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# COMPANY OVERVIEW

## ABOUT IHEARTMEDIA

iHeartMedia is the number one audio company in the United States, reaching nine out of 10 Americans every month – and with its quarter of a billion monthly listeners, has a greater reach than any other media company in the U.S. The company's leadership position in audio extends across multiple platforms including 848 live broadcast stations; its iHeartRadio digital service available across more than 250 platforms and 2,000 devices including smart speakers, smartphones, TVs and gaming consoles; through its influencers; social; branded iconic live music events; and podcasts as the number one commercial podcast publisher. iHeartMedia also leads the audio industry in analytics and attribution technology for its marketing partners, using data from its massive consumer base. iHeartMedia is a division of iHeartMedia, Inc.

## ABOUT IHEARTMEDIA, INC

iHeartMedia, Inc. is one of the leading global media and entertainment companies specializing in radio, digital, mobile, live events, social and on-demand entertainment and information services for local communities and providing premier opportunities for advertisers.





iHeart  
RADIO

# EXECUTIVE LETTER

As the leading audio company in America, iHeartMedia's purpose is to serve our communities across the nation through the power of audio, using our multiple platforms and diverse content to connect with our listeners – providing companionship, compelling storytelling and information wherever they want to find us. Radio itself is synonymous with community, and iHeart's community outreach and engagement efforts are authentically tied to our business purpose and embedded in every aspect of our corporate culture.

iHeartMedia has been at the forefront of defining the role community plays in corporate America for decades and we are proud to work with like-minded organizations which also use their resources and platforms to address the most pressing issues facing our country. In 2018, we focused heavily on cross-company collaboration as an opportunity to make the biggest impact, continually seeking opportunities to bring together the most innovative and diverse companies,

celebrities and nonprofit organizations to work toward a common goal. For example, in response to the nation's opioid epidemic, iHeartMedia teamed up with WPP, a creative transformation company, to form the National Opioid Action Coalition (NOAC), an initiative focused on reducing stigma as a barrier to addiction prevention, treatment and recovery. We also continued to serve on the Together for Safer Roads Coalition and became a founding member of the Civic Culture Coalition, which powered a nonpartisan movement aimed to create a cultural shift around voting and civic engagement. It is our goal to both inform and inspire our people and our audiences by working with others to make positive and lasting change.

In addition, iHeartMedia plays a critically important role in our communities when disasters or traumatic events occur. In fact, iHeartMedia is recognized by FEMA as a First Responder, an essential service provider that must be afforded access to disaster sites to restore and repair

essential services in an emergency or major disaster. There were instances in 2018 when iHeartMedia was the sole media provider during a major natural disaster.

iHeartMedia uses its unparalleled reach and consumer connection to create positive change that improves the lives of others. As the only true multiplatform audio company, we have a unique opportunity to deliver on our mission to give everyone in America a friend whenever they need one – especially in times of need. Our listeners give us a vital window through which we can view the issues and concerns that affect our diverse audiences and communities, and the power of our broadcast radio enables our 850+ local stations to respond in real time to address the specific needs of their communities.

We are also committed to building on longstanding existing partnerships that will spur positive impact in local communities across the country. For example, we are proud to have worked with 9/11 Day

for the last 8+ years to encourage our listeners to remember the 9/11 victims, first responders, and members of the military through acts of service. While it has been nearly two decades since 9/11, we believe it is important to continually highlight the role of community service to those who were impacted by 9/11 and are proud to have aided in reaching the +30 million Americans who paid tribute this year alone.

The following pages of this year's Community Impact Report highlight just a few of the important initiatives iHeartMedia – our people and stations across the country – diligently invested our resources in to help find solutions that improve the lives of others and help communities in need. We look forward to building on these efforts and introducing new programs and initiatives that inspire and engage others to join in and participate.



A handwritten signature in black ink, appearing to read 'Bob Pittman'.

**BOB PITTMAN**  
**CHAIRMAN + CEO**  
IHEARTMEDIA, INC.



A handwritten signature in black ink, appearing to read 'Richard Bressler'.

**RICH BRESSLER**  
**PRESIDENT, COO & CFO**  
IHEARTMEDIA, INC.

# COMMITMENT TO COMMUNITY

iHeartMedia Communities is the community engagement division of iHeartMedia, Inc. launched in 2011. It serves to focus the company's ongoing community engagement efforts, adding a layer of resources and commitment to address critical issues affecting the local communities we serve and streamlining all philanthropic commitments -- ensuring consistent focus and messaging across all divisions and departments. iHeartMedia Communities amplifies the most pressing concerns facing each local community we serve and adds additional support and focus for stations working to address these local needs.

The company's local and national campaigns primarily fall into these categories: Family & Social Impact, Education & Literacy, Health & Wellness, Music & Arts, The Environment and Disaster Response.

## FAMILY & SOCIAL IMPACT

iHeartMedia addresses topical issues that will spur positive impact in local communities across the country.

## THE ENVIRONMENT

Education is at the heart of countless critical issues facing many Americans.

iHeartMedia Communities is committed to shining a light on the importance of education and literacy by empowering young people to take control of their future; supporting local schools; enabling teachers; and providing the tools and educational services desperately needed in underserved areas of our country.

## THE ENVIRONMENT

iHeartMedia continually looks for ways to rally the communities in which we live and work to protect the environment and to conserve energy and natural resources. From Public Service Announcements to local long-form shows and live events, local radio stations use their platforms to inform and educate its audiences and incite action.

## HEALTH & WELLNESS

iHeartMedia works with an array of health-related organizations to bring attention to key health issues while promoting the importance of living an active and safe lifestyle. By addressing specific issues afflicting the U.S. population we hope to improve the overall physical, mental and social well-being of our listeners, employees and those in the communities in which they live.

## MUSIC & ARTS

iHeartMedia recognizes the power of inspiring creativity and is committed to encouraging society to embrace artistic development within their own neighborhoods. Through an array of local and national programs, we emphasize the importance of art and music education and the benefits of fostering imagination. It is our mission to improve and increase access to the arts across the United States.

## DISASTER RESPONSE

iHeartMedia plays a critically important role in our communities when disasters or traumatic events occur. During these times of crisis iHeartMedia is essential to the lives of local residents, with our broadcast and digital platforms often serving as the sole information source for disrupted areas — providing news and critical information on everything from storm updates and evacuation routes to food banks, rescue and medical care.



# ABOUT IHEARTMEDIA

With over a quarter of a billion monthly listeners in the U.S. and over 145 million social followers, iHeartMedia has the largest national reach of any radio or television outlet in America. As the leading media company in the U.S., iHeartMedia serves over 150 local markets through 848 owned radio stations, and the company's radio stations and content can be heard on AM/FM, on satellite, at iHeartRadio.com, on the company's station websites and on iHeartRadio, iHeartMedia's digital music, podcast, on demand and live streaming radio service, and are available on over 250 platforms and 2,000 devices, including on digital auto dashes, tablets, wearables and smartphones, on virtual assistants, smart speakers, TVs and gaming consoles.

iHeartRadio offers users thousands of live radio stations, personalized custom

artist stations created by just one song or seed artist, on demand features and the top podcasts and personalities. The all-in-one digital service has more than 2 billion downloads, more than 130 million registered users and is the No. 1 commercial radio podcaster globally as per Podtrac.

iHeartMedia's platforms include radio broadcasting, online, mobile, digital, social, podcasts, personalities and influencers, live concerts and events, syndication, music research services and independent media representation. iHeartMedia is a division of iHeartMedia, Inc. (IHRT). Visit [iHeartMedia.com](http://iHeartMedia.com) for more company information.





# NATIONAL RADIO CAMPAIGNS

iHeartMedia and all of its 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 to bring deeper understanding of both world issues and individual community matters. In 2018, iHeartMedia 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 following pages showcase some of the most impactful national programs of the year.





# DEPARTMENT OF HOMELAND SECURITY

**The Department of Homeland Security (DHS) has a vital mission: To secure the nation from the threats we face.** Informed, alert communities play a critical role in keeping our nation safe. iHeartMedia has been a key media platform to launch new creative from DHS's "If You See Something, Say Something®" public awareness campaign.

"If You See Something, Say Something®" is a national campaign that raises public awareness of the indicators of terrorism and terrorism-related crime, as well as the importance of reporting suspicious activity to state and local law enforcement.

In late 2017 and through 2018, iHeartMedia ran a series of PSAs across

all radio stations that reminded listeners not to take for granted the routine moments in their everyday lives, like going to work or school, the grocery store or the gas station, and if they see something that they know shouldn't be there or someone's behavior that doesn't seem quite right – say something. Because only you know what's supposed to be part of your everyday.

Additionally, DHS's "If You See Something, Say Something®" message was highlighted at select live events throughout the year, including the entire 2018 iHeartRadio Jingle Ball tour and the 2018 iHeartRadio Music Festival.





## CAMPAIGN IMPACT

97%

recall seeing the campaign at Jingle Ball

## ABOUT

DEPARTMENT OF HOMELAND SECURITY

[dhs.gov](https://www.dhs.gov)

The United States Department of Homeland Security is a Cabinet department of the U.S. federal government with responsibilities in public security, roughly comparable to the interior or home ministries of other countries.

## CAMPAIGN SNAPSHOT

12/18 - 2/02

DATES RUNNING

840

IHEARTMEDIA STATIONS

129.4 MILLION

MEDIA IMPRESSIONS

# PROJECT YELLOW LIGHT

**In 2017, 3,166 people were killed in motor vehicle crashes involving distracted drivers.** According to the National Highway Traffic Safety Administration (NHTSA), during daylight hours, approximately 481,000 drivers are using cell phones while driving. That creates enormous potential for deaths and injuries on U.S. roads. Teens were the largest age group reported as distracted at the time of fatal crashes. For the third consecutive year, iHeartMedia teamed up with the Ad Council to prevent texting and driving in partnership with Project Yellow Light, a national PSA contest and scholarship program.

iHeartMedia helped bring attention to the dangers of texting and driving by supporting the seventh annual Project Yellow Light contest, which was created by the family

of Hunter Garner to honor his memory after his death in a car crash at age 16. The contest called upon high school and college students to submit PSAs to help raise awareness among their peers about the dangers of distracted driving. The contest allowed students to create their own radio, outdoor and television PSAs with the chance to win a scholarship and have their radio creative turned into a national PSA that would be distributed across the U.S. through iHeartMedia.

The 2018 Project Yellow Light radio winners were high school student Sarah Pearce (Jonesboro, GA) and college student Virginia Stephens (Green Cove Springs, FL), each of whom received \$2,000 and had their radio creative aired nationally across iHeartMedia broadcast radio stations.



*Project Yellow Light is thrilled to be entering our third year of a partnership with iHeartMedia. As our project grows, so does our reach in spreading the message against distracted driving; iHeartMedia and our radio contest play a big part not only in that growth, but in helping us save lives."*

**JULIE GARNER**

FOUNDER OF PROJECT  
YELLOW LIGHT



## CAMPAIGN IMPACT

# 1.3 BILLION

overall Ad Council campaign impressions

# 2,750

submissions in the last two years

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## ABOUT

### PROJECT YELLOW LIGHT

[projectyellowlight.com](http://projectyellowlight.com)

Project Yellow Light is a film, billboard and radio scholarship competition in which high school and college students create compelling stories persuading their peers to develop safe driving habits. This project gives students a voice and a role in preventing car crashes – the number one killer of teenagers and young adults in the U.S. Project Yellow Light was created by Julie, Lowell and Alex Garner in memory of their son/brother, Hunter, who died tragically in a car crash in 2007. Each year the winners receive the Hunter Garner Scholarship.

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## CAMPAIGN SNAPSHOT

# 1/16 - 9/04

DATES RUNNING

# 819

IHEARTMEDIA STATIONS

# 117.6 MILLION

MEDIA IMPRESSIONS

# AMERICAN HEART ASSOCIATION

**Heart disease is the leading cause of death for both men and women in the United States.** Every year, one in three deaths are caused by cardiovascular disease. The good news? Heart disease can often be prevented when people make healthy choices and manage their health conditions. Over the last seven years, iHeartMedia has committed nearly \$4.8 million in on-air media to help educate the public on the signs and risk factors associated with heart disease and stroke as part of its collaboration with the American Heart Association and in support of American Heart Month.

Education is key to raising awareness about heart disease, its signs and symptoms and its impact as the number one killer of women and leading cause of death overall. Because both older and younger audiences are critical to changing the long-term heart disease outcome, iHeartMedia tailored its annual American Heart Month campaign to address the unique issues associated with both male and female audiences of all ages.

From February 2 through February 28, 2018, iHeartMedia hosted a month-long PSA campaign that included a series of five spots across select radio stations to

educate listeners about the risks associated with uncontrolled high blood pressure, which often leads to stroke, heart attack or death, and offered information on how to regulate blood pressure. During the same timeframe, iHeartMedia's female-targeted stations launched an educational campaign to raise awareness of heart disease and its specific impact on women as part of the Go Red For Women movement. The PSAs recognized that more women than men die every year from heart disease and stroke, but that 80 percent of cardiac events can be prevented with education and lifestyle changes.



*We are grateful for iHeartMedia's support of the American Heart Association's mission to be a relentless force for a world of longer, healthier lives. The continued collaboration between our two organizations allows millions of iHeartMedia's listeners to learn how they can improve their heart health and decrease their personal risk for heart disease and stroke."*

**BERTRAM L. SCOTT**

CHAIRMAN OF THE BOARD OF THE AMERICAN HEART ASSOCIATION



## ABOUT

### AMERICAN HEART ASSOCIATION

*heart.org*

The American Heart Association is devoted to saving people from heart disease and stroke – the two leading causes of death in the world. We team 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.

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## CAMPAIGN SNAPSHOT

**2/02 - 2/28**

DATES RUNNING

**819**

IHEARTMEDIA STATIONS

**78.4 MILLION**

MEDIA IMPRESSIONS

# WOMENHEART:

## THE NATIONAL COALITION FOR WOMEN WITH HEART DISEASE

**48 million women are at risk or living with heart disease.** For the second consecutive year, iHeartMedia teamed up with WomenHeart: The National Coalition for Women with Heart Disease to call attention to the very specific symptoms that women experience during a heart attack and to promote heart health screenings across the country.

During the month of February, iHeartMedia helped increase awareness about heart disease in females and encouraged women to take control of their heart health, as

heart disease is the leading cause of death in women – killing more women than all cancers combined. All female-focused iHeartMedia stations ran a PSA highlighting that women often experience different heart attack symptoms than men. The entire campaign was centered on identifying the signs and symptoms of heart attacks specifically in women; the symptoms included pain in the jaw, neck, back and/or abdomen, nausea and shortness of breath.

Additionally, during the month of October, iHeartMedia's Spanish-language stations

ran a PSA promoting the free bilingual tools and resources available online, as well as helping to recruit bilingual women living with heart disease to attend the 17th Annual WomenHeart Science & Leadership conference at the prestigious Mayo Clinic. The symposium was a free national volunteer training program solely dedicated to empowering women survivors of heart disease and to educating and supporting women with and at risk for heart disease.



*WomenHeart supports, educates and advocates on behalf of the 48 million women living with or at risk of heart disease. We work to ensure every woman has equal access to the healthcare they need to live a heart healthy life. Our partnership with iHeartMedia helps us share this important message with women about their greatest health threat. The more women we reach, the more lives we will save.”*

**BARBARA TOMBROS**  
WOMENHEART BOARD CHAIR



## CAMPAIGN IMPACT

93,000

people reached through  
community events

68,000

bilingual educational  
materials distributed

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## ABOUT

### WOMENHEART: THE NATIONAL COALITION FOR WOMEN WITH HEART DISEASE

[womenheart.org](http://womenheart.org)

WomenHeart: The National Coalition for Women with Heart Disease is the nation's first and still only patient centered organization serving the 48 million American women living with or at risk for heart disease – the leading cause of death in women. WomenHeart is solely devoted to advancing women's heart health through advocacy, community education and the nation's only patient support network for women living with heart disease.

WomenHeart is both a coalition and a community of thousands of members nationwide, including women heart patients and their families, physicians and health advocates, all committed to helping women live longer, healthier lives.

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## CAMPAIGN SNAPSHOT

2/02 - 7/31

DATES RUNNING

417

IHEARTMEDIA STATIONS

20.5 MILLION

MEDIA IMPRESSIONS

# FIRE FAMILY FOUNDATION

**In 2018, over 90 firefighters lost their lives in their line of duty.**

Established in 2008, Fire Family Foundation is committed to providing financial assistance to fire families in need, scholarships and financial education while supporting fire charities nationwide.

For the second consecutive year, iHeartMedia and Jack Daniel's teamed

up for the return of Rise From The Fire, a national effort to raise funds for charities that support communities that have been impacted by fire in partnership with the national nonprofit Fire Family Foundation.

Rise From The Fire highlighted the efforts of national and local community organizations that benefit the fire fighters, fire victims and the fire community. Through a

nationwide benefit concert series featuring exclusive performances from surprise headliners, the campaign encouraged consumers to support the cause.

The concert series was part of an effort to generate awareness and raise funds in support of the Fire Family Foundation.



*The Fire Family Foundation is extremely grateful to be the generous recipient of the Rise From the Fire program. The iHeart concert series and the Jack Daniel's donation of \$25,000 positively impacts our ability to provide national support to active and fallen firefighters and the local communities impacted by fire.”*

**ILENE ROGERS**

FIRE FAMILY FOUNDATION



## CAMPAIGN IMPACT

**\$25,000**

contributed to Fire Family Foundation.

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## ABOUT

### FIRE FAMILY FOUNDATION

[firefamilyfoundation.org](http://firefamilyfoundation.org)

Established in 2008, Fire Family Foundation is committed to providing financial assistance to fire families in need, scholarships, wellness, and financial education while supporting fire charities nationwide. Firefighters are in service to all of our communities. They show up when we need assistance, generally in some of our most vulnerable times. Through medical emergencies, fires and national disasters, we depend on firefighters to help us. We believe in helping them and their families to the extent possible during their times of need. The Foundation is committed to these men and women who unselfishly give so much of themselves, often at great risk of impact to family life.

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## CAMPAIGN SNAPSHOT

**2/12 - 4/30**

DATES RUNNING

**850**

IHEARTMEDIA STATIONS

**112.5 MILLION**

MEDIA IMPRESSIONS

# THE PEACEMAKER CORPS

**Youth violence is a significant public health problem. According to the Center for Disease Control (CDC), homicide is a major leading cause of death for young people between the ages of 15 and 24.** iHeartMedia is a longtime partner of the Peace in the Streets Global Film Festival, which showcases young filmmakers from around the world sharing ideas about what peace looks like in their communities.

The Peace in the Streets Global Film Festival is a worldwide program from The Peacemaker Corps — an organization whose mission is to promote peace, tolerance and nonviolent conflict resolution. In one large study, approximately 49% of children in grades 4 - 12 reported being bullied by other students at school at least once during the past month, whereas 31% reported bullying others during that time. In a world where violence is a part of so many young people's lives, the film festival offers an outlet for youth from the Americas, Africa, Asia and Europe to submit an original one to five minute video that expresses what peace means to them and illustrates how they influence peace and love in their own neighborhoods.

For the last four years, iHeartMedia has played an active role in sharing information about the festival and has aired thousands of PSAs across all of its radio stations to encourage submissions. Additionally, stations have conducted interviews with past festival winners and continue to find innovative ways to empower young people to get involved and participate. The 2018 Peace in the Streets Global Film Festival entries came from communities across the United States, eight countries internationally and four continents worldwide.

This year, the 2018 Peace in The Streets Festival finalists were hosted at iHeartMedia's executive headquarters in New York City; more than 35 kids and their families gathered for a preview of the winning entries.

Additionally, iHeartMedia participated in the 67th Annual UN DPI NGO Conference at the United Nations in New York City and Jessica King, iHeartMedia's Vice President of Marketing and Communications, was a panelist for the PeaceMaker Corps workshop discussing the use of technology to help solve global problems.



*We believe that giving young people the tools and platform to have their voices heard and actively participate in making peace at home are the first steps to achieving our mission. iHeartMedia has been an incredible partner and has helped us to reach thousands of young people across the United States that have shared their story and peaceful inspirations by participating in our Festival."*

**CAROLE KRECHMAN**  
PRESIDENT,  
THE PEACEMAKER CORPS



## CAMPAIGN IMPACT

**+300%**

social media growth  
from 2016 to 2017

**70%**

increase in submissions  
from 2017 to 2018

Entries from across the united states, 16 countries  
internationally and six of the seven continents

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## ABOUT

### THE PEACEMAKER CORPS

*psgff.org*

The Peacemaker Corps mission is to facilitate and support peace and tolerance education among the youth of the world. The Peacemaker Corps empowers generations to come together and make our world a peaceful, compassionate, safe and tolerant place to live. The Peace in the Streets Global Film Festival is produced in association with the Peacemaker Corp Association (PCA), a 501(c)(3) officially recognized Non-Governmental Organization (NGO) with ECOSCO status affiliated with the United Nations for over 14 years. Peacemaker Corps has reached over 100,000 teens since the launch in 1997.

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## CAMPAIGN SNAPSHOT

**3/01 - 4/02**

DATES RUNNING

**566**

IHEARTMEDIA STATIONS

**73.7 MILLION**

MEDIA IMPRESSIONS

# HABITAT FOR HUMANITY

**Housing insecurity touches nearly half of adults at some point in their lives, and currently in the U.S., one in four people are living in sub-standard conditions and could benefit from Habitat for Humanity.** The issue of affordable housing continues to rise across our country. In 2018, iHeartMedia again teamed up with Habitat for Humanity International's spring cause marketing campaign, 'Home is the Key,' and served as an official national media partner.

Many local iHeartMedia radio stations are long-time supporters of their respective

Habitat for Humanity chapters, but in 2017 and 2018 all iHeartMedia radio stations came together to bring to life Habitat's unified nationwide 'Home is the Key' campaign that opens opportunity for so many more families to have access to decent housing. Through a series of powerful PSAs voiced by families that have directly benefitted from Habitat for Humanity, iHeartMedia discussed the importance of home as a crucial key to a better life. The on-air, digital and live event program also called attention to the critical need for affordable housing across the U.S. and activated consumers

to join the cause. Through radio and digital PSAs as well as social media, iHeartMedia encouraged listeners to purchase products that supported the campaign. Additionally, many stations including 107.5 The River in Nashville participated at local campaign events and builds. American singer and songwriter RaeLynn also joined the 'Home is the Key' dedication event at the end of April and performed at the event.



*The 'Home is the Key' campaign really comes from the view that housing is an invisible crisis in this country. Our partnership with iHeartMedia continues to shine a critical spotlight on the need. It brings communities and people together nationwide to join in the movement for support. As our media partner, iHeartMedia used its incredible platform to help spread the word about 'Home is the Key' through public service announcements, social media and participation at our campaign events across America. We are grateful for the support."*

**JONATHAN RECKFORD**  
CEO, HABITAT FOR HUMANITY



## CAMPAIGN IMPACT

**+\$3 MILLION**

funds raised in April for Habitat For Humanity

**316 MILLION**

social media impressions, with over 9,000 people using #HomelsTheKey

**+.5 BILLION**

national print and digital ad impressions for the total campaign

**440 MILLION**

exceeded from social and PR (traditional earned media) for the campaign

## ABOUT

### ABOUT HABITAT FOR HUMANITY

[habitat.org](http://habitat.org)

Driven by the vision that everyone needs a decent place to live, Habitat for Humanity began in 1976 as a grassroots effort on a community farm in southern Georgia. The housing organization has since grown to become a leading, global nonprofit working in more than 1,300 communities throughout the U.S. and in more than 70 countries. Families and individuals in need of a hand up partner with Habitat for Humanity to build or improve a place they can call home. Habitat homeowners help build their own homes alongside volunteers and pay an affordable mortgage. Through financial support, volunteering or adding a voice to support affordable housing, everyone can help families achieve the strength, stability and self-reliance they need to build better lives for themselves. Through shelter, we empower.

## CAMPAIGN SNAPSHOT

**4/02 - 4/16**

DATES RUNNING

**821**

IHEARTMEDIA STATIONS

**51.2 MILLION**

MEDIA IMPRESSIONS

# T-MOBILE CHANGEMAKER CHALLENGE

In 2018, iHeartMedia teamed up with T-Mobile for its Changemaker Challenge to inspire youth activism and to help give today's youth the tools and resources to change the world for good.

The T-Mobile Changemaker Challenge was a nationwide search focused on finding and supporting trailblazing teens and young adults with big ideas that will create positive, long-lasting change in their communities. During the month of

July, iHeartMedia aired a series of PSAs and deployed Seattle-based morning show Carla Marie and Anthony on 106.1 FM to help recruit submissions from youth teams between the ages of 13 and 23 from across the country.

Thirty winning teams were sent to the T-Mobile headquarters in Seattle to kickstart their projects at a two-day intensive Changemaker Lab. Winners also received in-depth mentorship,

training and support for turning their revolutionary ideas into reality. The top six CEO picks then returned to T-Mobile headquarters for additional mentorship and to help get their projects launched.

The winning 2018 project ideas ranged from building libraries in underdeveloped countries to distributing excess food to hungry people to facilitating conversations between youth and local law enforcement.



*The hardest part has been proving ourselves. While we are young, we are serious. The Changemaker Challenge has made me realize that there are mentors – who I would typically think are inaccessible – who want to support us.”*

**MALCOLM ASHER**

CHANGEMAKER CHALLENGE WINNER



## CAMPAIGN IMPACT

330

unique and creative entries

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## ABOUT

### T-MOBILE CHANGEMAKER CHALLENGE

[t-mobile.com](http://t-mobile.com)

The T-Mobile Foundation is committed to changing the world for good. The Foundation advances positive change in our communities by supporting causes that focus on youth development, and by providing opportunities for T-Mobile employees to engage in causes that benefit the communities where they live and work. The T-Mobile Foundation, created and funded by T-Mobile US, Inc., is recognized by the IRS as a Section 501(c)(3) private foundation.

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## CAMPAIGN SNAPSHOT

4/09 - 4/29

DATES RUNNING

298

IHEARTMEDIA STATIONS

52 MILLION

MEDIA IMPRESSIONS

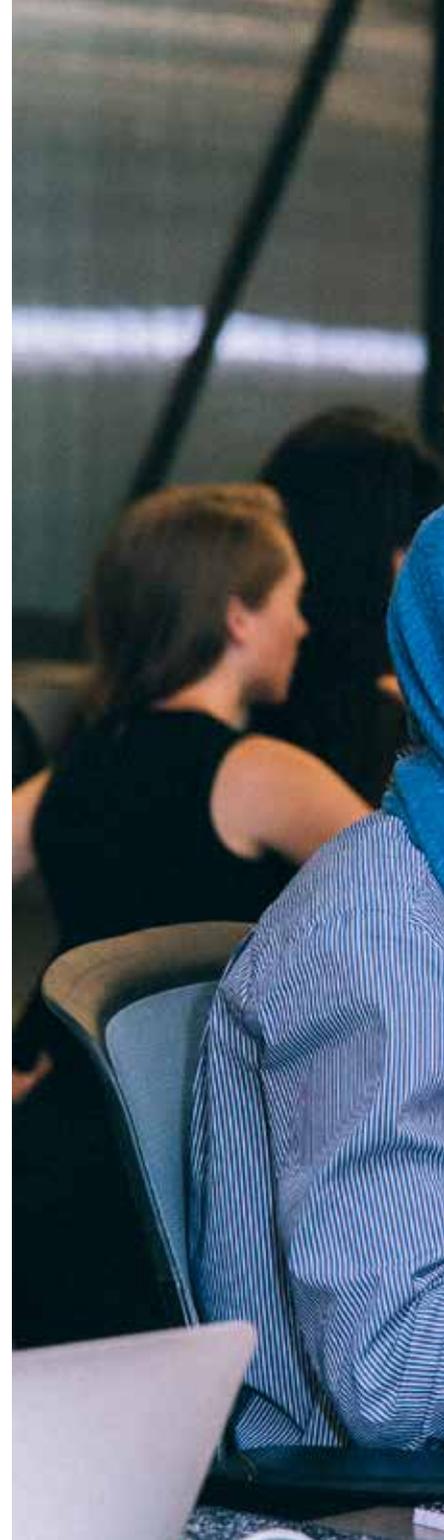
# KODE WITH KLOSSY

**In 2024 there will be 1 million more computing jobs than computer science graduates.** In 2018, iHeartMedia teamed up with Kode With Klossy, an organization that creates learning experiences and opportunities for young women that inspire them to pursue their passions in a technology driven world, to recruit young women 13 - 18 years old for a free two-week summer program that teaches the fundamentals of computer programming.

During Summer 2018, supermodel, entrepreneur and founder of Kode With Klossy, Karlie Kloss hosted 50 free coding camps for girls in 25 cities across the country serving 1,000 girls between the ages of 13-18. The two-

week camps were completely free for selected participants and created learning experiences and opportunities for young women that increased their confidence.

To help close the tech gender gap, iHeartMedia ran a series of PSAs voiced by Karlie Kloss in select markets promoting the application and nomination process for the summer camps. Participating iHeartMedia markets included: Albuquerque, Atlanta, Austin, Baltimore, Boston, Buffalo, Chicago, Dallas-Fort Worth, Denver, Detroit, Los Angeles, Miami, Minneapolis, Nashville, New Orleans, New York City, Omaha, Philadelphia, Phoenix, Portland, Raleigh-Durham, San Francisco, Seattle, St. Louis and Tulsa.





## CAMPAIGN IMPACT

**1,000**

scholarships awarded  
by Kode With Klossy  
with thousands of total  
applications nationwide

**100%**

of the camps have female  
instructor role models

**84%**

of participants reported  
increased interest in  
STEAM education, careers  
and other opportunities

**89%**

of participants said they  
are more confident in their  
technical abilities

## ABOUT

### KODE WITH KLOSSY

[kodewithklossy.com](http://kodewithklossy.com)

Kode With Klossy empowers girls to learn to code and become leaders in tech. Founded in 2015 when Karlie Kloss began learning to code, Kode With Klossy hosts coding summer camps for girls aged 13-18 and fosters a national community furthering opportunity for girls in tech.

## CAMPAIGN SNAPSHOT

**4/09 - 4/15**

DATES RUNNING

**146**

IHEARTMEDIA STATIONS

**10.3 MILLION**

MEDIA IMPRESSIONS

# TAKE OUR DAUGHTERS AND SONS TO WORK

**Each year, more than 3.9 million American workplaces open their doors to 40 million employees and their children on Take Our Daughters And Sons To Work Day.**

In 2018, iHeartMedia hosted hundreds of kids across the country as part of this iconic day and encouraged the public to participate in the program as well.

Take Our Daughters And Sons To Work Foundation supports and facilitates the

creation of Take Our Daughters And Sons To Work Day for employers of all sizes across the U.S. (and around the world). 2018 marked the 25th anniversary of the National Take Our Daughters And Sons to Work Day, a national public awareness program that connects what children learn in school with the actual working world by inviting them into the workplace. iHeartMedia, a longtime participant of the program, launched a national public service campaign across all its radio stations that

encouraged companies and employees to open their programs to kids in their community who don't have a workplace to visit and are typically unable to participate.

Additionally, iHeartMedia NY's corporate office and radio stations across the country hosted a fun and educational day that was unique to their daily operations, including recording a radio commercial.



*Each year for the past 26 years, millions of kids and adults every year have participated in the Take Our Daughters And Sons To Work program in thousands of workplaces across the country and overseas. iHeartMedia has been instrumental in educating on jobs, careers, and family, as well as community and personal responsibility."*

**CAROLYN MCKECUEN**

EXECUTIVE DIRECTOR, TAKE OUR DAUGHTERS AND SONS TO WORK



## CAMPAIGN IMPACT

21.3%

TODASTW Website  
traffic increase

18.4%

TODASTW  
Website downloads

15%

of site traffic on Mobile device  
access and Social Media

## ABOUT

### TAKE OUR DAUGHTERS AND SONS TO WORK

[daughtersandsonstowork.org](http://daughtersandsonstowork.org)

As one of the nation's largest and most successful public awareness programs, the goal of the Take Our Daughters And Sons To Work Foundation is to connect what children learn in school with the actual working world and encourage girls and boys across the country to dream without limitations and to think imaginatively about their family, work and community lives.

## CAMPAIGN SNAPSHOT

4/16 - 4/25

DATES RUNNING

820

IHEARTMEDIA STATIONS

34.1 MILLION

MEDIA IMPRESSIONS

# RED NOSE DAY

**1 billion children worldwide are living in poverty, depriving them of basic needs like food, shelter, safe drinking water, medical care or education.**

To help address this crisis iHeartMedia has again teamed up with its partner Walgreens in support of Red Nose Day and its mission to end child poverty.

Red Nose Day is a fundraising campaign run by the non-profit organization Comic Relief USA launched in the U.S. in

2015. The annual event harnesses the power of entertainment to raise money and awareness for children living in poverty in America and internationally.

Throughout the seven-week fundraising campaign, iHeartMedia helped drive its listeners to Walgreens and Duane Reade's 9,000 locations nationwide to purchase the campaign's iconic Red Noses.

One hundred percent of net proceeds from the sale of the Red Noses helped

support programs that ensure children in need are safe, healthy and educated, both in America and around the world.

Additionally, iHeartMedia ran a series of PSAs featuring its nationally recognized on-air personalities Ryan Seacrest, Steve Harvey and Bobby Bones and promoted tune-in to NBC's fourth annual "Red Nose Day Special" on Thursday, May 24, 2018.



*The creativity and generous support of partners like iHeart and Walgreens has helped Red Nose Day's message reach millions of Americans and engage them in our mission: to end child poverty, one nose at a time. By the end of 2018, Red Nose Day had raised almost \$150 million and positively impacted more than 16 million children. The momentum continues to grow, and we are so grateful for all those who've helped to make Red Nose Day a success."*

**MARY CORIGLIANO**

SVP BRAND, & MARKETING AT COMIC RELIEF USA



## CAMPAIGN IMPACT

**+\$47 MILLION**

raised in 2018

**~\$150 MILLION**

raised in 4 years

## ABOUT

### RED NOSE DAY

[rednoseday.org](http://rednoseday.org)

Red Nose Day USA is a fundraising campaign run by the non-profit organization Comic Relief USA, a registered U.S. 501(c)(3) public charity. Red Nose Day started in the U.K., built on the foundation that the power of entertainment can drive positive change, and has raised over \$1 billion since the campaign's founding in 1988.

Red Nose Day launched in the U.S. in 2015 with a mission to end child poverty, and has raised nearly \$150 million to date. Money raised supports programs that ensure children in need are safe, healthy and educated, both in America and around the world. Red Nose Day has received generous support from millions of Americans, hundreds of celebrities and many outstanding partners, including Walgreens, NBC, Mars, and the Bill & Melinda Gates Foundation.

## CAMPAIGN SNAPSHOT

**5/10 - 5/24**

DATES RUNNING

**187**

IHEARTMEDIA STATIONS

**36.9 MILLION**

MEDIA IMPRESSIONS

# GLOBAL CITIZEN REWARDS

Through Global Citizen, more than 15 million actions have been taken by Global Citizens, leading to \$37 billion in commitments being made by world leaders, which are set to affect 2.25 billion lives by 2030. Launched in 2013, Global Citizen Rewards has provided incentives for Global Citizens who take action with a chance to attend their favorite events all around the world. With the support of hundreds of artists, comedians, festivals and teams, Global Citizen has offered members more than 65,000 Rewards that they can win with the points they earn by taking action on Global Citizen.

iHeartMedia has been a longtime supporter of the Global Citizen Festival as one of the first media companies to support its mission. During the months of May and June in 2018, all iHeartMedia stations ran a PSA describing the Global Citizen Rewards program and encouraging participation. Listeners who signed up as Global Citizens started earning points through the actions they took, and won rewards to amazing concerts across the country.





## CAMPAIGN IMPACT

**252,000**

new Global Citizen  
members recruited

**37.9 BILLION**

worth of commitments

**2.25 BILLION**

lives impacted

**2.6 MILLION**

actions driven

## ABOUT

### GLOBAL CITIZEN

[globalcitizen.org](http://globalcitizen.org)

Since the first Global Citizen Festival in New York in 2012, Global Citizen has grown into one of the largest, most visible platforms for young people around the world calling on world leaders to honor their responsibilities in achieving the United Nations Sustainable Development Goals and ending extreme poverty by 2030. Global Citizens have generated commitments and policy announcements from leaders valued at over \$37.9 billion that are set to affect the lives of more than 14.8 billion people. The organization has taken its action-based model to Australia, India, the United Kingdom, Germany, Belgium, Canada and South Africa, and created a platform for activists to learn about the issues they care most about, take action, and earn rewards for doing so.

## CAMPAIGN SNAPSHOT

**5/22 - 6/02**

DATES RUNNING

**822**

IHEARTMEDIA STATIONS

**44.2 MILLION**

MEDIA IMPRESSIONS

# THE PROSTATE CANCER FOUNDATION

**There are no early warning symptoms for prostate cancer, which makes screening critical for all men.** For the third consecutive year, iHeartMedia launched a public service campaign in conjunction with the Prostate Cancer Foundation around Father's Day to raise awareness of the importance of screening and early detection.

The Prostate Cancer Foundation is the world's leading philanthropic organization

funding and accelerating prostate cancer research. During the month of June, and in celebration of Father's Day, iHeartMedia teamed up with Major League Baseball (MLB) and the Prostate Cancer Foundation to support their annual Home Run Challenge. Now in its 23rd year, the Home Run Challenge encouraged baseball fans to make a pledge – ranging from \$0.50 to \$1,000 – for every home run hit during all MLB games from June 1 through Father's Day, June 17.

In support of the program, iHeartMedia ran \$2.3 million worth of media across all of its 850 stations and rallied support from some of its best known on-air personalities including Ryan Seacrest, Bobby Bones, Steve Harvey and others – all of whom delivered a tailored message for each radio station format.



*iHeartMedia has played a unique role during the Prostate Cancer Foundation and Major League's Home Run Challenge campaign to broaden public awareness of the fight against prostate cancer. By elevating critical issues to inspire, energize, and accelerate actions that lead to greater awareness, new therapies, and fewer deaths from prostate cancer, iHeartMedia has been a transformational partner for millions of men and families affected by prostate cancer."*

**JONATHAN W. SIMONS**

MD, PCF PRESIDENT AND CEO



## CAMPAIGN IMPACT

**\$5.5 MILLION**

worth of media donated  
by iHeartMedia in the  
last 3 years.

**\$2,584,620**

raised from the Home Run  
Challenge for prostate  
cancer research in 2017.

## 530 HOME RUNS

from June 1 through June 17, were hit across Major League Baseball, fueling fans to make a donation to find a cure for prostate cancer.

Throughout Father's Day weekend, every MLB player and coach wore commemorative blue jerseys and caps to raise further awareness for the cause and to support the Prostate Cancer Foundation in their research efforts.

## ABOUT

### PROSTATE CANCER FOUNDATION

*pcf.org*

The Prostate Cancer Foundation (PCF) is the world's leading philanthropic organization dedicated to funding life-saving prostate cancer research. Founded in 1993, PCF has raised nearly \$800 million to support cutting-edge research by 2,200 scientists at 220 leading cancer centers in 22 countries around the world. Nearly every FDA-approved treatment for prostate cancer since 2004 was seeded and supported by PCF. The overall scientific goal of PCF is to cure prostate cancer.

## CAMPAIGN SNAPSHOT

**6/02 - 9/23**

DATES RUNNING

**834**

IHEARTMEDIA STATIONS

**196 MILLION**

MEDIA IMPRESSIONS

# AMERICAN RED CROSS

Each day, blood and platelets are needed for accident and burn victims, heart surgery and organ transplant patients, and those receiving treatment for leukemia, cancer or sickle cell disease. However, the blood donor base is shrinking. In fact, over the past few years, new blood donors to the American Red Cross have declined by about 80,000 each year. This is not just a Red Cross trend, but a challenge blood collection organizations face across the country and around the world. This is why iHeartMedia rallied around the American Red Cross Missing Types campaign, an

international effort to encourage new blood donors, as well as donors who have not given in years, to give blood.

In support of this critical issue, all iHeartMedia stations aired a series of PSAs encouraging listeners to consider making a blood donation at a Red Cross blood drive. On June 11, and as part of the Missing Types campaign launch, the letters A, B, and O — symbols of the main blood groups — disappeared from corporate logos, brands, social media pages and websites across the US to illustrate the critical role

every blood donor plays. iHeartMedia joined the effort and removed the missing letters from the iHeartRadio logo on all its digital and social platforms. On-air personalities amplified the campaign message by locally driving listeners to give blood.

Additionally, iHeartMedia's corporate office as well as radio stations around the country, hosted American Red Cross blood drives to make it easy for employees to participate in the campaign.



*iHeartMedia's partnership in this campaign helped us to create much needed awareness and educate the public about the critical need for blood and blood donors. The breadth and depth of their support across formats, geography and demographics propelled the campaign and helped us reach our aggressive goals. We are so grateful for their continued support of our mission."*

**SELMA BOUHL**

VP BRAND MARKETING, AMERICAN RED CROSS



# DONATE

# BLOOD

# TODAY

## #MissingType



merican  
Red Cross

### CAMPAIGN IMPACT

34%

Growth during the first three weeks of the campaign, online blood appointments.

70%

Growth of donation appointments from new donors.

**320,000**

new and former blood donors were motivated by the campaign.

### ABOUT

#### AMERICAN RED CROSS

[redcross.org](http://redcross.org) or [cruzrojaamericana.org](http://cruzrojaamericana.org)

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission.

### CAMPAIGN SNAPSHOT

**6/11 - 7/8**

DATES RUNNING

**821**

IHEARTMEDIA STATIONS

**77 MILLION**

MEDIA IMPRESSIONS

# NO KID HUNGRY

## **Summer can be the hungriest time of year for kids in need.**

When schools close, kids lose access to critical programs like school breakfast and lunch. The federal government estimates that 22 million kids eat free or reduced price lunch nationwide during the school year. Only 4 million eat summer meals. That means 6 out of 7 hungry kids don't get the summer meals they need.

Many barriers stand in the way of children accessing summer meals; meal sites may be far away, hard to get to, or closed due to extreme heat or bad weather. But the biggest obstacle is awareness. Far

too many families with hungry kids don't even know these programs exist. To help solve this problem, iHeartMedia teamed up with No Kid Hungry to promote the campaign's summer meals texting hotline, which allows children and families to easily and quickly identify open summer meal sites in their area with the use of a cell phone. No Kid Hungry, a national campaign that works to end childhood hunger in America, launched a Summer Meals Texting Program in 2013 and has helped connect children across the country with summer meals. The service is free and open to anyone – no questions asked. To receive information about open summer meals

sites, users text 'FOOD' to 877-877, and the system prompts the user to provide their address or zip code, which is used to provide the location and service times of up to three nearby summer meal sites.

In 2018, all iHeartMedia radio stations ran public service campaigns promoting the text service to fill the gap for children and families who benefit from school breakfast and lunch programs during the rest of the year. Additionally, select stations discussed the issue live on-air and encouraged local participation.



*Summer break sparks joy for many kids across the country, but it's a different reality if you're a kid that lives with hunger. When the school doors close for the year, many lose access to the food they depend on. The summer meals program fills this gap, but far too many families don't know these programs exist. Thanks to our partnership with iHeartMedia, we were able to raise awareness and reach families who may need these services, or know someone who might."*

## **CLAY DUNN**

CHIEF COMMUNICATIONS OFFICER AT SHARE OUR STRENGTH



## CAMPAIGN IMPACT

**+1 MILLION**

families have used No Kid Hungry's texting service to find free summer meals for their kids in their communities.

**20,000**

texts sent nationally to locate summer meal sites through the text-to-find-summer-meals service in 2018.

**+4,000**

Spanish-speaking families used the texting service to locate summer meal sites near them.

**+276,000**

families were connected to summer meal sites near them through the texting service in 2018 with the help from iHeartRadio.

## ABOUT

**NO KID HUNGRY**

*[nokidhungry.org](http://nokidhungry.org)*

No child should go hungry in America. But 1 in 6 kids will face hunger this year. No Kid Hungry is ending childhood hunger through effective programs that provide kids with the food they need. This is a problem we know how to solve. No Kid Hungry is a campaign of Share Our Strength, an organization working to end hunger and poverty.

## CAMPAIGN SNAPSHOT

**6/18 - 8/13**

DATES RUNNING

**67.7 MILLION**

MEDIA IMPRESSIONS

**820**

IHEARTMEDIA STATIONS

# NATIONAL SUMMER LEARNING ASSOCIATION

Decades of research, tracked and curated by the National Summer Learning Association (NSLA), reveal that summer learning loss constitutes a significant, if largely unrecognized, threat to academic achievement in America. It is primarily during the summer months that tens of millions of American children miss out on quality learning experiences and go backwards academically, causing the achievement and opportunity gaps between the rich and poor to widen. A growing body of research, however, shows that high-quality summer learning programs can maintain and advance students' academic and social growth, keep children safe and healthy and send students back to school ready to learn.

For the past several years, iHeartMedia has joined forces with NSLA on a national

public service campaign to promote the importance of summer learning and fun. Through a multi-platform awareness campaign, including National Summer Learning Day (National Summer Learning Week in 2019), iHeartMedia aired public service announcements across its more than 850 radio stations nationwide during the month of July. NSLA kicked off the summer learning season with the ringing of the Closing Bell at the New York Stock Exchange (NYSE), followed by its annual National Summer Learning Day – an awareness celebration aimed at elevating the importance of keeping all kids learning, safe and healthy every summer, as well as promoting affordable, quality summer enrichment options for families. This important message was aired across iHeartRadio airwaves through PSAs voiced by John Urschel,

former guard for the Baltimore Ravens and current doctoral candidate in applied mathematics at the Massachusetts Institute of Technology (MIT).

As part of National Summer Learning Day, more than 900 celebrations took place in 45 states plus D.C. including a National Read-Aloud of the award-winning book 'Trombone Shorty'. The book's acclaimed illustrator and 2016 Caldecott Honor recipient, Bryan Collier, served as the 2018 Summer Learning Ambassador, and library systems in Chicago, King County (WA), Salt Lake City, Sacramento, Nashville, New Orleans and New York served as flagship Summer Learning Day sites for the National Read-Aloud.



