 1,000 people attended the event, which featured 10 local teams in a series of five games.







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 over 40 countries across five continents, including 47 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 offers over 1,000 digital billboards in 37 U.S. markets. Clear Channel Outdoor Holdings' International segment operates in nearly 30 countries across Asia, Australia, Europe and Latin America in a wide variety of formats.

CLEAR CHANNEL OUTDOOR'S COMMITMENT TO COMMUNITY

Clear Channel Outdoor—North America harnesses the power of its out-of-home media to support the missions of non-profits and law enforcement. As a community partner, Clear Channel Outdoor collaborates with organizations 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.

Through the power of our digital out-of-home media network, Clear Channel Outdoor has a unique ability to instantly provide critical information to the mass public. This technology has delivered real-time emergency information in crisis situations, brought attention to some of the country's most complex issues like sex trafficking and helped law enforcement capture wanted fugitives.



WANTED

BANK ROBBERY

WHITE MALE | 5'7" | 150 lb.



FBI



CLEARCHANNEL DIGITAL

RAILROAD AVE

Billiards
Lounge

DARTS DINING

Protecting Our Communities: SUPPORTING LAW ENFORCEMENT

CLEAR CHANNEL OUTDOOR

The Federal Bureau of Investigation (FBI) provides an important public safety initiative that displays photos and information about missing persons, victims of kidnapping, wanted fugitives and terrorists. Since 2007, Clear Channel Outdoor has provided the FBI a means to showcase mug shots, sketches, and other unique information pertaining to some of the most dangerous criminals in the world. Thousands of digital displays are provided by Clear Channel Outdoor to the FBI with the goal of providing the public with information and empowering them to offer tips that will lead to the apprehension of fugitives.

PROTECTING OUR COMMUNITIES: SUPPORTING LAW ENFORCEMENT AND PUBLIC SAFETY

Clear Channel Outdoor uses the real-time power of its digital out-of-home media network to play a supportive role for law enforcement. In 2013, Clear Channel Outdoor markets posted hundreds of WANTED notices throughout the country to help apprehend some of the country’s most dangerous fugitives. Clear Channel Outdoor also participates in *The Digital Billboard Alert Network*, an automated online system that gives the FBI the ability to activate a number of billboards regionally, multi-state or nationally in real time with updated suspect information during urgent situations.

Campaign Impact

- Since the inception of the National Digital Billboard Initiative in 2007, **49 fugitives** from multiple cities across the country have been apprehended as a direct result of tips received from information viewed on Clear Channel billboards



“ Part of the success of this operation was due to the use of FBI’s tip line, 1-800-CALL-FBI, which was advertised nationwide on billboards, transit shelters, and various outdoor digital media platforms. Clear Channel Outdoor’s assistance in advertising the tip line was critical to informing the public of the ongoing threat to our children. Thanks to the extensive publicity generated from the billboard initiative, the FBI received and processed over 200 tips and over 30 requests for additional information from local media, law enforcement , and non-profit organizations. ”

Ronald T. Hosko, assistant director, Criminal Investigative Division, FBI

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CLEAR CHANNEL
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Protecting Our Communities: PREVENTING CHILD PROSTITUTION

CLEAR CHANNEL OUTDOOR

At least 100,000 children are used as prostitutes each year as part of the \$9.8 billion U.S. sex trafficking industry, according to a new report from anti-trafficking group Shared Hope International. In 2013, Clear Channel supported the work of the FBI in an operation to help those being victimized through prostitution and to identify and arrest the criminals responsible for child exploitation.

PROTECTING OUR COMMUNITIES: PREVENTING CHILD PROSTITUTION

Operation Cross Country is part of the FBI's *Innocence Lost National Initiative*, established in 2003 by the FBI's Criminal Investigative Division in partnership with the Department of Justice and the National Center for Missing and Exploited Children to address the growing problem of child prostitution. *Operation Cross Country VII* was a three-day enforcement action to address commercial child sex trafficking throughout the United States in which Clear Channel participated by lending a number of displays to aid the FBI in its efforts.

Campaign Impact

- The 2013 *Operation Cross Country VII* included enforcement actions in 76 cities across 47 FBI divisions nationwide
- *Operation Cross Country VII* was responsible for the recovery of 105 children who were being used for commercial sexual exploitation
- Additionally, 152 pimps were arrested on state and federal charges
- The 2013 campaign was the FBI's most effective *Operation Cross Country* initiative to date, with a 30% to 40% increase in "identifying both victims and pimps"

“ Child prostitution remains a persistent threat to children across America. This operation serves as a reminder that these abhorrent crimes can happen anywhere, and the FBI remains committed to stopping this cycle of victimization and holding the criminals who profit from this exploitation accountable. ”

Ron Hosko, assistant director of the FBI's Criminal Investigative Division



CLEAR CHANNEL DIGITAL

004166



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Protecting Our Children: AMBER ALERTS

CLEAR CHANNEL OUTDOOR

According to the National Center for Missing and Exploited Children, the first three hours are the most critical when trying to locate a missing child. Clear Channel Outdoor's digital networks offer an immediate platform for law enforcement to display both text information and photographs on its billboards, which are located in high-traffic areas. Clear Channel has been a longtime supporter of the AMBER Alert program, helping to recover abducted children across the U.S.

PROTECTING OUR CHILDREN: AMBER ALERTS

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. The AMBER Alert Program, created in 1996, 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.

Campaign Impact

- As of Jan. 3, 2014, 679 children have been successfully recovered as a result of the Amber Alert Program
- 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



ABOUT THE NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN®

Established in 1984, the National Center for Missing & Exploited Children^a is the leading nonprofit organization in the U.S. working with law enforcement, families and the professionals who serve them on issues related to missing and sexually exploited children. As part of its Congressional authorization, NCMEC has created a unique public and private partnership to build a coordinated, national response to the problem of missing and sexually exploited children, establish a missing children hotline and serve as the national clearinghouse for information related to these issues.

