



2024 IMPACT REPORT

 **iHeartMedia**



EXECUTIVE LETTER

At iHeart, **serving all of our communities** is at the heart of everything we do. Our company’s mission, and that of every member of the iHeart team, is to provide the **support, information and trusted companionship** that our listeners depend on every day.

Our local presence in hundreds of thousands of neighborhoods across America enables us to respond to the **unique challenges and needs** of each of the communities we serve. From local business support to school fundraising, beach cleanups, food drives, summer meal programs, the radiothons that provide much-needed support to children’s hospitals nationwide, and so many more, our local teams are dedicated to helping the communities they live in by **enriching the lives of individuals, children and families** through fundraising, music, information and resources – and, most importantly, the **deep personal connection** that iHeart’s broadcast radio stations and our personalities bring our listeners.

Radio also plays a **vital and irreplaceable role** in our communities in times of crisis. When disasters strike,

our stations serve as **trusted, real-time lifelines**, delivering lifesaving information, connecting people with emergency services and mobilizing relief efforts quickly and effectively.

This year we saw first-hand **the importance and impact of radio** on the lives of our listeners during times of crisis and disaster, including in Asheville, NC, when our stations played a crucial role in **keeping residents informed, safe and connected** during and after the devastation of Hurricane Helene; in Florida, before, during and after Hurricane Milton made landfall, when **all iHeart stations in Florida provided extensive coverage**, including the most up-to-date forecasts and warnings on the storm’s progression; life-saving evacuation instructions; emergency information and more; in Los Angeles, when **all iHeart stations in Los Angeles** delivered life-saving coverage as fast-moving wildfires swept across the city in one of the worst disasters in California history; and **across Nebraska, Iowa and Oklahoma**, when tornadoes wreaked havoc and our teams sprang into action to provide **special reports, emergency information and wall-to-wall coverage**,

before the storms struck and through the cleanup and aftermath. **The power of broadcast radio** enabled our teams on the ground to **connect and serve their communities** when they needed it most – and when cellphones, the internet and other services fail, **radio is there**.

In 2024, our company-wide social impact media investment equaled **over \$287 million** donated to nearly 2,000 local and national nonprofit organizations focused on families and society; education and literacy; health and wellness; the environment; music and arts; and disaster response and relief. Over the last 14 years, **we have donated \$3 billion** to hundreds of thousands of organizations that are helping to meet the specific needs of our communities.

We could not be prouder of the impact that our iHeart teams have on the people and communities they serve, and our annual iHeart Community Impact Report offers a meaningful opportunity for us to thank them for their **commitment and dedication to our shared mission**.



BOB PITTMAN
CHAIRMAN & CEO,
iHEARTMEDIA



RICH BRESSLER
PRESIDENT, COO & CFO, iHEARTMEDIA:
CEO MULTIPLATFORM GROUP





OUR MISSION

At iHeart, our mission is **to give everyone in America a friend who is there anytime, anywhere**, a mission that is never more important when our communities need us the most – during times of disaster, crisis and need. **We use the power of audio, trusted voices and companionship** to create the kind of **human connection and engaged relationships** that are so important in a world that can seem fragmented and isolating.

Serving all of our communities across America is the core of what we do, and we place great emphasis on serving the neighborhoods and communities in which we all live and work through **all of our diverse platforms and assets** – broadcast, digital, podcasts, personalities, influencers, social, live events and more. iHeartMedia is dedicated to inspiring and creating the kind of relationships and positive change that **improve the lives of others**.

ABOUT iHEARTMEDIA

Our responsibility begins with broadcast radio: We are available free over the air to all.

As the number one audio company in the U.S., and the largest broadcast radio company, the most important responsibility we have is to the communities we serve.

Our purpose is to change the world through the power of audio, using our multiple platforms and diverse content to connect people through

companionship, compelling storytelling and service to our communities.

We are committed to cultivating and fostering engagement at every level of our company to ensure that we reflect our broad audiences across the many communities in which we live and work.

Broadcast radio is the most trusted medium in America – and iHeartMedia is the most trusted radio company. Four out of five Americans trust the opinions and perspectives of their favorite radio

DJ/personality, and Americans believe radio is two times more trustworthy than social media.

As the nation's largest broadcast radio company, our focus on targeted local programming and the deep connection our on-air personalities have with their listeners has led to iHeartRadio being considered the most trusted name in radio.



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UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS FRAMEWORK

Many of iHeart’s focus areas help further the United Nations Sustainable Development Goals (SDGs), which are part of the UN’s 2030 Agenda for Sustainable Development. Since 2023, 100% of our national media grants align with the UN’s SDG

framework. Throughout this report you will find the below SDG icons assigned to many of our campaigns and initiatives, identifying iHeart’s contributions toward reaching these world goals.



COMMITMENT TO COMMUNITY

The company’s local and national campaigns primarily fall into the categories that have the greatest impact on the communities we serve:



**FAMILY &
SOCIAL IMPACT**



**EDUCATION
& LITERACY**



**HEALTH
& WELLNESS**



**MUSIC
& ARTS**



ENVIRONMENTAL



**DISASTER
RESPONSE**

FAMILY & SOCIAL IMPACT

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

EDUCATION & LITERACY

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

HEALTH & WELLNESS

iHeartMedia works with an array of health-related organizations to bring attention to a broad spectrum of key health issues while promoting the

importance of living an active and safe lifestyle. By addressing specific issues afflicting the U.S. population, iHeartMedia hopes to improve the overall physical, mental and social wellbeing of its listeners, employees and others in the community.

MUSIC & ARTS

iHeartMedia recognizes the power of inspiring creativity and is committed to encouraging communities to embrace artistic development within their own neighborhoods. The company emphasizes the importance of art and music education and the benefits of fostering imagination through an array of local and national programs, with the mission to improve and increase access to the arts across the United States.

ENVIRONMENTAL

iHeartMedia continually looks for ways to rally the communities it serves

to protect the environment and to conserve energy and natural resources. From Public Service Announcements (PSAs) to local long-form shows and live events, local radio stations use their platforms to inform and educate their audiences and incite action.

DISASTER RESPONSE

iHeartMedia plays a critically important role in its communities when disasters or traumatic events occur. During these times of crisis, iHeartMedia is essential to the lives of local residents. iHeartMedia’s broadcast and digital platforms often serve as the sole information source for disrupted areas – providing news, support, companionship and critical information on everything from storm updates and evacuation routes to food banks, rescue efforts, medical care and health safety guidelines.



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RESPONDING TO CRISIS

Every year, local communities in which iHeartMedia employees live and work are impacted by unexpected local crises as well as the domestic effects of global turmoil, natural disasters and terrorism. From gun violence and mental health disorders to social tensions and growing suicide rates in communities across the U.S., iHeartMedia stations are always prepared to respond immediately to crises impacting their listeners.

iHeartMedia employees across America are committed to supporting their communities and providing essential services that often save lives. iHeart's dedicated employees are regularly on the front lines of both local and national crises and serve as a helping hand and a calming voice during moments of chaos — always working to ensure that their communities, and their neighbors, feel connected and informed.



DISASTER ASSISTANCE & RESPONSE PLAN

During times of crisis, iHeartMedia is essential to the lives of local residents in communities across America. Our broadcast and digital platforms often serve as the sole information sources for disrupted areas — providing local news and critical information on everything from storm updates and evacuation routes to food banks, rescue and medical care. Because the ability to broadcast in times of emergency is a vitally 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 our stations can stay on the air, delivering critical news, updates and information to impacted areas during the most damaging hurricanes, floods, wildfires and other natural disasters. We are dedicated to continually improving our innovative procedures around disaster response efforts enabling our stations to be ready to react at all times, and to continue to serve the listeners and communities that depend on us.





FIRST INFORMERS: iHEARTMEDIA EMERGENCY RESPONSE TEAM

iHeartMedia has forged a deep ongoing partnership with the Federal Emergency Management Agency (FEMA), which recognizes that in times of emergency there is no more reliable source of information than local radio broadcasters. Pursuant to the federal Securing Access to Networks in Disaster Act (SANDy), which helps ensure the resiliency of the nation's communications networks during emergencies, 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 – monitors operations and coordinates emergency planning and response for the company's 860+ radio stations across the U.S. to ensure that we can serve our local communities even in the most dire circumstances.





LOCAL AND NATIONWIDE EMERGENCY ALERT & 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, and as a result covers most of the United States at night with these strong signals.

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 teams' efforts during disasters truly highlight the commitment of our people and our

company to the communities they serve, and 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 supports iHeartMedia employees who require assistance as the result of a declared natural disaster, such as a tornado, flood, earthquake or hurricane.





2024 NEWS EVENTS

When natural disasters or traumatic man-made events occur, iHeartMedia stations do everything in their power to not only deliver comprehensive news coverage and relay key messages to listeners, but to mobilize listeners to action by donating to appropriate relief efforts that will aid those affected. 2024 was once again an extraordinary year for weather and climate events

in the U.S. According to NOAA's National Centers for Environmental Information (NCEI), in 2024, the U.S. experienced 27 weather/climate disaster events with losses exceeding \$1 billion in each instance, nearly matching 2023's record 28 events.

2024'S BILLION-DOLLAR DISASTERS

11 SEVERE WEATHER/HAIL EVENTS

6 TORNADO OUTBREAKS

5 TROPICAL CYCLONES

Beryl, Debby, Francine, Helene and Milton – the final two were the costliest U.S. disasters of 2024

2 WINTER STORM/COLD WAVE EVENTS

1 WILDFIRE EVENT

South Fork Fire in New Mexico

1 DROUGHT AND HEAT WAVE EVENT

1 FLOODING EVENT

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HURRICANE HELENE

Hurricane Helene, one of the most dangerous Category 4 storms in history, made landfall in Florida on Thursday, September 26, 2024 — first causing heavy damage to Florida's Big Bend area before moving into Alabama, Georgia, Tennessee, South Carolina and North Carolina — inflicting life-threatening storm surges, heavy winds up to 140 mph, massive double-digit levels of rainfall and catastrophic flooding. Helene was responsible for 219 fatalities, and according to the NOAA National Centers for Environmental Information (NCEI), the estimated damage from Helene was \$79.6 billion, making it the costliest natural disaster of 2024.

Asheville, NC — one of the areas hardest hit by Hurricane Helene — is a microcosm of how iHeart pulls together to help our listeners and each other

in times of disaster and crisis. iHeart's engineering team performed incredible feats, from hiking to the studio with satellite gear to get us back to broadcasting live, to backpacking in food and dialysis supplies for those committed to remaining in-studio to ensure stations could keep broadcasting and providing a vital lifeline for the community.

NewsRadio 570 WWNC host Mark Starling and his producer Tank Spencer hunkered down inside the studio before the storm and stayed there around the clock and continued lifesaving, nonstop live coverage for ten days. Through its airwaves, Mark, Tank and more local iHeart talent coordinated wellness checks; reunited 180 families and located over 400 people; debris clearance; food and shelter information; resource gathering; and much more.

“

That for us is really what the story is here: When the TV couldn't do it, the newspaper couldn't do it, there was nothing online — the only thing left was AM/FM radio. Our community is more united today than we ever have been in the past because of the storm, and if that's the good that we can pull out of this, I'll take it all day long.”

MARK STARLING
WWNC HOST

Getty Images





HURRICANE MILTON

Hurricane Milton first made landfall near Siesta Key, a beach town outside of Sarasota, FL, on October 9 — just 10 days after Hurricane Helene impacted the area and as many iHeart team members were still trying to recover. Milton caused 32 deaths, and the NOAA National Centers for Environmental Information (NCEI) estimated damage from the storm passed the \$34 billion mark. It was the second-costliest natural disaster in 2024 after Helene.

Even before the storm struck Tampa Bay, all iHeartMedia stations in Florida were providing extensive coverage, bringing listeners the most up-to-date forecasts and warnings on the storm's progression; life-saving evacuation instructions; emergency information, tips and resources; and more. NewsRadio WFLA led the way with on-air coverage before, during and after the storm, and a team of broadcasters from across the cluster joined

together to provide around-the-clock, long-form coverage. iHeart stations in Miami, West Palm Beach, Vero Beach, Orlando and Melbourne also provided customized content as weather conditions deteriorated locally and more than 100 tornado warnings were issued statewide.

iHeart's 24/7 News service, carrying uninterrupted hurricane coverage, was the #1 digital radio station on the iHeartRadio app during this period, and its programming was also simulcast by USA Today on its YouTube channel.

After the storm, all iHeart Tampa Bay stations participated in relief efforts, including a market-wide gathering at a chain of local grocery stores to collect supplies and non-perishable food items. In one day, the team collected over 8,000 lbs of food and over \$60,000 in cash donations.

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HURRICANE BERYL

Hurricane Beryl made landfall three times, twice in Mexico and a third and final time just south of Houston near Mategorda, Texas, at around 4 a.m. local time on Monday, July 8 with maximum sustained winds of 80 mph. Beryl was less financially destructive, with \$7.2 billion in damages according to the NOAA National Centers for Environmental Information (NCEI), yet affected the stricken communities deeply as it caused 46 deaths along its path.

iHeart stations throughout the larger Houston area served as a lifeline for listeners as connectivity failed during and after the storm, leaving AM radio and iHeart talent as one of the only sources of emergency information. NewsRadio 740 KTRH began long-form coverage of the storm in the early evening on Sunday, July 7 through Monday afternoon, with Matt Thomas hosting storm coverage the night before the storm until Jimmy Barrett and

Shara Fryer began Houston's Morning News at 4 a.m. as Beryl hit land.

Around the cluster, stations and staff made similar efforts to keep listeners in their communities informed: Sunny 99.1's morning show with Dana Tyson and Anthony Chase went live Sunday night to provide weather updates with local meteorologists; 93.7 The Beat afternoon talent Hardbody Kiotti pre-empted "The Breakfast Club" to begin live coverage as the storm made landfall early Monday morning; "The Michael Berry Show" went live as the eye of the storm passed through the area and Michael checked in with local leaders including Houston Mayor John Whitmire; and hosts Rod Ryan from 94.5 The Buzz and Sean Salisbury from SportsTalk 700 took calls on their respective shows from listeners reporting on conditions in their communities as the storm moved through the state.

“

During times of true crisis — when electricity and cell coverage has failed — it is the AM station in your automobile that is a lifeline.”

MICHAEL BERRY

Getty Images





CENTRAL, SOUTHERN AND SOUTHEAST TORNADO OUTBREAK

In early May 2024, a deadly weather outbreak producing more than 165 tornadoes tore through central, southern and southeastern states, wreaking havoc and destruction across Oklahoma, Kansas, Nebraska, Michigan, Indiana, Ohio, Kentucky, Tennessee, Alabama, North Carolina, South Carolina, Georgia and Florida. The three-day weather event, from May 6-9, caused three deaths and \$6.6 billion in damages, according to NOAA National Centers for Environmental Information (NCEI).

Both before the storms struck and through the cleanup and aftermath, iHeart’s 24/7 News team worked with Iowa, Nebraska and Oklahoma programming teams to provide special reports and wall-to-wall coverage to all iHeart stations in Omaha, Nebraska; Des Moines and Cedar Rapids, Iowa; and Tulsa and Oklahoma City, Oklahoma.

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CALIFORNIA PARK & BOREL WILDFIRES

California had two wide-ranging wildfires that ignited on July 24, 2024: The Park Fire in Northern California's Butte and Tehama counties and the Borel Fire in Southern California's Kern County. Both fires came during the hottest month in California history and after a two-week heatwave that created exceptionally hot and dry conditions. The Park Fire, the largest arson-caused wildfire in California history, was also the largest in 2024 and the fourth largest overall, while the Borel fire was the second largest of the year.

iHeart Sacramento's NewsRadio KFBK ran full coverage of the fire for seven days as firefighters battled to contain the spreading flames. KFBK reporter Mike Bacca, based in Chico, led much of the coverage with live and recorded updates to the community from the ground, while KFBK talk show host Pat Walsh, who worked and went to school in Chico, ran special coverage on his evening show, keeping listeners informed on any evacuation and repopulation notices.

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BALTIMORE, MD FRANCIS SCOTT KEY BRIDGE COLLAPSE

On Tuesday, March 26, 2024, tragedy struck the city of Baltimore, Maryland, when the Francis Scott Key Bridge collapsed at 1:28 a.m. after a malfunctioning container ship collided with one of its piers. While the flow of traffic was stopped by local law enforcement before the collision, six maintenance crew members working on the bridge died in the collapse and two were rescued from the river.

iHeart Baltimore began airing emergency coverage before 4 a.m. local time through the 24/7 News service and continued providing the most up-to-date information on the collapse throughout the day. Local talent from around the cluster – including 93.1 WPOC’s Laurie DeYoung, Jeff St. Pierre, Bob Delmont and Michael J – provided live coverage of the collision, including ongoing rescue efforts and traffic disruptions.

Getty Images





APALACHEE, GA HIGH SCHOOL SHOOTING

On the morning of September 6, 2024, a 14-year-old student opened fire at Apalachee High School in Winder, Georgia, killing two teachers and two students and injuring nine others. It was the deadliest U.S. school shooting since March 2023 at the Covenant School in Nashville, and the shooter and his father were both indicted on 84 counts combined.

As soon as the shooting occurred, iHeart Atlanta stations began continuous coverage both on-air and via social platforms, where local talent also shared the link to donate to the families impacted. In the following hours and days, 94.9 The Bull provided information and support on the air for all affected in the Winder

community and Power 96's Otis delivered food to the Sheriff's office.

Weeks after the shooting, all three local iHeartCountry radio stations came together to show support and helped rally the entire community to join American rapper, singer and songwriter Jelly Roll in a tribute event for those impacted by the tragedy.

After a local parent contacted iHeart's 94.9 the Bull to share how students were using Jelly Roll's song "I Am Not OK" as their "song of healing," the iHeart team reached out to Jelly's music label. This led to Jelly Roll offering a free concert on October 26 for Apalachee High School students, faculty and their families.

Getty Images





NATIONAL DISASTER RELIEF SUPPORT

In addition to the exceptional local support that iHeart local stations provide during times of disaster, the company also comes together to amplify the needs of local communities by offering national support across all its radio stations. In 2024, this commitment was especially evident in the aftermath of Hurricanes Helene and Milton.

Thanks to our longstanding and impactful partnerships with world-renowned relief organizations such as Americares, which specializes in disaster response and recovery, and the Red Cross, we were able to mobilize essential support and provide critical funding for those affected. Through these collaborations, iHeart was able to make a tangible difference in the lives of individuals and communities in need.



AMERICARES

When disaster strikes, access to healthcare is often one of the first critical needs to be disrupted. Americares works with local partners and communities to restore health services — providing essential medicine and medical supplies, emergency health care and mental health support. Americares also helps rebuild and strengthen

health systems, ensuring long-term recovery and resilience. Throughout October, all iHeart radio stations aired a series of PSAs for Americares, encouraging listeners to visit americares.org to learn how they could help make a meaningful difference in improving access to essential health services.

“

In the wake of Hurricanes Helene and Milton, reaching survivors with critical aid and resources was our top priority. Thanks to iHeartMedia’s generous donation of PSA space, we were able to raise awareness, mobilize support and connect more families with critical health services, from emergency medical care to mental health support, when they needed it most.”

PROVASH BUDDEN

DEPUTY SENIOR VICE PRESIDENT OF EMERGENCY PROGRAMS, AMERICARES

**ABOUT
AMERICARES**

AmeriCares.org

Americares is a health-focused relief and development organization that helps people and communities around the world access health in times of disaster and every day. Each year, Americares reaches 85 countries on average, including the United States, with life-changing health programs, medicine, medical supplies and emergency aid. Americares is one of the world’s leading nonprofit providers of donated medicine and medical supplies.

CAMPAIGN SNAPSHOT

10/07/24 – 10/11/24;
10/19/24 – 10/27/24
dates running

350
iHeartMedia stations

14,310,500
impressions





AMERICAN RED CROSS

In the devastating aftermath of Hurricanes Helene and Milton, the American Red Cross helped provide shelter, food, comfort and emotional support for affected communities. Through generous donations, the organization was able to deliver critical services to those affected by the hurricanes.

iHeart listeners were encouraged to donate by visiting redcross.org or calling 1-800-RED CROSS, and every dollar contributed helped, fund essential resources to those beginning to recover. The support from the community

was vital in helping ensure that the Red Cross could provide critical relief resources to affected families in the wake of these storms.

In the three months following Hurricanes Helene and Milton, the Red Cross worked with partners to offer more than 3.8 million meals and snacks and over 200,000 overnight stays to people in need, along with providing more than 150,000 households with relief supplies. Almost six months later, the Red Cross is still hard at work in impacted communities.

“

With Hurricane Milton following closely in Hurricane Helene’s wake, the American Red Cross remains on the ground helping families recover from these vicious storms. We’re thankful to iHeartMedia for standing with us to provide help and hope as communities navigate the long road to recovery.”

ANNE MCKEOUGH
CHIEF DEVELOPMENT OFFICER,
THE AMERICAN RED CROSS

CAMPAIGN IMPACT

3.8M
meals and snacks delivered

200K
overnight stays provided

CAMPAIGN SNAPSHOT

10/07/24 – 10/11/24
dates running

264
iHeartMedia stations

7,980,400
impressions





MUSIC FOR RELIEF BENEFITTING SECOND HARVEST FOOD BANK

Music for Relief is a fund of the Entertainment Industry Foundation and unites the music community to support disaster response efforts. Founded by the band Linkin Park in 2005, Music for Relief brings together artists, fans and organizations to provide both immediate and long-term disaster relief. The primary goal of this initiative is to make a lasting and impactful difference in the most affected areas.

Since its inception, Music for Relief has responded to over 35 natural disasters across six continents, offering aid in times of urgent need. In 2024, Music for Relief played a pivotal role in responding to the devastation caused by Hurricane Helene. The organization mobilized quickly, coordinating efforts with local and global partners to provide critical relief including medical supplies, food and shelter to affected communities.

iHeart amplified Music for Relief's efforts through national media support to help bring both immediate assistance and long-term support to those struggling to recover from the hurricane's destruction and demonstrate the power of the music community to drive meaningful change in the face of disaster.

Beneficiaries included Second Harvest Food Bank, which supplied over 670,000 meals to families impacted by Hurricane Helene and invested more than \$300,000 to restore partner agency feeding programs. The food bank also distributed equipment needed for heat and property repair valued at over \$100,000. Second Harvest Food Bank increases food security and creates pathways that build a stronger Northwest North Carolina.

CAMPAIGN IMPACT

670K
meals distributed by Second Harvest Food Bank

\$300K
invested in feeding programs

\$100K
worth of heat and property equipment donated



CAMPAIGN SNAPSHOT

10/07/24 – 10/14/24
dates running

318
iHeartMedia stations

6,547,700
impressions

ABOUT

ENTERTAINMENT INDUSTRY FOUNDATION

EIFoundation.org

The Entertainment Industry Foundation (EIF), established in 1942, harnesses the collective power of the entire industry to generate awareness and funds for critical health, educational and social issues.



NATIONAL RADIO CAMPAIGNS

For decades, iHeart has played a critically important role for – and in – our communities, providing support, information, resources and companionship – and helping to create positive change in partnership with some of the most impactful nonprofits in the country.

We have forged deep and ongoing relationships by supporting the work of nonprofit organizations and philanthropic causes that shine a light on the critical issues of our times, many of which have come to rely on our partnerships to connect to their communities. Through these national partnerships,

iHeart continues to address issues vital to our listeners while helping to further the missions of hundreds of organizations making real and lasting change around the most relevant national and global concerns.

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 concerns impacting individual communities. In 2024, iHeartMedia supported thousands of local and nonprofit organizations nationwide and raised hundreds of millions of dollars for critical issues.

From natural disaster relief and action to prioritizing the physical and mental health and safety of our communities, iHeart reaches deep into communities through our broad portfolio of platforms and assets – broadcast, digital, podcasts, personalities, influencers, social, live events and more — to create positive lasting change within the neighborhoods and communities in which we live and work. The following pages showcase some of 2024's most impactful national programs and partnerships.



1 MILLION STRONG



In 2023 there were 48.5 million people aged 12 or older who had a substance use disorder— yet only 23% of those individuals received the treatment they needed. iHeart recognizes the importance of accessible resources and support networks to help those affected by addiction get the care they need and remains deeply committed to supporting individuals in recovery by helping to remove the stigma and shame often associated with addiction.

For the past two years, iHeart has partnered with 1 Million Strong — an impact initiative created in partnership between The Phoenix, a national sober active community that provides free, active and meaningful programming to

anyone impacted by substance use, Stand Together Music and Stand Together Foundation — that seeks to transform the way people think about and approach addiction and recovery.

In 2024, iHeart created and produced two all-new PSAs to help connect listeners with the valuable resources provided by The Phoenix and to help remove the stigma associated with recovery and addiction. Over the last two years, iHeart has donated nearly \$1.4 million worth of media to help make addiction recovery more accessible by focusing on connection and wellness.

CAMPAIGN IMPACT

+700K
members served by The Phoenix to date

~25K
served by 1 Million Strong at music festivals through its sober supportive spaces over the last three years



“

Stand Together's partnership with iHeart, in support of the 1 Million Strong movement, has allowed us to amplify our reach and impact. In the last year, 169,000 new members joined The Phoenix's sober-active community. As a leader in the entertainment industry, iHeart has been a catalyst for this movement. Together, we are destigmatizing the narrative surrounding addiction and fostering environments that empower individuals in recovery to realize their full potential.”

COLETTE WEINTRAUB
HEAD OF STAND TOGETHER MUSIC

CAMPAIGN SNAPSHOT

1/26/24 – 2/08/24
dates running

839
iHeartMedia stations

32,502,100
impressions

ABOUT

1 MILLION STRONG
1MillionStrong.com

1 Million Strong is committed to breaking down the barriers to sobriety for allies and their loved ones. We believe that the most powerful solutions are rooted in communities like The Phoenix, an organization that uses the transformative power of meaningful activity and social connection to help individuals impacted by substance use. To learn about 1 Million Strong visit, 1MillionStrong.com. Join us on Facebook, Twitter, and Instagram.



AMERICAN HEART ASSOCIATION



According to the American Heart Association, nearly three out of four cardiac arrests happen at home, making it crucial for people to learn CPR to potentially save a loved one's life. Cardiac arrest is a leading cause of death in the U.S., and without immediate intervention, the chances of survival decrease by about 10% for every minute that passes without CPR or defibrillation.

iHeart has supported the American Heart Association during Heart Health Month for over 10 years, and this year focused its campaign on a PSA voiced by Damar Hamlin, an NFL player who collapsed during a game in January 2023 and has become an ambassador for the American Heart Association following his own cardiac arrest. The PSA focused on the life-saving importance of knowing CPR as he shared his own personal experience and motivated listeners to learn CPR to help save a loved one's life in a crisis.

iHeart also supported the FAST campaign during American Heart Month in February with the goal of educating listeners on recognizing stroke symptoms early, as prompt treatment can significantly improve overall outcomes and reduce death. According to the American Heart

Association, every 40 seconds, someone in the United States has a stroke, and it is one of the leading causes of death and disability. This statistic highlights the importance of recognizing the signs of a stroke and acting quickly, as immediate medical attention can dramatically improve outcomes.

The radio PSAs featured Jennie Garth, Erik Estrada, Lamar Odom, Teri Hatcher and others to help raise awareness about the signs of stroke and the importance of acting quickly. The American Stroke Association's FAST campaign encouraged listeners to remember the key symptoms of stroke – face drooping, arm weakness, speech difficulty and time to call 9-1-1 – to encourage people to seek immediate medical help if they notice any signs of a stroke. The awareness campaign was an initiative of the American Stroke Association, a division of the American Heart Association that focuses specifically on stroke prevention, education and research.

iHeart stations also supported the American Heart Association's High LDL Cholesterol PSA, raising awareness about the dangers of high "bad" cholesterol, which can lead to heart disease. The PSA

encouraged listeners to get their cholesterol checked regularly and to take control of their heart health in an effort reduce their risk of heart attack and stroke.

“*The American Heart Association has set a bold goal to double the survival rate for out-of-hospital cardiac arrests by the year 2030. But we know we can't do it alone. Creating awareness of the need is a critical part of preparing everyone, everywhere to be prepared to respond in a cardiac emergency. Media outlets and companies like iHeart who support these efforts are playing a role in changing the future of health for communities across the country.*”

TRACIE BERTAUT
NATIONAL VP, MARKETING
COMMUNICATIONS,
AMERICAN HEART ASSOCIATION



ABOUT AMERICAN HEART ASSOCIATION

Heart.org

The American Heart Association is a relentless force for a world of longer, healthier lives. Dedicated to ensuring equitable health in all communities, the organization has been a leading source of health information for more than one hundred years. Supported by more than 35 million volunteers globally, we fund groundbreaking research, advocate for the public's health and provide critical resources to save and improve lives affected by cardiovascular disease and stroke. By driving breakthroughs and implementing proven solutions in science, policy and care, we work tirelessly to advance health and transform lives every day.

CAMPAIGN IMPACT

100B
impressions across media channels

+\$5.1M
worth of media donated in the past 10 years by iHeart

CAMPAIGN SNAPSHOT

2/08/24 – 2/26/24
dates running

719
iHeartMedia stations

33,809,200
impressions



WOMENHEART

THE NATIONAL COALITION FOR WOMEN WITH HEART DISEASE



For the eighth consecutive year, iHeart teamed up with WomenHeart: The National Coalition for Women with Heart Disease – an organization dedicated to raising awareness and providing education about heart disease in women – to highlight the specific symptoms women experience during a heart attack, bring attention to the misdiagnosis of millions of women each year and address the disproportionate impact of heart disease among Black women.

In addition to airing PSAs throughout February, iHeart hosted Celina Gorre, CEO of WomenHeart, on the iHeartRadio Communities Public Affairs Show to discuss the issue of heart disease among women and highlight the work WomenHeart does to support the millions of American women living with or at risk of heart disease.

iHeart’s 2024 PSAs supporting WomenHeart were focused primarily in these two categories:

Misdiagnosis

Studies show that women are more likely than men to be misdiagnosed or have their heart disease symptoms dismissed by healthcare providers. When seeking health care, women often receive a delayed or wrong diagnosis before finding out that they have heart disease. This is due

to myriad reasons, including the fact that women often exhibit different heart disease symptoms than men and therefore do not receive the appropriate diagnostic testing. However, 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 reminding listeners to stay in touch with their healthcare providers, learn the signs of heart disease in women and become an advocate for their own physical health. The spots were designed to empower women with knowledge and inspiration and to share the stories of women who have experienced missed and delayed diagnoses of heart disease.

Black Women and Heart Disease

Nearly half of Black women over the age of 20 have heart disease, and many do not even know it. Additionally, the prevalence of high blood pressure among Black women is nearly 40% higher than white women in the U.S., posing an even greater risk for heart disease — the leading cause of death in the nation.

During Heart Health Month, iHeart highlighted the disproportionate impact of heart disease among Black women and the critical need to raise awareness about risk factors and

heart-healthy living. To celebrate both Black History Month and Heart Month, iHeart teamed up with WomenHeart to create a PSA that encourages Black women to take charge of their heart health by checking their blood pressure. The PSA also encouraged women to listen to their bodies and advocate for themselves in ways that support their overall health and wellness.

ABOUT
WOMENHEART: THE NATIONAL COALITION FOR WOMEN WITH HEART DISEASE

WomenHeart.org

As the leading voice for the millions of American women living with or at risk of heart disease, WomenHeart is the nation’s only patient-centered organization solely dedicated to advancing women’s heart health through patient support, community education and advocacy, while advocating for equal access to heart health.



“
Less than half or 44% of women in the U.S. are aware that heart disease is the leading cause of death for women in the U.S., accounting for 1-in-5 female deaths, more than all cancers and accidents combined. One of the top risk factors for heart disease is high blood pressure, and Black women have the highest rate at 58.4%. Every year during Heart Month, WomenHeart is lucky to partner with iHeart to help spread awareness of heart disease in women, particularly in women with the highest risks. Our work together empowers women to minimize their risk and prevent heart disease, including heart attacks and strokes. Thank you iHeartMedia for all you do during Heart Month!”

CELINA GORRE
CEO, WOMENHEART

CAMPAIGN IMPACT

\$2.1M
worth of media donated by iHeartMedia since partnership inception

CAMPAIGN SNAPSHOT

2/08/24 – 2/26/24
dates running

206
iHeartMedia stations

10,808,400
impressions



NO MORE FOUNDATION



One in three women and one in six men experience sexual assault or domestic violence at some point in their lives – and 65% of victims who come forward say no one helped them.

The NO MORE Foundation is dedicated to ending domestic and sexual violence by increasing awareness, inspiring action and fueling culture change. With more than 1,700 allied organizations and state, local and international chapters, NO MORE sparks grassroots activism, encouraging everyone – women and men, youth and adults, from all walks of life – to be part of the solution.

Following the award-winning success of iHeart and No More’s integrative partnership with the

2023 true crime podcast “The Girlfriends,” iHeart once again teamed up with the nonprofit in 2024 to support their annual 5K walk events, which raised awareness and funds for ending domestic violence and sexual assault. The 5K events were part of NO MORE Week, an annual campaign taking place in early March aimed at raising awareness and taking collective action against domestic and sexual violence.

In addition to airing PSAs throughout March, iHeart hosted Pamela Zaballa, CEO of NO MORE, on the iHeart Communities public affairs show to discuss NO MORE’s work helping those dealing with domestic violence and sexual assault.

CAMPAIGN IMPACT

EVERY 4 MINUTES
someone accessed the NO MORE Global Directory of support services

~700K
people tuned into NO MORE's broadcast and webinars

“*NO MORE is proud to partner with iHeart to help increase awareness of domestic violence and sexual assault and encourage their audiences to be part of the solution. Working with iHeart is also vital to connecting more survivors of abuse with the lifesaving support services they need. We are grateful that they have been so committed to using their platform that reaches millions to make a difference on an issue that impacts millions each year.*”

PAMELA ZABALLA
GLOBAL CEO, NO MORE



ABOUT

NO MORE

NoMore.org

The NO MORE Foundation is dedicated to ending domestic violence and sexual assault by increasing awareness, inspiring action and fueling culture change. With more than 1,700 allied organizations and state, local and international chapters, NO MORE sparks grassroots activism, encouraging everyone—women and men, youth and adults, from all walks of life—to be part of the solution. The Foundation creates and provides public awareness campaigns, educational resources and community organizing tools free-of-charge for anyone wanting to stop and prevent violence. First launched in 2013, NO MORE has brought together the largest coalition of advocacy groups, service providers, governmental agencies, major corporations, universities, communities and individuals, all under a common brand and a unifying symbol in support of a world free of violence.

CAMPAIGN SNAPSHOT

2/22/24 – 3/09/24
dates running

298
iHeartMedia stations

39,921,400
impressions



SANDY HOOK PROMISE



According to Dept. of Homeland Security research curated by Sandy Hook Promise, 93% of school shooters planned their attack in advance — and exhibited warning signs including verbal threats, violent social media posts, fascination with mass shootings or extreme behavior changes that were ignored or went unreported.

During March 2023, iHeart launched Sandy Hook Promise’s “Know the Signs” PSA campaign across all iHeart radio stations to help change the narrative on gun violence in the U.S. from “inevitable” to “preventable.” The powerful PSAs were designed to raise awareness of the warning signs that can precede gun violence and help listeners feel empowered to be upstanders in prevention rather than bystanders to violence.

“*Gun violence is the leading cause of death for youth in America — a public health epidemic that is entirely preventable. We are grateful for our partnership with iHeart in educating and empowering millions of people to learn the warning signs that can prevent school shootings and violence. By recognizing when someone may be in crisis and getting help, we can save precious lives.*”

NICOLE HOCKLEY
CO-FOUNDER AND CEO,
SANDY HOOK PROMISE

CAMPAIGN IMPACT

31M
participants nationwide

700
confirmed lives saved with
crisis interventions

302
acts of violence with
a weapon prevented



ABOUT SANDY HOOK PROMISE

SandyHookPromise.org

Sandy Hook Promise (SHP) envisions a future where all children are free from school shootings and other acts of violence. As a national nonprofit organization, SHP's mission is to educate and empower youth and adults to prevent violence in schools, homes and communities. Creators of the lifesaving, evidence-informed "Know the Signs" prevention programs, SHP teaches the warning signs of someone who may be in crisis, socially isolated or at-risk of hurting themselves or others and how to get help. SHP also advances school safety, youth mental health and responsible gun ownership at the state and federal levels through nonpartisan policy and partnerships. SHP is led by several family members whose loved ones were killed in the tragic mass shooting at Sandy Hook Elementary School on December 14, 2012.

CAMPAIGN SNAPSHOT

3/11/24 – 3/21/24
dates running

308
iHeartMedia stations

9,937,000
impressions



THE V FOUNDATION



Cancer is the second most common cause of death in the United States, affecting nearly 42 out of 100 men and 40 out of 100 women during their lifetime. Despite its devastating impact, cancer research is making progress. Since 1991, the overall cancer death rate has decreased by 33%, highlighting the importance of continued investment in research. These advances bring hope – but there is still work to be done.

The V Foundation for Cancer Research is advancing the fight against cancer by funding innovative research and supporting

top scientists. Since 1993, it has awarded nearly \$400 million in cancer research grants, becoming a leader in supporting cutting-edge research.

iHeart has been a longtime supporter of the V Foundation and for the second consecutive year launched a month-long in-kind media campaign across all iHeart radio stations to encourage donations. This year’s PSAs focused on the V Foundation’s "Victory Over Cancer®" media campaign, aimed at accelerating cancer research and supporting groundbreaking scientists.

“

The V Foundation is grateful for iHeart’s continued support and commitment to our mission. Together, we are inspired by the work ahead, and I’m confident our collective efforts will drive greater impact as we work toward achieving Victory Over Cancer®.”

ROGER FERGUSON
CHIEF MARKETING OFFICER,
THE V FOUNDATION

CAMPAIGN IMPACT

\$400M
in cancer research grants

+5.5K
grants have generated over
\$20 billion in cancer research

+\$1M
donated in the last year



ABOUT

V FOUNDATION

[V.org](https://v.org)

The V Foundation for Cancer Research was founded in 1993 by ESPN and the late Jim Valvano, legendary North Carolina State University basketball coach, ESPN commentator and member of the Naismith Memorial Basketball Hall of Fame. The V Foundation has funded nearly \$400 million in game-changing cancer research grants in North America through a competitive process strictly supervised by a world-class Scientific Advisory Committee. Because the V Foundation has an endowment to cover administrative expenses, 100% of direct donations are awarded to cancer research and programs. The V team is committed to funding the best scientists to accelerate Victory Over Cancer® and save lives.

CAMPAIGN SNAPSHOT

3/22/24 – 4/02/24
dates running

759
iHeartMedia stations

23,518,900
impressions



AUTISM SOCIETY OF AMERICA



Autism is the fastest-growing developmental disability in the United States, with one in 36 children receiving a diagnosis, according to a study released by the Centers for Disease Control. In addition to the 5.8 million adults with Autism, this prevalence means that Autism likely touches a vast majority of Americans either through relationships or direct experience.

For the last two years iHeart has remained committed to promoting acceptance and understanding for individuals on the Autism spectrum through a partnership with the Autism Society of America, the nation's leading grassroots Autism organization. Founded in 1965, the Autism Society works to create connections, empowering everyone in the Autism community with the resources needed to live fully, through education, advocacy and community programming.

Below are two 2024 campaigns that iHeart and the Autism Society partnered on to educate, empower and support the Autism community:

Autism Acceptance Month
iHeart created and produced a :30 radio spot during Autism Acceptance Month in April that included the voices of several individuals with Autism in support of the Autism

Society of America's sixth annual "Celebrate Differences" campaign. The radio and digital campaigns drove people to AutismSociety.org and were focused on spreading awareness for early diagnosis and encouraging participation in local communities.

In addition to airing PSAs, iHeart hosted Kristyn Roth, Chief Marketing Officer for the Autism Society of America to discuss general facts about Autism, what 'Autism Acceptance' means and how people can get involved.

Drowning Awareness
Drowning is a leading cause of death for children in the U.S., and individuals with Autism are 160 times more likely to drown compared to their neurotypical peers. During the summer months, iHeart supported the Autism Society of America's Water and Wandering program with radio ads to address these two critical safety concerns for individuals with Autism. The campaign was an extension of the organization's Safety on the Spectrum™ initiative, which aims to address the unique and increased safety risks faced by Autistic individuals through education and trainings geared towards drowning prevention, first responder interactions and more.

“*The Autism Society of America is incredibly grateful for our ongoing partnership with iHeart. Their generous support in producing and amplifying radio and digital campaigns has been instrumental in expanding our reach and impact nationwide. Through iHeart's commitment, we've been able to enhance our education and awareness efforts, ensuring more members of the Autism community have access to critical resources and information—opportunities that would not have been possible within our existing budget. This collaboration continues to drive meaningful change, and we look forward to furthering our shared mission of acceptance.*”

KRISTYN ROTH
CHIEF MARKETING OFFICER,
AUTISM SOCIETY OF AMERICA



ABOUT AUTISM SOCIETY OF AMERICA

AutismSociety.org
The Autism Society of America is dedicated to creating connections, empowering everyone in the Autism community with the resources needed to live fully. As the nation's leading grassroots Autism organization, the Autism Society and its approximately 70 affiliates directly serve over half a million people each year. Over 13 million people are supported through its digital resources and education campaigns. By championing initiatives that advance opportunities in healthcare, education, employment, safety and public policy, the organization executes a national reach with meaningful local impact. Through education, advocacy, support and community programming, the Autism Society works towards a world in which everyone is connected to the support they need, when they need it.

CAMPAIGN IMPACT

25%
increase for users in April to the Autism Society's website, and 18% for sessions compared to April 2023

30%
increase in inquiries to The Autism Society's National Helpline in April in year over year comparisons

42%
increased users and 41% increased sessions to the Autism Society website in August 2024 compared to August 2023

Autism Society's National Helpline received increased inquiries surrounding water safety and wandering since the August campaign.

CAMPAIGN SNAPSHOT

4/02/24 – 4/11/24;
4/15/24 – 5/15/24;
8/22/24 – 9/20/24
dates running

840
iHeartMedia stations

32,556,500
impressions



AUTISM SPEAKS



Despite possessing valuable skills and the desire to work, only one in five people with disabilities – including autism – are employed. To address this gap, Autism Speaks' Workplace Inclusion Now program (WIN) advocates for fair hiring practices and provides training courses to help employers create supportive environments where employees with autism can thrive.