*The committed, bold leadership of iHeartMedia is making a tremendous difference in elevating why summers matter for all young people in this country. When we communicate and harness the power of summer our children in every community can grow and thrive.”*

**MATTHEW BOULAY, PH.D**

FOUNDER OF THE NATIONAL SUMMER LEARNING ASSOCIATION



## CAMPAIGN IMPACT

**600,000**

young people reached through National Summer Learning Day celebrations.

**21 BILLION**

estimated reach of nearly 50,000 media stories on summer learning tracked by NSLA in 2018

**14.5 MILLION**

Twitter accounts were reached by NSLA's hashtag #KeepKidsLearning

**+950 EVENTS**

and programs in 45 states plus D.C. hosting National Summer Learning Day celebrations

## ABOUT

### NATIONAL SUMMER LEARNING ASSOCIATION

[summerlearning.org](http://summerlearning.org)

The National Summer Learning Association (NSLA) is the only national nonprofit exclusively focused on closing the achievement gap by increasing access to high-quality summer learning opportunities. NSLA recognizes and disseminates what works in summer learning, advances effective policies and research around summer learning, and empowers key community stakeholders to embrace summer learning as a solution for equity and excellence in education.

## CAMPAIGN SNAPSHOT

**7/12 - 8/08**

DATES RUNNING

**822**

IHEARTMEDIA STATIONS

**98.5 MILLION**

MEDIA IMPRESSIONS

# GLOBAL CITIZEN

**Global Citizens can have an impact on ending extreme poverty through the actions they take.** Each year, Global Citizen Festival brings together music fans and activists to spread awareness and help advocate for necessary change to help make the world a better place. For the fifth consecutive year, iHeartMedia was a media partner and played an instrumental role in promoting the event both in NYC and across the U.S. leading up to the event through on-air and digital PSAs, as well as ticket giveaways and contesting.

On Saturday, September 29, 2018, Janet Jackson, The Weeknd, Shawn Mendes, Cardi B, Janelle Monáe and special guest John Legend took the stage in NYC for the Global Citizen Festival. iHeartMedia broadcast the festival live

from Central Park on over 150 radio stations across the U.S. and streamed it on the iHeartRadio app, as Global Citizen's exclusive audio media partner for the seventh consecutive year in a row.

Additionally, coinciding with the annual UN General Assembly meetings was Global Citizen's "Mandela 100" campaign which honored the life and legacy of Nelson Mandela in his centenary year. On December 2, 2018, The Global Citizen Festival Mandela 100 concert took place in Johannesburg, South Africa and featured a lineup of stars including Beyoncé, JAY-Z, Ed Sheeran, Eddie Vedder, Pharrell Williams, Chris Martin, Usher, Wizkid, Cassper Nyovest, D'Banj, Femi Kuti, Sho Madjozi, Tiwa Savage and more, which iHeartMedia also broadcasted live.



*We are at a critical moment in history, just 10 years remain for governments and corporations to step up and do their bit to preserve our climate and end extreme poverty. We are so fortunate to have a radio and streaming partner that supports us in communicating these essential messages and drives the actions needed to power this movement."*

**ANDREW KIRK**

GLOBAL DIRECTOR, PUBLIC RELATIONS, GLOBAL CITIZEN





## CAMPAIGN IMPACT

NEW YORK IMPACT

**2.1 MILLION**

actions

**\$7.6 BILLION**

worth of commitments

**254 MILLION**

lives set to affect

SOUTH AFRICA IMPACT

**5.65 MILLION**

actions

**\$7.2 BILLION**

worth of commitments

**121 MILLION**

lives set to affect

## ABOUT

GLOBAL CITIZEN

[globalcitizen.org](http://globalcitizen.org)

Since the first Global Citizen Festival in New York in 2012, Global Citizen has grown into one of the largest, most visible platforms for young people around the world calling on world leaders to honor their responsibilities in achieving the United Nations Sustainable Development Goals and ending extreme poverty by 2030. Global Citizens have generated commitments and policy announcements from leaders valued at over \$37.9 billion that are set to affect the lives of more than 2.25 billion people. The organization has taken its action-based model to Australia, India, the United Kingdom, Germany, Belgium, South Africa and Canada, and created a platform for activists to learn about the issues they care most about, take action, and earn rewards for doing so.

## CAMPAIGN SNAPSHOT

**8/07 – 9/29**

DATES RUNNING

**822**

IHEARTMEDIA STATIONS

**166 MILLION**

MEDIA IMPRESSIONS

# SEPTEMBER 11

## NATIONAL DAY OF SERVICE AND REMEMBRANCE

**2018 marked the 17th anniversary of the 9/11 attacks.** For the eighth consecutive year, iHeartMedia led listeners nationwide to participate in the September 11th National Day of Service and Remembrance (“9/11 Day”) and to promote national unity, empathy and charitable service on 9/11.

In support of 9/11 Day, iHeartMedia launched a large-scale national and local

on-air PSA campaign, encouraging listeners to participate in their own communities by volunteering, donating to charities of their choice or simply making a voluntary pledge to dedicate time to performing good deeds that help people and communities in need. In 2018, iHeartMedia’s local PSAs specifically encouraged listeners to participate in volunteer service projects across the country to support hunger relief. In New York City, 9/11 Day staged

a major meal pack event at the Intrepid Sea, Air & Space Museum, docked in the Hudson River. Z100 Morning Show on-air personality Greg T joined the effort where more than 4,000 volunteers packed 850,000+ non-perishable meals for at-risk New Yorkers. Z100 promoted the high-energy charitable event on-air, as well as through social media and digital platforms, encouraging listeners to come together and do good deeds.



*iHeartMedia has played an instrumental role over many years in helping the 9/11 community transform September 11 from a day of tragedy into a day of doing good, as a National Day of Service and Remembrance. In many cities across the nation, market-leading iHeart stations are now partnering with us to establish and promote large-scale volunteer service projects, including in New York City, Phoenix, Los Angeles, San Francisco, Atlanta, St. Louis, Dallas and Chicago. These collaborative efforts help to completely redefine for the better how tens of millions of Americans perceive, remember and observe the anniversary of 9/11. Thanks to the support of hundreds of iHeartMedia outlets across the nation, more than 15 million Americans now observe the anniversary of the 2001 terrorist attacks as a day of service, unity and peace.”*

### **JAY S. WINUK**

MYGOODDEED CO-FOUNDER, WHOSE YOUNGER BROTHER GLENN WINUK DIED IN THE LINE OF DUTY IN THE TERRORIST ATTACK AT THE WORLD TRADE CENTER



## CAMPAIGN IMPACT

**+15 MILLION**

have performed simple good deeds in remembrance of the victims of terrorism on 9/11 to-date.

**1,675,072**

meals packed by volunteers for people in need.

## ABOUT

**9/11 DAY**

*911day.org*

9/11 Day is a nonprofit observance that annually inspires tens of millions of Americans to observe the anniversary of the 9/11 attacks as a day of national unity and charitable service. 9/11 Day was originally established in 2002 by the nonprofit MyGoodDeed and the 9/11 community to provide a positive and permanent way to forever remember and pay tribute to the 9/11 victims, rescue and recovery workers, members of our military and others who 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 engagement, with tens of millions of Americans dedicating time to helping others in need each year and promote national unity.

## CAMPAIGN SNAPSHOT

**9/05 – 9/11**

DATES RUNNING

**818**

IHEARTMEDIA STATIONS

**23 MILLION**

MEDIA IMPRESSIONS

# TODAY, I'M BRAVE

## THE 100ROOFS PROJECT

**Nearly one year after Hurricanes Maria and Irma 60,000 Puerto Ricans were still without roofs over their heads.** During September and October 2018, iHeartMedia teamed up with the non-profit Today, I'm Brave to help launch its key initiative for 2018 – The 100Roofs Project in partnership with Rosie Perez, Ramon Rodriguez and Heart 9/11, a disaster relief organization of skilled carpenters and builders.

As part of the effort, the organization sent teams to Puerto Rico to rebuild roofs

and more importantly to teach local men and women carpentry skills through an apprenticeship program so they would have the tangible and empowering skills to rebuild their respective communities in years to come. To help reach the goal of building 100 roofs while teaching local Puerto Ricans construction skills through the apprenticeship program, iHeartMedia aired nearly 20,000 PSAs across all radio stations and activated select social media channels to raise awareness and funding for the cause.



## CAMPAIGN IMPACT

**\$500,000**  
raised

**1200**  
donors

## ABOUT

### TODAY, I'M BRAVE

[100roofs.org](http://100roofs.org)

*Today, I'm Brave* is a nonprofit organization created by the creative, purpose-driven agency, David&Goliath. It inspires people and organizations alike to rise to any challenge by sharing stories of bravery from around the world. We've also supported the Brave causes of world-class, purpose-driven organizations including Shine On Sierra Leone, the Iraq and Afghanistan Veterans of America and the Covenant House of California. *Today, I'm Brave* also executive produced the documentary Pa'lante featuring HEART 9/11 in an effort to raise awareness and support for the people of Puerto Rico affected by Hurricanes Irma and Maria.

## CAMPAIGN SNAPSHOT

**9/24 - 10/15**

DATES RUNNING

**814**

IHEARTMEDIA STATIONS

**73.7 MILLION**

MEDIA IMPRESSIONS

# I AM A VOTER.

**1 in 5 Americans are not registered to vote and 60% of them have never been asked to register.** Building on iHeartMedia's longstanding efforts to encourage all Americans to vote, it became a founding member of the Civic Culture Coalition, which powered I am a voter.

I am a voter. is a nonpartisan movement that aims to create a cultural shift around voting and civic engagement by unifying around a central truth: Our democracy works best when we all participate. The effort was created to encourage a common expectation of voter participation—not to sway one way or another.

The Civic Culture Coalition is a network of entertainment, tech, fashion, beauty and media companies that are working to advance nonpartisan civic engagement by

promoting a culture of participation, both internally at their companies and externally through public awareness activations and strategic partnerships. As part of the Civic Culture Coalition, iHeartMedia played a crucial role in the development of I am a voter. and aired a series of I am a voter. PSAs across all iHeartMedia radio stations over 125K times, generating over 153 million impressions. All PSAs encouraged listeners to sign up for an innovative text platform that provided hyper-local voting information and news tailored by zip code.

Additionally, in partnership with the nonpartisan voter registration organization HeadCount and Vice Media, iHeartMedia hosted the I am a voter. bus at the iHeartRadio Music Festival in Las Vegas around National Voter Registration Day and actively registered people to vote.





## CAMPAIGN IMPACT

**50+**

number of companies engaged within 5 months.

**2 BILLION**

social media impressions

**\$16 MILLION**

in total donated ad space

**70 MILLION**

digital impressions from digital banners

**50 STATES**

have subscribers to the i am a voter. text platform

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## CAMPAIGN SNAPSHOT

**9/27 - 11/06**

DATES RUNNING

**707**

IHEARTMEDIA STATIONS

**153 MILLION**

MEDIA IMPRESSIONS

# GLAAD

**Over the past two decades, Americans have experienced a significant evolution in their understanding and cultural acceptance of lesbian, gay, bisexual, transgender and queer (LGBTQ) people.** iHeartMedia is committed to working with GLAAD, the nation's leading LGBTQ media advocacy organization, to continue to educate and inspire its diverse audiences and team members to learn more about LGBTQ communities in an effort to build support for equality.

GLAAD's Spirit Day brings together hundreds of celebrities, media companies,

brands, landmarks, faith groups, schools and more to show support for youth. Since 2010, iHeartMedia has 'gone purple' on Spirit Day, standing with GLAAD and its partners against bullying.

For the second year, iHeartMedia expanded its efforts by launching an on-air PSA campaign across all of its CHR and AC stations to encourage listeners to go purple and unite against the bullying of LGBTQ youth. In addition, nationally-recognized on-air personalities including Elvis Duran, Cody Alan and Enrique Santos discussed the importance of Spirit Day with listeners throughout their radio programs.

iHeartRadio promoted Spirit Day on Instagram, Facebook and Twitter, sharing the organization's goal of preventing the bullying of LGBTQ youth. Additionally, iHeartRadio's editorial team wrote an article in support of Spirit Day featuring supportive messages for LGBTQ youth from artists Troye Sivan and Lauren Jauregui.



*GLAAD's ongoing partnership with iHeartMedia continues to be a powerful avenue for our community to reach hundreds of millions of people with messages of acceptance. Words cannot fully express what it means to LGBTQ youth when their favorite stations, shows, and hosts show an authentic interest in supporting the LGBTQ community, addressing issues important to us, and celebrating its successes."*

**SARAH KATE ELLIS**

GLAAD PRESIDENT & CEO



## CAMPAIGN IMPACT

**1.6 BILLION**

social impressions for  
#SpiritDay (up by 14%)

**~20,000**

signatures on the  
Spirit Day pledge

**+906 MILLION**

reached on Twitter

**+208,000**

engagements on Facebook

**+2 MILLION**

likes on Instagram

**+300**

influencers participated

## ABOUT

**GLAAD**

*glaad.org*

GLAAD rewrites the script for LGBT acceptance. As a dynamic media force, GLAAD tackles tough issues to shape the narrative and provoke dialogue that leads to cultural change. GLAAD protects all that has been accomplished and creates a world where everyone can live the life they love.

## CAMPAIGN SNAPSHOT

**10/15 – 10/19**

DATES RUNNING

**291**

IHEARTMEDIA STATIONS

**7.8 MILLION**

MEDIA IMPRESSIONS

# WHEN WE ALL VOTE

**American voter participation rates, especially in midterm elections, are low: In 2014, just a little over a third (36.4 percent) of eligible citizens voted, the lowest participation rate in midterms since World War II. (PBS, November 2014).** As the number one audio company in the United States – reaching nine out of 10 Americans every month – iHeartMedia used its unique position to fuel the conversation around the importance of voting regardless of political affiliation or beliefs by teaming up with When We All Vote for the organization’s National Week of Action.

When We All Vote is a nonpartisan initiative founded in 2018 that calls on Americans to take responsibility and start a conversation by asking friends, family, and those in their own communities to register, and to show them how easy and important it is to vote in every race—from the school board to the statehouse, Congress and the Presidency.

The 2018 National Week of Action took place September 22 – 29th with organized voter registration events throughout the week in large and small cities that were designed to train people to help register their friends, family and neighbors and

ensure all those who attended were registered. When We All Vote’s Co-Chairs including Michelle Obama, Tom Hanks, Lin-Manuel Miranda, Janelle Monáe, Chris Paul, Faith Hill and Tim McGraw hosted events across the U.S. and iHeartMedia helped amplify with on-air messaging that encouraged participation in select markets including Detroit, MI; Los Angeles, CA; Baltimore, MD; Miami, FL; Atlanta, GA; Las Vegas, NV; New York, NY; Pittsburgh, PA; Nashville, TN; and Houston, TX.



*When we all vote we make a difference. A difference that can be felt all the way from Tennessee to the nation’s capital, and everywhere in between. Don’t miss out on the opportunity to make your voice heard.”*

**FAITH HILL**

SINGER AND PRODUCER



## CAMPAIGN IMPACT

**+2,500**

events hosted across the country

**+200,000**

people took action

**+220 MILLION**

individuals reached on social media

## ABOUT

### WHEN WE ALL VOTE

[whenweallvote.org](http://whenweallvote.org)

When We All Vote—a new national, nonpartisan not-for-profit—brings together citizens, institutions, and organizations to spark a conversation about our rights and responsibilities in shaping our democracy. Namely, the responsibility of registering and voting.

When We All Vote's Co-Chairs are some of America's most trusted voices, including Michelle Obama, Tom Hanks, Lin-Manuel Miranda, Janelle Monáe, Chris Paul, Faith Hill, and Tim McGraw. Join the conversation by talking to friends, family, and neighbors about the importance of their voice and their vote. Because When We All Vote, we can change the world.

## CAMPAIGN SNAPSHOT

**9/22 – 9/29**

DATES RUNNING

**12**

IHEARTMEDIA MARKETS

# L'ORÉAL WOMEN OF WORTH

**According to the Corporation for National and Community Service over 44.6 million female volunteers contribute roughly 3.9 billion hours of service annually.** Over the past 13 years, L'Oréal Paris, the #1 global beauty brand, and Points of Light, the world's largest organization dedicated to volunteer service, have hosted Women of Worth – a year-long platform that elevates the stories of local heroes who represent the passion and spirit of the millions of women across the country who volunteer their time to serve others.

In 2018, iHeartMedia helped expand the reach of Women of Worth by encouraging listeners across the U.S. to nominate a volunteer to be a 2018 Women of Worth Honoree and to receive up to a \$10,000 donation for her charity. One honoree was chosen by popular vote and was selected as a National Honoree and received an additional \$25,000 donation for her organization.

In addition to receiving financial support for the winning organizations, iHeartMedia

provided a platform to celebrate the stories of these women and the impact their service has had within their community. From a U.S. soldier suffering from PTSD who founded a nonprofit organization that serves, honors and empowers military women, veterans and their families, to a teenager tutoring sex-trafficking survivors and women who are tackling youth homelessness, at-risk teens and more, the Women of Worth winners have all improved the lives of others.



*We are honored to partner with L'Oréal Paris to recognize this year's Women of Worth Honorees. It is a privilege to publicly celebrate these awe-inspiring women by shining a spotlight on their causes and highlighting the work they have done to touch the lives of countless others."*

**NATALYE PAQUIN**  
CEO OF POINTS OF LIGHT



## CAMPAIGN IMPACT

140

women honored over  
the life of the program

13-YEAR

run for Women of Worth

+78,000

homeless women in need have been provided  
resources from Women of Worth honorees, funded  
nearly 50 childhood cancer research grants and  
rescued thousands of adults and children living in  
abusive situations.

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## ABOUT

### POINTS OF LIGHT

*pointsoflight.org*

Points of Light – the world's largest organization  
dedicated to volunteer service – mobilizes millions of  
people to take action that is changing the world. Through  
affiliates in 250 cities and partnerships with thousands  
of nonprofits and corporations, Points of Light engages  
4 million volunteers in 30 million hours of service each  
year. We bring the power of people to bear where it's  
needed most.

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## CAMPAIGN SNAPSHOT

11/12 – 11/20

DATES RUNNING

817

IHEARTMEDIA STATIONS

32.2 MILLION

MEDIA IMPRESSIONS

# CRISIS TEXT LINE

**350 million people of all ages around the world are affected by depression.**

Since its launch in 2013, Crisis Text Line – a free 24/7 support service for those in crisis – has exchanged more than 110 million messages on the platform, 39.6% of which are about depression, 28.4% about suicide and 20% that are received after midnight. Crisis Text Line employs over 4,500 volunteers to answer text messages from people feeling stressed, bullied or otherwise in crisis. From self-harm to romantic relationships,

family issues to eating disorders, Crisis Text Line provides an immediate lifeline in the form of text message.

By simply texting 741741 from anywhere in the US, users are quickly connected with trained crisis counselors, all of whom undergo a rigorous multi-stage application process, background check and training program. All conversations are monitored by staff who either have a master's degree in a relevant field or appropriate crisis intervention experience.

In 2018, Crisis Text Line identified a unique need – how to attract more late-night counselors. To help bridge this gap, iHeartMedia ran a series of PSAs across all its radio stations in overnight media, specifically targeting volunteers who are typically awake late at night and early morning. Additionally, all radio stations ran a series of PSAs informing listeners that this free service is available 24/7.



*We're thrilled to be able to work with iHeartMedia to spread awareness about mental health and the resources available. Together we've saved countless lives and supported so many people when they needed it most."*

**ADEENA COHEN**

GLOBAL DIRECTOR AND VP BUSINESS DEVELOPMENT FOR CRISIS TEXT LINE



## CAMPAIGN IMPACT

SINCE INCEPTION SIX YEARS AGO:

**110 MILLION**

crisis text line messages exchanged

**25,242**

active rescues completed

**+1 MILLION**

youth supported in their time of need

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## ABOUT

### CRISIS TEXT LINE

*crisistextline.org*

Crisis Text Line is free, 24/7 support for people in crisis via text. For more, visit [www.crisistextline.org](http://www.crisistextline.org)

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## CAMPAIGN SNAPSHOT

**11/21 - 12/31**

DATES RUNNING

**823**

IHEARTMEDIA STATIONS

**55.3 MILLION**

MEDIA IMPRESSIONS

# LOVE HAS NO LABELS

**We are living in divisive times. Bias and discrimination are some of the most pressing issues facing our nation today. However, research has showed that there is one moment where biases are eroded and we see incredible stories of people coming together—in times of disaster.** In 2018, iHeartMedia teamed up with the Ad Council in support of the Love Has No Labels campaign.

Since its launch in 2015, the goal of the campaign has been to elevate messages of unbiased love to promote acceptance across race, religion, gender, sexuality, ability and age.

In 2018, the campaign released an original short film, *RISING* – a powerful film that captures the poignant story of a diverse neighborhood coming together in a flood, rising above their differences to support each other in a time of

need. The film challenges Americans to consider “Why does it take a disaster to bring us together?” and encourages people to take everyday actions to create a more inclusive community.

In support of the film’s release and the powerful message that Love Has No Labels represents, iHeartMedia promoted the film with messages of support from artists including John Legend and Lukas Graham across stations nationwide. Additionally, iHeartMedia personalities Elvis Duran, Ryan Seacrest and Mario Lopez discussed the campaign on-air and highlighted via their social platforms.

All the PSAs directed audiences to view the film at [LoveHasNoLabels.com](http://LoveHasNoLabels.com), which all featured small actions people can take every day to create a more inclusive world and make others feel loved and accepted.

WHY DOES IT TAKE A DISASTER  
TO BRING US TOGETHER?

# RISING

AN ORIGINAL SHORT FILM FROM EMMY® WINNERS  
DAVID NUTTER & LENA WAITHE



WATCH NOW AT [LOVEHASNOLABELS.COM](http://LOVEHASNOLABELS.COM)



## CAMPAIGN IMPACT

IN JUST 1 MONTH AFTER THE LAUNCH  
OF THE RISING CAMPAIGN:

- Awareness of Love Has No Labels brand hit an all-time high

SIGNIFICANTLY MORE AMERICANS:

- Believed they had the power to create a more accepting and inclusive environment (38% - 42%)
- Believed supporting diversity and acceptance around race, gender, sexual orientation, religion, and disability is very important (42% - 45%)
- Learned about actions they can take to be more inclusive every day (21% - 23%)
- Frequently reflected on their biases (30 - 34%)

## ABOUT

THE AD COUNCIL

[adCouncil.org](http://adCouncil.org)

The Ad Council brings together the most creative minds in advertising and media to address the most worthy causes. Its innovative, pro bono social good campaigns raise awareness. They inspire action.

## CAMPAIGN SNAPSHOT

11/16 - 12/09

DATES RUNNING

156

IHEARTMEDIA STATIONS

18.9 MILLION

MEDIA IMPRESSIONS

# (RED)

**In 2002, roughly 1,500 babies were born every day with HIV. Today that number is down to 500.** In an effort to help get that number close to zero, iHeartMedia once again supported (RED) in partnership with Amazon and Crowdrise to help kick off World AIDS Day and the 2018 (RED) SHOPATHON.

For the sixth consecutive year, iHeartMedia partnered with (RED) in the fight to end AIDS and leveraged its broad array of assets — its deep social influence, on-air, digital, live events and the strong relationships talent and on-air personalities have with listeners — to generate excitement for the massive annual (RED) campaign.

In support of the (RED) SHOPATHON and World AIDS Day, iHeartMedia and (RED) secured an exclusive, winnable behind the scenes VIP experience with pop duo Jack & Jack at Y100's Jingle Ball concert in Miami on December 16, 2018. In addition, iHeartMedia radio stations encouraged listeners to donate to (RED), bid on the experience on Crowdrise or shop (RED) at Amazon.com.

Following the launch event, iHeartMedia continued to promote the (RED) SHOPATHON for the entire month of December.



*(RED) is always so grateful to iHeartMedia for supporting this key World AIDS Day campaign by engaging their broad audiences around the fight to end AIDS. From the winnable experience with Jack & Jack to airtime promotion urging people to shop (RED) during the holidays, the team at iHeart once again brought to bear their reach and scale in 2018.”*

## **HUW DAVIES**

CHIEF COMMUNICATIONS & CAMPAIGNS OFFICER, (RED)





## CAMPAIGN IMPACT

**+\$600 MILLION**

has been raised by (RED) for the Global Fund to fight AIDS, Tuberculosis and Malaria, to support HIV/AIDS grants

**26,000**

days of life-saving HIV/AIDS medication has been provided from money generated by the Jack & Jack Experience

**+62.4 MILLION**

media impressions generated by iHeartMedia alone

**+140 MILLION**

people impacted by Global Fund grants that (RED) supports

**100%**

of the monies raised goes to AIDS programs

## ABOUT

(RED)

[red.org](http://red.org)

(RED) was founded in 2006 to engage businesses and people in the fight against AIDS. (RED) partners with the world's most iconic brands that contribute proceeds from (RED)-branded goods and services to the Global Fund.

(RED) Proud Partners include: Amazon, Apple, AirAsia, Bank of America, Beats by Dr. Dre, Belvedere, Claro, Durex, MCM, Salesforce, SAP, Starbucks and Telcel. (RED) Special Edition partners include: Alessi, Andaz, Calm, eos, Fatboy USA, Girl Skateboards, Montblanc, Mophie, quip, Vespa, Villebrequin and Wanderlust.

To date, (RED) has generated more than \$600 million for the Global Fund to fight AIDS, Tuberculosis and Malaria, to support HIV/AIDS grants in Ghana, Kenya, Lesotho, Rwanda, South Africa, Swaziland, Tanzania and Zambia. 100 percent of that money goes to work on the ground – no overhead is taken. Global Fund grants that (RED) supports have impacted over 140 million people with prevention, treatment, counselling, HIV testing and care services.

## CAMPAIGN SNAPSHOT

**11/29 - 12/17**

DATES RUNNING

**62.4 MILLION**

MEDIA IMPRESSIONS

**23 MILLION**

TOTAL GENERATED BY THE 2018 (RED) SHOPATHON CAMPAIGN

**813**

IHEARTMEDIA STATIONS

# THE RYAN SEACREST FOUNDATION

**According to the Connecticut Hospital Association, each year an estimated three million children are hospitalized in the United States.**

The Ryan Seacrest Foundation (RSF) contributes positively to the healing process of these children by building broadcast media centers in hospitals across the country – providing a respite for children and families being treated. iHeartMedia is committed to helping further the mission of the 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. There are now studios in ten cities across the United States including Atlanta, Philadelphia, Dallas, Orange County, Charlotte, Cincinnati, Denver, Boston, D.C. and Nashville.

iHeartMedia 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.

For the sixth consecutive year, the foundation was named the official charity partner for select iHeartRadio Jingle Ball Tour concert cities, and iHeartMedia donated \$1 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. Local radio stations also took an active role in routing artists and celebrities to nearby Seacrest Studios throughout the year and launched a variety of fundraising campaigns including online auctions.



*The Ryan Seacrest Foundation is grateful for its long-standing partnership with iHeartMedia and honored to have been the beneficiary of the 2018 Jingle Ball Tour. With iHeart's incredible support, our foundation has now built 10 Seacrest Studios in children's hospitals across the country and has been able to create a multi-media space where young patients get to be stars of their own radio and TV shows."*

**MEREDITH SEACREST**  
EXECUTIVE DIRECTOR, RSF



## CAMPAIGN IMPACT

**\$1.2 MILLION**

raised in the past 6 years.

**+\$77,000**

iHeartMedia helped raise for the Foundation through a variety of online fundraising platforms in 2018 alone.

**~\$115,000**

raised in cash donations through the 2018 iHeartRadio Jingle Ball tour.

## ABOUT

### RYAN SEACREST FOUNDATION

[ryanseacrestfoundation.org](http://ryanseacrestfoundation.org)

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.

# LUPUS RESEARCH ALLIANCE

**As many as 1.5 million people in the United States have lupus, which is most often diagnosed in young women, between the ages of 15 and 44.** iHeartMedia has been a longtime supporter of the Lupus Research Alliance and a champion of Walk with Us to Cure Lupus, the Lupus Research Alliance's national fundraising program.

Lupus is an autoimmune disease – in which your immune system attacks healthy cells by mistake – that can damage many parts of the body. There is no known cure for lupus, but available treatments can help. The Lupus Research Alliance is the largest private sector organization dedicated to advancing lupus research.

Through the Lupus Research Alliance's Walk with Us to Cure Lupus program,

thousands of community members came together to raise money to fund innovative research programs that will help lead to new treatments for the disease and one day a cure. For the past seven years, iHeartMedia radio stations have helped bring awareness for the disease through on-air media support and heavily support the annual walk events in many markets. In 2018, multiple iHeartMedia radio stations in South Florida, California, Massachusetts, Illinois, Texas, New York and Maryland participated in the live events, providing music and entertainment at the walks and coverage on-air.

Additionally, iHeartMedia helps the Lupus Research Alliance fundraise every year by providing VIP tickets to events like the iHeartRadio Jingle Ball and iHeartRadio Music Festival for the Alliance's donors.



*iHeartMedia has been a tremendous partner for the lupus community, and we deeply appreciate their generosity. Their support greatly boosts awareness for lupus, encouraging people to talk to their doctor about possible signs of the disease and helping raise funds for the most promising research.”*

**KENNETH FARBER**

LUPUS RESEARCH ALLIANCE  
PRESIDENT AND CEO



## CAMPAIGN IMPACT

**\$1.9 MILLION**

raised in 2018

**+\$15 MILLION**

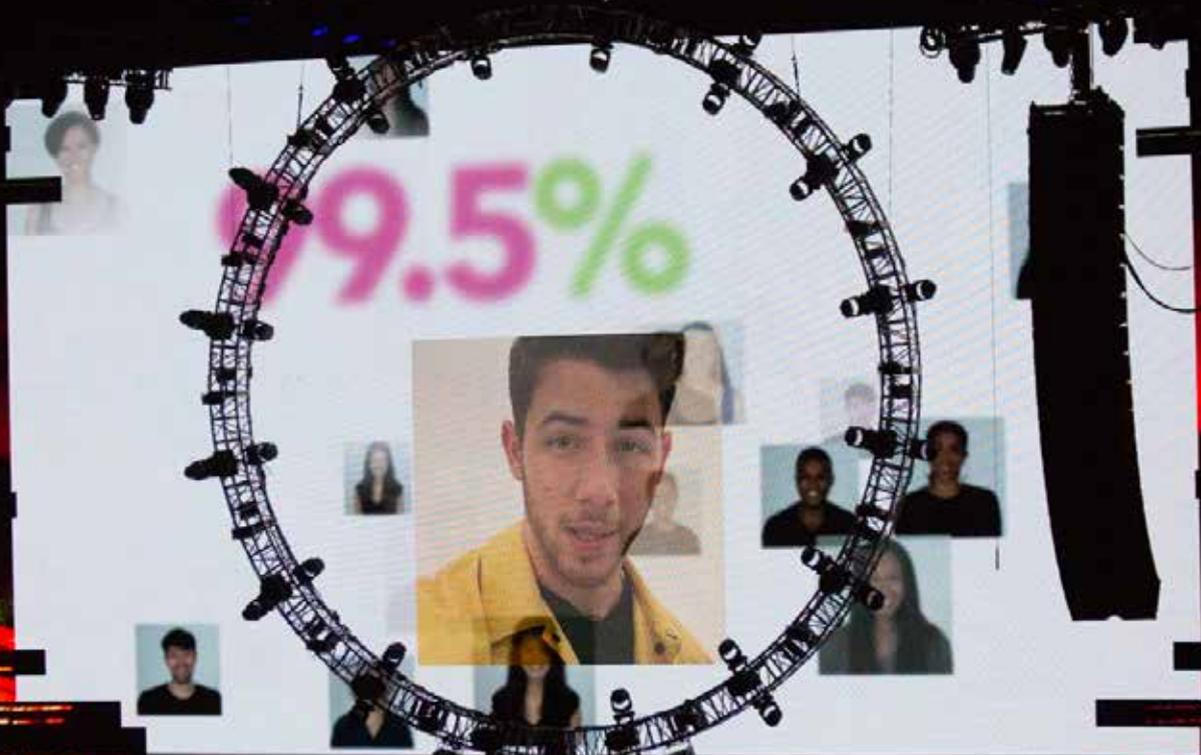
iHeartMedia has helped raised over the last 7 years.

## ABOUT

### LUPUS RESEARCH ALLIANCE

[lupusresearch.org](http://lupusresearch.org)

The Lupus Research Alliance aims to transform treatment while advancing toward a cure by funding the most innovative lupus research in the world. The organization's stringent peer review grant process fosters diverse scientific talent who are driving discovery toward better diagnostics, improved treatments and ultimately a cure for lupus. Because the Lupus Research Alliance's Board of Directors fund all administrative and fundraising costs, 100% of all donations goes to support lupus research programs.



iHeartMedia has helped shape the way in which media interacts, educates and connects with the public. Each year iHeartMedia makes a company-wide commitment beyond media or financial support to address a specific issue or cause, and in 2018, the company reacted to a number of timely and relevant concerns.

In 2018, iHeartMedia teamed up with the DEA to address the national opioid epidemic by promoting safe and local prescription drop-off locations; its campaign yielded the most drug take-backs in the agency's history.

The company also continued to address the national veteran unemployment crisis with

the largest public service campaign in its history – iHeartRadio Show Your Stripes, which helps returning veterans find jobs, and continued its efforts as the founding member of Together for Safer Roads, a coalition to create safer roads for future generations both in the U.S and globally.

In addition, iHeartMedia granted holiday wishes for a number of families in local communities across America through its 10th annual "Granting Your Christmas Wish" program; and supported Stand Up 2 Cancer and its efforts towards more collaborative cancer research.

# 2018 SPECIAL PROJECTS

# STAND UP TO CANCER

**According to the National Cancer Institute an estimated 1.7 million new cases of cancer were projected to be diagnosed in the United States during 2018.** For its first-ever digital live show, iHeartMedia teamed up with Stand Up To Cancer, a division of the Entertainment Industry Foundation that is built on the belief that collaboration among teams of researchers is the most effective approach in the fight against cancer.

In 2018, Stand Up To Cancer launched "It's #Up2Us: Stand Up To Cancer | The Digital Live Show," a one-hour standalone digital event that streamed live on iHeartRadio's

social media platforms, and Stand Up To Cancer 's Facebook, Twitter and YouTube from the Barker Hangar in Santa Monica. In an effort to empower a new generation to Stand Up to cancer, this first-of-its-kind show was co-hosted by Max Greenfield, Tyler Posey, and Brenda Song, and featured influencers and stars from digital, TV, film and music. iHeartRadio personality JoJo Wright was also featured within the show where he spoke about testicular cancer and the importance of self-examination in men.

The Digital Live Show, which aired one hour prior to the live television broadcast, further amplified the 2018 telecast and

highlighted Stand Up To Cancer's 10 years of impact, underscoring the measurable progress the organization has made in cancer research during its first decade.

Additionally, several weeks leading up to the broadcast event, iHeartMedia launched an on-air and online campaign across its more than 850 radio stations and websites and on iHeartRadio.com, designed to build awareness and funding for cancer research and drive tune-in to Stand Up To Cancer's telecast and Digital Live Show.



*We are so grateful for iHeartMedia's long-time support, and this unique, stand-alone digital event helped us greatly extend SU2C's reach as we continue to encourage younger generations to join us in our global mission of making everyone diagnosed with cancer a survivor. By hearing the stories of inspiration, hope and courage on this broadcast, we hope more and more people worldwide were and will continue to be empowered to stand up, and make a real difference in the fight against cancer."*

**SUE SCHWARTZ**

STAND UP TO CANCER CO-FOUNDER



## CAMPAIGN IMPACT

**\$123.6 MILLION**

pledged to SU2C

**+4.8 BILLION**

media impressions garnered by the SU2C telecast

**70**

broadcast and cable networks and streaming and social platforms aired the SU2C telecast

## ABOUT

### STAND UP TO CANCER

[standuptocancer.org](http://standuptocancer.org)

Stand Up To Cancer (SU2C) raises funds to accelerate the pace of research to get new therapies to patients quickly and save lives now. SU2C, a division of the Entertainment Industry Foundation (EIF), a 501(c)(3) charitable organization, was established in 2008 by film and media leaders who utilize the industry's resources to engage the public in supporting a new, collaborative model of cancer research, and to increase awareness about cancer prevention as well as progress being made in the fight against the disease. Under the direction of our Scientific Advisory Committee, led by Nobel Laureate Phillip A. Sharp, Ph.D., SU2C operates rigorous, competitive review processes to identify the best research proposals to recommend for funding, oversee grants administration, and ensure collaboration across research programs.

Current members of the SU2C Council of Founders and Advisors (CFA) include Katie Couric, Sherry Lansing, Lisa Paulsen, Rusty Robertson, Sue Schwartz, Pamela Oas Williams, Ellen Ziffren, and Kathleen Lobb. The late Laura Ziskin and the late Noreen Fraser are also co-founders. Sung Poblete, PhD, RN, has served as SU2C's president and CEO since 2011.

# IHEARTRADIO SHOW YOUR STRIPES

**According to the U.S. Bureau of Labor Statistics, the annual veteran unemployment rate declined to 3.5% in 2018 – the lowest level since 2000.**

While this is a great improvement over previous years, there are still millions of veterans entering a period of unemployment upon transition. Now in its seventh year, iHeartRadio Show Your Stripes remains committed to addressing veteran unemployment and employment retention – encouraging businesses to hire and retain skilled veterans.

iHeartRadio Show Your Stripes – with the tagline “Hire Smart – Hire Vets” – is iHeartMedia’s long-term effort to help guide veterans back into civilian life by highlighting their valuable training and experience. Since the program’s launch, iHeartMedia has invested well over \$180 million in radio, digital and out-of-home resources to highlight the skills brought home by returning servicemen and women and their value to employers in the workplace – making iHeartRadio Show Your Stripes the largest and longest-running public service program in the company’s history.

A series of over 200 PSAs have run in support of the program since launch and includes testimonials from real-life veterans, success stories from large and small businesses that have benefitted from hiring veterans, and encouragement and personal anecdotes on the importance of hiring veterans from some of the biggest

artists and political leaders in the world, including First Lady Michelle Obama, Dr. Jill Biden, 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 many more.

In 2018, iHeartMedia reinvented the successful [showyourstripes.org](http://showyourstripes.org) – a centralized, easy-to-use destination for veterans, businesses and supporters. The new and improved website was launched in partnership with Career One Stop, the flagship career, training and job search website for the U.S. Department of Labor and provides veteran users with access to military-friendly jobs while also easily directing them to physical American Job Centers. The Job Centers offer free one-on-one counseling, job search workshops, free computer access, and more. Additionally, the website features the most relevant and timely resources to help veterans successfully transition into the civilian workforce.

iHeartMedia radio stations continually participate in regional, veteran focused career fairs and events which are supported via on-air and on-site promotion. The campaign leveraged social media and digital platforms including iHeartRadio’s Facebook and Twitter followers; individual radio stations’ social platforms; local station Facebook accounts; and partner social sites.



*The statistics on veterans’ employment have been positively impacted because of iHeartMedia’s Show Your Stripes campaign. The fact is that Show Your Stripes is having an impact because it’s building public awareness, it’s encouraging community involvement, and it’s promoting those opportunities that are local. That understanding has made a positive difference on the employment opportunities for our veterans and military families.”*

**COL. DAVID  
SUTHERLAND**

CO-FOUNDER AND CHAIRMAN,  
EASTER SEALS DIXON  
CENTER FOR MILITARY AND  
VETERAN SERVICES



## CAMPAIGN IMPACT

**3.5%**

the jobless rate for all veterans since the launch of Show Your Stripes, an 18-year low in 2018, from its peak at 9.9% in 2011

**+200,000**

job applications have been submitted to a wide variety of companies directly through [showyourstripes.org](http://showyourstripes.org)

**+4,000**

participating local and national businesses have joined the Show Your Stripes Alliance including Coca Cola, Wal-Mart, Target, GE and FedEx

**~2.5 MILLION**

public service announcements have aired on iHeartMedia radio stations nationally

**28+ MILLION**

billboard displays have featured the program message since launch

**+7 BILLION**

media impressions

## AWARD-WINNING CAMPAIGN

- 2015 NABEF Service to America President's Special Award
- Cause Marketing Forum 2014 Halo Award: Best Message-Focused Campaign
- Cause Marketing Forum 2014 Halo Award: Best Social Service Campaign
- 2014 PR News' CSR Award for Social Good

## ABOUT

**IHEARTRADIO SHOW YOUR STRIPES**

[showyourstripes.org](http://showyourstripes.org)

# PEACE ONE DAY

**Each year, the International Day of Peace is observed around the world on September 21. The United Nations General Assembly has declared this as a day devoted to strengthening the ideals of peace globally.** In 2018, iHeartMedia teamed up with singer-songwriter, poet and producer Mike Posner and the DNA testing company 23andMe to spread a special message of love and unity in honor of the United Nations' International Peace Day in association with non-profit organization Peace One Day. Through initiatives and collaborations, Peace One Day encourages organizations and individuals to reduce violence at home, in the workplace, at school, in our communities and towards our environment.

During the iHeartRadio Music Festival in Las Vegas on September 21, iHeartMedia unveiled a powerful video montage of top artists performing an original Peace Day piece written by Mike Posner. The powerful poem urged fans to put their differences aside for peace. iHeartRadio Music Festival performers including Mariah Carey, Carrie Underwood, Kygo, Logic, 5 SOS, Belly and others as well as Nick Jonas, Troye Sivan, Dinah Jane and more lent their voices to this special moment.

The campaign's main goal was to inspire people to come together as one for peace. In the video, the stars share how everyone — regardless of their differences — experiences happiness,

sadness, laughter and gloom and pledged to make peace with someone and asked everyone watching to join. Collectively, each celebrity explained that despite our differences, at our core, we are all the same — and 23andMe also reflects this message, scientifically proving that all humans are 99.5 percent identical on the inside. Only .5 percent makes us unique.

Fans at The Daytime Village at the iHeartRadio Music Festival also shared personal messages of peace, and some of which were featured in a special episode of spit - a iHeartRadio and 23andMe podcast that explores how DNA testing gives us a new perspective on who we are and how we are all connected.



*It's a call to action for the artists and the people around the world to show more love, more understanding and more compassion. The folks at iHeartRadio, 23andMe, they're busy enough throwing a huge festival, running a huge company. For them to take time out to create this moment celebrating peace is really beautiful. All the artists who have participated in this message for peace are all very busy artists. There's no shortage of people asking them to do stuff. I just feel proud to be a part of that team."*

**MIKE POSNER**



## CAMPAIGN IMPACT

# 8.3 MILLION

social media reach of #peaceday at the end of June 2018, grew from 78,000 at the end of April

# +3 BILLION

people were estimated to be exposed to the Peace Day message

## ABOUT

### PEACE ONE DAY

[peaceoneday.org](http://peaceoneday.org)

Founded in 1999 by Jeremy Gilley, Peace One Day is a non-profit organization that successfully led the campaign which resulted in the unanimous adoption by United Nations Member States of the first ever 'Peace Day' – an annual day of global ceasefire and non-violence with a fixed calendar date: 21 September. Peace One Day's track record demonstrates a unique ability to achieve remarkable brand partnerships and penetration that include some of the most famous multinational corporations, A-list celebrities and political influencers on the planet.

In 2016 it is estimated that 2.2 billion people were exposed to the Peace Day message, 940 million were fully aware of the day, resulting in around 16 million behaving more peacefully (McKinsey & Co).

Peace One Day has held major music celebrations, from London's Wembley Arena (Elton John) to Goma in the Democratic Republic of the Congo (Akon). Since 2007, Peace One Day's efforts in Afghanistan have led to the immunization against polio of over 4.5 million children, due to Peace Day agreements in the country.

# GRANTING YOUR CHRISTMAS WISH

For the 12th consecutive year, iHeartMedia granted Christmas Wishes to those in need and deserving of a special holiday gift. The 2018 annual “Granting Your Christmas Wish” program attracted over 55,000 entries with wishes ranging from plane tickets to visit family members, toys for children, assistance with bills, family vacations, housing repairs and more.

Beginning November 22 through December 14, 2018, iHeartMedia stations encouraged listeners to share their wish requests via participating radio station websites during its annual “Grant Your Christmas Wish” campaign. All participants were required to submit a short paragraph stating why they should have their wish granted or to nominate someone worthy in their lives. The program was designed to share listeners’ personal stories, with the goal of inspiring non-winners to give back and do something special for their own families or community. All 47 winning entries received a gift of between \$2,000 - \$4,000.

## SAMPLE WISHES

### **MICHELLE W. – BREAST CANCER SURVIVOR**

#### **WISH: ROAD TRIP TO CALIFORNIA**

“I have been going through breast cancer treatment for the last year and my best friend has been my everything through this journey. She is always asking what she

can do for me – she brings me food and provides emotional support by just letting me know she is there if I need her. Prior to my diagnosis, we talked about taking a road trip to visit her brother in California and to make stops along the way to check out attractions and eateries. However, the road trip has been placed on hold because of my treatment. My Christmas Wish is funding for a road trip to California. As I continue to heal over the next few months it would be nice to have this road trip to look forward to and to be able to provide a special gift to my best friend.”

### **BETHANY B. – COLLEGE STUDENT**

#### **WISH: MONEY TOWARDS A NEW CAR.**

“I moved away from home when I was 17 years old because my parents abused drugs, alcohol and pain medication ever since I could remember. I have been on my own ever since. I now go to the University of North Georgia and my major is Early Childhood Education with a Special Needs certification. While going to school full time, I work 40+ hours a week and juggle three jobs. I bought my car when I was 16 years old on my own and it is completely unreliable these days – I hope it will last me until I graduate! My Christmas Wish is money towards a newer car. Please help in any way you can.”

### **DEBBIE M. – HURRICANE FLORENCE VICTIM**

#### **WISH: NEW FURNITURE**

“I am wishing for some furniture. We moved to South Carolina about a year ago hoping for an easier life when along came Hurricane Florence. Our one-year-old home was flooded and we lost everything (including 2 cars). With no flood insurance things have been rough. With the help of FEMA and friends and family we have been able to start to rebuild but there is no money left for furniture. My Christmas wish would be to have some new furniture.”