Market Highlights

CLEAR CHANNEL OUTDOOR

The following pages highlight how individual Clear Channel Outdoor markets addressed the unique and specific needs of their local communities in 2013.

Clear Channel Outdoor employs thousands of people across North America. As such, the company and its employees are part of the fabric of the communities in which they work and serve. Clear Channel Outdoor uses the influential power of its out of home media locally to help numerous non-profits and law enforcement agencies to effectively communicate their messages to community residents.

ALL MARKETS: AMERICAN RED CROSS OKLAHOMA TORNADO DISASTERS



Less than 24 hours after the first tornado hit the Midwest in May 2013, Clear Channel Outdoor, in collaboration with the Outdoor Advertising Association of America, quickly mobilized and shared Red Cross messaging with all of its local markets through the power of its digital out-of-home media. Clear Channel Outdoor markets across the country pitched in to support victims of the tornados.

BOSTON, SAN FRANCISCO, LOS ANGELES: THE PROSTATE CANCER FOUNDATION



Prostate cancer is the most common non-skin cancer in America, affecting 1 in 6 men. During Father’s Day 2013, Clear Channel Outdoor partnered with the Prostate Cancer Foundation to “Help Keep Dad in the Game” by showcasing creative billboards in locations near or around major league baseball stadiums. Participating markets included: Boston, Chicago, Los Angeles, New York and San Francisco.

MULTIPLE MARKETS: ALLIANCE FOR LUPUS RESEARCH



Clear Channel has been a longstanding supporter of the Alliance for Lupus Research and its quest to find better treatments and ultimately prevent and cure lupus, a debilitating autoimmune disease, by supporting medical research. For the third consecutive year, Clear Channel Outdoor markets across the U.S. joined together for a media campaign to help raise awareness for the Alliance for Lupus Research and support its fundraising efforts. The campaign ran from September through November, 2013.

MULTIPLE MARKETS: CHILD PASSENGER SAFETY AWARENESS



According to the Ad Council, motor vehicle crashes are a leading cause of death for children age 1 to 13. Based on 2010 NHTSA crash data, each day an average of almost 2 children (age 12 and younger in a passenger vehicle) are killed and 325 injured. This fatality rate could be reduced by about half if the correct child safety seat were always used.

Clear Channel Outdoor markets across the U.S. lent their support to the Ad Council's child passenger safety campaign in an effort to encourage parents and caregivers with young children to visit safercar.gov/therightseat. The website helps parents find the right car seat for their child's age and size and also features NHTSA's best practices. The donated media ran during *Child Passenger Safety Awareness Week* Sept. 15-21, 2013.

MULTIPLE MARKETS: 9/11 MEMORIAL & MUSEUM



The National September 11 Memorial offers a gathering place for the millions of people who visit to pay tribute and remember the nearly 3,000 men, women, and children killed in the September 11, 2001 and February 26, 1993 terrorist attacks. Next year, the National 9/11 Memorial Museum will open as the country's principal institution dedicated to remembering the implications of the events of 9/11, documenting the impact of those circumstances and exploring 9/11's continuing significance.

Clear Channel Outdoor's New York division has supported the 9/11 Memorial Museum since 2011 in furtherance of general 9/11 awareness and to help draw donors to fund The Memorial. In 2013, Clear Channel Outdoor expanded its support beyond New York by inviting all CCO markets to support the effort by running dedicated billboards from Sept. 1-Sept. 12, 2013.

MULTIPLE MARKETS: THE AMERICAN ACADEMY OF ORTHOPEDIC SURGEONS



The American Academy of Orthopedic Surgeons (AAOS) is the preeminent provider of musculoskeletal education to orthopedic surgeons and others in the world. AAOS’ “A Nation in Motion” campaign showcased amazing success

stories shared by patients across the country and empowered others to embrace their health by discovering the value and benefits of orthopedic care. Clear Channel showcased the campaign across six markets and seven different airports.

AKRON, OH: THE ANGELS ON TRACK FOUNDATION



The goal of the Angels on Track Foundation is to support and promote railroad grade crossing safety and awareness and develop programs designed to identify and remove existing hazards at railroad crossings. Clear Channel

Outdoor Akron launched a campaign in 2013 with The Angels on Track Foundation called “Bad Crossings Kill Good Drivers,” designed to draw attention to the dangers associated with railroad crossings and to urge the public to report potentially dangerous crossings.

AKRON, OH: KIDS STAYING SAFE ART CONTEST



Clear Channel Akron teamed up with Akron prosecutor Sherri Bevan Walsh to feature creative on its billboards designed by local school children in conjunction with a local art contest. The contest was part of an initiative

to educate local youth around how to protect themselves from becoming a victim of a crime, and also in preventing them from committing crimes. The top 13 winning designs were displayed on the boards and changed monthly.

ATLANTA, GA: CAMP TWIN LAKES



For the past 20 years, Camp Twin Lakes has provided life-changing camp experiences to thousands of Georgia's children with serious illnesses, disabilities, and other life challenges. The organization provides

week-long summer camps and year-round weekend retreats and serves more than 9,100 campers. For the past two years, Clear Channel Outdoor Atlanta has partnered with Camp Twin Lakes and donated digital advertising space for both general fundraising and promotion of specific programs. Additionally, Clear Channel Outdoor Atlanta used its *Clear Channel Spirit Day* to help with projects such as building benches, clearing brush, pulling weeds, spreading mulch and building decks for new counselor cabins.

ALBUQUERQUE, NM: HEART GALLERY OF NEW MEXICO



There are currently over 1,900 children in New Mexico in foster care and 91 children eligible for adoption. The Heart Gallery of New Mexico is a program of the New Mexico Children, Youth and Families Department that seeks more suitable foster families for children eligible for adoption. Clear Channel Outdoor Albuquerque contributed space on its digital media network to help find local foster families. The campaign began Oct. 16 and ran through March 2014.