Autism Speaks is the largest autism advocacy organization in the U.S. dedicated to creating a welcoming world for all people with autism. As a convener for the autism community, Autism Speaks connects

people with autism of all ages and levels of support, and their families, to advocacy, services, research, innovation and advances in care.

During World Autism Month, iHeart launched its first-ever national partnership with Autism Speaks to highlight the unique strengths that individuals with autism bring to the workplace. The radio spots directed listeners to learn more about the Workplace Inclusion Now program online, providing valuable resources to create greater employment opportunities and help individuals with autism achieve long-term career success.

“

As someone who was diagnosed with autism as an adult, I struggled to be understood and to find my place growing up. Starting my own business and working as a part of the team at Autism Speaks has allowed me to tap into and even celebrate strengths that others might not have, find belonging and truly embrace who I am. I am proud that Autism Speaks' Workplace Inclusion Now program is creating more opportunities for people like me to be accepted and included at all levels of society.”

EILEEN LAMB

SOCIAL MEDIA DIRECTOR,
AUTISM SPEAKS

CAMPAIGN IMPACT

+7K
have enrolled in WIN training courses designed to promote strategies to build workplaces welcoming of autistic employees

“

Expanding employment opportunities is essential to creating a more adaptive world. With the support of our partners, we're fostering workplaces that value the skillsets of the autistic community, which benefits us all.

KEITH WARGO

PRESIDENT & CEO,
AUTISM SPEAKS



ABOUT

AUTISM SPEAKS

[AutismSpeaks.org](https://autismspeaks.org)

Autism Speaks is dedicated to creating an inclusive world for all individuals with autism throughout their lifespan. In response to the pressing needs of the 1 in 36 children and 1 in 45 adults with autism in the U.S. today, Autism Speaks provides resources and tools for autistic individuals of all ages and levels of support. Connecting millions of people with autism and their families to free services, supports, research, innovation and advances in care, the nonprofit serves as a convener for the autism community with the goal of making a real difference for all people on the autism spectrum. To find resources, join an event or make a donation go to AutismSpeaks.org. Learn more and join the movement by following @AutismSpeaks on social media.

CAMPAIGN SNAPSHOT

4/02/24 – 5/15/24
dates running

838
iHeartMedia stations

19,552,500
impressions



MAKE-A-WISH



Research shows that a wish can help kids build the physical and emotional strength they need to fight a critical illness – and these wishes wouldn’t be possible without “WishMakers.” Every April, known as World Wish Month, Make-A-Wish rallies “WishMakers” around the world – including corporate partners, donors, volunteers and celebrities – to take action to support wish kids.

iHeart joined with its longtime partner Make-A-Wish to launch the organization’s all-new “WishMakers Wanted” campaign, which encouraged individuals

and businesses to get involved in making life-changing wishes come true for children with critical illnesses. Through iHeart’s radio PSAs, listeners were asked to help by donating or volunteering to support the foundation’s mission and reach its goal to recruit one million WishMakers to grant life-changing wishes to kids in need. The spots highlighted the power of granting a wish and its positive impact on a child’s emotional wellbeing, offering an opportunity for people to contribute to creating moments of joy and hope for children facing difficult health challenges.

“*Our success in rallying more than 1 million people to be WishMakers in the first year of ‘WishMakers Wanted’ is a direct reflection of the incredible efforts put forth by our partners like iHeartRadio. The radio PSA delivered the power of the Make-A-Wish mission to millions of listeners nationwide, helping to generate the support needed to deliver the life-changing impact of a wish to even more children.*”

LESLIE MOTTER
PRESIDENT & CEO,
MAKE-A-WISH AMERICA

CAMPAIGN IMPACT

7M
in social reach and
445,000 engagement

+7K
media hits with 3.7
billion impressions

\$5.7M
revenue generated

+1.2M
WishMakers took action
to support the
Make-A-Wish mission



ABOUT

MAKE-A-WISH

[Wish.org](https://www.wish.org)

Make-A-Wish creates life-changing wishes for children with critical illnesses. Founded in Phoenix, Arizona, Make-A-Wish is the #1 most trusted nonprofit operating locally in all 50 states throughout the U.S. Together with generous donors, supporters, staff and more than 20,000 volunteers across the country, Make-A-Wish delivers hope and joy to children and their families when they need it most. Make-A-Wish aims to bring the power of wishing to every child with a critical illness because wish experiences can help improve emotional and physical health. Since 1980, Make-A-Wish has granted more than 585,000 wishes in 50 countries worldwide; more than 375,000 wishes in the U.S. and its territories alone.

CAMPAIGN SNAPSHOT

4/17/24 – 5/01/24
dates running

841
iHeartMedia stations

35,503,900
impressions



HABITAT FOR HUMANITY



Everyone deserves the security and stability of a decent home they can afford. But for too many in America, that isn't the case. One in six U.S. households spends more than half of their paychecks on housing costs, creating a burden that often requires families to make difficult choices between their housing and essentials such as health care, education or healthy food.

For the past eight years, iHeartMedia has teamed up with Habitat for Humanity's Home is the Key campaign as an official national media partner. Inaugurated in 2017, Habitat's Home is the Key campaign aims to create awareness of the need for affordable homeownership and to unlock opportunities for a better future for families across the U.S.

Through a series of radio and digital PSAs, iHeart highlighted the importance of home as a crucial key to a better life and emphasized creating communities where all individuals, regardless of background or circumstance, have access to affordable housing and encouraged listeners to support the campaign.

Additionally, many local iHeartMedia radio stations are longtime supporters of their respective Habitat for Humanity affiliates. For the last several years, they've come together to bring the Home is the Key campaign to life, expanding the opportunity into their local communities.

“*The U.S. housing crisis affects every region of the country, and many families continue to be locked out. Habitat for Humanity knows that home is the key to connection, stability and wellbeing, and is the cornerstone of strong and vibrant communities. Through the Home is the Key campaign, we are helping to open the door to homeownership across the U.S. and unlock opportunities for a better future. Since 2017, iHeartMedia has been an invaluable partner in amplifying our cause and spreading awareness of the need for access to affordable housing. We are thankful for iHeartMedia's continued support of the Home is the Key campaign.”*

CHARLITA STEPHENS-WALKER
VP OF CORPORATE PARTNERSHIPS
& CAUSE MARKETING,
HABITAT FOR HUMANITY



ABOUT HABITAT FOR HUMANITY

Habitat.org

Driven by the vision that everyone needs a decent place to live, Habitat for Humanity found its earliest inspirations as a grassroots movement on an interracial community farm in south Georgia. Since its founding in 1976, the Christian housing organization has since grown to become a leading global nonprofit working in local communities across all 50 states in the U.S., Puerto Rico and 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 IMPACT

300%
increase in social media influencer impressions from 2024

+150
local Habitat affiliates actively engaged in the campaign

+\$1.4M
raised to support access to affordable homeownership

CAMPAIGN SNAPSHOT

4/15/24 – 5/15/24
dates running

283
iHeartMedia stations

15,996,800
impressions



CITY OF HOPE



City of Hope is a leading nonprofit research and treatment center in California specializing in cancer, diabetes and other life-threatening diseases. Known for its innovative research and compassionate care, City of Hope provides advanced treatments and therapies while working to improve patient outcomes and support families.

iHeart has a long and impactful history of collaborating with City of Hope through its Music, Film and Entertainment Industry group and has helped raise funds for the organization for decades. In 2024, iHeart supported an online auction offering fans a chance to win a trip

to see Taylor Swift's highly coveted The Eras Tour in London. Nearly 300 iHeart stations supported the sweepstakes during the two-month auction period, contributing to City of Hope's mission of funding groundbreaking research and providing vital care for patients in need.

The Taylor Swift campaign was one of many online fundraisers that iHeart helped organize in 2024, and were led by Alissa Pollock, iHeart's Executive Vice President of Global Music Marketing and City of Hope Board President. All the online auctions helped raise vital funds for City of Hope.

CAMPAIGN IMPACT

+\$7.5M
in support of City of Hope's mission in 2024

+\$1M
raised in online auction donations

CAMPAIGN SNAPSHOT

5/13/24 – 7/29/24
dates running

292
iHeartMedia stations

11,341,965
impressions

ABOUT

CITY OF HOPE

CityOfHope.org

City of Hope's mission is to make hope a reality for all touched by cancer and diabetes. Founded in 1913, City of Hope has grown into one of the largest and most advanced cancer research and treatment organizations in the U.S., and one of the leading research centers for diabetes and other life-threatening illnesses. City of Hope research has been the basis for numerous breakthrough cancer medicines, as well as human synthetic insulin and monoclonal antibodies. With an independent, National Cancer Institute-designated comprehensive cancer center that is ranked top 5 in the nation for cancer care by U.S. News & World Report at its core, City of Hope's uniquely integrated model spans cancer care, research and development, academics and training, and a broad philanthropy program that powers its work. City of Hope's growing national system includes its Los Angeles campus, a network of clinical care locations across Southern California, a new cancer center in Orange County, California, and cancer treatment centers and outpatient facilities in the Atlanta, Chicago and Phoenix areas.





In 2024, iHeart continued its dedication to supporting service members and their families by partnering with the USO, which plays a vital role in offering morale-boosting programs and services to military personnel and their loved ones. Additionally, iHeartMedia Markets Group President Hartley Adkins is a member of the USO's Global Advisory Board.

The USO's mission is to strengthen the wellbeing of America's troops by providing programs, services and live entertainment both at home and abroad. The USO helps service members stay connected with their loved ones during deployments, offers a range of activities and provides vital support to military families. Through its initiatives, the USO

ensures that those who serve feel valued and supported throughout their military journey.

In 2024, iHeart supported the USO by running all-new radio PSAs as part of the organization's We're With You campaign focused on the sacrifices made by service members, including leaving their families behind. Featuring real stories from military families, the campaign highlighted the emotional challenges they face and emphasizes the importance of staying connected and supporting those who serve. The powerful audio urges listeners to contribute to the USO through donations or by connecting with service members and military families in their communities.

“iHeartMedia’s radio PSAs helped increase our brand awareness among a key audience. We truly appreciate our partnership with iHeart, which broadcasts our mission to support service members and their families to a national audience.”

ADRIAN SLAGLE
CHIEF MARKETING OFFICER,
USO

CAMPAIGN IMPACT

+6.5M
times service members and military families visited USO Centers worldwide

The USO operates more than 250 Centers around the world



ABOUT

USO
USO.org

The USO is the leading nonprofit dedicated to strengthening the wellbeing of the people serving in America's military and their families. Since 1941, the USO has been by the side of service members throughout their military service. Impactful support is provided through our 250+ locations around the world, a robust care package delivery program, global entertainment, military spouse and youth programming and much more, all made possible by dedicated donors, corporate partners, volunteers and staff.

CAMPAIGN SNAPSHOT

5/27/24 – 7/28/24
dates running

290
iHeartMedia stations

20,253,200
impressions



PROSTATE CANCER FOUNDATION



One in eight men will be diagnosed with prostate cancer in their lifetimes. For Black men, the chance increases to one in six. While most prostate cancers detected at an early stage are highly treatable, more than 34,000 U.S. men will die from the disease this year (American Cancer Society, 2023), and currently more than 120,000 U.S. men and their families are navigating advanced-stage prostate cancer (Gallicchio, Journal of Clinical Oncology, 2022).

The Prostate Cancer Foundation (PCF) is funding lifesaving research into new diagnostics and therapies to change these statistics and give men and their families real hope.

For over nine years, iHeart has supported Prostate Cancer Foundation and their mission. During June of 2024, iHeart ran a national radio campaign to encourage all men, but especially Black men, to know their risk and talk to their doctor about prostate cancer screening. The spots emphasized the importance of talking to healthcare providers at annual visits because early warning signs for prostate cancer are rare.

All PSAs drove listeners to PCF.org to learn more about risk factors and to access free guides, webinars and other resources, connecting patients and their loved ones to the latest information on prostate cancer diagnosis, treatment and cutting-edge research.

“

The Prostate Cancer Foundation is grateful for iHeart's continued support. We are honored to partner with iHeart in connecting men and their families with actionable information.”

BRINDY ROOSA
SENIOR VICE PRESIDENT OF DEVELOPMENT,
PROSTATE CANCER FOUNDATION



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 by Mike Milken, PCF has been responsible for raising more than \$1 billion in support of cutting-edge research through more than 2,250 research projects at 245 leading cancer centers, with a global footprint spanning 28 countries. Since PCF's inception, and through its efforts, patients around the world are living longer, suffering fewer complications and enjoying better quality of all life. PCF is committed to creating a global public square for prostate cancer, in service to our mission of ending death and suffering from the disease.

CAMPAIGN SNAPSHOT

6/19/24 – 7/15/24
dates running

568
iHeartMedia stations

60,053,300
impressions



ST. JUDE CHILDREN'S RESEARCH HOSPITAL



St. Jude Children's Research Hospital has made incredible strides in the fight against pediatric cancer and other life-threatening diseases. Since its founding in 1962, the survival rate for pediatric cancer patients has increased from 20% to over 80%. The hospital treats children from all 50 states and more than 70 countries, with no family ever receiving a bill for treatment, travel, housing or food.

As one of iHeart's longest-running partnerships, the relationship with St. Jude continues to grow through year-round activations such as our Country Cares audiothon anchored by "The Bobby Bones Show," with more audiothons in 2024 held by national Premiere Network shows including "Elvis Duran and the Morning Show," "The Steve Harvey Morning Show," "The Enrique Santos Show" and "Way Up with Angela Yee." 18 local iHeartRadio stations also held audiothons for St. Jude.

The Partner in Hope PSA campaign ran across all iHeart stations and highlighted real-life stories of families being treated at St. Jude while asking listeners to support the hospital by becoming a "Partner in Hope" so that no child is ever turned away due to financial constraints.

More than 75% of the funding raised goes directly to research and treatment, and St. Jude shares its groundbreaking discoveries with medical professionals worldwide to improve treatment outcomes globally.

In 2024, St Jude Children's Research Hospital® was named the benefiting charity partner of the iHeartCountry Festival. Bobby Bones and St. Jude patient, Maelin-Kate, took center stage sharing the importance of St. Jude's work.

CAMPAIGN IMPACT

+215M
impressions

\$1M
in estimated media value

+\$3M
raised donations



ABOUT

ST. JUDE CHILDREN'S RESEARCH HOSPITAL

[StJude.org](https://www.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. When St. Jude opened in 1962, childhood cancer was largely considered incurable. Since then, St. Jude has helped push the overall survival rate from 20% to more than 80%, and it won't stop until no child dies from cancer. St. Jude shares the breakthroughs it makes to help doctors and researchers at local hospitals and cancer centers around the world improve the quality of treatment and care for even more children. Because of generous donors, families never receive a bill from St. Jude for treatment, travel, housing or food, so they can focus on helping their child live.

CAMPAIGN SNAPSHOT

**6/10/24 – 6/14/24;
10/28/24 – 11/05/24**
dates running

836
iHeartMedia stations

30,168,700
impressions



USTRIVE.ORG



Studies show that mentored youth are 55% more likely to graduate from high school and are more likely to achieve their personal and professional goals. iHeart is dedicated to promoting service and volunteering through our company initiatives, and our partnership with Ustrive.org is a natural extension of that commitment.

Ustrive.org is an organization dedicated to empowering youth by connecting them with mentors and volunteer opportunities. Through its platform, Ustrive.org facilitates mentorship programs that help guide

young people, particularly those facing adversity, by offering support, guidance and career readiness skills.

iHeart launched its first campaign with Ustrive.org in 2024, airing a series of PSAs targeted at attracting virtual mentors for many young people interested in being matched. By supporting Ustrive.org, iHeart helped connect listeners with low commitment mentorship and volunteer opportunities that will empower youth and foster positive community impact. The PSAs ran across all iHeartRadio stations.

CAMPAIGN IMPACT

3M
young people from all 50 states and over 200 countries served

95%
of students say they feel more confident about college and career plans because of their UStrive mentor



“*UStrive and iHeart have created a powerful partnership to amplify UStrive’s awareness and reach. I look forward to continuing this impactful partnership and scaling it further!*”

MICHAEL J CARTER
CHIEF EXECUTIVE OFFICER,
USTRIVE

ABOUT
USTRIVE.ORG
UStrive.org

Ustrive has helped over 3 million students get to college, graduate and achieve living wage jobs. Our all-virtual platform matches mentees with trained volunteer mentors and allows them to securely communicate, collaborate, access resources and share guidance as they navigate the path to achieving their dreams.

CAMPAIGN SNAPSHOT
7/01/24 – 7/09/24
dates running

836
iHeartMedia stations

18,130,000
impressions



NO KID HUNGRY



Summer is the hungriest time of year for kids and teens who rely on school meals for their daily source of nutrition. When school is out for the summer months, many of the free and reduced-price meals millions of kids rely on each day disappear. This creates a greater financial burden on families already struggling with rising costs for food, utilities and rent. While free summer meals programs, run by local schools and community groups, are available nationwide and open to any kid or teenager who needs a healthy meal, many families may not know the program exists or where to access free summer meal programs in their community.

No Kid Hungry and iHeartMedia have partnered for nearly a decade

to ensure that all children have reliable access to food and healthy nutrition. No Kid Hungry runs a Free Meals Finder text service – available in both English and Spanish – to help kids access the food they need during the summer months. For the sixth consecutive year, iHeart teamed up with No Kid Hungry to raise awareness. Students, parents, grandparents and caregivers can text ‘FOOD,’ or ‘COMIDA’ for results in Spanish, to 304- 304 to find free summer meal sites in their nearby community, open to anyone 18 years or younger.

iHeart is a major supporter and champion of No Kid Hungry, providing nearly \$7.7 million in donated media since 2018.

CAMPAIGN IMPACT

\$7.6M
of in-kind media donations for the past seven years

+243K
requests in 2024 to No Kid Hungry’s bilingual text service received, helping to ensure more children didn’t miss a meal over the summer months.



“

Millions of kids rely on school for more than just an education. It’s where they can rely on access to healthy meals. Every child deserves a happy, healthy summer. That’s why we’re so grateful for our continued partnership with iHeartMedia to help reach as many families as possible and ensure no child misses a meal when school is out for summer break.”

LAURA WASHBURN

SENIOR VICE PRESIDENT OF COMMUNICATIONS AND MARKETING AT SHARE OUR STRENGTH, THE ORGANIZATION BEHIND THE NO KID HUNGRY CAMPAIGN

ABOUT

NO KID HUNGRY

NoKidHungry.org

No child should go hungry in America. But millions of kids in the United States live with hunger. No Kid Hungry is working to end childhood hunger by helping launch and improve programs that give all kids the healthy food they need to thrive. This is a problem we know how to solve. No Kid Hungry is a campaign of Share Our Strength, an organization committed to ending hunger and poverty.

CAMPAIGN SNAPSHOT

7/09/24 – 7/23/24
dates running

746
iHeartMedia stations

31,613,200
impressions



TUNNELS TO TOWERS



Stephen Siller, a New York City firefighter, tragically lost his life on 9/11 while responding to the attack on the World Trade Center. Off duty and about to play golf that morning, he instead ran through the closed Brooklyn Battery Tunnel in full firefighting gear to help, ultimately perishing alongside 342 fellow firefighters. In his honor, his family — led by his brother Frank — founded the Tunnel to Towers Foundation to commemorate Stephen's sacrifice.

The Tunnel to Towers Foundation initially paid off mortgages for the families of fallen first responders and has since expanded to support Gold Star families, build smart homes for catastrophically injured veterans and first responders and assist families of those lost to 9/11 illnesses. The Foundation now also aims to end homelessness in the veteran community.

Shelli Sonstein, co-host of iHeart New York's Q104.3's "The Jim Kerr Rock and Roll Morning Show," has led iHeart's partnership with the Tunnel to Towers Foundation for the last 10 years. Shelli has inspired thousands of Q104.3 listeners to participate in two major Tunnel to Towers events: The Tower Climb NYC at One World Observatory, where participants climb 104 stories to honor 9/11 heroes, and the 5K Run & Walk NYC, which recreates Stephen Siller's final footsteps from the Battery Tunnel to the Twin Towers.

For the second consecutive year, iHeart aired a national PSA campaign that encouraged listeners to donate \$11 a month in honor of the victims of 9/11 and other heroes who have sacrificed their lives in service to their communities. The PSAs told the heartfelt stories of families who have been supported by the organization and highlighted how their lives were changed by the assistance provided.

“*For the last decade, Tunnel to Towers has been blessed with the support of iHeart and Shelli Sonstein, an icon in broadcasting and a fierce champion of the 9/11 and first responder communities. The impact of our partnership and its aid in the Foundation's growth cannot be overstated. We continue to be grateful for iHeart's part in spreading our mission and ensuring America Never Forgets.”*

FRANK SILLER
CHAIRMAN AND CEO,
TUNNEL TO TOWERS

CAMPAIGN IMPACT

+1.5K
mortgage-free homes
delivered by Tunnels to Towers

+\$1B
commitment across all of
its programs



ABOUT

TUNNEL TO TOWERS FOUNDATION

T2T.org

Born from the tragedy of 9/11, the Tunnel to Towers Foundation carries out its mission to "do good" by providing mortgage-free homes to Gold Star and fallen first responder families with young children and by building specially adapted smart homes for catastrophically injured veterans and first responders. Tunnel to Towers is also committed to eradicating veteran homelessness and helping America Never Forget September 11, 2001.

CAMPAIGN SNAPSHOT

8/12/24 – 9/12/24
dates running

840
iHeartMedia stations

70,324,700
impressions



VETERAN CRISIS LINE



According to the Veterans Administration, approximately 17.6 veterans die by suicide each day with veterans accounting for 13% of all U.S. adult suicides despite making up only 8.5% of the U.S. adult population. The Veterans Crisis Line (988, option 1) is a vital resource in addressing crisis situations, providing immediate counseling and helping prevent suicides among veterans, service members and National Guard and Reserve members.

In July of 2023, iHeart played a key role in launching the all-new 988 emergency service with a PSA campaign aimed at raising awareness among the

public. In 2024, the initiative expanded its focus to emphasize the dedicated crisis service for veterans, which connects them with trained counselors who specialize in military-related mental health challenges. The service provides confidential, 24/7 support for individuals experiencing emotional distress, suicidal thoughts or mental health crises.

The purpose of the iHeart media campaign was to help ensure that those who served our country have access to the care and support they need and is part of iHeart’s larger commitment to our service men and women.

CAMPAIGN IMPACT

22.7%
increase in calls to the Veterans Crisis Line since 988 launch

+2M
calls, texts and chats answered in the last two years

CAMPAIGN SNAPSHOT

8/22/24 – 9/20/24
dates running

307
iHeartMedia stations

14,772,600
impressions





CONGRESSIONAL BLACK CAUCUS FOUNDATION, INC.



iHeart has supported the Congressional Black Caucus Foundation, Inc. (CBCF) for the past four years, as their mission aligns with our company efforts to promote representation instead of inclusion across all iHeart radio stations and to support the development of future Black leaders.

The mission of the Congressional Black Caucus Foundation, Inc. (CBCF) is to advance the global Black community by developing leaders, informing policy and educating the public; and to foster equal voices in public policy through leadership cultivation, economic

empowerment and civic engagement. The CBCF's Annual Legislative Conference (ALC) is the nation's leading public policy conference on issues impacting Black communities across the country and around the world.

In 2024, iHeartMedia and BIN: Black Information Network promoted the 53rd Annual Legislative Conference, which was held from September 11 to 15, 2024, in Washington, D.C. The conference, with the theme "From Vision to Victory: Amplifying Black Voices," focused a spotlight on issues and activists advocating for economic prosperity

and social justice for the global Black community. Dozens of policymakers, thought leaders, authors and activists were interviewed on the BIN Stage during the conference.

Local BIN stations, as well as other iHeartRadio stations across the country, encouraged listeners to join members of the Congressional Black Caucus, Black leaders and respected policy advocates participating in the ALC to share perspectives on issues that impact the global Black community.

CAMPAIGN SNAPSHOT

8/23/24 – 9/12/24
dates running

95
iHeartMedia stations

6,203,200
impressions

ABOUT

CONGRESSIONAL BLACK CAUCUS
FOUNDATION, INC.

cbcfinc.org

The Congressional Black Caucus Foundation (CBCF) is a nonprofit organization dedicated to advancing the global Black community by developing leaders, informing policy and educating the public.





9/11 NATIONAL DAY OF SERVICE & REMEMBRANCE



iHeart remains committed to commemorating the anniversary of the attacks on the World Trade Center, the Pentagon and flight UA 93 in Shanksville, PA, and the thousands of people who lost their lives as a result.

For more than a decade, iHeart has been an important national partner with the nonprofit 9/11 Day and annually supports the federally recognized September 11 National Day of Service and Remembrance – the largest annual day of charitable engagement in America.

Working with 9/11 Day, iHeart stations across the U.S. have encouraged tens of millions of Americans to remember and pay tribute on the anniversary of the 9/11 tragedy by volunteering, donating to charities or performing good deeds and acts of kindness – all in service of promoting a spirit of unity and compassion.

iHeart’s 2024 radio campaign featured PSAs with the voices of several individuals directly affected by the attacks, including 9/11 family members and first responders. The national PSA

campaign encouraged listeners to honor the day by volunteering in their communities and drove substantial traffic to 911day.org for additional resources and information.

Additionally, radio stations in Dallas, Minneapolis, Nashville, Washington, DC, New York City and Philadelphia helped promote 9/11 meal-packing events at local food banks and encouraged community participation and support.

“

Our goal each year is to keep building awareness about and participation in the 9/11 Day observance, now the nation’s largest annual day of charitable engagement. iHeart’s far-reaching support of our mission brings countless new people to the observance each year, resulting in an extraordinary outpouring of good deeds and service from its loyal listeners. We are forever grateful to the iHeart family of radio stations, employees and listener base in helping to ensure that the nation ‘Never Forgets.’”

JAY S. WINUK

CO-FOUNDER OF 9/11 DAY AND THE BROTHER OF GLENN J. WINUK, AN ATTORNEY AND VOLUNTEER FIREFIGHTER AND EMT WHO DIED IN THE LINE OF DUTY AT THE WORLD TRADE CENTER IN THE 9/11 ATTACKS

CAMPAIGN IMPACT

8.6M
non-perishable, shelf-stable meals packed by 25K volunteers

21
large-scale volunteer meal packing events staged by 9/11 Day in U.S. cities on September 11-12, 2024

+600
companies and organizations participated

~30M
Americans participated



ABOUT

9/11 DAY

911Day.org

The 9/11 Day nonprofit, founded in 2002, led the successful efforts in 2009 to formally establish September 11 under federal law as an annually recognized National Day of Service and Remembrance as part of the bi-partisan Edward M. Kennedy Serve America Act. September 11 is now the largest annual day of charitable engagement in U.S. history.

CAMPAIGN SNAPSHOT

8/26/24 – 9/11/24
dates running

402
iHeartMedia stations

19,760,800
impressions



UNDERSTOOD.ORG

ANTI-BULLYING



Students with learning and thinking differences, such as ADHD and dyslexia, are 31% more likely to be bullied compared to their peers, according to Understood.org, a leading nonprofit dedicated to shaping the world for difference for the one in five people who learn and think differently. These students often face challenges not just academically, but socially, and bullying can exacerbate their struggles, affecting their mental health and overall wellbeing.

For the last four years, iHeart and Understood.org have partnered to advocate for more awareness and provide support and resources to help students with learning and thinking differences feel safe and included. In 2024, the partnership extended to

directly address bullying. The iHeart-produced PSAs featured the voices of real educators and shared key statistics to encourage both parents and educators to recognize the signs of bullying and take action to support children with learning differences. The campaign emphasized the importance of fostering a supportive and environment, urging listeners to engage with educators on ways to prevent bullying and access expert-vetted resources at Understood.org. It also encouraged listeners to check out Understood.org’s “In It” podcast, a valuable resource offering support, advice and insights for parents and caregivers of children who learn and think differently.

“
Every child has the right to thrive both academically and socially – and that starts with a supportive environment. Bullying disproportionately affects children with learning and thinking differences, making it even more important for parents and teachers to recognize the signs and take action.”

NATHAN FRIEDMAN
CO-PRESIDENT AND CHIEF MARKETING
OFFICER, UNDERSTOOD.ORG

CAMPAIGN IMPACT

+10K
unique website visitors
during campaign period



ABOUT

UNDERSTOOD.ORG

Understood.org

Understood is a nonprofit focused on shaping the world for difference. We raise awareness of the challenges, skills and strengths of people who learn and think differently. Our resources help people navigate challenges, gain confidence and find support and community so they can thrive. Together, we can build a world where everyone can reach their full potential. Understood is a 501(c)(3) organization headquartered in New York.

CAMPAIGN SNAPSHOT

9/19/24 – 9/27/24
dates running

836
iHeartMedia stations

21,628,900
impressions



UNDERSTOOD.ORG

AMERICAN ACADEMY OF PEDIATRICS



One in five children in the U.S. has a learning and thinking difference like ADHD or dyslexia. This means millions of kids are navigating a world that wasn't designed for neurodiversity, often leading to experiences of being misunderstood, undiagnosed or dismissed.

Understood.org is a leading nonprofit dedicated to shaping the world for difference so that people who learn and think differently can thrive. Building upon its four-year partnership, iHeartMedia and Understood.org launched all-new PSAs for the organization's Wired Differently campaign which emphasizes how all kids –

including those whose brains are wired differently – can thrive with the right support.

The radio PSAs highlighted stories of middle school students Cairo and Zaniyah who struggle with not wanting to go to school and face challenges with subjects like math – common signs of learning and thinking differences. The PSA encouraged listeners to visit Understood.org to access free expert-backed resources, such as conversation starters developed in collaboration with the American Academy of Pediatrics to help parents discuss their child's needs with a pediatrician.

“

Too often, a lack of awareness about the signs and symptoms of learning and thinking differences leaves struggling children without the support they need. With campaigns like Wired Differently, we're not only raising awareness but equipping parents with free, expert-backed resources to help their children thrive.”

NATHAN FRIEDMAN
CO-PRESIDENT AND CHIEF MARKETING OFFICER, UNDERSTOOD.ORG



CAMPAIGN IMPACT

+10K
unique website visitors
during campaign period

ABOUT

UNDERSTOOD.ORG

Understood.org

Understood is a nonprofit focused on shaping the world for difference. We raise awareness of the challenges, skills and strengths of people who learn and think differently. Our resources help people navigate challenges, gain confidence and find support and community so they can thrive. Together, we can build a world where everyone can reach their full potential. Understood is a 501(c)(3) organization headquartered in New York.

CAMPAIGN SNAPSHOT

11/22/24 – 12/10/24
dates running

835
iHeartMedia stations

46,503,700
impressions



BLUE STAR FAMILIES



According to Blue Star Families’ 2024 Military Family Lifestyle Survey, only 39% of active-duty respondents feel a sense of belonging to their local civilian communities. Military families move three times more often than their civilian counterparts, and more than 70% live off-base in neighborhoods where they often face isolation.

Blue Star Welcome Week was created to recognize the 600,000 military families who relocate to new communities each year. This special week aims to raise awareness and build support for military families across the country and help them feel more connected and welcomed in their new communities.

For the second year, iHeart partnered with Blue Star

Families to support the fifth annual Blue Star Welcome Week (September 21 - 29) to raise awareness among the civilian population of the sacrifices and special challenges that come with military service and offer simple ways for individuals and communities to connect with the military families among them.

All PSAs drove listeners to bluestarwelcomeweek.org to learn how to connect with and actively welcome the military families living in their communities. iHeart station MIX 107.7 broadcasted live from the Blue Star Welcome Week event in Dayton, Ohio, encouraging listeners to come out and support veterans in the community, and the organization was featured in the local public affairs show.

“*Strong communities make strong military families. When neighbors step up, military families feel supported, connected and at home — no matter where duty takes them. Blue Star Welcome Week is reshaping how America shows up for those who serve, and thanks to the power of iHeartMedia, this message is reaching millions. Together, we’re building a more connected, more welcoming nation — one community at a time.*”

KATHY ROTH-DOUQUET
CHIEF EXECUTIVE OFFICER,
BLUE STAR FAMILIES



CAMPAIGN IMPACT

300
events hosted across 195 communities

97
Net Promoter Score from event attendees

174
partner organizations involved

ABOUT

BLUE STAR FAMILIES

BlueStarFam.org

Blue Star Families (BSF) is the nation’s largest military and veteran family support organization. Its research-driven approach builds strong communities with a focus on human-centered design and innovative solutions. Since its founding in 2009, BSF has delivered more than \$336 million in benefits and impacts more than 1.5 million people annually.

CAMPAIGN SNAPSHOT

9/24/24 – 9/29/24
dates running

264
iHeartMedia stations

7,980,400
impressions



GLAAD SPIRIT DAY



LGBTQ+ youth are constantly facing new challenges and scrutiny. Being supported at home, in school and in the community is important for all children and youth – especially LGBTQ+ youth. Last year, GLAAD published its 2024 Social Media Safety Index which illuminates the epidemic of anti-LGBTQ hate, harassment and disinformation across major social media platforms.

GLAAD’s Spirit Day brings together hundreds of celebrities, media

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

iHeart has been supporting Spirit Day for the last eight years with an on-air PSA campaign across all AC, Hot AC, CHR and Rhythm CHR stations that encouraged listeners to “go purple” and unite against bullying of LGBTQ+ youth. iHeart

also promoted Spirit Day across its social media channels as well as on iHeartRadio’s editorial platform and ran digital banners across its radio stations website directing listeners to GLAAD to learn more.

In addition, Tony Morrison, GLAAD’s Senior Director of Communications, contributed a guest post on the iHeartRadio blog about how to celebrate GLAAD’s Spirit Day and discussed iHeart’s continued partnership with GLAAD.

“

Spirit Day remains a beacon of hope that creates possibility models for countless LGBTQ youth who simply want to belong. With unprecedented attacks on transgender youth, their families and the LGBTQ community at-large, Spirit Day tells them that they are seen and celebrated. With continued support from iHeartMedia, GLAAD’s reach is supercharged, with well over 200 million people seeing the messages of love, acceptance and belonging for Spirit Day last year.”

TONY MORRISON

SENIOR DIRECTOR OF COMMUNICATIONS,
GLAAD

CAMPAIGN IMPACT

3M

estimated social views – prediction of lifetime views of social posts, based on audience reach and engagement rate

+81K

social media engagements – combined total of likes, comments and shares

215M

audience – combined total of publication-wide audience figures for all outlets featuring coverage

109

pieces of coverage – total number of online, offline and social clips in this book



ABOUT

GLAAD

[GLAAD.org](https://www.glaad.org)

GLAAD rewrites the script for LGBTQ 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

10/08/24 – 10/17/24

dates running

328

iHeartMedia stations

12,739,200

impressions



MUSICIANS ON CALL



According to Musicians On Call (MOC), over 700,000 patients have experienced the therapeutic effects of live and recorded music since its founding in 1999. Musicians On Call (MOC) brings the healing power of music to patients in healthcare facilities, with the goal of improving emotional and physical wellbeing. Through volunteer musicians, MOC delivers live performances in hospitals and treatment centers to help reduce stress and elevate moods among patients.

iHeart has a long and rich history of partnering with MOC to brighten the lives of patients, families and caregivers through executive support and Board participation, fundraising and helping to secure musicians for hospital visits. In 2024, iHeart launched several PSA campaigns to help raise awareness and fundraising and supported MOC events with in-kind donations.

During October, iHeart supported a unique fundraising campaign between MOC and multi-platinum, chart-topping band Shinedown where a portion of every purchase of Shinedown's Hot Sauce was donated to Musicians On Call to help continue their efforts in delivering the healing power of music to those in need.

“*iHeartMedia has been an incredible partner in spreading the word about the national volunteer opportunities with Musicians On Call's bedside program. Their vast listener base has helped us reach thousands we couldn't have connected with otherwise. We're deeply grateful for their long-standing support and dedication to our mission.*”

PETE GRIFFIN
PRESIDENT & CHIEF EXECUTIVE OFFICER,
MUSICIANS ON CALL

CAMPAIGN IMPACT

1M
lives impacted through music

CAMPAIGN SNAPSHOT

10/08/24 – 10/31/24
dates running

318
iHeartMedia stations

6,547,900
impressions



ABOUT

MUSICIANS ON CALL

MusiciansOnCall.org

As the nation's leading provider of live music in hospitals, Musicians On Call (MOC) celebrates 25 years of delivering the healing power of music to patients, families and caregivers in healthcare environments. More than one million people across all 50 states have experienced the joys of live music in the hospital setting through MOC's bedside, virtual and streaming programs. MOC Volunteers perform live for children and adults facing any health challenge, including veterans recovering in VA facilities, family members supporting loved ones in need and healthcare workers caring for patients. With innovations like its online program platform, the organization continues its work towards revolutionizing access to music in healthcare. MOC's network includes Volunteer Guides, Volunteer Musicians and renowned artist supporters including Bruce Springsteen, Dolly Parton, Barry Manilow, Kelly Clarkson, Darius Rucker, Katy Perry, Jason Derulo, Ed Sheeran, Olivia Rodrigo, Reba McEntire, Camila Cabello, Nick Jonas, Blake Shelton, Keith Urban, Pharrell, Kelsea Ballerini, The War And Treaty, Amos Lee, Luis Fonsi, Peter Frampton, Luke Bryan, Charles Esten and many more.



HOME BASE



There are nearly 17 million military veterans in the U.S. today, each of whom bravely and selflessly served our nation. But returning home and healing from the invisible wounds of war may be the longest and most difficult battle they have ever faced. Since 2001, more than 150,000 veterans have died by suicide; an estimated 20 veterans are tragically lost to suicide every day; and hundreds of thousands more suffer from the invisible wounds of war.

Home Base is dedicated to supporting veterans, service members, their families and families of the fallen by providing care for conditions like post-traumatic stress disorder, traumatic brain injury, military sexual trauma and co-occurring challenges such as depression and anxiety. iHeart is committed to raising awareness and supporting Home Base’s mission to provide critical care and resources for these individuals and their families.

For the fourth consecutive year, iHeart partnered with Home Base to bring awareness to the profound

struggle of mental health and suicide among U.S. veterans. This year, the campaign centered around Memorial Day and Veteran Day and provided valuable information during a time when the nation was collectively honoring and celebrating our servicemen and women. Throughout the year, iHeart hosted Home Base Executive Director Brig. Gen. Jack Hammond, a retired Army Veteran, on its national community affairs show.

Additionally, Home Base continues to be a premier partner of iHeartRadio’s “Show Your Stripes,” an initiative that addresses some of the most pressing issues facing veterans today, including a focus on wellness — from health and emotional wellness to environmental, financial, intellectual, occupational, physical, social and spiritual wellness.

Over the last four years, iHeart has contributed over \$1.3 million in digital and on-air media support, helping veterans find and access care.

“*Home Base is deeply grateful to iHeart for its unwavering partnership and for helping bring nationwide awareness to the vital programs we offer to veterans, service members, their families and families of the fallen. As we enter our fourth year together, we are profoundly honored by the growth of this relationship and the opportunity this collaboration brings to our Warriors. Together, we will continue to raise awareness and support for the critical care our Nation’s Heroes so richly deserve — all at no out of pocket cost to them.*”

RETIRED GENERAL JACK HAMMOND
EXECUTIVE DIRECTOR,
HOMEBASE



ABOUT

HOME BASE

HomeBase.org

Home Base is a national nonprofit dedicated to healing the invisible wounds of war for veterans of all eras, service members, military families and families of the fallen through world-class, direct clinical care, wellness, education and research — all at no cost to them — regardless of era of service, discharge status or geographical location. The program was founded by Massachusetts General Hospital and the Boston Red Sox organization in 2009.

CAMPAIGN IMPACT

85K
clinicians trained across the nation

40K
veterans, service members and their family members served

CAMPAIGN SNAPSHOT

11/05/24 – 1/14/24
dates running

835
iHeartMedia stations

21,947,100
impressions



KINDNESS.ORG



According to kindness.org, acts of kindness improve wellbeing: Studies show that performing acts of kindness not only helps others but also enhances the wellbeing of the person performing the act by promoting feelings of happiness and satisfaction.

Through scientific research and action-based programs, kindness.org provides research-backed insights that highlight the transformative power of kindness. Their mission is to educate and inspire people to choose kindness and ultimately build a kinder world.

In celebration of World Kindness Week, iHeart teamed up with kindness.org to encourage listeners to make a positive impact by spreading kindness within their own communities. All radio PSAs drove listeners to kindness.org to access resources to help spread kindness.

The campaign also helped to launch kindness.org's KQ tool, a personality questionnaire grounded in science that provides an easy and fun way to assess a user's level of kindness and then provides personalized insights and suggestions to help understand your kindness traits.

CAMPAIGN IMPACT

+200

KQ surveys completed during the PSA window

+20%

in organic search during PSA campaign

Increase in organic search click rates during campaign period

“We are so grateful for iHeart's support in amplifying our mission to spread more kindness in the world through their PSAs. By sharing our research and resources with millions during World Kindness Week, they helped inspire and educate people on the power of kindness, driving meaningful action and impact. We are honored to have their partnership to make the world a kinder place.”

JACLYN LINDSEY
CO-FOUNDER & CHIEF EXECUTIVE OFFICER,
KINDNESS.ORG



ABOUT
KINDNESS.ORG
Kindness.org

Kindness.org inspires people to choose kindness by sharing rigorous scientific data on its benefits. Through their research, they've developed programs for classrooms, communities and companies that transform kindness from an ideal into an achievable, measurable goal. Their most recently developed resource, the Kindness Quotient (KQ), helps gauge and grow one's capacity for kindness.

CAMPAIGN SNAPSHOT

11/26/24 – 12/05/24
dates running

282
iHeartMedia stations

13,033,000
impressions



TEAM RUBICON



2024 proved to be a challenging year for natural disasters, including severe floods, wildfires and Hurricanes Helene and Milton. As part of iHeart’s long-term disaster response efforts, the company partnered with Team Rubicon to help raise funds and ensure Team Rubicon is ready to assist in times of crisis.