### **KAREN A. – GRANDMOTHER TO AUTISTIC SON**

#### **WISH: CHRISTMAS GIFTS FOR HER DAUGHTER’S FAMILY**

“I would like to do something nice for my daughter Holly. When my husband was diagnosed with Alzheimer’s she moved in with her kids to help me. She has struggles of her own; she is a single mom to an adult son who has autism and a 12-year-old. She works 40+ hours a week. She is the most giving and deserving person I know. I would like to see her give her kids a nice Christmas. My Christmas wish is for her to give her kids a beautiful and deserving Christmas – they all deserve it.”

### **JACKIE H. – WILDFIRE VICTIM**

#### **WISH: CHRISTMAS GIFTS FOR HER CHILDREN**

“We’ve had a really tough year. My husband’s business is failing and that has hit us financially. We filed for bankruptcy

last month. We also had a flood in our house in October and were evacuated by the California fires in November. So, we've been uprooted for a couple of months now. Through it all, my 3 and 6-year-old daughters have stayed happy and are amazing kids. This year, I just want to be able to give my kids the holidays they deserve...but I can't afford it. I realize others have it worse. We have a roof over our head and food to eat. But I just wish I had some light to give to my kids this year. It's been hard to stay positive lately."

**RUSSELL G. - EMT & VOLUNTEER**

WISH TICKETS TO THE TRANS-SIBERIAN ORCHESTRA FOR HIS SON

"I'm an EMT at a paid service and I also volunteer hundreds of hours with a volunteer squad. No matter how hard we try, my wife and I are living paycheck to paycheck. My wish is simple. We hardly have enough money to get my son a few things for Christmas and we never get each other anything. My son has dreamed of going to see the Trans-Siberian Orchestra. We could never afford it. They are coming to Greensboro soon and I wish we could all go. My Christmas wish would be to have tickets to take him to the show. It would make my son's Christmas."

**DENISE H. - DAUGHTER OF HURRICANE MICHAEL VICTIM**

WISH TICKETS TO THE TRANS-SIBERIAN ORCHESTRA FOR HIS SON

"My Christmas wish is for my 76-year-old mother. She has lost a lot of her possessions during Hurricane Michael. She lives on social security and did not receive much from FEMA to replace her belongings. I would love for her to receive a new bedroom and living room set. She has always been there for her family and we are helping her all we can right now. For her to know she has furniture when she returns to her own place would make her happy and give her something to smile about once again."

**NIKKI S. - DAUGHTER**

WISH: SEND HER DAD TO SEE HIS AGING MOTHER.

"My Great Grandma just turned 99 and as much as I would love to go to Texas to visit her I'd LOVE to send my dad to see her. It's been years since he has been able to return to Texas to see his family, especially my Great Granny. It would be a dream come true to see the look on her face when my dad surprised her at her front door. Time is valuable, and we cherish that she has been here for 99 blissful years. Thank you for considering granting our wishes. Happy Holidays!"



# TOGETHER FOR SAFER ROADS COMPANIES DRIVEN TO SAVE LIVES

**Road crashes are expected to rise to the seventh leading cause of death by the year 2030. Collisions on the world's roads involving drivers, passengers, pedestrians, and cyclists are rapidly becoming one of this generation's most pressing global health and development crises, posing grave consequences for life and for economies.**

As a founding member of Together for Safer Roads, iHeartMedia is committed to helping communities transform transportation systems into a sustainable, safer source of prosperity—ultimately saving lives.

The coalition includes other companies with the knowledge and expertise to improve road safety: AB InBev, AIG, AT&T, Republic Services, Abertis, CalAmp, Ericsson, GM, IBM, Octo Telematics, PepsiCo, Ryder, UPS and Walmart. As a private sector coalition, Together for Safer Roads engages with road users, governments, policymakers and other stakeholders to identify top road safety issues and turn into reality the vision of a world where roads are safer for all people.

As a coalition member, iHeartMedia is focused on helping deliver key messages to its millions of listeners to

drive awareness of this prevalent and growing issue and helping to educate the public to be safer road users. In 2018, iHeartMedia produced and aired two new PSAs that focused solely on the consequences of distracted driving and the impact that it has on car crashes and pedestrian fatalities — noting that nearly 300K pedestrians die annually in traffic collisions worldwide — and drivers who use cellphones while driving are four times more likely to be involved in car wrecks.



*TSR's focus on private sector solutions to save lives on the world's roads matches the passion and desire from companies to prioritize social good. As a media company dedicated to educating and connecting with the public, it's humbling to see global companies, such as iHeartMedia, adopt a leadership role to combat road safety challenges and save lives."*

**DAVID BRAUNSTEIN**

TOGETHER FOR SAFER  
ROADS, PRESIDENT



## ABOUT

### TOGETHER FOR SAFER ROADS

[togetherforsaferroads.org](http://togetherforsaferroads.org)

Together for Safer Roads is an innovative coalition that brings together global private sector companies, across industries, to collaborate on improving road safety and reducing deaths and injuries from road traffic crashes globally. Together for Safer Roads was created to bring together the private sector's knowledge, data, expertise, technology, and global networks to help address challenges and develop solutions to reduce road safety incidents around the world by aligning with the United Nations Decade of Action for Road Safety's Five Pillars.

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## CAMPAIGN SNAPSHOT

### 4/23 - 5/09

DATES RUNNING

### 290

IHEARTMEDIA STATIONS

### 59.8 MILLION

MEDIA IMPRESSIONS

# THE U.S. DRUG ENFORCEMENT ADMINISTRATION NATIONAL PRESCRIPTION DRUG TAKE-BACK DAY

**The majority of prescription drug abusers report in surveys that they get their drugs from friends and family.** In 2018, iHeartMedia helped The U.S. Drug Enforcement Administration surpass their goal to collect 10 million pounds of unused prescription drugs at the 16th National Prescription Take Back Day on October 27, 2018.

The National Prescription Drug Take Back Day Initiative addresses a crucial public safety and public health issue. According to the 2015 National Survey on Drug Use and Health, 6.4 million Americans abused controlled prescription drugs. The

study shows that a majority of abused prescription drugs were obtained from family and friends, often from the home medicine cabinet. National Prescription Drug Take Back Day events continue to remove opioids and other medicines from the nation's homes, where they could be stolen and abused by family members and visitors, including children and teens.

During the 16th semiannual event on October 27, DEA and federal, state and local partners disposed of more than 900,000 pounds of prescription medications collected at nearly 6,000 sites across the country. Together with

almost 5,000 local, state and federal partners, DEA collected and destroyed more than 457 tons of potentially dangerous leftover prescription drugs.

For the second consecutive year, iHeartMedia leveraged all its on-air and digital assets to bring attention to the local National Prescription Drug Take Back Day and targeted audiences by behavior, demographic, interest and intent. All efforts drove listeners to DEATakeBack.com and made it easy to find the closest drop-off sites.



*The results of our most recent Take Back Day clearly demonstrate a need for this initiative as a tool in the fight against America's opioid crisis. The success of this event is a direct reflection of DEA's commitment to prevent drug addiction and overdose deaths in the U.S. Together, we are all helping to make a difference to keep our friends and families safe."*

**UTTAM DHILLON**  
ACTING ADMINISTRATOR



## CAMPAIGN IMPACT

**900,000**

pounds of prescription medications collected

**~6,000**

sites across the country participated

**5,000**

local state and federal partners

**+457**

tons of prescription drugs destroyed

**10,878,950**

pounds or 5439.5 tons of prescription drugs collected  
by DEA since 2010

## ABOUT

### THE U.S. DRUG ENFORCEMENT ADMINISTRATION (DEA) NATIONAL PRESCRIPTION DRUG TAKE-BACK DAY

[deatakeback.com](http://deatakeback.com)

The mission of the Drug Enforcement Administration (DEA) is to enforce the controlled substances laws and regulations of the United States and bring to the criminal and civil justice system of the United States, or any other competent jurisdiction, those organizations and principal members of organizations, involved in the growing, manufacture, or distribution of controlled substances appearing in or destined for illicit traffic in the United States; and to recommend and support non-enforcement programs aimed at reducing the availability of illicit controlled substances on the domestic and international markets.

# MARCH FOR OUR LIVES

## ROAD TO CHANGE

In the days after the tragedy at Marjory Stoneman Douglas High School in Parkland, Florida where 17 students and staffers were killed in a mass shooting on February 14, the young leaders of March For Our Lives took to the streets of Washington, DC and in cities across the country and spurred a national debate on gun violence and the need for new gun reform laws. Their courage to hold elected officials accountable and demand action inspired millions.

During summer 2018, the students embarked on a two-month, nationwide bus tour dubbed March For Our Lives: Road to Change, which made stops across America to get young people educated, registered and motivated to vote. The tour visited 100+ communities in 24+ different states in 63 days. At each stop, the organizers registered young people to vote and shared personal stories with others affected by gun violence.

iHeartMedia radio stations were available to the students in many communities to help spread the word about the local events and to give the students a platform for their voices to be heard. In some markets, the stations were on-site to cover the story from a news perspective.



*We want young people to be excited about voting. People's lives are at stake. Road to Change is about harnessing the incredible energy coming out of the March For Our Lives and turning that energy into action. Gun violence has affected far too many neighborhoods and schools, and we need to do everything we can to stop it. By visiting communities across the country, we hope to connect with young people who care about this issue and want to take action."*

**DELANEY TARR**

MFOL CO-FOUNDER



## CAMPAIGN IMPACT

100+  
communities

24+  
different states

63  
days

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## ABOUT

### MARCH FOR OUR LIVES: ROAD TO CHANGE

[marchforourlives.com](http://marchforourlives.com)

March for Our Lives is a student-led movement in support of legislation to prevent gun violence in the United States which harnesses the power of young people across the country to fight for sensible gun violence protection policies that save lives.



# SMALL BUSINESS SATURDAY

Small businesses are the heartbeat of our local communities and they employ more people than all large U.S. corporations. According to research firm Civic Economics, if you spend \$100 at a local business, roughly \$68 stays in your local economy. If you spend the same at a large business, only \$43 stays in the local economy. For the ninth consecutive year, iHeartMedia played a major role in American Express' national initiative to encourage consumers to shop locally as they kick off the holiday shopping season.

Saturday, November 24, 2018 marked the ninth annual Small Business Saturday — a day to celebrate and support small

businesses and all they do for their communities. Created by American Express, Small Business Saturday brings attention to the local businesses that create jobs, boost the economy and preserve neighborhoods around the country.

iHeartMedia has been a major media partner for the initiative since 2010. In November, iHeartMedia aired PSAs leading up to Small Business Saturday encouraging listeners to support their local communities and shop at a small business. The PSAs included a series of messages from select public officials as well as customized local stories that celebrated individual community merchants.



## CAMPAIGN IMPACT



Who heard the campaign on iHeart were more likely to shop small

## \$17.8 BILLION

U.S. consumers reported spending record high in 2018 at independent retailers and restaurants on SBS

## ABOUT

### SMALL BUSINESS SATURDAY

[shopsmall.com](http://shopsmall.com)

Small Business Saturday is a day dedicated to supporting small businesses and communities across the country. Founded by American Express in 2010, this day is celebrated each year on the Saturday after Thanksgiving.

## CAMPAIGN SNAPSHOT

### 11/12 - 11/24

DATES RUNNING

### 717

IHEARTMEDIA STATIONS

### 117,132,149

TOTAL CAMPAIGN IMPRESSIONS

# IHEARTCOUNTRY ONE NIGHT FOR OUR MILITARY CONCERT

According to the most recent census there are over 18 million veterans living in America. One out of every 10 Americans is living with diabetes. Additionally, nearly 25 percent of the Veterans Affairs (VA) patient population is living with this chronic condition. For National Diabetes Awareness Month, iHeartMedia partnered with Roche Diabetes Care for the iHeartCountry One Night For Our Military concert at the iHeartRadio Theater in Los Angeles, California on

November 7. The exclusive show was hosted by iHeartRadio's well-known on-air personality Bobby Bones and featured performances by Country stars Brantley Gilbert, Eli Young Band and Ben Rue.

The intimate performance was broadcasted across iHeartMedia's Mainstream Country radio stations on Veteran's Day, November 11, and the iHeartRadio Theater in Los Angeles was filled with American heroes and their guests from across the country.



ONE NIGHT  
FOR OUR

MILITARY

ACCU-ORX Guide

# NATIONAL OPIOID ACTION COALITION (NOAC)

**Every 11 minutes, an American dies from an opioid overdose and one out of every four American families has a loved one struggling with an opioid addiction. Opioid overdoses are the number one leading cause of death for the U.S. population under the age of 50.** In response to the national opioid epidemic that has killed tens of thousands of Americans and impacted millions more in the past year, WPP, iHeartMedia and Fors Marsh Group launched the National Opioid Action Coalition (NOAC), an initiative focused on reducing stigma as a barrier to addiction prevention, treatment and recovery.

NOAC aims to help support local, state and federal opioid misuse and addiction prevention, treatment and recovery efforts by elevating the conversation around stigma

and harnessing the power of individuals, communities and companies to get engaged. Since its inception, NOAC has launched targeted programs in a number of local communities – all of which are highly affected by the crisis – and has brought together like-minded organizations that have offered expertise and tools to help address the opioid epidemic.

In early 2018, the coalition developed and launched [www.noac.org](http://www.noac.org) – a free online resource for people seeking information related to opioid misuse prevention, treatment and recovery, and which provides free access to online resources including a treatment locator for people seeking assistance.

To officially launch the campaign, NOAC led a panel called “Fight or Flight” during

the annual New York City Advertising Week on October 3, 2018. Moderated by Bobby Bones, iHeartMedia’s nationally syndicated radio host and best-selling NY Times author who tragically lost his own mother to addiction, the U.S. Surgeon General and rock legend Nikki Sixx (Mötley Crüe), the panel presentation brought together voices from prominent companies and government agencies to explore the role that brands and pop culture can play in assisting public efforts to address the opioid crisis.

In addition, iHeartMedia launched a sales-driven matching program that incentivizes companies and government agencies to develop campaigns that address the epidemic, offering additional media support across various iHeartMedia platforms.



*This is an epidemic that is impacting families and individuals across America, and we want to harness our national reach to expand awareness, prevention, treatment and recovery efforts in communities across the country – and highlight local, state and federal government resources that are available to those fighting against this epidemic.”*

**BOB PITTMAN**

CHAIRMAN AND CEO OF IHEARTMEDIA, INC.



## CAMPAIGN IMPACT

**130+**

people died every day from opioid-related drug overdoses<sup>3</sup> (estimated)

**11.4 MILLION**

people misused prescription opioids<sup>1</sup>

**47,600**

people died from overdosing on opioids<sup>2</sup>

**2.1 MILLION**

people had an opioid use disorder<sup>1</sup>

**889,000**

people used heroin<sup>1</sup>

**81,000**

people used heroin for the first time<sup>1</sup>

**2 MILLION**

people misused prescription opioids for the first time<sup>1</sup>

**15,482**

deaths attributed to overdosing on heroin<sup>2</sup>

**28,466**

deaths attributed to overdosing on synthetic opioids other than methadone<sup>2</sup>

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## ABOUT

**NATIONAL OPIOID ACTION COALITION**

*noac.org*

Source: 1. 2017 national survey on drug use and health, mortality in the United States, 2016; 2. NCHS data brief no.293, December 2017; 3. NCHS, national vital statistic system. Estimates for 2017 and 2018 are based on provisional data



96.9 THE COUNTRY  
96.9 THE KAT  
www.969.org

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THIS & THAT  
SHIRT  
SAVES  
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iH

At iHeartMedia, we are committed to using the power of all our local assets in the service of giving back and in assisting the organizations that help our neighbors in need. iHeartMedia's radiothon program has leveraged the company's unparalleled reach and local influence to raise hundreds of millions of dollars for charitable organizations over the last decade.

A radiothon typically lasts between one and two days, during which stations press pause on their day-to-day programming to dedicate all attention and resources to the issue being addressed. Through its many local radiothon programs, iHeartMedia is one of the biggest supporters of The Children's Miracle Network Hospitals and

St. Jude Children's Research Hospital. In addition, many iHeartMedia radio stations have established annual radiothon programs to address local, critical issues, ranging from childhood diseases and homelessness to domestic violence and mental health. Founded in 2017, The Breakfast Club's annual #Change4Change radiothon featuring on-air personalities DJ Envy, Angela Yee and Charlamagne Tha God has raised over \$900k for issues ranging from mental illness to social justice.

**In 2018, iHeartMedia stations raised nearly \$24 million through the power, dedication and uniqueness of their radiothon programs.**

# RADIOTHONS

# CHILDREN'S MIRACLE NETWORK HOSPITALS®

**Every day there are thousands of children in local communities treated at nearby hospitals for both common childhood afflictions and other more severe challenges.**

Children's Miracle Network Hospitals® treat 16,000 kids with trauma every day. iHeartMedia is one of Children's Miracle Network Hospitals' main media supporters through its many local programs.

Children's Miracle Network Hospitals raises funds and awareness for 170 children's hospitals across the United States and Canada. When Children's Miracle Network Hospitals receive a donation, it stays in the community to help local kids — a dynamic that is closely aligned with iHeartMedia's

commitment to serve its local listeners and communities. iHeartMedia helps Children's Miracle Network Hospitals fundraise locally by airing a significant number of PSAs that raise awareness for the organization and its member hospitals, as well as hosting annual one or two-day English and Spanish radiothon events which have been an integral part of Children's Miracle Network Hospitals' fundraising efforts since 1997.

iHeartMedia radiothon programs represent annual giving traditions for many local communities. A radiothon typically lasts between one and two days and highlights personal patient and family stories related to local hospital treatment.

## **PARTICIPATING IHEARTMEDIA MARKETS INCLUDE:**

Akron Albany-Schenectady-Troy, Albuquerque-Santa Fe, Augusta, Baton Rouge, Birmingham, Cedar Rapids, Charleston, Fargo-Valley City, Grand Rapids, Hartford-New Haven, Honolulu, Hudson Valley, Memphis, Nashville, Omaha, Pittsburgh, Richmond-Petersburg, Rochester, San Diego, Seattle-Tacoma, Sioux City, Syracuse, Tampa-St. Petersburg, Washington, DC and Wilkes Barre-Scranton



*iHeartMedia's continued commitment to Children's Miracle Network Hospitals provides benefits to thousands of kids in local communities. The power of local radio is demonstrated by the selfless dedication of the iHeartMedia teams across the country who provide a connection to local audiences. The passion and loyalty of these fans is the driving force year over year behind the success of our campaigns. Consumers overwhelmingly prefer supporting purpose-driven companies and iHeartMedia has secured their position as a charitable leader in the industry through their impressive efforts to save kids' lives."*

## **FLEUR VORUZ**

SENIOR DIRECTOR MEDIA PARTNERSHIPS, CHILDREN'S MIRACLE NETWORK HOSPITALS



## CAMPAIGN IMPACT

# \$6.5 MILLION

raised in 2018 by 26 iHeartMedia markets  
for Children's Miracle Network Hospitals.

THE \$6.5M WAS DISTRIBUTED TO FULFILL  
VARYING HOSPITAL NEEDS:

## \$1,885,000

charitable care

## \$845,000

equipment

## \$845,000

research

## \$260,000

education

## \$1,105,000

advancement services

## \$1,560,000

patient services

## \$45 MILLION

iHeartMedia has raised for Children's Miracle  
Network Hospitals in the last six years alone.

## ABOUT

CHILDREN'S MIRACLE NETWORK HOSPITALS®

[childrensmiraclenetworkhospitals.org](http://childrensmiraclenetworkhospitals.org)

# ST. JUDE CHILDREN'S RESEARCH HOSPITAL®

**St. Jude's unique mission: Finding cures. Saving children.®** St. Jude has a mission like no other – to discover how to save the lives of children with cancer and other life-threatening diseases. St. Jude freely shares its discoveries to help doctors and scientists at local hospitals, clinics and cancer centers around the world treat childhood cancer. iHeartMedia has partnered with St. Jude for over 30 years, most notably through its radiothon programs.

Doctors from all 50 states and around the world refer their patients to St. Jude because it has the best survival rates for some of the most aggressive childhood cancers. St. Jude provides thousands of

free consultations for doctors treating children worldwide, including kids in local communities, and St. Jude creates more clinical trials for childhood cancer than anyone else, turning laboratory discoveries into lifesaving treatments every day.

It costs more than \$1 billion to operate St. Jude annually and the majority of that must come from generous donors. iHeartMedia supports the work of St. Jude by utilizing its broad reach and national footprint to help raise funds and awareness. In 2018, 72 iHeartMedia radio stations in 64 markets aired their annual radiothons raising more than \$12.1 million to help support St. Jude's lifesaving mission – our largest year ever.



## CAMPAIGN IMPACT

**\$12.1 MILLION**

raised with 72 stations in 64 markets

**\$2 MILLION**

raised by the Bobby Bones show and its listeners raised

**+\$1 MILLION**

K102 in Minneapolis raised for the fifth year in a row

**\$59.2 MILLION**

raised in the last six years to help kids at St. Jude  
beat cancer and other deadly diseases

## ABOUT

### ST. JUDE

[stjude.org](http://stjude.org)

St. Jude Children's Research Hospital® is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Its purpose is clear: Finding cures. Saving children.® It is the only National Cancer Institute-designated Comprehensive Cancer Center devoted solely to children. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to more than 80 percent since the hospital opened more than 50 years ago. St. Jude won't stop until no child dies from cancer. St. Jude freely shares the discoveries it makes, 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 or food – because all a family should worry about is helping their child live. Join the St. Jude mission by visiting [stjude.org](http://stjude.org), sharing stories and videos from St. Jude Inspire, liking St. Jude on Facebook, following St. Jude on Twitter and Instagram and subscribing to its YouTube channel.

# #CHANGE4CHANGE

Mental illness is all around us. It doesn't matter whether you're old or young, male or female, rich or poor or your skin color – mental illness affects 1 in 4 people. In 2018, the Breakfast Club launched their second annual #Change4Change radiothon to help benefit Project 375 and its mission to create impactful dialogue around the way we collectively view mental health.

The Breakfast Club teamed up with Project 375 for its second annual #Change4Change radiothon fundraiser on Thursday, November 15 from 10am-midnight. During the radiothon, The Breakfast Club's DJ Envy, Angela Yee and Charlamagne Tha God encouraged

listeners to donate in support of Project 375, a charity co-founded by NFL wide receiver Brandon Marshall and his wife. Marshall, who struggled with mental illness himself for years, was diagnosed with a borderline personality disorder in 2011.

The broadcast was heard across more than 77 syndicated markets and featured interviews with celebrities and representatives from charities that support all forms of mental health issues and awareness, and informed listeners how to get involved in their local community efforts. The event raised more than \$200K for Project 375.



## CAMPAIGN IMPACT

\$200,000

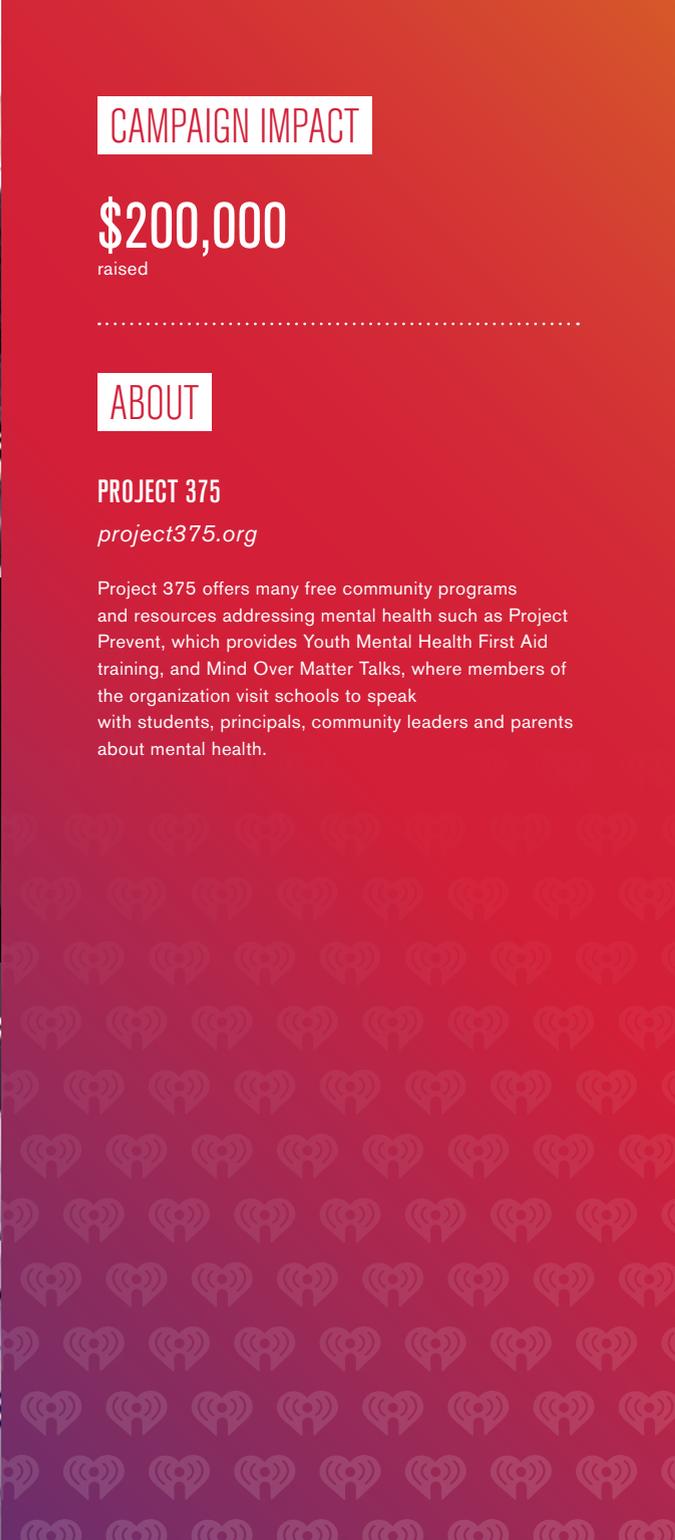
raised

## ABOUT

### PROJECT 375

[project375.org](http://project375.org)

Project 375 offers many free community programs and resources addressing mental health such as Project Prevent, which provides Youth Mental Health First Aid training, and Mind Over Matter Talks, where members of the organization visit schools to speak with students, principals, community leaders and parents about mental health.



# LOCAL RADIOTHONS

In 2018, a number of iHeartMedia radio stations launched locally organized radiothon programs that yielded over \$4.7M for various community organizations.

## **WGY CHRISTMAS WISH RADIOTHON**

ALBANY, NY  
810 & 103.1 NEWS RADIO WGY  
\$90,000 distributed to more than 100 organizations in the community

## **UNIVERSITY OF NEW MEXICO CHILDREN'S HOSPITAL RADIOTHON**

ALBUQUERQUE, NM  
100.3 THE PEAK  
\$190,000 for New Mexico Children's Hospital

## **PINS FOR PETS BOWL-A-THON AND PLEDGE DRIVE**

ALLENTOWN, PA  
NEWSRADIO 790 WAEB  
\$158,000 for the Center for Animal Health and Welfare

## **WAEB CHILDREN'S HOME OF EASTON RADIO-TON**

ALLENTOWN, PA  
NEWSRADIO 790 WAEB  
\$131,000 for Children's Home of Easton

## **SUMMER SAY & PLAY DAY**

CHARLOTTE, NC  
HITS 96.1  
\$15,772 for Grin Kids

## **10/27 DAY**

CINCINNATI, OH  
WEBN-FM 102.7  
\$10,500 for Susan G. Komen of Southwest Ohio

## **MIX 107.7 RADIOTHON BENEFITING RONALD MCDONALD HOUSE CHARITIES OF DAYTON**

DAYTON, OH  
MIX 107.7  
\$54,000 for Ronald McDonald House Charities of Dayton

## **DENVER RESCUE MISSION RADIO-A-THON**

DENVER, CO  
97.3 KBCC  
\$86,000 for Denver Rescue Mission

## **WHO PINKY SWEAR RADIOTHON**

DES MOINES / AMES, IA  
NEWSRADIO 1040 (WHO-AM)  
\$173,000 for Pinky Swear Foundation

## **FIGHTING HUNGER RADIOTHON**

EL PASO, TX  
KPRR-FM, KHEY-FM, KTSM-FM  
\$5,000 for El Pasoans Fighting Hunger

## **DAY OF HOPE FOR DÉGAGÉ MINISTRIES**

GRAND RAPIDS, MI  
WOOD RADIO  
\$45,000 for Dégagé Ministries

## **KIDS COUNT RADIOTHON, THINK OUTSIDE YOURSELF RADIOTHON, MUS CARES FOR KIDS**

GRAND RAPIDS, MI  
WBCT, WSRW, WMUS  
\$327,025 for Helen DeVos Children's Hospital

## **99.5 WMAG BRENNER CHILDREN'S HOSPITAL RADIOTHON**

GREENSBORO, NC  
99.5 WMAG  
\$110,000 for Brenner Children's Hospital

## **RADIOTHON FOR KIDS**

HONOLULU, HI  
KSSK-FM  
\$290,000 for Kapiolani Medical Center for Women and Children

## **STAUNTON ROTARY CHRISTMAS CALL-IN RADIOTHON**

HARRISONBURG/STAUNTON, VA  
MIX 93-1  
230 gifts for local children through Staunton Rotary Club

## **KFI-AM 640 8TH ANNUAL PASTATHON**

LOS ANGELES, CA  
KFI-AM 640  
\$517,000 and 51,000 lbs of pasta and sauce for Caterina's Club

**MAKE 12 HOURS COUNT**

MANCHESTER, NH  
WGIR-AM, WQSO-FM

\$160,000 for Veterans Count  
and Easter Seals

**MAKE-A-WISH WISH-A-THON**

MILWAUKEE, WI  
95.7 BIG FM

\$258,000 for the Make-A-Wish foundation

**SICKLE CELL RADIOTHON**

MONTGOMERY, AL  
WHLW-FM

\$1,000,000 in the last 30 years for Sickle  
Cell Foundation of the River Region

**RIVER OF HOPE RADIOTHON**

NASHVILLE, TN  
107.5 THE RIVER

\$138,461 for Monroe Carrell Jr.  
Children's Hospital at Vanderbilt

**LITE FM'S HOPE FOR THE HOLIDAYS RADIOTHON**

NEW YORK CITY, NY  
WLTW-FM

\$324,000 for NYU Langone  
Hassenfeld Childrens Hospital

**THE BREAKFAST CLUB'S****#CHANGE4CHANGE RADIOTHON**

NEW YORK CITY, NY  
POWER 105.1 FM

\$200,000 for PROJECT 375's  
programs including PROJECT PREVENT  
and Mind Over Matter Talks

**HYDRATE FOR HOPE**

OMAHA, NE  
KGOR

76,875 bottles of water for  
Open Door Mission

**KEX KIDS FUND**

PORTLAND, OR  
1190 KEX

\$136,685 for KEX Kids Fund

**LEND A HELPING CAN**

PORTSMOUTH, NH  
WHEB-FM

\$165,000 for New Hampshire Food Banks

**MARIA FARERI RADIOTHON**

POUGHKEEPSIE, NY  
WRNQ

\$8,201 for Maria Fareri Childrens Hospital

**33 HOUR FOOD-A-THON**

PROVIDENCE, RI  
WHJY, WSNE, WWBB, WHJJ

11,000 pounds of food for RI Community  
Food Bank & Operation Stand Down RI

**BOB'S BUDDIES RADIOTHON**

RALEIGH, NC  
G105

\$250,000 for Pediatric Brain  
Tumor Foundation



# LOCAL RADIOTHONS

## CONTINUED

### **LANEY'S LEGACY OF HOPE RADIOTHON**

READING/LANCASTER, PA  
Y102

\$44,000 for Laney's Legacy of Hope

### **1200 WOAI ELF LOUISE CHRISTMAS PROJECT RADIOTHON**

SAN ANTONIO, TX  
NEWS RADIO 1200 WOAI

\$210,000 for Elf Louise Christmas Project

### **RADY CHILDREN'S HOSPITAL GIVE A THON**

SAN DIEGO, CA  
KHTS-FM, KMYI-FM, KGB-FM, KIOZ-  
FM, KSSX-FM, KOGO-AM, KLSD-AM

\$298,700 for Rady Children's Hospital

### **KJR KARES-A-THON**

SEATTLE, WA  
SPORTS RADIO 950 KJR

\$85,000 for Seattle Children's Hospital  
and Strong Against Cancer

### **ONE BIG HEART**

SEATTLE, WA  
95.7 THE JET, 96.5 JACK FM, 93.3,  
106.1 KISS FM, 102.5 KZOK FM

\$29,000 for Seattle Children's Hospital

### **HUNGERTHON**

SPRINGFIELD, MO  
105.9 KGBX

\$140,000 for Ozarks Food Harvest

### **UPSTATE GOLISANO CHILDREN'S HOSPITAL RADIOTHON FOR KIDS**

SYRACUSE, NY  
B104.7, Y94 NEWSRADIO 570 WSYR

\$250,000 for Upstate Golisano  
Children's Hospital

### **ROBERTA'S HOUSE RADIOTHON**

WASHINGTON, DC / BALTIMORE MD  
WCAO-AM

\$25,000 for Roberta's House

Finding cures. Saving children.



**93.1 WPOC**  
 Date: 12/19  
 Pay to the order of: St. Jude  
three hundred fifty three thousand \$ 353,733  
seven hundred thirty three and  $\frac{00}{100}$   
 Memo: WPOC RADIO  
**iHeartRADIO**

# PUBLIC AFFAIRS SHOWS

In addition to airing millions of PSAs every year that address a number of national and local issues, iHeartMedia radio stations dedicate airtime every week to ensure they are informing the public about the most relevant issues facing their particular communities. Every iHeartMedia radio station produces and airs a weekly 30-minute radio show to address unique community interests and to connect community members to one another and to world issues. Each show takes a deep look into important topics ranging from health and wellness to foreign and domestic policies and local legislation and features a variety of live interviews from top authorities in the related fields. Each 30-minute show, hosted by a local on-air personality, 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. iHeartMedia relies heavily on its listeners and its Local Advisory Boards to identify the most appropriate issues to discuss each week.

## 27,000 HOURS OF PUBLIC AFFAIRS PROGRAMMING AIRED BY IHEARTMEDIA IN 2018 ACROSS MORE THAN 850 RADIO STATIONS

Some of the most common issues of 2018 that were addressed across a large number of stations include:

- 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
- Zika



# NATIONAL PUBLIC AFFAIRS SPECIALS

Through iHeartMedia Communities, the community engagement division of iHeartMedia, the company organizes and produces a number of national long-form public affairs shows that harness the power of the company's assets and relationships to address local listeners' very specific concerns and needs. The following are examples of nationally produced shows that were distributed to stations to run at their discretion throughout 2018.



**ENRIQUE  
SANTOS**



# CHILDREN'S MIRACLE NETWORK HOSPITALS

## #CHILDRENHOSPITALWEEK

**One Week. One Cause. 10 Million Kids.** More than 10 million kids enter a children's hospital across North America every year. To provide the best care for kids, children's hospitals rely on donations and community support. Since 1983, Children's Miracle Network Hospitals has helped fill funding gaps for families by raising more than \$5 billion.

For #ChildrensHospitalWeek a series of week-long events designed to shine a spotlight on the 24-7, around-the-clock charitable needs of children's

hospitals iHeartMedia produced and aired a 30-minute public affairs program with Children's Miracle Network Hospitals that ran on over 250 radio stations during March.

The show highlighted the importance of children's hospitals in local communities and discussed how donations continue to help patients and families no matter what their injuries or illnesses are. Young patients and their families shared personal experiences of being treated at a Children's Miracle Network Hospital.



iHeart Rady Children's  
Giveathon

DATE Dec 2018

PAY TO THE ORDER OF Rady Children's Hospital-San Diego \$ 269,337

Two hundred sixty-nine thousand three hundred DOLLARS

MEMO \_\_\_\_\_

# SEPTEMBER 11

## 9/11 17 YEARS LATER: A CALL FOR ACTION

2018 marked 17 years since the horrific events of 9/11 and our country is still feeling the aftermath of the terrorist attacks, in which thousands of families lost loved ones and many first responders are falling ill from inhaling the toxins found at the disaster site. To commemorate the 17th anniversary, iHeartMedia produced a 30-minute radio show that spotlighted two incredible families who turned their personal tragedies into promoting good work and service through non-profit work: The Tunnel to Towers Foundation and the 9/11 Day of Service. The show also touched upon the current state of health for workers and first responders who were at Ground Zero up to 8 months after 9/11.

Hosted and moderated by Shelli Sonstein, Q104.3 on-air personality of the Jim Kerr Rock and Roll Morning Show, the show featured interviews with Frank Siller - CEO, President and Co-founder of the Stephen Siller Tunnel to Towers Foundation; Carmela Raguso, a widow of a National Guard airman whose mortgage was paid off by Tunnel to Towers after her husband was killed in an Iraq helicopter crash; and 9/11 Day of Service Founders Jay Winuk & David Paine, who helped turn a day of tragedy into a day of doing good.

The show aired across all stations on the week leading up to September 11.





9/11 We Packed  
600 MEALS



VIP



iHeart

VIP

# DEPARTMENT OF HOMELAND SECURITY

SEESAY DAY 2018

The U.S. Department of Homeland Security has designated September 25 as national “If You See Something, Say Something®” Awareness Day, a simple and effective program to raise public awareness of indicators of terrorism and terrorism-related crime, and to emphasize the importance of reporting suspicious activity to the proper state and local law enforcement authorities.

iHeartMedia partnered with the U.S. Department of Homeland Security for a 30-minute long-form show that discussed the critical role individuals and communities

play in keeping our nation safe. The program also explored the importance of empowering and educating communities to increase suspicious activity reporting. Hosted by Bernie Lucas, Public Affairs Director for iHeartMedia Washington, D.C., the show featured Taylor Price, Campaign Manager for the U.S. Department of Homeland Security’s “If You See Something Say Something” program.

The long form show ran throughout the month of September across all 150 markets.



#WhyISeeSay  
for my school

#WhyISeeSay  
FOR MY FANS

#WhyISeeSay  
For everyone here

#WhyISeeSay  
because I care

#WhyISeeSay  
My Friends

DAYTIME  
STAGE

# ACCU-CHEK, AMERICAN DIABETES ASSOCIATION AND YMCA

## IHEARTRADIO'S LIVING WITH DIABETES

30 million Americans live with diabetes. In addition, 1 in 3 Americans live with prediabetes and might not even know it.

In 2018, iHeartMedia produced iHeartRadio's Living with Diabetes, a long form radio show that took a closer look at what it means to have diabetes, effective ways to treat and manage the disease, and how to maintain a healthy lifestyle to reduce the risk of developing diabetes.

The show featured interviews with Dr. LaShawn McIver, Senior Vice President for Government Affairs & Advocacy for the American Diabetes Association; Heather

Hodge, Senior Director for Evidence-based Health Interventions at YMCA of the USA; and Brad Moore, Head of Roche Diabetes Care North America. Over the course of the show, each guest helped to outline overall statistics and discussed ways to manage and prevent the disease as well as took a closer look at the financial implications for people living with diabetes and its impact on the veteran population.

The show ran across all iHeartMedia stations in November, which was also National Diabetes Awareness month.





Every year, local communities in which iHeartMedia employees live and work are impacted by unexpected community crises, as well as the domestic effects of global turmoil, natural disasters and

terrorism. From gun violence and mental health disorders to racial tension, suicide and acts of terrorism in communities across the U.S., iHeartMedia stations are always prepared to respond immediately.

# RESPONDING TO CRISIS

# NATURAL DISASTERS

## DISASTER ASSISTANCE AND RESPONSE PLAN

iHeartMedia plays a critically important role in our communities when disasters or traumatic events occur. During these times of crisis iHeartMedia is essential to the lives of local residents, with our broadcast and digital platforms often serving as the sole information source for disrupted areas — providing news and critical information on everything from storm updates and evacuation routes to food banks, rescue and medical care. Because emergency broadcasting is an important element of iHeartMedia's role in local communities, we have implemented a significant "Disaster Assistance and Response Plan," which includes reserves of radio transmitters, emergency power generators and other news-gathering equipment positioned in locations around the country ready to travel — before, during and after disaster strikes — to impacted communities as needed. This ensures that we are able to stay on the air and deliver critical news and information to impacted areas during the most damaging hurricanes and other natural disasters. We are dedicated to continually improving our innovative procedures around disaster response efforts to ensure that our stations are ready to react at all times

and can continue to serve the listeners and communities that depend on us.

## FIRST INFORMERS: IHEARTMEDIA EMERGENCY RESPONSE TEAM

iHeartMedia has forged a deep and ongoing partnership with FEMA, which recognizes that in times of emergency, there is no more reliable source of information than local radio broadcasters. Pursuant to the SANDy Act, iHeartMedia is recognized as an essential service provider and must be afforded access to disaster sites to restore and repair essential services in an emergency or major disaster. By giving broadcast radio stations official status during emergencies, the SANDy Act places iHeartMedia radio stations among a statutorily-select group of "essential service providers" — also known as First Informers — for public safety purposes. This statute recognizes the unique and essential role of radio stations in providing critical and often lifesaving information before, during and after man-made and natural disasters.

The iHeartMedia Technical Operations Center (iTOC) and its Emergency Response Team — made up of more than 300 iHeartMedia engineers and team members — monitor operations and coordinates emergency planning and response for the company's 850 stations across the U.S. to ensure continuity of operations and safety of personnel before, during and after emergency situations occur.

## LOCAL AND NATIONWIDE EMERGENCY ALERT AND WARNING CAPABILITIES

iHeartMedia and FEMA continually partner to improve local and nationwide alert and warning capabilities that are critical when disasters threaten public safety and national security.

AM broadcast radio stations are beacons of information for the public and are often the most listened-to stations for news and information, especially during emergencies. Class A AM stations operate at higher power levels and with FCC-mandated interference protections that enable their signals to be received reliably by millions of listeners and at great distances — especially

at night, when changes in the ionosphere permit high-power AM signals to travel much farther distances – often hundreds of miles – than is possible during the day. iHeartMedia owns and operates 18 of the country's Class A AM radio stations.

FEMA's Integrated Public Awareness and Warning System (IPAWS) relies heavily on Class A AM radio stations for rapid, nationwide dissemination of emergency information. Seven iHeartMedia Class A AM stations have been designated and specially reinforced by FEMA to serve as Primary Entry Point (PEP) stations to the IPAWS network to provide official emergency alert and warning information to the nation in the event of major emergencies because of their reach and interference protections. FEMA has also designated iHeartMedia's Premiere Networks for satellite-based redundancy for its PEP emergency warning system.

In 2018, FEMA collaborated with iHeartMedia to initiate an important PEP station modernization project at iHeartMedia's NewsRadio 700 WLW-AM in Cincinnati, Ohio to improve alert and

warning capabilities of FEMA's Class A AM PEP stations. WLW-AM is the second station in the country to complete the upgrade, which includes specialized sheltering capabilities, expanded broadcast transmission capacity, and sustainable power generation to withstand virtually all types of hazardous events.

### **IHEARTMEDIA DISASTER RELIEF FUND**

In times of greatest need, our employees act as first responders – often leaving their homes and living in broadcast studios for days, sometimes with family members, and with limited food and rest, to serve their listeners and communities at times when it is needed most. Our team's efforts during disasters truly highlight the commitment of our people and our company to the communities they serve. iHeartMedia established the iHeartMedia Disaster Relief Fund in 2005 to aid the families of our own team members who are impacted by natural disasters. The Fund is available to support iHeartMedia employees who require assistance as the result of a declared natural disaster, such as a tornado, flood, earthquake or hurricane.



# 2018 NEWS EVENTS

When natural disasters or traumatic events occur, iHeartMedia 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 appropriate relief efforts that will aid those affected.

The following are a few examples of how iHeartMedia has helped in rebuilding impacted communities in 2018.





Summer fell starts with you

4/27/19  
Our thoughts & prayers  
are with you.  
May the community  
know no more sorrow.  
עם ישראל חי!  
Tamit's  
Scripps  
Ranch

# 2018 HURRICANES

The 2018 Atlantic hurricane season was the third in a consecutive series of above-average and damaging Atlantic hurricane seasons, featuring 15 named storms, 8 hurricanes and 2 major hurricanes, which together caused over \$50 billion in damages. However, the 2018 hurricane season was defined by two powerful storms: Hurricanes Florence and Michael. On September 5, Hurricane Florence became the first major hurricane of the season and caused catastrophic damage in the Carolinas, and on October 9, Hurricane Michael became the strongest storm on record in the Florida Panhandle and was the first Category 5 hurricane to strike the United States since Hurricane Andrew in 1992.

During the time when the residents and neighborhoods of impacted areas desperately needed information, reassurance and support, iHeartMedia radio stations were the voice for these communities—providing vital lifesaving

information, encouragement and a close personal connection with listeners. From on-air and online updates on closures and evacuations to inspirational stories about how communities come together to help neighbors in need, iHeartMedia served as a lifeline for millions of people.

In addition to delivering comprehensive news coverage, iHeartMedia teamed up with The American Red Cross to nationally inform and educate listeners through its broadcast stations and iHeartRadio. Many iHeartMedia radio stations ran American Red Cross PSAs on air and digitally to encourage donations for victims of these natural disasters. Additionally, countless stations across the country hosted numerous radiothons and collection drives, manned phone banks and launched creative on-the-ground grassroots efforts to benefit families affected by the hurricanes. iHeartMedia also partnered with several benefit relief concerts and telethons to help amplify existing efforts.