BALTIMORE, MD & LAS VEGAS, NV: THE POLARIS PROJECT



The Polaris Project is a leading organization in the global fight against human trafficking and modern-day slavery. By successfully pushing for stronger federal and state laws, operating the National Human Trafficking Resource Center hotline, conducting trainings and providing vital services to victims of trafficking, the Polaris Project creates long-term solutions that move our society closer to a world without slavery.

Clear Channel Outdoor Baltimore/Washington ran creative promoting the Polaris Project's website and hotline number throughout the region, generating nearly three million media impressions per week. As a direct result of the Clear Channel campaign, the Polaris project fielded over 3,000 calls from Maryland and the District of Columbia.

Clear Channel Outdoor Las Vegas partnered with the Polaris Project, Nevada Attorney General and the Las Vegas Metro Police department for a 15-week digital out-of-home campaign. The messages were strategically placed in areas where trafficking is known to be most prevalent in Las Vegas. The Polaris Project reported a significant increase in calls from Southern Nevada as a result of the billboard campaign.

BOSTON, MA: DISASTER RESPONSE



Immediately following the Boston Marathon bombing on April 15, 2013, Clear Channel Outdoor Boston began working with the Massachusetts Emergency Management Agency to alert drivers and the general public of emergency response

messages. Clear Channel Boston and MEMA continued to post PSAs, including MEMA’s twitter feed throughout the week and during the aftermath. In addition, during the manhunt for the bombing suspects all day Thursday, April 18, Clear Channel Outdoor Boston and MEMA posted emergency messages about the city’s shelter-in-place order, public transportation shutdown, areas affected by the lockdown, and much more.

CANADA: THE MULTIPLE SCLEROSIS (MS) SOCIETY



The Multiple Sclerosis (MS) Society provides services to people with multiple sclerosis and their families and funds research to find the cause and cure for this disease. They are the only national voluntary organization in Canada that

supports both MS research and services. Clear Chanel Outdoor Canada created and produced an out-of-home media campaign for the organization that resulted in nearly \$1 million of donated media toward MS awareness.

CHICAGO, IL: ALS ASSOCIATION GREATER CHICAGO CHAPTER



As the preeminent ALS organization, the ALS Association leads the way in research, care services, public education, and public policy for Lou Gehrig's Disease. Clear Channel Outdoor Chicago partnered with the ALS Association Greater Chicago chapter to drive awareness for its annual fundraiser, *Bite Nite*. With the help of Clear Channel Outdoor Chicago's donated media, attendance rose 700% from 75 attendees in 2012 to over 600 attendees in 2013.

CLEVELAND, OH: GO PINK WITH PANERA



Clear Channel Outdoor Cleveland joined Panera Bread and the Cleveland Clinic to help fight breast cancer by promoting the sale of Pink Ribbon bagels during the month of October at Panera Bread. Clear Channel Outdoor Cleveland displayed four bulletins for the breast cancer awareness promotion; as a result of the 4-week campaign, Panera sold nearly 14K bagels on the first day of the campaign alone – a 25 percent increase from previous years.

CHICAGO, IL: THE KITCHEN COMMUNITY



The Kitchen Community, a 501c3 nonprofit, was established in 2011 as the philanthropic arm of The Kitchen restaurants to connect kids to nutritious food by creating Learning Gardens in schools and community organizations

across America. Since its inception, The Kitchen Community has raised nearly \$5 million and created 160 Learning Gardens across the country, impacting nearly 100,000 students per year. During summer 2013, Clear Channel Chicago partnered with The Kitchen Community to help promote simple, healthy eating recipes among the local Chicago community.

CLEVELAND, OH: ARTS IN AUGUST



The mission of *Arts in August* is to expose the people of Tremont, Greater Cleveland, and Cuyahoga County to the beauty and positive influence of the arts during a free, unique, month-long performance event. In collaboration

with members of the City Council, Clear Channel Outdoor Cleveland produced an out-of-home campaign to promote this annual arts festival. In addition to donated billboards, Clear Channel Outdoor Cleveland stationed its mobile panels in Lincoln Park during the month of August.

COLUMBUS, OH: COLUMBUS POLICE DEPARTMENT



Incidents of random and celebratory gunfire have injured and killed dozens throughout the country over the past decade. Celebratory gunfire has affected numerous Columbus residents in the past, including a 16-year-old girl who was killed inside her home on New Year's Eve in 2005. This year, Clear Channel Outdoor Columbus worked with police and community leaders to remind partiers that shooting guns into the air is not only dangerous but illegal. Clear Channel Outdoor Columbus helped spread the message in advance of New Year's Eve and ran creative from December 18, 2013 through January 1, 2014.

DALLAS, TX: GIRLS, INC.



Girls, Inc. is an educational program benefitting young females in underserved areas. As part of the organization’s offering, they host after-school programs that provide free self esteem and empowerment workshops, tutoring and scholarships.

In 2013, Clear Channel Outdoor launched a digital billboard campaign to increase participation in the organization’s annual Reindeer Dash 5K fundraiser, and, to also recognize Girls, Inc.’s scholarship recipients.

DAYTONA, FL: THE CHILDREN'S HUNGER PROJECT



The Children's Hunger Project" provides hungry young people with weekend food backpacks to help ensure elementary school-age children do not experience hunger and malnutrition due to a lack of food at home. Clear Channel Outdoor Daytona designed a customized out-of-home campaign for the organization that ran on numerous billboards. Just one Outdoor campaign helped provide over 6,000 packages of food. Additionally, a number of Clear Channel Outdoor Daytona staff volunteered with the organization throughout the year.

DES MOINES, IA: DES MOINES POLICE ACADEMY



In 2013, the Des Moines Police Academy experienced record-low enrollment. Clear Channel Outdoor Des Moines collaborated with local police to produce and run a five week out-of-home campaign that spanned

seven digital networks in an effort to increase recruits. The digital signage was successful in helping the police secure a record number of applicants.