Team Rubicon is a veteran-led organization that provides disaster relief and emergency response services. Its mission is to harness the skills and experiences of military veterans to help communities impacted by natural disasters. Team Rubicon also aims to give veterans a sense of purpose

and community by involving them in volunteer work that supports those in need. The organization focuses on both immediate aid and long-term recovery and works to make a meaningful impact in the lives of disaster survivors and the veterans who serve.

iHeart launched a campaign around Veterans Day with Team Rubicon that highlighted the mission and purpose of the organization and encouraged listeners to donate or learn more about their work at TeamRubiconUSA.org.

CAMPAIGN IMPACT

iHeart campaign generated a large number of signups in affected areas

“

Hurricanes Helene and Milton brought unprecedented destruction to many communities across the southeast. Team Rubicon responded within hours of the storms passing and has stayed committed for months after the disasters. These operations would not be possible without investment from our donors. Thanks to iHeartMedia for sharing our story, we were able to inform communities that we were there to help.”

JEFF BYARD

SENIOR VICE PRESIDENT OF OPERATIONS, TEAM RUBICON



ABOUT

TEAM RUBICON

TeamRubiconUSA.org

Team Rubicon is a veteran led humanitarian organization that serves global communities before, during, and after disasters and crises. Founded following the Haiti earthquake in 2010, the organization has grown to more than 180,000 volunteers across the United States and has launched more than 1,200 operations domestically and internationally. To promote equal access across, Team Rubicon focuses on three areas of impact: disaster services – from mitigation to immediate response to recovery; rebuild services – maintaining the fabric of communities through resilient building methods; and international services – providing emergent and surge medical services, WASH, and disaster risk reduction. The organization is featured in the Roku original series titled “Team Rubicon,” which highlights the work of Greyshirt volunteers assisting communities across the country.

CAMPAIGN SNAPSHOT

11/26/24 – 12/05/24
dates running

281
iHeartMedia stations

12,901,300
impressions



GLOBAL CITIZEN



Global Citizen is the world’s leading international advocacy organization on a mission to end extreme poverty. Each year, the Global Citizen Festival brings together the worlds of music, entertainment, public policy and philanthropy, as well as the biggest consumer brands, to take action on the most urgent issues facing humanity and our planet.

Exclusive U.S. Audio Partner

Last year, iHeartMedia joined its longtime ally as the exclusive U.S. audio partner for the 2024 Global Citizen Festival in New York City’s Central Park, and played an instrumental role in promoting the event both in New York City and across the U.S. through on-air and digital PSAs as well as ticket giveaways and contesting. The 2024 Global Citizen Festival was broadcast and streamed on iHeartRadio and other major media outlets.

The free, ticketed event featured performances by Post Malone, Doja Cat, LISA, Jelly Roll, Rauw Alejandro, Benson Boone and RAYE as well as a surprise appearance by Chris Martin and Ed Sheeran, and was hosted by Hugh Jackman, longtime Global

Citizen Ambassador. The festival focused on critical issues like the impacts of the climate crisis on the Global South, gender inequities and the global hunger crisis and called on governments to protect and defend advocates worldwide.

2024 was the 12th year that iHeart partnered with Global Citizen on its flagship festival, which is just one part of iHeart’s long-term partnership with Global Citizen. iHeart has also partnered with Global Citizen on events like One World: Together At Home; GlobalGoal: Unite for Our Future; Global Citizen Live; VAX LIVE: The Concert to Reunite the World; and Power Our Planet: Live in Paris.

Media Support

iHeart launched a national PSA campaign in support of Global Citizen, to encourage people to join the movement by downloading the Global Citizen app. Users could track their impact, set goals and take action on global issues, like alleviating poverty, addressing climate change and more. The spots ran across all iHeart broadcast radio stations and garnered over 26 million media impressions.

Global Citizen Radio

To further support the event, iHeart relaunched Global Citizen Radio, which featured music by past and present Global Citizen Festival performers and offered the latest news and information surrounding the campaign and event.

Global Citizen Rewards

The Global Citizen Rewards program incentivizes the international community to take action on the world’s most pressing challenges by rewarding them for the impact they make, with a chance to win concert tickets, products, subscriptions and more. Since 2013, Global Citizen Rewards has driven millions of actions for positive change and handed out hundreds of thousands of prizes, generously donated by Global Citizen partners. The program operates in over 20 countries around the world, with a major focus on the U.S., Canada, the U.K., Germany, Brazil, Australia and South Africa.

In 2024, iHeart donated tickets to several iHeartRadio Jingle Ball tour stops to use as Rewards incentives.



ABOUT

GLOBAL CITIZEN

GlobalCitizen.org

Global Citizen is the world’s leading movement on a mission to end extreme poverty. The Global Citizen Rewards program incentivizes the international community to take action on the biggest challenges facing humanity and our planet by rewarding them for the impact they make with a chance to win concert tickets, products, subscriptions and more. Since 2013, Global Citizen Rewards has driven millions of actions for positive change and handed out hundreds of thousands of prizes generously donated by Global Citizen partners. The program operates in over 20 countries around the world, with a major focus on the US, Canada, the UK, Germany, Brazil, Australia and South Africa. Thanks in part to Global Citizen Rewards, \$49 billion in commitments announced on Global Citizen platforms has been deployed, impacting 1.3 billion lives.

CAMPAIGN IMPACT

\$1B
in commitments in 2024
to defeat poverty

60K
global citizens attended
the concert

3.4M
actions on Global
Citizen’s platforms

CAMPAIGN SNAPSHOT

8/01/24 – 9/28/24
dates running

+850
iHeartMedia stations

21,947,100
impressions



iHEARTRADIO COMMUNITIES SPOTLIGHT MEDIA GRANT PROGRAM

EFFECTIVELY SUPPORTING UNDERSERVED & IMPACTED COMMUNITIES

In December 2020, iHeart launched the iHeartRadio Communities Spotlight Media Grant Program — an initiative to support organizations that are making a positive

impact within the communities iHeart serves and which are serving the full scope of our country and our listeners using iHeart's multiplatform media network to deliver messaging that is timely, relevant and targeted to communities in need. The program is designed to enable iHeart to address the many facets of timely issues

facing the most vulnerable communities while offering multiple outlets for action.

The program continues to be a major focus of iHeart's annual pro social efforts, and the company has contributed over \$14 million in media to Spotlight partner.

SPOTLIGHT MEDIA GRANT RECIPIENTS

UNCF • NAACP • Big Brothers and Big Sisters of America • Stop AAPI Hate • The National Black Justice Collective • Black Music Action Coalition • Asian Americans Advancing Justice • Operation Hope • National Faith & Blue SAGE • National Urban League • The Ad Council's "Stop the Virus, Stop the Bias" • Hispanic Promise • GLAAD • OutRight Action International • The Trevor Project • National Association of Black Journalists (NABJ) • Reform Alliance • Realizing the Dream • Reform Alliance • Every Mother Counts • CenterLink • Shine a Light



UNCF



The nation's historically Black colleges and universities (HBCUs) represent only 3% of all four-year nonprofit colleges and universities – yet they enroll 10% of all Black students, 15% of all Black students with bachelor's degrees and 19% of all bachelor's degrees in science, technology, engineering or mathematics (STEM) awarded to Black graduates. Over the years, HBCUs have consistently graduated outstanding Americans of all backgrounds who have made great contributions to the prosperity and stability of our nation.

UNCF works to provide the support HBCUs need to help more students pursue their educational endeavors and graduate from college prepared for leadership roles, competitive employment and active participation in society. UNCF

also works tirelessly to benefit HBCUs, in part by changing the narrative of HBCUs across the nation and helping equip minority students with the resources necessary to transition into and graduate from college and ultimately succeed in the workforce.

Longtime iHeart partner UNCF was named the company's inaugural iHeartRadio Spotlight Media Grant partner in 2020, and in 2024, UNCF was gifted a fourth grant to help reach its critical fundraising goals. The campaign ran in conjunction with Black History Month across all iHeart stations and marked the 80th anniversary of UNCF. The PSAs highlighted the many achievements of HBCUs and urged support through donations to [UNCF.org/donate](https://www.uncf.org/donate) to empower the next generation of Black leaders, activists and educators.

“

We are deeply grateful to iHeart for this major investment in UNCF's mission to light the path forward to achieve better futures for our educational institutions and students. iHeart's investment has given a significant boost to our efforts to tell our story to millions of people. Several of our nation's most beloved celebrities that delivered important messages that aired on iHeart's nationwide network about how tirelessly UNCF works to empower HBCUs and their students to achieve educational excellence and economic prosperity. Partners like iHeart make our work at UNCF possible, and we are thankful for their support. As UNCF enters its 81st year, our mission is critical now more than ever as we work to support students to get to and through college to become our nation's next generation of leaders.”

DR. MICHAEL L. LOMAX
PRESIDENT & CHIEF EXECUTIVE OFFICER,
UNCF



ABOUT

UNCF

[UNCF.org](https://www.uncf.org)

UNCF is the nation's largest and most effective minority education organization. To serve youth, the community and the nation, UNCF supports students' education and development through scholarships and other programs, supports and strengthens its 37 member colleges and universities and advocates for the importance of minority education and college readiness. While totaling only 3% of all colleges and universities, UNCF institutions and other historically Black colleges and universities are highly effective, awarding 15% of bachelor's degrees, 5% of master's degrees, 10% of doctoral degrees and 19% of all STEM degrees earned by Black students in higher education. UNCF administers more than 400 programs, including scholarship, internship and fellowship, mentoring, summer enrichment and curriculum and faculty development programs. Today, UNCF supports more than 50,000 students at over 1,100 colleges and universities across the country. Its logo features the UNCF torch of leadership in education and its widely recognized trademark is, "A mind is a terrible thing to waste."[®]

CAMPAIGN IMPACT

+600K
students with college degrees, thanks to UNCF

+50K
students educated by UNCF-member HBCUs each year

+8K
students graduating from UNCF's 37 member-institutions annually

CAMPAIGN SNAPSHOT

2/26/24 – 3/7/24
dates running

833
iHeartMedia stations

23,603,000
impressions



REFORM ALLIANCE



Nearly four million people in the United States are currently on probation or parole – more than twice the number incarcerated. Probation and parole (often called "supervision") were originally designed to help redirect people away from prison and were intended as a path to rehabilitation, not a one-way ticket back to incarceration. Yet supervision violations account for over 40% of prison admissions nationwide, and, more troubling, more than half of these technical violations are not even criminal. Simple actions like being late to a meeting, crossing state lines or walking a dog past curfew can send someone back to prison. Every five minutes, someone is reincarcerated for a technical violation — not a new crime — at great cost to taxpayers, families and communities. Instead of serving as a supportive system for rehabilitation and stability, supervision has become a tangled web of confusing and ineffective rules that act as barriers to success, leaving

millions of people and their families excluded from economic stability and wellness.

As a leading bipartisan policy and advocacy organization dedicated to transforming one of the largest segments of our criminal justice system, REFORM Alliance is working to change supervision laws. REFORM is creating real pathways to work and wellbeing while increasing public safety for all. Instead of trapping people in the revolving door of supervision and incarceration, REFORM is focused on evidence-based solutions that move individuals from the justice system toward stability and safety, with the ultimate goal of establishing channels for economic stability, community support and lasting public safety.

iHeart collaborated with REFORM Alliance to create a powerful media campaign showcasing the real stories of people incarcerated due to technicalities, not new crimes.

The campaign featured James, a college student arrested for a clerical error when he checked in with the wrong parole office; Regina, a mother arrested for crossing state lines to be with her daughter in the hospital and sentenced to two years in prison; and John, who missed his curfew by 12 minutes due to a traffic accident and was sent to prison. The PSAs ask, "What would you have done?"; "Should 12 minutes send YOU back to jail?"; and "Should a clerical error send YOU back to prison?" to highlight the flaws in the probation and parole system.

All PSAs drove listeners to learn more about REFORM and join the movement at reformstories.org.

CAMPAIGN IMPACT

8M
impressions in 30 days since
iHeart launched PSAs across
65 national stations



ABOUT

REFORM ALLIANCE

ReformAlliance.org

REFORM Alliance is committed to transforming probation and parole throughout the United States by changing laws, systems and culture. Our goal is to replace America's punitive criminal justice system with a restorative approach that is fair, accountable and invested in rehabilitation, making families and communities safer and stronger. Since its founding, REFORM Alliance has passed 18 bipartisan bills in 11 states, creating pathways for more than 850,000 people to exit the system.

REFORM was founded in the wake of the #FreeMeek movement and is guided by its distinguished Board of Directors, which includes Meek Mill, Michael Rubin, Shawn "Jay-Z" Carter, Robert Kraft, Clara Wu Tsai, Laura Arnold, Robert F. Smith, Michael Novogratz, Michael Rapino and Emilia Fazzalari, and led by CEO Jessica Jackson. REFORM has become a leading authority on one of the most critical workforce and public safety issues of our time.

CAMPAIGN SNAPSHOT

3/07/24 – 4/02/24
dates running

95
iHeartMedia stations

7,834,200
impressions



BLACK MAMAS MATTER ALLIANCE



Black women in the U.S. face disproportionately high maternal mortality rates, with Black women being three to four times more likely to die from pregnancy-related complications than white women, according to the national Centers for Disease Control (CDC). This disparity is rooted in factors like systemic racism, inadequate access to quality healthcare and underlying health inequities.

iHeart issued an inaugural Spotlight Media Grant to The Black Mamas Matter

Alliance (BMMA) – a leading organization dedicated to advancing Black maternal health, rights and justice through advocacy, education and supporting Black women’s wellbeing – in hopes that by spotlighting these issues it will lead to better health outcomes for Black mothers and their families.

The iHeart campaign included a combination of national support across iHeartRadio stations as well as local grassroots support in markets including Atlanta and Philadelphia. The national

PSAs spotlighted Black Maternal Health Week 2024 from April 11-17 and was centered around improving Black maternal health. The week emphasized reproductive justice and the importance of creating a healthier future for all Black mothers, with the radio PSAs encouraging listeners to visit BlackMamasMatter.org/BMHW for more information and to follow #BMHW24 for real-time updates.

“

Media plays a crucial role in shaping narratives and transforming how we understand Black Maternal Health in the United States. For this reason, BMMA was very pleased to partner with iHeartMedia on our 2024 Black Maternal Health Week campaign, allowing us to spread awareness across markets nationwide about the importance of ensuring all Black mothers can thrive before, during and after pregnancy. Through iHeartMedia’s in-kind paid media support, we reached more than 13 million people across 820 markets with our mission and message, further enabling us to highlight the importance of the maternal and perinatal workforce – including Black physicians, midwives, doulas, researchers and clinicians – in driving equal birth outcomes. We are also grateful to local iHeart affiliate, 96.1 The Beat, for sponsoring the 2024 ATL Black Maternal Health Walk & Block Party presented by BMMA, 4Kira4Moms and the City of Atlanta.”

ANGELA D. AINA
CO-FOUNDER & EXECUTIVE DIRECTOR,
THE BLACK MAMAS MATTER ALLIANCE, INC. (BMMA)



CAMPAIGN IMPACT

228K
likes of BMMA content
throughout #BMHW24

+800
participants of the Black
Maternal Health Walk &
Block Party

353M
in media reach

+256K
interactions and mentions

ABOUT

BLACK MAMAS MATTER ALLIANCE

BlackMamasMatter.org

The Black Mamas Matter Alliance (BMMA) is a national network of Black-led, maternal and reproductive health organizations and multi-disciplinary professionals. We center Black mamas to advocate, drive research, build power and shift culture for Black maternal health, rights and justice. Through our work, we serve as a national voice on Black maternal health and a convener for stakeholders across the country who are fired up to help achieve a vision for a world where Black mamas thrive.

Our work is grounded in values that center and uplift the experiences, knowledge and leadership of Black women, trans women and femmes. We trust Black women and believe our community holds the key to overcoming the multiple and systemic oppressions that impede stellar maternal health. Black mamas are worthy of our attention and deserving of our efforts to change policy, cultivate meaningful research, advance holistic care and shift culture to improve Black maternal health outcomes.

CAMPAIGN SNAPSHOT

4/12/24 – 4/17/24
dates running

820
iHeartMedia stations

13,173,400
impressions



OPERATION HOPE



Economic inequality, financial illiteracy, social injustice, unequal access to capital and lack of financial dignity are real and systemic issues that have hindered the economic growth and opportunity for underserved individuals and small businesses for over 400 years in America.

Operation HOPE (HOPE) is a nonprofit dedicated to disrupting poverty and promoting financial access and information for underserved individuals across

America. For over 30 years, HOPE has provided financial education, tools and coaching that has positively impacted 100,000+ people annually through its HOPE Inside model. With nearly 300 locations across 47 states and Puerto Rico, HOPE partners with 150+ organizations to offer programs in credit, homeownership, disaster recovery, small business and youth financial literacy.

For the last three years iHeart has partnered with HOPE to help empower millions of adults and

young people through financial literacy messaging with its Financial Literacy For All initiative and as a Spotlight Media Grant recipient. In 2023 and 2024, iHeart expanded its support by launching a brand campaign that highlighted the organization's many offerings, including free local financial coaches that are available to individuals feeling the weight of financial stress. The broadcast radio spots ran across all iHeart stations and drove listeners to learn more at OperationHOPE.org.



“

We are grateful for our ongoing partnership with iHeart and their commitment to the financial wellbeing of all Americans, especially those traditionally left out or left behind. Movements cannot be successful without the media and we appreciate iHeart’s role in helping us grow a movement of economic inclusion for all.”

JOHN HOPE BRYANT
FOUNDER, CHAIRMAN & CHIEF EXECUTIVE OFFICER,
OPERATION HOPE

CAMPAIGN IMPACT

38%
of clients reaching above prime FICO Scores of 660 or higher while also raising credit scores by an average of 39 points

\$59.9M
secured in funded mortgages for low- and moderate-income homebuyers, with approximately \$406,500 in closing cost assistance obtained

\$1.19B
in mortgages have been secured since 2016

ABOUT

OPERATION HOPE, INC.

OperationHope.org

Since 1992, Operation HOPE has been moving America from civil rights to "silver rights" with the mission of making free enterprise and capitalism work for the underserved—disrupting poverty for millions of low and moderate-income youth and adults across the nation. Through its community uplift model, HOPE Inside, which received the 2016 Innovator of the Year recognition by American Banker magazine, Operation HOPE has served more than four million individuals and directed more than \$4.2 billion in economic activity into disenfranchised communities—turning check-cashing customers into banking customers, renters into homeowners, small business dreamers into small business owners, minimum wage workers into living wage consumers and uncertain disaster victims into financially empowered disaster survivors.

CAMPAIGN SNAPSHOT

1/01/24 – 1/19/24
dates running

841
iHeartMedia stations

48,045,200
impressions



EVERY MOTHER COUNTS



Not every mother survives pregnancy, childbirth and the postpartum period. In the United States alone, 1,200 mothers died last year due to preventable complications. According to Every Mother Counts, a person is more likely to die from childbirth complications today than their mother was a generation ago, making the U.S. one of the most dangerous high-resource countries for giving birth.

iHeart issued a 2024 Spotlight Media Grant that ran across all iHeart radio

stations to Every Mother Counts, a nonprofit working to address the maternal health crisis by ensuring that all women, everywhere, have timely access to quality and respectful maternity care.

iHeart created and produced two all-new radio PSAs and digital banners addressing critical maternal health issues that impact all women, with a special focus on Black women, who are three times more likely to die from pregnancy-related complications. The PSAs emphasized that maternal deaths are preventable

with the right care and that by raising awareness and advocating for reforms in maternal health we can ultimately save lives.

Additionally, iHeart hosted Christy Turlington Burns, Founder and President of Every Mother Counts, on the iHeartRadio Communities Public Affairs show during Mother's Day weekend to talk about the organization's work to make the maternal health journey safe and respectful for mothers across the United States and around the world.



“

Raising awareness about maternal health is a core component of EMC's work. We believe that information and understanding has the power to drive change. This is why we were so happy to partner with iHeart on this campaign. Through iHeart's PSAs, we were able to get the issue in front of a large audience which, we believe, is the first step toward solving this crisis."

CHRISTY TURLINGTON BURNS
FOUNDER & PRESIDENT,
EVERY MOTHER COUNTS

CAMPAIGN IMPACT

~\$4M
invested to support 49
community-based partners and
programs across 9 countries

+140K
individuals visited the
EMC website

ABOUT

EVERY MOTHER COUNTS

EveryMotherCounts.org

Motivated by the intrinsic human right to maternal health, Every Mother Counts is dedicated to ensuring that all people, everywhere, experience a safe and respectful journey through pregnancy, childbirth and the postpartum period. We started by spotlighting stories told by those closest to the issue. Over time, these personal accounts have shone a spotlight on the global imperative to transform maternal health. Since 2010, EMC has invested tens of millions of dollars to advance system-wide change through the development of professional, dedicated and compassionate providers in every setting who are focused on respectful care that centers mothers.

CAMPAIGN SNAPSHOT

**5/10/2024 – 5/24/24;
6/05/24 – 6/10/24;
6/14/24 – 7/01/24**
dates running

840
iHeartMedia stations

36,303,600
impressions



NATIONAL FAITH & BLUE WEEKEND



As the nation faces ongoing tension between law enforcement and the communities they serve, National Faith & Blue Weekend (Faith & Blue) is dedicated to strengthening these vital connections. With rising crime and ongoing discord between police and communities, it is more critical than ever for law enforcement and the public to come together to resolve and heal these divisions. While change is necessary, it's clear that law enforcement cannot achieve this alone — it requires the collective effort and collaboration of the community as well.

For the fourth consecutive year, iHeart promoted the annual Faith & Blue Weekend to address the urgent and longstanding need for authentic collaboration between law enforcement and citizens. This public/private collaborative effort to

build bridges and break biases aims to facilitate safer, stronger and more unified communities by connecting law enforcement officers and residents through grassroots community efforts.

Leading up to the 2024 National Faith & Blue Weekend, iHeart ran PSAs that encouraged police officers, religious leaders and residents to participate in local community forums, service projects and prayer vigils that were organized by Faith and Blue to improve public safety through unity, understanding and collective action. Over 4,000 events were held in all fifty states with over 1,000 participating law enforcement agencies of every kind. Faith & Blue is the nation's largest collaborative law enforcement-community initiative in the nation.

“Faith & Blue has truly transformed the way we engage with our community. It's been an incredible opportunity to work alongside local faith leaders and build relationships founded on trust and mutual respect. One of the highlights for me was the Food Around the World event, where we came together with members from all different backgrounds to share food and conversation. It wasn't just about the meal—it was about the connections we made that day. Thanks to Faith & Blue, this initiative has opened doors to new partnerships in the community we serve. The positive effects are still felt today, with stronger ties and better communication.”

**DEPUTY CHIEF
ANDREW STARZEC**
BROWNSTOWN POLICE DEPARTMENT
(MICHIGAN)



ABOUT

NATIONAL FAITH & BLUE WEEKEND

FaithAndBlue.org

National Faith & Blue Weekend (NFBW) is a collaborative initiative that builds bridges and breaks down biases through activities and outreach amongst law enforcement professionals and the communities they serve. NFBW is based on the premise that strong communities are built on mutual respect and understanding. Law enforcement entities and faith-based organizations are both key pillars of local communities, and when they work together, neighborhoods thrive. NFBW is an extension of the One Congregation One Precinct initiative (OneCOP), a program of MovementForward, Inc. which is a solutions-focused, social change organization based in Atlanta, Georgia led by noted human & civil rights leader, Reverend Markel Hutchins. NFBW organizers represent every major national law enforcement group and faith tradition in the United States of America.

CAMPAIGN SNAPSHOT

10/08/24 – 10/14/24
dates running

319
iHeartMedia stations

7,744,500
impressions



NAACP



The NAACP is an iconic organization working to disrupt inequality, dismantle racism and accelerate change in key areas including criminal justice, health care, education, climate and the economy. This grassroots organization is fueled by local volunteers who drive culture and change in communities across the country and aim to amplify the voice of Black America to make sure solutions to the most pressing issues are fair.

The NAACP has been a Spotlight Media Grant partner for the last four years and has inspired listeners to advocate for the changes they hope

to see in their communities. 2024’s collaboration focused on supporting the 115th NAACP Convention, held from July 11 to 17 in Las Vegas. Centered on the theme All In, the event brought together influential change-makers to network and exchange ideas and emphasized the NAACP’s commitment to collaboration to advance civil rights and social justice.

The NAACP is also a partner with BIN: Black Information Network and has been featured on several radio shows to discuss important and timely issues affecting the Black community.

“*Hosting our convention in Las Vegas presented a marketing and outreach challenge to cut through the noise and entertainment of the Strip and engage the local community. Similar to previous years, working with local iHeart stations serving our target demographics allowed us to connect with the community in a quick, efficient and meaningful way.*”

TROVON WILLIAMS
SR. VICE PRESIDENT OF
MARKETING AND COMMUNICATIONS,
NAACP



ABOUT

NAACP

NAACP.org

The NAACP advocates, agitates and litigates for the civil rights due to Black America. Our legacy is built on the foundation of grassroots activism by the biggest civil rights pioneers of the 20th century and is sustained by 21st century activists. From classrooms and courtrooms to city halls and Congress, our network of members across the country works to secure the social and political power that will end race-based discrimination.

CAMPAIGN SNAPSHOT

7/09/24 – 7/17/24
dates running

68
iHeartMedia stations

4,653,900
impressions



WE ARE ALL HUMAN FOUNDATION

THE HISPANIC PROMISE



Latinos are driving prosperity and progress in America, yet 77% of Hispanics don't know about their contributions to the country. According to Hispanic Star, Hispanics have launched 86% of new businesses in the U.S. and create businesses six times faster than any other group.

In 2019, iHeart joined The Hispanic Promise, an initiative led by the We Are All Human Foundation to celebrate Hispanic culture and contributions and to create a more supportive environment for Hispanic employees – helping them to thrive professionally and personally.

For the third consecutive year, iHeart awarded the We Are All Human Foundation a Spotlight Media Grant during Hispanic Heritage Month in September to

raise awareness about the positive impact of the Hispanic community on the economy, culture and society.

The iHeart spots ran on select stations in both English and Spanish and drove listeners to HispanicStar.org – a platform dedicated to celebrating and elevating the contributions of Hispanics to the United States.

Additionally, Jasmine Mejia, Vice President of My Cultura Podcast Network & Vice President, Multicultural Brand Partnerships, joined a panel at the Hispanic Leadership Summit at the United Nations in NYC with the theme Elevating Latino Media: A Call to Action.

CAMPAIGN IMPACT

582
attendees and 105 speakers at the Hispanic Leadership Summit

“*We are incredibly grateful for iHeart’s continued partnership and unwavering commitment to elevating the Hispanic community. Through initiatives like The Hispanic Promise and the Spotlight Media Grant, iHeart has helped amplify the impact of Latinos across the country. Jasmine Mejia’s participation in the Hispanic Leadership Summit was key in highlighting the role of media in shaping narratives and driving meaningful change.*”

CLAUDIA ROMO EDELMAN
FOUNDER,
WE ARE ALL HUMAN



ABOUT

WE ARE ALL HUMAN
WeAreAllHuman.org

We Are All Human is a registered 501 (c)3 public charity with a particular focus on accelerating the progress of Hispanics in the United States. Its biggest platform – the Hispanic Star – is an advocacy-driven platform with convening, mobilizing and communications superpowers devoted to elevating the potential of Latinos by changing perceptions. Hispanic Star was a finalist on the 2023 Collective Social Innovation Award of the Schwab Foundation for Social Entrepreneurship.

CAMPAIGN SNAPSHOT

10/07/24 – 10/15/24
dates running

333
iHeartMedia stations

11,846,700
impressions



BIG BROTHERS BIG SISTERS OF AMERICA



Today, one in three kids in America are growing up without a sustained, positive adult mentor in their lives and over 30,000 kids are on the Big Brothers Big Sisters’ wait list for a mentor. The gap between mentorship and youth who need it most continues to widen due to perceived barriers of the time and expertise needed to become a mentor. During 2023, Big Brothers Big Sisters of America, the preeminent one-to-one youth mentoring organization in the United States, launched a bold new brand campaign.

As a longtime partner of Big Brothers Big Sisters of America – an organization that connects

caring adult volunteers with young people who could benefit from positive role models and mentorship in the United States – iHeart extended its Spotlight Media commitment to supporting the It Takes Little to Be Big PSA campaign into 2024. This campaign highlighted how small acts of mentorship can lead to huge positive changes in the lives of young people and that mentors don’t need to make an overwhelming commitment to make a huge difference.

iHeart created the series of PSAs for the multi-media campaign and made them available to all media outlets.

CAMPAIGN IMPACT
\$1.5M
worth of media donated by iHeartMedia over the last four years

“*Our purpose-driven partnership with iHeart has helped create awareness of the need for mentorship by bringing together the power of iHeart’s media platform and community. The meaningful impact we create together helps rally communities, sign-up new volunteers and empower more champions of mentoring, ultimately helping more young people gain access to the opportunities and positive mentorship that help them reach their full potential.*”

ADAM VASALLO
CHIEF MARKETING OFFICER,
BIG BROTHERS BIG SISTERS OF AMERICA



ABOUT

BIG BROTHERS BIG SISTERS OF AMERICA

BBBS.org

Founded in 1904, Big Brothers Big Sisters is the largest and most experienced youth mentoring organization in the United States. Our mission is to create and support mentoring relationships that help all young people reach their potential. Big Brothers Big Sisters’ evidence-based approach is designed to foster positive outcomes from kindergarten into adulthood, enabling every young person we engage and support to dream bigger and have greater confidence, higher educational achievement, professional success and lasting, fulfilling relationships. We have more than 230 local affiliated agencies serving over 5,000 communities across all 50 states and the District of Columbia.

CAMPAIGN SNAPSHOT

9/12/24 – 9/19/24
dates running

836
iHeartMedia stations

17,575,800
impressions



SHINE A LIGHT



According to the Anti-Defamation League’s (ADL) Q4 2023 report, antisemitic incidents increased by 337% year over year. In response to rising antisemitism in North America, over 120 Jewish and non-Jewish organizations, along with 280+ corporations – including iHeart – partnered with Shine A Light, a coalition to combat antisemitism through education, community partnerships, workplace engagement and policy advocacy.

Shine A Light draws inspiration from the story of Chanukah, the Festival of Lights, to champion the message that light can dispel darkness and hate, and that antisemitism is a sign of an intolerant society — and each

individual and community should be empowered to shine a light on hate.

Now in its fourth year, Shine A Light partnered again with iHeart which has issued over \$1.95 million in Spotlight Media Grants to the coalition to increase awareness and action against antisemitism. iHeart also produced a PSA that addressed the many forms of antisemitism and focused on raising awareness of antisemitism and encouraged Jews and allies to speak out against it. PSAs aired on all iHeartRadio stations leading up to and during Chanukah, aiming to spark discussions in communities, schools and workplaces about recognizing and responding to antisemitism.

CAMPAIGN IMPACT

\$1.95M
in-kind media

“

Combating antisemitism and hate is more important than ever, and it requires all of us to stand together. Shine A Light is grateful to iHeartMedia for using their platform to amplify this vital message and help create a more inclusive and tolerant society.”

CARLY MAISEL
CHIEF EXECUTIVE OFFICER, KIRSH FOUNDATION



ABOUT

SHINE A LIGHT

ShineALightOn.com

Shine A Light is a comprehensive initiative to spotlight the dangers of antisemitism through education, community partnerships, workplace engagement and community advocacy. Fueled by an unprecedented coalition of more than 100 North American Jewish and non-Jewish organizations, Shine A Light draws inspiration from Chanukah, the Festival of Lights, to encourage Jews and allies to speak up and send a message that antisemitism, in all its modern forms, won't be tolerated in our communities.

CAMPAIGN SNAPSHOT

12/10/24 – 12/20/24
dates running

835
iHeartMedia stations

23,674,400
impressions



NATIONAL URBAN LEAGUE



The National Urban League is a historic civil rights organization dedicated to economic empowerment, equality and social justice. Founded in 1910 and headquartered in New York City, the Urban League collaborates at the national and local levels with community leaders, policymakers and corporate partners to elevate living standards for historically underserved communities.

The League promotes economic empowerment through education and job training, housing and community development, workforce development, entrepreneurship, health and overall quality of life.

In support of the National Urban League's Annual Conference in New Orleans, iHeartRadio stations and iHeartMedia's BIN: Black Information Network stations ran a PSA to

encourage listeners to join the nation's leading business, political, community leaders, influencers and celebrities committed to addressing critical issues and advancing initiatives that positively impact communities served by the Urban League's network of 92 affiliates across the country.

Additionally, National Urban League President and CEO Marc Morial provides regular commentary to BIN, lending a voice to the pressing issues affecting urban communities.



ABOUT

NATIONAL URBAN LEAGUE

NUL.org

The National Urban League is a historic civil rights organization dedicated to economic empowerment in order to elevate the standard of living in historically underserved urban communities. The National Urban League spearheads the efforts of its 92 local affiliates through the development of programs, public policy research and advocacy, providing direct services that impact and improve the lives of more than two million people annually nationwide.

CAMPAIGN SNAPSHOT

7/05/24 – 7/23/24
dates running

95
iHeartMedia stations

5,503,200
impressions

\$64,902
estimated media value



LGBTQ+ SPOTLIGHT MEDIA GRANT



In 2023, 7.6% of U.S. adults identified as LGBTQ+, up from 3.5% in 2012, according to a Gallup poll. This increase reflects growing societal acceptance, especially among younger generations like Gen Z, where 22.3% identify as LGBTQ+.

iHeartMedia is committed to serving all its audiences, including the LGBTQ+ community, and strives to provide the most relevant LGBTQ+ news and information to its listeners every day. Additionally, iHeart supports the most impactful

organizations advocating for and improving the lives of the LGBTQ+ community and its listeners.

In alignment with Pride Month and the return of Can't Cancel Pride 2024 — an iHeart-produced fundraiser in partnership with consumer brand leader P&G which recognizes and celebrates the LGBTQ+ community and the organizations supporting critical LGBTQ+ issues — iHeart issued a \$3.5 million Spotlight Media Grant to all participating nonprofit partners, including CenterLink,

GLAAD, National Black Justice Collective, Outright International, SAGE and The Trevor Project.

Can't Cancel Pride has raised over \$17 million over the course of four years to benefit the six organizations.

The following organizations were awarded a 2024 LGBTQ+ Spotlight Media Grant. Each campaign provided a unique platform to spotlight their important work, driving listeners to their websites for more information and to support.



GLAAD

As a dynamic media force, the GLAAD Media Institute equips and empowers advocates and storytellers to strengthen their media impact and accelerate acceptance for the LGBTQ+ community by tackling tough issues to shape the narrative and provoke dialogue that leads to cultural change. Proceeds from Can't Cancel Pride supported GLAAD's Spirit Day — an anti-bullying campaign — and the 31st Annual GLAAD Media Awards.

In addition, a PSA for the GLAAD campaign aired in support of trans youth and their families, encouraging listeners to take a stance for equality.



Can't Cancel Pride continues to evolve and challenge anti-LGBTQ+ rhetoric and disinformation with the power of connection & community, and love & acceptance. Can't Cancel Pride's support of GLAAD supercharges LGBTQ+ visibility in media, especially music, allowing us to create a world where everyone can belong. By bringing our community together to celebrate, to raise awareness and to humanize queer experiences, Can't Cancel Pride breaks barriers and provides critical resources to LGBTQ+ advocacy work across the nation and around the world."

TONY MORRISON
SENIOR DIRECTOR OF COMMUNICATIONS, GLAAD

SAGE

Since 1978, SAGE has led the way in advocating for policies, services and resources that empower LGBTQ+ elders to live openly and authentically. Their dedicated team members work nationally and globally to protect our rights, build health and longevity and preserve the vibrancy of our community as we age. Each one of us has a place to create a bright and vibrant future for the LGBTQ+ community as each one of us lights the way for the next generation to follow.

The 2024 Spotlight Media Grant allowed SAGE to continue their network of services and advocacy, ensuring all LGBTQ+ elders are valued, have limitless opportunities and thrive. By providing access to the aspects of healthy aging — housing, financial stability, food, mental health and community connections — SAGE builds health & longevity for our community.



Can't Cancel Pride provides annual funding that is critical for continuing SAGE's mission to advocate for policies, services and resources that empower LGBTQ+ elders to live openly and authentically. The LGBTQ+ community has always thrived by caring for one another, and the partnership between Can't Cancel Pride and SAGE helps us continue that tradition."

MICHAEL ADAMS
CHIEF EXECUTIVE OFFICER, SAGE



THE NATIONAL BLACK JUSTICE COLLECTIVE

The National Black Justice Collective (NBJC) is a leading civil rights organization dedicated to empowering Black lesbian, gay, bisexual, transgender, queer+ and same gender loving (LGBTQ+/SGL) people, including those living with HIV/AIDS.

The iHeart Spotlight Media PSAs encouraged listeners to take action and support the National Black Justice Collective in providing mental health and community support for Black LGBTQ+/SGL youth.



The National Black Justice Collective (NBJC) is an organization that is unapologetic in our approach to addressing severe disparities facing Black lesbian, gay, bisexual, transgender, queer+/same-gender loving (LGBTQ+/SGL) youth, particularly in mental health, housing, healthcare and education. Our partnership with iHeartMedia and P&G has allowed us to provide free high quality and culturally competent mental health therapy sessions for more than 300 people and donate over \$100K in mini-grants to direct service organizations that support the learning and development of LGBTQ+/SGL children and youth. As youth suicide and homelessness rates continue to rise across the nation, our partnership is needed now more than ever. We look forward to doing even more to ensure our kids thrive while learning to guard their joy.”

DAVID J. JOHNS, PH.D
CEO & EXECUTIVE DIRECTOR,
NATIONAL BLACK JUSTICE COLLECTIVE

CENTERLINK

Founded in 1994, CenterLink is a coalition that supports the development of inclusive, sustainable LGBTQ+ community centers across the country. It strengthens and connects these centers, helping them address the social, cultural, health and advocacy needs of LGBTQ+ individuals.

With the proceeds from Can’t Cancel Pride, CenterLink distributed over \$300K to nearly 200 LGBTQ+ community centers and organizations. iHeart’s CenterLink Spotlight Media campaign brought important awareness to the organization’s mission to strengthen, support and connect LGBTQ+ community centers across the United States.



Thanks to Can't Cancel Pride, we have amplified visibility, championed inclusivity and demonstrated the incredible resilience of LGBTQ+ communities. In 2024, nearly 200 LGBTQ+ community centers joined us in this celebration and received funds to ensure LGBTQ+ people of all identities have access to a community where they feel supported and valued.”

DENISE SPIVAK
CENTERLINK, CEO

THE TREVOR PROJECT

The Trevor Project is the leading suicide prevention and crisis intervention organization for LGBTQ+ youth people. Trevor Project offers 24/7 crisis services, connecting highly trained counselors with LGBTQ+ young people whenever they need support. To drive prevention efforts, The Trevor Project also operates robust research, advocacy, education, and peer support programs. The Trevor Project envisions a world where all LGBTQ+ young people feel safe, seen and accepted exactly as they are.

Proceeds from Can't Cancel Pride enabled The Trevor Project to continue providing support to LGBTQ+ youth through crisis counselor training and maintaining safe and supportive spaces for young people online. Additionally, PSAs for The Trevor Project brought awareness to the organization's free and secure services via phone lifeline, text and chat, and encouraged listeners in crisis to reach out.



This year, the outpouring of support through Can't Cancel Pride is especially meaningful for LGBTQ+ youth across the United States. The Trevor Project's crisis counselors have heard from thousands of young people who feel afraid to simply be their authentic selves. The ability to see out and proud LGBTQ+ celebrities and witness celebrations of queer joy on such a massive platform give young people hope at a time when when they may need it most.”

MARGARET CLARK
VICE PRESIDENT OF PARTNERSHIPS & PHILANTHROPY,
THE TREVOR PROJECT

OUTRIGHT INTERNATIONAL

Outright International is a global LGBTQ+ organization that partners with the United Nations, regional bodies and local groups to document violations, amplify LGBTQ+ voices and advocate for rights and representation worldwide.

The iHeart PSA for Outright raised critical awareness for the organization and its fight for the human rights of LGBTQ+ people everywhere. Proceeds from Can't Cancel Pride helped power Outright's global programs and fund a partnership between P&G, Looking Out Foundation, Outright International and Casa Frida focused on economic empowerment of LGBTQ+ women. Casa Frida is a nonprofit organization in Mexico that provides a safe space for more than 300 LGBTQ+ migrants, offering services that include food, housing, psychosocial support, job skilling and employment support.



The future of this partnership is hopeful. We believe that, together, through this model of collaboration, we can achieve significant impact with and for LGBTQ+ women not only in Mexico, not only in Latin America, but in other regions of the world. Impact that, in the absence of this collaboration, may not be achieved otherwise.”

ELISE COLOMER-CHEADLE
DIRECTOR OF DEVELOPMENT,
OUTRIGHT INTERNATIONAL



FOCUS ON MENTAL HEALTH

For the last several years, iHeart has worked with leading mental health organizations focused on improving mental wellness for both adults and children. These partnerships, with organizations including the National Alliance on Mental Illness (NAMI) and the Child Mind Institute, are designed to raise awareness of mental health issues and foster a culture within communities that supports talking openly about mental health issues like anxiety and depression.

iHeart's long-term commitment to mental health began in 2019 with the launch of the company's signature mental health program — iHeartMedia's Let's Talk — which includes elements like weaving a virtual support system through iHeartMedia's 860+ broadcast radio stations for people struggling with anxiety and depression to let them know they are not alone, and encouraging listeners to check in on the people in their lives by starting a conversation around mental health.

Today mental wellness is more important than ever, as mental crises, feelings of isolation, uncertainty and anxiety are at an all-time high. iHeart is dedicated to amplifying our focus on this critical issue, and we will continue to foster and strengthen our relationships with the most impactful organizations addressing mental wellness across our country with the goal of reducing stigma through candid conversations, informing audiences about resources they can find in their communities and encouraging anyone suffering to seek help.

CHILDREN AND YOUNG ADULTS

iHeart is especially focused on addressing the unique mental health needs of young people through our deep relationship with the Child Mind Institute and the Inspiring Children Foundation. According to a recent study, 17.1 million young people in the U.S. will have a mental health disorder by age 18 — more than the number with AIDS, asthma, diabetes, cancer and peanut allergy combined. Common diagnoses include depression, anxiety, ADHD, dyslexia, autism and eating disorders.