KEEP FROZEN  
BEST AUG292019 15:35

SWEAT  
TODAY  
SMILE  
TOMORROW

iHeart  
RADIO

# MARJORY STONEMAN DOUGLAS HIGH SCHOOL SHOOTING

## PARKLAND, FLORIDA

On February 14, 2018, a gunman opened fire with a semi-automatic rifle at Marjory Stoneman Douglas High School in Parkland, Florida, killing 17 students and staff members and injuring 17 others. In the days after the tragedy, students from Marjory Stoneman Douglas High School banded together to bring attention to gun

violence, claiming it as a national epidemic and supporting legislation to prevent gun violence in the United States. iHeartMedia opened its 2018 iHeartRadio Music Awards stage to the brave students of Parkland to remind viewers of the tragedy that had taken place a few weeks before and to incite action. Alongside rapper Big Sean,

Parkland school shooting survivor Alex Moscou took to the stage during the live telecast held at The Forum in Inglewood, CA and invited viewers to join him and other students at the "March for our Lives" rally in Washington D.C. on March 24.



*On February 14, a gunman armed with a legally purchased semi-automatic rifle murdered 17 people at my high school, Marjory Stoneman Douglas, in Parkland, Florida. We're tired of hearing politicians send their thoughts and prayers to us and doing nothing to make the necessary changes to prevent this tragedy from happening again."*

### **ALEX MOSCOU**

MARJORY STONEMAN  
DOUGLAS STUDENT



# TREE OF LIFE SYNAGOGUE MASS SHOOTING

## PITTSBURGH, PA

Eleven people were killed and seven were injured in a shooting at the Tree of Life Synagogue in the Squirrel Hill neighborhood of Pittsburgh, PA on October 27, 2018. This was the deadliest attack on the Jewish community in the United States.

Following the tragic mass shooting, iHeartMedia's six Pittsburgh radio stations provided wall-to-wall coverage for six hours on the day of the shooting. The stations also used their morning shows the

following day to allow local listeners an open forum to express their feelings and offer public condolences for the lives lost.

In addition, iHeartMedia Pittsburgh helped promote various community vigils and charity efforts, including a local benefit concert featuring local band The Clarks and the "Stronger Than Hate" concert with Kesha, that benefited the Jewish Federation's Our Victims of Terror Fund.



*I'm so sorry for the pain and suffering that so many are going through, I will still be coming to Pittsburgh this Saturday to play my show and deliver as much peace and positivity as I can. Let's show the world that there is only love and always hope in Pittsburgh."*

**KESHA**

RY RABINOWITZ JOYCE FIENBERG

WE STAND WITH PITTSBURGH

Terry Rabinowitz

Support Community



# CALIFORNIA WILDFIRES

According to the California Department of Forestry and Fire Protection and the National Interagency Fire Center, the 2018 wildfire season was the deadliest and most destructive wildfire season ever recorded in California, with a total of 8,527 fires burning an area of 1,893,913 acres.

In addition to providing wall-to-wall coverage during the wildfires including live news reports, information on evacuation routes and health warnings, local iHeartMedia California stations supported communities well after the fires ceased. iHeartMedia Los Angeles launched an ongoing effort in partnership with the nonprofit TreePeople to help restore surrounding mountain forests affected by devastating wildfires, including the Malibu Woolsey (2018) and Copper (2002) fires. Throughout the year, iHeart hosted a number of iHeart Replant SoCal volunteer events and encouraged local listeners to participate by joining in restoring their community's local forests.





# #VEGASSTRONG

## ROUTE 91 HARVEST FESTIVAL FIRST RESPONDERS HONORED AT IHEARTRADIO MUSIC FESTIVAL

In anticipation of the one-year anniversary of the horrific mass shooting at the Route 91 Harvest Festival, Jason Aldean and others paid tribute to the heroic first responders during the 2018 iHeartRadio Music Festival. During the iHeartRadio

Music Festival, Jason Aldean – who was performing on stage when the shooting occurred – and iHeart on-air personality Bobby Bones appeared on stage to pay tribute to police, firefighter, and all other first responders who worked selflessly

to help survivors in the aftermath of the shooting. In front of a backdrop of heartbreaking video footage from that day, local responders took to the stage to be recognized for their selfless acts of service.



*Nearly one year ago, 22,000 fans gathered in Las Vegas to celebrate their love for country music. I was there myself, performing with my band, and what started as a beautiful weekend was shattered when a senseless act of violence took 58 lives and impacted countless others, and their families, forever. And on behalf of myself and my family, and my family in the country music community, I want to say thank you to the city of Las Vegas for your courage, strength, and kindness. Tonight, we are all proud to be Vegas strong."*

**JASON ALDEAN**

# #VegasStrong







# WISH GRANTING

# WISH GRANTING

Every day, Make-A-Wish supporters change the lives of children with serious illnesses by granting their one true wish. Wishes can help children cope with – or even overcome – the medical conditions that have disrupted their lives. Every year, iHeartMedia aims to use its one-of-a-kind events to create irreplaceable memories for children with life-threatening medical conditions and their families. iHeartMedia is proud to work with organizations like Make-A-Wish and other similar groups to create memorable experiences for sick or underprivileged children, at-risk kids and families in crisis. In 2018, iHeartMedia brightened lives through local celebrity meet and greets, exclusive concert admissions, red carpet access and other specially organized experiences.

## **JUSTIN TIMBERLAKE** 2018 IHEARTRADIO MUSIC FESTIVAL

Justin Timberlake granted a very special wish at the 2018 iHeartRadio Music Festival with 9-year-old Orion and his family. Justin invited the family to his sound check and then spent some quality time in his dressing room with them. Orion had a great time watching Justin perform at the festival as well.

## **BECKY G** 2018 IHEARTRADIO FIESTA LATINA

16-year-old Jessie's positivity lit up the meet and greet room backstage at the 2018 iHeartRadio Fiesta Latina. While being treated for leukemia, Becky G's music kept Jessie strong and optimistic. It was an absolute dream come true for her to meet her idol and both Becky G and Jessie were touched by the emotional encounter. Becky G encouraged Jessie to "stay strong and stay close to her family."

## **SHAWN MENDES** 2018 IHEARTRADIO MUSIC FESTIVAL

Shawn Mendes was excited to meet 11-year-old Mia, but unfortunately she was hospitalized prior to the event and unable to attend. While performing at the iHeartRadio Music Festival, Shawn recorded a sweet message for her wishing her a speedy recovery and signed a guitar that we sent to her hospital room.

## **PITBULL** 2018 IHEARTRADIO FIESTA LATINA

Although 12-year-old Nico is non-verbal, he finds Pitbull's voice soothing and the family was thrilled to see his wish of meeting his musical icon come true. Pitbull spent time with Nico and his family before performing on stage at iHeartRadio Fiesta Latina and whispered words of encouragement in Nico's ear.



# WISH GRANTING

## CONTINUED

### **CARDI B**

#### **2018 Z100 JINGLE BALL**

A little shy at first, seven-year-old Leeasia was thrilled to meet Cardi B. Cardi B met the family in her dressing room at the Z100 Jingle Ball in NYC and spent some intimate time with them. Cardi B signed a few items for the little girl and her family and encouraged Leeasia to dream big and to always believe in herself.

### **WISH-CHILD'S ROCK STAR VIDEO DEBUT**

#### **HALLIE'S HEROES EVENT**

iHeartMedia Dallas' Star 102.1 morning show hosts Leigh Ann and Jeremy hosted a video debut event at Studio Movie Grill in Plano for Hallie's Heroes, a nonprofit that raises awareness for the need for bone marrow donors. 10-year-old Hallie, who is in need of a bone marrow transplant, always wanted to meet P!NK, whose music has been a huge positive influence in her life. Hallie debuted her Rock Star video at the event, which was a tribute to P!NK. The price of the ticket also included a movie immediately following the screening of the video.

### **IMAGINE DRAGONS**

#### **HARD ROCK CAFÉ, DENVER**

8-year old Gabby, who is battling leukemia, always wanted to be famous. Make-A-Wish Colorado and iHeartMedia Denver partnered to grant Gabby's wish. Gabby made a guest appearance at an Imagine Dragons show and signed memorabilia at the Hard Rock Café in Denver. In addition, Gabby was interviewed on the KOA NewsRadio morning show about her experience.

### **GRAINGER SMITH**

#### **IHEARTMEDIA SARASOTA'S 92.1**

Clayton was diagnosed with Stage 4 Neuroblastoma on August 8, 2017 and has endured numerous rounds of chemotherapy and stem cell replacement therapy. iHeartMedia Sarasota's 92.1 helped Clayton and his family meet Clayton's favorite country artist, Grainger Smith, when he performed at the station's Conley Buick GMC Garage performance space on October 19, 2018, which also happened to be Clayton's 3rd birthday.





iHeartMedia produces tens of thousands of national and local events every year. From the largest concert event in radio history – the two-day, nationally recognized iHeartRadio Music Festival – and the nationally televised iHeartRadio Music Awards, to locally produced shows in towns and cities of all sizes, iHeartMedia creates high-demand events across the nation. As the company launches exciting new programs and events, it proactively layers community-focused goals and strategies to ensure the events can make a

difference locally by creating opportunities for effective fundraising, awareness and live interactions for nonprofits and local listeners. Additionally, iHeartMedia supports an array of philanthropic events in local communities in the form of financial contributions, media support, internal resources and talent booking. In the last two years, iHeartMedia has helped raise approximately \$3.1 million for a number of organizations through cash donations and in-kind fundraising.

# SPECIAL EVENTS AND FUNDRAISING

# 2018 BENEFIT EVENTS

iHeartMedia participates in a number of industry and philanthropic events that serve our communities  
iHeartMedia supported the following organizations' events in 2018:

<b>ORGANIZATION</b>	<b>CATEGORY</b>
Ad Council	Family & Social Impact
American Advertising Federation	Family & Social Impact
American Heart Association	Health & Wellness
American Red Cross	Health & Wellness
Broadcasters Foundation of America	Music & Arts
Cure Spinal Muscular Atrophy	Health & Wellness
Exploring the Arts	Music & Education
Kristen Ann Carr Fund	Health & Wellness
Library of America Broadcasting Foundation	Education & Literacy
Lustgarten Foundation	Health & Wellness
Multicultural Media, Telecom & Internet Council	Family & Social Impact
Multiple Myeloma Research Foundation	Health & Wellness
Musicians On Call	Music & Arts
National Association of Broadcasters Education Foundation	Education & Literacy
New Alternatives for Children	Health & Wellness
Public Knowledge	Family & Social Impact
Running Start	Family & Social Impact
Thanks USA	Education & Literacy
The Media Institute	Education & Literacy
The Phillips Collection	Music & Arts
Washington Performing Arts	Music & Arts

FUTURE IS FEAR



# IHEARTRADIO EVENT FUNDRAISING

In 2018, iHeartMedia offered unique philanthropic opportunities and experiences at its iHeartRadio Music Festival, iHeartRadio Jingle Ball, iHeartCountry Festival, iHeartRadio Music Awards and

iHeartRadio Fiesta Latina events. Other efforts included giving concert event experiences to philanthropic supporters, donating exclusive packages to nonprofits for both live and online auctions and

allocating a portion of iHeartRadio Jingle Ball ticket sales across the country to the Ryan Seacrest Foundation. 2018 benefiting organizations included:

## ORGANIZATION

## CATEGORY

ORGANIZATION	CATEGORY
American Association of Cancer Research	Health & Wellness
American Red Cross	Health & Wellness
Augie's Quest to Cure ALS	Health & Wellness
Bideawee	Animal Rescue
Boston's Children Hospital	Health & Wellness
Charcot Marie Tooth Association	Health & Wellness
Chris Evert Charities	Family & Social Impact
City of Hope	Health & Wellness
Community Foundation of NW Mississippi	Health & Education
Coon Rapids High School	Education & Literacy
Corporate Angel Network	Family & Social Impact
Diabetes Research Institute	Health & Wellness
Genesis Foundation	Health & Wellness
Harlem Academy	Education & Literacy
Janet Hartwell Legacy Fund	Education & Literacy
Jets Foundation	Health & Wellness
Kristen Ann Carr Fund	Health & Wellness
Lalela	Music & Arts
Lupus Research Alliance	Health & Wellness
McLean School	Education & Literacy



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# CORPORATE GIVING & VOLUNTEERISM

In 2018, iHeartMedia donated millions of dollars worth of media to nonprofit organizations helping children, families and communities through a combination of cash giving and in-kind media support. In addition, iHeartMedia employees have donated countless hours both locally and nationally to improve the

lives of listeners through participation in thousands of community events across the country. Volunteerism is the heart of radio, and on any given day iHeartMedia's 10,000+ employees can be found lending their time, energy and passion to serve and support the communities in which they live and work.



# LOCAL SPIRIT DAY OF SERVICE

In addition to the daily community volunteer work that takes place at all radio stations each day as part of iHeartMedia's commitment to serve, every full-time iHeartMedia employee receives one additional paid leave day each year to participate in iHeartMedia's Local Spirit Day of Service. As part of the corporate volunteer policy, all employees may take off a work day as a group/team or individual or on a weekend to volunteer in the community for a nonprofit organization. The following pages highlight how some iHeartMedia employees spent their annual Local Spirit Day of Service in 2018.

## **HABITAT FOR HUMANITY BIRMINGHAM, AL**

As part of its station-wide Spirit Day, iHeartMedia Birmingham's 102.5 The Bull's employees dedicated time to helping finish a Habitat for Humanity house for a family in the community. The station also encouraged listeners to sign up and volunteer with the team.

## **RONALD MCDONALD HOUSE - TASTE OF HOPE CINCINNATI, OH**

Cincinnati's Ronald McDonald House allows families to stay together while they seek treatment for their ill children. To help provide nutritional meals and to allow

parents more time to focus on their critically ill children, iHeartMedia Cincinnati's employees volunteered to make and serve brunch for approximately 78 families staying at the Ronald McDonald House at Cincinnati Children's Hospital Medical Center.

## **COATS FOR KIDS CLEVELAND, OH**

Each year, Newsradio WTAM 1100 employees volunteer at the Coats for Kids warehouse sorting, boxing and bagging coats for distribution benefitting children from the community. In 2018, over \$350,000 was raised and over 20,000 coats were collected during the annual WTAM-run Coats for Kids campaign, which were distributed through schools in the Cleveland area and local Boys and Girls Clubs.

## **HOPE SUPPLY COMPANY DALLAS, TX**

In 2018, iHeartMedia Dallas/Fort Worth employees volunteered with Hope Supply Company, a nonprofit that helps homeless and at-risk youth, by providing items such as clothing, school supplies, diapers and formula. The iHeartMedia team boxed up over 33,000 diapers as well as numerous boxes of baby formula.

## **DENVER RESCUE MISSION, VOLUNTEERS OF AMERICA, AND AUTISM SOCIETY OF BOULDER COUNTY DENVER, CO**

97.3 KBCO's employees organize a Local Spirit Day each year. On-air personalities and station staff donated their time to some of their favorite charities in 2018 including: Denver Rescue Mission, Volunteers of America and Autism Society of Boulder County.

## **FOCUS: HOPE DETROIT, MI**

In 2018, Channel 955 staff in Detroit volunteered at Focus: Hope, a non-profit organization which aims to overcome racism and poverty by providing education and training for underrepresented minorities. The Channel 955 team spent a day boxing nonperishable food items and other donation items for the Detroit community in need.

## **MIRACLE LEAGUE OF MICHIGAN DETROIT, MI**

In 2018, Channel 955 staff volunteered at Miracle League of Michigan, a charitable organization that provides children with disabilities an opportunity to play baseball as a member of an organized league. Station staff played baseball with the children and cheered them on.



# LOCAL SPIRIT DAY OF SERVICE

## CONTINUED

### **FORGOTTEN HARVEST** **DETROIT, MI**

Forgotten Harvest's mission is to combat hunger in the Detroit community and to prevent nutritious food waste by delivering food to local charities. In 2018, Channel 955 staff volunteered an entire day's work harvesting more than 500 apple trees; the apples were then distributed to hungry families in the Detroit community through Forgotten Harvest.

### **HABITAT FOR HUMANITY** **HUNTINGTON, WV**

In 2018, iHeartMedia Huntington's KEE 100, TCR Country and B97 staff partnered with the local Habitat for Humanity to help build a house to benefit a deserving family in the Huntington community.

### **9/11 NATIONAL DAY OF SERVICE** **LOS ANGELES, CA**

On September 11, 2018, iHeartMedia Los Angeles employees volunteered at a local event organized by 9/11 National Day of Service, an organization dedicated to transforming 9/11 from a day of tragedy into a day of service, unity and peace. In addition, several on-air hosts encouraged listeners to join them as they packed more than 250,000 meals for local food banks.

### **AMERICAN RED CROSS BLOOD DRIVE** **NEW YORK CORPORATE TEAM**

In January 2018, iHeartMedia's NYC corporate office organized a blood drive in partnership with the local American Red Cross. Employees donated blood which enabled Red Cross to potentially help save nearly 100 lives.

### **NEW YORK CARES** **NEW YORK CORPORATE TEAM**

New York Cares is the largest volunteer network in NYC offering thousands of volunteer opportunities with nonprofits and schools in all five boroughs. The iHeartRadio Social Team volunteered at the New York Cares Project: Computer Basics at the New York Public Library in March 2018. Each volunteer sat down with a member of the community who needed help with technology. They shared advice and stories and everyone who participated left learning something.

### **STEM KIDS NYC** **NEW YORK CORPORATE TEAM**

STEM Kids NYC provides a year-round, intensive suite of STEM education programs for K-12 scholars. In 2018, the iHeartRadio Android engineering team at iHeartMedia spent their corporate volunteer day working with STEM Kids NYC at their To Infinity and Beyond STEM Summer Camp. After introducing themselves and the work that they do at iHeartRadio, the team taught a lesson focused on the intersection of code and music. The students, ranging from age 5 to 13, worked on tutorials that allowed them to program music.

### **BROAD STREET MINISTRIES** **PHILADELPHIA, PA**

iHeartMedia Philadelphia's Radio 104.5's entire staff volunteered to feed the homeless at Broad Street Ministries, a faith-based organization which aims to transform the community by assisting families in need. The team helped prepare and serve lunch for the ministry's community.



# LOCAL SPIRIT DAY OF SERVICE

## CONTINUED

### **NYC CENTER FOR EMPLOYMENT OPPORTUNITIES NEW YORK CORPORATE TEAM**

In October 2018, the iHeartRadio Social Team volunteered at the NYC Center for Employment Opportunities, an organization that provides immediate, effective and comprehensive employment services exclusively to individuals who have recently returned home from incarceration. During the volunteer event, the iHeartMedia team assisted a group of young people who were recently released from prison with their resumes to help them get back on their feet.

### **HABITAT FOR HUMANITY NEW YORK CORPORATE TEAM**

In 2018, the iHeartMedia Communications Team helped rebuild and renovate a single-family home in southern Queens, NY in partnership with Habitat For Humanity – an organization that gives families a chance at a better future through providing affordable housing opportunities.

### **9/11 NATIONAL DAY OF SERVICE NEW YORK CITY, NY**

On September 11, 2018 iHeartMedia New York's Z100 employees along with Greg T the Frat Boy from the Z100 Morning Show joined over 5,000 volunteers at the Intrepid Museum to pack meals for families that are food insecure and for Hurricane Florence victims. Greg T also called into Elvis Duran during the Z100 Morning Show from the event and talked about the importance of remembering the September 11 tragedies by serving the community.

### **ST. VINCENT DE PAUL VOLUNTEER DAY PHOENIX, AZ**

iHeartMedia's KNIX hosted its 11th annual Million Can Crusade to benefit families in need across Phoenix. The station set out to collect one million cans of food for St. Vincent De Paul's community food pantries. The entire iHeartMedia Phoenix staff also volunteered to help sort and organize the donations and check items for quality standards.

### **VARIOUS LOCAL CHARITIES SAN FRANCISCO / SAN JOSE, CA**

Each year, 106 KMEL staff give back during Holiday Give Back Week, an annual opportunity for the staff to volunteer at a local charity. During the week, employees can sign up for various projects including putting care packages together, installing smoke alarms with the American Red Cross and delivering fresh meals to homebound seniors through the Meals on Wheels program.

### **FOOD LIFELINE SEATTLE, WA**

In September 2018, 96.5 JACK-FM helped promote Food Lifeline's "Team Up Against Hunger" initiative for Hunger Action Month and hosted a team volunteer re-packing night. Alongside on-air personality Lee Callahan, the 96.5 JACK-FM team and Q13's news anchor Bill Wixey, over 50 volunteers joined the station and helped pack nearly 10,000 meals for local food banks.

**UNITED WAY  
TUCSON, AZ**

iHeartMedia Tucson's My 92.9 partnered with the United Way for its Days of Caring event and My 92.9 staff volunteered their day by helping beautify the grounds of the Arizona-Sonora Desert Museum.

**HOPE CONTINUES  
TUPELO, MS**

Hope Continues raises thousands of dollars to help support breast cancer prevention, research and treatment in the Tupelo area. Wizard 106.7 on-air staff volunteered to help with setup, emcee duties and prize distribution at the organization's 2018 5K event.

**OPERATION HOLIDAY  
WICHITA, KS**

Operation Holiday distributes food, grocery gift cards, pet food, winter wear and blankets to low-income families and individuals. In 2018, on-air personality Manny and iHeartMedia Wichita staff members volunteered at Operation Holiday's distribution day. The team helped distribute food, clothing and toys for Wichita area families in need.





During the holiday season a number of iHeartMedia radio stations participate in a series of grassroots gift and food drives that help brighten the holidays for children and families in need. Thanks to the generosity of iHeartMedia employees and listeners, the company has collectively

been able to provide holiday gifts and essentials for thousands of disadvantaged children, teens and seniors, many of whom would not otherwise have received gifts or a nutritious meal during the holidays. Below are just a few highlights from iHeartMedia's 2018 Holiday Drives:

# HOLIDAY GIFT DRIVES

# HOLIDAY GIFT DRIVES

## **NEW YORK CARES WINTER WISHES** **NEW YORK, NEW YORK** IHEARTMEDIA, NYC

For the third consecutive year, iHeartMedia NYC partnered with New York Cares, the largest volunteer network in New York City, to deliver specific holiday gifts to families throughout the city. Employees responded to over 200 handwritten letters from kids and teens requesting a specific toy or present they wanted or needed. Gifts were then distributed to New Settlement Community Campus in the Bronx.

## **STUFF THE STUDIO** **FOR TOYS FOR TOTS** **ALBANY, NY** 99.5 THE RIVER

In 2018, 99.5 The River helped kids have a better holiday season with their week-long Stuff the Studio toy drive to benefit the Capital Region Toys for Tots organization. Kevin and Tracy from the station's morning show kicked off the event and encouraged listeners to drop off new and unwrapped toys. The station also promoted Stuff the Studio on-air, online and via social media. Their efforts helped collect more than 1,000 toys, which were picked up by the Assistant Coordinator from the U.S. Marines to give to children in need during the holiday season.

## **TOYS FOR TOTS BIKE RUN** **ALBANY, NY** PWX 106

In October 2018, PWX 106 morning show hosts Quinn and Cantara hosted the Toys for Tots Bike Run, which kicked off their annual Marine Toys for Tots campaign. On-air personality Dr. John Cooper participated alongside more than 400 community members who brought new unwrapped toys or a \$10 cash donation. During the holiday season, PWX 106 also encouraged listeners to visit the station website to learn where they could donate a toy. The station, led by Dr. John, also took part in the Toys for Tots Toy Train on December 9, where toys were transported by train to local communities along the train route. In 2018, PWX 106 helped collect thousands of toys and raised over \$6,000 for the Capital Region Toys for Tots Foundation.

## **GUITAR JAM** **ASHEVILLE, NC** 9.9 KISS COUNTRY

99.9 Kiss Country held its 11<sup>th</sup> annual Guitar Jam concert at the Orange Peel to raise money for Toys for Tots of Western North Carolina. The station promoted the benefit on-air and with two remote events featuring ticket giveaways. The November 19 benefit, which featured performances by David Lee Murphy, Joe Nichols, Carlton Anderson Everette and Ben Rue, helped raise \$80,000 for local children during the holiday season.

## **STUFF A BUS** **ATLANTA, GA** POWER 96.1

In 2018, Power 96.1 held their annual Stuff A Bus toy drive. From December 6-10, Power 96.1 on-air personalities broadcast live from Atlantic Station encouraging listeners to drop off new unwrapped toys for the children in the community. Toys were distributed through the Atlanta Toys For Tots and Children's Healthcare of Atlanta.

## **96.7 KISS FM'S STUFF A BUS** **AUSTIN, TX** 96.7 KISS FM

In 2018, 96.7 KISS FM hosted a three-day live broadcast and toy drive at a local Walmart to collect toys for children in need in the community for the holiday season. Listeners were encouraged to come out and donate new unwrapped toys for children. Over 2,300 toys were collected during the event. The station was also recognized by the U.S. Marine Corps' Commander's Award for its efforts in the community.

## **KISS CARES FOR KIDS - JAMES** **BROWN TOY GIVE AWAY** **ATLANTA, GA** 96.3 KISS-FM

In 2018, 96.3 KISS-FM partnered with the James Brown Family Foundation to hold toy drives throughout the city at participating Walmart stores. The station

promoted the event by broadcasting live from various collection locations and encouraging listeners to stop by and donate new unwrapped toys. Parents in need filled out applications on the station's website and over 900 families received toys for the holiday season.

### **GIFTS FOR GOLDENS BINGHAMTON, NY**

NOW 105-7 AND MIX 103.3

Now 105-7 and Mix 103.3 set up a Christmas tree with paper ornaments at a mall in the Binghamton community that was adorned with the names of senior citizens in need. Listeners were encouraged to stop by the mall, grab a tag and bring back the unwrapped gift to the stations' booth at the mall. In 2018, over 650 senior citizens received Christmas presents through the Gifts for Golden event. Participating nursing homes included Bridgewater Nursing home, Susquehanna Nursing home, Willow Point Nursing home and Golden Days Adult Day Health Care.

### **THE MUSC CHILDREN'S HOSPITAL CHRISTMAS TOY DRIVE CHARLESTON, SC**

Y 102.5

Y 102.5 promoted a toy donation campaign for the children being treated at the MUSC Children's Hospital in Charleston that culminated in a two-hour live broadcast from the hospital on December 17, 2018.



# HOLIDAY GIFT DRIVES

## CONTINUED

### **BIGGEST GIVE AND RECEIVE HOLIDAY JAM** **CHICAGO, IL**

INSPIRATION 1390

Inspiration 1390 presented their annual Chicago's Biggest Give and Receive Holiday Jam at Apostolic Faith Church on December 7, 2018. The station encouraged listeners to bring toy donations to the Jam, which featured local and national recording artists and drew over 3,000 attendees. During the event, the station presented local families with \$5,000 to purchase food, clothing and toys for the holidays and collected enough toys to assist over 100 families.

### **HOLIDAY TOY DRIVE** **CINCINNATI, OH**

102.7 WEBN

In 2018, 102.7 WEBN launched a toy drive to benefit the patients at Cincinnati Children's Hospital Medical Center. Listeners donated over 150 toys that helped the children in the hospital have a better Christmas.

### **STUFF THE TRUCK FOR PROVIDENCE HOUSE** **CLEVELAND, OH**

NEWSRADIO WTAM 1100

Providence House is a crisis nursery that provides a safe living environment for hundreds of Cleveland children each year whose parents may temporarily not be

able to care for them. For the third year, Newsradio WTAM 1100 held a Stuff The Truck drive to benefit Providence House and asked listeners to help stuff a box truck with diapers, child care supplies, toys, paper products, bottled water and other items the charitable organization desperately needed. The June 13 event collected \$15,000 worth of items, which station staff delivered to the nursery and helped to unload and sort.

### **TOYS FOR TOTS**

**DALLAS, TX**

STAR 102.1

Star 102.1 teamed up with Fox 4 and the United States Marine Corps to collect donations of new and unwrapped toys to help bring the joy of Christmas to less fortunate children. From December 3 through December 8, 2018 on-air personalities Leigh Ann, Jeremy, Amanda, Rick and Anna volunteered with station staff at several different sites to encourage listeners to drop off a donation. Their efforts helped collect more than 1,500 toys for the Marine Toys for Tots Foundation.

### **TOGETHER 4 COLORADO** **DENVER, CO**

97.3 KBCO

97.3 KBCO teamed up with CBS4 Denver and the University of Denver Division of Athletics and Recreation to collect toys

and cash donations for Colorado children and youth served by the Boys & Girls Clubs of Metro Denver. The campaign began on November 23 and ran through December 24, 2018. Donated items were distributed at Boys & Girls Clubs' holiday parties with additional donated items to be used throughout the year in all the clubs as prizes for the Power Hour learning center program where kids can earn prizes for doing homework.

### **TOGETHER 4** **COLORADO TOY DRIVE**

**DENVER, CO**

KOA NEWSRADIO

KOA NewsRadio partnered with CBS4 Denver for a holiday toy donation drive for the Boy and Girls Club of Metro Denver. From November 23 through December 24, 2018, the station encouraged listeners to drop off toys at several area King Soopers grocery stores with on-air promotions and a special live broadcast from a local grocery store. In addition, the station aired the special Giving Thanks: A KOA NewsRadio & CBS4 Special Report broadcast hosted by on-air personality Ed Greene to raise awareness for the Boys and Girls Club and the toy drive. Their efforts helped the Together 4 Colorado Toy Drive achieve its goal of collection more than 10,000 toys for local children.

**B95'S CK/CARMEN 24-HOUR  
TOY DRIVE MARATHON**

**FRESNO, CA**

B95

In 2018, B95 hosted a 24-hour broadcast for the Marine Toys for Tots program. THE B95 JUICE CREW morning show members CK and Carmen broadcasted from the toy collection location encouraging listeners to stop by and donate. The drive helped fill 34 collection bins full of toys – enough toys to be distributed to more than 680 kids.

**SNX'S STUFF A BUS**

**GRAND RAPIDS, MI**

104.5 WSNX

For a week in December 2018, 104.5 WSNX held its second annual Stuff The Bus holiday drive to benefit families in need from the community. The station's on-air hosts Mike, Shmitty, Joe and Choff broadcasted remotely from the bus to encourage listeners to fill the vehicles with toys. As a result of their efforts, over 2,924 toys were donated as well as \$530 in cash. Toys were collected by the Salvation Army to be distributed to children across the West Michigan area.



# HOLIDAY GIFT DRIVES

## CONTINUED

### **TOYS FOR TOTS GREENSBORO, NC**

Q104.1 AND 100.3 KISSFM

The 11th annual Toys for Tots Kickoff took place on Friday, December 7, 2018. Alongside U.S. Marines and local partners, Q104.1 and 100.3 KissFM offered a fun packed day to encourage the community to donate toys. Listeners enjoyed free Biscuitville biscuits, Krispy Kreme doughnuts and BBQ Chicken lunches. On-air personalities from Q104.1 and 100.3 KissFM broadcasted live from the event. The event collected over 57 boxes filled with toys for the children in the Greensboro area, which were distributed through Toys for Tots.

### **ELLIS AND BRADLEY'S STUFF THE TRUCK FOR TOYS FOR TOTS GREENVILLE, SC**

WHISTLE 100.5

For the 18th year, the Ellis and Bradley Show held the single biggest Toys for Tots Drive in Upstate South Carolina. The morning show broadcasted live from a local dealership encouraging listeners to stop by and donate new unwrapped toys to benefit underprivileged children in the Greenville area. Collected by the Salvation Army, the event collected enough toys to "stuff" a Marine seven-ton truck and two vans.

### **RIVER TOYS 4 TOTS DRIVE AND CONCERT HARRISBURG, PA**

THE RIVER 97.3

The River celebrated 15 years of collecting toys for the Marine Toys for Tots effort. Each year, The River 97.3 places bins on behalf of the Marines at various sponsor locations. As a part of the campaign, The River hosts a Toys for Tots concert, where listeners are asked to bring a toy or \$10 for a donation. Local bands play for free during the all-day event. The 2018 event raised over \$2,000 in cash and collected approximately 5,000 toys to benefit underprivileged children in the area.

### **ADOPT-A-CHILD HUNTINGTON, WV**

103.3 TCR COUNTRY

During the holiday season, iHeartMedia Huntington 'adopted' over 200 underprivileged children in the West Virginia area to provide them with toys and clothing during the holiday season. Listeners were encouraged to pick a name from one of the 'Angel Trees' that were placed in retail stores in the listening area, or select a name on the station's website. iHeartMedia raised funds to underwrite all costs to purchase gifts for those not chosen via sponsorship from local businesses. iHeartMedia Huntington partnered with Ironton City Mission and Big Brothers Big Sisters of the Tri-State to fulfill the holiday wishes.

### **GOOD SAM TOY DRIVE FOR KIDS JACKSON, MS**

IHEARTMEDIA JACKSON

In December 2018, iHeartMedia Jackson held a 12-hour toy and food drive at the local Walmart asking listeners to come by and either donate money, buy a toy from a provided list of items or 'adopt' a child and secure their entire wish list. The drive received enough donations to fulfill the wishes of over 200 children and their families with presents and food for Christmas. Gifts were distributed through the Good Samaritan Center.

### **TOYS FOR TOTS TOY DRIVE JACKSONVILLE, FL**

RUMBA 106.9

In December 2018, RUMBA 106.9 supported the local 19th Street Charity and their efforts to collect toys for the Marine Toys for Tots program. The station encouraged listeners to donate new toys to 19th Street Charities' drop off locations for local children in need. Together, the community collected over 100 children's bicycles, raised more than \$10,000 and received 1,000 toys for kids in the community.

## TOYS FOR TICKETS LAS VEGAS, NV

95.5 THE BULL

In 2018, 95.5 The Bull's annual Toys for Tickets drive asked listeners to donate a new unwrapped toy of a minimum value of \$15 to score a ticket to an exclusive show benefiting the Catholic Charities of Southern Nevada. Over 6,000 toys and \$4,500 were collected and donated to families in the community.

## MISSION OF HOPE TOY DRIVE LEXINGTON, KY

98.1 THE BULL

In 2018, 98.1 The Bull encouraged listeners to donate new toys, clothes and hygiene items so the Mission of Hope can help the less fortunate community members during the holiday season. Along with other charity partners, Mission of Hope helped over 18,000 children and their families with food, hygiene, clothing and toys during the 2018 holiday season.



# HOLIDAY GIFT DRIVES

## CONTINUED

### **TOY HILL**

#### **LITTLE ROCK, AR**

KSSN 96 AND 105.1 THE WOLF

Each year, KSSN 96 and 105.1 The Wolf host the annual Toy Hill event to benefit the Marine Toys for Tots program. During a 48-hour broadcast in December 2018, on-air personality Bob Robbins encouraged listeners to bring new unwrapped toys to the drop off locations to benefit children in the community. The 2018 toy drive collected enough toys to fill three 18-wheeler trucks.

### **790 KRD TOYS FOR TOTS DRIVE**

#### **LOUISVILLE, KY**

CARDSRADIO 790 KRD

In 2018, CardsRadio 790 KRD held their 15th annual Toys for Tots Drive at Mall St. Matthews on December 11. Local on-air talent spent the day broadcasting live on location urging listeners to stop by and donate new unwrapped toys for the Toys for Tots Drive. Over the last 15 years, 790 KRD has collected thousands of toys to benefit the children in the community.

### **TOYS FOR KIDS**

#### **MELBOURNE, FL**

KISS 95.1

Kiss 95.1 helped promote a Toys for Kids drive during the 2018 holiday season. The station promoted the event

on-air, online and via social media to encourage listeners to donate toys on the Toys for Kids website for local children in need. The donations were distributed to hundreds of local families on December 12 at the Azan Shriners Hall.

### **TOYS FOR TOTS**

#### **MILWAUKEE, WI**

FM106.1

The FM106.1 morning show hosts Ridder, Scott and Shannen broadcast live from the Corners of Brookfield on November 30, 2018 encouraging listeners to donate new unwrapped toys to benefit the Marine Toys for Tots program. In just 4 hours the show collected over 300 toys and cash donations to give to local underprivileged kids as gifts for Christmas.

### **IHEARTRADIO BACK TO SCHOOL BACKPACK DRIVE**

#### **MODESTO/STOCKTON, CA**

SUNNY 102.3

On August 3, Sunny 102.3 partnered with the Center for Human Services to collect school supplies for local children in need. The iHeartRadio Back to School Backpack Drive was promoted for more than three weeks on-air, online and via social media to encourage listeners to drop off backpacks. Their efforts helped

collect more than 1,000 backpacks which were given to local children to help them start the school year ready to learn.

### **HOLIDAY GIFT WRAPPING PARTY**

#### **NEW YORK, NY**

106.7 LITE-FM

On December 12, 106.7 Lite-FM hosted a party to wrap toys for children at several local hospitals in New York and New Jersey. The station encouraged listeners to donate to the hospitals and help wrap the gifts while artists performed well-known holiday songs. In 2018, 106.7 Lite-FM staff and listeners wrapped over 5,000 gifts that were dropped off at the hospitals for the children.

### **BABY DJ HOLIDAY PROGRAM**

#### **ORLANDO, FL**

XL106.7

The Baby DJ program began over 25 years ago when morning show host Johnny Magic wanted to provide assistance to disadvantaged families in the Central Florida area by providing toys, food, clothing and more. In November 2018, XL106.7 received more than 2,500 letters from local listeners who needed help providing a wonderful holiday experience for their children. The station also promoted the program on-air and online

to encourage listeners to donate items and money. Their efforts helped collect \$136,000 in cash donations and more than \$282,000 in toy donations, which helped almost 1,800 families and nearly 5,000 children during the holidays.

### COATS FOR KIDS

#### PANAMA CITY, FL

92.5 WPAP, SUNNY 98.5, 99.3 THE BEAT, 94.5 WFLA AND 96ROCK

Coats for Kids is an annual winter coat drive hosted by local TV partner WJHG and iHeartMedia Panama City to collect coats for children in need in the Panama City area. iHeartMedia Panama City encouraged listeners to stop and donate lightly worn winter coats. Stations' on-air personalities broadcast live from the event. Coats For Kids collected over 1,000 coats through on-site collections to benefit children in need in the community.



# HOLIDAY GIFT DRIVES

## CONTINUED

### COATS FOR KIDS PHILADELPHIA, PA

POWER 99 AND WDAS FM

In 2018, iHeartMedia Philadelphia's Power 99 and WDAS FM partnered with Forman Mills, Atlantic Records and Pacifico Ford for the Coats for Kids drive. On December 1 and 2, the radio stations broadcast their shows live from the local Forman Mills store and encouraged listeners to donate new or gently worn winter coats. The drive collected over 2,600 coats for less fortunate children in the community.

### THE GREATEST TOY DRIVE EVER

#### PORTLAND, OR

JAM'N 107.5

On December 5, 2018 JAM'N 107.5 hosted The Greatest Toy Drive Ever, a free event featuring music by local artists, food and beverages. Attendees were asked to drop off new unwrapped toys, clothing or gift cards to benefit families in need in the community. The event raised toys and supplies for families in the community for the holiday season.

### HOLIDAY TOY DRIVE POUGHKEEPSIE, NY

iHEARTMEDIA HUDSON VALLEY

iHeartMedia Poughkeepsie held their annual holiday drive to benefit the Anderson Center for Autism, Astor Services, Giving Tree and Ulster County Community Action. The stations collected toys for three weeks in November at drop off boxes at local bank branches. On December 1, they brought the donations to the local mall where on-air personalities helped distribute them to local agencies. The 2018 drive collected 9,000 toys for local children to enjoy during the holidays.

### Q92 COAT DRIVE

#### POUGHKEEPSIE, NY

Q92

On Friday, November 9, 2018, Q92's on-air personalities Joe Daily & Michelle Taylor broadcast live at Mid Hudson Subaru for the 15th annual Q92 Coat Drive. The free event featured live entertainment, snacks, giveaways and photo opportunities with Santa and Mrs. Claus. Attendees were encouraged to bring their new or gently used coats. Q92 coat drive collected

over 2,000 coats to benefit families in need in the community.

### TOYS FOR TOTS TOY DRIVE PROVIDENCE, RI

COAST 93.3, 94HJY AND B101

On December 8, 2018, on-air personalities from Coast 93.3, 94HJY and B101 broadcast live from three different Cardi's Furniture locations in Providence, RI. Listeners were encouraged to stop by and donate new unwrapped toys for children in the community. The drive collected over \$7,500 worth of toys to be distributed through the Marine Toys for Tots program.

### CHRISTMAS UNLIMITED TOY DRIVE PUEBLO, CO

MY 99.9

For the first two weeks of December 2018, My 99.9 encouraged listeners to donate new unwrapped toys for the children in need in the community. The toy drive ended with a live broadcast on December 15, resulting in over \$2,500 in cash donations and over 200 toys for the holiday season.

**Y102 LISTENER CHRISTMAS  
BREAKFAST AND TOY DRIVE  
READING/LANCASTER, PA**

Y102

On December 21, 2018, Y102's on-air personalities Andi and Kenny took their morning show to the California Bar and Grill for its annual Christmas Breakfast and Toy Drive. Listeners were encouraged to bring new unwrapped toy donations for the Salvation Army. The drive collected enough toys to fill two trucks.

**TOYS FOR TOTS DRIVE  
ROCHESTER, MN**

LASER 101.7

On December 5, Laser 101.7 joined the U.S. Marine Corps for their annual Toys for Tots donation drive. Program Director and afternoon personality "Big" Mark Clark served as a coordinator for the drive, which the station promoted with live broadcasts, online and via social media to encourage listeners to drop off a toy for a Southeast Minnesota child to open on Christmas. Their efforts helped collect almost 19,500 toys and help nearly 9,000 children in six counties have a great holiday.



# HOLIDAY GIFT DRIVES

## CONTINUED

### **EAST COUNTY TOY DRIVE** **SAN DIEGO, CA** NEWSRADIO 600 KOGO

Started in 1976, the East County Toy and Food Drive is one of the oldest and largest toy and food drives in San Diego County. The event was broadcast live in 2018 on NewsRadio KOGO. Listeners were encouraged to attend Salvation Army's Fire Truck Toy Parade on December 8 and bring new unwrapped toys to benefit the children in the community. The drive collected over 3,000 toys and raised over \$13,000 to benefit the Salvation Army.

### **SANA CLAUS TOY AND FOOD DRIVE** **SAN FRANCISCO/SAN JOSE, CA** 106 KMEL

106 KMEL hosted their sixth annual Sana Claus Toy and Food Drive on December 21 to benefit the Alameda County Food Bank and the Alameda County Fire Department's Toy Program. The station promoted the drive on-air and via social media. During the live broadcast, the Sana G Morning Show helped collect two van loads of toys, the equivalent of over 1,500 toys to help families in need during the holiday season, as well as for those rebuilding following natural disasters or home fires.

### **92.1 CTQ TOYS** **FOR TOTS TOY DRIVE** **SARASOTA/BRADENTON/VENICE, FL** 92.1 CTQ

On December 14, 2018, 92.1 CTQ hosted the annual 92.1 CTQ Toys for Tots Toy Drive. The station's on-air personalities broadcast their shows live from The Walmart Bradenton, encouraging listeners to stop by and donate new unwrapped toys to benefit the children in the community. The event raised over \$20,000 and collected thousand of toys that were distributed through the Marine Toys for Tots program.

### **SANTA'S CASTLE TOY DRIVE** **SEATTLE, WA** SPORTS RADIO 950 KJR AND 102.5 KZOK

On December 1, 2018, Sports Radio 950 KJR and 102.5 KZOK teamed up with Tacoma Dodge Chrysler Jeep Ram to collect toys for children of deployed military families at Joint base Lewis McChord (JBLM). On-air personalities Matt "Slickhawk" Mikolas and Danny Bonaduce broadcast their shows live from the event encouraging listeners to bring toys to fill up Jeeps to be delivered to JBLM. The event collected enough toys so that over 2,100 kids were able enjoy a happy Christmas.

### **ANGEL TREE TOY DRIVE** **SPRINGFIELD, MO** ALICE 95.5 AND 105.9 KGBX

In 2018, Alice 95.5 and 105.9 KGBX partnered with Conoco Phillips to host the Angel Tree drive. The tree was decorated with handmade ornaments made by the children at Boys and Girls Clubs of Springfield. The stations' on-air personalities invited listeners to take an angel off the tree, purchase one or more gifts off their wish list and return the gifts to the station. With the help of Angel Tree donations, more than 400 kids received gifts during the Boys and Girls Club Christmas Party.

### **FIRETRUCK O'TOYS** **ST. LOUIS, MO** 103.3 KLOU

In 2018, 103.3 KLOU partnered with Firetruck O'Toys, a St. Louis nonprofit committed to donating toys to children at hospitals in the community, for their annual toy collection drive. 103.3 KLOU promoted the event on-air encouraging listeners to donate new unwrapped toys at select drop-off locations or make a monetary donation. The drive collected over 7,000 toys with an estimated value of \$28,000.

**FIESTA DE REYES  
CELEBRATION AND TOY DRIVE**

**TAMPA, FL**

RUMBA 106.5

RUMBA 106.5 held their third annual Fiesta de Reyes celebration and toy drive on January 7 to support the Missions of Miracles Foundation, which was created after Hurricane Maria devastated the island of Puerto Rico in 2017. The station's promotion efforts included PSAs and interviews, and RUMBA 106.5 also collected and donated toys for the Toy Drive at the Fiesta de Reyes. During the event, local children were able to tell the Three Kings their wishes for the new year and receive a gift. As a result of RUMBA 106.5's efforts, 500 toys were collected and given to local children.



# HOLIDAY GIFT DRIVES

## CONTINUED

### **SALVATION ARMY ANGEL TREE TULSA, OK**

106.1 THE TWISTER

In 2018, 106.1 The Twister partnered with the Salvation Army for their Angel Tree toy drive. Starting November 10 through December 8 listeners were encouraged to stop by the Woodland Hills Mall and pick up a Christmas wish from the Angel Tree. The drive collected enough gifts and toys to fulfill the wishes of 5,700 children and elderly adults in the community.

### **STUFF THE BUS TUCSON, AZ**

MY 92.9

In 2018, My 92.9 partnered with the Salvation Army on the Stuff the Bus toy drive. On December 14 from 6 a.m. to 6 p.m., on-air personalities broadcast their shows from a Walmart in Tucson. Listeners were encouraged to donate new unwrapped toys for the children in the community. The drive collected enough toys to stuff three large public transit buses for less fortunate families in the community.