EL PASO, TX: U.S. MARSHALS CITIZENS' ACADEMY



Clear Channel Outdoor El Paso played host to the annual U.S. Marshals Citizens' Academy and brought together community leaders offering them the opportunity to learn more about the U.S. Marshals Service and explaining how to work

collaboratively with the law enforcement agency. By leveraging its out-of-home assets, Clear Channel El Paso helped to raise community awareness of the U.S. Marshals Service's mission as the nation's oldest and most versatile federal law enforcement agency.

HOUSTON, TX: THE SPECIAL OLYMPICS



Clear Channel Outdoor Houston was a statewide presenting sponsor of the Special Olympics' Over the Edge Program, a unique event where participants rappelled down the side of a city building to raise funds to support over 44,000 Special Olympics Texas athletes. Clear Channel ran creative supporting this program in Dallas, San Antonio and Houston.

INDIANAPOLIS, IN: KEEP INDIANAPOLIS BEAUTIFUL



Clear Channel Outdoor Indianapolis collaborated with Keep Indianapolis Beautiful (KIB) Inc. on a program to repurpose used vinyl material and turn it into art. The former vinyl billboards were cut into strips and sorted by color. The strips were then threaded through the KIB facility fence to brighten up the chain link with different designs. This shielded neighbors from the trucks and equipment stored at the facility. Several members of the Clear Channel Outdoor Indianapolis team volunteered to work on the project.

INDIANAPOLIS, IN: THE ARTS COUNCIL OF INDIANAPOLIS



Clear Channel Outdoor Indianapolis, in partnership with the Arts Council of Indianapolis, developed a program to promote local artists by featuring their work on Clear Channel billboards.

The all-new city-wide public art project, High Art!, received over 200 artist submissions, including nearly 100 in the Indianapolis area. The Public Arts Committee, in conjunction with Clear Channel Outdoor Indianapolis' Art Director Don Howell, selected 20 pieces of art. All 20 creations were then released to the public for voting, and the top 5 winning pieces were rotated across various Clear Channel billboard locations.

JACKSONVILLE, FL: JACKSONVILLE HUMANE SOCIETY



The Pawfessionals are pet-loving young professionals committed to supporting the educational and fundraising efforts of the Jacksonville Humane Society. The group raises awareness to better the lives of companion animals through rewarding social and charitable experiences. In 2013, the Clear Channel Outdoor Jacksonville staff played a leadership role on the Pawfessionals' Board and also donated significant digital out-of-home PSA space.

LAS VEGAS, NV: FAMILY TO FAMILY CONNECTION



Touch-A-Truck is a community fundraising event that allows local community members the opportunity to explore trucks of all sorts in a hands-on environment. The event boasts over 100 vehicles and draws more than 6,000 people every year in Las Vegas. The funds generated from the event support Family to Family Connection, a non-profit that educates parents in the community about building a healthy family.

Each year, Clear Channel Outdoor Las Vegas offers space on one of its digital networks for the four weeks leading up to the event. Clear Channel Outdoor Las Vegas also brings its poster panel trailers and cranes to the event so kids can touch the eco-poster, climb inside a crane and talk to Clear Channel team members about what they do.

LOS ANGELES, CA: THE JESSIE REES FOUNDATION



The Jessie Rees Foundation was founded in 2011 by a 12 year-old girl named Jessie Joy Rees after she was diagnosed with brain cancer. As part of the work of the Foundation, Jessie created “Joy Jars,” 64oz plastic jars that are filled with items like stuffed animals, coloring books and toys, which are delivered to children battling cancer and other life-threatening illnesses.

The Jessie Reese Foundation has delivered over 80,000 “Joy Jars” to children fighting cancer around the world and delivered “Joy Jars” to over 260 children’s hospitals, 175 Ronald McDonald Houses and 18 countries. In 2013, Clear Channel Outdoor Los Angeles supported the mission of the foundation through a robust out-of-home campaign designed to generate awareness, funding and support.

MEMPHIS, TN: MEMPHIS RONALD MCDONALD HOUSE



The Memphis Ronald McDonald House is one of only three locations that provide temporary housing to families of patients who are receiving medical treatment at St. Jude Children’s Research Hospital. Clear Channel was a proud partner of the 2013 *Big Scoop Memphis*, a Ronald McDonald House annual fundraising event, which sold more pre-event tickets than ever before. In an online survey, “outdoor billboards” were one of the top ways in which respondents reported hearing about *Big Scoop Memphis*.

MIAMI, FL: BEST BUDDIES



The Best Buddies organization provides integrated employment and leadership development for people with intellectual and developmental disabilities. When a group of special needs young adults who take a bus from their school to their job at City Hall asked City of Hialeah Mayor Carlos Hernandez if a bus shelter could be installed, Clear Channel Outdoor-Miami obliged and the unit was installed within two weeks. To launch the new bus shelter, “Best Buddies” creative was displayed on the inside and outside panel of the shelter.

MILWAUKEE, WI: *DIGITAL BILLBOARD ART MONTH*



Digital Billboard Art Month, sponsored in-part by Clear Channel Outdoor Milwaukee, showcased the city's many nonprofit visual art groups as well as its artists by rotating 18 select images on several digital billboards around the city for 10 days. Each image was identified by artist name and organization to showcase individual local artists and promote the local art institutions.

Participating Milwaukee arts groups ranged from museums (Marquette University's Haggerty Museum of Art) to educational institutions (Mount Mary University) to artist groups (Milwaukee Artist Resource Network).

MINNEAPOLIS, MN: CITY OF MINNEAPOLIS SNOW EMERGENCY ALERTS



Following the official signing of a Memorandum of Understanding between the City of Minneapolis and Clear Channel Outdoor Minneapolis, 2013 was the first season for official digital “Snow Emergency” notifications on Clear Channel Outdoor Minneapolis’ out-of-home inventory.

Minneapolis had three snow emergencies in 2103, in February, March and December. Once the emergency was declared, Clear Channel Outdoor Minneapolis launched an immediate response on its dedicated boards. Additionally, Clear Channel Outdoor Minneapolis ran emergency management notices informing citizens how to sign up for snow emergency notification with the City of Minneapolis.