MARGINALIZED COMMUNITIES

iHeart is also focused on addressing the specific and unique mental health struggles faced by communities such as LGBTQ+ individuals, women and men of color — who often face additional barriers to seeking mental health treatment. These groups are less likely to access mental health resources due to factors like stigma, cultural norms, and a lack of specified support services.



iHEARTRADIO LET'S TALK



Research shows that talking about mental illness has the power to reduce stigma and help a person suffering from these all-too-common struggles to feel less isolated. Each year, millions of Americans face the reality of living with mental illness, yet many don't feel comfortable sharing their experience with others.

For the last five years, iHeart has invested heavily in media programs that provide resources, support and information for people struggling with mental health and is committed to helping reduce the stigma.

In 2023, iHeart once again teamed up with the National Alliance on Mental Illness (NAMI) and The Child Mind Institute to build upon its multi-year Let's Talk campaign, an initiative to raise awareness of mental health and foster a culture within communities that supports talking about mental health issues like anxiety and depression.

The goal of iHeartMedia's Let's Talk campaign is to harness the mass reach power of iHeartMedia's 860+ broadcast radio stations across the U.S. and weave a virtual support system aimed at helping people struggling with anxiety and depression realize that they are not alone.

The campaign aims to expand its messaging by also encouraging the general population to check in on the people in their lives by starting a conversation around mental health.

Since the program's inception, iHeartMedia has aired over \$10.5 million worth of PSAs for Let's Talk that have educated the public on the wide-reaching impact of mental illness – such as the fact that over 280 million people of all ages around the world are dealing with depression – and described the signs and symptoms associated with the most common mental health concerns to help people understand what they may be seeing in themselves and in others.

Radio spots voiced by Kristen Bell, Charlamagne Tha God, Emma Stone, Pete Wentz, Wayne Brady and the band Weezer are part of the campaign to drive listeners to iHeartRadio.com/TALK where they can find curated resources published by NAMI and the Child Mind Institute, including guides to starting the conversation with a friend, child or healthcare provider; a symptom checker; and other general information on mental health.

The campaign is also designed to reach parents and educators and help them better identify and proactively

address concerns that they may be facing with the kids in their lives.

iHeart, NAMI and The Child Mind Institute also work together to distribute important mental health information and resources focused on children and families in addition to the general population. iHeart continues to forge partnerships with organizations and individuals that share the same mission of reducing the stigma surrounding mental health and that are making progress in varying aspects of this critical issue.

CAMPAIGN SNAPSHOT

5/01/24 – 5/13/24
dates running

840
iHeartMedia stations

30,407,700
impressions





CHILD MIND INSTITUTE



Millions of children – as many as one in five – struggle with mental health or learning challenges. Due to stigma, misinformation and a lack of access to care, the average time between onset of symptoms and any treatment at all is over eight years. Children deserve better, and the Child Mind Institute is committed to responding to the youth mental health crisis with urgency and innovation to drive future progress in the field and help expand access to care and resources.

When kids feel comfortable sharing, they have a better chance of receiving life-changing treatment. iHeart and Child Mind Institute have partnered since 2019 on numerous mental health awareness initiatives and media campaigns aimed to reduce stigma and normalize conversations about emotional, social and psychological wellbeing among youth.

iHeart’s 2024 PSA campaign with Child Mind Institute focused on the concept of Mental Health Fitness, which combines core wellness skills—such as physical activity, diet and sleep—with essential mental health skills including understanding and expressing feelings, coping with stress and practicing mindfulness. The PSA reminded listeners that children’s mental health is just as important as physical health and drove them to the Child Mind

Institute website for free resources to help introduce Mental Health Fitness to their children.

Additionally, iHeart continues to invite clinicians and experts from Child Mind Institute on its national and local radio stations to discuss the timeliest news events and offer guided support. Dr. David Anderson, Senior Psychologist and VP of Public Engagement and Education for The Child Mind Institute was featured on the iHeartRadio Communities Public Affairs show during Mental Health Awareness Month to discuss the Child Mind Institute’s Positive Parenting, Thriving Kids series aimed at helping parents navigate the mental health issues facing young people today.

“*The Child Mind Institute and iHeart have worked together to bring critical awareness to youth mental health for more than six years. Through this partnership, we’ve reached millions with messages of hope and access to evidence-based resources. We are grateful for iHeart’s unwavering dedication to supporting young people and their families.*”

DR. HAROLD S. KOPLEWICZ
PRESIDENT & MEDICAL DIRECTOR,
CHILD MIND INSTITUTE



CAMPAIGN IMPACT

+63K
children reached through clinical care, research evaluations and school-based programs

2M
parents and educators visit childmind.org each month to access credible information for their children

+1.5M
people follow CMI on social media for stigma-busting and evidence-based information

+3.4M
people have gained insight into a child’s behavior using the online Symptom Checker

CAMPAIGN SNAPSHOT

5/24/24 – 6/05/24
dates running

841
iHeartMedia stations

31,042,100
impressions

ABOUT

THE CHILD MIND INSTITUTE

ChildMind.org

We are the leading independent nonprofit in children’s mental health providing gold-standard, evidence-based care, delivering educational resources to millions of families each year, training educators in underserved communities and developing open science initiatives and tomorrow’s breakthrough treatments.



NATIONAL ALLIANCE ON MENTAL ILLNESS



During the holiday season, many individuals experience increased feelings of anxiety, depression and grief. The National Alliance on Mental Illness (NAMI) reported that 64% of individuals living with a mental illness felt that their conditions worsened around the holidays. To help address these seasonal challenges, NAMI and iHeart launched an all-new media campaign to help people navigate through this often difficult time.

To address the current and future mental wellbeing of our country and to reach listeners experiencing mental health challenges including anxiety and depression during the often-isolating winter months, iHeart worked closely with NAMI to remind people that they are never alone during the holidays. The PSAs guided listeners to NAMI's resources, information and support at nami.org to help manage mental health during a challenging time.

Over the last four years, iHeart has aired thousands of NAMI PSAs and has provided a platform for mental health experts to speak directly to its audience. iHeart continues to connect listeners to trusted local and national tools to help them thrive and

overcome mental health challenges throughout the year.

In 2024, Dr. Christine M. Crawford, child psychiatrist & NAMI Associate Medical Director, was featured on the iHeartRadio Communities Public Affairs show and discussed rising concerns of parents and caregivers who are struggling to navigate children's mental health.



“

We are incredibly grateful for iHeart's partnership and commitment to mental health. The holiday season can be challenging for many, and through this campaign, iHeart helped ensure that no one feels alone. By amplifying NAMI's message and connecting listeners to vital resources, they continue to break down stigma and make a real difference. We're proud to work together to bring hope and support to those who need it most.”

JESSICA EDWARDS
CHIEF DEVELOPMENT OFFICER,
NAMI

CAMPAIGN IMPACT

167
NAMIWalks in 2024

+15.8M
million raised by
2024 NAMIWalks

CAMPAIGN SNAPSHOT

5/13/24 – 5/31/24
11/14/24 – 11/22/24
dates running

835
iHeartMedia stations

31,716,800
impressions

ABOUT

**THE NATIONAL ALLIANCE
ON MENTAL ILLNESS**

NAMI.org

The National Alliance on Mental Illness is the nation's largest grassroots mental health organization dedicated to improving the lives of individuals and families affected by mental illness. NAMI provides advocacy, education, support and public awareness so that all individuals and families affected by mental illness can build better lives.



MENTAL WEALTH ALLIANCE

MENTAL WEALTH EXPO



In 2021, Charlamagne Tha God, nationally-syndicated host of "The Breakfast Club" and co-founder of The Black Effect Podcast Network, launched the Mental Wealth Alliance (MWA), a foundation dedicated to destigmatizing mental health care and providing long-term support for Black communities across the U.S. With a goal of raising \$100 million over five years, the initiative partners with Black-led organizations and experts to focus on three key pillars: train, teach and treat. The MWA aims to improve mental health outreach, care and education while fostering generational support for those in need.

iHeart nationally supports the important work of the Alliance by donating airtime, digital space and leading event production.

Since 2021, Charlamagne Tha God, iHeartMedia NYC and The Mental Wealth Alliance have joined together for the annual Mental Wealth Expo in celebration of World Mental Health Day. Held in New York City's Times Square, the event was free and open

to the public and featured curated panels and intimate discussions covering a wide range of mental health topics including the complexities of the Black maternal health crisis.

The 2024 Expo event featured notable guests including MWA Chief Mental Wealth Officer and AAKOMA Project founder Dr. Alfiee M. Breland-Noble; actor, singer, author and business owner Tyrese Gibson; mental health scholar Dr. Rheeda Walker; lifestyle therapist and author Dr. Jay Barnett; former NFL player and TV correspondent Marcus Smith II; Angela Rye, host of "On One with Angela Rye"; best-selling author Jason Wilson; author Dr. Cheyenne Bryant, among others.

“Partnering with iHeartRadio for this fourth year to invest in our mental wealth fills me with immense pride. I’m amazed by the strong leadership of MWA CMWO Dr. Alfiee and her efforts to engage our AAKOMA Project collaborators to create an atmosphere of hope and progress in mental health, especially for our diverse communities. Together, we’re not just talking about mental health; we’re actively creating spaces for healing and empowerment of Black people and all people. I couldn’t be prouder to champion this cause and witness its positive impact on so many lives.”

CHARLAMAGNE THA GOD



ABOUT

MentalWealthAlliance.com

The Mental Wealth Alliance (MWA), founded by Radio Hall of Famer Charlamagne Tha God (Lenard McKelvey), supports state of the art mental health services for Black people in need, while building a long-term system of generational support for Black communities. By raising \$100 million, the MWA focuses on three pillars of impact: Train - prepare thousands of Black people to become research and clinical services providers in psychology, psychiatry, social work and related fields; Teach - advocate for the implementation of Social and Emotional Learning (SEL) and Mental Health Literacy (MHL) in public K-12 education nationwide; and Treat - support Black-led and culturally-competent organizations to provide free therapy to more than 10 million Black Americans within five years.

CAMPAIGN IMPACT

4.39M
on-air impressions

139M
digital impressions

+5K
attendees



THE MENTAL HEALTH COALITION



The world is facing a loneliness epidemic, which has been reported to affect over 60% of young adults today. Even in the age of social media, it can often feel like we’ve forgotten how to connect in real life. And when we do, we generally resort to small talk.

In response to the ongoing mental health crisis, iHeart – a long-time partner of The Mental Health Coalition since its inception – supported the #CareToAsk campaign during Mental Health Awareness Month to combat loneliness and foster deeper connections

by creating, producing and airing a series of PSAs. Throughout May, the #CareToAsk challenge was simple: ask, answer and share questions to encourage deeper connection. By participating, individuals played a part in shifting conversation and ending the stigma around mental health to make us all feel less alone.

All the iHeart PSAs drove listeners to get involved and learn more by visiting The Mental Health Coalition’s website at thementalhealthcoalition.org/Care.

“

Thank you to iHeartMedia for your partnership in The Mental Health Coalition’s #CareToAsk campaign. Your vast reach across airwaves helped spark meaningful conversations, break the stigma and connect people across the country in deeper conversation. Together, we’ve shown that when we #CareToAsk, we can help end loneliness and feel more connected.”

AMANDA ROSTON
VP BRAND MARKETING,
THE MENTAL HEALTH COALITION

ABOUT

THE MENTAL HEALTH COALITION

TheMentalHealthCoalition.org

The Mental Health Coalition is a coalition of the Nation’s leading mental health organizations, brands and individuals who have joined forces to end the debilitating stigma surrounding mental health and to change the way people talk about, and care for, mental illness. Our mission is to catalyze like-minded communities to work together to destigmatize mental health and empower access to vital resources and necessary support for all.

The Mental Health Coalition was formed with the understanding that the mental health crisis is fueled by a pervasive and devastating stigma, preventing millions of individuals from being able to seek the critical treatment they need. We will not relent until mental health is no longer associated with stigma, shame or judgment and all people feel empowered to openly discuss and address their individual mental health needs.

IMAGINE A WORLD
WHERE...

EVERYONE
FITS.

EVERYONE
HAS MENTAL
HEALTH.



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

IT DOESN'T
HAVE TO BE
THIS WAY.

CAMPAIGN SNAPSHOT

5/13/24 – 5/31/24
dates running

286
iHeartMedia stations

11,341,500
impressions

CAMPAIGN IMPACT

421K
social reach

31K
comments and tags



988 SUICIDE PREVENTION LIFELINE



The National Suicide Prevention Lifeline, originally launched in 2005 as 1-800-273-TALK, provides vital support for individuals in crisis, dedicated lines for veterans and a Spanish-language option. In 2020, the Lifeline transitioned to a simplified 988 number — unifying access to over 200 crisis centers nationwide and becoming the universal dialing code across the U.S.

Too many people today are experiencing suicidal crisis or mental health-related distress without the support and care they need. Studies have shown that after speaking with a trained crisis counselor, most Lifeline callers are significantly more likely to feel less depressed, less suicidal, less overwhelmed and more hopeful.

SAMHSA (Substance Abuse and Mental Health Services Administration) has played a key

role in supporting the National Suicide Prevention Lifeline and the transition to 988. For the last several years, iHeartMedia has worked alongside SAMHSA to create a 988 Chime, which aimed to improve message attention and recall. The chime is now available for any state, regional and local 988 campaigns to use across the nation.

In 2024, iHeart launched a series of PSAs targeting communities disproportionately affected by suicide, including LGBTQ+, young adults and Black men. In addition to national PSA support, iHeart has been instrumental in many federal, state and local 988 campaigns, including in Washington, Massachusetts, Louisiana, Alabama, California and Georgia, among others.

CAMPAIGN IMPACT

988 saw an increase during the launch of Chime

CAMPAIGN SNAPSHOT

7/18/24 – 8/15/24
dates running

291
iHeartMedia stations

20,765,400
impressions





INSPIRING CHILDREN FOUNDATION

NOT ALONE CHALLENGE



Anxiety, depression and suicide rates are at a historic high, yet 50% of Americans who need tools and resources proven to work don't have access to them.

For the last three years, iHeart has teamed up with multi-platinum singer-songwriter and mental health pioneer Jewel for the #NotAloneChallenge to provide free mental health tools and raise awareness for mental health throughout the holiday season.

The #NotAloneChallenge provides free mental health tools for those in need through Jewel's Inspiring Children Foundation — an organization that

empowers at-risk youth by providing mentorship, education and resources. The campaign brought together over 700 influential leaders from tech, finance, entertainment, music, sports and mental health sectors.

Participants were encouraged to create and share a short video on their support and advocacy for mental health, then challenge others to also participate in the campaign. The challenge emphasized the importance of connection, support and making mental health resources accessible to all. iHeart participants included radio personalities Elvis Duran, Bobby Bones, Greg T, Ramses Ja and Q Ward, who each shared

their personal connection to mental health challenges and encouraged others to participate via social media. Other notable participants in 2024 include Michael Buble, Terry Crews, Jewel, Rachel Platten, Josh Groban and Sofia Reyes.

The campaign also included an auction that raised funds to make free online tools and in-person programs more readily available. The funds helped provide wellness on a large scale through the Inspiring Children Foundation's innovative mental health curriculum.



CAMPAIGN IMPACT

2024:

681M
total campaign social reach impressions

300M
press reach impressions

137
participants

SINCE INCEPTION:

3B
social reach impressions

905M
press reach impressions

+700
participants

“

The power of iHeartRadio's platform is undeniable. I am very grateful to Bob Pittman, Tom Poleman and John Sykes for using this power to help solve our nation's mental health crisis. My goal with the #NotAloneChallenge is to democratize mental health so that proven effective tools like those my Inspiring Children Foundation has been pioneering for 25 years can get in the hands of anyone who wants to make a positive impact on their mental fitness.”

JEWEL

SINGER-SONGWRITER, ACTRESS, AUTHOR AND CO-FOUNDER,
INSPIRING CHILDREN FOUNDATION

ABOUT

INSPIRING CHILDREN FOUNDATION

InspiringChildren.org

The Inspiring Children Foundation has transformed the lives of at-risk youth for over 25 years with a whole human approach to physical, social, emotional & mental health. 95% of students earn college scholarships and 98% report remission from anxiety, depression & suicidal ideation. ICF serves millions online, thousands in-person and 150 in its award-winning Leadership Program. Its best-in-class curriculum is being implemented in schools, nonprofits, corporations and athletic programs worldwide.

CAMPAIGN SNAPSHOT

12/20/24 – 12/31/24
dates running

845
iHeartMedia stations

27,853,500
impressions



2024 LOCAL MENTAL HEALTH COMMUNITY SPOTLIGHTS

Mental health remains an important issue for many communities, with local organizations and government agencies working to reduce stigma, increase access to care and promote mental wellbeing. iHeartRadio stations across the U.S. have partnered with some

of the most impactful local organizations to address the unique mental health challenges facing these communities, providing targeted resources and support to those in need.



MENTAL HEALTH COMMUNITY SPOTLIGHT

NEW HAMPSHIRE DEPARTMENT OF HEALTH AND HUMAN SERVICES



Like many states, New Hampshire is facing a mental health crisis, with 221,000 adults living with mental health conditions. According to a National Alliance on Mental Illness report, 38% of adults in the state have reported symptoms of anxiety or depression, highlighting the urgent need for accessible mental health resources and support.

Strong Like Granite is the New Hampshire Department of Health and Human Services' campaign aimed at raising awareness about state resources available to address mental health and substance use concerns amid the state's ongoing mental health crisis.

iHeart teamed up with the New Hampshire Department of Health and Human Services and Initium Health to create powerful PSAs that aired across local radio stations and encouraged local listeners struggling with mental health, suicidal thoughts or substance use to call 988 to connect with trained crisis staff.

To reach those in need of support, the PSAs aired at different times throughout the day, and strategically focused on late evenings/early morning hours when many people are known to experience heightened anxiety.

CAMPAIGN IMPACT

+500K
individuals reached

857K
impressions donated

+4.1K
spots ran on broadcast radio in four months

+3.8M
impressions and 569 clicks across the U.S., in the The New Hampshire-focused 988 Line campaign flight





MENTAL HEALTH COMMUNITY SPOTLIGHT

LIVEON UTAH



LiveOn Utah is a statewide initiative dedicated to preventing suicide by promoting mental health education, providing resources and working to change the culture surrounding suicide prevention and mental health issues. The campaign aims to break down the stigma surrounding mental health, offer support to those in need and increase awareness about available resources for at risk individuals.

In 2024 iHeart Salt Lake City partnered with LiveOn Utah to reduce the stigma around mental health struggles and provide critical resources to listeners and the Salt Lake City community. Through a multi-media strategy utilizing broadcast radio, local influencers, streaming, podcasts, social media and digital, iHeart helped raise awareness and engage the local community in meaningful conversations about mental health, wellbeing and suicide prevention.

“
The core of this campaign is to embody hope during someone’s darkest time in their life by addressing stigma and equipping and empowering individuals, families, friends and others to address mental health and to support one another.”

SPENCER COX
GOVERNOR OF UTAH

ABOUT

LIVEON

LiveOn.org

LiveOn is a statewide effort to prevent suicide by promoting education, providing resources and changing our culture around suicide and mental health. We’re getting the word out to Utahns through a variety of multimedia messages and campaigns.

CAMPAIGN IMPACT

29%
increase in traffic to their YouTube channel, in correlation with the iHeart campaign

150K
people have started LiveOn’s suicide prevention training over the course of the five-year campaign

Since the launch of LiveOn, Utah has dropped out of the top five states of deaths by suicide





2024 LOCAL MENTAL HEALTH COMMUNITY SPOTLIGHTS



iHEARTMEDIA ASHEVILLE ASHEVILLE, NC

In 2024, iHeartMedia Asheville's on-air personality Mark Starling sat down for an on-air roundtable discussion with mental health experts from the Buncombe County Health Department to discuss teenage eating disorders, anxiety and the counseling services available in the community. The conversation also highlighted the growing mental health challenges faced by teens, the importance of early intervention and resources for parents and educators to support youth mental wellbeing.

FOX SPORTS THE GAME AUBURN, AL

iHeartMedia Auburn's FOX Sports The Game partnered with the East Alabama Mental Health Center to run a campaign focused on suicide prevention as well as addressing drug and alcohol abuse. The campaign included PSAs to raise awareness about mental health issues in the community, provide resources for individuals in crisis and promote healthy coping strategies.

NEWS TALK 560 KLVI BEAUMONT, TX

iHeartMedia Beaumont's News Talk 560 KLVI partnered with the Mental Health Association of Southeast Texas, a

nonprofit focused on improving mental health through advocacy, education and support programs. The PSA campaign aimed to reduce stigma while promoting the organization's free mental health resources, including support groups and crisis intervention services.

MY 99.9 COLORADO SPRINGS, CO

In 2024, iHeartMedia Colorado Springs' My 99.9 partnered with the mayor of Colorado Springs for 1000 Neighborhood Gatherings – an initiative that encouraged residents to host or attend a neighborhood gathering to address social isolation and loneliness. The initiative kicked off during Mental Health Awareness Month and ran through September. iHeartMedia Colorado Springs hosted monthly neighborhood parties throughout the summer to promote knowing your neighbors and encouraged listeners to have their own neighborhood gatherings.

WNCI 97.9 COLUMBUS, OH

WNCI 97.9 Morning Show hosts Dave & Jimmy hosted The Dave and Jimmy Celebrity Softball Classic in 2024 to continue their mission to raise awareness and funds for The Kids Mental Health Foundation, the leading

organization promoting kids' mental health in the U.S. proudly founded by Nationwide Children's Hospital. The 2024 celebrity softball game took place on June 20 with the player lineup including New Kids on the Block, Wallows, Columbus sports stars Sean Kuraly and Frankie Hejduk and more. Through combined ticket sales and a silent auction, \$50,000 was raised to benefit Kids Mental Health Foundation.

iHEARTMEDIA DALLAS DALLAS, TX

iHeartMedia Dallas' local public affairs programming featured various mental health organizations including United Way of El Paso, which provides mental health services through Family Resiliency Center; Center Against Sexual & Family Violence, an organization that provides resources including therapy for victims of domestic and sexual abuse; the Dallas District Attorney's office Justice for Juniors event aimed at empowering children to speak up against injustice and providing access to resources including various mental health organizations; Center for Hope, an organization that offers mental health services to victims of human trafficking; Aliviane, an organization that provides mental health services to people battling addiction; and Mental Health America of Greater Dallas, which promoted its Mental Health Youth Conference.



iHEARTMEDIA GRAND FORKS GRAND FORKS, ND

In 2024, iHeartMedia Grand Forks supported various organizations, including United Way with a focus on mental health, as part of its iHeart Cares PSAs program. Conversations also highlighted the growing mental health challenges.

93.7 NOW HARRISONBURG HARRISONBURG, VA

In 2024, iHeartMedia Harrisonburg partnered with American Foundation for Suicide Prevention to host the annual "Out of the Darkness Walk." The event aims to bring hope to those affected by suicide by giving people the courage to open up about their own connections to the cause and build a platform to create a culture that promotes the importance of mental health. The event brought friends, family members, neighbors and coworkers together to support each other, and in memory of those lost to suicide. The October 19 event was promoted on-air and on social media, helping raise awareness and \$12,500 in donations.

iHEARTMEDIA HOUSTON HOUSTON, TX

iHeartMedia Houston ran a 30-minute public service program featuring The Women's Home, a nonprofit residential program for women who need structure and professional support to build sustained and long-term sobriety. The program showcased the organization's services and highlighted its impact on women facing social and mental health crises.

107.3 PLANET RADIO JACKSONVILLE, FL

107.3 Planet Radio proudly supported the American Foundation for Suicide Prevention's Out of the Darkness Jacksonville Walk on October 26 at the Seawalk Pavilion in Jacksonville Beach. The event promoted remembrance, hope and support for those affected by suicide and mental health challenges. The walk drew over 1,000 participants and raised nearly \$90,000.

K103 PORTLAND PORTLAND, OR

iHeart Portland's public affairs program Local Voices aired a segment in May 2024 for Mental Health Awareness Month featuring an interview with a mental health specialist from Portland's Office of Community and Civic Life. The segment also included an interview with a local doctor conducting mental health research.

Q92 POUGHKEEPSIE, NY

Throughout 2024, iHeart Poughkeepsie's Q92 hosted Mental Health Monday Pick Up – a radio segment where on-air personalities highlighted mental health stories and discussed ways to improve mental wellbeing. Additionally, iHeart Poughkeepsie partnered with Access Supports for Living – a nonprofit organization that provides mental health, behavioral health and social services to individuals and families – to support their mission for mental health programs and suicide prevention efforts. The market also supported Access Supports for Living's annual mental health walk and picnic fundraiser.



2024 LOCAL MENTAL HEALTH COMMUNITY SPOTLIGHTS

CONTINUED



WYYD
ROANOKE LYNCHBURG, VA
On July 3 and July 4, 2024, New Country 107.9 YYD's Scott Stevens and volunteers from the Virginia Chapter of the American Foundation for Suicide Prevention stood outside the entrance to the Salem Fair for 24 hours, receiving High Fives from fair goers to bring awareness to the cause of suicide prevention and to the mission of the American Foundation for Suicide Prevention.

iHEARTMEDIA SAN FRANCISCO
SAN FRANCISCO, CA
iHeart San Francisco aired PSAs offering tips on improving mental health, how to ask for help and where to find resources available for support. Additionally, they hosted several Public Affairs Shows focusing on the importance of mental health, with a particular emphasis on men's mental health, and encouraged listeners to seek help and raise awareness of available resources.

THE BEAR 102.5
WACO, TX
iHeart Waco is a proud media sponsor of the Out of the Darkness Walks which raises awareness of suicide prevention and much-needed funds to strongly

send the message that suicide can be prevented and that no one is alone. The event raised \$40,000 in 2024 helping provide critical mental health resources for the community.

iHEARTMEDIA WACO
WACO, TX
In 2024, all iHeartMedia Waco and iHeartMedia Killeen stations ran on air and digital PSAs in support of the American Foundation for Suicide Prevention. Additionally, on-air personality Dana McKenzie made a four-hour appearance at the "Revving For Riley Memorial Car Show" at Horny Toad Harley Davidson in Temple, Texas event as a car show judge, which generated over \$5,000 to benefit the organization.

DC101 TEAM ONE MORE LIGHT
WASHINGTON, DC
On October 19, 2024, DC101 continued their partnership with the American Foundation for Suicide Prevention (AFSP) for the eighth annual Out of the Darkness Walk. Since 2017, the DC101 One More Light team, now led by DC101's Mike Jones, has recruited more than 500 team members and raised nearly \$500,000 in support of AFSP's mission to save lives and bring hope to those affected by suicide.

iHEARTMEDIA WEST PALM BEACH
WEST PALM BEACH, FL
In 2024, iHeartMedia West Palm Beach featured the Hanley Foundation, an organization whose vision is to create a world free of addiction through prevention, advocacy, treatment and recovery support, on its local show "Palm Beach & Treasure Coast Perspective."

iHEARTMEDIA YOUNGSTOWN
YOUNGSTOWN, OH
iHeartMedia Youngstown partnered with several organizations to provide on-air support, including the Alcohol, Drug Addiction and Mental Health Services (ADAMHS) Board of Cuyahoga County, Coleman Health Services and the Mahoning Valley Mental Health and Recovery Board. These collaborations helped expand outreach and provide essential resources to listeners seeking mental health support.





FOCUS ON RECOVERY AND ADDICTION

For the past seven years, iHeart has supported and celebrated those in recovery, as well as their families and caregivers, and have helped inspire interventions to start the recovery journey, prevent overdoses and address the stigma around addiction and recovery. As part of its commitment, iHeart has partnered with Mobilize Recovery, bringing together a diverse

cohort of advocates, allies and stakeholders to drive measurable, sustainable and action-oriented solutions that create resilient communities of recovery.

iHeart's efforts continue to grow and expand in response to the ever-changing opioid epidemic, which has significantly impacted communities nationwide and

led to a rise in substance use disorders, overdose deaths and the need for increased access to prevention and treatment services. On the ground activations have included major distribution of overdose prevention kits, including important tools like fentanyl test strips and free naloxone, in an effort to end overdose.



NATIONAL OPIOID ACTION COALITION (NOAC)



Based on data from the U.S. Centers for Disease Control and Prevention, drug overdose deaths in the United States have reached record levels. In response to the national opioid epidemic, which has killed tens of thousands of Americans and impacted millions more, advertising industry leader 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.

Launched in 2018, NOAC aims to help support local, state and federal opioid misuse and addiction prevention, treatment and recovery efforts by elevating the conversation; providing communications tools, including media donations, to reduce stigma; and harnessing the power of individuals, communities and companies to get engaged.

Since its inception, NOAC has launched targeted programs in local communities highly affected by the crisis and brought together

like-minded organizations that have offered expertise and tools to help address the opioid epidemic.

The coalition’s website – noac.org – is a free online resource for people seeking information related to opioid misuse prevention, treatment and recovery. The website also provides free access to online resources, including a treatment locator for people seeking assistance.





iHEART'S NATIONAL ADDICTION AND RECOVERY MONTH INITIATIVES



According to the National Institute on Drug Abuse, approximately 2.5 million individuals in the U.S. were affected by opioid use disorder in 2023. Additionally, there are over 23 million Americans who live in long-term recovery in the United States. When people receive support without shame or judgment, research shows that recovery is not only possible, but likely.

iHeart has been a proud supporter of National Recovery Month since 2018, launching numerous media campaigns and initiatives aimed at reducing the stigma surrounding addiction. Over the past seven years, iHeart has partnered with influencers and subject matter experts to engage diverse and vulnerable populations and work to raise awareness that

addiction is a disease and recovery is not only possible, it's achievable.

As part of this initiative, iHeart annually collaborates with The Voices Project's Mobilize Recovery, a national awareness and advocacy tour. To support the initiative, iHeart launched a major media campaign featuring radio spots recorded by musicians and influencers such as Macklemore, Melissa Etheridge, Noah Thompson, Dylan Scott, Lauv, City Girl Gone Mom and many others. These spots aired across all iHeart radio stations, amplifying the message of recovery and creating hope that it is possible. iHeart radio stations also hosted and promoted several regional events across the U.S.

During Recovery Month, iHeart hosted Macklemore as a guest on Eric Zimmer's award-winning podcast "The One You Feed," and conducted an interview with The Voices Project and Mobilize Recovery Co-Founder, Ryan Hampton, on the iHeart Communities weekly public affairs radio show.

All of iHeart's on-air and digital efforts drive listeners to iheartrecoverymonth.com, a streamlined website featuring a location finder powered by the Substance Abuse and Mental Health Services Administration that matches users by zip code to substance abuse and/or mental health treatment facilities in the United States.





LOCAL RECOVERY HIGHLIGHTS

**CHRISTOPHER WALDEN
HOUSE OF HOPE
ANCHORAGE, AK**
News Radio 650 KENI

iHeart Anchorage joined forces with the Christopher Walden House of Hope to promote the Hilltop Run 5k. The annual event raises money for the House of Hope Recovery Residences in Alaska.

**ASHEVILLE POLICE DEPARTMENT
ASHEVILLE, NC**
iHeartMedia Asheville

In 2024, Mark Starling of the Morning Show on WWNC-AM had an ongoing segment with the Chief of Police with Asheville City to discuss the opioid epidemic, it's causes on Asheville, and how they were combatting it.

**NEXUS RECOVERY
DALLAS, TX**
Lone Star 92.5

Nexus works with women who are in recovery from drug and alcohol abuse to allow for their children to stay at their facility while the mothers go into rehab, which prevents children going into foster care. iHeartMedia Dallas featured Nexus on its public affairs show and highlighted the organization's mission.

**SAFEKIDS GRAND FORKS
GRAND FORKS, ND**
iHeartMedia Grand Forks

Every month in 2024, SafeKids Grand Forks, an organization dedicated to preventing accidental injury, came in on the morning shows to addresses issue like the opioid epidemic and accidental drug use. The organization highlighted resources like drug drop off programs and more.

**OPERATION OPIOID
HARTFORD, CT**
The River 105.9

In 2024, Kristi Wright, president of Operation Opioid, joined the local iHeart public affairs show to discuss the opioid crisis in the state of Connecticut.

**AD COUNCIL
HONOLULU, HI**
iHeartMedia Honolulu

In 2024, iHeartMedia Honolulu highlighted Ad Council's Fentanyl Potency & The facts campaign, discussing fentanyl potency and how it can kill someone from an overdose. KIKI and KHVH station aired hundreds of PSAs in support of the campaign.



**THE CENTERS FOR DISEASE
CONTROL & PREVENTION
HOUSTON, TX**
SUNNY 99.1 Houston

In 2024, iHeart Houston aired a 30-minute public service program with Dr. Stephen Nesbit of the Centers for Disease Control & Prevention discussing the opioid epidemic. The CDC estimates the total cost of opioid misuse is \$78.5 billion a year.

**OREGON HEALTH
SCIENCES UNIVERSITY
PORTLAND, OR**
K103 Portland

iHeart Portland public affairs program Local Voices did several segments on the fentanyl crisis in the State of Oregon, interviewing the Governor Tina Kotek as well as several local doctors who reported on those with substance abuse problems.

**KNOCK OUT OPIOID ABUSE
AND CHANGING THE FACE OF
ADDICTION RECOVERY WALK
SUSSEX, NJ**
102.3 WSUS

In 2024, 102.3 WSUS hosted the Changing the Face of Addiction Recovery Walk. On-air personality Borasio spoke in front of students from all over Sussex County about opioid abuse with Knock Out Opioid Abuse Program, a local New Jersey initiative to educate students on the risks of prescription opioids.

**HANLEY FOUNDATION
WEST PALM BEACH, FL**
Wave 92.7

iHeart West Palm Beach covered the issue of the opioid epidemic on its local Palm Beach & Treasure Coast Perspective show, highlighting local recovery resources in the community.

**CHESTER COUNTY DEPARTMENT
OF DRUG AND ALCOHOL SERVICES
YOUNGSTOWN, OH**
MIX 98.9

In 2024, iHeartMedia Youngstown partnered with many counties, ADAMHS boards and recovery providers including Chester County Department of Drug and Alcohol Services, Coleman Health Services, Berks County Council on Chemical Abuse, YUMADAOP, Mahoning County Mental Health and Recovery Board and more. The market ran multiple community outreach, awareness and prevention campaigns on air and on social media.



CIVIC ENGAGEMENT

At iHeartMedia, we believe every eligible American citizen should have the information and tools they need to vote. In 2024, iHeart supported a broad range of nonpartisan voting organizations in an effort to increase voter turnout for the 2024 election cycle and to ensure that all voices were heard. Additionally, we are a long-time partner of CAA's Civic Alliance, a nonpartisan coalition of businesses united by our commitment to a thriving democracy.

2024 CIVIC ENGAGEMENT PARTNERS

- Head Count
- Civic Alliance
- When We All Vote
- Rock the Vote



WHEN WE ALL VOTE



The 2024 election was a critical year for our democracy, with voters deciding the president, vice president, 34 out of the 100 seats in the Senate, all 435 seats in the House of Representatives, gubernatorial elections in 11 states, races for 85 of the country's legislative chambers and a wide range of local and special elections.

iHeart teamed up with longtime partners Civic Nation, the nonprofit that is home to When We All Vote, to help drive voter engagement. When We All Vote is a national, nonpartisan initiative on a mission to change the culture around voting and to increase participation in every election by helping to close the race and age gap. When We All Vote brings together individuals, institutions, brands and organizations to register voters and ensure they have the information they need to not only register to vote, but also to make a plan to cast their ballots on Election Day.

The collaboration between Civic Nation and iHeart was designed to drive and increase voter turnout and participation

in all local communities at different points within the election cycle. The series of radio spots encouraged Americans to register to vote, understand the importance of voting and to actively participate in the 2024 election. The partnership also aimed to empower individuals by removing barriers and providing the tools and information to register to vote while stressing the importance of every vote and every voice.

In addition to the two-month on-air media campaign, iHeart stations supported When We All Vote voter registration events in their local communities. These events made it fun and easier for people to register while providing resources and support to ensure every eligible voter was registered and ready to vote. iHeart also contributed tickets to the iHeartRadio Music Festival for the organization's sweepstakes, which encouraged eligible voters to take action this election season.

“

Alongside partners like iHeart, When We All Vote made voting an unforgettable moment for so many in 2024. From radio spots encouraging listeners to get registered and ready to vote to sweepstakes mobilizing eligible voters to take action, we are grateful for iHeart's commitment to increasing voter participation and turnout throughout the entire election cycle. We look forward to continuing this partnership to make voting a celebration and bring voting to the culture together through music.”

BETH LYNK
EXECUTIVE DIRECTOR,
WHEN WE ALL VOTE

CAMPAIGN SNAPSHOT

9/27/24 – 11/05/24
dates running

836
iHeartMedia stations

110,944,000
impressions



CAMPAIGN IMPACT

+14M
voters reached

+150M
social media impressions

24K
high school students
educated through the My
School Votes program

+300K
Americans registered
to vote or checked their
voter registration

+80K
people attended 550 early
voting parties as a part of our
Party at the Polls program

15M
texts to more than seven million
voters sent by volunteers

ABOUT

WHEN WE ALL VOTE

WhenWeAllVote.org

When We All Vote is a leading national, nonpartisan initiative on a mission to change the culture around voting and to increase participation in each and every election by helping to close the race and age gap. Created by Michelle Obama, When We All Vote brings together individuals, institutions, brands and organizations to register new voters across the country and advance civic education for the entire family and voters of every age to build an informed and engaged electorate for today and generations to come. We empower our supporters and volunteers to take action through voting, advocating for their rights and holding their elected officials accountable.

CIVIC NATION

CivicNation.org

Civic Nation is a nonprofit ecosystem for high-impact organizing and education initiatives working to build a more welcoming and fair America. Civic Nation shifts culture, systems and policy by bringing together individuals, grassroots organizers, industry leaders and influencers to tackle some of our nation's most pressing social challenges. Civic Nation is home to seven national initiatives and campaigns: ALL IN Campus Democracy Challenge, Change Collective, It's On Us, Save On Clean Energy, SAVE On Student Debt, We The Action and When We All Vote.



ROCK THE VOTE



According to a study by the American Political Science Association, mental health issues often affect the likelihood of voting, as young people dealing with mental health challenges may feel less inclined to engage in the election process.

For the last several elections, iHeart has partnered with Rock the Vote, a nonprofit organization that aims to engage young people in the political process by promoting voter registration, education and participation, to distribute messaging to young listeners that could empower them to take positive

action on the issues that they care about most. This year's campaign with Rock the Vote highlighted the message that taking action through voting is not just a civic duty — it could improve personal wellbeing and mental health.

According to Rock the Vote, young voters are most passionate about issues like climate change, healthcare, racial justice and student loan debt. These are all issues that not only impact their future but also contribute to a sense of anxiety and uncertainty. To address these core concerns, Rock the Vote and iHeart

launched a PSA campaign targeting young people that positioned voting as a powerful form of self-care and encouraged them to take action by voting as a way to regain a sense of control over their concerns.

Like all of iHeart's civic engagement campaigns, the PSAs were nonpartisan and focused on engaging young people to take action that would impact the issues they care about most and that impacted their mental health. The spots ran across all youth-focused iHeart radio stations leading up to election day.



ABOUT

ROCK THE VOTE

RockTheVote.org

Rock the Vote is a nonpartisan nonprofit dedicated to building the political power of young people. For over 30 years, Rock the Vote has revolutionized the way we use culture, technology and activism to engage young people in the civic process. Since its founding, Rock the Vote has processed over 14 million voter registrations and consistently turns out its voters more than 30 points above the national youth average with approximately 60% voting for the first time. Rock the Vote focuses on voter registration, education, and mobilization and works to modernize the process and fight for young people's right to vote.

CAMPAIGN SNAPSHOT

10/07/24 – 10/31/24
dates running

275
iHeartMedia stations

18,990,400
impressions

\$295,000
estimated media value



HEADCOUNT



Young people, especially those aged 18-29, have historically had lower voter turnout compared to older age groups. However, their participation has been steadily increasing in recent elections.

HeadCount has been a nonpartisan leader in engaging young voters by organizing voter registration drives, concerts, contests and other events aimed at increasing civic participation. For the 2024 election iHeart partnered with HeadCount to mobilize young voters and encourage them to register to vote.

For this initiative, Saweetie – a renowned rapper, entrepreneur and advocate for social change – and iHeart teamed up to donate the grand prize for HeadCount's Good to Vote campaign, which aimed to encourage voter registration just before key registration deadlines. The sweepstakes included the opportunity to attend Jingle Ball in Miami and to meet with Saweetie. By aligning voting with an experience that resonated with young people, the collaboration offered a fun incentive to help register young voters.

“Partnering with iHeart and artists like Saweetie is fundamental to HeadCount's theory of change, and ultimately, to strengthening our democracy. When artists rally their fans, the way Saweetie and iHeart did with this campaign, it's awe-inspiring what kind of change we can make.”

LUCILLE WENEGIEME
EXECUTIVE DIRECTOR, HEADCOUNT

ABOUT HEADCOUNT

HeadCount.org
HeadCount is a non-partisan grassroots organization that uses the power of music to register voters and raise social consciousness. Since 2004, HeadCount has staged voter registration drives at over 2,000 concerts and signed up over 175,000 voters. Headcount reaches young music fans where they already are — at concerts and online — to inform and empower. The message is not about what party one supports — it's that you must speak to be heard.

CAMPAIGN IMPACT

Most successful HeadCount campaign to date:

492K
people registered to vote

3M
voter actions taken





FREEAMERICA



A 2020 study by The Sentencing Project revealed that 2.2 million people in the U.S. with felony convictions became eligible to vote due to criminal justice reforms – yet voter turnout remained low due to barriers like lack of awareness and difficulties in registration.

To address these challenges in California, John Legend launched a bipartisan campaign alongside California Secretary of State Dr. Shirley Weber through FreeAmerica, an initiative advocating for criminal justice reform. The campaign aimed to raise

awareness and encourage formerly incarcerated individuals or those on parole to vote, and helped ensure that those impacted by the justice system had access to the ballot.

iHeart joined the initiative by running PSAs across multiple stations within communities with large populations of unregistered voters impacted by the criminal justice system during the open voter registration period and leading up to Election Day in an effort to increase voter participation.

ABOUT

FREEAMERICA

FreeAmerica.org

Founded by John Legend in 2014, freeamerica is dedicated to ending mass incarceration and investing in communities to create lasting change. Through advocacy, storytelling and policy reform, freeamerica works to transform the criminal legal system while expanding access to housing, education and economic opportunity—helping communities thrive.