### **ANGEL TREE TUPELO, MS**

IHEARTMEDIA TUPELO

In 2018, iHeartMedia Tupelo partnered with the Salvation Army for their annual Angel Tree toy drive. On-air personalities from the stations camped out and broadcast live at the mall center court for several days, encouraging listeners to select an angel from the Angel Tree and fulfill a wish. The drive helped fulfill the wishes of over 100 children in the community.

### **WIN FAMILY SERVICES TOY DRIVE WASHINGTON, DC**

HEAVEN 600

In 2018, Heaven 600 partnered with WIN Family Services for their 6th annual gift drive. On December 4, the station's on-air personalities broadcast their shows live from the Big Lots at the Reisterstown Road Plaza 10 a.m. to 3 p.m. WIN Family Services team members and Heaven 600 radio personalities greeted shoppers, took pictures and even gave away prizes to those who donated.

### **OPERATION CHRISTMAS WISH WILMINGTON, DE**

94.7 WDSO

On December 15, 2018, 94.7 WDSO organized their annual toy drive, Operation Christmas Wish. On-air personalities broadcast live at the Walmart in Middletown encouraging listeners to "adopt" families and fulfill their Christmas wishes. The event helped fulfill the Christmas needs of over 64 families in the community who received Christmas gifts, clothes and shoes for their children.

### **COATS FOR KIDS WINCHESTER, VA**

IHEARTMEDIA WINCHESTER

In 2018, iHeartMedia Winchester partnered with the local Rotary Club for their annual Coats for Kids drive. On-air personalities encouraged listeners to drop off new or lightly worn coats at designated drop off locations. The drive helped collect over 265 coats for children in need in the community.

## CHRISTMAS FOR CHILDREN WORCESTER, MA

NEWSRADIO WTAG AND 96-1 SRS

In 2018, iHeartMedia Worcester's The Jim Polito Morning Show and The Jordan Levy Afternoon Show helped raise money for the Massachusetts Department of Children & Families (DCF) through the Christmas For Children Campaign. Listeners were encouraged to make donations online and help provide Christmas gifts for children in foster care. In 2018, Christmas For Children raised over \$500,000 for children in need.

## TOYS FOR TOTS DRIVE ROCHESTER, MN

102.5 THE FOX AND LASER 101.7

In 2018, iHeartMedia Rochester's 102.5 The Fox and Laser 101.7 held their annual toy drive to benefit the Marine Toys for Tots program. From November 26 to December 1, on-air personalities from both radio stations broadcast their shows live from various remote locations encouraging listeners to stop by and drop off new unwrapped toys. The toy drive collected over 19,400 toys and helped over 8,800 children in six counties across Southeast Minnesota have a better holiday season.



# 2018 HONORARY AWARDS & RECOGNITION

Each year iHeartMedia, its key executives and iHeartMedia local radio stations are honored by various groups and organizations for their charitable contributions to a wide variety of causes and initiatives. In 2018, President, COO & CFO Richard Bressler was honored by Exploring the Arts alongside Ted

Sarandos, Chief Content Officer of Netflix; seven iHeartMedia programs and talent were honored with Gracie Awards; and on-air personalities and programmers received several inductions and honors for their exemplary work in local communities across the U.S.





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eliminating racism  
empowering women

eliminating racism  
empowering women

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**ywca**  
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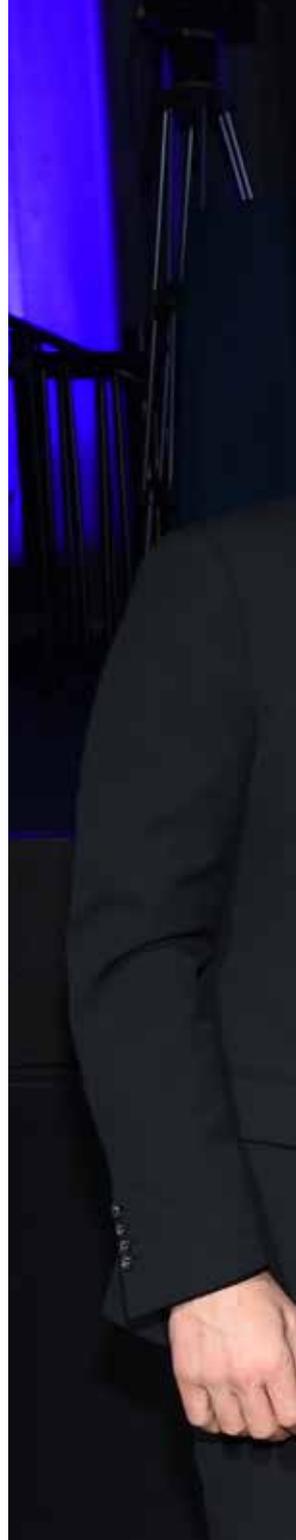
metropolitan chicago

# EXPLORING THE ARTS

In 2018, iHeartMedia President, COO & CFO Richard Bressler was honored by Exploring the Arts, an organization founded by legendary American singer Tony Bennett and his wife Susan Benedetto, a former public school teacher. Exploring the Arts helps transform the lives of young people through arts education in both New York and LA. Rich Bressler was honored alongside Ted Sarandos, Chief Content Officer of Netflix, for his passion and dedication to providing resources and opportunity in the arts to under-served youth.

Ryan Seacrest hosted the event, which featured special guest performances from Broadway legend Brian Stokes Mitchell, a Tony Award winner for Kiss Me, Kate and Tony Award nominee for Ragtime and Man of LaMancha, and Wé McDonald of "The Voice."

The 11th annual Exploring the Arts 2018 gala took place on January 30, 2018 at the Ziegfeld Ballroom in NYC. In 2018 alone, with the support of the gala fundraising, Exploring the Arts raised \$1 million.





# THE GRACIE AWARDS

The Gracies recognize exemplary women and women-led programming in radio, television, cable and interactive media. In 2018, the Gracies honored seven of iHeartMedia's incredible talent and programming spanning several national and local categories.

## 2018 GRACIE AWARD WINNERS:

### PERSONALITIES:

**Lynda McLaughlin**, Producer of "The Sean Hannity Show"

**Angela Yee**, Co-Host of Power 105.1's "The Breakfast Club"

**LaDona Harvey**, Host of "I am NOT grateful, I am qualified"

**Kaelin Roberts**, Producer of "Fred + Angi Mornings"

### PROGRAMMING:

KOST 103.5's "**The Ellen K Morning show**"

Power 105.1's "**Power on The Block**"

The iHeartPodcast Network's "**Anna Faris is Unqualified**"



# NATIONAL ASSOCIATION OF BROADCASTERS

# BROADCASTING

# HALL OF FAME

iHeartMedia's nationally-syndicated radio personality Elvis Duran was inducted into the National Association of Broadcasters (NAB) Broadcasting Hall of Fame at the 2018 NAB Show. The induction occurred during the new Achievement in Broadcasting Dinner on Monday, April 9 at the Encore in Las Vegas.

Duran's radio career spans more than 30 years and includes both host and program director duties at iHeartMedia's WIOQ-FM Philadelphia and KBest Media's KBTS-FM Austin, as well as stints at Entercom's WZGC-FM Atlanta and Cumulus' KRBE-FM Houston. His daily radio show on New York's Z100 was syndicated in 2009 by Premiere Networks. Duran's role expanded in

2012 to include talent and programming development, as well as serving as a spokesperson for the company.

Beyond the studio, Duran is a committed philanthropist, supporting non-profit organizations providing care and enrichment programs for children and animals. Duran also champions causes aimed at fighting poverty and hunger, and he is an advocate for the LGBTQ community.

Previous NAB Radio Broadcasting Hall of Fame inductees include Delilah, Mike Golic and Mike Greenberg, KROQ's Kevin and Bean, Steve Harvey, Dave Ramsey, Bob Uecker, Gerry House, Ron Chapman and Vin Scully, among others.

# ADCASTING H



**Elvis Duran**

The first man to play rock music on the radio, Elvis Duran, was the driving force behind the success of the station in the 1960s and 1970s. He was the first to play rock music on the radio, and he was the first to play rock music on the radio. He was the first to play rock music on the radio, and he was the first to play rock music on the radio.

**INAE** Inspiring Hall of Fame

# NAB CRYSTAL RADIO AWARDS

Since 1987, the NAB Crystal Radio Awards have recognized radio stations for their outstanding year-round commitment to community service. For their work in 2018, Power 105 in New York and Newsradio WTAM 1100 were chosen among 50 finalists to receive the NAB Crystal Radio Award. NAB Crystal Radio Award finalists were chosen by a panel of judges representing broadcasting, community service organizations and public relations firms.



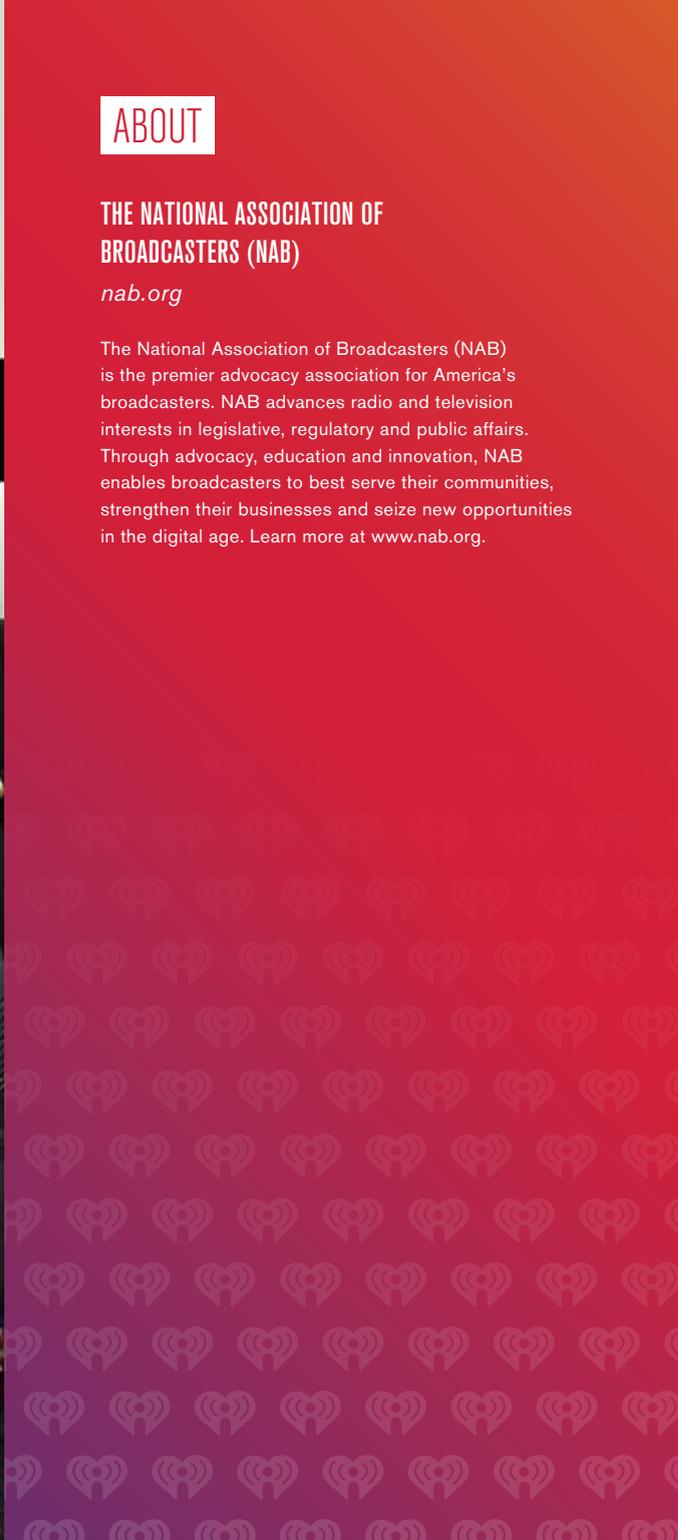


## ABOUT

### THE NATIONAL ASSOCIATION OF BROADCASTERS (NAB)

*nab.org*

The National Association of Broadcasters (NAB) is the premier advocacy association for America's broadcasters. NAB advances radio and television interests in legislative, regulatory and public affairs. Through advocacy, education and innovation, NAB enables broadcasters to best serve their communities, strengthen their businesses and seize new opportunities in the digital age. Learn more at [www.nab.org](http://www.nab.org).



# IHEARTMEDIA LOCAL MARKETS

## RECOGNIZED FOR DOING GOOD

iHeartMedia 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 2018, iHeartMedia drew attention to a variety of important issues supporting thousands of local nonprofits. Below is a snapshot of individual iHeartMedia

stations that were recognized for their community-related contributions.

RECIPIENT	MARKET	ASSOCIATION	AWARD
iHeartMedia Albany	Albany, NY	The New York State Broadcasters Association	Serving New York Award
AGGIE 96	Bryan, TX	Visitors Bureau's Tourism	Hometown Hero Award for Communication
98.7 FM WGIG	Brunswick/West Point, GA	Georgia School Boards Association	On-air personality Scott Ryfun — Beacon Award
WGCI-FM	Chicago, IL	Illinois Broadcasters Association	Silver Dome Award - Best Radio Station Use of New Media
93.9 LITE FM	Chicago, IL	Illinois Broadcasters Association	Silver Dome Award — Best Radio PSA for Local Charity/Cause
KOA NewsRadio	Denver, CO	Colorado Broadcasters Association	Best Public Affairs Program
iHeartMedia Los Angeles	Los Angeles, CA	A Place Called Home	Legacy Award
KAT 103.7 FM	Omaha, NE	Children's Miracle Network Hospitals	On-air personalities Steve & Gina Radio — Personalities of the Year Award
Accion 97.9,	Orlando, FL	National Hispanic Corporate Achievers	Sandra Carrasquillo — Hispanic Achiever's Lifetime Achievement Award

RECIPIENT	MARKET	ASSOCIATION	AWARD
iHeartMedia Philadelphia	Philadelphia, PA	Women Veterans Rock	iHeartMedia Philadelphia's Loraine Ballard Morrill — 2018 Women Veterans Leaders & Legend Honoree of the Year
Portsmouth, iHeartMedia	Portsmouth, NH	New Hampshire Association of Broadcasters	Granite Mike Local Special Program / Event and Granite Mike Station Promotional Announcement
Rumba 106.5	Tampa, FL	Course of Action	Angel Award
iHeartMedia Tuscaloosa	Tuscaloosa, AL	Alabama Broadcasters Association	ABBY Award for Best Community Service Project
96-1 SRS	Worcester, MA	Massachusetts Broadcasters Association	On-air morning hosts Suzanne Lewis & Greg Bedard — Soundbites Award
Premiere Networks	National	National Association of Broadcasters	Dan Patrick — Marconi Award in Network Syndicated Personality of the Year
Premiere Networks	National	Alliance of Women in Media Foundation	Co-host of The Steve Harvey Show Shirley Strawberry — Gracie Award, National Radio Co-Host
Premiere Networks	National	2018 All Access Worldwide Radio Summit	The Breakfast Club — Station Air Talent award
Premiere Networks	National	National Academy of Television Arts and Sciences	Steve Harvey — Daytime Emmy Award for Outstanding Informative Talk Show Host
Premiere Networks	National	American Red Cross	The Bobby Bones Show — Crystal Cross Award
Premiere Networks	National	Academy of Country Music Awards	The Bobby Bones Show — 2018 ACM Award in the National On-Air Personality category
Premiere Networks	National	2018 Country Radio Seminar	The Bobby Bones Show — Country Aircheck Award in the National/ Syndicated Personality/ Show category

# MUSIC DEVELOPMENT

## ARTIST INTEGRATION PROGRAM (AIP)

iHeartMedia'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 iHeartMedia's powerful properties, including its 850 radio stations in 150 markets and its national digital iHeartRadio 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.

## DIGITAL ARTIST INTEGRATION PROGRAM

In 2012, iHeartMedia extended the "Artist Integration Program" to its iHeartRadio digital platform. Each month, four new tracks per format are featured in new music spots that run in national inventory across format-appropriate iHeartRadio digital stations. The songs run in their entirety 3-4 times per day across all format relevant digital streams online, helping to

build impressions and artist familiarity. In 2018 alone, the iHeartRadio Digital "Artist Integration Program" accumulated 582MM+ digital streams.

## ON THE VERGE

The "On The Verge" Artist program promotes key tracks and artists that iHeartMedia programmers are excited about and know their listeners will love. Each quarter, iHeartMedia selects an artist in each format based on surveys and feedback from these programmers and launches an eight-week program that includes on-air exposure as well as significant digital and social support across iHeartMedia's entire platform. All "On The Verge" Artists charted to the Top 30, with more than half landing in the Top 10, and nearly a third claimed the No. 1 chart slot. iHeartMedia's "On The Verge" program launched and positioned the success of the below artists. The "On The Verge" campaign has helped to kickstart the careers of artists including: Sam Smith, Iggy Azalea, Sam Hunt, Maren Morris, SZA, H.E.R., Judah & The Lion, Nick Jonas and Fifth Harmony.





## 2018 AIP ARTISTS

Devin Dawson	Nipsey Hussle	Scotty McCreery
Kacey Musgraves	Cardi B	Elton John Tribute Album
Janelle Monae	Jason Aldean	Keith Urban
Chayanne	Shinedown	Poo Bear
U2	TDE The Championship Tour	Belly ft. The Weeknd
Michael Ray	Sugarland	Il Volo
Fleetwood Mac	Panic! At The Disco	Noah Cyrus + MAX
Dan + Shay	Carly Pearce	Wiz Khalifa
Pitbull	Kenny Chesney	Halestorm
Danielle Bradbery / Thomas Rhett	Cole Swindell	Devin Dawson
Carrie Underwood	Slash	twenty one pilots
Melissa Etheridge	Elle King	Andrea Bocelli
Runaway June	Train	Mariah Carey
Rolling Stones	Alessia Cara	Meek Mill
Gucci Mane	Brett Young	Kodak Black
Mitchell Tenpenny		

## 2018 ON THE VERGE ARTISTS

Morgan Evans	H.E.R.	Bazzi
Two Feet	King Combs	Kygo & Miguel
Badflower	Queen Naija	Jimmie Allen
Mitchell Tenpenny	The Interrupters	Evvie
Brie Steves	Sabrina Carpenter	Agnez Mo
Houses		

# LOCAL ADVISORY BOARDS

Local Advisory Boards (LABs) play an integral role in guiding iHeartMedia's support of the most relevant issues impacting individual communities. iHeartMedia's LABs bring together community representatives with broad-based expertise, and quarterly meetings serve as a forum for iHeartMedia executives, local communities and government and educational leaders to discuss issues and solutions in an open, collegial environment. The diverse boards carefully monitor public opinion and assist iHeartMedia teams in identifying and implementing projects that enable meaningful public service in each community. For over 15 years, these LABs have improved iHeartMedia's ability to effectively collaborate with community partners to meet important local needs.

## LOCAL ADVISORY BOARD MEMBER SPOTLIGHT:

### MARY KATE DALY

EXECUTIVE DIRECTOR, LURIE CHILDREN'S HEALTHY COMMUNITIES, ANN & ROBERT H. LURIE CHILDREN'S HOSPITAL OF CHICAGO  
CHICAGO, IL | LAB MEMBER SINCE 2017 (2 YEARS)

"Through the LAB, I have met a wonderful and diverse group of true community leaders who share a passion for our city. I am grateful to iHeartMedia Chicago for leading and facilitating important conversations about how we can collaborate to maximize our impact."

### REV. MICHAEL PFLEGER

SENIOR PASTOR, THE FAITH COMMUNITY OF SAINT SABINA  
CHICAGO, IL | LAB MEMBER SINCE 2018 (1 YEAR)

"Having the opportunity to serve on the LAB has given me the opportunity to not only exchange thoughts and ideas with leaders from across the city, but also to have conversations about issues that face our city and impacts our communities."

### ALLEN A. RODRIGUEZ

VISITING PROFESSOR III & RETIRED SVP  
CHARTER ONE BANK, DEVRY UNIVERSITY  
CHICAGO, IL | LAB MEMBER SINCE 2015 (4 YEARS)

"Having the opportunity to serve on the LAB has given me the opportunity to not only exchange thoughts and ideas with leaders from across the city, but also to have conversations about issues that face our city and impacts our communities."

### KRISTA BARBER

COMMUNICATIONS DIRECTOR, AMERICAN HEART ASSOCIATION-CENTRAL OHIO  
COLUMBUS, OH | LAB MEMBER SINCE 2017 (2 YEARS)

"Being a part of the Local Advisory Board is a great way to connect with like-minded organizations. We're all working to better the health and lives of our community, and iHeartMedia is helping us come together in collective impact to reach people where they work, play and pray."

### MARK WOOD

PROGRAM DIRECTOR & ON-AIR PERSONALITY  
FOR IHEARTMEDIA HUNTINGTON  
HUNTINGTON, WV | LAB MEMBER SINCE 2013 (6 YEARS)

"It's important to be involved with the planning of community events for a lot of reasons. We like to hear more than one opinion and draw creativity from those who care about what we are trying to accomplish. We are truly blessed to have those type of people in our Tri-State area."

### DR. CANDACE L. GREGORY

PRESIDENT/CEO, OPEN DOOR MISSION  
OMAHA, NE | LAB MEMBER SINCE 2007 (12 YEARS)

"I love that iHeartMedia cares for all the people in our community and especially has a heart for those less fortunate. We are better together - when private and public sectors, faith-based and government organizations can listen to one another and work together to improve and impact others. I believe the iHeartMedia Local Advisory Board is a great example of collaboration in our local community. I am grateful to be part of it."

### BRIAN BARKS

PRESIDENT & CEO, FOOD BANK FOR THE HEARTLAND  
OMAHA, NE | LAB MEMBER SINCE 2015 (4 YEARS)

"I have a great appreciation of utilizing the power of radio to help address some of the issues happening in our local community."

Being a part of the Local Advisory Board I get to hear from colleagues on the challenges they are facing and talk collectively about finding solutions."

**JOEY KOTFICA**

DIRECTOR OF MARKETING, FAMILY HOUSE, INC.  
SAN FRANCISCO, CA | LAB MEMBER SINCE 2018 (1 YEAR)

"iHeartMedia has been a fantastic supporter of Family House through direct service to our clients as well as helping to spread our important mission of providing free housing for families of children with life-threatening illnesses. We're grateful for the opportunity to come together with other Bay Area organizations to collectively address problems and support our greater community."

**RAENIKA BUTLER**

PROGRAM DIRECTOR, ADULT DAY HEALTH CENTER AND BAYVIEW SENIOR SERVICES  
SAN FRANCISCO, CA | LAB MEMBER SINCE 2016 (3 YEARS)

"For over 45 years, Bayview Senior Services has responded to community needs and served as a catalyst for neighborhood activism and advocacy. We value the partnership with iHeartRadio and appreciate them using their platform and influence to voice the needs of the vulnerable and undeserved senior community."



**MARY  
KATE DALY**



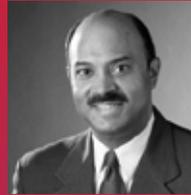
**DR. CANDACE L.  
GREGORY**



**REV. MICHAEL  
PFLEGER**



**BRIAN  
BARKS**



**ALLEN A.  
RODRIGUEZ**



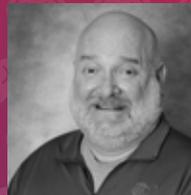
**JOEY  
KOTFICA**



**KRISTA  
BARBER**



**RAENIKA  
BUTLER**



**MARK  
WOOD**



iHeartMedia's most popular on-air radio personalities are active members of local communities across the nation and have a rich history of connecting to listeners within their communities and offering companionship. Because of the highly personal nature of the connection between listeners and on-air talent, they are often driving forces in rallying local community

support for important local issues. The following pages highlight a few examples of how iHeart's – and radio's – most well-known voices make a difference in the communities in which they live and work, both on-air and off. There is so much important work happening in every market every day that it is hard to capture it all but here is a representative sample.

# IHEARTMEDIA'S INDUSTRY-LEADING ON-AIR PERSONALITIES

# BIG BOY

Big Boy is a long-time supporter of Together in His Arms, which provides support for families who have lost a child and helps pay the family's bills during their time of mourning. A Los Angeles icon, Big also participated in numerous community and charitable events throughout the city in 2018. He appeared at the Kingdom Day Parade, which celebrates the life and legacy of Dr. Martin Luther King Jr., and he served as Grand Marshall of the annual East LA Christmas Parade – one of the longest-running Christmas parades in the Latino community. He attended and hosted events for NBA Champion Matt Barnes'

foundation Athletes vs. Cancer, including Bowl4ACure, Smoke4ACure, and the 5th annual Celebrity Flag Football Game. Big also hosted the Real West Coast Customs Car Show and Toy Drive, presented by his flagship station iHeartRadio's REAL 92.3, which featured performances by O.T. Genesis and Kap G. Additionally, he hosted the 15th Annual Inner City Mini-Marathon & Health Festival for City Lites at Jesse Owens Park in Los Angeles. Joined by Ty Dolla \$ign, Big also hosted and helped with the opening game coin toss at Dorsey High School's homecoming football game.



# RYAN SEACREST

Over a dinner with his family, iHeartMedia radio personality Ryan Seacrest decided he wanted to create a foundation that would lift the spirits of hospitalized kids and their families. Along with his parents and sister Meredith, he created the Ryan Seacrest Foundation, a non-profit 501(c)(3) organization dedicated to inspiring today's youth through entertainment and education-focused initiatives. The foundation's main focus is building broadcast media centers, named Seacrest Studios, within pediatric hospitals for patients to explore the creative realms of radio, television and new media. Today, the Ryan Seacrest Foundation operates

10 studios, located in Atlanta, Boston, Charlotte, Cincinnati, Dallas, Denver, Nashville, Orange County, Washington D.C., and Philadelphia. Dan+Shay, Travis Scott, Little Big Town, Ed Sheeran, Halsey, The Chainsmokers, Twenty One Pilots, Camila Cabello, Dierks Bentley and Lana Del Rey are just a few of the artists who visited during 2018 and met with patients. iHeartMedia supports the amazing work of the Ryan Seacrest Foundation in a variety of ways throughout the year, including providing national engineering and programming support and executing a national and local fundraising program.

# Seacrest STUDIOS



# THE BREAKFAST CLUB

On November 15, 2018, The Breakfast Club's Second Annual #Change4Change radiothon featuring on-air personalities DJ Envy, Angela Yee and Charlamagne Tha God raised over \$200,000. Broadcasting throughout the day on nearly 80 stations nationwide, including flagship station Power 105.1 in New York City, the trio encouraged listeners to donate in support of PROJECT 375. Co-founded by NFL wide receiver Brandon Marshall and his wife Michi, the non-profit organization offers a number of free community programs and resources addressing mental health. The radiothon received support from thousands of listeners across the country, as well as a variety of organizations and artists. As part of Power 105.1's partnership with Show Me Shoes Foundation, The

Breakfast Club also supported the inaugural "Prom Project NYC," which aimed to give underprivileged young girls the chance to go to prom. The Breakfast Club promoted "Dress Drives" across the city, where listeners could donate dresses, shoes, purses and anything else to help make a young lady's prom complete. The campaign culminated on May 12, with an all-day, free event hosted by Angela Yee, where families came to "shop" for a dress of their choosing. The first 100 ladies were also able to pick a pair of new shoes from event partner ShoeDazzle® and attendees were treated to free mini-makeovers and giveaways, including a car service to the prom, dinner gift cards, retailer gift cards, electronics, concert tickets and more.



# JOHNJAY AND RICH

In 2018, The Johnjay and Rich Show continued its work with the Johnjay and Rich #LoveUp Foundation, a non-profit organization that strives to be a force for positive change and impact the lives of children and adults in our community, with a primary focus on improving the quality of life for children living in the foster care system. The show raises funds through the sale of #LoveUp t-shirts and merchandise, as well as private donors, corporate contributions and community grants. In 2018, the #LoveUp Foundation hosted more than 3,600 foster children at special events and experiences such as a back-to-school shoe shopping spree, Arizona Diamondbacks game, Arizona State Fair, VIP movie premiere and a spectacular Christmas party. In addition, in partnership with the Arizona Department of Child Safety, #LoveUp held six photoshoots for more than 200 foster children in 2018 for the Children's Heart Gallery website, which helps children in foster care find forever homes.

The Johnjay and Rich Show also began granting "#LoveUp moments" via nominations on [www.JohnjayandRich.com](http://www.JohnjayandRich.com). The Foundation bought new cheerleading uniforms for a cheer squad at a local high school, arranged for a sick four-

year-old girl who loves animals to be a "zookeeper for a day" at the Phoenix Zoo, flew an Arizona teacher and her family to Montana to watch her daughter play volleyball, and sent a large care package to a 19-year-old serving our country in the Navy and living overseas in Japan.

In 2018, #LovePup - an extension of the #LoveUp Foundation focused on rescuing and finding forever homes for dogs - launched the "A Dog is Forever" shelter intervention and "It's Hip to Chip" microchip programs. To date, the Foundation has positively impacted nearly 10,000 dogs and has begun plans to construct a shelter facility in 2019 to safely and uniquely rescue more dogs and expand its volunteer program.

The Johnjay and Rich Show closed out 2018 with its annual Christmas Wish campaign, providing thousands of dollars' worth of items and gifts to struggling families, including new TVs, washer and dryers, bikes, video game consoles and more. They also sent a family who lost their home in the Camp Fire in Paradise, CA on a seven-day "escape" cruise to rest, recharge and renew.



# STEVE HARVEY

The mission of The Steve and Marjorie Harvey Foundation is to ensure that the needs of the whole child are met through the development of programs and support of community-based organizations that foster excellence in the areas of health, education and social well-being within urban and ethnically diverse communities. The two cornerstone programs are The Steve Harvey Mentoring Program for Young Men, which aims to teach young men the principles of manhood and create responsible leaders; and the Girls Who Rule The World Mentoring Weekend, a program designed by Marjorie Harvey to enhance the development of young girls through positive self-image, educational achievement and cultural enrichment. In 2018, these programs mentored hundreds

of young people in cities across the country, who also participated in a monthly follow-up program that encourages and inspires their continued growth, education and success. In addition, the Foundation also donated more than \$100,000 in college scholarships and participated in holiday toy drives and other charitable events. Plus, The Steve Harvey Morning Show and Premiere Networks partnered to give away more than 8,000 turkeys as part of The Steve Harvey Morning Show Annual Turkey Give. Affiliates of the national radio program gave the turkeys away to help the less fortunate celebrate the Thanksgiving holiday. Since the Turkey Give was launched in 2009, nearly 70,000 turkeys have been distributed.



**MANHOOD 101**  
ESTABLISHED MENTORING PROGRAM  
EST. 1998

# GLENN BECK

Glenn Beck created the non-profit Mercury One to reflect his belief in the individual, self-determination, free enterprise and the essential need for faith. Through his national radio show, The Glenn Beck Program, and outreach events across the nation, Mercury One raises funds for disaster relief, veterans care and humanitarian initiatives like counter-human trafficking and protecting persecuted religious minorities. Through its education arm and vast library of rare artifacts, Mercury One also equips future leaders through student and teacher trainings and special exhibitions. This year, the non-profit launched the first phase of a capital campaign to build the American Journey Experience. The American Journey Experience, slated to break ground in Texas in three to five years, will tell the story of American history and democracy. The estimated 170,000

square foot center of education will be an international destination drawing life-long learners and tomorrow's leaders. In 2018, Mercury One helped educate supporters through the "Rights & Responsibilities" temporary exhibit, which delved into what makes America the most innovative nation in the world. Over 2,500 guests visited this exhibit at Mercury Studios. Mercury One also supported disaster relief efforts during and after the California wildfires and Hurricane Florence, and was first on the ground to feed, clothe and assist those in need during Hurricane Michael. Additionally, Mercury One's Nazarene Fund has been a beacon of hope to those suffering in the darkness of slavery, persecution and despair. Since its inception, Mercury One's Nazarene Fund has completed over 10,000 evacuations from conflict zones and unsafe locations to new home countries.

LOVE



# DELILAH

Point Hope started as a handful of friends gathered around Delilah's kitchen table making hundreds of tuna fish sandwiches for hungry families. Point Hope has grown into a non-profit organization focused on raising awareness of the broken condition of the foster care program in the United States and promoting forever adoptions as a viable solution. The organization is also dedicated to helping refugees in Buduburam, Ghana and the surrounding district. To date, Point Hope has saved countless lives, providing clean water, sanitation, nutritional and agricultural programs, medical care, women's training and education to these refugees. Delilah has traveled to Ghana more than 30 times,

and in 2018, she celebrated her 14-year commitment to Point Hope by hosting the fourth-annual Farm-To-Table dinner fundraiser for 60 people at her home in Seattle. Utilizing her national platforms and media appearances, Delilah also sheds light on important topics, including mental health, coping with the loss of a loved one, and more. In 2018, she was inducted into the Adoption Hall of Fame by the National Council for Adoption for her tireless advocacy for adoption and an improved foster care system. iHeartMedia supported Delilah's philanthropic efforts in 2018 through national on-air programming and digital resources.



# BOBBY BONES

Given his affinity for helping others, Bobby Bones is involved in multiple charitable initiatives and supports an array of philanthropic causes. Since April 2014, Bones has helped raise more than \$10 million for St. Jude Children's Research Hospital with various events and fundraisers, including The Bobby Bones Show's annual "Million Dollar Show" and St. Jude Radiothon, both of which feature support and live performances from some of Country music's biggest superstars. Additionally, Bones has made many visits to St. Jude Children's Research Hospital in Memphis, TN with his comedy band The Raging Idiots, performing for patients and their families. Bones is also an avid supporter of The MusiCares Foundation, a non-profit organization that provides a safety net of critical assistance for

musicians in times of need, and he serves on the Board of Directors for Musicians On Call, an organization that brings live and recorded music to the bedsides of patients in healthcare facilities. In 2018, they presented him with organization's Leadership in Music Award. The Bobby Bones Show also raises funds for worthy causes through the sale of "Pimpin Joy" merchandise. In 2018 more than \$200,000 was donated to K9s for Warriors; Task Force Dagger Foundation, which helps wounded special ops veterans and their families; and Epic Girl, which empowers young girls to reach their full potential through education, mentoring, counseling and community activities. Other beneficiaries included the American Red Cross' hurricane relief efforts and the victims of the Borderline shooting.



**THIS  
SHIRT  
SAVES  
LIVES**

**THIS  
SHIRT  
SAVES  
LIVES**

# SEAN HANNITY

Sean Hannity, the number one most-listened-to talk radio host in America, and host of The Sean Hannity Show, continued supporting several non-profit organizations in 2018, including: Building Homes for Heroes, a national non-profit organization that builds or modifies homes, and gifts them, mortgage-free, to veterans and their families; Samaritan's Purse, a nondenominational evangelical Christian organization providing spiritual and physical aid to hurting people around the world; and Operation 300, which provide mentorship to children of fallen soldiers.

The National Radio Hall of Famer also supported The Nine Line Foundation, an

organization supporting severely wounded combat veterans and their families; Folds of Honor, which provides educational scholarships to spouses and children of America's fallen and disabled service-members; Amercia's VetDogs®, which provides service dogs free of charge to those who have served our country honorably so they can live with dignity and independence; and The Freedom Alliance, a charitable organization that provides help and support to wounded troops and military families.



# ELVIS DURAN

Elvis Duran is a committed philanthropist with several causes close to his heart. He currently serves as co-chair of Rosie's Theater Kids, an organization that brings enrichment through the arts to underprivileged Manhattan children, and serves on the board of directors for Rock & Rawhide, a non-profit organization that aims to increase animal adoptions while also providing a stress-free life for animals surrendered to shelters. As an advocate for the LGBTQ community, Duran works closely with GLAAD and takes part in their national Spirit Day campaign. In addition, Duran supports St. Jude Children's Research Hospital and participates in the St. Jude Walk/Run to End Childhood Cancer.

In 2018, he helped raise funds and awareness for many organizations,

including New York's LGBT Community Center; Cookies for Kids' Cancer, the notable non-profit dedicated to funding pediatric cancer research; Charity: Water, a non-profit organization focused on bringing clean and safe drinking water to people in developing countries; and DonorsChoose.org, which makes it possible for anyone to support a classroom in need. Elvis has already raised over \$40K through DonorsChoose.org/Elvis.

In addition, Duran is a partner to Musicians On Call, which brings live and recorded music to the bedsides of patients in healthcare facilities.



# CODY ALAN

Cody Alan gives back to the Country community with his unparalleled optimism and passion for organizations supporting equality, military families and children's hospitals. A year after Cody made national headlines by boldly coming out as gay, he has embraced his role as a face of equality in Country music. As the host of GLAAD's Annual Concert For Love & Acceptance, the Human Rights Campaign Awards, and Nashville's Pride Week Equality Awards, Cody fearlessly represents Pride in the Country community.

Cody's partnership with the Ryan Seacrest Foundation's Seacrest Studios brings Country stars to Vanderbilt University's Monroe Carrel, Jr. Children's Hospital for interviews and performances, giving the young patients an experience of a lifetime.

He hosted the Children's Hospital annual gala honoring Rascal Flatts, and broadcast the charity golf tournament he hosted for the organization with Jake Owen and Charles Kelley. In 2018, Cody also traveled to three military bases in Alaska and partnered with the USO to bring Country star Granger Smith to the troops with a live concert, and broadcast three nights of his nationally-syndicated radio shows, CMT After MidNite and CMT Radio Live, from the bases with the men and women serving there as his special guests.

Always in high demand, Cody lent his hosting and announcing skills to dozens of national events, including the 2018 Brad Paisley & Ellen DeGeneres' California Wildfires Benefit Concert and the 2018 GLAAD Gala in Atlanta.





Over the course of every year, iHeartMedia radio stations and outdoor regions each support hundreds of local non-profit organizations through:

**MEDIA INVENTORY**

in the form of radio and digital PSAs

**TAKING ACTION**

in communities facing disasters

**CHAMPIONING THE MISSIONS**

of various non-profit groups

**ADVOCATING THE ISSUES**

engaging local officials and decision makers through their Local Advisory Boards

**SUPPORTING LOCAL EVENTS**

like walkathons, fundraising events and supply drives

**TAKING ON INITIATIVES**

throughout the year that affect cities across the country

**LOCAL STATION  
HIGHLIGHTS**

## **HURRICANE MICHAEL COVERAGE** **ALBANY/COLUMBUS, GA** iHEARTMEDIA ALBANY

In October 2018, category 4 Hurricane Michael caused 60 deaths and \$14.58 billion worth of damage to the southeastern United States. iHeartMedia Albany broadcasted live for 13 consecutive hours to ensure local residents were kept up to date. The broadcast originated on News Radio 540 and was simulcasted on 21 stations throughout Georgia. The coverage started in the morning with Wes Carroll and Scott Miller and continued throughout the day as more stations were added to the simulcast. The on-air hosts interviewed meteorologists, local officials and sheriffs. The broadcast continued until 3 a.m. on October 11 when local areas were considered out of the hurricane's danger zone.

## **WGY CHRISTMAS WISH** **ALBANY, NY** 810 & 103.1 NEWS RADIO WGY

From November 15 – December 23, 810 and 103.1 News Radio WGY asked listeners to donate to their 39th annual WGY Christmas Wish program, which distributed donations to aid local nonprofit children's organizations. Donations were collected at various sponsor locations, online, at a special live broadcast Breakfast with Santa event and during a morning long radiothon hosted by morning show personalities Chuck and Kelly. In 2018, the WGY Christmas Wish program raised over \$90,000 and distributed grants to more than 100 organizations in the community. The event has raised more than \$3.4 million since 1979 to help local children in need.

## **CHILDREN'S MIRACLE NETWORK RADIOTHON** **ALBANY, NY** 810 & 103.1 NEWS RADIO WGY & 99.5 THE RIVER

810 & 103.1 News Radio WGY and 99.5 The River are longtime supporters of The Children's Hospital at Albany Medical Center. Their 2018 Children's Miracle Network Radiothon launched with a Kick Off Party on May 2 that featured vendors, activities and a performance by The Voice Season 8 winner, Sawyer Fredericks. The actual radiothon took place on May 3 and 4 and included interviews with patients, families and medical staff. The stations' efforts raised more than \$247,000 for The Children's Hospital at Albany Medical Center.

## **PAY LESS FOR THE DRESS** **ALBANY, NY** 99.5 THE RIVER

In 2018, 99.5 The River teamed up with local dry cleaner Best Cleaners for the fourth straight year to help Capital Region girls have a fun prom experience without the worry of the high expense for a dress. The station collected gently used formal dresses during a March 23 event at Proctors Theatre. Best Cleaners cleaned all donated dresses and Capital Region residents were charged just \$9.95 to purchase an affordable dress for prom. The station's efforts helped raise \$4,800 for the Children's Hospital at Albany Medical Center and Proctors Theatre's Education Scholarship Fund.

## **STUFF THE STUDIO FOR TOYS FOR TOTS** **ALBANY, NY** 99.5 THE RIVER

In 2018, 99.5 The River helped kids have a better holiday season with their week-long Stuff the Studio toy drive to benefit the Capital Region Marine Toys for Tots. Kevin and Tracy from the station's morning show kicked off the event by having local resident "Bill the Toy Man" drop off his donations at the studio to encourage listeners to drop off new and unwrapped toys. The station also promoted Stuff the Studio on-air, online and via social media. Their efforts helped collect more than 1,000 toys, which were picked up by the Assistant Coordinator from the U.S. Marines to give to children in need during the holiday season.

## **TOYS FOR TOTS BIKE RUN** **ALBANY, NY** PYX 106

In October 2018, PYX 106 morning show hosts Quinn and Cantara hosted the Toys for Tots Bike Run, which kicked off their annual Toys for Tots campaign. On-air personality Dr. John Cooper participated alongside more than 400 community members who brought a new unwrapped toy or a \$10 cash donation. During the holiday season, PYX 106 also encouraged listeners to visit the station website to learn where they could donate a toy. The station, led by Dr. John, also took part in the Toys for Tots Toy Train on December 9, where toys were transported by train to local communities along the train route. In 2018, PYX 106 helped collect thousands of toys and raised over \$6,000 for the Capital Region Marine Toys for Tots foundation.

## LEATHERSTOCKING HONOR FLIGHTS ALBANY, NY

PYX 106 & 810 & 103.1 NEWS RADIO WGY

For the past five years, PYX 106 and 810 & 103.1 News Radio WGY have sponsored the Leatherstocking Honor Flights program, which provides World War II and Korean War veterans with free one-day trips to Washington, DC to experience the memorials. The stations promote the program annually on Memorial Day and Fourth of July weekends and encourage listeners to make online donations to help fund upcoming Honor Flights. 103.1 News Radio WGY weekend morning show host Joe Gallagher broadcasts live from Albany International Airport the day of the flights, which take place throughout the year and include a ceremony for the veterans and their families. In addition, PYX 106's Dr. John Cooper volunteers as a guardian for a veteran and is on the committee that organizes the flights. In 2018, over 100 veterans went on Honor Flights.

## VETS "ROCK" PYX 106 IN CELEBRATION OF VETERANS DAY ALBANY, NY

PYX 106

PYX 106 celebrated Veterans Day in November with a special broadcast featuring military servicemen and women from the Capital Region. Prior to the event, the station encouraged local veterans to visit the station website and submit why they wanted to be a guest DJ on

PYX 106. On November 9, the station chose nine local military servicemen and women to host the station's programming, music and conversational topics for the day, share stories about their time in the military and play Rock music that held a special meaning to them.

## BARK & BREW ALBANY, NY

WILD COUNTRY 99.9

Wild Country 99.9 was the media sponsor for the seventh annual Bark & Brew event on September 22. The station promoted the event on-air, online and via social media and provided music on-site during the event, which also featured dog friendly vendors, K9 demonstrations and activities throughout the day. Proceeds from the 2018 Bark & Brew benefited local animal shelters and rescue organizations.

## ALBANY LATINFEST ALBANY, NY

KISS 102.3

KISS 102.3 was the media sponsor for Albany Latinfest, a free family-oriented festival with musical performances highlighting the diversity of Hispanic musical genres and culture. The August 25 all-day event also featured a wide array of food, arts and crafts vendors; children's amusements; and community, government and business information booths. KISS 102.3 promoted the event on-air, online and via social media, helping the Albany Latinfest attract more than 10,000 attendees from around the region.



## **SANTA SPEEDO SPRINT**

**ALBANY, NY**

KISS 102.3

On December 15, KISS 102.3 supported the 13th annual Santa Speedo Sprint, an 800-meter run that raises funds for the Albany Damien Center and the HIV/AIDS program at Albany Medical Center. Runners are encouraged, but not required to wear speedos and dress in festive holiday gear as they run through the streets of Albany on a cold December day. The station promoted the sprint on-air, online and via social media and helped the Santa Speedo Sprint raise more than \$20,000.

## **BALLSTON SPA WITCH WALK**

**ALBANY, NY**

KISS 102.3

For the past 14 years, the Ballston Spa Witch Walk has raised money for different animal or children's organization. In 2018, the fundraiser chose The Joseph's Experience, a nonprofit group that supports children & their families dealing with long term illnesses. Kiss 102.3 encouraged listeners to attend the October 28 event, which featured community members gathering in witch costumes, participating in dances throughout town and enjoying live music, on-air, online and via social media. Their efforts helped the Ballston Spa Witch Walk raise more than \$2,000 for The Joseph's Experience.

## **99.5 THE RIVER & 98.3**

**TRY PET OF THE WEEK**

**ALBANY, NY**

99.5 THE RIVER & 98.3 TRY

For the fourth consecutive year, 99.5 The River's Kevin and Tracy and 98.3 TRY's Jaime Roberts invited the Mohawk Humane Society to bring an adoptable pet to their studios each week. During the segments, the hosts encouraged listeners to adopt the animals and promoted other animals the Mohawk Humane Society had available for adoption. The pets were also featured in videos posted on the stations' websites. 90% of the animals featured found forever homes in 2018.

## **UNIVERSITY OF NEW MEXICO CHILDREN'S**

**HOSPITAL RADIOTHON**

**ALBUQUERQUE, NM**

100.3 THE PEAK

100.3 The Peak held their 14th annual radiothon to benefit the University of New Mexico Children's Hospital on February 22 and 23. The two-day long broadcast provided listeners with an inside look at the hospital including stories of loss, joy, hope and healing, as well as an opportunity to donate to the organization. In 2018, more than \$190,000 was raised for the Children's Hospital. Over the past 14 years, 100.3 The Peak has raised over \$2.5 million to help the hospital treat thousands of children from across New Mexico and neighboring states.