NEW YORK: THE ROBIN HOOD FOUNDATION



In 2012, Robin Hood invested \$132 million in more than 210 of the most effective poverty-fighting programs in New York City. Ninety-two percent of people who enter the Robin Hood housing program do not return to shelters. In addition to numerous other local charities, Clear Channel Outdoor New York created a strategic marketing campaign for The Robin Hood Foundation using its out-of-home media that ran throughout May in NYC, and helped to raise awareness for local poverty-related issues.

ORLANDO, FL: RETHINK HOMELESSNESS



Homelessness is on the rise in Central Florida. The Central Florida Commission on Homelessness serves as a catalyst to mobilize, coordinate, and facilitate all entities that deal with homelessness and poverty

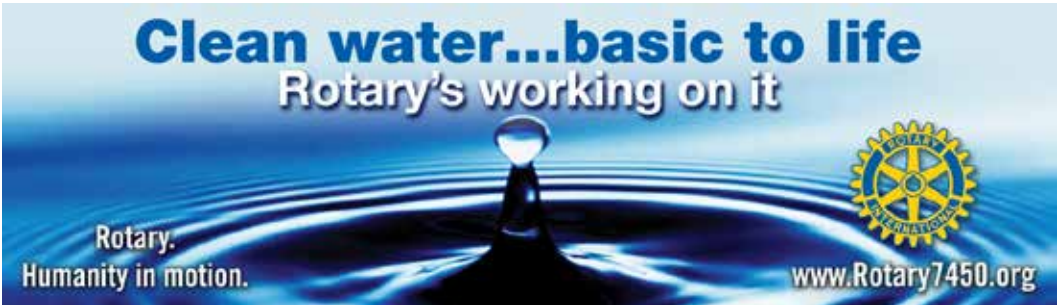
issues in Orange, Osceola, and Seminole counties. Clear Channel Outdoor Orlando joined in the fight against homelessness and donated 20 traditional billboards and several new digital bulletins across the region for the *Rethink Homelessness* campaign. Running for eight weeks, this campaign generated almost 2 million weekly exposures to the adult population in the Orlando region.

PHILADELPHIA, PA: OPERATION CHRISTMAS CHILD



Operation Christmas Child is a project of Samaritan’s Purse, an international Christian relief and evangelism organization. Since 1993, *Operation Christmas Child* has delivered more than 100 million gift-filled shoe boxes to needy children in more than 130 countries. For many of these children, this was the first gift they ever received. Members of Clear Channel Outdoor Philadelphia and Clear Channel Outdoor Wilmington regions came together to pack shoeboxes as part of this effort.

PHILADELPHIA, PA: ROTARY DISTRICT 7450



Rotary is one of the most effective humanitarian organizations in the world with 1.2 million members in 34,000 clubs in 200 countries. Rotary District 7450 is a coalition of 51 local clubs that volunteer in communities domestically and internationally to support education and job training, provide clean water, combat hunger, improve health and sanitation and eradicate polio. Since 2009, Clear Channel Outdoor Philadelphia has partnered with Rotary by donating a total of 12 14x48 bulletins throughout the market showcasing the Rotary message and brand, which have helped build brand awareness and support for the organization.

PHOENIX, AZ: SILENT WITNESS



Clear Channel Phoenix worked with Silent Witness, a non-profit program created to give citizens the opportunity to assist law enforcement in solving crimes and to elicit tips that might lead to the arrest of the person responsible for a triple homicide that took place in the city in 2010. At the time of the homicide, and every anniversary date thereafter, Clear Channel Phoenix has run digital messages to support the efforts of Silent Witness and the victims' families.

In addition to the digital messaging, Clear Channel Outdoor Phoenix has offered space on its property for a press conference and vigil on each anniversary date.

PHOENIX, AZ: YMCA Y RACE



The YMCA *Y Race* is one of Phoenix, Arizona’s longest running foot races in the valley, yet its turnouts have been historically less than desirable. Clear Channel Outdoor Phoenix partnered with the YMCA and Arizona State University

to support the *Y Race* on its 45th Anniversary. Clear Channel Outdoor Phoenix designed several creative templates tailored around the look and feel of the event. CCO-Phoenix’s efforts helped secure 947 registrants and a 200 percent increase in revenue over the prior year.

RENO, NV: SILENT WITNESS



Silent Witness is a non-profit program created to give citizens the opportunity to assist law enforcement in solving crimes. Clear Channel Outdoor Reno worked with Secret Witness to help capture sexual predator Victor Manuel Mora, Jr. A billboard designed by Clear Channel led to a tip that led to Mora’s arrest, and ultimately, his conviction. Additionally, a member of Clear Channel Outdoor Reno serves on the Board of Directors for Secret Witness.

PORTLAND, OR: CASCADE AIDS PROJECT



2013 marked Cascade Aids Project’s 28th year of HIV/AIDS action as the oldest and largest AIDS Service Organization in Oregon and Southwest Washington. The Cascade Aids Project’s mission is to prevent HIV infections, support and empower people affected and infected by HIV/AIDS, and eliminate HIV/AIDS-related stigma.

Clear Channel Outdoor Portland has for years lent its creative support and donated media to the Cascade Aids Project. In addition to donated media and creative services, Clear Channel Outdoor Portland staff members participated in the local Cascade Aids Project walk.

SACRAMENTO, CA: THE RIVER CITY FOOD BANK



The River City Food Bank raises funds, supporters and awareness for the ongoing fight against hunger in Sacramento County. Clear Channel Outdoor Sacramento provided digital space to help promote the *Empty Bowls* event, the River City Food Bank's signature program. *Empty Bowls* 2013 was attended by over 1,300 people and raised more than \$100,000 -- 96 percent of which directly funds food programs.