“

Every voice deserves to be heard, including those who have regained their voting rights. A strong democracy is one that welcomes participation from all its citizens. iHeart played an invaluable role in ensuring this message reached millions, using its platform to inform and empower voters. Their support helped expand access to critical voter information, making sure more people had the opportunity to make their voices count.”

FREEAMERICA





AD COUNCIL MEDIA PARTNERSHIP

For years, iHeartMedia has been one of the leading media companies supporting the incredible work of the Ad Council. The Ad Council has a long history of creating life-saving public service communications in times of national crisis and its innovative social good campaigns raise awareness, inspire action and save lives.

iHeart has contributed billions of impressions and more than \$100 million in media support of Ad Council campaigns across its radio stations since the inception of its partnership, making iHeart one of the single largest audio supporters of the Ad Council over the last decade. Most recently, the two organizations have collaborated on unique campaigns around mental health and distracted, impaired and drunk driving.

iHeart continually lends its audio expertise and creative and programming teams to expand many of the Ad Council's most successful campaigns into radio, podcasting and all streaming

platforms. In addition to the many nationally supported campaigns, local stations across the country work closely with regional Ad Council teams to place PSAs that address the most relevant issues within their communities.

+\$100 MILLION
IN MEDIA SUPPORT SINCE THE START OF PARTNERSHIP

+293 MILLION
IMPRESSIONS DONATED BY iHEART IN 2024

\$9.7 MILLION
WORTH OF MEDIA DONATED BY iHEART IN 2024

PROJECT YELLOW LIGHT



The U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA) reported that an estimated 42,795 people died in motor vehicle traffic crashes in 2022. In 2022 there were 3,308 people killed and an estimated additional 289,310 people injured in motor vehicle traffic crashes involving distracted drivers. Project Yellow Light’s work is important now more than ever to continue to bring positive change in the community.

For the eighth consecutive year, iHeartMedia teamed up with the Ad Council to prevent distracted driving in partnership with Project Yellow

Light, a national PSA contest and scholarship program.

By supporting the 13th annual Project Yellow Light contest, iHeart helped bring attention to the dangers of distracted driving, specifically the dangers of using a mobile device while driving. The contest, created by the family of Hunter Garner to honor his memory after his death in a car crash at age 16, called on high school and college students to submit PSAs to help raise awareness among their peers about the dangers of distracted driving – creating their own radio, outdoor and television PSAs with the

opportunity to win a scholarship and have their radio creative turned into a national PSA that iHeartMedia would distribute across the U.S.

The 2024 Project Yellow Light radio winners were college student Jackson Kuja (Madison, CT) and college student Hunaina Hirji (Yorba Linda, CA), each of whom received a scholarship and had their radio creative aired nationally across all iHeartMedia broadcast radio stations.



“

Project Yellow Light is a passion project for me, having lost my son Hunter to a car crash at the age of 16. There are so many others who know my pain all too well as fatal car crashes involving our youth continue to be a leading cause of death in the U.S. iHeart’s partnership gives this project great reach and credibility with their national recognition and powerful influence. We couldn’t be more grateful to iHeart for their contribution to this important work.”

JULIE GARNER
FOUNDER,
PROJECT YELLOW LIGHT

CAMPAIGN IMPACT

3.1B
impressions amassed
over 2024

~3K
submissions from students
representing all 50 states
and Washington D.C.

17K
entries since 2017

ABOUT

PROJECT YELLOW LIGHT

ProjectYellowLight.com

Project Yellow Light is a scholarship competition where high school, college and trade school students create compelling PSAs persuading their peers to develop safe driving habits. This project gives students a voice and a role in preventing car crashes — one of the leading causes of death 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.

CAMPAIGN SNAPSHOT

1/19/24 - 12/31/24
dates running

837
iHeartMedia stations

70,326,800
impressions



PIVOTAL VENTURES

SOUND IT OUT



There is a mental health crisis among our country's youth. Particularly in communities of color and under-resourced communities, adolescents face high rates of mental health challenges — yet many do not receive the help they need and often struggle in silence.

Parents and caregivers play a critical role in supporting the adolescents in their life. While caregivers may recognize the importance of emotional wellbeing and want to help, many struggle to get beyond “I’m fine” and communicate effectively with their children.

Sound It Out offers expert-vetted resources to help parents and caregivers support their children’s mental health and encourage them to continue learning how to listen and actively support their children’s emotional wellbeing.

iHeart supported the campaign as part of its overall national commitment to addressing mental health challenges, and all the PSAs directed listeners to SoundItOutTogether.org, which offered free expert-vetted resources to guide conversations.

ABOUT

SOUND IT OUT

SoundItOutTogether.org

Sound It Out is a collaboration between the Pivotal and The Ad Council. The campaign aims to remind parents and caregivers of the important role they play in supporting young people’s emotional wellbeing, and that listening is a form of love. The campaign is also part of the Ad Council’s Mental Health Initiative, a multi-year effort to change social norms and create a society that is more open, accepting and proactive when it comes to mental health.

CAMPAIGN IMPACT

5.1M
website visits

\$57M
in donated media
since launch

CAMPAIGN SNAPSHOT

1/11/24 – 2/24/24
dates running

37
iHeartMedia stations

4,138,200
impressions





THE HUNTSMAN MENTAL HEALTH INSTITUTE

LOVE, YOUR MIND



Millions of U.S. adults are struggling with their mental health but have attitudes or beliefs that may keep them from seeking help. Additionally, there are significant disparities in the prevalence of mental health conditions and access to care among minority patients, creating a critical need for targeted interventions and support to address these challenges.

The Love, Your Mind campaign, launched by the Huntsman Mental Health Institute and the Ad Council, aims to foster a more open and proactive approach to mental health. Targeted at nearly 70

million U.S. adults likely to face mental health challenges, the campaign encouraged individuals to care for their mental health as they would their closest relationships.

iHeart created and produced audio PSAs for the campaign, focused on reaching Black and Hispanic men who are often underserved in mental health care. Creative assets were made available to all media outlets in early 2024 and PSAs drove listeners to LoveYourMindToday.org (and ConAmorTuMente.org in Spanish) to access free mental health resources.

CAMPAIGN IMPACT

63%
awareness of Love, Your Mind among its target audience

\$63M
in donated media value since launch

“

Our impact is magnified when we work together to change the narrative and help end the stigma around mental health. The Ad Council’s mission is to harness the power of the communications industry to drive social impact at scale – and we depend on the generosity and leadership of partners like iHeart to make that possible.”

LISA SHERMAN

PRESIDENT AND CEO, THE AD COUNCIL



ABOUT

HUNTSMAN MENTAL HEALTH INSTITUTE

[Healthcare.utah.edu/hmhi](https://healthcare.utah.edu/hmhi)

Huntsman Mental Health Institute at University of Utah Health brings together 75 years of patient care, research and education into one of the nation’s leading academic medical centers focused on mental health. Nestled in the campus of University of Utah, Huntsman Mental Health Institute serves the community with 1,600 faculty and staff in 20 locations providing inpatient and outpatient services for youth, teens and adults as well as a comprehensive crisis care model which includes the nationally recognized SafeUT app and the 988 crisis hotline for Utah. The mission is to advance mental health knowledge, hope and healing for all.

CAMPAIGN SNAPSHOT

4/15/24 – 5/15/24
dates running

287
iHeartMedia stations

36,874,000
impressions



U.S. DEPARTMENT OF VETERANS AFFAIRS

VETERANS CRISIS PREVENTION



Veterans are at higher risk for suicide than the general population. For veterans, stressful life events like divorce, job loss or housing troubles can be risk factors for suicide, and as they navigate these challenges, they may experience other barriers to accessing support and resources like fear of judgement, difficulties accessing care, misconceptions about support and other concerns that can impact when and how veterans reach out for help.

As part of iHeart’s commitment to our nation’s veterans, iHeart supported the national Don’t Wait. Reach Out. campaign from the U.S. Department of Veterans Affairs and the Ad Council, which encouraged veterans to reach out for help before challenges become overwhelming or reach a crisis point.

The campaign PSA directed listeners to [VA.gov/REACH](https://www.va.gov/REACH), where veterans could find guidance and support from across the full breadth of the VA’s offerings.

CAMPAIGN IMPACT

6B
impressions since launch

\$93M
donated media value since launch



ABOUT

U.S. DEPARTMENT OF VETERANS AFFAIRS

[VA.gov/REACH](https://www.va.gov/REACH)

The VA and the Ad Council have partnered together since 2021 on the national Don’t Wait. Reach Out. campaign, an initiative working to end veteran suicides by encouraging veterans to reach out for help if they are struggling. Together, VA and the Ad Council have developed a website at [VA.gov/REACH](https://www.va.gov/REACH), housing resources to make it easy for veterans to navigate the challenges they may be facing. The campaign is part of VA’s 10-year strategy to end veteran suicide through a comprehensive, public health approach, combining community prevention and clinical intervention strategies. It is also part of the Ad Council’s Mental Health Initiative, a multi-year effort to change social norms and create a society that is more open, accepting and proactive when it comes to mental health.

CAMPAIGN SNAPSHOT

1/11/24 – 2/24/24
dates running

37
iHeartMedia stations

4,138,200
impressions





NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION (NHTSA)

DRUG-IMPAIRED DRIVING PREVENTION



Although several states have legalized marijuana use, driving when impaired by any substance remains illegal in all 50 states and in Washington, D.C. Many marijuana users don't see a problem with driving after use, but research shows marijuana can slow reaction time, impair judgment of distance and decrease coordination — all skills necessary for the safe operation of a vehicle.

iHeart collaborated with the Ad Council to support its Drug-Impaired Driving

Prevention campaign in partnership with the National Highway Traffic Safety Administration (NHTSA) at the iHeartRadio Music Festival in Las Vegas. The branded “wall art” space at the Festival’s outdoor House of Music displayed messaging aimed at young people to make them think twice about deciding to drive after consuming marijuana, in line with the campaign message reminding young men that If You Feel Different, You Drive Different. This campaign’s goal was to

get young men ages 18-34 to doubt the claim that it’s safe to drive after consuming marijuana by planting that seed of doubt and encouraging them to recognize the risk of driving impaired.

Support also extended to Drug-Impaired Driving’s campaign PSA assets, including radio assets focused on the dangers of driving after consuming marijuana, and closing on the reminder that driving impaired is illegal everywhere.



Getty Images

“

Driving under the influence of marijuana puts all motorists at risk. Sharing this vital message at the iHeartRadio Music Festival allowed us to intercept attendees with a unique and timely reminder to not drive high, and we are so grateful for the support iHeart provides the campaign to stress this life-saving message”

MICHELLE HILLMAN

CHIEF CAMPAIGN DEVELOPMENT OFFICER,
AD COUNCIL

CAMPAIGN IMPACT

6.6B
impressions since launch

\$87M
donated media value
since launch

ABOUT

NHTSA

[NHTSA.gov](https://www.nhtsa.gov)

For more than 50 years, the National Highway Traffic Safety Administration (NHTSA) has served as the key federal agency charged with improving safety on our nation’s roadways. As part of the U.S. Department of Transportation, NHTSA is working to reduce traffic-related deaths and injuries by promoting the use of seat belts and child safety seats; helping states and local communities address the threat of distracted, drunk and drug-impaired drivers; regulating vehicle safety standards and investigating safety defects in motor vehicles; establishing and enforcing fuel economy standards; conducting research on driver behavior and trafficsafety; and providing consumer information on issues ranging from child passenger safety to impaired driving.

CAMPAIGN SNAPSHOT

7/23/24 – 8/2/24
dates running

745
iHeartMedia stations

21,552,700
impressions



USDA FOREST SERVICE

SMOKEY BEAR'S 80TH ANNIVERSARY



With nearly 9 in 10 wildfires caused by humans, the need for wildfire prevention messaging is more urgent than ever. Since 1944, Smokey has educated the public on their personal responsibility in preventing unwanted, human-caused wildfires.

To celebrate Smokey Bear's 80th birthday, the USDA Forest Service, NASF and the Ad Council released a new PSA celebrating Smokey's historic impact and nostalgic legacy. The "Decades" PSA revisited key lessons from the past eight decades, showcasing how Smokey's

message has resonated over time. During the birthday year, more than five million people visited SmokeyBear.com, and there were over 30 million impressions on Smokey's social channels.

iHeart's support continued to extend this campaign through partnerships, on-air and live events, with PSAs strategically targeted to air on iHeart stations and reinforce Smokey's critical message of wildfire prevention. The campaign aimed to educate local communities about safely preventing human-caused

wildfires, which remain a significant threat in high-risk regions, and encouraging responsible outdoor behavior.

Smokey Bear made a special appearance at the iHeartRadio Music Festival House of Music in Las Vegas to distribute wildfire safety messaging to concert attendees. Connecting with generations of fans new and old in this way has been a part of the extension of Smokey's message for decades.



CAMPAIGN IMPACT

~90%
of wildfires nationwide are caused by humans

~14K
people attended iHeart's House of Music featuring Smokey

+\$100K
on-air media value

iHeart ran PSAs in nine markets including:
Jacksonville, FL • Orlando, FL
Denver, CO Panama City, FL
Albuquerque, NM • Los Angeles, CA
Portland, OR • Melbourne, FL
and Houston, TX

“

Smokey Bear has been the symbol of wildfire prevention for over 80 years, teaching generations of Americans about their personal responsibility in preventing accidental wildfires. His singular 'Only You' message has endured by adapting its delivery to meet audiences where they are. Partnerships like the one with iHeartMedia are truly a part of Smokey's historic legacy – connecting with his friends and fans across generations.”

TRACY DANICICH

VP GROUP CAMPAIGN DIRECTOR, AD COUNCIL

ABOUT

USDA FOREST SERVICE

fs.usda.gov

The Forest Service is the agency responsible for overseeing the use of Smokey Bear in cooperation with the National Association of State Foresters and the Ad Council. The Forest Service manages 193 million acres of national forests and grasslands for the American Public. Its mission is to sustain the health, biodiversity and productivity of the nation's forests and grasslands to meet the needs of present and future generations.

NATIONAL ASSOCIATION OF STATE FORESTERS

StateForesters.org

Since its start in 1920, the National Association of State Foresters (NASF) has served as a leading authority on forest management in the United States. NASF's members are the primary delivery system for forest management activities nationwide. They conserve, enhance and protect state and private forests, which encompass nearly two-thirds of the nation's forests, and are responsible for wildfire protection on more than 1.5 billion acres.



FEDERAL EMERGENCY MANAGEMENT AGENCY (FEMA)

EMERGENCY PREPAREDNESS



In recent years, devastating earthquakes, tornadoes, floods and wildfires have highlighted the need for all Americans to prepare for disasters. However, while 77% of Americans say preparation for a disaster is important to them, only 21% claim to be extremely or very prepared for an emergency.

The Federal Emergency Management Agency's (FEMA) Ready campaign aims to empower

all people to take steps to become disaster resilient. Disasters can strike at any time, without warning. iHeart is a critical resource for its listeners when disasters strike, and its broadcast radio stations across the country remain committed to helping communities prevent and plan for disasters by airing spots throughout the year that encourage emergency preparedness.

“

Disasters are a serious reality for many individuals and families. Together with FEMA, our goal was to ensure everyone feels empowered to take simple, proactive steps to prepare for emergencies. By providing resources, we wanted to instill a sense of confidence and readiness, ensuring that all communities are equipped with the tools they need to face any disaster.”

MICHELLE HILLMAN

CHIEF CAMPAIGN DEVELOPMENT OFFICER,
AD COUNCIL

CAMPAIGN IMPACT

\$2M
in donated media to FEMA and
the Ad Council's Ready
campaign since 2023

+128M
unique visitors to Ready.gov
since its launch in 2003

ABOUT

FEMA

FEMA.gov

FEMA's mission is to help people
before, during and after disasters.



Getty Images



LOCAL AD COUNCIL SPOTLIGHTS

ADOPTION FROM FOSTER CARE

Thousands of teens in foster care are waiting for the love and support from a family, but unfortunately almost 20,000 young people leave foster care without a family every year. But no matter our age, we never outgrow the need for family, and the teenage years are an especially critical time for parental help and guidance.

Inspired by real families' stories, this honest and heartfelt campaign reveals the remarkable value of adoption for both teens and parents. With the tagline, "You can't imagine the reward," these emotional messages reassure prospective parents and inspire them to consider adopting a teen.

This successful campaign has contributed to the more than 1,000,000 children and youth that have been adopted from the U.S. foster care system since 2004.

2024 iHeartMedia Impressions Donated: 17,684,969

DISTRACTED DRIVING PREVENTION

Using your phone while driving is dangerous. According to the National Highway Traffic Safety Administration (NHTSA), over the ten-year period from 2012 to 2021, over 32,000 people died in distraction-affected crashes. And even though drivers know that using their phone while driving is dangerous, they're doing it anyway — from sending messages or checking apps to creating content. The temptation for tech is visceral and ever-present, so drivers don't always realize when they shift into distracted driving. To help address the disconnect between awareness and behavior, the campaign aims to name the problem and encourages drivers ages 18-34 to keep their eyes forward and avoid driving distracted.

2024 iHeartMedia Impressions Donated: 47,422,163

ENDING HUNGER

An estimated 47 million people in America experience food insecurity. That's one in seven Americans facing hunger, including one in five children. Food nourishes more than just our bodies — it also nourishes our futures. The Ending Hunger campaign highlights what we can achieve when we have reliable access to nutritious meals. The campaign PSAs inspired audiences to join Feeding America in the movement to end hunger, ensuring that our neighbors facing hunger can access the nutritious foods we all need to thrive.

Feeding America supports tens of millions of people who experience food insecurity to access nutritious food and resources. The Feeding America network consists of food banks, pantries, meal programs, state associations and the Feeding America national organization working together alongside communities to end hunger.

2024 iHeartMedia Impressions Donated: 22,620,190

BUZZED DRIVING PREVENTION

The Ad Council has focused on drunk driving prevention since 1983, with the release of the now-classic Friends Don't Let Friends Drive Drunk campaign. As the idea of a designated driver became the cultural norm but alcohol-related driving fatalities began to increase, the Ad Council recognized the need for a new approach. In 2005, the Ad Council refreshed the classic campaign with a new message: Buzzed Driving is Drunk Driving. The most recent iteration of the Buzzed Driving Prevention campaign effort prompts young men to examine their own warning signs of impairment and take responsibility for their decisions behind the wheel by reminding them: If you need to do something to make yourself feel okay to drive, you're not okay to drive.

2024 iHeartMedia Impressions Donated: 11,075,144





ENVIRONMENTAL

iHeartMedia continually looks for ways to encourage the communities in which we live and work to protect the environment and conserve energy and natural resources.

In 2020, iHeartMedia made a company-wide commitment to this effort with the launch of iHeartRadio Earth, a long-term sustainability initiative designed to inspire iHeart's millions of listeners to take action to positively impact the environment. Now in its fifth year, iHeartRadio Earth is rooted in the belief that millions of small actions have the potential to make a massive difference for the environment. Since the program's inception in April 2020, iHeart has contributed over \$13.5 million in donated media across all iHeartMedia stations for this campaign.

Additionally, iHeart supports a number of nonprofit organizations that are changing the world by helping solve pressing issues facing our planet. From PSAs to local long-form shows and live events, iHeart's local radio stations use their platforms to inform and educate their audiences and incite actions that will preserve and protect our world and have a lasting impact on our environment for generations to come.

Local stations also continue to support and promote the sustainability and beautification of their local neighborhoods by participating in local events and campaigns on Earth Day and throughout the year. Additionally, many of our news talk stations and iHeartPodcasts are committed to inspiring meaningful science-based discussions within communities across the U.S.



iHEARTRADIO EARTH



In April 2020, iHeart launched iHeartRadio Earth, a company-wide sustainability initiative designed to inspire iHeart’s millions of listeners to take action to positively impact the environment. Since the launch of the program, iHeart has aired thousands of spots on stations across the country.

iHeartRadio Earth is designed to sharpen the company’s focus on sustainability with the goal of increasing listeners’ knowledge of simple actions they can take every day to help the environment. The campaign is rooted in the belief that millions of small actions have the potential to make a massive difference for the environment.

The series of PSAs developed in partnership with the National Environmental Education Foundation (NEEF), the nation’s leading organization in lifelong environmental

learning, provide useful tips and information about environmentally conscious actions and behaviors while also helping consumers save money.

The multi-year PSA campaign educates audiences across iHeart’s broadcast radio stations and digital platforms about small steps they can take in their daily lives to make a positive impact in their own communities and on the planet. Since the program’s inception, over 86 individual spots have been created to address important environmental issues, including energy and water usage; how families shop for, consume and dispose of food; waste reduction; energy optimization; reducing food waste and carpooling to reduce greenhouse emissions; and so much more. The spots run daily on iHeartRadio stations across the country.

All iHeartRadio Earth efforts lead listeners to an online destination to find more information on how to

conserve and protect the planet in their own communities. The website also provides an opportunity to search for local virtual volunteer activities powered by VolunteerMatch.

In 2024, the campaign received the Bronze Award in the "Sustainability, Environment & Climate" category at the third annual Anthem Awards, presented by the Webby Awards. Established in 2021, the Anthem Awards celebrate purpose and mission-driven work of individuals, companies and organizations worldwide. The campaign was selected as a finalist from over 2,000 submissions across 44 countries by the International Academy of Digital Arts and Sciences (IADAS), joining esteemed organizations such as Doctors Without Borders, Black Women's Health Imperative and the United Nations Development Programme.



ABOUT

NEEF

NEEFusa.org

Congressionally chartered in 1990, NEEF’s mission is to make the environment more accessible, relevant, and connected to people’s daily lives.

CAMPAIGN IMPACT

+1.2B
impressions since 2020

CAMPAIGN SNAPSHOT

1/01/24 – 12/31/24
dates running

340
iHeartMedia stations

253,781,160
impressions

“

iHeart’s reach has taken this partnership further than anyone expected, with new tips and volunteering opportunities being added each quarter.”

SARA ESPINOZA
PRESIDENT & CEO, NEEF



KEEP AMERICA BEAUTIFUL



America Recycles Day, which takes place annually on November 15, is the only nationally-recognized day dedicated to promoting and celebrating recycling in the United States. The day was part of Keep America Beautiful's Greatest American Cleanup™, an initiative aiming to beautify communities nationwide by America's 250th anniversary on July 4, 2026. Through the Greatest American Cleanup, Keep America Beautiful is working to engage 25,000 communities to pick up 25 billion pieces of litter from roads, parks and waterways.

In 2024, iHeartMedia was a national media partner of the Greatest American Cleanup. Throughout the year, iHeart organized and led local cleanup efforts across the U.S.

and launched large-scale national and local media campaigns to encourage listeners to participate in Keep America Beautiful programs. Additionally, through its iHeartIMPACT division, iHeart donated over \$500,000 in support of the Greatest American Cleanup.

In recognition of the transformational work being done nationwide, iHeart joined Jennifer Lawson, President and CEO of Keep America Beautiful, and Lucinda Robb, Honorary Co-Chair of the Greatest American Cleanup and granddaughter of former First Lady (and Keep America Beautiful champion) Lady Bird Johnson, at the Nasdaq MarketSite in Times Square to ring the Nasdaq Opening Bell in celebration of America Recycles Day.

“Helping our millions of listeners take action to positively impact the environment through simple everyday activities is at the core of iHeart’s sustainability initiatives. Knowledge and education are key to conservation efforts and protecting our planet for future generations, and we’re proud to support Keep America Beautiful’s Greatest American Cleanup.”

WENDY GOLDBERG
CHIEF COMMUNICATIONS OFFICER,
iHEARTMEDIA'S

CAMPAIGN IMPACT

+\$500K
donated in support of
Keep America Beautiful's
Greatest American Cleanup

25K
communities engaging to pick up
25 billion pieces of litter from roads,
parks, and waterways to celebrate
America's 250th anniversary

ABOUT

KEEP AMERICA BEAUTIFUL
KAB.org

Keep America Beautiful, the nation's iconic community improvement nonprofit organization, inspires and educates people to take action every day to improve and beautify their community environment. Celebrating its 65th Anniversary in 2018, Keep America Beautiful strives to End Littering, Improve Recycling and Beautify America's Communities. The organization believes everyone has a right to live in a clean, green and beautiful community, and shares a responsibility to contribute to that vision.





WORLD WILDLIFE FUND



In 2024, iHeart shared World Wildlife Fund (WWF)’s – a global conservation nonprofit – powerful PSA in celebration of Earth Day 2024. The spot featured a woman reflecting on a childhood camping trip in the forest and recalling the peaceful sounds of nature and the lasting impact of that experience. This sentiment is shared by many, as most people have cherished memories of connecting with nature.

The iHeart campaign ran across select stations and emphasized the importance of preserving nature for future generations and urged listeners to visit worldwildlife.org to support critical conservation efforts.

“Radio PSAs, like the one aired on iHeartMedia, harness the power of storytelling to inspire action and connect listeners to what they can do to help. Through the simple yet powerful medium of radio, we can tell a story that can drive real change, ensuring future generations experience the beauty and wonder of our planet.”

KATY FENN
DIRECTOR, BRAND ENGAGEMENT AND EDUCATION,
ONLINE MARKETING, WORLD WILDLIFE FUND

ABOUT

WORLD WILDLIFE FUND (WWF)

WorldWildLife.org

WWF is one of the world’s leading conservation organizations, working for 60 years in nearly 100 countries to help people and nature thrive. With the support of more than five million supporters worldwide, WWF is dedicated to delivering science-based solutions to preserve the biodiversity and abundance of life on Earth, halt the degradation of the environment, and combat the climate crisis.

CAMPAIGN SNAPSHOT

4/11/24 – 4/17/24;
4/15/24 – 5/15/24
dates running

285
iHeartMedia stations

29,641,700
impressions



© James Suter / Black Bear Productions / WWF-US



LOCAL HIGHLIGHT

TANNER, DREW AND LAURA'S TRASH BANDITS PORTLAND, OR

Tanner, Drew and Laura — hosts of the morning show on iHeart broadcast radio station 105.9 The Brew — have actively engaged their Portland, OR audience in environmental initiatives through their Trash Bandits program for many years. In collaboration with SOLVE Oregon, a nonprofit dedicated to environmental stewardship, they have organized multiple cleanup events throughout the Portland community.

SOLVE and iHeart have teamed up to unite listeners to improve the environment through engaging in volunteer efforts that protect and

preserve Oregon's natural beauty and promote environmental action. On Earth Day in April 2024, iHeartRadio partnered with SOLVE Oregon for a community cleanup and successfully collected 800 pounds of trash in the neighborhood.

The station's commitment continued with events like Trash Bandits: Rise of the Raccoon in September 2024, another successful outing where listeners gathered to help Tanner, Drew & Laura collect several hundred pounds of litter in the neighborhood surrounding Cathedral Park in North Portland.

“

The best way to have a positive influence within your community is to roll up your sleeves and to physically do what needs to be done. That's what Tanner, Drew and Laura's Trash Bandits is about. We use our megaphone to rally our listeners to make an impact on the community in which we live.”

CORT WEBBER

PROGRAM DIRECTOR, 105.9 THE BREW

CAMPAIGN IMPACT

800
pounds of trash collected

ABOUT

SOLVE

SolveOregon.org

SOLVE provides free cleanup supplies, event planning support, and access to a volunteer registration platform to empower individuals and groups to lead their own service projects. This commitment reflects SOLVE's mission to inspire collective action for a cleaner, healthier environment.





LOCAL HIGHLIGHT

BIG SHELL BEACH CLEANUP CORPUS CHRISTI, TX

iHeart’s K-99 COUNTRY and NewsRadio 1360 KKTU broadcast radio stations have been long-time supporters of Friends of Padre, an organization dedicated to preserving Texas’ North Padre Island and its unique wildlife and ecosystems. Friends of Padre works to protect the natural beauty of the island through conservation efforts, environmental education and advocacy for sustainable practices. Their mission is to ensure that future generations can enjoy the island’s pristine landscapes and diverse wildlife.

On February 24, 2024, the 29th Annual Big Shell Cleanup brought together 2,000 volunteers who worked to remove an impressive 28 tons of trash from 30 miles of beach — almost half of the 62

miles that make up Padre Island National Seashore. In addition to onsite efforts for the past 13 years, iHeart played a crucial role in supporting the event by promoting it through on-air broadcasts and featuring it on their public affairs podcast. The stations’ support helped raise awareness and encouraged community involvement that furthered the impact of the cleanup efforts. By engaging listeners and the local community, iHeart helped inspire listeners to take part in conservation initiatives that help ensure Padre Island continues to thrive as a protected natural space for future generations.

CAMPAIGN IMPACT

2K

volunteers

28

tons of trash collected

+30

miles of beach cleaned

ABOUT

FRIENDS OF PADRE

FriendsOfPadre.com

Friends of Padre is a 501 C3 Nonprofit organization dedicated to the preservation and betterment of North Padre Island and the people and wildlife that call it home.





2024 ENVIRONMENTAL LOCAL SPOTLIGHTS

TEXTILE DRIVE FOR EARTH DAY
106 WCOD
Cape Cod, MA

In celebration of Earth Day, iHeart Cape Cod's 106 WCOD held its first-ever textile drive to benefit Big Brothers Big Sisters of Cape Cod. Listeners were asked to donate old textiles that they no longer used, and the money raised from recycling them went to Big Brothers Big Sisters of Cape Cod. The event collected over 1,400 pounds of textiles through this program.

TREES FOR HOUSTON
SUNNY 99.1 HOUSTON
Houston, TX

Barry Ward, the Executive Director of Trees For Houston, was a guest on iHeart Houston's on-air public affairs show where he discussed the many benefits of planting trees. He highlighted not only the environmental advantages of trees but also their positive impact on mental health. According to Ward, trees can provide a calming effect, reduce stress and improve overall wellbeing. The presence of green spaces and trees in urban areas has been shown to help reduce anxiety and depression and offer a natural way for people to reconnect with nature.

ARBOR DAY CELEBRATION
FM 100 KTEX
McAllen, TX

In 2024, iHeart's 100 KTEX partnered with the City of McAllen to promote its Arbor Day Celebration, an annual event focused on environmental awareness and tree planting. The event featured activities like tree giveaways and encouraged residents to plant and care for trees. The celebration emphasized the importance of trees in improving air quality, providing shade and enhancing the beauty of the city.

PROJECT EVERGREEN
99.9 KEZ
Phoenix, AZ

iHeart Phoenix' 99.9 KEZ partnered with Project Evergreen, a nonprofit organization dedicated to enhancing green spaces, improving urban environments and promoting environmental sustainability to help establish Barrios Unidos Park, a new community park. The park was revitalized into a vibrant community space focused on recreation, environmental sustainability and community engagement. iHeart Phoenix was instrumental in promoting the initiative and encouraged listeners to sign up, volunteer and plant trees.

EARTH DAY
WAVE 92.7
West Palm Beach, FL

West Palm Beach, FL, celebrates Earth Day with a variety of events and activities aimed at promoting environmental awareness and sustainability. The city's Earth Day celebration features clean-up events, tree planting and educational programs designed to engage the community in protecting the environment. In 2024, iHeart's Wave 92.7 supported the city's local Earth Day message through on-air promotion and encouraged listeners to recycle.





ONGOING SPECIAL PROJECTS

Each year, iHeartMedia makes a company-wide commitment to address specific issues or causes beyond media or financial support. In 2024, the company responded to a number of timely and relevant concerns in addition to the ongoing growth and development of our most successful social impact programs.

For the last decade, iHeartMedia has been committed to addressing veteran unemployment and employment retention and launched what is still the largest public service campaign in the company's history – iHeartRadio Show Your Stripes – to address the national veteran unemployment crisis. Then, three years ago, iHeart unveiled a new Show Your Stripes program that realigns with some of the most pressing issues facing veterans today, including a focus on wellness — from health and emotional wellness to environmental, financial, intellectual, occupational, physical, social and spiritual wellness.

In 2024, iHeart continued to expand its relationship with the innovative and effective nonprofit GreenLight Fund which helps communities identify and address their unmet local needs. Together we are working to bring proven programs to iHeart cities where they are needed most. In addition, we reached

our eleventh year supporting the Ryan Seacrest Foundation, assisting in his mission to build broadcast media centers, named Seacrest Studios, in pediatric hospitals for patients to explore the creative realms of radio, television and new media.

We also continued to expand our work around International Women's Day, and in 2024 celebrated the contributions of women and girls around the world who are actively devoting their lives and talents to producing art and pursuing truth in all forms of media and storytelling.

In addition, iHeartMedia granted holiday wishes for hundreds of families in local communities across America through its 14th annual Granting Your Christmas Wish program.

iHeart also expanded our special mentorship 'shadow' experiences at the 2024 iHeartRadio Music Festival and iHeartRadio Fiesta Latina in partnership with Big Brothers Big Sisters. We hope to inspire the next generation of music and media industry leaders by providing access and conversation with iHeart team members and executives who can share personal insights and experiences with young and aspiring students.



iHEARTRADIO SHOW YOUR STRIPES



In 2021, iHeart relaunched its award-winning iHeartRadio Show Your Stripes social impact campaign with an all-new series of Public Service Announcements (PSAs), a broadened focus on veteran wellness and a multi-year commitment to create a more supportive world for veterans returning home by connecting them and their families with the communities, businesses, resources, programs and nonprofits that can support their different wellness needs.

Initially launched twelve years ago to address the national veteran unemployment crisis, iHeartRadio Show Your Stripes’ new approach is aimed at meeting some of the most pressing issues facing veterans today, including focusing on wellness — from health and emotional wellness to environmental, financial, intellectual, occupational, physical, social and spiritual wellness. The campaign promotes the eight dimensions of wellness — an effective framework for the pursuit of wellness — and drives veterans to programs and resources that provide ideas and examples for improving each specific area of wellbeing.

Additionally, iHeart produced a series of PSAs voiced by nationally

recognized iHeart on-air personalities Ryan Seacrest, Bobby Bones, Elvis Duran, Enrique Santos, Steve Harvey and Woody, as well as recording artists Craig Morgan and Walker Hayes, to encourage veterans facing challenges, or family and friends looking out for the wellbeing of a veteran, to visit showyourstripes.org for national and local support.

The new showyourstripes.org — a centralized and easy-to-use online destination — offers broad recommendations and relevant resources curated by iHeart in partnership with Dixon Center for Military and Veteran Services, which provides influence, ideas and actions to organizations and individuals wanting veterans and their families to succeed where they live. The site also serves as a launchpad to many programs that are serving veterans today.

True to the program’s original mission, iHeartRadio Show Your Stripes celebrates the unique skills and training that make veterans such valuable leaders and members of their communities by sharing stories that highlight the strength and resilience of our military as they overcome challenges in their quest to reintegrate into civilian life.

“
I’ve seen valor on the battlefield — a series of noble acts over a period of time under difficult circumstances. And, I’ve seen valor when our service members come home — noble acts over time under difficult circumstances. Sometimes it takes more than valor. It takes local organizations working together to connect with our nation’s military veterans and their families in meaningful ways. With this type of support by organizations like iHeart they are thriving, not just succeeding.”

DAVID SUTHERLAND
RETIRED U.S. ARMY COLONEL
AND CHAIRMAN,
DIXON CENTER FOR MILITARY
& VETERANS SERVICES



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
- 2022 Dixon Center for Military and Veterans Service, Eugene and Ruth Freedman Leadership Award

CAMPAIGN IMPACT

+7.9B
media impressions

2.6M
public service announcements aired on iHeartMedia radio stations nationally

CAMPAIGN SNAPSHOT

7/18/25 – 11/15/25
dates running

289
iHeartMedia stations

20,242,000
impressions



THE GREENLIGHT FUND



The GreenLight Fund engages with community leaders and residents to identify unmet needs that, if addressed, could make a significant difference in the lives of residents facing barriers to economic opportunity. The organization identifies innovative models from across the country with measurable results that address those needs and, after a thorough due diligence process, selects a proven program that is the best fit for the city.

In collaboration with the local community in each of GreenLight’s 14 cities, the organization helps open opportunities for children, youth and families experiencing poverty by engaging deeply with residents, experts and leaders and running a consistent annual process to elevate priority issues not yet being addressed; invest in innovative, proven programs that have a significant, measurable social impact; and galvanize local support to accelerate the selected program’s launch and ensure growth and long term viability. Since 2019, iHeartMedia has made an annual media commitment to support new and existing GreenLight Fund sites that are working to bring effective programs to cities where they are needed.

To date, iHeart has launched media campaigns in Boston, Atlanta, Baltimore, Charlotte, Chicago, Cincinnati, Detroit, Denver, Newark, Philadelphia, the San Francisco Bay Area and the Twin Cities, with several other additional cities planned over the next few years.

In each city, GreenLight has the opportunity to raise awareness about its mission and focus while also spotlighting the work of the now 62 and growing proven nonprofit organizations GreenLight has brought to those cities.

Here are just a few examples of iHeart collaborations:

- iHeartMedia ran PSAs to support GreenLight Greater Newark’s first organization investment, EMS Corps, recruit participants for their first training cohort. EMS Corps is an Emergency Medical Technician (EMT) training program that provides youth development, mentorship and job training, opening healthcare career opportunities for young adults in underserved communities. Openings were quickly filled as well as a 100+ person waitlist.
- In Philadelphia, iHeartMedia helped amplify the results of GreenLight

Philadelphia’s seven investments to date on their public affairs show. The solutions making a measurable impact in Philadelphia addressed challenges ranging from workforce development, supporting the re-entry of citizens returning from incarceration with low interest loans and immediate employment, early childhood literacy and housing stability.

- GreenLight Charlotte Executive Director Sam Smith, Jr. was featured on the local iHeartMedia CEOs You Should Know including an interview with Sam about the work he leads in Charlotte addressing community-identified needs with evidence-based solutions.
- iHeartRadio supported GreenLight Boston fundraising events with raffle prize packages including concert tickets, helping the organization exceed its fundraising goals.



“

iHeartMedia’s support is a tremendous asset for GreenLight Fund. It accelerates our impact by raising awareness of the work we do in collaboration with local residents and leaders and the amazing organizations we bring to communities to remove barriers to prosperity.”

EMILY EPSTEIN

VICE PRESIDENT, MARKETING & COMMUNICATIONS,
GREENLIGHT FUND

ABOUT

GREENLIGHT FUND

GreenLightFund.org

GreenLight Fund is a national nonprofit with a local focus that partners with communities to create opportunities for prosperity. The organization, in each of its sites, facilitates a community-driven process that matches local needs of individuals and families not met by existing programs, to organizations with track records of success elsewhere. Working with communities, GreenLight identifies, invites in and launches proven organizations, providing collaborative support so they can quickly take root and deliver measurable social impact. Started in Boston in 2004, 62 portfolio organizations have been launched across GreenLight’s 14 sites - Atlanta, Baltimore, Boston, Charlotte, Chicago, Cincinnati, Denver, Detroit, Kansas City, Miami, Greater Newark, Philadelphia, the San Francisco Bay Area and the Twin Cities.

CAMPAIGN IMPACT

749K
individuals and families reached

55
portfolio organizations supported

13
cities



BIG BROTHERS BIG SISTERS SHADOW EXPERIENCE



Big Brothers Big Sisters of America (BBBSA) helps children realize their potential and build their futures. Since 1904, Big Brothers Big Sisters has operated under the belief that inherent in every child is incredible potential. As the nation's largest donor- and volunteer-supported mentoring network, Big Brothers Big Sisters makes meaningful, monitored matches between adult volunteers ("Bigs") and children ("Littles"), ages five through young adulthood, in communities across the country and develops positive relationships that have a direct and lasting effect on the lives of young people.

For a second consecutive year, iHeart supported BBBSA's mission by providing backstage shadow experiences at various events

including the iHeartRadio Music Festival, iHeartRadio Fiesta Latina and the iHeartRadio Jingle Ball Tour.

In September, Big Mentor Melissa and her Little, Knoa, a performing arts student aspiring to be a vocalist, attended the iHeartRadio Music Festival in Las Vegas. Their experience began with a backstage tour of the overall show production process, and they observed a live interview with rapper Big Sean and met with syndicated Radio personality Big Boy of iHeart's REAL 92.3. Knoa and Melissa also shadowed the production team and saw artists like New Kids on the Block and Keith Urban backstage. With 27 years of production experience, Big Melissa shared her

own valuable insights, making it a memorable bonding experience.

Additionally, iHeart hosted two Big and Little matches at iHeartRadio Fiesta Latina. In addition to enjoying the concert, the group had the opportunity to experience the inner working of the event including behind-the-scenes logistics, stage setup, red carpet and press room, social stop and more.

iHeart also hosted shadow experiences during the Atlanta and Miami iHeartRadio Jingle Ball Tour stops.





THE RYAN SEACREST FOUNDATION



The Ryan Seacrest Foundation (RSF) contributes positively to the healing process of children by building broadcast media centers in hospitals across the country, providing a respite for children being treated and their families. iHeartMedia is committed to helping further the mission of the foundation, and continually looks for innovative ways to support the organization.

RSF 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 14 cities across the United States including Atlanta; Philadelphia; Dallas; Orange County; Charlotte; Cincinnati; Denver; Boston; Washington, D.C.; Nashville; Memphis; Salt Lake City; Queens, New York; and Orlando. RSF will also be opening new studios in Miami (2025) and New Orleans (2026).

iHeartMedia supports the amazing work of RSF in a variety of ways throughout the year, including

educational experiences for studio interns, assisting with talent bookings and executing national and local fundraising programs.

For the eleventh consecutive year, RSF was named the official charity partner for select iHeartRadio Jingle Ball Tour concert cities, and iHeartMedia donated \$1 from every ticket sold to RSF in addition to donating a variety of exclusive packages.

“

We are proud to be partners with iHeartMedia for over a decade and excited to be working on two new studio builds in Miami and New Orleans. We couldn't continue expanding our reach to more children in the hospital without their generous support.”