## **WAEB CHILDREN'S HOME**

**OF EASTON RADIO-TON**

**ALLENTOWN, PA**

NEWSRADIO 790 WAEB

In November 2018, NewsRadio 790 WAEB held their week-long radiothon to benefit the Children's Home of Easton, a private, nonprofit organization established in 1885 to provide a caring, nurturing environment for children in need and assistance to their families. The radiothon was conducted at the WAEB studios in Whitehall, PA, weekday mornings from 5 am to 10 am with volunteers from the Children's Home of Easton answering the pledge phones. Morning show host Bobby Gunther Walsh interviewed staff and children from the Children's Home of Easton each morning and promoted matching challenge hours where listeners could double their donation dollars, thanks to charity sponsors and station sponsors. Their efforts helped raise over \$130,000 for the Children's Home of Easton.

## **PINS FOR PETS BOWL-A-THON**

**AND PLEDGE DRIVE**

**ALLENTOWN, PA**

NEWSRADIO 790 WAEB

NewsRadio 790 WAEB partnered with the Center for Animal Health and Welfare on the Pins for Pets Bowl-a-Thon and pledge drive to raise money for the organization and help local pets get adopted. From February 28 through March 9, the station held a weekday morning radiothon at their Whitehall, PA studio. While organization volunteers manned the phones, morning

show host Bobby Gunther Walsh interviewed staff from the Center for Animal Health and Welfare each morning throughout the show, and introduced listeners to pets that were available for adoption. The pledge drive culminated on March 10, when the station sponsored the Bowl-a-Thon. In all, NewsRadio 790 WAEB raised more than \$158,000 for the Center for Animal Health and Welfare.

### **GCI SPECIAL OLYMPICS ALASKA POLAR PLUNGE ANCHORAGE, AK** IHEARTMEDIA ANCHORAGE

On December 15, 2018, iHeartMedia Anchorage was an official partner of the Special Olympics' 10th annual Polar Plunge. All six iHeartMedia Anchorage stations encouraged listeners to support athletes participating in Alaska's 2018 Special Olympics by donating or joining in the yearly event. The iHeartMedia Anchorage team jumped into the frigid December-in-Alaska water of Goose Lake. 101.3 KGOT's Program Director Casey Bieber and Magic 98.9 FM on-air host Brian Ross participated in the Plunge in between hosting the event and interviewing teams. The iHeartMedia Anchorage team helped Special Olympics Alaska raise \$290,000 to support the sports and training programs for Alaskans with intellectual disabilities

### **GUITAR JAM ASHEVILLE, NC** 99.9 KISS COUNTRY

99.9 Kiss Country held their 11th annual Guitar Jam concert at the Orange Peel to raise money for Marine Toys for Tots of Western North Carolina. The station promoted the benefit on-air and with two remote events featuring ticket giveaways. The November 19 benefit, which featured performances by David Lee Murphy, Joe Nichols, Carlton Anderson Everette and Ben Rue, helped raise \$80,000 for local children during the holiday season.

### **ADOPT A DUCK FOR JUST FIVE BUCKS ASHLAND-MANSFIELD, OH** IHEARTMEDIA ASHLAND-MANSFIELD

iHeartMedia stations in the Ashland-Mansfield market partnered with Baker's Collision in October 2018 for the Adopt A Duck for Just Five Bucks fundraiser to benefit the Pat Kracker Breast Cancer Fund of Richland County. The fund was established in memory of Mansfield resident Pat Kracker to encourage early breast cancer detection, refer women to breast cancer assistance programs and help Richland County residents with breast cancer related expenses. The stations used social media, website posts and on-air promos to encourage listeners to adopt a pink duck to support the fund and their efforts helped raise over \$6,000.



**TALKIN' TRIBE LUNCH**  
**ASHLAND-MANSFIELD, OH**  
WMAN AM & FM

On February 13, WMAN AM & FM hosted the annual Talkin' Tribe Lunch to benefit Friendly House of Mansfield, a local United Way agency community center that provides low-cost recreational, educational and other programs to residents. The event, which was hosted by Cleveland Indians broadcasters and WMAN morning show host Rusty Cates, featured an auction of Indians memorabilia. In 2018, over 180 residents attended the luncheon, which raised \$1,400 for the Friendly House.

**COUNTRY CARES FOR**  
**ST. JUDE KIDS RADIOTHON**  
**ASHLAND-MANSFIELD, OH**  
101.3 WNCO

In 2018, 101.3 WNCO held two separate Country Cares for St. Jude Kids radiothons to benefit the St. Jude Children's Research Hospital. Both the February and December events were two day radiothons that highlighted national and local examples of families who have benefited from the pediatric research and care facility's efforts. Through the efforts of 101.3 WNCO and on-air personalities Matt Appleby and Kelly Sheehan, the radiothons raised a combine nearly \$90,000 for St. Jude.

**HURRICANE RELIEF**  
**ATLANTA, GA**  
iHEARTMEDIA ATLANTA

iHeartMedia Atlanta helped raise money and collect goods for local residents affected by Hurricane Florence and Hurricane Michael. Their efforts included a one-day Pay-For-Play fundraiser, where listeners were able to choose a song played on their favorite station for a \$25 donation. The market also set up a GoFundMe where listeners were able to bid on auction items including two guitars signed by Weezer and tickets to Power 96.1's Jingle Ball and ALT 105.7's Saints and Sinners concert. They were able to raise almost \$10,000 for those in need. In addition, they set up two drop off locations where they filled trucks with donated supplies including food items, baby supplies, water and personal hygiene products.

**LEE COUNTY HUMANE**  
**SOCIETY FAMILY FUN DAY**  
**AUBURN, AL**  
97.7 KICKER FM

On April 6, 97.7 Kicker FM joined the entire iHeartMedia Auburn market to hold a Family Fun Day at Floral Park in Opelika to benefit the Lee County Humane Society. The station promoted the free event on-air, online and via social media to encourage residents to attend. In addition to enjoying complimentary food and prizes, listeners were able to adopt a pet from the Humane Society. The 2018 Family Fun Day raised awareness for the Humane Society's work and helped several animals find new homes.

**OPERATION HAND-WARMER**  
**AUGUSTA, GA**  
iHEARTMEDIA AUGUSTA

Operation Hand-Warmer was started by Augusta resident Burt Sappenfield and Century 21 Larry Miller Realty to collect hand-warmers for our front-line troops in Korea, Afghanistan, and other duty stations in countries that traditionally experience bitterly cold winters. During a four-week campaign in December 2018, iHeartMedia Augusta partnered with the organization to collect supplies. The stations promoted the fundraiser on-air, online and with a special two-hour live remote broadcast on December 11 where residents were able to drop off donations. Their efforts helped collect 143 boxes of hand-warmers, snacks, blankets and other items.

**KASE 101'S TREES FOR TROOPS**  
**AUSTIN, TX**  
KASE 101

From Thanksgiving through December 17, KASE 101 partnered with Living Spaces to provide a free Christmas tree for active and retired local military personnel. The fundraiser was promoted online and via social media to encourage service men and women to stop by the local Living Spaces Furniture Store to pick up their tree. Trees for Troops culminated with a free concert featuring KASE 101 artist Granger Smith and free dinner from Beck's Prime in the Living Spaces parking lot that was attended by over 1,000 residents. In 2018, KASE 101's Trees for Troops provided Christmas trees to more than 100 military families.

## MEGA ADOPTION EVENTS BAKERSFIELD, CA

ALT 106.1 KRAB RADIO

For the last three years, ALT 106.1 KRAB Radio and afternoon host Danny Spanks have partnered with Kern County Animal Services and other local animal welfare organizations to promote the adoption of the most at-risk dogs from a local animal shelter. Each week, photos and videos of these dogs were featured on the station's website and social media pages. In 2018, 86 dogs were adopted into new homes or by nonprofit animal rescue organizations. To date, 263 dogs have found new homes. The station also partnered with Kern County Animal Services to support several other annual pet adoption and welfare events such as World Spay Day, the Just One Day and Mega Adoption events, and the Make Kern No Kill 5K Run & Fall Festival. Their ongoing partnership helped reduce the canine euthanasia rates at Kern County animal shelters by 48% over the last three years.

## GREAT AMERICAN CLEANUP BAKERSFIELD, CA

98.5 THE FOX

The Keep America Beautiful Great American Cleanup (GAC) is one of the largest community service events in the nation. A local version of the event called

Keep Bakersfield Beautiful happens year round in the Bakersfield market. For the tenth-plus straight year, 98.5 The Fox helped promote GAC during a special clean up event on April 21, 2018 at Yokuts Park. Program Director Mike Bell and the 98.5 The Fox promotions team joined several volunteers to beautify the park. The station also did several live remote broadcasts throughout the day to encourage listeners to stop by and help out.

## PINK THURSDAY BILOXI, MS

MAGIC 93.7

Every Thursday in October 2018, Walter or Kelly from Magic 93.7's afternoon show broadcasted across iHeartRadio Biloxi stations at high traffic locations to bring attention to Pink Thursday to help local residents learn more about breast cancer. During the broadcasts, representatives, including doctors and Imaging Specialists from Merit Health, were on hand to educate and increase awareness of breast health, including the importance of monthly breast self exams and annual mammograms. Magic 93.7's 2018 Pink Thursday events distributed more than 1,000 breast cancer information packs to local residents.



**THANKS-4-GIVING TURKEY DRIVE**  
**BINGHAMTON, NY**  
MIX 103.3

For the past 17 years, Mix 103.3 morning host Lori has spent a week broadcasting from an RV at a local Walmart to collect Thanksgiving related food donations for the Thanks-4-Giving Turkey Drive to benefit the Broome County Catholic Charities. The station promoted the event on-air and via social media and local businesses competed against each other to see who could donate the most turkeys. Mix 103.3 and Lori's efforts helped collect almost 4,100 frozen turkeys and more than four van loads of nonperishable items such as cranberry sauce and stuffing mix for Broome County Catholic Charities to distribute to local residents in need.

**IHEARTRADIO S.O.S. DRIVE**  
**BIRMINGHAM, AL**  
103.7 THE Q

103.7 The Q and iHeartRadio Birmingham stations teamed up with several local businesses to "Supply Our Students" for the 2018-2019 school year. The stations promoted the drive on-air and online to encourage residents to donate pencils, notebooks, folders, book bags and more at locations and live broadcasts over three days in August 2018. Their efforts helped the Birmingham Board of Education receive a half years' worth of school supplies, which were donated to students in need.

**ST. JUDE COUNTRY CARES RADIOTHON**  
**BIRMINGHAM, AL**  
102.5 THE BULL

102.5 The Bull held radiothons in February and December 2018 to raise money for St. Jude Children's Research Hospital and educate listeners about the great work that the Hospital provides. The stations promoted the two-day radiothons on-air, online and via social media. Their efforts helped raise over \$265,000 to help St. Jude continue their life-saving research.

**CHRISTMAS WISH**  
**BIRMINGHAM, AL**  
MAGIC 96.5

Every December, Magic 96.5 holds their annual Christmas Wish campaign, which has been a staple in Birmingham for over 20 years and features an on-air auction with products and services donated by the station's partners to provide \$500 Visa gift cards to local underprivileged families. On two consecutive Fridays, the Rob & Hilary Magic Morning Show asked listeners to nominate families in need during the Christmas season and received thousands of submissions every year. Their efforts raised \$15,000, which provided financial assistance to 30 families in the Birmingham community.

**GRAPE STOMP**  
**BRYAN, TX**  
AGGIE 96

On September 29, Aggie 96 served as host for the 2018 Grape Stomp at the Texas Reds Festival, an annual celebration of two major Texas industries – beef and wine. During the Grape Stomp, contestants pay an entry fee and compete to see who gets the most juice from their grapes. All proceeds from the event are donated to the Bryan Noon Lions Club, which supports a wide variety of charities in the area, including the Brazos Valley Food Bank, Habitat for Humanity, Hospice Brazos Valley and more. Aggie 96 on-air personalities Lee France and Andrea Dean served as emcees and Aggie 96's efforts helped raise more than \$1,000 for the Bryan Noon Lions Club.

**THE STEVE HARVEY MORNING**  
**SHOW TURKEY GIVEAWAY**  
**BRUNSWICK/WEST POINT, GA**  
HALLELUJAH 96.3

Hallelujah 96.3 partnered with the Steve Harvey Morning Show and the Harris Teeter local supermarket to provide Thanksgiving dinner to 200 local families. The event was promoted on-air, online and via social media. The giveaway, which was spearheaded by on-air personality Yolanda Neely, also included donations from the

City of Brunswick, Glynn County Sheriff's Department, and Wellcare Solutions to help purchase traditional Thanksgiving sides.

**SOUTHEAST GEORGIA HEALTH SYSTEM  
FOUNDATION BRIDGE RUN  
BRUNSWICK/WEST POINT, GA**

103Q

The Southeast Georgia Health System Foundation Bridge Run is a 5k run/walk over the 7,780-foot Sidney Lanier Bridge. 103Q helped promote the annual fundraiser on-air, via social media and through live remotes. Their efforts helped raise \$100,000 for the Southeast Georgia Health System Cancer Care Center.

**MOTOR MADNESS BIKE NIGHT  
CEDAR RAPIDS/ IOWA CITY, IA**

100.7 THE FOX KKRQ

In 2018, 100.7 The Fox KKRQ partnered with Metro Harley-Davidson to help raise money for the University of Iowa Stead Family Children's Hospital. The station hosted a six-hour live broadcast event encouraging listeners to donate to the children's hospital for a chance to win a new custom Harley Davidson. The event raised over \$120,000 to benefit the hospital.

**CALL FOR KIDS WITH  
CANCER RADIOTHON  
CEDAR RAPIDS/ IOWA CITY, IA**  
AM 600 WMT

In 2018, AM 600 WMT hosted the 12th annual Call for Kids with Cancer Radiothon. The two-day live broadcast hosted from the University of Iowa Children's Hospital took place the first week of February 2018. The radio station's on-air personalities hosted interviews with doctors, families of the patients and patients struggling with cancer. The event raised over \$54,000 to benefit University of Iowa Children's Hospital.



**PARTY IN THE PARK**  
**CHARLESTON, SC**  
103.5 THE WEASEL

103.5 The Weasel's Party in the Park concert series is the largest of its kind in the greater Charleston area. The 2018 series took place every Tuesday in June and raised money for Charleston County Parks and Recreation and Windwood Farm Home & Family Services. Party in the Park, which featured performances by both local and national Country artists, was attended by 28,000 listeners and raised more than \$42,000 for both charities through food and beverage sales.

**HARVEST FEAST**  
**CHARLOTTE, NC**  
99.7 THE FOX

On November 10, 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 their annual Harvest Feast food drive at local supermarkets. The station promoted the event on-air, online and via social media to encourage listeners to donate food and money to help feed families during the holiday season. In addition, on-air personality Jeff Kent attended the events to help collect donations. In 2018, the Harvest Feast drive raised more than \$6,500 and collected over 1,100 pounds of food for those in need.

**ST. JUDE CHILDREN'S RESEARCH**  
**HOSPITAL RADIOTHON**  
**CHARLOTTE, NC**  
96.9 THE KAT

96.9 The Kat held their annual St. Jude Radiothon on December 6 – 7 to benefit the St. Jude Children's Research Hospital. Special guests including Cody Zeller of the Charlotte Hornets and NASCAR legend Bobby Labonte stopped by to support the cause and encourage listeners to donate. The 2018 radiothon raised over \$215,000 for hospital equipment and to ensure no family receives a bill for their treatment at St. Jude Children's Research Hospital.

**WOODY AND WILCOX MOUSE PAD CLUB**  
**CHARLOTTE, NC**  
106.5 THE END

106.5 The End created their Woody and Wilcox Mouse Pad Club fundraiser after the on-air personalities got into a discussion about whether people still use mouse pads. As a result, the station decided to print and sell branded Wilcox Mouse Pad Club mouse pads and t-shirts to benefit Purple Heart Homes, a charity organization that helps service connected veterans by modifying their homes, installing ramps and more. Woody and Wilcox's efforts helped sell over 135 mouse pads and over 70 t-shirts, raising almost \$2,800 for Purple Heart Homes.

**THE ACE & TJ SHOW SUMMER SAY & PLAY**  
**CHARLOTTE, NC**  
CHANNEL 96.1

As in years past, Channel 96.1 supported Ace & TJ's Grin Kids, a nonprofit created by the station's morning show hosts that provides all-expense paid trips to Walt Disney World for families of terminally ill children. Their 2018 efforts included The Ace & TJ Show Summer Say & Play radiothon on June 28. During the fundraiser, the on-air personalities broadcasted live from the iHeartRadio Charlotte Sound Studio for 12 hours to encourage listeners to donate. Pop artist, Rita Ora, also stopped by the studio for a special performance. The radiothon raised more than \$15,000 to help local children have the all-expense-paid vacation of their dreams.

**OPERATION NORTH STATE PACKING PARTY**  
**CHARLOTTE, NC**  
102.9 THE LAKE

On December 4, 102.9 The Lake partnered with Operation North State, a nonprofit organization that offers 18 unique military support services programs for North Carolina's deployed troops and veterans. One of their programs involves sending Christmas care packages to deployed troops from the area. The entire 102.9 The Lake team came together for a "packing party" to prepare over 350 care packages for active military stationed overseas. All items included in the packages were donated by local businesses and vendors to provide troops overseas with something to remind them of home.

## 107.5 WGCI ADOPTS SCOTT JOPLIN ELEMENTARY SCHOOL CHICAGO, IL

107.5 WGCI

For the second year, 107.5 WGCI continued their partnership with Scott Joplin Elementary School to develop its music program for students. As part of the partnership, the station donated \$1 of each ticket sale from their signature annual concerts. In addition, 107.5 WGCI sold branded hats, t-shirts and other apparel with 100% of the net proceeds going to the music program. The station's efforts helped raise over \$62,000 in two years to help rebuild the Chicago South Side school's music program and make several school improvements. In addition to 107.5 WGCI's work with Scott Joplin Elementary, iHeartMedia Chicago developed an education-themed community partnership program in 2018 with 21 organizations as part of their new "Education Unlocks the Future" program.

## PEACE IN THE STREETS CHICAGO, IL

107.5 WGCI

For the second straight year, 107.5 WGCI held their Peace in the Streets summer block party tour, which promotes unity and non-violence by providing family-based activities and music. In August 2018, 107.5 WGCI and their on-air personalities visited four Chicago neighborhoods affected by crime and over 3,000 residents attended the events. Additionally, the station partnered with several community-based organizations and the Chicago Department of Public Health to provide resources and information on health, wellness and financial literacy.

## SISTA STRUT CHICAGO, IL

V103

On October 14, V103 partnered with Cracker Barrel and Ford and held their second annual Sista Strut breast cancer walk to benefit the Sisters Network Chicago Chapter. The station promoted the walk on-air, online and via social media. Their efforts led to more than 4,000 listeners participating in the walk, which raised more than \$10,000 to aid the Sisters Network's mission to provide a strong support base and emotional safe haven for women diagnosed with breast cancer, become involved in our communities through advocacy and educational outreach programs, and educate women and our communities about the early detection of breast cancer.

## BACK TO THE BAR STARRING JASON ALDEAN CHICAGO, IL

BIG 95.5

The first-ever BIG 95.5 2018 Back To The Bar concert was an opportunity for Chicago Country music fans to see superstar Jason Aldean perform at Joe's Bar, the first place he ever played in Chicago. The station donated 100% of its ticket sales for the April 28 show to support Susan G. Komen Chicago. More than 5,000 listeners signed up to purchase a total of 10,486 tickets and only 800 listeners were selected to receive tickets to the show. As a result, BIG 95.5 Back To The Bar raised more than \$32,000 to help Susan G. Komen's mission to eradicate breast cancer.



## **SPECIAL OLYMPICS DUCK DERBY**

**CHICAGO, IL**

103.5 KISS FM

In August 2018, 103.5 KISS FM teamed with Special Olympics of Illinois for their annual Duck Derby. Station on-air personalities urged listeners to adopt a duck and donate to the Special Olympics cause via on-air mentions, social media and in interviews on their Community Affairs program. In addition, morning show hosts raced on life-sized ducks in the Lincoln Park Lagoon to encourage listeners to donate. Their efforts helped the Special Olympics sell out of ducks for the first-ever time, raising \$300,000 for local athletes.

## **GIRLS ON THE RUN**

**CHICAGO, IL**

93.9 LITE FM

Girls on the Run-Chicago (GOTRC) is an after-school program that uses the power of running to educate and prepare third through eighth grade girls for a lifetime of self-respect and healthy living. The program combines training for a non-competitive 5K running event with life skills lessons to build positive physical and social-emotional health in participants. In 2018, 93.9 LITE FM helped promote their 5k on May 19 and other events throughout the year on-air, online and via social media to encourage listeners to donate to the program. Their efforts helped raise \$90,000 for Girls on the Run-Chicago.

## **BIGGEST GIVE AND RECEIVE HOLIDAY JAM**

**CHICAGO, IL**

INSPIRATION 1390

Inspiration 1390 presented their annual Chicago's Biggest Give and Receive Holiday Jam at Apostolic Faith Church on December 7, 2018. The station encouraged listeners to bring toy donations to the Jam, which featured local and national recording artists and drew over 3,000 attendees. During the event, the station presented local families with \$5,000 to purchase food, clothing and toys for the holidays and collected enough toys to assist over 100 families.

## **THE 10TH ANNUAL FAMILY PEACE JAM**

**CHICAGO, IL**

INSPIRATION 1390

Every year, Inspiration 1390 partners with a Chicago south side church to help promote peace and unity in the community with a free back-to-school concert and festival. The 10th Annual Family Jam for Peace was held on September 8, 2018 and featured performances, free school supplies, haircuts and more. The station promoted the festival on-air, online and via social media, which helped bring attendance for the Family Peace Jam to more than 5,000 families.

## **BIG 95.5 RISE FROM THE FIRE BENEFIT CONCERT FOR FIREFIGHTERS**

**CHICAGO, IL**

BIG 95.5

BIG 95.5 partnered with Jack Daniels' Tennessee Fire and community partners to raise money for the 100 Club of Chicago, a local charity that provides financial, educational and emotional support for families of first responders who have lost their lives in the line of duty. Their 2018 event was held on November 8 at Joe's Live in Rosemont and featured performances by rising Nashville stars Devin Dawson and Morgan Wallen. The station promoted the concert on-air, online and via social media and the sold-out show raised \$3,000 for the 100 Club of Chicago.

## **ERNIE BLANKENSHIP**

**RADIO-TELETHON**

**CHILlicothe, OH**

WSRW 101.5/1590AM

The Hillsboro and Greenfield Rotary Clubs held their first radio-telethon in 1972 and later renamed it after Ernie Blankenship, a well-known iHeartMedia Chillicothe on-air host who passed away in 2013. The annual event benefits the Highland County Society for Children and Adults, which helps local residents with special needs with medical expenses. WSRW 101.5/1590AM broadcasted the March 28 fundraiser to encourage listeners to donate and bid on a memorabilia auction. The 46th Annual Ernie Blankenship Radio-Telethon

raised more than \$100,00 for the Highland County Society for Children and Adults.

**RUBBERDUCK REGATTA**  
**CINCINNATI, OH**  
102.7 WEBN

For the 24th year, 102.7 WEBN partnered with the Freestore Foodbank of Greater Cincinnati for the Rubber Duck Regatta. To support the annual event, WEBN launched a three-month promotional campaign that included an all-day live broadcast and encouraged listeners to donate to the foodbank. For the fifth consecutive year, the event raised over \$1 million – the equivalent of more than 3 million meals for children and families in need.

**COATS FOR KIDS**  
**CLEVELAND, OH**  
NEWSRADIO WTAM 1100

Newsradio WTAM 1100 created Coats for Kids in 1981 after station staff learned that thousands of local children and families were without warm winter coats. Now in its 37th year, Coats for Kids has become one of Cleveland's most celebrated charities. In 2018, afternoon host Mike Trivisonno held a week-long fundraiser for the charity in September, which included a car raffle, a cash raffle and a two-night variety show benefit. The station also promoted the event on-air, online and via social media. The 2018 Coats for Kids raised more than \$600,000 and collected more than 20,000 coats for local residents in need.

**STUFF THE TRUCK FOR PROVIDENCE HOUSE**  
**CLEVELAND, OH**  
NEWSRADIO WTAM 1100

Providence House is a crisis nursery that provides a safe living environment for hundreds of Cleveland children each year whose parents may temporarily not be able to care for them. For the third year, Newsradio WTAM 1100 held a Stuff The Truck for Providence House event and asked listeners to help stuff a box truck with diapers, child care supplies, toys, paper products, bottled water and other items the charitable organization desperately needed. The June 13 event collected \$15,000 worth of items, which station staff delivered to the nursery and helped to unload and sort. In addition to their Stuff the Truck event, the station supported the annual Providence House "Luncheon for Every Child" event on April 13, where the station, and on-air personalities Bill Wills and Mike Trivisonno received awards for their work with the organization.

**GUITARS FOR GIRLS**  
**CLEVELAND, OH**  
99.5 WGAR

99.5 WGAR held their 18th annual Guitars for Girls benefit concert for the Susan G. Komen foundation on October 3, 2018. The benefit featured a performance by Country artist Scotty McCreery and raised almost \$27,000 for breast cancer research and awareness.



**ST. JUDE RADIOTHON**  
**CLEVELAND, OH**  
99.5 WGAR

On December 6 and December 7, 99.5 WGAR held their annual St. Jude Radiothon to raise funds and awareness for St. Jude Children's Research Hospital. The station interviewed families, patients and St. Jude staff during the event. In addition, 99.5 WGAR held their annual autograph store at the radio station where listeners could buy autographed photos, CDs and artist merchandise with 100% of the proceeds benefitting St. Jude. The station's efforts raised more than \$200,000 to help St. Jude pioneer research and treatments for children with cancer and other life-threatening diseases.

**JIMMY MALONE SCHOLARSHIP**  
**GOLF CLASSIC**  
**CLEVELAND, OH**  
MAJIC 105.7

Majic 105.7 and the Jimmy Malone Scholarship Fund, which was created by Jimmy Malone from the station's Nolan, Malone, Kullik and Tracey morning show, held and promoted the 22nd annual Jimmy Malone Scholarship Golf Classic on July 16, 2018. The event raised \$200,000 to help provide college scholarships to deserving Northeast Ohio students.

**ACOUSTIC CHRISTMAS**  
**COLORADO SPRINGS, CO**  
Y96.9

Y96.9 partnered with Oakwood Homes

for the annual Acoustic Christmas at Cowboys Night Club on December 6, 2018. Country artists Jillian Jacqueline, Seth Ennis, Dylan Schneider and Ashlee and the Longshot Revival played an acoustic concert at Cowboys Night Club and all ticket proceeds were donated to St. Jude Children's Research Hospital. The station promoted the benefit concert on-air, online and via social media, which helped the event raise \$7,000 for St. Jude.

**GO RED FOR WOMEN**  
**COLORADO SPRINGS, CO**  
SUNNY 106.3

Go Red for Women is the American Heart Association's national movement to end heart disease and strokes in women. The cornerstone of the movement is an annual luncheon where attendees wear red to promote awareness. Sunny 106.3's midday host, Tammy Oakland, served as emcee for the Colorado Springs's 16th annual luncheon, which took place on September 14. The station helped promote the event on-air, online and via social media. Their efforts helped raise \$110,000 for the American Heart Association.

**HSPPR PET OF THE WEEK**  
**COLORADO SPRINGS, CO**  
SUNNY 106.3

Sunny 106.3 spotlighted a pet of the week from the Humane Society of the Pikes Peak Region throughout 2018. Human Society members brought adoptable pets to the studios and the station featured them online and through on-air interviews to encourage listeners to adopt them. Their weekly

efforts helped all 52 animals find a home.

**KEMOPALOOZA**  
**COLUMBIA, SC**  
104.7 WNOK

Kemopalooza is an annual live music event organized by 104.7 WNOK to raise funds and awareness for Camp KEMO, local programs created by Palmetto Health Children's Hospital to help families whose children have been diagnosed with cancer or blood disorders connect with other families dealing with similar circumstances. The tenth annual event was held on March 9 at Music Farm Columbia and featured food, musical entertainment and a silent auction. More than 750 people attended the fundraiser, which helped 104.7 WNOK raise more than \$140,000 for Palmetto Health Children's Hospital and Camp KEMO.

**CENTRAL OHIO MARCH FOR BABIES**  
**COLUMBUS, OH**  
93.3 THE BUS

On April 28, 93.3 The Bus was a host for the annual March for Babies walk to benefit the March of Dimes. The fundraiser was started by local DJ Eddie Cantor in 1970 and is now a nation-wide event. In 2018, 93.3 The Bus on-air personalities participated in the walk and provided music for participants. The station also co-hosted associated walk events in conjunction with ABC 6/Fox 28. Their efforts helped the 2018 March for Babies raise \$375,000, which exceeded their

goal of raising \$350,000 to help the March of Dimes advocate for policies that prioritize the health of moms and babies.

### **LONE STAR 92.5 ANNUAL BLOOD DRIVE** **DALLAS, TX**

LONE STAR 92.5

On June 18, Lone Star 92.5 kicked off their 42nd annual blood drive with Carter Blood Care. The six-day blood drive was held at various locations throughout the Dallas-Fort Worth Metroplex. The station's Bo & Jim and Jeff K broadcasted live during the morning and afternoon drives to encourage listeners to come donate blood during the summer months, which is typically a time when blood donations are low. During the blood drive, Lone Star 92.5 was able to collect over 938 pints of blood for area hospitals, the most the drive has collected in ten years.

### **KIDD'S KIDS** **DALLAS, TX**

106.1 KISS FM

On October 9, 106.1 KISS FM hosted its 27th annual Kidd's Kids Day to benefit the Kidd's Kids nonprofit organization started by late radio host Kidd Kraddick to send children and their families dealing with life altering conditions on an annual trip to Walt Disney World. During the drive, the station interviewed children and families who received the all-expenses paid vacation and encouraged listeners to donate online and via phone and text. In addition, the station helped organize a special trip kick-off event at Southwest Airlines where the entire The Kidd Kraddick

Morning Show team were there to announce each family as they boarded the plane. The station's efforts helped Kidd's Kids raise \$300,000 and send 50 children and their families on a trip of a lifetime.

### **THE RUSS MARTIN SHOW** **LISTENERS FOUNDATION** **DALLAS, TX**

97.1 THE EAGLE

On February 8, Richardson Police Officer David Sherrard was killed in the line of duty while responding to a call at a Richardson apartment complex. The next day, 97.1 The Eagle afternoon host Russ Martin sent a check for \$40,000 to Officer Sherrard's widow. The check came from The Russ Martin Show Listeners Foundation, which supports the families of Dallas and Fort Worth police officers and firefighters who have lost their lives while protecting the general public. The station solicited donations for Officer Sherrard both on-air and online.

### **TOYS FOR TOTS**

**DALLAS, TX**

STAR 102.1

Star 102.1 teamed up with Fox 4 and the United States Marine Corps. to collect donations of new and unwrapped toys to help bring the joy of Christmas to less fortunate children. From December 3 through December 8, on-air personalities Leigh Ann, Jeremy, Amanda, Rick and Anna volunteered with station staff at several different sites to encourage listeners to drop off a donation. Their efforts helped collect more than 1,500 toys for the Marine Toys for Tots program.



**KOMEN NORTH TEXAS  
RACE FOR THE CURE  
DALLAS, TX  
102.9 NOW**

102.9 NOW supported the Komen North Texas Race for the Cure on May 19 to raise money for the Susan G. Komen of North Texas Breast Cancer foundation. The station promoted the 5k race/walk on-air, online and via social media and interviewed a Komen representative on their public affairs broadcast. In addition, iHeartMedia Dallas/Fort Worth's Public Affairs Director served as emcee on the day of the event. In 2018, the Komen North Texas Race for the Cure raised \$1.8 million to provide free mammograms, doctors' visits and more to those in need.

**POLAR PLUNGE  
DAVENPORT, IA  
WLLR-FM AND Q106.5**

WLLR-FM and Q106.5 participated in two separate Polar Plunge events to benefit Special Olympic Illinois. On March 25, Special Olympics Illinois held their 19th Polar Plunge to benefit their athletes. WLLR-FM promoted the March 25 event on-air, online and via social media to encourage residents to raise money by plunging into the local Wicks Lake. In addition, on-air host Dani Lynn Howe served as emcee at the event. In addition, Q106.5 helped promote the October 27 Polar Plunge in West Lake. The stations' combined efforts helped raise more than \$75,000 to send local residents to the Special Olympics Springfield.

**PROJECT BUNDLE UP  
DAVENPORT, IA  
IHEARTMEDIA QUAD CITIES**

Project Bundle Up is a one-day event that iHeartMedia Quad Cities sponsors with local TV affiliate KWQC-TV 6 to benefit the local Salvation Army. The stations asked residents to stop by the KWQC-TV studios on October 18 and drop off hats, mittens, gloves, boots and coats for those who wouldn't be able to afford them this winter. All seven iHeartMedia stations broadcasted live from the drive to encourage residents to donate. Their efforts helped Project Bundle Up fill five moving trucks worth of donations for those in need.

**NAMIWALK  
DAVENPORT, IA  
WLLR-FM**

The National Alliance of Mental Illness (NAMI) holds more than 100 5k NAMIWalks each year to help raise awareness of mental illness and money for local NAMI organizations. WLLR-FM supported the Mississippi Valley event, which took place on September 22 at Modern Woodman Park, on-air, online and via social media. The station's Jim O'Hara also hosted the event, helping raise more than \$110,000 to provide free education and support programs for families living with a serious mental health condition.

**ST. JUDE CHILDREN'S RESEARCH  
HOSPITAL RADIOTHON  
DAVENPORT, IA  
WLLR-FM**

On February 15 - 16, WLLR-FM hosted their 24th annual St. Jude Children's Research Hospital radiothon. The station promoted the event on-air, online and via social media for two months and on-air personalities interviewed local patients, their families and community leaders during the two-day live broadcast and encouraged listeners to donate. In 2018, the radiothon raised almost \$120,000 for St. Jude Children's Hospital in Memphis.

**IHEART SAVING LIVES BLOOD DRIVE  
DAVENPORT, IA  
IHEARTMEDIA QUAD CITIES**

iHeartMedia's Quad Cities stations held their second iHeart Saving Lives Blood Drive over the 2018 Thanksgiving holiday weekend. The market partnered with the Mississippi Valley Regional Blood Center for the two-day event and their efforts included live remotes to encourage local residents to donate. The blood drive resulted in 260 donors during a time when blood donation was at one of its lowest periods.

## ROCK & ROLL BINGO FOR CMN DAVENPORT, IA

MIX 96

Mix 96 held their first Rock & Roll Bingo on April 13 to benefit the University of Iowa Stead Family Children's Hospital and Children's Miracle Network. The station promoted the event, which played classic hit music from the 1980s until now, on-air, online and via social media. Their efforts raised more than \$3,000 in less than three hours for the hospital.

## MIX/KISS FOR KIDS RADIOTHON DAVENPORT, IA

MIX 96 AND 101-3 KISS-FM

MIX 96 and 101-3 KISS-FM presented their 13th annual MIX/KISS for Kids Radiothon on September 12 from the studios of KWQC-TV 6 in Davenport. The stations promoted the fundraiser on-air, online and via social media for the 60 days leading up to the event. During the almost 12-hour broadcast, on-air personalities from both stations interviewed local patients, their families and community leaders and encouraged listeners to donate. In 2018, the radiothon raised more than \$30,000 to benefit the Iowa Stead Family Children's Hospital, which is part of the Children's Miracle Network.

## ST. AMBROSE DANCE MARATHON DAVENPORT, IA

101.3 KISS-FM

101.3 KISS-FM was the exclusive media sponsor for St. Ambrose University's 2018 Dance Marathon, which is the school's largest student-run philanthropic organization and benefits the University of Iowa Stead Family Children's Hospital through the Children's Miracle Network. This 24-hour event took place on March 31 and was hosted by KISS-FM's Todd Alan. It raised more than \$250,000 for enhancements and program support, education, research and more at University of Iowa Stead Family Children's Hospital.

## CONCERT FOR A CURE DAYTON, OH

MIX 107.7

MIX 107.7 held their 11th annual Concert For A Cure on October 17, 2018 to benefit the Noble Circle Project, an organization that brings together and supports women who have been diagnosed with cancer. The station broadcasted live before the event and hosted the show. The sold-out concert featured performances by LP, Ocean Park Standoff and the David Shaw & Zack Feinberg Duo and raised more than \$10,000 for cancer research through ticket sales and a silent auction.



## TOGETHER 4 COLORADO TOY DRIVE

DENVER, CO

KOA NEWSRADIO

KOA NewsRadio partnered with CBS4 KCNC-TV for a holiday toy donation drive for the Boy and Girls Club of Metro Denver. From November 23 through December 24, the station encouraged listeners to drop off toys at several area King Soopers grocery stores with on-air promotions and a special live broadcast from a local grocery store. In addition, the station aired the special Giving Thanks: A KOA NewsRadio & CBS4 Special Report broadcast hosted by on-air personality Ed Greene to raise awareness to the Boys and Girls Club and the toy drive. Their efforts helped the Together 4 Colorado Toy Drive achieve its goal of collecting more than 10,000 toys for local children.

## KBCO STUDIO C 30TH ANNIVERSARY

DENVER, CO

97.3 KBCO

Every year, 97.3 KBCO gathers recording artists to perform in Studio C and packages the recordings as the KBCO Studio C CD. Proceeds from sales benefit two local charities — the Food Bank of the Rockies, which feeds nearly half a million local homeless each year, and the Boulder County AIDS Project, which provides support, advocacy and education for Denver residents living with HIV. 2018 marked the 30th anniversary of the KBCO

Studio C series and the station celebrated with a special two CD set featuring Coldplay, Walk the Moon, The Doobie Brothers, Nathaniel Rateliff & The Night Sweats, Ingrid Michaelson, Willie Nelson, Death Cab for Cutie and dozens more. Since its inception, KBCO Studio C CD sales have raised more than \$3 million.

## ALL IN!

DES MOINES/AMES, IA

ALT 106.3

ALT 106.3 and The Woody Show partnered with Jethro's BBQ to raise money for the Puppy Jake Foundation, which trains and places service dogs with wounded veterans. In March, the station launched the #ALLIN campaign and created a special sandwich menu item named after The Woody Show and that highlighted ALT 106.3's limited #ALLIN sticker to help achieve their goal to raise \$20,000, the amount needed to purchase and train a service dog through the Puppy Jake Foundation. One dollar from each Woodywich at Jethro's BBQ was donated to the cause, helping the station raise almost \$27,000.

## WHO PINKY SWEAR RADIOTHON

DES MOINES/AMES, IA

1040 WHO

On December 14, 1040 WHO held their fourth annual radiothon on behalf of the Pinky Swear Foundation to help pay the

mortgages, utility bills and other financial needs of 200 local families who have a child with cancer. The station promoted the event on-air, online and via their newsletter in efforts to encourage listeners to donate. During the 15-hour radiothon, on-air hosts Van Harden, Bonnie Lucas, Jeff Angelo, Maxwell Schaeffer and Simon Conway spoke with local families at a call center at the Valley West Mall about the financial and emotional impact their children's cancer diagnosis had on their lives. The 2018 radiothon raised \$173,000 for the Pinky Swear Foundation.

## MOONLIGHT CLASSIC FOR ORCHARD PLACE

DES MOINES/AMES, IA

100.3 THE BUS

On the evening of July 14, 700 cyclists joined 100.3 The Bus at the Moonlight Classic bike ride around Des Moines to benefit Orchard Place, which provides mental health services for over 8,500 children in Iowa. The station promoted the event on-air, online and via their newsletter, and on-air personality Heather Burnside emceed the pre-ride activities and rode in the event. 100.3 The Bus's efforts helped Orchard Place raise a record \$110,500 and help almost 9,000 children in 2018.

**HACKFEST FOR COURAGE LEAGUE SPORTS**  
**DES MOINES/AMES, IA**  
1460 KXNO

1460 KXnO held their annual Hackfest golf tournament on July 27 to benefit Courage League Sports, which provides adaptive sports and recreational programs for children and adults with physical, cognitive or emotional disabilities. The station promoted Hackfest on-air, online and via social media. The entire 1460 KXnO on-air staff broadcasted live from the event throughout the day. In 2018, 150 golfers participated in Hackfest and helped raise over \$5,000 for Courage League Sports.

**SEASON OF GIVING**  
**DES MOINES/AMES, IA**  
107.5 KISS FM

On December 5, 107.5 KISS FM on-air host Eric White took part in a friendly competition with other local radio station personalities to collect money and sign-up new "bell ringers" in the Salvation Army's "Season of Giving" campaign. The station promoted the fundraiser on-air, online and via social media and White spent two hours outside a local Hy-Vee grocery store ringing the iconic Salvation Army bell to collect money from passerby. He won the competition by raising \$800 and the Salvation Army received a total of \$1,500 from the Season of Giving competition.

**OVER THE EDGE**  
**DES MOINES/AMES, IA**  
NOW 105.1 & KASI-AM

On October 12, Now 105.1 and KASI-AM took part in the Over the Edge to raise money for the Boys and Girls Club. During the fundraiser, 38 local residents rappelled over the edge of a seven-story building while on-air personalities Mel Crippen and Randy Sierra encouraged their efforts as the event's emcee. The stations' efforts helped raise more than \$50,000 for summer programs that give nearly 1,200 youth in the community a safe place to go after school.

**JAY'S JUNIORS**  
**DETROIT, MI**  
100.3 WNIC

On December 4, 100.3 WNIC and morning show host Jay Towers held the fifth annual Jay's Juniors, which gives children with chronic or terminal illnesses the opportunity to go to Walt Disney World during the holidays. The station raised over almost \$225,000, which allowed the Jay's Juniors program to take 25 Detroit area children and their families on the all-expenses-paid five-day trip to Orlando. The trip was covered by two local news channels.



## **BREAKING AND ENTERING CHRISTMAS** **DETROIT, MI**

CHANNEL 955

Channel 955's 17th annual Breaking & Entering Christmas asked local listeners to write letters to the station about friends or family members in need during the Christmas season. As in years past, the station's morning show Mojo in the Morning received hundreds of emails about families in the metro Detroit, Toledo and Grand Rapids areas who had a rough year ranging from the loss of a parent to losing everything in a fire and worked to collect money to donate to the families as well. Mojo in the Morning selected 11 families and one school to make over their Christmas by gifting clothing, toys, furniture and more. In addition, Breaking and Entering Christmas made almost \$90,000 in cash donations, a record for the event.

## **COATS FOR KIDS** **DETROIT, MI**

97.9 WJLB

With the cold winters in Michigan, many underprivileged local children cannot attend classes because they don't have a warm coat to wear while they walk to school. Every year, 97.9 WJLB holds a radiothon to help the Salvation Army of Southeast Michigan collect money and coats for kids in need in Detroit. The 35th

annual fundraiser took place November 3 and featured musical performances and celebrity guests. The event, hosted by station personalities Bushman, Kirby Gwen, Dr. Darius and K Smoot, collected 100 coats and raised \$38,000 for the Salvation Army of Southeast Michigan in 2018.

## **SISTA STRUT** **DETROIT, MI**

MIX 92.3

On August 25, 2018, Mix 92.3's annual Sista Strut charity walk was held at downtown Detroit's Grand Circus Park to benefit the Karmanos Cancer Institute, the largest cancer research and provider network in Michigan. The station promoted the event on-air, online and via social media, encouraging listeners to participate in the walk. In addition, the walk was hosted by on-air personalities Frankie Darcell and Cheron, who are breast cancer survivors. Their efforts helped raise more than \$6,000 for the Karmanos Cancer Institute's Breast and Cervical Cancer Control Program.

## **SUSAN G. KOMEN RACE FOR A CURE** **FAVETTEVILLE, AR**

KIX 104

On April 28, Kix 104 partnered with the Susan G. Komen foundation for their 20th annual Susan G. Komen Race for a Cure charity walk. The event, which featured a 5k, 10k and one-mile fun walk, was emceed by the station's Jake & Woody

for the tenth year in row. The station also promoted the walk with on-air PSAs and an update show to raise awareness of breast cancer while encouraging listeners to donate to the cause and participate in the walk. Kix 104 helped Susan G. Komen Race For The Cure raise almost \$900,000 in 2018, and more than 15,000 local listeners participated in the event.

## **MIKE DEE'S BIG ADVENTURE** **EL PASO, TX**

POWER 102.1

Each year, Mike Dee's Big Adventure provides the opportunity for youth with disabilities to overcome barriers and gain their independence. The nonprofit organization, headed by Power 102.1 morning show hosts Patti Diaz and Mike Dee, strives to give these adolescents an opportunity to overcome barriers, build their self-confidence and empower them with the mindset that anything is possible. Since its inception over ten years ago, Mike Dee's Big Adventure has impacted over 200 young people with disabilities and their families within the El Paso listening area.

## **SISTA STRUT OF FLORENCE** **FLORENCE, SC**

THE FLO 102.9, 105.5 THE BEAT & 103X

iHeartMedia Florence stations The Flo 102.9, 105.5 The Beat and 103X promoted the Sista Strut of Florence at the Florence Center to raise money for

The Cancer Relief Fund. The stations promoted the May 12 event on-air to encourage listeners to participate. The walk was broadcasted live on The Flo 102.9 and local on-air personality Buddha Ratt served as the emcee. Their efforts helped grow attendance by 100% from the previous year and raise \$3,000 to help the fight against breast cancer.

**4.0 AND ABOVE**  
**FRESNO, CA**  
IHEARTMEDIA FRESNO

iHeartMedia Fresno partnered with the Big Fresno Fair and the Fresno County Office of Education to promote the 4.0 and Above program, which rewards Fresno County eighth through 12th grade students with a 4.0 or higher grade point average an opportunity to win prizes such as laptops and \$81,000 in scholarships to help advance their education. The stations created an on-air and social media campaign to increase awareness of the program, which helped increase attendance by 10%. In 2018, Fresno's 4.0 and Above program was attended by more than 2,500 local scholars.