SAN ANTONIO, TX: BOYS AND GIRLS CLUBS OF SAN ANTONIO



The mission of the Boys and Girls Clubs is to enable all young people, especially those who need help most, to reach their full potential as productive, caring, responsible citizens. Clear Channel Outdoor San Antonio's largest non-profit affiliation is with the Boys and Girls Clubs of San Antonio (BGCSA). In addition to providing out-of-home PSA space for the organization's marketing campaigns, the local market has supported BGCSA's gift giving programs and family sponsorships and has provided Thanksgiving meals at local clubs.

SAN FRANCISCO, CA: GIANT SWEEP



In February 2012, San Francisco Mayor Ed Lee and the World Champion San Francisco Giants launched *Giant Sweep*, a citywide campaign that brings together local schools, residents, businesses and community groups to foster a cleaner community. Clear Channel Outdoor San Francisco partnered with Giants outfielder Hunter Pence and the San Francisco Department of Public Works for this anti-litter campaign. Since the program's inception, more than 20,000 students have signed up to actively support cleaning up their neighborhoods.

SEATTLE, WA: HUMAN TRAFFICKING AWARENESS



Clear Channel Outdoor-Seattle joined forces with The City of Seattle, King County and nonprofit Stolen Youth to help end human trafficking. Clear Channel Outdoor Seattle leveraged the power of its out-of-home media to enhance the visibility and reach of the message and delivered 22 million impressions to the cause between January and November, 2013.

TAMPA / OCALA / ST. PETERSBURG: THE FRIEDREICH'S ATAXIA RESEARCH ALLIANCE



The Friedrich's Ataxia Research Alliance (FARA) is a national organization dedicated to the pursuit of scientific research leading to treatments and a cure for Friedrich's Ataxia, a degenerative neuro-muscular disorder affecting about one in 50,000 people in the United States. Clear Channel Tampa used its media to provide FARA with a dynamic out-of-home media platform to effectively raise the profile of Friedrich's Ataxia and encourage involvement in the organization's sponsored events. As part of the campaign, Clear Channel provided multiple digital billboards in seven key cities including; Orlando, Philadelphia, Chicago, Dallas, Portland and Sacramento.

TUCSON, AZ: TUCSON CITY PLANNING AND DEVELOPMENT DEPARTMENT



Clear Channel Outdoor Tucson partnered with the City of Tucson’s leadership to help rebrand the city as “business friendly.” Clear Channel Outdoor Tucson created a bulletin campaign featuring the message of 21 new initiatives in place

for the City’s Planning and Development Department.

WICHITA, KS: THE FOOTPRINT PROJECT



Ballet Wichita is a nonprofit organization whose mission is to advance the art of dance through performance and education. At the 2013 *Ballet Wichita 5-K Art Run*, participants had the soles of their feet/shoes covered with paint before running across a canvas, leaving an artistic impression of their race-day experience. Once the artwork was complete, *The FOOTPRINT Project* was displayed on multiple Clear Channel Outdoor billboards throughout the year. Additionally, Clear Channel Outdoor Wichita volunteered to help run the *Ballet Wichita 5-K Art Run*.



Global Support

CLEAR CHANNEL MEDIA AND ENTERTAINMENT AND CLEAR
CHANNEL OUTDOOR

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

GLOBALCITIZEN.ORG



The Global Poverty Project

GLOBAL SUPPORT

There are 1.2 billion people in the world living in extreme poverty - living on less than \$1.25 a day.

iHeartRadio launched a large-scale digital campaign in Fall 2013 to support the Global Poverty Project and promote the *Global Citizen Tickets* Initiative, a program designed to incentivize social activism with concert tickets. Clear Channel NYC was also named the official radio partner of the *2013 Global Citizen Festival* and Clear Channel Outdoor provided significant media exposure in New York, Chicago, Los Angeles and Seattle.

THE GLOBAL POVERTY PROJECT

Clear Channel teamed up with The Global Poverty Project to offer listeners a platform to incite action in local communities to spur positive global change. In NYC, Clear Channel's family of six New York radio stations [Q104.3, Z100, 103.5 KTU, Power 105.1, Lite FM and WOR] supported the *2013 Global Citizen Festival*, a free ticketed Festival on the Great Lawn of Central Park in NYC on September 28, 2013, featuring Stevie Wonder, Kings of Leon, Alicia Keys, and John Mayer.

Additionally, all 850 radio station promoted the *Global Citizen Tickets Initiative*, a program designed to incentivize social activism with concert tickets. To participate in the program, users registered at globalcitizen.org to earn points for each action they took, which they then used to win free concert tickets. Artists including Bruce Springsteen, Beyoncé, Pearl Jam, Jay-Z and Bruno Mars are among entertainers that have committed to donate two tickets to each of their shows over the next three years.

To promote the program, Clear Channel launched a dedicated digital radio station titled "*Global Citizen Radio*" on iHeartRadio that featured music from over 60 contributing Global Citizen artists and featured messages from several Global Citizen charity partners. Clear Channel Outdoor provided media in New York, Chicago, Los Angeles and Seattle. The campaign kicked off July 11, 2013 and culminated with the concert in Central Park Sept. 18, 2013.

“With Clear Channel's partnership for the 2012 and 2013 Global Citizen Festivals we have seen a significant rise in global citizens signing up and taking action through our platform. This invaluable support inspires action that creates sustainable change for the world's poor.

Hugh Evans, Chief Executive Officer, Global Poverty Project

”

Campaign Impact

- Estimated donated media value: **\$1M+**
- On September 28, 2013, over 50,000 Global Citizens gathered on the Great Lawn of New York City's Central Park
- 900,000 social actions were taken as a result of the Festival
- In 2013, The *2013 Global Citizen Festival* reached millions through social media: Twitter: 525 million total impressions and 49.4 million accounts reached ; Facebook: 11.1 million total reach and 17,544 new likes; and Instagram: 371% increase in top post likes over 2012
- Since Launch on May 1, 2013, over 166K actions were taken in conjunction with the *Global Citizen Tickets Initiative*

ABOUT THE GLOBAL CITIZEN PLATFORM

Launched successfully with the Global Citizen Festival on September 29, 2012, in New York City's Central Park, Global Citizen is an innovative online platform and mobile application that tracks and rewards activist action through a point-scoring system. Accumulated points are used as a currency to bid on live entertainment experiences like tickets to great concerts and a host of other entertainment events. To learn more go to www.globalcitizen.org



 **The Global Fund**
To Fight AIDS, Tuberculosis and Malaria

(RED)TM

(RED) & The Global Fund

GLOBAL SUPPORT

In over 30 years, AIDS - which is preventable and treatable - has killed over 35 million people. Today, of the 35 million people in the world living with HIV/AIDS, 9.7 million have access to life-saving medicine that costs about 40 cents a day in sub-Saharan Africa.