MEREDITH SEACREST
EXECUTIVE DIRECTOR & CEO,
RYAN SEACREST FOUNDATION

CAMPAIGN IMPACT

+\$2M
raised in the past 11 years

+\$142K
raised in cash donations from
the 2024 iHeartRadio Jingle Ball
Tour ticket proceeds

+\$20K
raised in 2024 through
exclusive experience

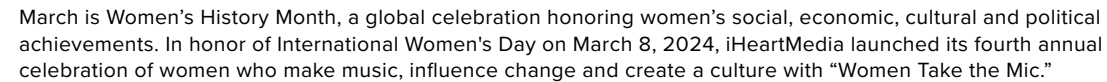


ABOUT

THE RYAN SEACREST FOUNDATION

RyanSeacrestFoundation.org

The Ryan Seacrest Foundation (RSF) is a non-profit 501(c)(3) dedicated to inspiring today's youth through entertainment and education-focused initiatives. RSF's primary initiative is to build broadcast media centers — Seacrest Studios — within pediatric hospitals for patients to explore the creative realms of radio, television and new media. Founded in 2009, RSF currently has 14 Seacrest Studios at hospitals in Atlanta, Boston, Charlotte, Cincinnati, Dallas, Denver, Memphis, Nashville, Orange County, Orlando, Philadelphia, Queens, Salt Lake City and Washington D.C. New studios will be opening in Miami (2025) and New Orleans (2026).



New in 2024, iHeartRadio launched 10 International Women's Day special episodes from top female-hosted podcasts including "Angela Yee's Lip Service," "Chiquis and Chill," "Dear Chelsea with Chelsea Handler," "The Nikki Glaser Podcast," "The Psychology of Your 20s," "Reasonably Shady," "Therapy for Black Girls," "There Are No Girls On The Internet with Bridget Todd," "Very Special Episodes with Dana Schwartz" and "Womanica."

iHEARTMEDIA 220



GRANTING YOUR CHRISTMAS WISH



For the 17th consecutive year, iHeartMedia granted Christmas Wishes to those in need and deserving of a special holiday gift. The 2024 annual Granting Your Christmas Wish program attracted over 35,000 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 25 through December 22, 2024, iHeartMedia stations encouraged listeners to share their wish requests via participating radio station websites during the annual Granting 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 54 winning entries received a gift between \$1,000 - \$5,000.

LISA
WISH – TEMPORARY ALZHEIMER'S CARETAKER FOR MOM

“I had to move in with my mom who has Alzheimer's disease. I haven't slept under the same roof as my husband in 13 months. I need cash for a respite trip and to pay for 24/7 care for her while we go out of town nearby for a few days.”

JENNIFER
WISH – DONATIONS TO PET CARE TEAM

“I volunteer for an animal rescue which provides low cost spay and neuter surgeries to low-income families in town. I would like to be able to provide food for the volunteers of the spay and neuter teams or be able to donate money so that we can perform more surgeries. These people (doctors, techs and those that recover the animals post-surgery) donate SO much of their time. I would like to show that their contributions are appreciated.”

CAITLYN
WISH – COLLEGE TUITION

“I am a current college freshman and all I'm asking for Christmas this year is money for my tuition. I am a first-generation college student, and I want nothing more than to graduate without drowning in debt. I'm a psychology major and a Christian education minor and I aspire to help geriatrics via counseling. Thank you and Merry Christmas!”

LEROID
WISH – SPA DAY FOR WIFE

“My Christmas Wish is to give a little relaxation – a spa treatment – for my wife. She is a mother of four and one of the most hard-working people I know. She is a great cook and DIY person. Having a large family and mortgage, we don't have much flexibility financially. We do whatever we can to make the holidays great for the kids. Would love for my wife to have a pamper day as well.”

TRACY
WISH – PAY FOR MEDICAL BILLS

“Dear 107.7, my family and I just received some devastating news in our family. We just found out that my sister-in-law has stage 4 cancer, and she cannot receive chemo or radiation since it's too advanced. My brother is the only one in the family with income coming in, but with all that's going on, he must take time off from work at times, which are unpaid days, to be with his wife on her bad days and to take her to her doctor appointments. They have three children and at this time my brother will not be able to afford anything for them for Christmas since he is struggling right now to pay his household and medical bills. This money can help him relieve some of the pressure.”



JAVONA
WISH – GIFTS

“My sister passed away from domestic violence in 2011 in New Orleans East, and I put my dreams of going to college and to have my own daycare on hold indefinitely to help my parents raise her five kids. And now I am a single mom of two kids of my own. It's been very hard to buy things for them. I haven't bought anything for myself in years. I just want to feel more than a Mom/Auntie. I want to make my kids and everyone smile but also myself. I would love to go on a shopping spree. I have never done that. Anything would make me happy. I hold the weight of the family on my back. Thanking you in advance.”

DANIELLE
WISH – CLOTHES FOR BOYS

“This year was rough. We are a family of six with four children of our own. Due to unforeseen circumstances, we have taken in our nephew and my elderly mother. We now have eight people living in a three-bedroom home. Typically, I work two jobs but in April I lost my second job and money has been super tight. This hurricane season we had back-to-back storms, Milton hit our area causing power outages and surges. We missed work and lost food. My boys all need shoes and clothes which I'm struggling to provide. They haven't asked for much this year as they know we are struggling.”

VICTORIA
WISH – THANKS FOR MOM

“I experienced a really bad divorce and I’m a survivor of domestic violence. My dear mom Judy took me and my sweet daughter into her home to help us. She has been helping us even though she is on social security for retirement. I get food stamps to get me and my daughter food. Additionally, my mom is being a caregiver for her boyfriend who has blood cancer, taking him to all his chemo and doctor’s appointments. It would be a blessing if we could have a nice Christmas feast and some toys for my 10-year-old daughter.”



RADIOTHONS

At iHeartMedia, we are committed to using the power of our local broadcast stations, personalities and teams to give back to our communities and assist the organizations that help our neighbors in need. Over the last decade, iHeartMedia's radiothon program has leveraged the company's unparalleled reach and local influence to raise hundreds of millions of dollars for charitable organizations. 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 issues critical to their local communities, ranging from childhood diseases and homelessness to hunger, veteran wellbeing and mental health.

And for more than a decade, Los Angeles, CA's KFI AM 640's PastaThon has raised over \$8.5 million and 9200,000 pounds of food for Caterina's Club, an organization that provides warm meals, affordable housing assistance and job training to homeless and low-income families throughout Southern California.

In 2024, iHeartMedia broadcast radio stations in markets across the U.S. continued their annual traditions and raised nearly \$26.6 million through the power, dedication, commitment and connection of their local radiothon programs.

\$26.6 MILLION
WAS RAISED THROUGH IHEARTMEDIA BROADCAST
RADIO STATIONS THROUGH RADIOTHON PROGRAMS



CHILDREN’S MIRACLE NETWORK HOSPITALS



Children’s Miracle Network Hospitals is the largest fundraising network for children’s hospitals in the U.S. and Canada, and partners with leading providers of pediatric healthcare with a mission of giving kids a world of possibilities. Children’s Miracle Network Hospitals is committed to ensuring that every child receives the best possible care, and that includes member hospitals providing financial, educational and emotional support to families. Children’s Miracle Network Hospitals’ funds are used where they are needed most. The funding model is unrestricted – when someone donates to Children’s Miracle Network Hospitals, those dollars stay within the community in which they were collected.

72 children enter Children’s Miracle Network Hospitals’ member hospitals every minute, and member hospitals provide 38 million patient visits for 12 million kids each year. Funds provide critical life-saving treatments and healthcare services, along with innovative research, vital pediatric medical equipment, child life services that put kids’ and families’ minds at ease during difficult hospital stays and financial assistance for families who could not otherwise afford these health services. Philanthropy is vital to children’s hospitals that frequently do not have other streams of unrestricted funds.

iHeartMedia is one of Children’s Miracle Network Hospitals’ main media partners and gives support through its many local programs. Driven by a common desire to ensure a better future, as partners we are committed to doing all that we can to keep children safe and their spirits unbroken. iHeartMedia helps Children’s Miracle Network Hospitals fundraise locally by airing a significant number of Public Service Announcements (PSAs) that raise awareness for the organization and its member hospitals, as well as hosting annual one or two-day radiothon events that have been an integral part of Children’s Miracle Network Hospitals’ fundraising efforts since 1997.

For more than 25 years, iHeartMedia has played a monumental role in the success of Radiothon, a program of Children’s Miracle Network Hospitals — sharing the stories of patients, their families and caregivers through a direct appeal from the incredibly talented on-air iHeart teams, alongside the support of local businesses. iHeartMedia radiothon programs represent annual giving traditions for many local communities as they highlight personal patient and family stories related to treatment at local hospitals.

“*We are grateful that iHeartRadio shares our commitment to changing the future of children’s health and for the extraordinary dedication their teams across the country show to kids in local communities. Your support provides critical funds to our member children’s hospitals, helping them address urgent needs, respond quickly as those needs evolve, and improve health outcomes for millions of kids. Together, we are changing kids’ health and their futures — and we couldn’t do it without you. Our partnership with iHeartRadio is vital not only in the funds raised but also in the increased awareness of the growing health needs children’s hospitals work to address.”*

FLEUR VORUZ
SENIOR DIRECTOR, PROGRAMS (MEDIA)



TREATMENT FACTS & STATS*

Every day, member hospitals treat:	Every hour, member hospitals treat:
35K patients	530 kids for emergencies
12.7K kids for emergencies	79 kids with diabetes
1.8K kids with diabetes	72 kids for cancer
1.7K kids for cancer	34 newborns for neonatal intensive care
814 kids for neonatal care	118 kids for surgeries

*Source: 2021 Children’s Miracle Network Hospitals Census survey and the 2022 Impact Survey

PARTICIPATING MARKETS

Akron, OH • Albany, NY • Albuquerque, NM Augusta, GA Cedar Rapids, IA • Chicago, IL Fayetteville, AR • Grand Forks, ND • Grand Rapids, MI • Honolulu, HI • Miami, FL Nashville, TN • Omaha, NE • Pittsburgh, PA • San Diego, CA Seattle, WA Sioux City, IA Syracuse, NY • Washington, DC Williamsport, PA Winchester, VA • Youngstown, OH

CAMPAIGN IMPACT

\$8.1M
raised by 46 stations for Children’s Miracle Network Hospitals

+\$99M
raised in the last 16 years

ABOUT CHILDREN’S MIRACLE NETWORK HOSPITALS

ChildrensMiracleNetworkHospitals.org

Children’s Miracle Network Hospitals® was founded more than 40 years ago with the vision to Change Kids’ Health, Change the Future. We’ve raised over \$9 billion for 170 children’s hospitals by empowering and engaging with local communities and businesses – and we’re not done yet. All donations benefit local member hospitals to fund what’s needed most, like critical life-saving treatments and healthcare services, innovative research, vital pediatric medical equipment, child life services that put kids’ and families’ minds at ease during difficult hospital stays, and financial assistance for families who could not otherwise afford these health services. Together, we can change kids’ health. Together, we can change the future.



ST. JUDE CHILDREN’S RESEARCH HOSPITAL®



iHeartMedia has partnered with St. Jude Children’s Research Hospital® for over 30 years, most notably through its radiothon programs which have raised an incredible \$182 million in pledges for St. Jude. Every year, the iHeartMedia radiothon program draws on the power of broadcast radio to tell the story of children and their families helped by St. Jude thanks to the generosity of iHeart listeners.

St. Jude Children’s Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Their purpose is clear: “Finding cures. Saving children.®” Treatments invented at St. Jude have helped push the

overall childhood cancer survival rate from 20% to 80% since the hospital opened in 1962.

By freely sharing discoveries, 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 – so they can focus on helping their child live. Unlike other hospitals, the majority of funding for St. Jude comes from generous donors.

iHeartMedia supports the work of St. Jude by utilizing its broad national reach and local stations, personalities and community connections, to

participate in two-day radiothon events bringing the St. Jude message to communities across the country.

In 2024, 68 iHeartMedia radio stations aired annual radiothons raising more than \$12.9 million to help support the lifesaving mission of St. Jude. Nationally-recognized iHeart syndicated personality Bobby Bones, host of the iHeartCountry Festival, has been a long-time champion for St. Jude. Bones has raised more than \$27.8 million since he began supporting St. Jude in 2014, bringing in more than 4,000 new pledges during his “Country Cares for St. Jude” radiothon event in December.



“

We are incredibly grateful for iHeartRadio’s generosity and their partnership in supporting the patients and families of St. Jude Children’s Research Hospital. Their commitment helps ensure that no family ever receives a bill from St. Jude for treatment, travel, housing or food. Together, we are giving every child the chance to live their best life and celebrate every moment.”

CHRIS BOYSEN, SR.

VICE PRESIDENT EXPERIENTIAL FOR ALSAC, THE FUNDRAISING AND AWARENESS ORGANIZATION, ST. JUDE CHILDREN’S RESEARCH HOSPITAL

PARTICIPATING MARKETS

Albany, GA • Atlanta, GA • Auburn, AL • Austin, TX • Baltimore, MD
Baton Rouge, LA • Beaumont, TX • Beaumont, TX • Birmingham, AL
Boston, MA • Cedar Rapids, IA • Charlotte, NC • Cleveland, OH
Colorado Springs, CO • Columbus, OH • Corpus Christi, TX
Davenport, IA • El Paso, TX • Fayetteville, AR • Franklin, NJ
Ft. Lauderdale, FL • Greensboro, NC • Greenville, SC • Harrisburg, PA
Harrisonburg, VA • Hartford, MA • Hartford, CT • Houston, TX
Huntington, WV • Jackson, MS • Jacksonville, FL • Jacksonville, FL
Lexington, KY • Little Rock, AR • Los Angeles, CA • Loveland, CO
Lynchburg, VA • Madison, WI • Mansfield, OH • Memphis, TN
Milwaukee, WI • Milwaukee-Racine, WI • Minneapolis, MN • Mobile, AL
Montgomery, AL • Myrtle Beach, SC • Nashville, TN • New Orleans, LA
New York, NY • Oklahoma City, OK • Orlando, FL • Panama City, FL
Port St. Lucie, FL • Raleigh, NC • Salinas, CA • Salisbury, MD
San Antonio, TX • Sarasota, FL • Spokane, WA • Springfield, MA
Tallahassee, FL • Tampa, FL • Toledo, OH • Tucson, AZ
Tucson, AZ Waco, TX • Washington, DC • Wichita, KS
Wilmington, PA • Maryland, PA • Youngstown, OH

ABOUT

ST. JUDE CHILDREN’S RESEARCH HOSPITAL

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% to more than 80% 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.

CAMPAIGN IMPACT

\$12.8M
raised through 66 stations

\$27.8M
total raised by Bobby Bones in nine years

+1M
raised at K102 Minneapolis for tenth year in a row



LOCAL SPOTLIGHT

KFI PASTATHON

LOS ANGELES, CA



According to the USDA, more than 44 million people in the United States, including 13 million children, are food insecure. Food insecurity remains a significant issue in Southern California, with rates varying across different counties and communities. As of October 2024, 25% of households in Los Angeles County experienced food insecurity, affecting approximately 832,000 households. This rate is notably higher than the national average of 14%.

2023 marked KFI-AM 640's 14th Annual KFI PastaThon, an on-air fundraising event in partnership with Caterina's Club, a local nonprofit helping to feed children in need in Southern California. The annual KFI PastaThon raised a record \$1,254,835 and 89,000 pounds of food to help children and families in the local community.

Through on-air, on-line and digital fundraising elements, and with the help of partners Smart & Final

stores in California, Arizona and Nevada and Wendy's restaurant locations in Southern California, all KFI AM 640 on-air personalities, including Amy King, Bill Handel, Gary Hoffmann, Shannon Farren, John Kobylt, Ken Chiampou, Tim Conway Jr. and Mo Kelly, encouraged listeners to donate money along with pasta and pasta sauce to help feed underprivileged children who live in motels without access to a kitchen.

Since 2010, KFI PastaThon has raised more than \$8.5 million and 920,000 pounds of pasta and sauce to feed thousands of children in Southern California and help end the cycle of poverty. Caterina's Club serves 25,000 meals a week in more than 110 locations in 30 cities in four counties (Orange, L.A., San Diego and Riverside) with more than ten million meals served to date. The organization's work has extended far beyond the local California area to include Chicago, New York, Texas, Mexico and Italy.

“

Smart & Final and the Smart & Final Charitable Foundation are thrilled to have raised over \$506,000 for Chef Bruno and Caterina's Club during this year's PastaThon. We know the huge difference this support makes in the lives of children receiving meals every day, and we thank our customers, associates and KFI listeners for rising to the challenge and helping us set a new donation record."

TINA-MARIE SQUIERI
DIRECTOR OF THE SMART &
FINAL CHARITABLE FOUNDATION

CAMPAIGN IMPACT

\$1.2M & 89K
pounds of trash collected

\$8.5M & 920K
pounds of food for Caterina's Club raised since inception



ABOUT

CATERINA'S CLUB

CaterinasClub.org

Caterina's Club's mission is to provide warm meals, affordable housing assistance and job training to homeless and low-income families throughout Southern California. It all started in 2005, when the owner of the exclusive Anaheim White House Restaurant, Chef Bruno Serato, and his mother Caterina were visiting a local Boys & Girls Club and noticed a 6-year-old boy eating potato chips for dinner. What started as feeding a few dozen children every night that year grew into the 'Feeding the Kids in America' program, which provides meals to more than 25,000 kids every week in 30 cities across Southern California. In addition, the charity's 'Welcome Home' program has provided permanent housing for 260 families, and more than 800 teenagers have been trained through the Caterina's Club Hospitality Academy program at local high schools. The Caterina's Club vision is to break the cycle of poverty and to provide to every child the resources, love and encouragement they need to be healthy, safe and educated.



LOCAL SPOTLIGHT

NEWSRADIO 600 KOGO: WARRIOR FOUNDATION FREEDOM STATION GIVE-A-THON SAN DIEGO, CA



The Warrior Foundation Freedom Station (WFFS) is a volunteer-based organization that helps wounded veterans recover both physically and mentally from service injuries. In San Diego, iHeart’s Newsradio 600 KOGO’s fifth annual Warrior Foundation Freedom Station Give-a-thon raised more than \$1.1 million to send local military members who are ill or injured home for the holidays. The funds raised were used to purchase plane

tickets for injured warriors so they could spend the holidays at home and with their families.

On Thursday 9, 2023, KOGO was on site from 6 a.m. to 7 p.m. at Warrior Station II, one of the transitional housing residences of the Warrior Foundation in the South Park neighborhood of San Diego. KOGO hosts LaDona Harvey, Carl DeMaio, Mark Larson, Mike Slater

and Lou Penrose featured interviews with various “warriors” who shared their stories of how The Warrior Foundation Freedom Station helped them overcome their challenges to encourage listeners to donate. In addition, the event was supported by San Diego Sports 760, The Patriot 1360 and for the first time, two iHeart San Diego FM stations, ROCK 105.3 and 101.5 KGB participated in the give-a-thon with interviews.

“

We are thrilled and so honored to have iHeart's continued support as we enter our 21st year, and we are so very grateful for the years of our partnership with iHeartMedia San Diego. The collaborative support from the programming, sales and management teams is the reason for our successes during the past four years of the Give-A-Thon. The iHeart personalities' passion, patriotism and emotional storytelling has sparked a 'Firestorm of Giving.'

SANDRA LEHMKUHLER
FOUNDER/SPECIAL PROJECTS, WARRIOR FOUNDATION FREEDOM STATION



ABOUT WARRIOR FOUNDATION FREEDOM STATION

WarriorFoundation.org

Founded in 2004, Warrior Foundation Freedom Station is a leading force in assisting, honoring and supporting the military men and women who have bravely served and sacrificed for our country. We are committed to providing injured warriors with quality-of-life items, support services and transitional housing designed to assist them and their families during recovery. Our Freedom Station transitional housing residence has been a particularly groundbreaking program, providing a place for warriors to heal and make the critical transition from military service to civilian life. Warrior Foundation Freedom Station is a San Diego based nonprofit 501(c)3 organization and has been designated a fourstar charity by Charity Navigator, the highest possible rating.

CAMPAIGN IMPACT

\$1.1M
raised in 2024

+\$6M
raised in 4 years



LOCAL SPOTLIGHT

102.5 WDVE: DVE ROCKS FOR CHILDREN'S RADIOTHON

PITTSBURGH, PA



iHeartMedia Pittsburgh's 102.5 WDVE hosted their 17th annual "DVE Rocks for Children's Radiothon" and raised over \$1.13 million in support of UPMC Children's Hospital of Pittsburgh. The "DVE Rocks for Children's Radiothon" raised vital funds that enable UPMC Children's Hospital to provide the highest level of care to each patient when they need it most.

UPMC Children's Hospital of Pittsburgh is a renowned pediatric hospital recognized for its expertise in pediatric care and its dedication to improving the health and wellbeing of children in the region and beyond.

From Wednesday, September 18 through Friday, September 20, 102.5 WDVE on-air personalities including Randy Baumann, Bill Crawford, Abby

Krizner, Mike Prisuta, Michele Michaels and Chad Tyson held on-air interviews with current and former patients and their families as well as UPMC Children's staff who shared personal experiences and stories from the hospital.

In the past 17 years, DVE Rocks for Children's Radiothon has raised over \$12 million to benefit UPMC Children's.



“

We are beyond thrilled to raise over \$1.1 million in donations this year for UPMC Children's. We can't thank the WDVE staff, the listeners and the sponsors enough for going above and beyond to make this year unforgettable. This again showcases how UPMC Children's has and always will be supported by the Pittsburgh community."

RACHEL PETRUCELLI
PRESIDENT, THE CHILDREN'S HOSPITAL OF PITTSBURGH FOUNDATION

CAMPAIGN IMPACT

+\$1.1M
raised at the 17th annual DVE Rocks Children's Radiothon

26
hours of live broadcast

+\$12M
raised in past 17 years

ABOUT

UPMC CHILDREN'S HOSPITAL FOUNDATION

[GiveToChildrens.org](https://www.givetochildrens.org)

UPMC Children's Hospital Foundation is the catalyst that unites communities and contributors to create healthier futures for all children through life-changing care and cutting-edge research. As the sole fundraising arm of UPMC Children's Hospital of Pittsburgh, we support their vision of being the world leader in pediatric health care, education and discovery. The Foundation is a public charity under 501(c)(3) and 170(b)(1)(A) of the Internal Revenue Service Code.



LOCAL SPOTLIGHT

95.7 THE JET: BENDER’S ONE BIG GIVE SEATTLE, WA



On December 10, iHeartMedia Seattle hosted its 22nd annual Bender’s One Big Give, a 13-hour radiothon featuring Jodi and Bender of Mornings With Jodi and Bender on iHeart Seattle’s 95.7 The Jet at Seattle Children’s Building Cure Research Center. The event raised \$813,400 to benefit Seattle Children’s Hospital’s Uncompensated Care Fund, which provides necessary care to all children in the Seattle region regardless of the family’s ability to pay.

Seattle Children’s Research Institute focuses on advancing pediatric research to improve child health. One of its key centers, the Center for Global Infectious Disease Research, works to eliminate infectious diseases like HIV/AIDS, malaria and tuberculosis. Since its founding in 1976 and merging with Seattle Children’s in 2018, the institute has led efforts in scientific discovery to combat global health challenges.

During Bender’s One Big Give, Jodi and Bender hosted the all-day, on-air radiothon and encouraged listeners to call in and donate. Over the past 22 years, Bender’s event has generated more than \$18.7 million for Seattle Children’s Hospital.



“

For 22 years, ‘Bender’s One Big Give’ has been a lifeline of hope and compassion for the Seattle Children’s Hospital Community. Bender alongside his co-host Jodi Brothers, have poured their hearts into this cause, touching countless lives with their unwavering dedication to the community. Their generosity and love inspire us all to believe in the power of community and kindness. Congratulations on an incredible accomplishment, know all of us at iHeartMedia Seattle are incredibly grateful and proud of your efforts.”

MARK GLYNN

iHEARTMEDIA AREA PRESIDENT, WASHINGTON STATE

CAMPAIGN IMPACT

\$18.7M
raised since partnership inception

+\$813K
raised in 13 hours

ABOUT

SEATTLE CHILDREN’S

SeattleChildrens.org

Seattle Children’s mission is to provide hope, care and cures to help every child live the healthiest and most fulfilling life possible. Together, Seattle Children’s Hospital, Research Institute and Foundation deliver superior patient care, identify new discoveries and treatments through pediatric research, and raise funds to create better futures for patients.

Ranked as one of the top children’s hospitals in the country by U.S. News & World Report, Seattle Children’s serves as the pediatric and adolescent academic medical center for Washington, Alaska, Montana and Idaho – the largest region of any children’s hospital in the country. As one of the nation’s top five pediatric research centers, Seattle Children’s Research Institute is internationally recognized for its work in neurosciences, immunology, cancer, infectious disease, injury prevention and much more. Seattle Children’s Foundation, along with Seattle Children’s Guild Association – the largest all volunteer fundraising network for any hospital in the country – works with our generous community to raise funds for lifesaving care and research.



LOCAL SPOTLIGHT

94.5 3WS: WINTER WARM-UP REQUEST-A-THON

PITTSBURGH, PA



94.5 3WS, Pittsburgh's Classic Hits, has partnered with Dollar Energy Fund, a nonprofit organization dedicated to assisting limited-income households in maintaining essential utility services, including gas, water and electric, since 2018 to help families in the Pittsburgh region stay warm with the Winter Warm-Up Request-A-Thon.

The eighth annual Winter Warm Up Request-A-Thon took place on November 13 and 14, 2024. 94.5 3WS and Dollar Energy Fund teamed up to bring the community a fun way to help families in the region stay warm. Over the course of the two-

day event, listeners took over the station with their song requests. In exchange for a donation, listeners could request any song from iHeart Pittsburgh's on-air talent Jonny Hartwell, Val Porter, Tall Cathy and Mike Frazer. A variety of donation incentives were also available during the event, such as concert tickets, game tickets and a new furnace.

In 2024, over \$164,000 was raised for the Dollar Energy Fund, and over \$1,000,000 has been raised through this event since its inception in 2018. All funds provide utility assistance to more than 460 Pittsburgh families during the winter.

CAMPAIGN IMPACT

\$164K
raised in 2024

+1.1M
raised since 2018

“

The Winter Warm-Up Request-a-Thon benefiting Dollar Energy Fund has raised over \$1 million to provide utility assistance grants to more than 2,750 limited-income households in the Pittsburgh region, enabling them to maintain safe gas, water and electric services in their homes during the winter months. Not only does the partnership with iHeartRadio Pittsburgh and 94.5 3WS provide a platform to raise funds for our organization during the annual two-day event, it also allows us to increase awareness for our cause across the market with targeted messaging utilizing a variety of broadcast and digital assets.”

JODY ROBERTSON
DIRECTOR OF COMMUNICATIONS, DOLLAR ENERGY FUND





LOCAL SPOTLIGHT

LURIE CHILDREN’S RADIOTHON CHICAGO, IL



iHeartMedia Chicago raised over \$1 million during its 13-hour annual Lurie Children’s Radiothon in support of the patients and families at Ann & Robert H. Lurie Children’s Hospital of Chicago.

Lurie Children’s is one of the top children’s hospitals in the nation, providing pediatric care, cutting edge treatments and advanced research. As a non-profit medical center, it relies on an engaged and supportive

community to elevate the standard of medical care for more children, create innovative programs, accelerate research discoveries and work with community partners to make Chicago’s neighborhoods safer for children.

The Lurie Children’s Radiothon was broadcast live on December 5, 2024 on 93.9 LITE FM, ROCK 95 FIVE, 107.5 WGCI, 103.5 KISS FM, V103 and Inspiration 1390 from 6 a.m. – 7 p.m.

During the radiothon, iHeartMedia Chicago’s on-air personalities encouraged listeners to call or donate online to help fuel research, support families and provide much-needed care to children in the community. Additionally, iHeartMedia Chicago and Lurie Children’s partnered with businesses in the Chicagoland community to support the radiothon.



“

The Lurie Children’s Radiothon is a wonderful tradition in the Chicagoland community. iHeartMedia Chicago, along with our advertising partners and listeners, is so proud to be a part of this incredible event that benefits Lurie Children’s patients, parents and families in our local community.”

ADAM KURTZ
REGION PRESIDENT, IHEARTMEDIA CHICAGO

ABOUT

ANN & ROBERT H. LURIE CHILDREN’S HOSPITAL OF CHICAGO

LurieChildrens.org

In the 2023-2024 U.S. News & World Report rankings of the best children’s hospitals, Ann & Robert H. Lurie Children’s Hospital of Chicago continues to be the top pediatric hospital in Illinois. Lurie Children’s provides superior pediatric care in a state-of-the-art hospital that offers the latest benefits and innovations in medical technology, family-friendly design and research through the Stanley Manne Children’s Research Institute. The main hospital is located in downtown Chicago on the campus of its academic partner, Northwestern University Feinberg School of Medicine. Lurie Children’s has a network of more than 20 outpatient and primary care locations and 10 partner hospitals, providing top pediatric care across the greater Chicago area. As a nonprofit hospital, Lurie Children’s relies on philanthropic support to care for more than 260,000 children each year.

CAMPAIGN IMPACT

\$1M
raised in 2024

+\$3.7M
raised since 2020



LOCAL SPOTLIGHT

27TH ANNUAL ROCK THE HARVEST SEATTLE, WA



During the fall of 2024, Northwest Harvest, Washington's statewide hunger relief agency, hosted the 27th Annual Rock the Harvest radiothon event in partnership with iHeart Seattle's KZOK Classic Rock radio station aimed at combating hunger across Washington by raising funds and awareness.

The 2024 Rock the Harvest was a tremendous success, uniting music lovers and community members in support of the station's work to end

hunger in Washington. Throughout the event, listeners tuned in to engage, contribute and win exciting prizes — all while coming together to make a meaningful impact on individuals and families facing food insecurity.

Northwest Harvest works with over 375 food banks, meal programs and high-need schools, serving approximately 2.1 million meals each month and focuses on addressing food insecurity through programs

that promote both immediate assistance and long-term solutions.

KZOK's radiothon surpassed its fundraising goal, generating over \$100,000 to support Northwest Harvest's mission of providing nutritious food to those in need. Rock the Harvest exemplifies the power of community collaboration, uniting businesses, media, and individuals in a shared commitment to alleviate food insecurity in Washington.

CAMPAIGN IMPACT

+\$100K
raised in 2024

“

With the power of music and generosity, we witnessed an outpouring of support that will make a tangible difference in the lives of our hungry neighbors. We are deeply grateful to everyone who contributed to making this year's Rock the Harvest the best yet. Thank you for rocking with us for a purpose!”

JUSTIN VIERELA
DIRECTOR OF COMMUNITY PHILANTHROPY



ABOUT
NORTHWEST HARVEST

NorthwestHarvest.org

Northwest Harvest is an anti-racist, anti-oppression organization committed to transforming an unjust food system into one that is more responsive and accountable to the communities most impacted by discrimination. In addition to distributing food to more than 350 partners throughout Washington state, Northwest Harvest aims to shift public opinion, as well as impact institutional policies and societal practices that perpetuate hunger, poverty, and disparities in our state.



LOCAL SPOTLIGHT

NEWSRADIO 1040 WHO: WHO PINKY SWEAR RADIOTHON DES MOINES, IA



On Thursday, December 5, 2024, Newsradio 1040 WHO of Des Moines, IA held its 10th annual WHO Pinky Swear Radiothon, an annual fundraising event organized by iHeart in collaboration with the Pinky Swear Foundation, a nonprofit organization dedicated to supporting children battling cancer and their families by alleviating financial and emotional burdens.

Since its inception in 2015, the radiothon has aimed to provide financial and emotional support

to families with children battling cancer. The event features compelling stories from "All-Star" kids and their families, highlighting the challenges faced during cancer treatment and the relief provided by the Pinky Swear Foundation's assistance with everyday expenses.

The money raised from this year's event provided housing, food and transportation to children and their families facing childhood cancer.

“*For the past decade, NEWSRADIO 1040 WHO has been more than just a partner — they’ve been a lifeline for kids with cancer and their families. Through the power of storytelling and community support, the WHO Pinky Swear Radiothon has raised funding to help families keep gas in the tank, food on the table and a roof over their heads during the hardest fight of their lives. We are beyond grateful for WHO Radio’s dedication, their incredible listeners and the kindness that continues to change lives year after year.*”

SANDRA LEHMKUHLER
FOUNDER/SPECIAL PROJECTS, WARRIOR
FOUNDATION FREEDOM STATION



ABOUT
PINKY SWEAR FOUNDATION

PinkySwear.org
Just before nine-year-old Mitch passed away from bone cancer, he made his dad pinky swear promise to always help kids with cancer – even after he was gone. Since then, Pinky Swear Foundation continues to support kids with cancer and their families with everyday expenses including housing, food and transportation.

CAMPAIGN IMPACT

+\$420K
raised to support children and their families battling cancer

+\$2.1M
donated in the last 10 years



LOCAL SPOTLIGHT

K9 FOR WARRIORS RADIOTHON JACKSONVILLE, FL



On Veterans Day 2024, iHeart Jacksonville, in collaboration with First Coast News, hosted the K9s For Warriors Radiothon to support K9s For Warriors — an organization dedicated to providing highly trained service dogs to military veterans dealing with PTSD, traumatic brain injury and military sexual trauma. The event raised over \$1.3 million, helping to reduce the waiting list for veterans in need of service dogs. Many of the dogs are rescues, and the program fosters a powerful bond that aids in the healing and recovery of both the veterans and the dogs.

“

K9s For Warriors is grateful to iHeart Jacksonville for their efforts in our 2024 Veterans Day Telethon. Because of their support, we raised over \$1.3 million to pair future Warriors with highly trained Service Dogs, furthering our mission to end Veteran suicide. Together, we can save even more lives at both ends of the leash.”

LINDSAY GRAYSON
CHIEF REVENUE OFFICER, K9S FOR WARRIORS

K9s For Warriors, established in 2011, has been instrumental in pairing veterans with service dogs. The funds raised during the radiothon are vital in supporting K9s For Warriors' mission, as training a service dog for a veteran can cost between \$25,000 to \$40,000. Despite these expenses, the organization provides the service dogs at no cost to the veterans in support of those who have served.

CAMPAIGN IMPACT

+\$1.3M
raised



ABOUT

K9S FOR WARRIORS

K9sForWarriors.org

Determined to end Veteran suicide, K9s For Warriors is the nation's largest provider of trained Service Dogs to military Veterans suffering from PTSD, traumatic brain injury and/or military sexual trauma. With most dogs being rescues, this innovative program allows the K9/Warrior team to build an unwavering bond that facilitates their collective healing and recovery. This treatment method is backed by scientific research (from the University of Arizona's OHAIRE Lab) demonstrating Service Dogs' ability to help mitigate their Veteran's symptoms of PTSD while simultaneously restoring their confidence and independence. Founded in 2011 as a 501 (c)(3) nonprofit organization, K9s For Warriors remains committed to bringing widespread awareness to Veterans' mental health and contributing to policy-level reform.

The organization's operation facilities include: K9s For Warriors National Headquarters (Ponte Vedra, FL), Davis Family Mega Kennel (Ponte Vedra, FL), Petco Love K9 Center (San Antonio, TX) and Warrior Ranch (San Antonio, TX).



LOCAL RADIOTHONS

In 2024, iHeartMedia radio stations across the country launched locally organized radiothon programs that yielded over **\$5.7 million** for various community organizations.

THE PEAK'S RADIOTHON TO BENEFIT UNM CHILDREN'S HOSPITAL ALBUQUERQUE, NM
100.3 The Peak

100.3 The Peak hosted its 20th annual radiothon to benefit the University of New Mexico Children's Hospital on March 1, 2024. Through the radiothon, The Peak shared stories of loss, joy, hope and healing to encourage listeners to donate. The radiothon raised \$148,356 for a total of over \$3.4 million in the last 20 years..

NEWSRADIO 790 WAEB RADIOTHON ALLENTOWN, PA
NewsRadio 790 WAEB

iHeart Allentown raised \$235,826 during the 2024 WAEB radiothon to benefit Animals in Distress, a no-kill animal shelter located in Coopersburg, PA. The one-week radiothon concluded with 'shelter picnic' and a takeover of the Allentown Fairgrounds Farmer's Market. Animals In Distress is a nonprofit sanctuary for animals who have little or no hope elsewhere.

iHEART ATLANTA'S ST. JUDE RADIOTHON ATLANTA, GA
94.9 The Bull

In 2024, iHeartMedia Atlanta stations 94.9 The Bull, Z 94.5 and El Patron

96.7 raised a total of \$505,180 for St. Jude Children's Research Hospital through radiothons, on-air, online and social media promotion.

ST JUDE'S RADIOTHON AUBURN, AL
97.7 Kicker FM

In 2024, iHeartMedia Auburn's 97.7 Kicker FM held its annual two-day Radiothon benefitting St. Jude Children's Research Hospital on December 4 and 5 and raised \$9,809. The radiothon was promoted on-air, online and on social media.

ST JUDE'S RADIOTHON AUBURN, AL
FOX Sports The Game

In 2024, iHeartMedia Auburn's Fox Sports The Game held an annual two-day Radiothon benefitting St. Jude Children's Research Hospital on December 4 and 5 and raised \$14,317. The radiothon was promoted on-air, online and on social media.

2024 RADIOTHON AUGUSTA, GA
104.3 WBBQ

From December 5 to 7, iHeart Augusta listeners rallied together for the 2024 Radiothon to support patients and families at Wellstar Children's Hospital of Georgia. The three-day event raised \$255,612 to benefit the hospital. Live broadcasts were hosted from the hospital by three iHeartRadio stations—104.3w WBBQ, 96.3 Kiss FM and 105.7 The Bull.

101.5 WYNK ST. JUDE RADIOTHON 2024 BATON ROUGE, LA
101.5 WYNK

In 2024, iHeartMedia Baton Rouge's 101.5 WYNK's 33rd annual St. Jude Country Cares for Kids Radiothon held on December 5 raised over \$102,000. The event was a true collaboration between multi-station talent featuring Bobby Bones, Murphy Sam & Jodi, Miss Monique, Billy Greenwood and Otis.

ST JUDE'S RADIOTHON BOSTON, MA
101.7 The Bull

iHeart Boston's 101.7 The Bull held its annual radiothon to benefit St. Jude Children's Research Hospital on December 5 and 6. The station encouraged listeners to donate on-air, online, on social media and through newsletters and become Partners in Hope (donors who pledge monthly donations to the organization). The 2024 radiothon raised over \$482,394.

WRKO DAV RADIOTHON BOSTON, MA
WRKO-AM 680

iHeartMedia Boston's WRKO-AM 680 raised more than \$67,000 during its ninth annual Disabled American Veterans (DAV) Radiothon. The event, held on December 8, 2024, spanned 13 hours in support of DAV of Massachusetts. The funds raised benefitted the DAV of Massachusetts' homeless shelter and transportation programs. Since its inception in 2016, WRKO's DAV Radiothon has cumulatively raised more than \$1,250,000 for veterans.



ST JUDE'S RADIOTHON CLEVELAND, OH
99.5 WGAR

On December 5 and December 6, 99.5 WGAR held their annual radiothon to raise funds and awareness for St. Jude Children's Research Hospital. The station interviewed families, patients and St. Jude staff during the two-day event that ran for 17 hours and was hosted by WGAR's LeeAnn Sommers locally and The Bobby Bones Show nationally. The radiothon was promoted on-air, online and on social media and raised \$209,640 for St. Jude.

MAJIC 105.7 RADIOTHON BENEFITING CLEVELAND CLINIC CHILDREN'S CLEVELAND, OH
Majic 105.7

Majic 105.7 celebrated "Giving Tuesday" on December 3 in grand fashion by raising \$143,214 in a single day for Cleveland Clinic Children's Hospital. The Mark Nolan Show hosted a marathon broadcast from 6 a.m. - 7 p.m. sharing stories of amazing miracles performed in Cleveland every day. All the money raised went towards patient care, as no child is turned away for medical care thanks to the generosity of donors.

ST. JUDE RADIOTHON COLUMBUS, GA
B100

iHeart Albany's radio stations – B100, 96.3 WJIZ, 98.1 Kiss FM and Power 97.3 – joined forces to raise funds for St. Jude Children's Research Hospital with a radiothon on February 23, 2024. Through a month-long campaign filled with special broadcasts and community engagement, the cluster raised \$31,009. This effort highlights the generosity and unity of Albany's residents, making a significant impact on the lives of children undergoing treatment at St. Jude.



LOCAL RADIOTHONS

CONTINUED

92.3 WCOL ST. JUDE RADIOTHON COLUMBUS, OH • 92.3 WCOL

92.3 WCOL has been a St. Jude partner for over 25 years and in 2024 proudly raised a new all-time station high of \$504,770. To bolster the radiothon, 92.3 WCOL identified other partners and sponsors to participate.

iHEARTMEDIA CINCINNATI MAKE-A-WISH REQUEST-A-THON CINCINNATI, OH • 102.7 WEBN

In December 2024, iHeartMedia Kentucky's KISS 107.1 and iHeartMedia Cincinnati's 102.7 WEBN partnered with Make-A-Wish Ohio, Kentucky and Indiana for the first annual iHeartMedia Make-A-Wish Request-A-Thon. The event took place Monday, December 9 from 7a.m. – 6 p.m. During the 11 hours, listeners heard inspiring stories and messages from local wish kids and families and had the chance to request a song on the radio. Several local Make-A-Wish families also told their stories live on-air. The inaugural event raised \$33,596 to benefit the local Make-A-Wish chapters.

DAYTON RONALD MCDONALD HOUSE CHARITIES RADIOTHON DAYTON, OH • MIX 107.7

The 16th annual Mix 101.7 Radiothon raised nearly \$60,000 for the local Dayton Ronald McDonald House Charities. The Ronald McDonald House has been providing a comfortable place to stay for families of sick or critically injured children since 1980.

GIVE A MEAL AND HOPE RADIOTHON DAYTON, OH • MIX 107.7

The 16th annual Mix 101.7 Radiothon raised nearly \$60,000 for the local Dayton Ronald McDonald House Charities. The Ronald McDonald House has been providing a comfortable place to stay for families of sick or critically injured children since 1980.

MIDWEST CARES FOR ST JUDE KIDS RADIOTHON EAU CLAIRE, WI • Hot Country B95

For the 23rd consecutive year, Hot Country B95 raised money for the kids at St. Jude Children's Research Hospital with the Midwest Cares for St Jude Kids Radiothon. The station once again partnered with iHeartCountry stations in Rochester and Minneapolis, MN, to create the country's largest radiothon. In 2024, the radiothon raised a record \$1,254,349.