**DAY OF HOPE FOR**  
**DÉGAGÉ MINISTRIES**  
**GRAND RAPIDS, MI**  
WOOD RADIO

Dégagé Ministries offers help and hope to homeless and disadvantaged individuals in

the West Michigan community, including serving over 400 meals daily in the Grand Rapids area. On February 8, WOOD Radio hosted its second annual Day of Hope for the organization. The station promoted the event on-air, online and via social media for the three weeks prior to the event to encourage listeners to donate to the organization. During the Day of Hope live broadcast, the station broadcasted for seven hours to bring attention to the homeless problem in the area and raised over \$44,500 to help feed those in need.

**2018 KOMEN NORTHWEST**  
**NC RACE FOR THE CURE**  
**GREENSBORO, NC**  
IHEARTMEDIA GREENSBORO

The annual Komen Northwest NC Race for the Cure walk/run fundraising event helps the local nonprofit organization raise funds to help local women and men in the 22-county Northwest North Carolina service area. All five iHeartMedia Greenville stations helped promote the May 5 event to encourage listeners to participate. In addition, 99.5 WMAG morning show personality, Lora Songster, hosted the event along with WGHP Fox 8 Morning News Anchor Cindy Farmer. In 2018, approximately 2,500 local residents helped the Susan G. Komen foundation's mission to save the lives of those with metastatic breast cancer.



## **ELLIS AND BRADLEY TURKEY FRY FOR MIRACLE HILL MINISTRIES GREENVILLE, SC**

WHISTLE 100

On November 20, Whistle 100 morning show hosts Ellis and Bradley held their 12th annual Ellis and Bradley Turkey Fry to benefit Miracle Hill Ministries, which provides food and shelter for homeless adults and children. As part of the station's efforts, over 550 turkeys were donated, which allowed volunteers to prepare, cook and serve meals to more than 2,000 local homeless people in nine Miracle Hill shelters for the holidays.

## **BLOOD DRIVE HARRISBURG, PA**

BOB 94.9

Each year, BOB 94.9 teams up with Central PA Blood Bank for a blood drive to help local residents. The station promoted the drive on air, online and via social media and encouraged listeners to stop by CommunityAid Thrift Store & Donation Centers mobile blood donation units in Harrisburg and Mechanisburg on January 25 to donate. In 2018, BOB 94.9 helped collect 260 pints of blood and registered almost 315 donors.

## **GLENN AND AMY'S .5K FOR RIVER RESCUE HARRISBURG, PA**

THE RIVER 97.3

The volunteer-run Harrisburg River Rescue and Emergency Services (HRRES) provides

water safety and training, emergency response and more services to local residents. On October 6, THE RIVER 97.3 put a spin on the traditional 5k charity walk by having a .5k to raise money for the organization. Morning show hosts Glenn and Amy hosted the event, which began with a beer and ended with a donut and asked participants to donate \$10 to receive a t-shirt. Their efforts helped raise \$3,500 for HRRES and additional proceeds were collected onsite with the Appalachian Harley Davidson to benefit the Muscular Dystrophy Association.

## **VETERAN'S DAY BREAKFAST HARRISBURG, PA**

WHP 580

On Veterans Day, WHP 580 hosted their 15th annual breakfast for 300 veterans and their families. The station's morning show broadcasted from the free event and interviewed those in attendance. During the event, the station also collected donations for the PA Wounded Warrior organization and the Honor Bus, an annual spring event where local high school students escort veterans to visit the war memorials in Washington, DC.

## **IHEARTRADIO FOOD DRIVE HARRISBURG, PA**

IHEARTMEDIA HARRISBURG

For the fourth straight year, iHeartMedia Harrisburg partnered with the Central PA Food bank to support their holiday food drive. The stations promoted the drive on-air, online and via social media and

encouraged listeners to drop off non-perishable food items at a local supermarket on December 14. The 2018 food drive collected more than 2600 pounds of food for the Central PA Food Bank.

## **ST. JUDE KIDS RADIOTHON HARRISONBURG/STAUNTON, VA**

104-3 KCY COUNTRY

In 2018, 104-3 KCY Country held radiothons in February and December to benefit St. Jude Children's Research Hospital. Both events ran for 12 hours over two days and were promoted on-air prior to the events. As a result of the station's efforts, they raised over \$128,000 to aid St. Jude in their research in 2018.

## **STAUNTON ROTARY CHRISTMAS CALL-IN RADIOTHON**

HARRISONBURG/STAUNTON, VA

MIX 93-1

In 2018, Mix 93-1 held the Christmas Call-In radiothon to raise funds for the Staunton Rotary Club's annual Christmas party benefitting underprivileged children. During the all-day November 28 live broadcast, Mix 93-1 took calls, pledges and in-person donations from listeners. Station host Chris Carmichael also interviewed local community and business leaders, encouraging them to challenge their friends and competitors to donate. Mix 93-1's efforts helped the Staunton Rotary Club gift over 230 local children with individually wrapped clothing, shoes and toys.

**STUFF-A-TRUCK**  
**HARRISONBURG/STAUNTON, VA**  
98 ROCK

On September 14, 98 Rock broadcasted live from four local grocery stores for their Stuff-A-Truck event to collect donations of food and other items for local residents in need. The station promoted the event on-air, online and via social media, asking listeners to donate critical items such as non-perishable food, baby products and soap, toothbrushes and feminine products. During the annual all-day event, 25,000 pounds of donations were collected for the Blue Ridge Area Food Bank.

**AMERICAN CANCER SOCIETY  
RELAY FOR LIFE**  
**HARRISONBURG/STAUNTON, VA**  
93-7 NOW

93-7 NOW helped host the American Cancer Society's Relay for Life, a 24-hour overnight fundraiser on the James Madison University campus. The station's on-air personalities shared stories and interviews throughout the April 6 event. In 2018, over 2,000 people participated in the walk, which raised over \$300,000 for cancer research.

**RADIOTHON FOR KIDS**  
**HONOLULU, HI**  
KSSK-FM

Every August, KSSK-FM devotes two full days of broadcast time to raise money

for the Kapiolani Medical Center for Women and Children, which is Hawaii's only children's hospital and part of the Children's Miracle Network. The station promoted the radiothon on-air, online and via social media two weeks prior to the event. In 2018, KSSK-FM raised almost \$290,000, which surpassed the 2015 radiothon's total by more \$100,000. In all, the fundraiser has surpassed more than \$1 million in donations since it began eight years ago.

**WEST VIRGINIA HOT DOG FESTIVAL**  
**HUNTINGTON, WV**  
IHEARTMEDIA HUNTINGTON

Each year, iHeartMedia Huntington hosts the West Virginia Hot Dog Festival to benefit the Hoops Family Children's Hospital at Cabell Huntington Hospital. The 2018 festival, which took place on July 28, featured dog races, a classic car show, a pro wrestling exhibition, a 5k 'Bun Run,' a family bike tour, tricycle races, a motorcycle stunt show, a hot dog eating contest, a root beer chugging contest and 100 vendors, including 15 hot dog vendors from around the region. The 15,000 residents in attendance also enjoyed local and regional musical acts. iHeartMedia Huntington's efforts helped raise over \$25,000 for children and families needing services provided by the Hoops Family Children's Hospital.



## **TICKLED PINK** **HUNTINGTON, WV** KEE 100

KEE 100 kicked off Breast Cancer Awareness Month in October 2018 with a Tickled Pink fundraising event. Local businesses donated items to be auctioned off and KEE 100 sold t-shirts and pink rubber ducks throughout the month. All funds raised were donated to help women who were uninsured or underinsured in the Tri-State area receive mammograms. In total, the station raised \$12,000, which were donated to four local hospitals.

## **PEANUT BUTTER FOOD DRIVE** **HUNTINGTON, WV** KEE 100

On November 1, KEE 100 on-air personalities Dave and Jenn held a contest for local schools to see who could collect the most jars of peanut butter for the Facing Hunger Food Bank. The winner received a school dance hosted by Dave and Jenn, who personally collected the peanut butter from participating schools and hand-delivered a trophy to the winner. The Peanut Butter Food Drive collected 700 jars of peanut butter to help the food bank feed local residents.

## **FRIENDSHIP MARCH FOR TREATS** **HUNTINGTON, WV** iHEARTMEDIA HUNTINGTON

iHeartMedia Huntington participated in Friendship March for Treats on October 23 to help provide a safe trick-or-treat indoor experience for local children.

During the five-hour event, on-air personalities Judy Eaton from 103.3 TCR Country, Jenn Seay from KEE 100 and The Professor from B97 passed out candy to more than 500 children at the Huntington Mall in Barboursville, WV and chatted with local listeners.

## **TOOLS FOR TEACHERS** **HUNTINGTON, WV** KEE 100

In anticipation of the 2018 – 2019 school year, KEE 100 partnered with Mattress Firm to provide free schools supplies to teachers in the Tri-State area. The station spent two months promoting the drive on-air, online and via social media to encourage listeners to donate items like pencils, notebooks, binders, white board markers and more. The supplies were then distributed to local teachers at a special event at a Mattress Firm in Barboursville, WV on August 4.

## **ST. JUDE RADIOTHON** **HUNTINGTON, WV** 103.3 TCR COUNTRY

103.3 TCR Country held their annual radiothon for St. Jude Children's Research Hospital on February 22 and 23, 2018. During the two-day event, station hosts Judy Eaton, Cledus T Judd, and Nick Kuhn encouraged listeners to donate by emphasizing how St. Jude benefits all children, including those in the Tri-State area. In 2018, the radiothon raised \$18,000 and 103.3 TCR Country has raised more than \$1.1 million for the organization over the past 30 years.

## **TCR COUNTRY'S ADOPT-A-CHILD** **HUNTINGTON, WV** 103.3 TCR COUNTRY

In December 2018, 103.3 TCR Country celebrated the 30th year of their WTCR Adopt-A-Child program, which has provided gifts for close to 7,000 kids since its inception. The station asked listeners to visit the station's website and "adopt" a child for Christmas by selecting a child's name, buying them a gift and dropping it off. The station then matched each gift. The program culminated with a special party for the almost 200 local children that featured food, a balloon artist, Christmas carols and Santa Claus giving out the presents.

## **TOP GOLF TOURNAMENT** **INDIANAPOLIS, IN** Q95

Q95's The Bob & Tom Show held their first-ever Top Golf Charity Tournament on October 29 to benefit the Riley Hospital for Children at IU Health's Riley Children's Foundation. The station promoted the three-hour tournament on-air, online and via social media to encourage listeners to participate. They also held a silent auction that included items such as an Indiana Pacers Broadcast Experience, a signed Eagles guitar and an all-expenses paid three-night trip to Disneyland. The 2018 Top Golf Charity Tournament raised \$16,000 to help the Riley Hospital deliver family-centered care and pediatric research.

**RADIO CARES FOR  
ST. JUDE KIDS RADIOTHON  
JACKSON, MS**  
HALLELUJAH 95.5

On December 6 and 7, Hallelujah 95.5 held their 28th annual radiothon to benefit St. Jude Children's Research Hospital. During the two-day live broadcast, on-air personalities shared stories and interviews with artists and those affected by St. Jude's work. They also encouraged listeners to become Partners in Hope. In 2018, the station raised almost \$105,000 to help St. Jude Children's Research Hospital with its life-saving cancer research.

**26.2 WITH DONNA  
JACKSONVILLE, FL**  
97.9 KISS FM

For years, 97.9 KISS-FM has been a strong partner with The Donna Foundation's 26.2 with DONNA, a local charity marathon that helps to maintain the Mayo Clinic Breast Cancer Translational Genomics Program. The station promoted the February 2018 marathon on-air, online, on site and through social media to raise event awareness and to collect funds from local listeners. In 2018, 97.9 KISS-FM helped attract nearly 10,000 registered participants for the organization and drive close to \$5 million in economic impact to the community.

**ST. JUDE CHILDREN'S RESEARCH  
HOSPITAL RADIOTHON AND JINGLE JAM  
JACKSONVILLE, FL**  
99.1 WQIK

99.1 WQIK partnered with St. Jude Children's Research Hospital on a series of events to help raise money for the organization. The station held their third radiothon and partnered with businesses to help raise awareness and money for St. Jude's mission. In addition, 99.1 WQIK held their annual Jingle Jam for St. Jude concert featuring Dylan Scott, Trent Harmon, Clara Dunn and Rachel Wammack. In 2018, 99.1 WQIK's efforts helped raise over \$205,000 for St. Jude Children's Research Hospital.

**DECEMBER TO REMEMBER & FEED THE CITY  
JACKSONVILLE, FL**  
V 101.5

V101.5 teamed up with the Clara White Mission during the holidays to help the less fortunate in the Jacksonville community. During their 23rd annual Feed the City pre-Thanksgiving lunch, V101.5 staff volunteered to help serve dinner to local homeless and helped raise \$50,000 for the mission's work. In addition, they held their December to Remember event to help five local families in need. V101.5 arranged for the families to be picked up by limos and invited to lunch, where V101.5 teamed up with partners to present each family with a \$500 check and items from their holiday wish list.



### **19TH STREET CHARITIES MARINES TOYS FOR TOTS TOY DRIVE JACKSONVILLE, FL**

RUMBA 106.9

In December 2018, RUMBA 106.9 supported the local 19th Street Charity and their 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 for local children in need. Together, the community collected over 100 children's bicycles, raised more than \$10,000 and received 1,000 toys for kids in the community.

### **WALK TO END ALZHEIMER'S JACKSONVILLE, FL**

97.3 THE GAME

97.3 The Game lead iHeartMedia Jacksonville's efforts to support the Walk to End Alzheimer's on October 3, 2018. The walk is the Alzheimer's Association largest event to raise awareness and funds for Alzheimer's care, support and research. The station promoted the walk on-air, online and via social media to encourage listeners to participate. In 2018, Jacksonville's local Walk to End Alzheimer's included over 1,750 participants and more than 230 teams, helping the event raise more than \$255,000 for the Alzheimer's Association.

### **OUT OF THE DARKNESS WALK JACKSONVILLE, FL**

107.3 PLANET RADIO

2018 was the first year that 107.3 Planet Radio joined the American Foundation for Suicide Prevention for their local Out of the Darkness Walk in December 2018. The station promoted the event on-air, online and via social media and set up their own walk team to invite listeners to help fight suicide and walk with station staff. Their efforts helped the 2018 Out of the Darkness Walk have more than 1,500 participants and raise more than \$45,000 to help the American Foundation for Suicide Prevention invest in new research, create educational programs, advocate for public policy and support survivors of suicide loss.

### **COMMUNITY FUNFEST JACKSONVILLE, FL**

93.3 THE BEAT

93.3 The Beat partnered with the Men of Balance foundation for Community Fun Fest- Thanksgiving Edition on November 21. The foundation provides at-risk youth with the tools and skills necessary to affect positive change in their communities. The free event featured performances, celebrity guest speakers and city officials. On-air personality T-Roy was on-hand to help the Men of Balance hand out free turkeys to 100 people in need.

### **SISTA STRUT JACKSONVILLE, FL**

V101.5 & 93.3 THE BEAT

African American women in the US have a 41% higher death rate from breast cancer than white women. On September 22, V101.5 and 93.3 The Beat held their third annual Sista Strut to heighten awareness about the issues of breast cancer in women of color and provide information on community resources. The stations promoted the event on-air, online and via social media to encourage listeners to participate. Their efforts helped the Sisters Network, a national African American breast cancer survivorship organization raise over \$2,500 for their mission.

### **FIRST RESPONDERS OF LAS VEGAS LAS VEGAS, NV**

95.5 THE BULL

Throughout 2018, 95.5 The Bull sought to thank local first responders for their commitment to keeping Las Vegas safe. Twenty-four local heroes were awarded a "Thank You" package from the station's community partners that included a custom #VegasStrong Dog Tag necklace in addition to various other prizes such as a one-night stay at a California Hotel & Casino in Downtown Las Vegas, a flat-screen TV and premium tickets to a show. The station encouraged listeners to submit a friend or family member to receive a package and the First Responder of the Month took part in a special on-site award ceremony.

## ALL-STAR GUITAR PULL

**LAS VEGAS, NV**

95.5 THE BULL

On April 12, 95.5 The Bull held their tenth annual All-Star Guitar Pull to benefit St. Jude Children's Research Hospital. The concert featured performances by Justin Moore, Kelsea Ballerini, Luke Combs, Kane Brown and more. The station also broadcasted live from the event at the The Pearl at Palms Casino Resort and their efforts raised nearly \$90,000 for St. Jude Children's Research Hospital.

## STAR SPANGLED CELEBRATION ON THE RIVER

**LAUREL/HATTIESBURG, MS**

IHEARTMEDIA LAUREL/HATTIESBURG

On July 3, iHeartMedia Laurel/Hattiesburg partnered with the Hattiesburg Downtown Association and The Petal Chamber of Commerce for the first-ever Star Spangled Celebration On the River. The event, which was dedicated to America's birthday, featured family fun, food and fireworks that could be seen from both sides of the Leaf River. The stations promoted the free event on-air and 10,000 residents attended.

## THANKSGIVING TURKEY GIVEAWAY

**LAUREL/HATTIESBURG, MS**

WILD 1063

On November 22, Wild 1063 partnered with The Steve and Marjorie Harvey Foundation to provide turkeys to families in need for Thanksgiving. The station's on-air talent delivered the turkeys to the Edwards Street Fellowship Mission and Christian Services for distribution to families in need. The station's efforts helped provide turkey dinners to over 100 people in the Laurel/Hattiesburg area.

## PEARL RIVER COMMUNITY COLLEGE TUITION GIVEAWAY

**LAUREL/HATTIESBURG, MS**

SL100 & WILD 106.3

For the eighth straight year, SL100 and Wild 106.3 partnered with Pearl River Community College and Hattiesburg Coca Cola United to award a year of free tuition to a local college student. To promote the May 23 through June 24 entry period, the stations conducted live radio promotions across the area and encouraged local students to share their story. A panel of civic leaders and educators then reviewed the entries and chose sophomore and honor student Michael Evans as the scholarship winner.



**ACOUSTIC JAM**  
**LEXINGTON, KY**  
98.1 THE BULL

For 2018, 98.1 The Bull expanded their annual Acoustic Jam shows to include two separate concert events to benefit Central and Eastern Kentucky children being treated at Kentucky Children's Hospital. In addition to their traditional December concert, the station held a special Barbasol Special Edition Acoustic Jam during the summer. Artists including Dustin Lynch, Billy Currington, Jordan Davis and Scotty McCreery gave special performances that allowed 98.1 The Bull listeners to experience their songs and the music in an intimate and personalized setting. Since its inception, Acoustic Jam has raised almost \$560,000 for Kentucky Children's Hospital.

**LIP SYNC BATTLE**  
**LITTLE ROCK, AR**  
IHEARTMEDIA LITTLE ROCK

For the fourth straight year, iHeartMedia Little Rock participated in the Lip Sync Battle at the Robinson Center Performance Hall to raise money for Make-A-Wish Mid-South. The stations promoted the event on-air with interviews with local judges and past champions and via social media. During the August 11 event, on-air personalities Ashley King of KSSN 96, Kevin Cruise of 105.1 The Wolf and Matt Cruz of 100.3 The Edge performed numbers. Their efforts helped the local Lip Sync Battle raise \$41,000 to help Make-A-Wish Mid-South grants the wish of a child diagnosed with a life-threatening medical condition.

**SEPTEMBER FUND CHILI COOK OFF**  
**LITTLE ROCK, AR**  
100.3 THE EDGE

The September Fund is a scholarship fund that 100.3 The Edge's morning show started on September 11, 2003 as a living memorial for those who perished during the September 11 terrorist attacks. Their main 2018 fundraiser was a Halloween Chili Cook Off judged by 10 local Marines. Station personalities Corey & Patrick, Jeff Cage and Matt Cruz volunteered at the event, which featured more than 50 teams. Their entry fee helped provide eight \$1,000 to \$1,500 scholarships for children of Arkansas first responders.

**SALUTE TO VETERANS**  
**LITTLE ROCK, AR**  
105.1 THE WOLF

In February 2018, 105.1 The Wolf helped the Little Rock Veterans Administration celebrate their annual Salute to Veterans Week. As part of the weeklong celebration, on-air personality Bob Robbins broadcasted his morning show from the local VA Hospital where he spoke with various staff about what they do and how they help local veterans with their needs. After the broadcast, the station took part in a formal ceremony for local VA volunteers and helped distribute hand drawn Valentine's Day cards to the veterans from local children.

**SUMMER CEREAL DRIVE**  
**LITTLE ROCK, AR**  
HOT 94.9

Hot 94.9 has partnered with the Arkansas Foodbank and TV partner KTHV for five years on the Summer Cereal Drive for local children who are no longer receiving breakfast at school. In June 2018, Kramer in the Morning and the local TV station broadcasted from eight different grocery stores to encourage listeners to donate boxes of cereal with each grocery store competing to see who could collect the most boxes. The 2018 Summer Cereal Drive collected 400,000 boxes of cereal for the Arkansas Foodbank.

**MILES OF MUSIC 5K**  
**LOS ANGELES, CA**  
102.7 KIIS FM

102.7 KIIS FM and Youth Mentoring Connection held their fourth annual Miles of Music 5k on January 14 at the CBS Studios backlot. The station promoted the walk online and on-air via PSAs and an interview on their public affairs show to encourage listeners to participate in the walk and join their fundraising team. In addition to the walk, Miles of Music featured performances by Austin Brown, Madison Beer and In Real Life. Due to 102.7 KIIS FM's efforts, more than 1,000 people participated in the 5k and more than \$150,000 was raised to help Youth Mentoring Connection.

**VALENTINE IN THE MORNING  
GIRL SCOUT COOKIE BUY  
LOS ANGELES, CA**

104.3 MYFM

Since 2008, 104.3 MYfm's Valentine in the Morning has held a contest in April for local Girl Scout troops to help them sell girl scout cookies. The station promotes the contest on-air, online and via social media and encourages people to nominate their local troops online. One Girl Scout Troop is selected and the morning show purchases \$5,000 worth of Girl Scout cookies, which are donated to the Bob Hope USO to share with local LAX airport personnel. In 2018, one-third of all Southern California Girl Scout troops entered Valentine In The Morning Girl Scout Cookie Buy.

**CHILDREN'S HOSPITAL OF  
LOS ANGELES' ANNUAL HOLIDAY  
FUNDRAISING CAMPAIGN  
LOS ANGELES, CA**

KOST 103.5

The Children's Hospital of Los Angeles is the area's primary hospital for families in need of highly specialized pediatric care. They end each year with a month-long fundraising campaign to encourage the community to donate funds to directly support their work. To help their efforts, KOST 103.5 conducted a live five-hour broadcast to encourage listeners to donate. The station was able to donate \$5,000 to the Children's Hospital in honor of pop artist, Gwen Stefani, who helped the station switch over to all Christmas music for the holidays.

**NO KID HUNGRY  
LOS ANGELES, CA**

ALT 98.7

No Kid Hungry is a national campaign that was started in 2018 by Share Our Strength, a nonprofit organization working to solve problems of hunger and poverty worldwide. ALT 98.7's The Woody Show partnered with No Kid Hungry on a special fundraiser from August 22 through 25. ALT 98.7 promoted the campaign on-air, online and via social media and encouraged listeners to visit any Habit Burger Southern California location and donate \$2 in exchange for a free hamburger on their next visit. As a result of ALT 98.7 and The Woody Show's efforts, more than \$433,000 was raised to help provide meals for local children.

**COUNTRY CARES ST.  
JUDE RADIOTHON  
LOUISVILLE, KY**

97.5 WAMZ

On December 7, 97.5 WAMZ hosted their annual Country Cares for St. Jude Radiothon. Station personalities Jay & Amy, Mike Rowe and Coyote Calhoun broadcasted live throughout the day and highlighted national and local examples of families who have benefited from the research and care provided by St. Jude Children's Research Hospital. Their efforts helped raise over \$135,000 in just nine hours.



## **SPECIAL OLYMPICS KENTUCKY LOUISVILLE, KY**

98.9 RADIO NOW

For several years, 98.9 Radio Now has been a proud partner of Special Olympics Kentucky and helped to raise funds and awareness for children with special needs. In 2018, the station's efforts included promoting and attending the Polar Bear Plunge in the Ohio River and pulling an UPS Boeing 757 Cargo Plane during the Special Olympics Kentucky Plane Pulls. In 2018, 98.9 Radio Now helped raise more than \$230,000 to support local Special Olympics athletes.

## **SISTA STRUT LOUISVILLE, KY**

REAL 93.1

For the last two years, Sista Strut and Real 93.1 have joined forces with Kentucky African Americans Against Cancer and Susan G. Komen Kentucky to increase awareness throughout the African American community about how cancer affects them. Real 93.1 promoted the 2018 Sista Strut 3k Breast Cancer Walk on-air, online and via social media for seven weeks to encourage local listeners to attend the event on October 20. Their efforts helped raise almost \$10,000 for Kentucky African Americans Against Cancer and Susan G. Komen Kentucky.

## **WHAS CRUSADE FOR CHILDREN LOUISVILLE, KY**

NEWSRADIO 840 WHAS

For 65 years, the WHAS Crusade for Children telethon has raised money during

the first weekend in June to help make life better for children with special needs. As in years past, the telethon aired for over 24 hours on NewsRadio 840 WHAS and on WHAS-TV. iHeartMedia Louisville's Terry Meiners, Tony Vanetti and Dave Jennings served as emcees and helped the WHAS Crusade for Children raise more than \$5,675,000, making it one of America's most successful annual telethons.

## **SISTA STRUT MACON, GA**

V101.7

On November 3, V101.7 held their annual Sista Strut walk to raise money to help local women and men receive free mammograms at the Navicent Health Breast Care Center. The station promoted the fundraiser by inviting breast cancer survivors who were able to get a free mammogram because of previous Sista Strut events to record audio and video testimonies. The 2018 Sista Strut had 2,800 registrants and raised more than \$4,000 to help the breast cancer center perform mammograms for residents. In addition, more than 25 women received free mammograms throughout the year because of the 2017 walk.

## **IHEARTRADIO'S SHARE THE WARMTH MADISON, WI**

IHEARTMEDIA MADISON

When Wisconsin experienced historic low temperatures in February 2018, the entire iHeartMedia Madison team came together and created the iHeartRadio Share The Warmth campaign to benefit the Salvation Army of Dane County. The

six stations asked listeners to donate gently used blankets and winter gear for all ages at Madison-area Salvation Army locations and the iHeartMedia Madison studios, helping several local residents in need stay warm during the winter.

## **MAKE 12 HOURS COUNT MANCHESTER/PORTSMOUTH, NH**

NEWSRADIO 610 & NEWSRADIO 96.7

On March 21, NewsRadio 610 and NewsRadio 96.7 held their fourth annual Make 12 Hours Count radiothon to benefit Veterans Count, an Easter Seals program that provides financial assistance and services to veterans, service members and their families. NH Today morning show host Jack Heath and Greg & The Morning Buzz appeared on each other's show to promote the 12-hour fundraiser, which ran on both stations. In 2018, the Make 12 Hours Count radiothon raised \$160,000 for Veterans Count and Easter Seals.

## **TOYS FOR KIDS MELBOURNE, FL**

KISS 95.1

Kiss 95.1 helped promote a Toys for Kids drive during the 2018 holiday season. The station promoted the event on-air, online and via social media to encourage listeners to donate toys on the Toys for Kids website for local children in need. The donations were distributed to hundreds of local families on December 12 at the Azan Shriners Hall.

**MAKING STRIDES AGAINST  
BREAST CANCER  
MELBOURNE, FL  
LITE ROCK 99.3**

Lite Rock 99.3 helped the American Cancer Society Brevard promote their annual Making Strides Against Breast Cancer 3k and 5k walk to raise awareness and funds to save lives from breast cancer. The station promoted the event on-air, online and via social media to encourage local residents to participate and on-air personalities Mike & Mindy attended the walks to encourage the 10,000 participants. Their efforts helped Brevard County's American Cancer Society surpass their goal of raising \$300,000 in 2018 to fund innovative research, provide free information and support, and to help people reduce their breast cancer risk or find it early when it's most treatable.

**ST. JUDE RADIOTHON AND  
OLD SCHOOL SKATE PARTY  
MEMPHIS, TN  
IHEARTMEDIA MEMPHIS**

In 2018, iHeartMedia Memphis stations came together to raise money for St. Jude Children's Research Hospital through two local events. The Old School Skate Party was held on July 26 at Cordova Skate. Listeners paid \$10 to skate and compete for best dance skate, best freestyle skate and more alongside their favorite iHeartMedia Memphis on-air personalities. On October 25 and 26, the stations held a radiothon featuring various local and national celebrities and patient families. The radiothon and party helped iHeartMedia Memphis raise more than \$200,000 for St. Jude and children's cancer research.

**SISTA STRUT  
MEMPHIS, TN  
95.7 HALLELUJAH FM, 1070 WDIA, V101 & K97**

Sista Strut is a 3k walk created to bring awareness to the issues of breast cancer in the African American community. The Memphis event benefited three local breast cancer awareness organizations. 95.7 Hallelujah FM, 1070 WDIA, V101 and K97 promoted the Memphis walk on-air, online and via social media for three months prior to the April 7 event. Their efforts helped register 7,000 participants and raise almost \$16,500 for the Sisters Network of Memphis, Carin' And Sharin' and S.T.A.A.R.S.

**MARJORY STONEMAN  
DOUGLAS HIGH SCHOOL  
MIAMI/FT. LAUDERDALE, FL  
Y100**

On February 14, a gunman opened fire at Marjory Stoneman Douglas High School in Parkland, Florida and killed 17 people, making it the deadliest high school shooting in U.S. history. Y100 spent the rest of 2018 holding several events to raise money for the victims of the shooting, including those suffering from PTSD. Their efforts included a benefit concert in Ft. Lauderdale that featured performances by Jack & Jack, Austin Mahone and local bands and raised \$85,000 for Marjory Stoneman Douglas High School.



## THE V100.7 SISTA STRUT

MILWAUKEE, WI

V100.7

Milwaukee has some of the highest death rates among women of color due to breast cancer. The V100.7 Sista Strut breast cancer walk aims to lower that rate by providing access and education to local women. Since starting the walk almost 10 years ago, the station has always made it free to all participants to help get the word out about breast cancer prevention. Co-hosted by V100.7 midday personality Bailey Coleman, the 2018 walk on October 6 provided free clinical breast exams and mammograms to participants and referrals and information to health professionals at the event. The more than 1,500 participants were also able to purchase Sista Strut t-shirts to benefit the American Cancer Society. Since its inception, the V100.7 Sista Strut has given away more than 500 breast exams and mammograms.

## MAKE-A-WISH WISH-A-THON

MILWAUKEE, WI

95.7 BIG FM

On December 13 and 14, 2018, 95.7 BIG FM partnered with iHeartMedia Madison's Z-104 for their annual Wish-A-Thon to benefit Make-A-Wish Wisconsin. The stations broadcasted for 12 straight hours each day and encouraged listeners to donate to help the Wisconsin chapter of Make-A-Wish grant wishes to ill children and their families. During the radiothon, they shared stories of previous granted wishes and interviews with the children and their families. The 2018 Wish-A-Thon raised more than \$258,000 for the Make-A-Wish foundation.

## FIRST RESPONDER FRIDAYS

MILWAUKEE, WI

FM106.1

FM106.1 started First Responder Fridays in August 2018 after morning show hosts Ridder, Scott and Shannen decided they wanted to honor first responders. The station asked listeners to visit the FM106.1 website and nominate local firefighters, EMTs and police officers to be featured on-air. Each Friday, the three on-air personalities chose one local hero to honor on-air and with a featured blog post on the FM106.1 website.

## CITIES 97.1 SAMPLER VOLUME 30

MINNEAPOLIS, MN

CITIES 97.1

Over the past 30 years, Cities 97.1 has recorded 539 live performances from their world famous Studio C and packaged them each year as a special CD that is sold at Target to benefit Minnesota-based charities. The Cities 97.1 Sampler Volume 30 featured 19 tracks from top artists including Imagine Dragons, Leon Bridges, Portugal. The Man, Alana Davis and more. The station also held a special sold-out party on November 15 to celebrate the CD's release that features performances by Matt Nathanson, Matt Kearney, Dean Lewis, William Prince and Tim Mahoney. In 2018, the Cities 97.1 Sampler Volume 30 helped the station raise \$178,000, bringing their 30-year total to \$13 million raised for local charities.

## COUNTRY CARES FOR ST. JUDE KIDS RADIOTHON

MINNEAPOLIS, MN

K102

Since becoming one of the first radio stations to hold a St. Jude radiothon 26 years ago, K102 devotes two days every year to raise funds for St. Jude Children's Research Hospital in Memphis. During the 2018 radiothon on December 12 and 13, the station shared stories of patient's families while volunteers manned the phones. Their efforts helped raise more than \$1 million, making K102's radiothon one of the top single-station radiothons in the country. In all, K102 has raised over \$23 million for the hospital.

## NATIONAL NIGHT OUT

MINOT, ND

Z-94

National Night Out is an annual community-building campaign that promotes police-community partnerships and neighborhood camaraderie. The city of Minot also held two family-friendly events on August 7 to invite the local public to hangout with local public safety personnel and raise money for eight local charities. Z-94 promoted the 35th annual National Night Out on-air, online and via social media and on-air personalities Jess Gibson and Allison Bostow broadcasted live during the festivities. In 2018, more than 5,000 people attended National Night Out, which generated \$10,000 for local nonprofit organizations.

## **OPERATION: MUGS & HUGS**

**MINOT, ND**

KRRZ-AM

KRRZ-AM helped promote the annual Operation Mugs & Hugs event on February 17 at the iHeartMedia Healthy Living Expo to benefit the Community Kids Council. On-air personality Dave Brandon broadcasted live from the event, which provided fingerprinting, height and weight measurements, photos and DNA kits for local children that families could have for emergency situations. The event was attended by more than 4,000 people and raised \$3,000 for the Community Kids Council.

## **FESTIVAL OF TREES**

**MINOT, ND**

MIX 99.9

On November 17, Mix 99.9 sponsored the annual Festival of Trees to benefit the Dakota Hope Clinic, a no-cost and confidential women's center. The station promoted the festival on-air, online and via social media. On-air personality Allison Bostow broadcasted live from the event, which featured both a Christmas Tree and silent auction. In 2018, more than 1,200 people attended the festival, which raised \$18,000 to help the Dakota Hope Clinic provide free services including pregnancy and STD testing to local residents.

## **OPERATION RECONNECT**

**MOBILE/PENSACOLA, FL**

IHEARTMEDIA MOBILE/PENSACOLA

Operation ReConnect was started by a local combat veteran and his wife to provide all-expenses-paid trips to deployed men and women and their families. iHeartMedia Mobile/Pensacola stations helped raise money for the organization throughout 2018 with various efforts including a 30-minute interview on October 14 with founders Ryan and Molly Charrier, explaining what it's like for a family to be separated by deployment and transition back to "normal" family life. TK101's syndicated morning show Lex and Terry also held a Ride to Reconnect motorcycle poker run and after party and TK101, 96.1 The Rocket and 95KSJ broadcasted live at the Flora-Bama over the Veterans Day weekend to help Operation ReConnect with their fundraising efforts. In 2018, iHeartMedia Mobile/Pensacola helped raise \$190,000, which helped send 238 military families on trips to Coastal Alabama and Northwest Florida.

## **IHEARTRADIO BACK TO SCHOOL BACKPACK DRIVE**

**MODESTO/STOCKTON, CA**

SUNNY 102.3

On August 3, Sunny 102.3 partnered with the Center for Human Services to collect school supplies for local children in need. The iHeartRadio Back to School Backpack Drive was promoted for more than three weeks on-air, online and via social media to encourage listeners to drop off backpacks. Their efforts helped collect more than 1,000 backpacks, which were given to children to help them start the school year ready to learn.



**SICKLE CELL RADIOTHON**  
**MONTGOMERY, AL**  
104.3 HALLELUJAH-FM

104.3 Hallelujah-FM held their 30th annual Sickle Cell Radiothon on July 15 to benefit the Sickle Cell Foundation of the River Region, which promotes public awareness, provides community education and offers counseling to people who have the Sickle Cell trait or disease. The station promoted the radiothon on-air, online and via social media and their efforts have helped raise more than \$1 million for the Sickle Cell Foundation of the River Region's mission.

**GET WIGGY WITH IT BREAST**  
**CANCER AWARENESS WIG DRIVE**  
**MONTGOMERY, AL**  
MAGIC 97.1

Throughout October 2018, Magic 97.1 joined iHeartMedia Montgomery stations in promoting their Get Wiggy With It Breast Cancer Awareness Wig Drive to benefit the Montgomery Cancer Society and Montgomery Cancer Center. The stations used on-air mentions, their websites and social media to encourage local residents to donate new and unused wigs, hats and scarves for women going through chemotherapy. Their efforts helped collect more than 100 items, which were all donated to the Montgomery Cancer Center and the Montgomery Cancer Society.

**EASTER EGG HUNT**  
**MONTGOMERY, AL**  
HOT 105.7

HOT 105.7 held their tenth annual Easter Egg hunt on March 24 at Oak Park in Montgomery. The station promoted the hunt on-air and online to encourage local children and their families to attend the free event, which dispersed more than 10,000 pieces of candy and toy-filled eggs.

**HURRICANE FLORENCE**  
**BENEFIT CONCERT**  
**MYRTLE BEACH, SC**  
GATOR 107.9

On November 11, Gator 107.9 joined Visit Myrtle Beach, The City of Myrtle Beach, The Myrtle Beach Area Chamber of Commerce and The Myrtle Beach Pelicans to hold a benefit concert to aid residents impacted by Hurricane Florence. The station promoted the concert on-air, online and via social media to encourage them to buy tickets to see Michael Ray, Carly Pearce, Darius Rucker and more perform. Their efforts helped raise \$128,000 for the American Red Cross Eastern South Carolina Chapter and the Waccamaw Community Foundation.

**RIVER OF HOPE RADIOTHON**  
**NASHVILLE, TN**  
107.5 THE RIVER

On December 6 and 7, 107.5 The River, the Children's Miracle Network and the Monroe Carrell Jr. Children's Hospital at Vanderbilt held their annual River of Hope Radiothon, a fundraiser to provide emotional and financial support to the hospital's patients.

The station broadcasted live from the Ryan Seacrest Studio at the hospital, sharing incredible stories and highlighting heroes. In 2018, their efforts raised almost \$140,000 for the children at Monroe Carrell Jr. Children's Hospital at Vanderbilt.

**LIVE LIFE LOVE: A CONCERT**  
**FOR SUICIDE PREVENTION**  
**NASHVILLE, TN**  
107.5 THE RIVER

On December 10, 107.5 The River held Live Life Love: A Concert for Suicide Prevention, an acoustic concert benefitting To Write Love On Her Arms (TWLOHA). TWLOHA is a national non-profit suicide prevention organization aiming to present hope and find help for people struggling with depression, addiction and more. The 2018 event featured performances by Why Don't We, Dan + Shay, Lauv, Jake Miller, and Kim Petras and raised \$20,000 for suicide prevention.

**CRACKER BARREL SISTA STRUT**  
**NASHVILLE, TN**  
101.1 THE BEAT

For the fourth straight year, 101.1 The Beat partnered with the Sisters Network and Cracker Barrel to present Sista Strut, a 3k walk created to heighten awareness about the issues of breast cancer in women of color and to provide information on community resources. The station promoted the April 21 event on-air with tips about breast cancer prevention in the African-American community and provided resources for listeners to learn more. Their efforts helped attract

more than 1,100 participants and raise \$3,000 for the Sisters Network.

## **ROCK THE RED KETTLE** **NASHVILLE, TN**

101.1 THE BEAT & 1059 THE ROCK

During the holiday season, the Salvation Army is known for their red kettle to collect donations from passersby. 1059 the Rock and 101.1 The Beat teamed up to promote their Rock the Red Kettle campaign, which is a competition between local businesses to raise the most money for the Salvation Army. The stations promoted the program on-air, online and via social media and encouraged listeners to attend the Rock the Red Kettle kick-off on November 29 at Bridgestone Arena. The event featured performances by Hayley Orrantia, NEW NORTH, Lonestar, Phil Vassar and Big & Rich. In 2018, 101.1 The Beat & 1059 the Rock raised more than \$1,000 for Salvation Army's Supportive Housing Program.

## **CHRISTMAS ANGELS** **NASHVILLE, TN**

101.1 THE BEAT

In December of 2018, 101.1 The Beat partnered with Big Brothers Big Sisters of Middle Tennessee to present Christmas Angels. The station promoted Christmas Angels on-air, online and via social media and asked listeners to donate gifts for one of 20 local children who they "adopted" for the holidays. At the end of the promotion, 101.1 The Beat hosted a Christmas party where the children unwrapped their gifts.

## **HABITAT FOR HUMANITY** **NASHVILLE, TN**

iHEARTMEDIA NASHVILLE

All five iHeartMedia Nashville stations came together on April 26 to help Habitat for Humanity build a home for a Nashville family. The station promoted the event on-air, online and via social media and local on-air personalities were on-site for three days to ensure that the house was completed.

## **BOBBY BONES & THE RAGING IDIOTS' MILLION DOLLAR SHOW** **NASHVILLE, TN**

THE BIG 98

For the third year, The BIG 98 and Bobby Bones & the Raging Idiots brought some of Country's biggest stars to the Ryman Auditorium for a special concert to benefit St. Jude Children's Research Hospital. The January 22 sold-out benefit, which was promoted on-air and online, featured performances by Keith Urban, Darius Rucker, Maren Morris, Dan + Shay, Luke Combs, newcomer Nikita Karmen and other surprise guests.



## SONGS & STORIES

### NASHVILLE, TN

THE BIG 98

On April 1, The BIG 98 held its sixth annual Songs & Stories concert at the Wildhorse Saloon to benefit St. Jude Children's Research Hospital. The show featured performances from Country music artists Chris Destefano, JT Harding, Matt Jenkins, Jon Nite and special guest Lauren Alaina with the Music City Hit-Makers, a Nashville-based symphony. In 2018, Songs & Stories raised over \$40,000 for the St. Jude organization.

## BATTLE FOR THE BONES

### NASHVILLE, TN

THE BIG 98

The BIG 98 held their annual Battle for the Bones concert on October 30 to benefit the T.J. Martell Foundation, which is the music industry's leading foundation that funds innovative medical research focused on finding treatments and cures for cancer. The organization was started by music industry executive Tony Martell to honor his son who died of leukemia. The 2018 Battle for the Bones featured Rascal Flatts, Eli Young Band, Danielle Bradbery and Tyler Rich.

## SISTA STRUT NOLA

### NEW ORLEANS, LA

Q93

On April 14, Q93 worked with the American Cancer Society to hold a Sista

Strut 3k walk to recognize the strength of women of color who have survived breast cancer, heighten awareness and promote early detection and the search for a cure. The station promoted the walk on-air and via social media and reached out to local churches, Mardi Gras krewes and hospitals to help spread the word. In 2018, more than 2,500 residents registered for Sista Strut, where they had access to free testing and information on breast cancer's devastating impact on women of color.

## WINE ON THE RIVER

### NEW ORLEANS, LA

98.5 WYLD

Wine on the River is a wine tasting event created to help raise money for the Louisiana Hospitality Foundation and their goal of strengthening Louisiana's hospitality industry through supporting individuals within the community. 98.5 WYLD promoted the event on-air and online and their efforts helped Wine on the River sell out for the third straight year and raise almost \$8,000 for the Louisiana Hospitality Foundation to provide culinary and hospitality education and workforce development programs for local residents.

## WORLD TRADE CENTER CLIMB

### NEW YORK, NY

Q104.3

Q104.3 morning show host Shelli Sonstein participated in the fourth annual World Trade Center Climb to benefit the Steven Siller Tunnel to Towers Foundation, which

assists families of first responders killed in action and helps injured or ill first responders by building smart homes, paying off mortgages and more. Sonstein, who also hosts the 9/11 special on iHeartRadio, shared her training on social media before the event to encourage listeners to donate to her fundraising team. At the June 3 event, she climbed the 103 stories to the top of the World Trade Center building. As a result of her hard work, Sonstein raised more money than any other participant and lead the top fundraising team, which raised more than \$23,000 for the Steven Siller Tunnel to Towers Foundation.

## KTU STUFF-A-TRUCK

### NEW YORK, NY

103.5 KTU

In 2018, KTU held a Stuff-a-Truck donation drive to benefit the Food Bank for New York City and their mission to end hunger by organizing food, information and support for community survival, empowerment and dignity. As part of their efforts, the station set up donation bins at Met Food and Association Food grocery stores for a month and the drive culminated with a special 13-hour live broadcast at a Met Food store in Staten Island on November 16 to encourage listeners to drop off non-perishable food items. KTU's Stuff-a-Truck collected almost 25,500 pounds of food, which allowed the Food Bank for New York City to provide 21,233 meals during the 2018 holiday season.

## HOLIDAY GIFT WRAPPING PARTY

NEW YORK, NY

106.7 LITE-FM

On December 12, 106.7 Lite-FM hosted a party to wrap toys for children at several local hospitals in New York and New Jersey. The station encouraged listeners to donate to the hospitals and help wrap the gifts while artists performed well-known holiday songs. In 2018, 106.7 Lite-FM staff and listeners wrapped over 5,000 gifts that were dropped off at the hospitals for the children.

## THE BREAKFAST CLUB'S #CHANGE4CHANGE RADIOTHON

NEW YORK, NY

POWER 105.1 FM

Power 105.1 FM and The Breakfast Club held their second annual Breakfast Club's #Change4Change radiothon on November 15 to benefit PROJECT 375. The non-profit organization was co-founded by NFL wide receiver Brandon Marshall and his wife Michi to offers free community programs, training and resources addressing mental health. The radiothon was broadcasted on more than 77 syndicated markets and DJ Envy, Angela Yee and Charlamagne Tha God's efforts helped raise more than \$200,000 for PROJECT 375's programs including PROJECT PREVENT, Mind Over Matter Talks and more.