Clear Channel's newly introduced Electronic Dance Music (EDM) stations and personalities joined forces with (RED) to raise awareness around their World AIDS Day initiative - DANCE (RED) SAVE LIVES 2 - that brings together the biggest dance artists in the fight against AIDS.

THE GLOBAL FUND

Clear Channel's broadcast and iHeartRadio EDM station Evolution 101.7 based in Boston, MA helped support the globally recognized organization (RED) by promoting the DANCE (RED) SAVE LIVES 2 album and live-stream event. Clear Channel personalities Pete Tong, Stafford Brothers, John Dahlback and Laidback Luke recorded a series of PSAs that promoted an annual music compilation supporting World AIDS Day, and which included the world's biggest DJs and Pop Artists. Clear Channel on-air host Pete Tong showcased DANCE (RED) SAVE LIVES 2 with a 15-minute broadcast takeover that included a premiere of a song off the 2013 album and exclusive content from DANCE (RED) artists. The campaign also included significant digital promotion. All proceeds from the sales of the DANCE (RED) SAVE LIVES 2 were donated to the Global Fund to help deliver the first AIDS free generation in over 30 years.

Campaign Impact

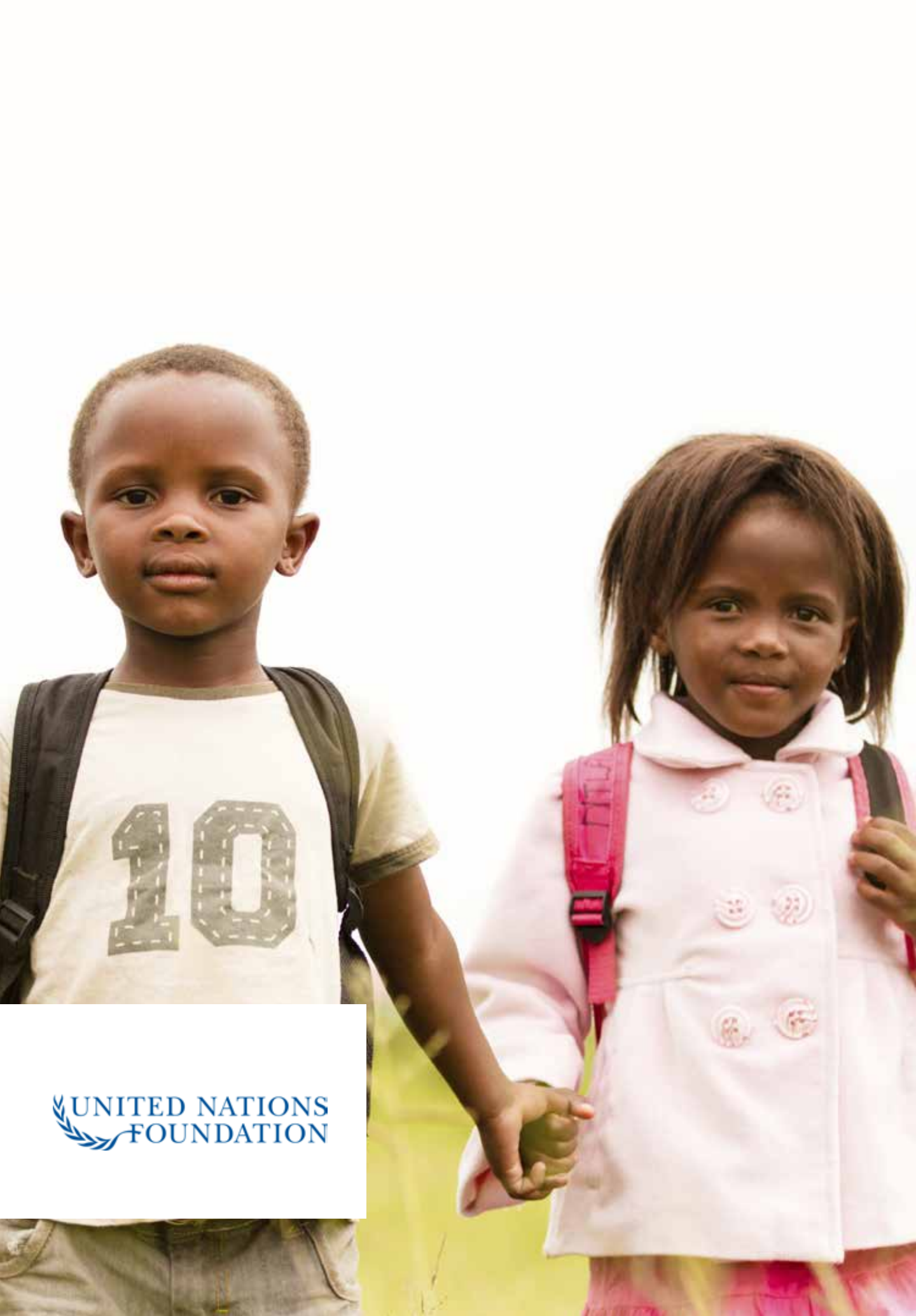
- Estimated donated media value: **\$150k**
- Estimated Clear Channel Media Impressions – **7.2 million**
- The DANCE (RED) SAVE LIVES 2 album went to Number 1 in the dance charts in over 40 countries
- The livestream of the event generated nearly **3 million** views worldwide