LIGHT UP A CHILD'S LIFE ERIE, PA • Star 104

On December 20, 2024, iHeartMedia Erie's Star 104 partnered with Make-A-Wish Greater Pennsylvania and West Virginia for the Light Up A Child's Life® Radiothon, an annual radio broadcast dedicated to wishes. During the broadcast from 9 am to 5 pm, wish kids, volunteers and donors talked on-air about their experience with Make-A-Wish and the impact of a life-changing wish. The 2024 radiothon raised over \$46,000 to benefit the local Make-A-Wish chapters.

HELEN DEVOS CHILDREN'S HOSPITAL RADIOTHON GRAND RAPIDS, MI • Star 105.7

The Helen Devos Children's Hospital Radiothon was a two-day event that ran across all iHeartMedia West Michigan stations on December 5, 2024 to raise funds for the Helen DeVos Children's Hospital, specifically for programs, treatments and equipment that isn't traditionally covered by insurance. Through cross-station promotion, including with TV partner WOOD-TV, the radiothon helped raise over \$682,000 in 2024 for the cause.

WHISTLE 100 ST. JUDE RADIOTHON GREENVILLE, SC • WHISTLE 100

On December 6 and 7, 2024 iHeartMedia Greenville's Whistle 100 participated in a radiothon for St. Jude Children's Research Hospital. The two-day event raised over \$206,000 as the station encouraged listeners to donate on-air, online and on social media.

COUNTRY CARES FOR KIDS ST. JUDE RADIOTHON HARRISONBURG, VA 104.3 KCY COUNTRY

104.3 KCY participated in its 27th annual Country Cares For Kids St. Jude radiothon on December 5 and 6, 2024. Each year, the station dedicates two broadcast days to the event. In 2024, the event raised over \$70,000 to benefit St. Jude Children's Research Hospital.

COUNTRY 92-5 ST. JUDE RADIOTHON HARTFORD, CT • COUNTRY 92.5

Over the course of two days in December 2024, Country 92-5 hosted their 32nd annual radiothon to benefit St. Jude Children's Research Hospital. The 2024 radiothon raised \$345,715 bringing the 32-year total to over \$15,000,000. The station is proud to support St. Jude and its research and treatments for kids with cancer and other life-threatening diseases.

92.3 KSSK KAPIOLANI GIVING TUESDAY FOR KEIKI HONOLULU, HI • 92.3 KSSK

92.3 KSSK held a fundraising radiothon on December 3, Giving Tuesday, to benefit the Children's Miracle Network. The station promoted the event on-air and on social media and featured live and pre-recorded interviews with affected families, hospital staff and sponsors throughout the day-long event. The radiothon raised \$658,651 in 2024 for Children's Miracle Network.

ST. JUDE HOSPITAL RADIOTHON AND GOLF TOURNAMENT HOUSTON, TX • SUNNY 99.1

iHeartMedia Houston and Sunny 99.1 continued their partnership with St. Jude Children's Hospital by executing a successful radiothon and golf tournament with volunteers from St. Jude and iHeart on-air talent and staff answering the phone lines. The fundraiser was promoted on all stations in the market and broadcast live on Sunny 99.1 and included

multiple interviews and regular updates of money raised. In total, both events raised a collective of \$1,081,040.

ST. JUDE HOSPITAL RADIOTHON JACKSONVILLE, FL • 99.1 WQIK

99.1 WQIK, 93.3 THE BEAT, V 101.5 and RUMBA 106.9 partnered with St. Jude Children's Research Hospital on a series of events to help raise money for the organization. The stations held its 8th annual radiothon on December 6 and 7 and partnered with businesses to help raise awareness and money for St. Jude's mission. In 2024, iHeart Jacksonville efforts helped raise over \$220,731 for St. Jude Children's Research Hospital.

MAKE A WISH MANCHESTER, NH NEWS RADIO 610

In 2024, News Radio 610 held a six-hour radiothon on March 19 to benefit Make a Wish, with on-air host Chris Ryan raising \$42,000 for the organization during the radiothon.

MAKE A WISH MANCHESTER, NH NEWS RADIO 610

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LOCAL RADIOTHONS

CONTINUED

PAWS-A-THON MANSFIELD, OH iHEARTMEDIA MANSFIELD

The fifth annual "iHeartRadio Paws-a-thon" raised over \$14,000 for the Humane Society of Richland County, a community resource that provides a second chance for local animals. The 11-hour radiothon was broadcast across multiple stations in the Ashland/Mansfield, OH market.

iHEART4KIDS MIAMI, FL • TOTALLY 93.9

For the fourth consecutive year, 93.9 WMIA partnered with Nicklaus Children's Hospital for the iHeart4Kids Radiothon, held from 6 a.m. – 7 p.m on December 11. The event supported Nicklaus Children's Hospital, a national leader in pediatric care and the only hospital in South Florida dedicated exclusively to children. On-air talent Humberto "El Gato" Rodriguez, Ailyn Luace and Tony Vargas broadcast live from the hospital throughout the day, and the radiothon was promoted across on-air, online and social media platforms. In 2024, the radiothon helped raise over \$30,000 for children in the community.

KDWB RADIOTHON FOR MINNESOTA'S CHILDREN'S HOSPITAL MINNEAPOLIS, MN • 101.3 KDWB

In 2024, iHeartMedia Minneapolis's 101.3 KDWB morning host Dave Ryan hosted the KDWB Radiothon to benefit Minnesota's Children's Hospital, a nationally ranked non-profit, acute care children's hospital system. The four-hour broadcast raised a total of \$105,000 to benefit the hospital.

ST. JUDE RADIOTHON MINNEAPOLIS, MN • K102

Over the course of two days in December, K102 hosted their 32nd annual radiothon to raise money for the kids at St. Jude Children's Research Hospital. The radiothon took over the station for 14 hours each day to raise money to help eliminate cancer in kids, asking listeners to become Partners in Hope and donate any amount per month for a year. In 2024, listeners raised \$1,254,349 million for St. Jude Children's Research Hospital.

ST. JUDE RADIOTHON MOBILE, AL • 95-KSJ

In 2024, 95KSJ held their annual St. Jude Radiothon on December 5 and 6. The radiothon served as the culmination of year-long efforts to raise money for St. Jude Children's Research Hospital, including a Mardi Gras parade and multiple concerts. The station's efforts raised nearly \$260,000 for St. Jude in 2024.

WIOD'S SHARE-A-THON 2024 MIAMI, FL • NEWSRADIO 610 WIOD

Hunger and homelessness are a reality in South Florida, and on March 29, 2024 (Good Friday), NewsRadio 610 WIOD hosted the sixth Annual Radio Share-A-Thon to help sponsor 20,000 meals to feed the Homeless and Hungry in South Florida. During the 2024 Easter and Passover season, NewsRadio 610 WIOD joined forces with The Caring Place, Miami Rescue Mission and Broward Outreach Center and broadcasted live from the Caring Place's street outreach event while the community in need had lunch and the children met the Easter Bunny.

ST. JUDE RADIOTHON ORLANDO, FL • RUMBA 100.3

Rumba 100.3 hosted an annual two-day radiothon to benefit St. Jude Children's Hospital on April 18 and 19, raising \$107,620 over the 12-hour broadcast.

MONSTERS RADIOTHON ORLANDO, FL • REAL RADIO 104.1

In December 2024, iHeartMedia Orlando's Real Radio 104.1 hosted Monsters Radiothon, a broadcast to benefit Coalition for the Homeless, a nonprofit with the mission to transform the lives of men, women and children by providing crucial services to end their crisis of homelessness. Monster in the Morning on-air morning personalities including Russ Ray Rollins, Angel Rivera, Ryan Holmes, Savannah, Angelique, Amber Nova and Deisi Del Toro hosted the Radiothon. The event featured live performances and a silent auction, and helped raise over \$24,000 to benefit the homeless community in Florida.

ST. JUDE COUNTRY CARES RADIOTHON PARKERSBURG, WV • 107 NUS

On December 5 and 6, 2024, 107 NUS Country hosted the St. Jude Country Cares Radiothon, a two-day event dedicated to raising funds for St. Jude Children's Research Hospital. The radiothon shared powerful stories from St. Jude families, highlighting the hospital's mission to provide treatment at no cost to families, and encouraged listeners to become Partners in Hope. Through the generosity of listeners, sponsors and community partners, the station raised over \$34,000 to support lifesaving



treatments and groundbreaking research for children battling cancer and other life-threatening diseases.

CHILDREN'S SPECIALIZED HOSPITAL POD-A-THON PHILADELPHIA, PA • Q102

Q102 co-hosted the inaugural POD-A-THON along with the iHeartMedia Philadelphia cluster to raise funds for Children's Specialized Hospital, the nation's leading provider of inpatient and outpatient care for children facing special health challenges. Throughout the day, listeners heard powerful stories from families whose lives have been changed by CSH, along with insights from CSH representatives. The event raised \$16,000.

FOOD & FUNDS DRIVE PROVIDENCE, RI iHEART PROVIDENCE

November 18, 2024, all four iHeart Providence stations promoted its

annual food drive in partnership with Ocean State Job Lot Stores. All Providence, RI stations broadcast from Narragansett Brewery from 10 am – 7 pm, encouraging listeners to bring non-perishable food donations and donate money online. The event raised \$22,300 and collected thousands of pounds of food for We Share Hope, which distributes to food pantries around Rhode Island.

HAVE A BIG HEART RADIOTHON 2024 PITTSBURGH, PA • BIG 104.7

On February 13 and 14, 2024, iHeartMedia Pittsburgh's BIG 104.7 hosted Have A Big Heart Radiothon to benefit The Children's Home of Pittsburgh, a children's hospital in Pittsburgh, Pennsylvania. With the help of its radio personalities, including Bobby Bones, Angie Ward, Kasper and Travis and others, the radiothon raised over \$38,000.

**iHEARTRADIO SCHOOLS
OUT RADIOTHON
PITTSBURGH, PA**
iHeartMedia Pittsburgh iHeart Pittsburgh raised \$60,000 during the 2024 iHeartRadio Schools Out Radiothon to benefit the Greater Pittsburgh Community Food Bank. The event funded more than 100,000 meals to feed local area kids during summer months.

RADIO 95.1 ROCHESTER THIRD ANNUAL WISH-A-THON ROCHESTER, NY

Radio 95.1 Rochester hosted the third annual Wish-A-Thon inside the Eastview mall to benefit the local Make-A-Wish chapter. The 12-hour broadcast collected donations via website, phone calls and silent auction. This event raised over \$60,000.



LOCAL RADIOTHONS

CONTINUED

HOCKEY FIGHTS CANCER

SEATTLE, WA • 95.7 The Jet Seattle Sports Radio 93.3 KJR-FM partnered with the Seattle Kraken and Virginia Mason Franciscan Health to help raise funds for Hockey Fights Cancer. On November 21, from 6 – 7 p.m., 93.3 KJR-FM broadcast live from the Kraken Community Iceplex to help raise awareness. The event raised over \$5,000 for Hockey Fights Cancer, with proceeds benefiting Virginia Mason Franciscan Health hospital.

RADY CHILDREN'S GIVE-A-THON

SAN DIEGO, CA
San Diego Sports 760
The Patriot and all iHeart San Diego stations partnered with Rady Children's Hospital for the annual iHeart Rady Children's Give-A-Thon. The two-day event featured interviews with patients and families to encourage listeners to donate and brighten futures for more kids braving childhood illness. During the fundraiser, the entire radio station building was full of kids and doctors and onsite volunteers, creating a cheerful atmosphere. The 2024 Give-A-Thon raised \$437,264.

PLAYING WHAT YOU WANT SO THEY CAN EAT WHAT THEY NEED

SEATTLE, WA • The 96.5 JACK-FM
During June 2024, 96.5 Jack FM emphasized the importance of supporting Food Lifeline so that kids who were without their school lunch programs would still be fed over the summer. Taking a radical departure from JACK-FM's slogan, 'Playing

What WE Want,' Morning Show Host Lee Callahan played what the listeners wanted for an entire day in exchange for donations, raising \$54,000 for Food Lifeline.

RADIOTHON FOR KIDS

SYRACUSE, NY • Y94
iHeartMedia Syracuse's Y94, with help from sister station News Radio 570 WSYR, held a two-day Radiothon on February 14 and 15 to benefit Upstate Golisano Children's Hospital. The station broadcast live from the hospital lobby and featured interviews with patient families, staff and faculty, as well as sponsors. The radiothon raised \$200,000 in 2024.

2025 COUNTRY CARES FOR ST JUDE KIDS RADIOTHON

TALLAHASSEE, FL • 94.9 TNT
94.9 TNT hosted its annual two-day Country Cares Radiothon benefitting St. Jude's Children's Research Hospital on December 5 and 6. The Radiothon featured a variety of songs and stories, from the uplifting to the heart wrenching, to convey the importance of funding cancer research for children, raising \$36,910 for St. Jude.

97.1 WASH-4-KIDS RADIOTHON

WASHINGTON, DC • 97.1 WASH-FM
97.1 WASH-FM's annual WASH-4-Kids Radiothon benefiting the Children's National Hospital in Washington, D.C. took place on December 12 and 13, 2024. 97.1 WASH-FM staff encouraged listeners to donate money to help young children in need and shared

live interviews and personal stories from patients. In 2024, the WASH for Kids Radiothon raised \$450,240 for the hospital, bringing their collective Radiothon grand total to more than \$5.1 million.

ST. JUDE RADIOTHON

WEST PALM BEACH, FL • Wave 92.7
Throughout the annual Wave 92.7 St. Jude Radiothon, the station told stories of patients, played songs with those stories woven in and asked listeners to become Partners in Hope, which is a monthly donation to the hospital, in the efforts to raise over \$40,000 for St. Jude.

CMN RADIOTHON 2024

WINCHESTER, VA • Q102
The Q102 Cares for Kids campaign is a week-long event collecting donations online or through text to support Children's National Hospital. For over a decade, Q102 has encouraged listeners to become a Miracle Maker for just \$20 a month, with every dollar donated helping local kids in the community. The event collected over \$125,420 in 2024.

AKRON CHILDREN'S HOSPITAL RADIOTHON

YOUNGSTOWN, OH • MIX 98.9
MIX 98.9 hosted the annual two-day Akron Children's Hospital Radiothon to raise critical funds for local children and families in need of vital medical care. The station promoted the 2024 event on-air, online and on social media, raising over \$256,000.





iHEARTIMPACT

iHeartIMPACT is a community impact division of iHeartMedia designed to help corporate brands partner with nonprofits through their advertising spends with iHeartMedia. iHeartIMPACT works with brands to achieve marketing goals on iHeart platforms, and at the same time invest in community organizations addressing critical social causes. To date, this program has provided nearly \$10M in funding to nonprofits across dozens of issue areas.



ADVERTISING WITH PURPOSE

Brands with goals to give back to the community advertise with iHeartMedia.



COMMUNITY PARTNERSHIPS

iHeart reinvests a portion of an advertising spend back into the communities in which we live and work to help address pressing challenges within our communities.



STORYTELLING & AWARENESS

iHeartIMPACT creates awareness and recognition to showcase work being done in the community made possible by our advertisers.

105+ ORGANIZATIONS FUNDED TO-DATE SINCE THE LAUNCH OF iHEARTIMPACT IN 2019



COMMON THREADS

POWERED BY ELEVANCE HEALTH



Students with a healthy balanced diet are more likely to live longer, have stronger immune systems and lower risk of diabetes and heart disease. A healthy diet is crucial for optimal learning because it can boost brain function and improve mood.

In 2024, iHeart partnered with Anthem Blue Cross and Blue Shield and national nutrition education nonprofit Common Threads to provide College Park Elementary School students, families and staff with cooking and nutrition education designed

to encourage lifelong healthy habits and to inspire communities to embrace healthy cooking, healthy eating and the celebration of culture across the country.

The partnership helped fund programs including produce distributions, ongoing cooking classes and nutrition education for students, faculty and families. By creating solutions like learning gardens, food pantries and teaching kitchens, the collaboration provided practical, sustainable resources to help schools and communities establish a more nutritious future.

“*Common Threads is dedicated to improving community health through the power of nutrition and food. Regardless of zip code, everyone deserves access to quality nutrition education and resources. Our multi-year partnership with iHeart and Elevance Health has allowed us to expand our reach and strengthen our impact across the country. As we celebrate 20 years of service, we're thankful for your support and we're excited to continue collaborating to nourish bodies, minds and transform lives, one plate at a time.*”

LINDA NOVICK O'KEEFE
CEO AND CO-FOUNDER, COMMON
THREADS



ABOUT COMMON THREADS

CommonThreads.org

Common Threads is a national nonprofit that provides children and families with cooking and nutrition education, equipping communities with the necessary information to make affordable, nutritious and appealing food choices wherever they live, work, learn and play. They have committed to serving 1.4M nutritious, student-made meals and snacks and leading 1.2M hours of nutrition education by December 2029. They aim to tackle the critical issues of limited access to healthy food and nutrition-related health disparities in communities nationwide by engaging over 260,000 participants in culturally relevant nutrition education and hands-on cooking skills programs in partnership with schools, community organizations and healthcare institutions.

CAMPAIGN IMPACT

+\$1.2M
donated to food security and nutrition programs on behalf of Elevance Health

+318K
pounds of food distributed to food-insecure communities

+31K
hours of nutrition education for students and families

+23K
families benefitting from Elevance Health and iHeartIMPACT-funded programming





GREATER GOOD CHARITIES

POWERED BY HILL'S PET NUTRITION



According to the American Society for the Prevention of Cruelty to Animals (ASPCA), approximately 6.3 million companion animals enter U.S. animal shelters nationwide every year. Currently, animal shelters are facing economic hardships and staffing and veterinarian shortages, restricting their ability to care for pets.

For the fourth consecutive year, iHeart partnered with Hill's Pet Nutrition and Greater Good Charities, a nonprofit focused on improving the lives of people, pets and the planet, to support the Clear the Shelters campaign. This initiative raised awareness about

pet adoption and provided vital resources to shelters, helping them save the lives of vulnerable pets.

The partnership included a pet transport operation that flew over 100 pets from overcrowded shelters in the South to the Northeast where they had better adoption opportunities. Hill's Pet Nutrition and iHeart donated \$115,000 to fund the flight and to further assist shelters across the U.S. The campaign's efforts not only boosted adoptions but also fostered lasting connections and raised awareness about the importance of shelter pets year-round.

CAMPAIGN IMPACT

\$215K
donated in support of
Greater Good Charities

+545
surgeries performed
through Good Fix program

+100
animals transported through
Good Flights program

+12
cases covered through Emergency
Animal Medical program



“

Greater Good Charities is grateful for our partnership with Hill's Pet Nutrition and iHeartMedia that is entering its third year! We are thrilled this donation will continue to help pets in need across the U.S.!”

LIZ BAKER
CEO, GREATER GOOD CHARITIES

ABOUT

GREATER GOOD CHARITIES

GreaterGood.org

Greater Good Charities is a 501(c)(3) global nonprofit organization that works to help people, pets and the planet by mobilizing in response to need and amplifying the good. Greater Good Charities, with a Four-Star rating on Charity Navigator and a Platinum Seal on GuideStar, has invested more than \$750 million in impact, including cash grants, in-kind supplies and programmatic support to charitable partners in 121 countries since 2007.



MUSICARES®

POWERED BY STARBUCKS



Extensive evidence demonstrates that volunteering while connecting with others reduces depression and improves self-esteem and social health. On April 26, 2024, MusiCares® hosted the second annual The Day That Music Cares, a global day of service uniting music professionals and fans. Aligned with MusiCares' mission to support the wellbeing of the music community, participants invested in the health of their communities and themselves through service.

Building on the success of its inaugural year, the initiative

activated music professionals and fans worldwide for a day of volunteering, demonstrating the power and heart of the music community. The initiative encouraged participants to volunteer in various activities like food bank support and community clean-ups. iHeartIMPACT, leveraging in-kind promotion to spread awareness on its radio stations across the country.

Last year, over 1,400 people, including members of the Recording Academy® and GRAMMY Museum®, joined the effort.

“

MusiCares is thrilled to partner with Starbucks and iHeartIMPACT for The Day That Music Cares. This important day of service unites the music community’s culture of connection and the transformative power of giving back. Volunteering strengthens bonds within communities and reinforces mental health. Together in this shared mission, we’re harnessing the power of music to make a difference.”

LAURA SEGURA

EXECUTIVE DIRECTOR, MUSICARES

CAMPAIGN IMPACT

\$350K
donated in support of MusiCares

1.9M
social media impressions

+1K
photos and videos shared from projects across the country

+2.5K
volunteers mobilized



ABOUT

MUSICARES

MusiCares.org

MusiCares helps the humans behind music because music gives so much to the world. Offering preventive, emergency and recovery programs, MusiCares is a safety net supporting the health and welfare of the music community. Founded by the Recording Academy in 1989 as a U.S.-based 501(c)(3) charity, MusiCares safeguards the well-being of all music people through direct financial grant programs, networks of support resources, and tailored crisis relief efforts.



UNDUE MEDICAL DEBT

POWERED BY LIONSGATE



Over 100 million people in the U.S. struggle under the weight of medical debt, together owing at least \$195 billion in past-due medical expenses. The medical debt crisis is staggering and people often don't know how to help.

In honor of the powerful true story depicted in the film "Ordinary Angels," Lionsgate and Kingdom Story Company partnered with Undue Medical Debt, a nonprofit organization dedicated to alleviating burdensome medical expenses. This collaboration aimed to erase \$10 million

in unpayable medical debt, leveraging the impactful storytelling of the film to inspire tangible financial relief for individuals facing medical hardships.

The partnership was the most significant social-impact campaign in Kingdom Story Company history, resulting in the elimination of \$2.6 million in medical debt, with another \$25,000 (erasing a further \$2.5 million) donated from iHeart to the campaign through iHeartIMPACT.

CAMPAIGN IMPACT

\$25K
donated in support of
Undue Medical Debt

\$2.5M
in debt relief provided

ABOUT

UNDUE MEDICAL DEBT

UndueMedicalDebt.org

Undue Medical Debt (formerly RIP Medical Debt) is a national 501(c)(3) nonprofit whose purpose is to strengthen communities by erasing financially burdensome medical debt. Founded in 2014 by former debt collection executives, Undue Medical Debt is one of the leading charitable organizations that help pay medical bills. We work tirelessly to end medical debt and ensure a future where everyone can access healthcare without fear.





LEUKEMIA & LYMPHOMA SOCIETY LITTLETON PUBLIC SCHOOL FOUNDATION

POWERED BY MCDONALD AUTOMOTIVE



In 2024, iHeart teamed up with iHeartIMPACT partner McDonald Automotive to support the local Colorado community by partnering with local organizations to sponsor three major nonprofit events in Colorado. These efforts included helping high school students raise funds for the Leukemia & Lymphoma Society through the Student Visionaries of the Year campaign, which supports blood cancer research and treatment. McDonald Automotive was the Ride in Luxury & Valet Sponsor for this campaign, which raised over \$400,000.

The partnership also supported the Littleton Public Schools Foundation

by funding programs aimed at student growth and success, including their sponsorship of the Tee It Up for LPS Golf Tournament and The Stride 10K/5K and Fun Run — events designed to promote health and wellness in the community.

Through iHeartIMPACT, McDonald Automotive contributed over \$50,000 to Denver-area nonprofits and played a central role in fostering community engagement. Their support of these events helped create lasting positive impacts, directly benefiting thousands of students and community members through educational, wellness and research initiatives.

“

We are thrilled with iHeart’s support of the 29th Annual Stride Walk/Run to benefit health and wellness initiatives across Littleton Public Schools. Your contributions help keep our local students and families healthy and active.”

STEPHANIE CARROLL
EXECUTIVE DIRECTOR, LITTLETON
PUBLIC SCHOOLS FOUNDATION

CAMPAIGN IMPACT

+\$50K
provided to Denver-area
nonprofits in 2024



ABOUT

LEUKEMIA & LYMPHOMA SOCIETY

[LLS.org](https://lls.org)

The Leukemia & Lymphoma Society® (LLS) is the global leader in the fight against blood cancer. The LLS mission: Cure blood cancer and improve the quality of life of all patients and their families. LLS funds lifesaving blood cancer research around the world, provides free information and support services, and is the voice for all blood cancer patients seeking access to quality, affordable, coordinated care. Founded in 1949, LLS has regions throughout the United States and Canada. To learn more, visit www.LLS.org. Patients should contact the Information Resource Center at (800) 955-4572, Monday through Friday, 9 a.m. to 9 p.m. ET. For additional information, visit lls.org/lls-newsnetwork. Follow us on Facebook, X, Instagram, LinkedIn and TikTok.

LITTLETON PUBLIC SCHOOLS FOUNDATION

LPSFoundation.com

Littleton Public Schools Foundation raises money to support each LPS student’s individual path to success. Working with the school district and passionate partners, we identify and fund opportunities that foster personal and academic development for all students. We believe this work is essential because students are our future.



BIENESTAR IS WELL-BEING

POWERED BY MOLINA HEALTHCARE



Hunger remains a significant issue in California, affecting millions of residents. Recent reports indicate that food insecurity impacts more than one in five Californians, with rising food costs exacerbating the problem.

Through iHeartIMPACT, iHeart teamed up with Molina Healthcare of California to support local food access organization Bienestar is Well-Being, a nonprofit organization dedicated to combating hunger and food insecurity across California. The organization focuses on providing nutritious food, educational resources and support to underserved communities, aiming to improve the overall health and

wellbeing of individuals and families facing food insecurity. Through partnerships with local organization and regional food wholesalers, Bienestar is Well-Being helps ensure everyone in the community, regardless of their financial situation, has access to healthy food.

As part of this collaboration, iHeart donated \$25,000 to launch a new food distribution site in El Cajon, CA. The donation was presented at a local event in Boyle Heights celebrating Molina's partnership with Bienestar is Well-Being and the organization's commitment to providing healthy foods to under-resourced populations.

CAMPAIGN IMPACT

\$25K
donated in support of
Bienestar is Well-Being

Funds are helping to
provide hundreds of
thousands of pounds of
fresh produce to families
and community members
across Southern California

“*Molina is dedicated to improving the health and well-being of individuals across the state. A key component of that mission is addressing access to critical resources. We are grateful for the opportunity to partner with organizations like Bienestar and iHeartMedia that share our commitment to providing nutritious food to communities in need.*”

ABBIE TOTTEN
PLAN PRESIDENT,
MOLINA HEALTHCARE OF CALIFORNIA

“*Through a powerful partnership with Molina and iHeartMedia, Bienestar is Well-being is able to serve new communities, offering the gift of healthy, nutritious foods. Beyond sustenance, we are able to provide a lifeline of hope, demonstrating that well-being is attainable by all.*”

JOHN SCHROER
EXECUTIVE DIRECTOR,
BIENESTAR IS WELL-BEING



ABOUT

BIENESTAR IS WELL-BEING

BienestarIsWellbeing.org

Bienestar is Well-Being has a mission of addressing hunger and food insecurity in underserved communities throughout California by providing sustainable access to healthy and nutritious food to those in need. Bienestar partners with a large number of local organizations to ensure that food distributions are accessible to the communities the organization is serving. Bienestar also partners with regional wholesalers who are able to provide a vast amount and large variety of high-quality food, with a goal to ensure that everyone in the community has equal access to healthy food, regardless of their financial situation.



AMERICAN CANCER SOCIETY

POWERED BY UCLA HEALTH



The fight against cancer faced unprecedented challenges during the pandemic, including 9.5 million missed cancer screenings. These delays continue to lead to a significant increase in cancer-related deaths, as early detection was often delayed. For communities of color, the disparities in cancer treatment and mortality rates became even more pronounced, with unequal access to healthcare and clinical trials exacerbating the issue.

In response to these challenges, the American Cancer Society launched the Moonshot Summit in support of the White House Cancer Moonshot initiative. This initiative sought to accelerate cancer research and treatments with a focus on increasing representation in clinical trials and ensuring that everyone has access to high-quality patient care. The goal was to not only improve cancer outcomes but also to address long-standing health inequities, particularly in marginalized communities.

Locally spearheaded by UCLA Health, iHeartIMPACT joined the Summit with a \$20,000 pledge to reduce healthcare inequities for patients across the country through the ongoing work of the Summit.

ABOUT

AMERICAN CANCER SOCIETY

Cancer.org

The American Cancer Society is a leading cancer-fighting organization with a vision to end cancer as we know it, for everyone. For more than 110 years, we have been improving the lives of people with cancer and their families as the only organization combating cancer through advocacy, research, and patient support. We are committed to ensuring everyone has an opportunity to prevent, detect, treat, and survive cancer.

CAMPAIGN IMPACT

\$20K

pledged to the American Cancer Society's Moonshot Summit

\$1M

raised for cancer research through the 2024 Moonshot Summit





PEDIGREE FOUNDATION

POWERED BY MARS



Across the U.S., over 8.2 million dogs are homeless, with more than 2.3 million of them waiting in shelters for adoption. Founded in 2008, the PEDIGREE Foundation works to address this issue by providing grants to shelters and rescue organizations, helping save the lives of millions of dogs that would otherwise be lost.

In 2024, PEDIGREE's parent company, Mars, covered more than \$100,000 in adoption fees for both cats and dogs at 18

shelter partner locations across 14 cities. Additionally, the PEDIGREE Foundation contributed an extra \$35,000 to cover dog adoption fees, further supporting efforts to help dogs find their forever homes. These initiatives aimed to reduce the number of homeless animals and promote adoption as a solution to pet overpopulation.

iHeart donated \$25,000 through iHeartIMPACT to the PEDIGREE Foundation to help waive adoption costs at select shelters during

Dogtober, an annual adoption event organized by the Foundation aimed at promoting dog adoption and supporting animal shelters across the United States.

In 2024, during PEDIGREE's Adoption Weekend, the initiative successfully facilitated the adoption of over 300 dogs, connecting them with loving families and raising awareness about the importance of adopting shelter pets.

ABOUT

PEDIGREE FOUNDATION

PedigreeFoundation.org

We believe every dog deserves a loving, forever home. PEDIGREE Foundation is an independent 501(c)(3) non-profit organization working to help end pet homelessness. Nearly 3.1 million dogs end up in shelters and rescues every year, and nearly half never find a home. The foundation was established in 2008 by Mars Petcare, maker of PEDIGREE® food for dogs, to help increase dog adoption rates. We've awarded more than 6,300 grants and over \$14 million to U.S. shelters and rescues that help dogs in need. Since launching our Canadian grant program in 2022, we have provided \$345k CAD to local shelters and rescues in need across Canada, as well as \$20k CAD in Disaster Relief. At PEDIGREE Foundation, we're working toward a day when all dogs are safe, secure, cared for, fed well and loved.

CAMPAIGN IMPACT

\$25K
donated in support of the
PEDIGREE Foundation

+300
pets from overpopulated
shelters in new homes





FOLDS OF HONOR'S FAMILY SCHOLARSHIP FUND



Founded by Lt. Col. Dan Rooney after witnessing the challenges faced by military families, Folds of Honor is dedicated to supporting the spouses and children of fallen or disabled military service members and first responders. Through life-changing scholarships, the organization helps provide educational opportunities to those who have sacrificed so much for our country.

Since its inception, Folds of Honor has been committed to honoring these sacrifices by empowering families with the resources needed to achieve their academic and

personal goals, ensuring their futures are filled with hope and opportunity.

In recognition of Veterans Day 2024, President of Folds of Honor and United States Air Force Col Nick Nichols retd. joined “The Bobby Bones Show” where he spoke about the work Folds of Honor does for service members and their families and accepted a \$50,000 donation made possible through iHeartIMPACT. The funding will support the Folds of Honor’s Family Scholarship Fund, which provides educational scholarships to the spouses and children of fallen or disabled military service members and first responders.

CAMPAIGN IMPACT
\$50K
donated in support of
Folds of Honor’s Family
Scholarship Fund

ABOUT

FOLDS OF HONOR

FoldsOfHonor.org

Folds of Honor is a 501(c) (3) nonprofit organization that provides educational scholarships to the spouses and children of US military service members and first responders who have fallen or been disabled while serving our country and communities. Our educational scholarships support private school tuition or tutoring in grades K-12, tuition for college, technical or trade school and post-graduate work, including a master's degree, doctorate or professional program. Funds for a second bachelor's degree or trade/technical program certification are also available. Since its inception in 2007, Folds of Honor has awarded nearly 62,000 scholarships totaling about \$290 million in all 50 states. Among the students served, 45 percent are minorities. A total of 91 percent of every dollar raised directly funds scholarships. It is rated a four-star charity by Charity Navigator and Platinum on Candid. It was founded by Lt Col Dan Rooney, the only-ever F-16 fighter pilot (with three combat tours in Iraq) and PGA Professional. He is currently stationed at Headquarters Air Force Recruiting Service at Joint Base San Antonio-Randolph, Texas.





NORTH SHORE ANIMAL LEAGUE AMERICA AND VOORHEES ANIMAL SHELTER

POWERED BY CHOU2 PHARMA



In 2024, iHeartIMPACT supported both North Shore Animal League America (NSAL) and Voorhees Animal Shelter by funding pet adoption and rescue efforts across the New York and mid-Atlantic regions.

One of the funding recipients, NSAL, facilitates approximately 50,000 pet adoptions annually and works with 2,000 shelter partners worldwide. The funding from iHeart and Chou2Pharma helped support NSAL's rescue work, particularly the humane relocation of

homeless animals from the South and Midwest to NSAL's Long Island campus.

The second recipient, Voorhees Animal Shelter, provides compassionate shelter and adoption services, focusing on reuniting animals with their owners or finding them permanent homes. The shelter has saved nearly 40,000 lives and serves 25 municipalities in New Jersey. Continued support from donors like iHeart and Chou2Pharma is vital to ensuring these animals have a safe place and a chance for a better life.

CAMPAIGN IMPACT

\$35K
from two organizations,
including North Shore Animal
League America (\$15K) and
Voorhees Animal Shelter (\$10K)



“We appreciate our ongoing collaborations with iHeart putting a spotlight on North Shore Animal League America’s no-kill mission to rescue, nurture, adopt and educate. Our combined messages promote the joys and responsibilities of pet adoption. With each adoption, two lives are saved – the pet being adopted and the homeless animal we rescue in its place.”

ABBIE TOTTEN
VICE PRESIDENT, STRATEGIC DEVELOPMENT
PARTNERSHIPS, NORTH SHORE ANIMAL LEAGUE AMERICA

“We cannot thank Chou2Pharma and iHeart for their incredibly generous donation. With this money and partnership, it will go to saving the lives of homeless animals in New Jersey and beyond. Thank you once again for sharing in our support and cause!”

GREG FOX
DEVELOPMENT DIRECTOR,
VOORHEES ANIMAL SHELTER

ABOUT

VOORHEES ANIMAL ORPHANAGE

VAOnj.org

Founded in 1988, the Voorhees Animal Orphanage (VAO) is a no-kill nonprofit community animal shelter and 501(c)(3) charitable organization dedicated to providing shelter, food and medical care to stray and unwanted animals, until permanent and loving homes can be found. VAO does not receive any local, state or federal funding. We rely on grants and generous contributions of individuals and corporations. Currently, VAO serves 26 towns in southern New Jersey, 22 of which are in Camden County. VAO also works with rescue partners across the country to rescue animals from overcrowded and high-kill shelters.

NORTH SHORE ANIMAL LEAGUE AMERICA

AnimalLeague.org

North Shore Animal League America has saved more than 1.2 Million lives. As the world's largest no-kill rescue and adoption organization, we understand that a rescue isn't complete until each animal is placed into a loving home. Our innovative programs provide education to reduce animal cruelty and advance standards in animal welfare. Our staff and volunteers work tirelessly in the pursuit of our vision of a world where all companion animals find permanent homes and end the euthanasia.



AMERICAN RED CROSS

With the growing frequency and intensity of disasters, the Red Cross is continually adapting its services and growing its disaster response capacity across the country. To close out 2024 and for the second consecutive year, iHeartIMPACT and the Red Cross teamed up for a year-end campaign that aimed to equip the Red Cross with the funds they need to help those in need.

To support the Red Cross, iHeartIMPACT donated \$175,000 to be used as a match for any donation made online in December. The Redcross.org home page and regional

home pages featured a match promotion banner to highlight iHeartMedia's matching gift and encourage donations.

The funds from the campaign will be used for future disaster relief and preparedness programs and will help power emergency response vehicles as well as provide meals, shelter and relief supplies to those impacted by future disasters.

American Red Cross leveraged iHeartIMPACT's donation of \$175,000 to generate over \$1M in donations, nearly 7x the value of the initial contribution.

“*Every day, the American Red Cross brings comfort and hope to those facing their most difficult moments. During this season of giving, we’re especially grateful for companies like iHeartMedia that support our lifesaving mission and enable us to help whenever and wherever we’re needed.*”

ANNE MCKEOUGH
CHIEF DEVELOPMENT OFFICER OF THE AMERICAN RED CROSS

CAMPAIGN IMPACT

\$175K
donation made to the American Red Cross

\$1.2M
raised in 24 hours in connection with iHeartIMPACT matching gift campaign

ABOUT AMERICAN RED CROSS RedCross.org

The American Red Cross shelters, feeds and provides comfort to victims of disasters; supplies about 40% of the nation's blood; teaches skills that save lives; distributes international humanitarian aid; and supports veterans, military members and their families. The Red Cross is a nonprofit organization that depends on volunteers and the generosity of the American public to deliver its mission. For more information, please visit redcross.org or CruzRojaAmericana.org, or follow us on social media.





FISHER HOUSE FOUNDATION

POWERED BY NAVY FEDERAL CREDIT UNION

Traveling for specialized medical care presents a major financial challenge for military and veteran families, with many needing to travel long distances to access critical treatment. According to the Fisher House Foundation, nearly 50% of military families live outside the areas where the Department of Veterans Affairs (VA) medical centers are located, making travel a necessity for many.

The Fisher House Foundation and Navy Federal Credit Union share a commitment to supporting military, veterans and their families. Through continued support, Navy Federal helps alleviate the financial burden

of travel and lodging for military families, allowing them to focus on recovery instead of expensive hotel costs. Fisher House Foundation provides temporary, free lodging for families, easing the financial burden and removing barriers to treatment. This support not only benefits current veterans but also future generations, ensuring families can be with their loved ones during critical medical care.

This is the fourth year of Navy Federal's support to Fisher House Foundation through iHeartIMPACT and the partnership has provided hundreds of veterans and their families with temporary housing during treatments.

“

No single entity can take care of our military and veteran community. Ongoing partnerships are essential to even begin addressing the needs our military families face in a medical crisis. Navy Federal Credit Union's ongoing support of the Fisher House mission is crucial to showing our service men and women that their sacrifices will never be forgotten.”

KEN FISHER
CHAIRMAN AND CEO,
FISHER HOUSE FOUNDATION

ABOUT

FISHER HOUSE FOUNDATION

[FisherHouse.org](https://fisherhouse.org)

Fisher House Foundation is best known for its network of nearly 100 comfort homes where military and Veteran families can stay at no cost while a loved one is receiving treatment. These homes are located at major military and VA medical centers nationwide, and in Europe, close to the medical center or hospital they serve. Fisher Houses have up to 21 suites, with private bedrooms and baths. Families share a common kitchen, laundry facilities, a warm dining room, and an inviting living room. Fisher House Foundation ensures that there is never a lodging fee. Since inception, the program has saved military and Veteran families an estimated \$610 million in out-of-pocket costs for lodging and transportation.

CAMPAIGN IMPACT

\$12.5K
in funding and awareness
messaging provided to the
Greater Washington DC Fisher
House Foundation programming

4TH YEAR
of Navy Federal's support
to Fisher House Foundation
through iHeartIMPACT





FLORIDA AGRICULTURAL AND MECHANICAL UNIVERSITY (FAMU)



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This is the fourth year of Navy Federal's support to Fisher House Foundation through iHeartIMPACT and the partnership has provided hundreds of veterans and their families with temporary housing during treatments.

CAMPAIGN IMPACT
+\$400K
donated in scholarship
funding to Florida
A&M University

“

Florida A&M University sincerely thanks iHeart for its support. Our students are the true beneficiaries of their generosity. iHeart’s contribution will significantly increase our students’ ability to complete their degree programs and start their professional careers.”

DR. SHAWNTA FRIDAY-STROUD
EXECUTIVE DIRECTOR, FAMU FOUNDATION



ABOUT

FLORIDA A&M UNIVERSITY

FAMU.edu

Founded on October 3, 1887 with its main campus in Tallahassee, Florida A&M University (FAMU) is the only public, historically Black university in Florida. What distinguishes FAMU from other universities is its legacy of providing access to a high-quality, affordable education with programs and services that guide students toward successfully achieving their dreams. FAMU is part of the State University System of Florida and is accredited by the Southern Association of Colleges and Schools Commission on Colleges. In addition to its main Tallahassee campus, FAMU has several satellite campuses across Florida. These include the College of Law in Orlando and the College of Pharmacy and Pharmaceutical Sciences, Institute of Public Health, which has sites in Crestview, Tampa, Jacksonville and Miami.



CREATIVETS

POWERED BY CROWN ROYAL



Veterans account for 18% of all suicides in America, despite making up less than 9% of the population. As a long-standing supporter of the military community, Crown Royal joined forces with iHeartIMPACT to support CreatiVets, a nonprofit organization designed to help veterans heal through music therapy and arts initiatives.

One of the key programs offered by CreatiVets is the Nashville Songwriting Program. This program allows veterans to work alongside professional songwriters in Nashville, where they can share their experiences, express their emotions and create songs that

reflect their personal journeys. The act of songwriting helps veterans to channel their creativity with the goal to mitigate the impact of PTS, stress, anxiety and depression in their daily lives.

Richard Casper, Marine Corps Veteran, Purple Heart recipient and co-founder of CretiVets, joined The Bobby Bones Show to speak about the impactful work CreatiVets does for veterans to provide them with an alternative avenue for mental health care and accepted a \$50,000 donation made possible through iHeartIMPACT.

CAMPAIGN IMPACT

\$50K
donated in support of
CreatiVet's Art & Music
Programs for military veterans

“
Collaborating with influential partners like iHeart allows CreatiVets to continue its mission of service to military veterans everywhere with the goal to reduce and eliminate veteran suicide. Partners like iHeart are a crucial part of our work and help improve the lives of veterans while telling their unique stories in new and creative ways.”

DR. SHAWNTA FRIDAY-STROUD
EXECUTIVE DIRECTOR, FAMU FOUNDATION



ABOUT CREATIVETS

CreatiVets.org

CreatiVets' is a 501(c)(3) non-profit organization whose mission is to provide wounded veterans struggling with post-traumatic stress and traumatic brain injury with opportunities to use art, music, and creative writing to heal their unseen wounds of war. Their goal is to empower veterans with tools they can use for the rest of their lives and enable them to see their own capacity for success in an arena outside the battlefield.