## BEST OF THE 7CITIES

NORFOLK, VA

103 JAMZ AND 92.1 THE BEAT

103 JAMZ and 92.1 The Beat highlighted local business and community leaders with their inaugural Best of the 7Cities. The stations asked listeners to nominate the area's best Church Choir, Barber Shop, Car Wash, Activist, Hair Salon, Teacher, Pastor, Soul Food, Athlete, Fashion Retailer and the 7 Cities Icon. Finalists were featured each week for four months on the stations. The Top 4 nominees in each category were then invited to a special awards gala on May 20 at the historic Attucks Theater in downtown Norfolk. The Best of the 7Cities included 5,000 nominees and 40 finalists and more than 700 people attended the award gala.

## HURRICANE FLORENCE RELIEF

NORFOLK, VA

IHEARTMEDIA NORFOLK

In September 2018, Hurricane Florence devastated areas of the Southeastern and Mid-Atlantic United States. Four iHeartMedia Norfolk stations partnered with WAVY-TV 10 and the Salvation Army to collect baby supplies and personal hygiene products for those affected by the hurricane. The stations promoted the drive on-air and online for one week and broadcasted live from the collection location to encourage listeners to stop by on September 21 and 22 and donate items. Their efforts helped collect more than 30,000 pounds of supplies for Hurricane Florence victims.



## **ACTS OF KINDNESS (AOK)**

**NORFOLK, VA**

MOVIN 107.7

Each month, MOVIN 107.7 spotlights a local charity to raise awareness of their mission and achieve the station's goal of collecting 1,077 items for the charity. Each donation drive is tailored to each charity's specific needs, such as placing boxes in 20 local bank branches for a children's book drive for the REACH program. The station promoted the drives on-air and helped collect items including soap, diapers, school supplies, bedding and more for 12 charities including the Lupus Foundation, YWCA South Hampton Roads and Habitat for Humanity.

## **ROCK 'N ROLL UP YOUR SLEEVE**

**OMAHA, NE**

99.9 KGOR

On June 1, 99.9 KGOR sponsored the 25th annual American Red Cross Rock 'N Roll Up Your Sleeve blood drive. The station broadcasted interviews with local residents who were the recipients of blood donated to promote the drive, which took place for 12 hours at the Baxter Arena in Omaha and Mid-America Center in Council Bluffs. Their efforts helped the 2018 Rock 'N Roll Up Your Sleeve collect 230 pints of blood for the American Red Cross.

## **PURPLESTRIDE WALK**

**OMAHA, NE**

99.9 KGOR

Since 2008, the Pancreatic Cancer Action Network has held nationwide PurpleStride walks to raise awareness and money for

research on pancreatic cancer. 99.9 KGOR helped promote the Omaha 5k run/walk on-air to encourage listeners to register or donate money. In addition, station on-air host Lucy Chapman served as MC for the July 28 walk and NewsRadio 1110 KFAB's Gary Sadlemeyer was the key note speaker. Their efforts helped the 2018 PurpleStride walk in Omaha raise more than \$230,000 for the Pancreatic Cancer Action Network.

## **STUFF THE TURKEY FOR ASPEN'S ANGELS**

**OMAHA, NE**

99.9 KGOR

In November 2018, 99.9 KGOR supported the Stuff the Turkey for Aspen's Angels stuffed animal drive to benefit the Aspen Drake Seemann Foundation, which is named after Aspen Seemann, a little boy who passed away in a drowning accident in 2016. The organization directly aid local area first responders and hospitals and medical centers to benefit children and families who are dealing with a tragedy, loss or personal illness. The station interviewed the organization founder and local nurses to share the foundation's mission. They also broadcasted live from a local Hy-Vee on November 30 to encourage listeners to donate. Their efforts helped collect 4,300 stuffed animals, which were given to area first responders and the Children's Hospital and Medical Center.

## **RED, KAT AND BLUE**

**OMAHA, NE**

KAT 103.7FM

Throughout 2018, KAT 103.7FM broadcasted their monthly Red, Kat

and Blue program that recognized first responders. The station promoted Red, Kat and Blue on-air, online and via social media and encouraged listeners to nominate their family, friends and peers. Winners then received a special visit from on-air personality Hoss Michaels who delivered lunch and did a Facebook Live broadcast to recognize the nominee.

## **BABY DJ HOLIDAY PROGRAM**

**ORLANDO, FL**

XL106.7

The Baby DJ program began over 25 years ago when morning show host Johnny Magic wanted to provide assistance to disadvantaged families in the Central Florida area by providing toys, food, clothing and more. In November, XL106.7 received more than 2,500 letters from local listeners who needed help providing a wonderful holiday experience for their children. The station also promoted the program on-air and online to encourage listeners to donate items and money. Their efforts helped collect \$136,000 in cash donations and more than \$282,000 in toy donations, which helped almost 1,800 families with almost 5,000 children during the holidays.

## **FILL THE FRIDGE**

**ORLANDO, FL**

MAGIC 107.7

In August 2018, Magic 107.7's Chad and Leslye in the Morning partnered with Bravo Supermarkets and Peacock Ford for Fill the Fridge to help local residents in need of groceries. The hosts asked listeners to nominate a family or themselves online

and share why they could use assistance purchasing food items. Once a family was selected, Chad and Leslye delivered \$200 worth of groceries to the family as well as an \$100 Bravo gift certificate to be used for additional household items. In addition, Peacock Ford provided an \$100 American Express Gift Card to help with additional needs for the family. Since its inception, Fill the Fridge has assisted eight families and counting.

### **MONSTERS IN THE MORNING TELETHON** **ORLANDO, FL**

REAL RADIO 104.1

On December 21, Real Radio 104.1 and its Monsters in the Morning show held their fourth annual radio telethon to benefit the Coalition for the Homeless of Central Florida, which provides housing and social services to hundreds of local women, men and children. The 13-hour variety style event, which included The New Junkie and The Jim Colbert Show, was broadcasted from the station's performance studio to allow listeners a chance to visit and donate. Real Radio 104.1's efforts helped raise \$48,000 to aid the coalition's goal of helping families and individuals find their way home with a focus on housing and income.

### **PAY 4 PLAY** **ORLANDO, FL**

101ONE WJRR

101one WJRR hosted its ninth annual Pay for Play event on December 14 to benefit HOPE Helps, Inc., an organization dedicated to preventing and reducing

homelessness in Central Florida. During the event, listeners donated money to the charity and were able to play their favorite songs on the station. In 2018, Pay for Play raised more than \$10,000 for HOPE Helps, Inc., with the proceeds going towards purchasing toys and clothing for those in need in the surrounding communities.

### **PAY YOUR MORTGAGE** **ORLANDO, FL**

RUMBA 100.3

Rumba 100.3 partnered with Home Defense Loan Group to help pay listeners' mortgages throughout December 2018. The station promoted the event on-air, online and via social media and encouraged listeners to submit letters explaining why they needed help. One winner was picked each week and their name was announced on the station's morning show. In December 2018, Rumba 100.3 helped make \$8,000 in mortgage payments for local listeners.



## **CHRISTMAS BEAT BIKE DRIVE**

**ORLANDO, FL**

104.5 THE BEAT

On December 17, 104.5 The Beat held a drive to collect bicycles for children who attend the Dr. James R. Smith Neighborhood Center after school program. The station promoted the event on-air, online and via social media and encouraged listeners to drop off bikes at a local Walmart. The Christmas Beat Bike Drive collected 114 bikes for local children and donated \$400 in Walmart gift cards that was used to purchase clothing for four families in need at the center.

## **STARS AND GUITARS**

**PANAMA CITY, FL**

92.5 WPAP

92.5 WPAP helped promote the annual Stars and Guitars event benefitting the Gulf Coast Children's Advocacy Center. The concert was held on January 21 at the Marina Civic Center in Panama City and featured Country music stars Lee Brice, Charles Kelley from Lady Antebellum, Jerrod Neimann, Maggie Rose and Marty Raybun from Shenendoah. The station promoted the event on-air, online and through social media. In addition, Tess Connell from the Dr. Shane Morning Show and Jason Taylor acted as emcees for the evening, which raised \$40,000 to help abused and neglected children.

## **REAL MEN WEAR PINK**

**PANAMA CITY, FL**

92.5 WPAP

The American Cancer Society's Real Men Wear Pink campaign asks local community leaders to wear pink in October and compete to raise money for cancer research. In 2018, the organization asked Dr. Shane from 92.5 WPAP to participate in the month-long awareness campaign. The station promoted the campaign on-air with mentions and PSAs and their efforts helped raise \$43,000 for the American Cancer Society's mission.

## **PANAMA CITY KIDSFEST**

**PANAMA CITY, FL**

99.3 THE BEAT

Kidsfest is a 24-year-old event that provides children's activities, entertainment, food and vital information for Panama City families. In 2018, 99.3 The Beat promoted the May 19 event on-air and attended the event to encourage listeners to stop by. Panama City KidsFest was attended by 5,000 people, who were able to learn about local services, resources and business catering to families in need.

## **WALK TO END ALZHEIMER'S**

**PANAMA CITY, FL**

SUNNY 98.5

On August 8, Sunny 98.5 joined the Alzheimer's Association for their annual Walk to End Alzheimer's in Panama City. The station promoted the walk on-air, online and via social media and on-air personality served as emcee for the event.

The 2018 Panama City Walk to End Alzheimer's had more than 250 participants and raised more than \$28,000 to help the Alzheimer's Association mission to eliminate Alzheimer's disease through the advancement of research, provide and enhance care and support for all affected and reduce the risk of dementia through the promotion of brain health.

## **PEACE ON THE STREET JAMS**

**PHILADELPHIA, PA**

POWER 99

PEACE ON THE STREET JAMS, 6/23, 7/20, 9/1-16

For the seventh straight year, Power 99 hosted Peace on the Street Jams, three community events designed to promote peace and provide communities with the necessary resources to prevent violence. The station partnered with several local community organizations for the June, July and September events, which all featured speakers, spoken word performers and recording artists. The 2018 Peace on the Street efforts reached 15,000 young people.

## **SISTA STRUT**

**PHILADELPHIA, PA**

WDAS

WDAS held their second annual Sista Strut 3k breast cancer walk on June 16 to raise awareness about breast cancer in minority communities and donations for the American Association for Cancer Research. The station promoted the walk on-air before, during and after the event with a mix of promos, interviews, remote broadcasts and live reports. The 2018 Sista Strut in

Philadelphia was attended by 3,000 people, who helped raise more than \$4,300 for the American Association for Cancer Research.

## #LOVEPUP FAMILY FEST

PHOENIX, AZ

104.7 KISS FM

104.7 KISS FM partnered with the #LovePup Foundation and hosted #LovePup Family Fest on September 28, 2018. The free event was open to the public and featured live music, kid and pet friendly activities and pet adoptions. The eight iHeartMedia Phoenix stations promoted the family-friendly event on-air, online and via social media. The 2018 #LovePup Family Fest raised over \$25,000 for the #LovePup Foundation's dog rescue efforts and found homes for more than 70 local pets.

## MILLION CAN CRUSADE

PHOENIX, AZ

102.5 KNIX

102.5 KNIX's Million Can Crusade started more than ten years ago with the goal of raising one million cans of food to help the St. Vincent De Paul pantry feed local families in need. During the November 2018 month long event, which has become Arizona's largest canned food drive, the station's Barrel Boy was in the community taking food and money donations from families, organizations and corporations. The 2018 campaign collected over 2.3 million cans for St. Vincent De Paul during the holiday season.

## SUSAN G. KOMEN RACE FOR THE CURE PORTLAND, OR

K103

iHeartMedia Portland has served as the radio partner for the local Susan G. Komen Race for the Cure for almost 25 years. Leading up to the September 16 event, K103 ran PSAs, live mentions and interviews with breast cancer survivors. In addition, morning show host Janine Wolf, a breast cancer survivor herself, formed Team Janine for the tenth straight year and participated in the walk. In 2018, Team Janine raised almost \$36,500 to advocate for early detection through screenings and help Susan G. Komen Oregon & Southwest Washington provide resources for treatment, research and education in the fight against breast cancer.

## LEND A HELPING CAN

PORTSMOUTH, NH

100.3 WHEB

On November 15 - 16, 100.3 WHEB aired the 28th annual Lend a Helping Can radiothon to benefit 11 New Hampshire organizations that help to feed the area's needy and homeless. During the two-day live broadcast, the Greg and the Morning Buzz Show auctioned items, offered incentives to those who donated, interviewed guests and had musical performances. In 2018, Lend a Helping Can raised over \$165,000 for those in need.



**RED CROSS INDEPENDENCE  
DAY BLOOD DRIVE**  
**PORTSMOUTH, NH**  
IHEARTMEDIA PORTSMOUTH

Every year, the Red Cross has a blood drive around the Fourth of July when the holiday results in a shortage of donations. All five iHeartMedia Portsmouth stations helped promote the event and their efforts helped collect about 60 pints of blood for local hospitals.

**BLACKSMITH RIDE FOR LIFE**  
**PORTSMOUTH, NH**  
100.3 WHEB

In June of 2015, Rock 101's Greg and the Morning Buzz co-host Andy Davidson succumbed to heart complications after not being able to receive a needed heart transplant. To honor his memory, iHeartMedia Portsmouth has held the Blacksmith Ride For Life motorcycle ride to benefit Donate Life New England and encourage listeners to become organ donors. The station joined 1,000 registered riders for the charity ride through the seacoast in North Hampton on July 28. The 2018 Blacksmith Ride for Life raised over \$25,000 to help Donate Life New England with recruitment efforts. A portion of the proceeds was also donated to the American Heart Association.

**MORNING BUZZ OPEN  
GOLF TOURNAMENT**  
**PORTSMOUTH, NH**  
100.3 WHEB

On June 11, 100.3 WHEB's Greg & the Morning Buzz held their annual Morning Buzz Open Golf Tournament to benefit Lend a Helping Can to benefit local soup kitchens and food pantries. The morning show, which has held a Helping Can radiothon for over 20 years, started their golf tournament in 2017. The station promoted the tournament on-air, online and via social media and their efforts helped raise approximately \$20,000 to feed local residents in need.

**COUNTRY CARES FOR  
ST. JUDE KIDS RADIOTHON**  
**POUGHKEEPSIE, NY**  
COUNTRY 107.3 WRWD

Country 107.3 WRWD held their 28th annual Country Cares for St. Jude Kids radiothon on March 15 and 16, 2018. The station's on-air personalities shared interviews and stories from patients undergoing treatment and hospital caretakers to encourage donations throughout the broadcast. Country 107.3 WRWD raised over \$165,000 for St. Jude Children's Research Hospital during the two-day event.

**COAT DRIVE & HOLIDAY  
KICK OFF**  
**POUGHKEEPSIE, NY**  
Q92

Q92 hosted their 15th annual Coat Drive at Mid-Hudson Subaru and at Rhinebeck Ford. The event kicked off on November 9, when on-air hosts Joe Daily and Michelle Taylor broadcasted live at Mid-Hudson Subaru to encourage listeners to bring new and gently used coats for those in need. The drive continued throughout the holiday season and resulted in more than 2,000 coats being collected and distributed to organizations in Dutchess and Ulster counties.

**STUFF-THE-BUS**  
**POUGHKEEPSIE, NY**  
IHEARTMEDIA HUDSON VALLEY

In 2018, iHeartmedia Poughkeepsie held two Stuff-The-Bus food drives to collect non-perishable food items to be donated to Catholic charities and distributed to Hudson Valley residents. The stations promoted the events on-air, online and via social media. The June 16 event collected over 4,500 pounds of food and 16 cases of water and the event from November 18 – 20 collected almost 22,000 pounds of food, 15 cases of water, five packs of paper products and six cases of diapers.

**MARIA FARERI CHILDREN'S  
HOSPITAL RADIOTHON**  
POUGHKEEPSIE, NY

Q92

Q92 held an all-day radiothon on May 10 to raise money for the Maria Fareri Children's Hospital and their Pediatric Cardiology program. During the morning, the station broadcasted live from the Poughkeepsie Grand Hotel and interviewed children treated at the hospital. The rest of the day was spent broadcasting from the Q92 studio, where they shared additional interviews and took donations. As a result of their efforts, more than \$8,200 was raised to help doctors treat children with heart conditions.

**HOLIDAY TOY DRIVE**  
POUGHKEEPSIE, NY

iHEARTMEDIA HUDSON VALLEY

iHeartMedia Poughkeepsie held their annual holiday drive to benefit the Anderson Center for Autism, Astor Services, Giving Tree and Ulster County Community Action. The stations collected toys for three weeks in November at drop off boxes at local bank branches. On December 1, they brought the donations to the local mall where on-air personalities helped distribute them to local agencies. The 2018 drive collected 9,000 toys for local children to enjoy during the holidays.

**PAUL AND AL'S BIG WOODY  
CHARITY GOLF TOURNAMENT**  
PROVIDENCE, RI

94HJY

For the past 20 years, 94HJY has participated in the Paul and Al's Big Woody Golf Tournament to benefit the Amos House, which helps people help themselves out of homelessness and poverty through vital services and results-oriented programs. The station promoted the tournament on-air, online and via social media, which helped the event raise \$19,000 for the Amos House.

**THANKS-FOR-GIVING FOOD DRIVE**  
PUEBLO, CO

KPHT 95.5

On November 16, KPHT 95.5 partnered with the United Way of Pueblo and Little Caesar's Pizza for their annual Thanks-For-Giving one-day food drive. On-air host Nick Donovan broadcasted live during the drive and encouraged listeners to drop off perishable and non-perishable holiday food items. The drive collected hundreds of pounds of food for Pueblo residents in need right before Thanksgiving.



## **ROCK 'N' ROLL UP YOUR SLEEVES BLOOD DRIVE**

**RALEIGH, NC**

iHEARTMEDIA RALEIGH

iHeartMedia Raleigh stations partnered with the American Red Cross and Crabtree Valley Mall to host three blood drives on January 30, which is a time of year when blood donations are low. All five stations promoted the drive on-air, online and via social media to encourage listeners to give blood. Their efforts helped the Rock 'n' Roll Up Your Sleeves Blood Drive to collect approximately 190 units of blood to aid the American Red Cross' efforts during critical times of need.

## **BOB'S BUDDIES RADIOTHON**

**RALEIGH, NC**

6105

G105's morning show, Bob and The Showgram, hosted the 11th annual Bob's Buddies Radiothon on November 21 to benefit the Pediatric Brain Tumor Foundation. The radiothon was created after morning show host, Bob Dumas, was diagnosed with cancerous brain tumors years ago and made it his life mission to help children facing the same diagnosis. The 2018 Bob's Buddies Radiothon raised \$250,000 to go towards the Pediatric Brain Tumor Foundation's research programs.

## **COUNTRY CARES FOR ST. JUDE KIDS RADIOTHON**

**RALEIGH, NC**

B93.9

On December 6 and 7, B93.9 hosted their second Country Cares for St. Jude Kids Radiothon to raise money

for childhood cancer and pediatric disease treatment. During the event, B93.9 personalities shared stories and interviews and encouraged listeners to join in the fight against childhood cancer. In 2018, B93.9's radiothon to benefit St. Jude Children's Research Hospital raised \$109,741, which was a \$30,000 increase over the previous year.

## **TRANS-SIBERIAN ORCHESTRA**

**RALEIGH, NC**

100.7 WRDU

100.7 WRDU partnered with Trans-Siberian Orchestra, which donates \$1 from every concert ticket sold to local charities, to help SAFEchild, a nonprofit organization aimed at eliminating child abuse in Wake County. The station spent four months promoting the December 12 concert on-air, online and via social media to encourage listeners to buy tickets. Their efforts helped raise almost \$10,500 for SAFEchild and preventing child abuse and neglect.

## **LANEY'S LEGACY OF HOPE RADIOTHON**

**READING/LANCASTER, PA**

Y102

On August 8 - 9, Y102 held a radiothon to benefit Laney's Legacy of Hope, a non-profit organization that helps families fight the battle against cancer. During the fundraiser, Y102's morning show hosts invited the board of Laney's Legacy of Hope to the studio to share stories about local children who are fighting pediatric cancers to help raise money and awareness of the issues these families face. Over the two days, the radiothon raised \$44,000 for medical research and assistance for

local fighter families who are dealing with the effects of pediatric cancers every day.

## **STUFF A BUGGY**

**READING/LANCASTER, PA**

FM97 WLAN

FM97 WLAN and Water Street Ministries hosted their seventh annual Stuff-A-Buggy food drive on November 17, 2018. The station promoted the food drive on-air and online to inform listeners about the most needed items. FM97 WLAN also broadcasted live from the donation site to encourage listeners to donate and fill an Amish buggy with non-perishable food items. In 2018, the event collected 880 pounds of food for Water Street Ministries.

## **PROMESA Y ESPERANZA RADIOTHON**

**READING/LANCASTER, PA**

RUMBA 92.3 FM & 1340 AM

Rumba stations in Reading and Lancaster held their third Promesa y Esperanza radiothon to benefit St. Jude Children's Research Hospital on March 8 - 9. During the two-day event, on-air personality Cesar shared stories of the hospital's lifesaving work and featured local patients and families from across the Reading and Lancaster communities. The Promesa y Esperanza radiothon raised over \$33,000 to support medical treatment and research for childhood cancer.

## COVER THE IE COLLECTION DRIVE RIVERSIDE/SAN BERNADINO, CA

99.1 KGGI

On December 1 and 2, 99.1 KGGI hosted their third annual Cover The IE Collection Drive to benefit Water of Life Community Church's CityLink ministry, which provides a variety of services for local residents in need. During the live broadcast, the station encouraged listeners to donate gently used clothing, blankets, new personal hygiene products and more. In 2018, the Cover The IE Collection Drive collected 1,500 items for the Water of Life Community Church.

## HI FIVE CHALLENGE ROANOKE/LYNCHBURG, VA

NEW COUNTRY 107.9

New Country 107.9 Program Director Scott Stevens spent 24 straight hours in July trying to break a world record for high fives to raise awareness for the American Foundation of Suicide Prevention. Stevens stood outside a Salem Fair with an official "slap counter" while American Foundation of Suicide Prevention staff spoke to passersby about preventing suicide and the importance of reaching out to help those who are considering taking their own lives. Although Steven did not break the world record of 14,507 hi-fives, he did slap over 9,000 hands.

## TOYS FOR TOTS ROCHESTER, MN

LASER 101.7

On December 5, Laser 101.7 joined the U.S. Marine Corps for their annual Toys for Tots donation drive. Program Director and afternoon personality "Big" Mark Clark

served as a coordinator for the drive, which the station promoted with live broadcasts, online and via social media to encourage listeners to drop off a toy for a Southeast Minnesota child to open on Christmas. Their efforts helped collect almost 19,500 toys and help almost 9,000 children in six counties have a great holiday.

## HEART WALK & RUN ROCHESTER, NY

RADIO 95.1

Radio 95.1 supported the American Heart Association's annual Heart Walk & Run on April 14. The station promoted the event on-air, online and via social media and encouraged listeners to sign up to raise awareness about heart disease and stroke. Radio 95.1 raised \$5,000 for the event and their promotional efforts helped lead to more than 4,000 registered participants. In all, the 2018 Heart Walk & Run raised more than \$700,000 for the American Heart Association.

## COUNTRY CARES FOR ST. JUDE KIDS RADIOTHON

SALISBURY, MD

FROGGY 99.9

Froggy 99.9 hosted its third annual Country Cares for St. Jude Kids Radiothon on February 15 and 16, 2018. Local morning show personalities Whiskey & Randy broadcasted the entire 26-hour radiothon sharing patient stories, interviewing local parents and families and encouraging the Delmarva community to become a Partner In Hope. The two-day radiothon raised almost \$72,000 for St. Jude, bringing the station's three-year radiothon total to over \$200,000.



## **COUNTRY CARES CORNHOLE TOURNAMENT** **SALISBURY, MD**

FROGGY 99.9

On April 21, Froggy 99.9 partnered with the Salisbury Elks Lodge #817 for their inaugural Country Cares Cornhole Tournament to benefit St. Jude Children's Research Hospital. Station on-air personalities Whiskey & Randy served as emcees for the event, which featured a local cover band, a silent auction and a double elimination tournament for teams of two players. The first Country Cares Cornhole Tournament raised approximately \$10,000 to help St. Jude treat the toughest pediatric diseases and cancer.

## **MILES FOR MILITARY** **SALISBURY, MD**

IHEARTMEDIA DELAWARE

iHeartMedia Delaware hosted their 14th annual Miles For Military motorcycle ride to benefit Operation We Care, a local non-profit supporting military and law enforcement efforts. The stations promoted the August 25 rides to Dover Air Force Base on-air and encouraged listeners to attend and enjoy the event's lunch and live entertainment. In 2018, a record 206 riders and passengers on 152 bikes participated in the event, which raised almost \$4,000 for Miles For Military.

## **TRICK-OR-TREAT STREET** **SALISBURY, MD**

IHEARTMEDIA DELMARVA

For twelve years, iHeartMedia Delmarva stations have partnered with local

businesses to provide a safe and free trick-or-treating experience for local children and families. On October 21, Trick or Treat Street was held on the property of local Baltimore Orioles affiliate the Delmarva Shorebirds and attracted over 3,000 community members. The free event also offered a trick-or-treating area, games and other family-friendly activities for local residents.

## **1200 WOAI ELF LOUISE** **CHRISTMAS PROJECT RADIOTHON** **SAN ANTONIO, TX**

NEWS RADIO 1200 WOAI

News Radio 1200 WOAI partnered with the North Star Mall on November 30 and December 1 for a radiothon and online auction to benefit the Elf Louise Christmas Project, a local nonprofit organization that purchases and delivers toys during the holiday season to Bexar County's less fortunate children. The station promoted the two-day broadcast on-air and online and encouraged listeners to donate. Their efforts helped collect almost \$210,000, which provided presents for more than 25,000 children.

## **KRAMER & GEENA'S BIG** **THANK YOU TO OUR TROOPS** **SAN DIEGO, CA**

CHANNEL 93.3

During the 2018 holiday season, Channel 93.3 morning show hosts Kramer & Geena held their second letter writing campaign for the over thousands of service members deployed overseas. During the four-week campaign, the hosts encouraged

listeners to write thank you letters for U.S. military members. Their efforts resulted in more than 45,000 letters and cards being collected and sent to service members stationed outside the U.S.

## **SANA CLAUS TOY AND FOOD DRIVE** **SAN FRANCISCO/SAN JOSE, CA**

106 KMEL

106 KMEL hosted their sixth annual Sana Claus Toy and Food Drive on December 12 to benefit the Alameda County Food Bank and the Alameda County Fire Department's Toy Program. The station promoted the drive on-air and via social media. During the live broadcast, the Sana G Morning Show helped collect two van loads of toys, the equivalent of a little over 1,500 toys to help families in need during the holiday season as well as those rebuilding following natural disasters or home fires.

## **WREATHS ACROSS AMERICA** **SARASOTA/BRADENTON/VENICE, FL**

92.1 CTQ

National Wreaths Across America Day is a December 15, 2018 coordinated wreath-laying ceremony at Arlington National Cemetery, as well as at more than 1,400 additional locations in all 50 U.S. states, at sea and abroad to remember the fallen, honor those that serve and their families and teach the next generation about the value of freedom. For the sixth year, 92.1 CTQ morning show hosts Maverick and Lulu help spearhead the local Wreaths Across America wreath drive. Both Maverick and Lulu's fathers have been laid to rest in the Sarasota

National Cemetery. The station promoted the event on-air and online to help ensure a wreath was placed on the headstone of the over 10,000 heroes laid to rest at the Sarasota National Cemetery.

**PANHANDLING FOR  
THE PANHANDLE**  
SARASOTA/BRADENTON/VENICE, FL  
IHEARTMEDIA SARASOTA

On October 15 and 16, iHeartMedia Sarasota stations banded together to raise money to help victims of Hurricane Michael, which devastated the Florida panhandle earlier in the month. During the donation drive, iHeartRadio Sarasota personalities including Jones and Company and Maverick and Lulu in the Morning panhandled for donations at select intersections across the Suncoast. Their efforts helped raise over \$10,000, which was donated directly to the American Red Cross.

**HOUSE OF PROM**  
SAVANNAH, GA  
97.3 KISSFM

House of Prom is 97.3 KISSFM's annual prom dress drive for teenaged girls who cannot afford the high cost of purchasing brand new dresses. In 2018, the station collected new and gently used prom, bridesmaid and evening gowns from listeners via two donation locations. On March 3, 97.3 KISS FM had a one-day dress sale and sold each donated dress for

\$9.73. The 2018 House of Prom event sold more than 200 dresses and collected a record-breaking \$2,000, which the station donated to the Savannah Rape Crisis Center.

**CHRISTMAS WISH**  
SAVANNAH, GA  
98.7 THE RIVER

98.7 The River hosted its 20th annual Christmas Wish campaign to award local families with loved ones undergoing cancer treatment with holiday gifts. During the ten-week campaign, the station shared letters from nurses and staff at Dwaine & Cynthia Willett Children's Hospital of Savannah who nominated families unable to experience the joy of the holiday because of the financial expenses of cancer. In 2018, the Christmas Wish campaign raised \$40,000 for 10 local families to help with rent, medical equipment and more.

**STEVE HARVEY TURKEY GIVEAWAY**  
SAVANNAH, GA  
LOVE 101.1

On November 20, Love 101.1 partnered with The Steve and Marjorie Harvey Foundation to provide turkeys to families in need for Thanksgiving. The station promoted the giveaway on-air and online and their efforts helped provide turkey dinners to 100 people in the Savannah area.



## **HOMETOWN HANGAR BENEFITING NORTHWEST LITERACY SEATTLE, WA**

SPORTS RADIO 950 KJR AM

Sports Radio 950 KJR AM teamed up with other iHeartMedia Seattle stations to host an outdoor tailgate before every home Seahawks game and raise money for Northwest Literacy. The foundation works to enhance youth literacy in the Pacific Northwest by providing literature and resources to underserved communities. The stations promoted the free events on-air, online and via social media to encourage listeners to attend. The Hometown Hangar events raised more than \$6,300 through food and beverage sales for Northwest Literacy.

## **BASE 2 SPACE SEATTLE, WA**

95.7 THE JET

Seattle's Space Needle is one of the most recognizable landmarks in the world and has 832 steps. On September 30, 95.7 The Jet supported the Base 2 Space Stair Climb to raise money for the Fred Hutchinson Cancer Research Center and the Space Needle Foundation. The station promoted the stair climb on-air, online and via social media and their efforts helped the event attract more than 4,000 participants and raise almost \$765,000 for life-saving cancer research.

## **SEATTLE AUTISM SPEAKS WALK SEATTLE, WA**

96.5 JACK-FM

96.5 JACK-FM was the media partner for the Seattle Autism Speaks Walk at the Seattle Center on September 22. The station's on-air host Lee Callahan helped promote the event for four weeks and encouraged listeners to register for the walk. During the event, the station provided music and Callahan served as emcee. Their efforts helped raise almost \$150,000 for autism research, awareness and advocacy.

## **MAC MILLER CELEBRATION OF LIFE FUNDRAISER SEATTLE, WA**

KUBE 93.3

On September 7, noted rapper Mac Miller passed away at the age of 26. He was scheduled to perform a concert in Seattle on December 9. KUBE 93.3 hosted a Celebration of Life party to honor the musician and raise money for MusiCares, a nonprofit organization that provides critical assistance, services and resources for music people in times of need. 700 people attended the sold-out event, which raised more than \$2,000 for MusiCares.

## **ONE BIG KISS AT THE WATER PARK SEATTLE, WA**

106.1 KISS FM

On June 12, 106.1 KISS FM held their seventh annual One Big KISS at the Water Park event to raise money for the Seattle Children's Hospital. The event included a special ticket price and \$5 from each ticket

sold was donated to the hospital. During the event, station on-air personalities interacted with listeners while at the park. The 2018 One Big Kiss raised more than \$20,000 for the Seattle Children's Hospital

## **ROCK THE HARVEST SEATTLE, WA**

102.5 KZOK

102.5 KZOK hosted their 21st annual Rock the Harvest event on November 1 to benefit Northwest Harvest, a statewide hunger relief agency. During the 12-hour broadcast, the station asked listeners for \$102.50 to feed a family of four for one month. The 2018 Rock the Harvest raised more than \$130,000, which would help Northwest Harvest feed 400,000 families. Since its inception, Rock the Harvest has raised more than \$1 million for the agency.

## **EASTER EGG HUNT SPOKANE, WA**

KISS 98.1

On March 31, KISS 98.1 partnered with One Heart Spokane for an annual Easter Egg hunt at Spokane Community College for local children. The station promoted the free event on-air, online and via social media to encourage families to attend the event. Their Easter Egg hunt was attended by 6,000 residents, who helped find over 13,000 eggs.

## SHARE THE LIGHT SPRINGFIELD, MO

ALICE 95.5

Alice 95.5 created the Share The Light campaign to raise awareness and funds for Project Share, a local fund dispersed by OACAC to assist families unable to pay their utility bills during the winter. On December 15, the station broadcasted live for 12 hours in front of the station and encouraged listeners to purchase Christmas-themed red and green light bulbs for the program. The station's efforts raised over \$20,000 to help local families in need with their utility and heating bills.

## ST. BALDRICK'S FOUNDATION FUNDRAISER ST. LOUIS, MO

103.3 KLOU

On March 10, 103.3 KLOU sponsored the St. Baldrick's Foundation's annual fundraiser that asks St. Louis residents to shave their heads to raise awareness and funds for childhood cancer research. As part of their promotional efforts, the station conducted an interview and ran promos to encourage listeners to donate to on-air morning personality Bill Greenwood's team. The St. Louis fundraiser raised more than \$600,000, making it one of the top 5 fundraising locations for St. Baldrick's in 2018.

## SISTA STRUT ST. LOUIS, MO

HALLELUJAH 1600, MAJIC 103.7 AND 100.3 THE BEAT

For the last nine years, Sista Strut and iHeartMedia St. Louis have joined forces to increase awareness throughout the

African American community about how cancer affects them. Radio stations promoted the 2018 Sista Strut Breast Cancer Walk on-air, online and via social media for weeks to encourage local listeners to attend the event on October 6. Their efforts helped raise almost \$30,000 and drew about 8,000 attendees from the community. Benefiting organizations included The Breakfast Club Foundation, The Pink Angels, Siteman Cancer Center, Mercy Health Foundation and St. Mary's Health Center.

## THE OPIOID ABUSE EPIDEMIC TOWN HALL SUSSEX, NJ

103.7 NNJ, 102.3 WSUS & MAX 106-3

On January 20, 2018, 103.7 NNJ, 102.3 WSUS and MAX 106-3 broadcasted a two-hour Opioid Abuse Epidemic Town Hall on the opioid crisis and its impact on northern New Jersey residents. The broadcast featured local medical, rehabilitation and law enforcement experts, State Senator Steven Oroho and was moderated by Sussex County Chamber of Commerce president Tammie Horsfeld. In addition to raising awareness, the town hall shared information on medical and rehabilitative resources in the area with the live and broadcast audience.



**MARY NELSON YOUTH DAY BBQ**  
**SYRACUSE, NY**  
POWER 620

For the past 13 years, the Mary Nelson Youth Day BBQ has been an annual event that collects backpacks and school supplies for Central New York students in need. Power 620 supported the donation drive on-air and online to encourage listeners to attend the August 18 block party and donate much needed supplies. Their efforts helped the Mary Nelson Youth Center collect more than 20,000 backpacks filled with school supplies for local students.

**UPSTATE GOLISANO CHILDREN'S HOSPITAL RADIOTHON FOR KIDS**  
**SYRACUSE, NY**  
B104.7, Y94 & NEWSRADIO 570 WSYR

On February 28 and March 1, iHeartMedia Syracuse stations partnered with the Upstate Golisano Children's Hospital and local television stations, WSTM and WTVH, for their annual radiothon to help the hospital provide care for more than 100,000 children every year. The stations broadcasted live from the hospital's lobby to highlight specific needs for the hospital, share patient stories and encourage people to donate to the hospital. Their combined efforts raised a record breaking over \$250,000 to help fund programs and purchase equipment for Central New York's sick and injured children.

**HURRICANE MICHAEL COVERAGE AND RELIEF**  
**TALLAHASSEE, FL**  
IHEARTMEDIA TALLAHASSEE

When Hurricane Michael devastated areas of northern Florida in October 2018, iHeartMedia Tallahassee stations stayed on-air and simulcasted updates, safety instructions and more. After the storm, the stations partnered with a local attorney, local clients and several charitable organizations including the Salvation Army and the Second Harvest Food Bank to provide relief supplies for residents in towns most affected by the hurricane.

**FLORIDA CHILDREN'S WEEK AND SENIOR DAY AT THE CAPITOL**  
**TALLAHASSEE, FL**  
100.7 WFLA & 94.9 TNT

For the past several years, 94.9 TNT and 100.7 WFLA have partnered with the United Way of Florida for Children's Week and Senior Day at Florida's Capitol. During the Children's Week event on January 23, 94.9 TNT broadcasted live and interviewed key figures at the Capitol. The next day, 100.7 WFLA did their own live broadcast in honor of Senior's Day. The stations' efforts, which also included PSAs and online promotion, helped share how lawmakers are working to pass legislation to help Florida children and seniors thrive in their communities.

**TALLAHASSEE MAGAZINE'S TOP SINGLES**  
**TALLAHASSEE, FL**  
94.9 TNT & 107.1 KISS FM

In 2018, 107.1 KISS FM and 94.9 TNT were the exclusive media partner for Tallahassee Magazine's Top Singles, which asks local bachelorettes and bachelors to raise money for 19 local charities. The station promoted the event on-air, online and via social media and encouraged listeners to attend the fundraiser's final event, a party and live auction July 14. The stations' efforts helped raise more than \$123,000, which was a record for the Tallahassee Magazine's Top Singles.

**ST. JUDE WALK/RUN**  
**TALLAHASSEE, FL**  
94.9 TNT & 100.7 WFLA

For the fourth year, 94.9 TNT and 100.7 WFLA were the official radio partners for the St. Jude Walk/Run on September 15, 2018. The stations promoted the walk/run on-air and encouraged listeners to join the iHeartMedia Tallahassee walk team. During the event, 100.7 WFLA's David Allen served as the emcee and their efforts raised \$60,000 for the St. Jude Children's Research Hospital.

**CARDS FOR A CURE**  
**TALLAHASSEE, FL**  
IHEARTMEDIA TALLAHASSEE

iHeartMedia Tallahassee's five radio stations served as the media partners for Cards for a Cure, Tallahassee's annual fall

event on October 6 that honored a local member of the Tallahassee community who has shown courage and valor in their fight against breast cancer. The stations promoted Cards for a Cure on-air, online and via social media and their efforts helped the event raise more than \$50,000 for the Tallahassee Memorial Cancer Center.

### **STONE CRAB FEST TALLAHASSEE, FL**

IHEARTMEDIA TALLAHASSEE

On November 2, iHeartMedia Tallahassee helped promote Stone Crab Fest to benefit the Ronald McDonald House Charities of Tallahassee. The stations promoted the benefit on-air, online and via social media and their efforts helped the annual event sell-out. In 2018, Stone Crab Fest raised \$125,000 to help raise awareness and funding to benefit children in medical crisis.

### **TALLAHASSEE WALK TO END ALZHEIMER'S TALLAHASSEE, FL**

IHEARTMEDIA TALLAHASSEE

In 2018, Tallahassee joined more than 600 communities nationwide and hosted an Alzheimer's Walk to benefit the Alzheimer's Association. iHeartMedia Tallahassee stations served as the media sponsor for the walk on November 10 and promoted the annual event on-air, online and via social media. Their efforts helped raise almost \$64,000 to raise awareness for Alzheimer's care, support and research.

### **FIESTA DE REYES CELEBRATION AND TOY DRIVE**

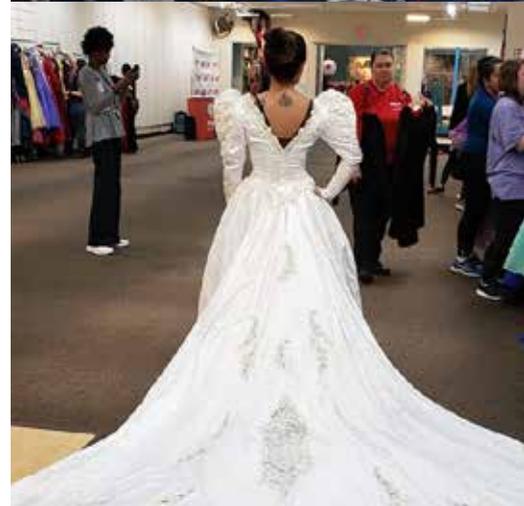
**TAMPA, FL**  
RUMBA 106.5

RUMBA 106.5 held their third annual Fiesta de Reyes celebration and toy drive on January 7 to support the Missions of Miracles Foundation, which was created after Hurricane Maria devastated the island of Puerto Rico in 2017. The station's promotion efforts included PSAs and interviews and RUMBA 106.5 also collected and donated toys for the Toy Drive at the Fiesta de Reyes. During the event, local children were able to tell the Three Kings their wishes for the new year and receive a gift. As a result of RUMBA 106.5's efforts, 500 toys were collected and given to local children.

### **TUCSON KIDSFEST TUCSON, AZ**

MY 92.9

For the second straight year, iHeartMedia Tucson and My 92.9 hosted the 2018 Tucson Kidsfest, which is the largest family event in the Tucson area. My 92.9 broadcasted live from the June 23 and 24 event, which featured kid-friendly activities including the TNT Slam Dunk Show, a dinosaur encounter, game trucks, inflatables, carnival rides and appearances by Disney Channel guest stars Karan Brar and Sofia Wylie. In 2018, thousands of families enjoyed the fun and safe community festival.



## PRIDE FEST

TUCSON, AZ

93.7 KRQ & MY 92.9

iHeartMedia Tucson stations 93.7 KRQ and My 92.9 joined the Tucson Lesbian and Gay Alliance, which is commonly known as Tucson Pride, for their annual Pride Fest on September 29, 2018. The station promoted Pride Fest on-air and via social media to encourage listeners to attend. In addition, Cyndi from My 92.9's Cyndi & Chris in the Morning was onsite at Pride Fest the entire weekend to show support for Tucson Pride's mission to unify, celebrate and strengthen the LGBTQA+ Community of Southern Arizona through advocacy, education, leadership and support.

## #LOVEPUP FAMILY FEST

TUCSON, AZ

93.7 KRQ

93.7 KRQ hosted their first #LovePup Family Fest to benefit the #LovePup, a nonprofit dog rescue foundation that encourages people to adopt pets from local shelters. The organization was co-founded by the Johnjay and Rich show's Johnjay Van Es and Blake Van Es. The station promoted the festival on-air and via social media to encourage listeners to attend the festival, which featured a performance by In Real Life, and donate pet friendly items including dog treats and puppy pads. As a result of their efforts, 93.7's first #LovePup Family Fest helped more than 50 dogs find new homes.

## SALVATION ARMY ANGEL TREE

TULSA, OK

106.1 THE TWISTER

In November 2018, 106.1 The Twister supported the Salvation Army's Angel Tree program. As part of the program, children and elderly adults in need place their holiday wish lists on an Angel Tree and the public "adopts" them to make those wishes come true. The station promoted the opportunity to give back online and on air, including a two hour remote broadcast during the Angel Tree kickoff event on November 10. Their efforts helped more than 5,700 children and senior citizens receive gifts during the holiday season.

## CHILDREN'S MIRACLE NETWORK AND LEBONHEUR CHILDREN'S HOSPITAL RADIOTHON

TUPELO, MS

WIZARD 106.7

On September 28, Wizard 106.7 hosted their annual radiothon to benefit LeBonheur Children's Hospital, which is part of the Children's Miracle Network. During the live two-day broadcast, the station shared both the organization's and patient's stories through vignettes and interviews to encourage listeners to donate and become Miracle Markers. The radiothon raised almost \$65,000 in 2018 and has raised over \$500,000 for Children's Miracle Network over the past 10 years.

## HOUSE OF PROM

TUSCALOOSA, AL

94.1 ZBQ & 98 TXT

94.1 ZBQ joined sister station 98 TXT for the eighth annual House of Prom on February 9 to help local teenagers purchase a dress for Prom. During the event, the teenagers were able to purchase a gently-used prom dresses for just \$10 and all proceeds benefitted Turning Point of West Alabama, which provides comprehensive quality services to primary and secondary victims of domestic violence and sexual assault. As a result of 98 TXT and 94.1 ZBQ's efforts, just under \$3,000 was provided for Turning Point.

## THE KANE SHOW FLIGHT TO THE NORTH POLE

WASHINGTON, DC/BALTIMORE, MD

HOT 99.5

HOT 99.5 partnered with Able Forces on December 2 for their fourth annual The Kane Show Flight to the North Pole for military families. For the event, on-air personalities from The Kane Show and HOT 99.5 staff transformed the Chantilly Air airport hangar into the North Pole for a group of children and their parents. The families boarded a plane at the hangar headed to the "North Pole," where they met Santa Claus, hung out with the HOT 99.5 on-air team, opened presents and made ornaments for the Christmas trees at the North Pole.

## ST. JUDE DREAM HOME GIVEAWAY WACO/KILLEEN, TX

WACO 100

In May, Waco 100 supported St. Jude Children's Hospital for their Waco Dream Home Giveaway, which raffled a Waco-area home to raise money for St. Jude's life-saving pediatric cancer research and treatment. The giveaway was part of a special St. Jude week at the station that included the Country Cares for St. Jude Kids Radiothon. For the giveaway, local builders partnered to donate time and materials to build the new home. Waco 100 promoted it on-air, online and via social media to encourage listeners to purchase tickets. The station's efforts resulted in more than \$700,000 being raised for St. Jude as well as an additional more than \$120,000 collected during the radiothon.

## FEED WORCESTER COUNTY FOOD DRIVE WORCESTER, MA

96-1 SRS

In December, 96-1 SRS held their 26th annual Feed Worcester County Food Drive to benefit the Worcester County Food Bank. The four-day event was hosted by the station's morning show personalities Suzanne & Greg in the Morning, who broadcasted from a local food chain and encouraged listeners to drop off items such as oatmeal, pasta and canned fruits and vegetables. The station's efforts helped raise more than \$60,000 in donations and over three tons of non-perishable food items for the food bank.