“ Clear Channel supported (RED) to help raise awareness for one of the world’s greatest opportunities - to deliver the first AIDS FREE GENERATION in over 30 years - and they put their time, talent and airwaves to work to help reach their audience of millions. We’re lucky and honored to have them as partners in the fight against AIDS. ”

Chrysi Philalithes, Chief Digital Officer, (RED)

ABOUT (RED)[™]

(RED) was founded in 2006 by Bono and Bobby Shriver to engage businesses and people in the fight against AIDS. (RED) has generated more than quarter billion dollars for the Global Fund to fight AIDS, Tuberculosis and Malaria, to support HIV/AIDS grants in Ghana, Lesotho, Rwanda, South Africa, Swaziland, Zambia, Kenya and Tanzania. 100 percent of that money goes to work on the ground – no overhead is taken. Global Fund grants that (RED) supports have impacted more than 14 million people with prevention, treatment, counseling, HIV testing and care services. (RED) is a division of The ONE Campaign. Learn more at www.red.org.



 UNITED NATIONS
FOUNDATION

World Humanitarian Day/United Nations Foundation

GLOBAL SUPPORT

On August 19, 2003, 22 aid workers were killed in a bombing at UN headquarters in Baghdad, Iraq. In memory of lives lost that day, World Humanitarian Day pays tribute to “People Helping People” every August 19. Clear Channel Outdoor helped observe the 2013 day of tribute by providing digital displays in cities around the globe in an effort to raise funding and awareness for the world’s most underfunded humanitarian crises.

WORLD HUMANITARIAN DAY/UNITED NATIONS FOUNDATION

World Humanitarian Day commemorates all people who have lost their lives in humanitarian service and celebrates the spirit of people helping others. In 2013, The United Nations and its humanitarian partners joined with global celebrities like Beyoncé to launch a campaign entitled “The World Needs More,” which enabled corporate brands to sponsor a word they believe the world could use more of. Between August 19 and September 24, people “unlocked” money pledged by these brands by sharing the sponsored words through social media or through the campaign website worldhumanitarianaday.org.

Clear Channel Outdoor supported this campaign with over displays in 15 cities around the world, helping to build global support and awareness for World Humanitarian Day between August 16 and August 25, 2013.







Local Community Recognition

CLEAR CHANNEL MEDIA AND ENTERTAINMENT AND
CLEAR CHANNEL OUTDOOR

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. In 2013, Clear Channel drew attention to a variety of important issues supporting thousands of local nonprofits. The following pages offer a snapshot of individual Clear Channel markets that were recognized for their community-related contributions.

LOCAL COMMUNITY RECOGNITION

- National (All markets) Cause Marketing Forum Halo Award: *Best Transactional Campaign*
- National (All markets) Cause Marketing Forum Halo Award: *Best Educational Campaign*
- Albany, NY NAB Education Foundation: *Service to Children Award*
- Albuquerque, NM New Mexico Broadcasters Association: *Best Community Service Campaign*
- Atlanta, GA Cobb County Commission: *Certificate of Appreciation*
- Augusta, GA Children's Miracle Network Hospitals: *English Radio Station of the Year*
- Baltimore/Washington DC 2013 Mayor's Business Recognition Award
- Chicago, IL Ad Council: *Silver Bell Award*
- Chicago, IL Illinois Operation Lifesaver: *Achievement of Excellence Award*
- Chicago, IL Autism Speaks-Chicago Chapter: *Certificate of Appreciation*
- Columbus, OH American Heart Association: *Community Service and Sponsorship Support Award*

• Defiance, OH	Association of Fundraising Professionals: Outstanding Media Outlet Award
• Fort Smith, AR	American Cancer Society: <i>Lighthouse Award</i>
• Houston, TX	Texas Association of Emergency Management: <i>Community Service Award</i>
• Houston, TX	Public Relations Society of America: <i>Award of Excellence</i>
• Houston, TX	Federal Bureau of Investigation: <i>Outstanding Service Citation</i>
• Houston, TX	Special Olympic-Texas: <i>Presenting Sponsor Award</i>
• Huntsville, AL	<i>Media Partner of the Year</i>
• Jackson, MS	American Cancer Society: <i>Lighthouse Media Award</i>
• Laurel/Hattiesburg, MS	American Cancer Society: <i>Lighthouse Award</i>
• Little Rock, AR	47th Country Music Awards: <i>Medium Market Station of the Year</i>
• Los Angeles, CA	City of Carson: <i>Certificate of Appreciation</i>

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- Los Angeles, CA LA City Councilman Joe Buscaino: *Certificate of Appreciation*
 - Los Angeles, CA California Senator Ted Lieu: *Certificate of Appreciation*
 - Los Angeles, CA California State Assemblyman Richard Bloom: *Certificate of Appreciation*
 - Los Angeles, CA City of West Hollywood: *Certificate of Commendation*
 - Madison, WI AIDS Network: *Media Partner of the Year*
 - Miami, FL City of Hialeah: *Certificate of Appreciation*
 - Mobile / Pensacola, FL Baybears Charities: *Community Hero Award*
 - New Haven/Hartford, CT Share our Strength: *Hunger Leader Award*
 - New Orleans, LA Louisiana Association of Broadcasters: *Best Public Service Campaign*
 - New York City, NY New York State Broadcasters Association
 - New York/New Jersey Children's Aid and Family Services of New Jersey: *Business and Labor Leadership Award*



- New York/New Jersey YAI-National Institute for People with Disabilities:
Media Partner Award
- Philadelphia, PA *Fifteenth Annual Harris Wofford Active Citizenship Award*
- Philadelphia, PA *Ensign John R. Elliot Award*
- Tampa, FL Friedrich's Ataxia Research Alliance: *Media Partner
of the Year*
- Tampa, FL Consortium of Florida Education Foundations:
Outstanding Private-Sector Partner
- Wichita, KS Kansas Association of Broadcasters: *Best Special Program*
- Youngstown, OH Akron Children's Hospital: *Champion for Our Valley's
Children*