AMERICAN FOUNDATION FOR SUICIDE PREVENTION

POWERED BY LEIDOS



Established in 1987, the American Foundation for Suicide Prevention (AFSP) is dedicated to saving lives and providing hope to those affected by suicide. AFSP focuses on suicide prevention through research, education, advocacy and community programs while offering support for those impacted by suicide.

Since 2018, iHeartIMPACT and Leidos, the largest private funder of suicide prevention research, have partnered together in support of the American Foundation for Suicide Prevention’s National

Capital Area Chapter through its Washington, D.C. Out of the Darkness Walk to raise awareness about suicide prevention and mental health. This event brings together individuals, families and communities to honor those lost to suicide and support those affected. 2024’s event featured a kickoff party on July 26, with performances by Judah & The Lion and support from iHeart’s DC101. Funds raised through the walk support AFSP’s research, education, advocacy and support programs, all aimed at reducing the suicide rate and providing hope to those affected.

CAMPAIGN IMPACT

\$30K
in iHeartIMPACT funding contributed to Leidos’ total of \$195K funds raised for the AFSP 2024 Out of the Darkness Walk campaign

+\$468K
raised in total by the AFSP Washington DC Out of the Darkness Walk, it’s largest fundraising campaign year to-date



“

Not only has the DC101+ Leidos’ One More Light team participated in the D.C. Walk for seven consecutive years, but both organizations have taken on leadership roles to stop this preventable leading cause of death by sponsoring the Walk, raising funds and awareness, sharing AFSP resources, participating in AFSP programs, hosting community events and providing volunteer support. I could not be more grateful for all they have done - and continue to do – to help AFSP demystify this complex often-misunderstood health issue, break down stigma, encourage help seeking and create a culture that’s smart about mental health. Thank you to iHeart and Leidos for bringing hope to so many and being true lifesavers. Your influence and impact know no bounds!”

ELLEN SHANNON

AFSP NATIONAL CAPITAL AREA CHAPTER EXECUTIVE DIRECTOR

ABOUT

AMERICAN FOUNDATION FOR SUICIDE PREVENTION

[AFSP.org](https://afsp.org)

The American Foundation for Suicide Prevention is dedicated to saving lives and bringing hope to those affected by suicide, including those who have experienced a loss. AFSP creates a culture that’s smart about mental health through public education and community programs, develops suicide prevention through research and advocacy and provides support for those affected by suicide. Led by CEO Robert Gebbia and headquartered in New York, with a public policy office in Washington, D.C., AFSP has local chapters in all 50 states, D.C. and Puerto Rico, with programs and events nationwide.



TEAM RUBICON

POWERED BY LIFELOCK



iHeartIMPACT and LifeLock joined together to offer support to Team Rubicon, a leading U.S. veteran-led humanitarian organization dedicated to helping communities before, during and after disasters, by donating \$50,000 in funding and on-air awareness campaign to raise support for the organization's ongoing disaster response efforts following Hurricanes Helene and Milton.

The funding from LifeLock and iHeart supported Team Rubicon's widespread response efforts, with volunteers conducting muck outs, chainsaw operations, flood

mitigation work, debris removal, roof tarping and heavy equipment operations. In addition to the work done in support of city and county needs, Team Rubicon helped muck out more than 150 rooms at the Buncombe Community Christian Ministry's Veterans Restoration Quarters, a converted motel providing housing for 250 vulnerable veterans in Asheville, North Carolina.

CAMPAIGN IMPACT

\$50K
donated in support of Team Rubicon's widespread disaster response efforts, helping to provide critical support for communities that were impacted by Hurricane Helene & Milton in 2024

+150
rooms recovered at the Buncombe Community Christian Ministry's Veterans Restoration Quarters in Asheville, NC



“

Hurricanes Helene and Milton brought unprecedented destruction to many communities across the southeast. Team Rubicon quickly responded within hours of the storms passing and has stayed committed for months after the disasters. These operations would not be possible without investment from our donors. Thank you to LifeLock for your generous support in fueling these missions and iHeartMedia for sharing our story.”

JEFF BYARD
VICE PRESIDENT OF OPERATIONS, TEAM RUBICON

ABOUT

TEAM RUBICON

TeamRubiconUSA.org

Team Rubicon is a veteran-led humanitarian organization that serves global communities before, during and after disasters and crises. Founded following the Haiti earthquake in 2010, the organization has grown to more than 180,000 volunteers across the United States and has launched over 1,200 operations domestically and internationally. To promote equal access across disaster and humanitarian services, Team Rubicon focuses on three areas of impact: disaster services- from mitigation to immediate response to recovery; rebuild services — maintaining the fabric of communities through resilient building methods; and international services- providing emergent and surge medical services, WASH, and disaster risk reduction. The organization is featured in the Roku original series titled Team Rubicon, which highlights the work of Greyshirt volunteers assisting communities across the country.



TEEN CANCER AMERICA

POWERED BY SCANDINAVIAN DESIGNS



Being a teenager can be challenging, and a cancer diagnosis only adds to that. Teen Cancer America (TCA) focuses on the unique needs of adolescents and young adults with cancer. Unlike pediatric or older adult cancer patients, teens and young adults face distinct challenges in treatment and emotional support. TCA helps hospitals create specialized treatment spaces, known as "teen and young adult units," which foster a supportive environment and peer connection.

In addition to creating tailored treatment environments, Teen Cancer America advocates for

better research into cancers that predominantly affect adolescents and young adults, including cancers like leukemia, lymphoma testicular cancer and sarcomas.

Through iHeartIMPACT, iHeart donated \$35,000 to Teen Cancer America to help improve treatment experiences and medical outcomes for teens and young adults with cancer by providing programs, services and facilities designed especially for them, with the goal of providing teens the much-need support they need as they transition through treatment and into survivorship.

CAMPAIGN IMPACT

+\$35K
donated in support of the
Teen Cancer America

ABOUT

TEEN CANCER AMERICA

TeenCancerAmerica.org

Founded by rock icons Roger Daltrey and Pete Townshend of The Who, Teen Cancer America helps hospitals and healthcare professionals bridge the gap between pediatric and adult oncology care by supporting hospitals and outpatient facilities in the development of specialized units and programs for this age group. TCA brings together physicians and allied healthcare professionals in both pediatric and adult oncology. Age-targeted care for this population is necessary for medical and appropriate psychosocial development. Outcomes associated with some cancers that target this age group have not improved in over 35 years. Teens and young adults with cancer are long overdue for an upgrade and TCA can hopefully light the fire in America's health systems. Almost 90,000 young adults are diagnosed annually in the United States.





THE EOSERA® FOUNDATION



The eosera® Foundation Pitch Competition is an annual event aimed at empowering female entrepreneurs in Texas by providing seed funding and exposure to innovative women-led startups. Hosted by the eosera® Foundation, the competition offers substantial cash prizes with an additional \$5,000 People's Choice Award sponsored by iHeartIMPACT.

In its third year, the competition received over 125 applications from Texas-based female founders with businesses less than three years old. Finalists presented their business

ideas at a live event held on November 12, 2024, at the Kimbell Art Museum in Fort Worth, Texas. iHeartRadio's Kellie Rasberry, co-host of the KHKS 106.1 Kidd Kraddick Morning Show, was the emcee and presented the awards to three finalists.

Good dirt®, a woman-owned business based in Austin, Texas, won \$20,000 at the eosera® Foundation Pitch Competition, and the health-conscious soda company won the Simmons Bank First Place award worth \$15,000 as well as the iHeartMedia People's Choice award worth \$5,000.

“

We congratulate the eosera® Foundation on its continued commitment to supporting women-led small businesses. We look forward to following the successes of the entrepreneurs who generously shared their stories and aspirations with us, and we're grateful to be part of their journey.”

TAYLOR TOMCZYSYZN
DIRECTOR, iHEARTIMPACT



CAMPAIGN IMPACT

+\$5K
iHeartIMPACT People's Choice Award provided to competition winner Good Dirt®

+\$35K
in total grants awarded to three eosera® Foundation Pitch Competition finalists

+120
pitch competition applicants

ABOUT

THE EOSERA® FOUNDATION

[Eosera.com/pages/foundation](https://eosera.com/pages/foundation)

The eosera® foundation, a 501(c)(3) nonprofit organization, is committed to igniting the potential of women and girls through empowerment, entrepreneurship and education. By fostering a supportive community and providing strategic investments, the foundation aims to create a business landscape where women leaders can thrive.



iHEART NEWS AND INFORMATION

As federally-licensed entities, iHeartMedia's 860+ radio stations are required to operate as public trustees of the nation's airwaves. Every one of our stations takes seriously its duty to serve its local communities and operate, as we must – and as we desire – “in the public interest.” Ensuring accuracy, objectiveness and fairness allows us to build and maintain trust with all of our audiences and to deliver meaningful content that not only informs the communities we serve but allows us to create positive social change through the power of speech.

As a broadcast radio company, we are regulated by the FCC – so we abide by stringent editorial guidelines and standards across our daily radio broadcasts and podcasts and provide accurate and balanced journalism in compliance with federal regulations on all of our news talk radio stations.

24/7 NEWS NETWORK

Through iHeart's 24/7 News Network – America's largest radio-only news source – the company provides affiliates and listeners with award-winning news coverage around the clock from eight regional news centers. We are committed to providing our listeners with the most credible news and information, especially as it relates to breaking news, world health issues, disasters and global concerns as well as local news and information.

BIN: BLACK INFORMATION NETWORK

iHeartMedia's BIN: Black Information Network utilizes the company's reach, resources and listener connection to provide an objective, fact-based and trusted source of news coverage. BIN News is committed to accurate coverage of major news stories as well as under-reported news, especially when it is of critical importance to the Black community. Additionally, BIN spotlights critical issues affecting Black listeners through public service announcements and special feature programming.

WEEKLY NATIONAL AND LOCAL PUBLIC AFFAIRS SHOWS

In addition to locally produced weekend public affairs shows designed to inform the public about the most relevant issues facing their communities, iHeart hosts two 30-minute weekly national public affairs specials that air on select broadcast stations and on iHeartRadio — “iHeartRadio Communities” and “Estamos Contigo,” Spanish-language public affairs programming — to connect community members to one another and to world issues. In 2024, iHeart broadcast over 25,000 hours of public affairs programming.



24/7 NEWS

iHeartMedia's 24/7 News Network has more news reporters in more places than any other news organization, and provides up-to-the-minute local news reports for each of iHeart's 160+ markets. Because of the importance of breaking news to local listeners, emphasis is placed on providing timely, accurate and reliable

information to impacted markets. And given the life-threatening nature of severe weather events, emphasis is also placed on providing the most up-to-date information, bulletins and warnings in the communities we serve to alert listeners before storms arrive, as well as assistance with recovery efforts.





BIN: BLACK INFORMATION NETWORK

Launched in 2020, BIN: Black Information Network is the first and only 24/7 national and local all-news audio service dedicated to providing an objective, accurate and trusted source of continual news coverage with a Black voice and perspective. BIN has both a national digital footprint and

an increasing number of broadcast radio stations, with its flagship broadcast radio station based in Atlanta, GA. BIN is also the news source for all of iHeart's R&B, Hip Hop and Gospel stations, and is provided as a service to other radio operators, including Black-owned stations.



BIN: BLACK INFORMATION NETWORK PROGRAMMING OVERVIEW

In 2024, BIN: Black Information Network continued its focus on balanced and fact-based journalism to inform the communities it serves with the news of the day, highlighting and explaining its impact on the lives of Black Americans. Through its daily newscasts, podcasts and commentaries, BIN also gave voice to leaders and elected officials serving Black communities, providing a mechanism enabling important messages to reach Black Americans.

The following information provides insight into some of the key stories and events BIN covered in 2024.

THE BLACK VOTE

The Black community played an important role in the 2024 election season; in addition to the Presidential election, all members of the Congressional Black Caucus were up for re-election.

During election season, BIN closely monitored all races impacting Black America, running daily reports in its national and local newscasts explaining the latest developments from the campaign trail. BIN anchors conducted interviews with political experts from all major parties to ensure that all viewpoints were considered, helping listeners both understand the key political issues and where respective candidates stood on those issues. BIN also ran a series of public service announcements (PSAs)

throughout the campaign season encouraging listeners to register to vote and to cast their ballots.

BIN's extensive election coverage started with the primary season and continued through the live coverage of Vice President Kamala Harris delivering her concession speech. Coverage included both Presidential debates as well as the sole Vice Presidential debate. In addition, BIN Senior National Anchor Vanessa Tyler was live at the Republican National Convention and joined BIN Washington Correspondent Morgyn Wood in Chicago for the Democratic National Convention. The political positions of the Black community are wide-ranging, and BIN's goal was to provide news and commentaries reflective of the breadth of our

audience. More in-depth reporting aired on the Black Perspective, BIN's weekly community affairs program.

BIN: Black Information Network also interviewed dozens of political, business and community leaders to keep a finger on the pulse of the Black community on issues of importance. Interviewees included South Carolina Congressman James Clyburn; Former California Congresswoman Barbara Lee; U.S. Senator Reverend Raphael Warnock; and many others. Significant efforts were made to interview candidates from all parties, as the issues of greatest concern for Black Americans included economic stability and growth, reproductive freedom and the protection of voting rights and programs designed to give equal opportunities to all.



SOCIAL JUSTICE POLICE INVOLVED SHOOTINGS

BIN: Black Information Network is committed to providing ongoing coverage of any major stories where Black lives were lost at the hands of police and providing updates on cases involving high-profile claims of police brutality. Here are a few of the many cases covered by the network:

- Roger Fortson, a 23-year-old Black U.S. Air Force Airman was killed on May 3, 2024, but it took three months for an officer to be charged in the incident. An internal affairs investigation found the use of deadly force violated policy.

- On July 6, 2024, Sonya Massey was fatally shot in her Illinois home after the 36-year-old mother of two called authorities saying there may have been an intruder outside her home. The U.S. Department of Justice has launched a civil rights investigation in response to Massey's death. The deputy who shot her was fired two weeks after the shooting and charged with first-degree murder.
- On July 17, Samuel Sharpe, Jr. was killed by police in Milwaukee, Wisconsin, blocks from the Republican National Convention. Several officers visiting from Columbus, Ohio happened upon Sharpe in the middle of a fight with

another man and fatally shot him. Body cam footage of the shooting indicated Sharpe was the aggressor, but protestors still blamed the shooting on the Republican National Convention.

- The family of Ronald Greene, a Black man allegedly beaten to death by Louisiana state troopers in May of 2019, asked the U.S. Justice Department to bring charges against the troopers caught on tape brutalizing Greene. As of December 2024, no charges had been filed against the troopers.



LOCK IT AND STORE IT!

BIN CAMPAIGN SPOTLIGHT

In 2024 BIN: Black Information Network launched a 12-week public awareness campaign called Lock It and Store It! The program took a deep dive into the causes and possible solutions to preventing unintentional shootings in the Black community after a study conducted by Everytown Research and Policy showed more than 400 children, many of whom were Black, died in unintentional shootings in 2023.

The focus of the campaign was conceived through the BIN Local Roundtable (BLR), a group of community leaders who keep the network informed of critical issues in the Black community. BLR member Brenda Goss Andrews, a retired law enforcement officer and Former President of the National Organization of Black Law Enforcement Executives, advised BIN on this campaign.

BIN dedicated more than 500 minutes of airtime to Lock It and Store It!



LOCK IT AND STORE IT

#LockItStoreIt





BIN: COMMUNITY INVOLVEMENT

BIN: Black Information Network has an ongoing commitment to connect with members of the Black community and build meaningful relationships. Dedicated to acting as a trusted source of news and information, BIN worked with local and national organizations to ensure that our content and programming is reflective of the communities we serve.

In July, BIN Podcasters Ramses Ja and Q Ward were in New Orleans for the National Urban League Convention where they interviewed and met with members of the Black business community about issues impacting Black America.

In September, BIN anchors Vanessa Tyler, Morgyn Wood and Andrea Coleman were part of the Congressional Black Caucus Foundation's 53rd Annual Legislative

Conference, where they spoke with more than three dozen national Black policymakers and community leaders about plans to advance the Black community.

In November, BIN Anchor Andrea Coleman traveled to Chicago for the Obama Foundation's Democracy Forum where she spoke with several up-and-coming community leaders, including Ainka Jackson of Selma, Alabama. Jackson is the founding executive director of the Selma Center for Nonviolence, Truth and Reconciliation and works to bring racial and economic healing to her community. At the event, Valerie Jarrett, CEO of The Obama Foundation, provided an update on the Obama Foundation and the anticipated grand opening of the Obama Presidential Library.





LOCAL PUBLIC AFFAIRS SHOWS

In addition to airing millions of Public Service Announcements (PSAs) every year that address a broad spectrum of national and local issues, iHeartMedia radio stations produce and air weekly 30-minute radio shows to address unique community interests and to connect community members to one another and to world issues. iHeartMedia radio stations across America dedicate this airtime

every week to ensure their listeners are informed about the most relevant issues facing their particular communities. Each show takes a deep look into topics important to local communities, 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, its nonprofit partners and its Local Advisory Boards to identify the most relevant issues to discuss each week.

SOME OF THE MOST COMMON ISSUES OF 2024 THAT WERE ADDRESSED ACROSS A LARGE NUMBER OF STATIONS INCLUDED

Adoption • Affordable Housing • Affordable Housing/Health • Agriculture • AIDS & HIV • ALS • Animal Welfare • Arts and Culture • Blood Drives • Breast Cancer • Budgeting and Financial Literacy • Bullying • Business/Economy • Cancer Awareness and Research • Car Seat Safety • Child Abuse • Children Literacy • Civic Engagement • Clean Water • Community Development • Community Service • Consumer Taxes • Crime • Diabetes • Disaster Relief • Divorce • Domestic Violence • Drug & Alcohol Abuse • Economic Development • Education • Elderly • Emergency Preparedness • Environment • Family Services • Financial Assistance • Fundraising • Government Affairs • Gun Control/Violence • Health & Fitness • Health Care • Heart Disease • Highway Patrol • Hispanic Heritage Month • History • Homelessness • Homeownership • Hunger • Food Insecurity • Marriage Equality • Maternal Health • Mental Health • Military and Veterans Affairs • Music and Entertainment • Opioid Addiction, Prevention and Recovery • Parenting • Politics • Poverty • Public Health and Wellness • Public Safety and Crime Prevention • Refugee Crisis • Religion • Social Justice • Suicide Prevention • Supporting Small Businesses • Supporting the Black Community • Tourism and Traveling • Traffic Safety • Unemployment and Job Market • U.S. Army • Volunteering • Voting • Youth and Family

25,350+ HOURS OF PUBLIC AFFAIRS PROGRAMMING WERE AIRED BY IHEARTMEDIA IN 2024 ACROSS MORE THAN 860 RADIO STATIONS NATIONWIDE



iHEARTMEDIA COMMUNITIES NATIONAL PUBLIC AFFAIRS SHOWS

In addition to the locally-produced weekend public affairs shows designed to inform the public about the most relevant issues facing their communities, in 2020 iHeart launched two weekly national public affairs specials – “iHeartRadio Communities” and “Estamos Contigo” – to address the national pandemic crisis affecting the entire country and to connect community members to one another and to world issues.

Now in its fifth year, the show was initially created to provide a national platform and voice for the world’s top health experts, government leaders and nonprofit organizations as they discussed important topics around the COVID-19 pandemic and social justice efforts. Both programs have since evolved to include a robust platform of topics and issues that resonate with iHeartMedia audiences throughout the U.S.

The weekly shows are hosted by iHeartRadio on-air personality Ryan Gorman in English and Y100 Miami’s Claudia Mendoza in Spanish. The shows air on select stations nationally and are made available weekly on iHeartRadio.

Some of the most relevant guests and topics of 2024 included:

HEALTH AND WELLNESS

ROBIN NUNLEY

Spokesperson for the National MS Society, joined the show for MS Awareness Week to discuss multiple sclerosis, resources available for those diagnosed with the disease, research underway to find a cure and their annual Walk MS event.

DR. KRISTY MARYNAK

Health Science Advisor in the CDC Office of Smoking & Health, discussed the dangers of smoking, issues specifically related to menthol cigarettes and tips for quitting.

JOHN DRIKELL HOPKINS

Founding member of the Zac Brown Band, discussed his fight to find a cure for ALS through his Hop on a Cure Foundation.

KAREN KINAHAN

Nurse Practitioner at the Robert H. Lurie Comprehensive Cancer Center of Northwestern University at Northwestern Medicine, discussed medical and mental health challenges for cancer survivors, how family and friends can best support them and ongoing research to help improve cancer survivorship.

DR. AIMEE DAILY

President & CEO of Children’s Miracle Network Hospitals, discussed the critical need for access to health care and mental health care for children and what Children’s Miracle Network Hospitals nationwide are doing to help provide treatments to children through funding.

JODY HOYOS

CEO of the Prevent Cancer Foundation, discussed the importance of cancer screenings and prevention strategies and the foundation’s work as the only U.S.-based nonprofit organization solely dedicated to cancer prevention and early detection.

DR. DAVID SPIGEL

Chief Scientific Officer at the Sarah Cannon Research Institute, joined the show for National Cancer Prevention Month to discuss how to be proactive about your health regarding cancer, the importance of screenings, understanding risk factors and advancements in treatment and cancer research.

CELINA GORRE

Chief Executive Officer at Women Heart, joined the show for American Heart Month to discuss the issue of heart disease among women, along with the work Women Heart does supporting the millions of American women living with or those at risk of heart disease.

ANGIE P

Former smoker featured in the CDC’s Tips From Former Smokers campaign, discussed the dangers of smoking, issues specifically related to menthol cigarettes and tips for quitting.

JONATHAN MCNAMARA

Regional Communications Director for the American Red Cross, checked in to recap National Blood Donor Month and discuss the shortage of blood donations nationwide and how the American Red Cross is working to address the shortage.

ROBERT GINYARD

Former Chairman of the Board of Directors for Zero Prostate Cancer, shared his personal experience battling prostate cancer and discusses Zero Prostate Cancer’s mission to bring awareness, advocacy and resources to the fight against prostate cancer.

DR. TRISHA PASRICHA

‘Ask A Doctor’ Columnist for The Washington Post, gave health tips for the new year, including a to-do checklist for those of every age and the importance of sleep, hydration and diet.

DANIELLE FANELLE

Registered Dietician at Johns Hopkins All Children’s Hospital, discussed tips on better overall nutrition for children and adults in the context of National Nutrition Month.

ALBERT T. ROY

President & CEO of the Lupus Research Alliance, joined the show following Lupus Awareness Month to discuss the disease, including progress in diagnosing and treating lupus, along with research currently underway to find a cure.



THERESA WOLTERS

Vice President of Health & Human Services at MusiCares, discussed how MusiCares provides various services for musicians and those in the music industry facing financial hardship.

DR. JESSICA LEE

Acting Chief Medical Officer in the Center for Medicaid & CHIP Services at the Center for Medicare and Medicaid Services, talked about healthcare options and coverage for children in low-income households.

DR. JANET S. WRIGHT

Director of the CDC’s Division for Heart Disease & Stroke Prevention, offered vital information about heart valve disease, from an overview of the condition to signs, symptoms and a breakdown of those most at risk.

DR. COURTNEY FITZHUGH

Sickle Cell Disease Expert with the National Heart, Lung & Blood Institute, joined the show during Sickle Cell Awareness Month to explain the disease, how a diagnosis impacts daily life and the latest treatments.



iHEARTMEDIA COMMUNITIES NATIONAL PUBLIC AFFAIRS SHOWS

CONTINUED

MENTAL HEALTH

JESSICA EDWARDS

Chief Development Officer at the National Alliance on Mental Illness (NAMI), joined the show for Mental Health Awareness Month to discuss NAMI's work supporting those impacted by mental illness, along with their awareness and educational efforts as the nation's largest grassroots mental health organization.

DR. STEPHEN SOFFER

Psychologist and Co-Chief of the Division of Outpatient Behavioral Health in the Department of Child and Adolescent Psychiatry and Behavioral Sciences at Children's Hospital of Philadelphia, checked in for Mental Health Awareness Month to help provide insight for parents on how to support children and teens dealing with anxiety, depression and other mental health issues.

DR. MICHELLE MULLEN

Senior Vice President & Chief Design and Impact Officer for The Jed Foundation, discussed The Jed Foundation's work protecting emotional health and preventing suicide among our nation's teens and young adults, including how the JED Campus program has offered vital support to colleges and universities.

DR. CHRISTINE M. CRAWFORD

Child Psychiatrist & NAMI Associate Medical Director, discusses rising concerns of parents and caregivers who are struggling to navigate children's mental health.

DR. DAVID ANDERSON

Senior Psychologist and VP of Public Engagement and Education for The Child Mind Institute, checked in for Mental Health Awareness Month to discuss the Child Mind Institute's Positive Parenting, Thriving Kids series aimed at helping parents navigate the mental health issues impacting today's youth.

SCHROEDER STRIBLING

President and CEO of Mental Health America (MHA), discussed new data from MHA's Online Screening Program concluding that rates of anxiety and risk for psychosis remain higher than before the pandemic.

RAWLE ANDREWS JR

Executive Director of the American Psychiatric Association Foundation, joined the show to discuss the foundation's efforts to provide school staff with mental health resources as a new school year begins, along with the promotion of mental health literacy, connecting underserved communities to needed care and shifting attitudes about mental health.

SOCIAL JUSTICE

TROVON WILLIAMS

SVP of Marketing & Communications for the NAACP, checked in for Black History Month to discuss the NAACP's work in organizing voter turnout ahead of the November elections and other initiatives underway for 2024.

MARTIN LUTHER KING III & ARNDREA WATERS KING

Chairman & President of the Drum Major Institute, joined the show to discuss Dr. Martin Luther King, Jr.'s life and legacy, the impact it continues to have and their efforts to continue the mission he started through the Drum Major Institute.

VIC ARMSTRONG

VP of Health Equity at the American Foundation for Suicide Prevention, joined the show for Mental Health Awareness Month to discuss suicide statistics, steps to prevent suicide, and the organization's new 'Talk Away the Dark' campaign, empowering people to have brave conversations about mental health and suicide.

CYNTHIA CHOI

Co-Founder of Stop AAPI Hate, joined the show for Asian American and Pacific Islander Heritage Month to discuss her organization's work raising awareness for AAPI racism and discrimination.



CHRISTY TURLINGTON BURNS

Founder and President of Every Mother Counts, joined the show for Mother's Day Weekend to talk about her organization's work in making pregnancy and childbirth safe, respectful and fair for mothers across the country and around the world.

US MILITARY AND VETERANS

BRYAN STERN

Founder & CEO of Project Dynamo, and Chairman & Founder of Grey Bull Rescue, talked about his veteran-led, donor-funded international rescue non-profit organization and the work to rescue Americans around the world, including its upcoming mission to Haiti. Stern discussed on a different show his veteran-led, donor-funded organization's work rescuing Americans from conflict zones like the Middle East, Ukraine, Sudan and other dangerous parts of the world.

JIM WHALEY

CEO of Mission Roll Call, discussed Mission Roll Call's recent polling among veterans on the issues they're most concerned about, along with the battle against veteran homelessness and food insecurity. Whaley joined the show on two other separate occasions to discuss veteran related issues as well as the significance of Veterans Day.

TOM KILGANNON

President of Freedom Alliance, discussed the programs provided to those who have served and sacrificed for our country, from efforts supporting active-duty servicemembers to their families to veterans.

BRIGADIER GENERAL MIKE EASTMAN

Executive Director of Onward Ops, discussed the work of assisting veterans' transition back into civilian life, including a program partnering veterans with sponsors.

ANDREA MCCARREN

President of the PenFed Foundation, discussed the work of assisting veterans' transition back into civilian life, including a program partnering veterans with sponsors.

GENERAL PAUL 'GREG' SMITH (RET.)

Army Brigadier, Author of CONFESSIONS OF A WEEKEND WARRIOR: Thirty-Five Years in the National Guard, joined the show to share highlights from his career in the U.S. National Guard and shed light on the important work members of the National Guard do on combat missions overseas and domestic emergencies here at home.

JULIANA MERCER

Director of Veteran Advocacy at Healing Breakthrough, discussed how MDMA-assisted therapy is helping veterans diagnosed with PTSD and the push for FDA approval for this treatment.

DANIEL GADE

Re. Army Lt. Col. & Advisory Council Member at America's Warrior Partnership and two-time Purple Heart recipient, checked in ahead of Purple Heart Day to discuss the injuries he sustained fighting overseas, how he overcame the challenge of losing a leg and how AWP is working to prevent veteran suicide and assist veterans in integrating back into their communities.



iHEARTMEDIA COMMUNITIES NATIONAL PUBLIC AFFAIRS SHOWS

CONTINUED

COLONEL DUNCAN S. MILNE

(Ret.), U.S. Marine Corps Veteran & President of the Dixon Center for Military and Veterans Services, joined the show for a Veterans Day weekend special featuring organizations helping veterans and their families nationwide.

DAN CLARE

U.S. Marine & Air Force Veteran and Chief Communications & Outreach Officer at Disable American Veterans, joined the show for a Veterans Day weekend special featuring organizations helping veterans and their families nationwide.

**BRIGADIER GENERAL
JACK HAMMOND**

(Ret.), U.S. Army Veteran & Executive Director of Home Base, joined the show for a Veterans Day weekend special featuring organizations helping veterans and their families nationwide.

MATT PARRISH

Green Beret Veteran & Executive Director of Task Force Dagger, joined the show for a Veterans Day weekend special featuring organizations helping veterans and their families nationwide.

CHARLES BROWN

National President of Paralyzed Veterans of America (PVA), discussed the work PVA does to support paralyzed veterans nationwide, from help with home accessibility to advocacy for safer and more accessible air travel.

HEATHER ANSLEY

Associate Executive Director of Governmental Affairs for PVA, discussed the work PVA does to support paralyzed veterans nationwide, from help with home accessibility to advocacy for safer and more accessible air travel.

GABE MARTINEZ

Marine Veteran and Purple Heart Recipient, joined the show to discuss the injuries he sustained in Afghanistan following an IED attack and the support provided to him and his family by Semper Fi & America's Fund.

TERRENCE HAYES

Deputy Assistant Secretary for the VA's Office of Public and Intergovernmental Affairs, discussed the PACT Act, the largest expansion of Veteran health care and benefits in generations, addressing medical issues related to burn pits, chemicals like Agent Orange, and lots more.

JOSE MARTINEZ

An Army Veteran and triple amputee, joined the show to discuss how, with the help of Semper Fi & America's Fund, he overcame his extensive injuries, depression, and suicidal thoughts to become an adaptive athlete.

TOM KILGANNON

President of Freedom Alliance, discusses the programs provided to those who have served and sacrificed for our country, from efforts supporting active-duty servicemembers to their families to veterans.

GENERAL TOPICS

JENNIFER PIPA

Vice President of American Red Cross Disaster Programs, joined the show during Red Cross Month in March and ahead of Red Cross Giving Day on March 26 to discuss Red Cross disaster relief efforts, as 2024 was expected to be a busy year for natural disasters.

LILLIAN SINGH

Senior Vice President for Family Economic Mobility at Share Our Strength, discussed how Share Our Strength is working to uplift women, particularly single mothers and their children, with their Jeremiah Program initiative.

MONICA ANDERSON

Director of Internet & Technology Research at the Pew Research Center, discussed the Pew Research Center's work and its latest survey of U.S. teenagers and parents and their use of smartphones and social media.

KIRAN HANDA GAUDIOSO

President & CEO of the United Way of Northern New Jersey and President of United for ALICE, discussed the United Way's work and how data compiled for the ALICE (Asset Limited, Income Constrained, Employed) report offers local, state and federal leaders, along with charitable organizations and corporations, insight into the true economic struggles facing millions of families nationwide.

PAMELA ZABALLA

CEO of No More, discussed the organization's work helping those dealing with domestic violence and sexual assault.

MARK STEBER

Chief Tax Information Officer for Jackson Hewitt, joined at the start of tax season, providing numerous tips on filing 2023 tax returns and information on important tax changes.

NATASHA NASCIMENTO

Founder & Executive Director of Redefining Refuge, checked in for Human Trafficking Prevention Month to explain the scope of the issue across the country and ways to spot and help victims of human trafficking.

DR. MELISSA MERRICK

President & CEO of Prevent Child Abuse America, joined the show for Child Abuse Prevention Month to discuss the different forms of child abuse, their organization's work in public policy advocacy and the resources they provide for communities and families to get help needed before a crisis.

BILL ALEXANDER

CEO of the National Law Enforcement Officers Memorial Fund, discussed the upcoming 36th annual candlelight vigil for fallen law enforcement officers, along with information on the organization's memorial and museum in Washington D.C. and its work on safety and wellness for members of law enforcement nationwide. Alexander joined the show at a later time to discuss a new report on law enforcement line-of-duty deaths for 2023, along with the NLEOMF's work recognizing those who died while serving and providing resources and training to agencies nationwide.





iHEARTMEDIA COMMUNITIES NATIONAL PUBLIC AFFAIRS SHOWS

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MARIA MAYO

Associate Director for the FTC’s Division of Consumer Response & Operations, offered insights into some of the most common frauds and scams consumers need to be aware of, including how to spot and report them and actions that victims can take.

LARISSA BUNGO

Senior Attorney with the FTC’s Division of Consumer & Business Education, offered insights into some of the most common frauds and scams consumers need to be aware of, including how to spot and report them and actions that victims can take.

KRISTYN ROTH

Chief Marketing Officer for the Autism Society of America, discussed general facts about autism, what autism acceptance means and how people can take action and get involved.

LARISSA BUNGO

Senior Attorney with the FTC’s Division of Consumer and Business Education, talked about common scams and frauds, including how to spot them and what to do if you fall victim to one.

LAURA DUNN

NHTSA Highway Safety Specialist, discussed the partnership between the Ad Council and NHTSA on preventing hot car deaths, the leading cause of non-crash, vehicle-related fatalities for kids 14 and younger.

DR. STEPHANIE HOOPES

National Director for United for ALICE, discussed the United Way’s work and how data compiled for the ALICE report offers local, state and federal leaders, along with charitable organizations and corporations, insight into the true economic struggles facing millions of families nationwide.

ELENI TOWNS

Director of No Kid Hungry Campaigns, joined the show to raise awareness of programs available during the summer months to make sure children in need receive the meals and nutrition they get throughout the school year.

JULIE GARNER

Founder of Project Yellow Light, discussed her organization’s work raising awareness of the dangers of distracted driving, especially among America’s youth.

KENDYL BERNA

Filmmaker, Environmental Scientist & Founder of Beyond the Reef, checked in for Shark Week to discuss her ocean conservation organization’s focus on shark tagging, coral monitoring and artificial reef building.

DR. R. SCOTT STEPHENSON

President & CEO of the Museum of the American Revolution, joined the show for 4th of July weekend to discuss how America gained its independence, from the key moments that led up to the Revolutionary War to how our Independence Day tradition first began.

KENNETH C. DAVIS

Historian & Author of the Don’t Know Much About Book Series, joined the show following the assassination attempt on then-former President Donald Trump to discuss the history of political violence in America, the emergence of political parties and the formation of nominating conventions.

JON MILLER STEIGER

FTC East Central Region Regional Director, discussed imposter scams, including the most prevalent ones, how to spot and report them and what to do if you fall victim to one.

JOANNIE WEI

FTC East Central Region Regional Director, discussed imposter scams, including the most prevalent ones, how to spot and report them and what to do if you fall victim to one.

KATIE WADINGTON

Deputy Managing Editor at The Hill, joins the show to discuss her recent piece titled “What It’s Like In Asheville After Helene,” which describes the situation in one of the areas hardest hit by Hurricane Helene.

EVAN PETERSON

National Spokesperson for the American Red Cross, checks in to explain how the Red Cross is assisting those in need in communities impacted by the storm and ways for all Americans to help with that effort.

DR. ELLEN PRAGER

Marine Scientist and author of Megalodons, Mermaids & Climate Change: Answers To Your Ocean & Atmosphere Questions, discussed the extreme weather events we’ve been experiencing, global conservation efforts for marine life and separate fact from fiction on the issue of climate change.

DAVE JONES

Meteorologist and author of Megalodons, Mermaids & Climate Change: Answers To Your Ocean & Atmosphere Questions, discussed the extreme weather events we’ve been experiencing, global conservation efforts for marine life and separate fact from fiction on the issue of climate change.

THOMAS TIGHE

President & CEO of Direct Relief, talked about the work of Direct Relief does in all 50 states and 80 countries worldwide working to improve the health and lives of those impacted by poverty or emergencies, including efforts underway right now to help the victims of the deadly Hawaii wildfires.

DR. MELISSA MERRICK

President & CEO of Prevent Child Abuse America, discussed the different forms of child abuse, their work in public policy advocacy and the resources they provide for communities and families to get help needed before a crisis.

ELLIOTT GASKINS

Acting Chief Resource Development and Growth Officer at Share Our Strength, discussed the No Kid Hungry campaign, a national initiative to end hunger in America, and ways to help support this effort during the holiday season.

ESTAMOS CONTIGO

TERESA LUSK

Coach and political commentary, joined to show to explore the mental health challenges that college students are facing, with many considering dropping out of school due to stress and emotional difficulties. She offered tips on how to support children during these crucial times. Lusk joined the show on a separate occasion as well to discuss the quarter-life crisis and how it affects women in their 20s.

COLETTE HAUZEUR

Credit Counselor and Co-Founder of Better Credit Solutions, shared warning signs, shocking statistics and resources to protect listeners from employment scams, a growing problem in the Latino community. Hauzeur joined the show on a separate occasion to discuss the same topic.

REGINA MIRANDA PhD

Professor of Psychology at Hunter College and The Graduate Center, CUNY, discussed the mental health of young people: studies reveal that more than half face challenges, such as depression and anxiety. The show explored how the national Sound It Out campaign seeks to strengthen the connection between parents and children through active listening. Miranda joined the show on several other occasions to discuss a recent study that reveals how social networks such as Facebook, Instagram, Snapchat and X are failing to remove content related to suicide and self-harm and how that impacts young people and what role these platforms play in their mental health; as well as youth mental health crisis, exacerbated by the pandemic and global concerns; and how parents and caregivers play a fundamental role in the emotional wellbeing of their children.

DIANA GUINTU

Licensed professional counselor, life coach, self-care expert and author, addressed the burnout affecting Generation Z according to a new survey.

JORGE RUIZ-MENJIVAR PhD

Associate Professor of Family and Consumer Economics and a State Specialist in Family Financial Management for the Department of Family, Youth and Community Sciences/ Institute of Food and Agricultural Sciences, University of Florida, talked about personal finances and gave key tips for saving, avoiding unnecessary bank charges and managing finances in times of economic uncertainty. He also gave five key tips to save on bank fees in a challenging economic environment.

AXEL CHRISTENSEN

Chief Investment Strategist for Latin America at BlackRock, talked about managing investments in times of inflation, and later joined the show on a separate occasion to talk about the current economic outlook with a focus on employment, wages and how inflation has shifted the focus to the labor market.

OLVEEN CARRASQUILLO MD

Associate Dean for Clinical and Translational Research at the University of Miami and Co-Director of the Clinical and Translational Science Cancer Institute, talked about the flu and COVID-19 vaccines and a possible new wave of COVID in the upcoming winter. Carrasquillo joined the show on a separate occasion to discuss the Latino epidemiological paradox and how Latinos have similar or even better health outcomes than their nonwhite Hispanic counterparts.



iHEARTMEDIA COMMUNITIES NATIONAL PUBLIC AFFAIRS SHOWS

CONTINUED

NELLY NELSON

University of Florida Family and Consumer Sciences extension agent, talked about inflation and the rising cost of food and what listeners can do to save money.

LILIAM LÓPEZ

President and CEO of the South Florida Hispanic Chamber of Commerce, joined the show multiple times to talk about healthy eating habits for children and gave an overview of the Healthy Eating for Latino Children Project.

JAVIER PEREZ

Legal expert, discussed the impact of elections and politics in the workplace. With the nation polarized and political advertising on every screen, Perez explored whether employers can ban political conversations, limit clothing with supportive messages or regulate their employees' use of personal social media.

BEVERLY LOPEZ

Spokesperson for the U.S. Department of Agriculture (USDA), shared essential tips for a safe and delicious Thanksgiving dinner.

LAURA GABAYAN MD

physician, researcher, and best-selling author, talked about well-being and mental health in the workplace. A recent study by Vitality Group revealed that Gen Z employees in the UK lose the equivalent of one work day each week due to mental health issues.

NASHA ADDARICH MARTÍNEZ

Wellness expert and certified sleep science coach, talked about the importance of sleep.

JAVIER BECERRA

Secretary of the Department of Health and Human Services (HHS), discussed a possible wave of COVID-19 and flu during the winter season.

AURA PÉREZ

Completed her high school studies thanks to the "When you graduate, they graduate" program from the Dollar General Literacy Foundation (DGLF) and the Ad Council, talked more about her journey.

LUIS FONSI

Singer and songwriter, talked about St. Jude's 'Thanks and Giving' campaign and asked listeners to join.

REYNALDO

A childhood cancer survivor, talked about St. Jude's 'Thanks and Giving' campaign and asked listeners to join in the fight to cure childhood cancer.

LAURA M. CASTRO

Epidemiologist in the CDC's Global Influenza Division, explained the importance of getting vaccinated against the flu.

GEMA DE LAS HERAS

Consumer education specialist at the Federal Trade Commission (FTC), talked about imposter fraud, a problem that has affected millions of people. From scammers posing as well-known companies to those pretending to be friends or even government agencies, De las Heras gave key tips to protect one's money and avoid falling into these traps.

CAROLINA FORTIN-GARCIA

Spokesperson for the Centers for Medicare and Medicaid Services (CMS), gave the latest updates and changes regarding Medicare Open Enrollment for 2024.

MICHELLE SANDOVAL-ROSARIO

Region 9 Director at the Office of the Assistant Secretary for Health, talked about AIDS awareness and ways to unite and mobilize the Hispanic community to raise awareness about HIV.

JACKIE GUTIERREZ

Relationship Manager and Assistant Vice President at Merrill Lynch Wealth Management and financial expert, helped debunk financial myths that may affect the Latino community. She addressed the distrust of banks in the community and how millions of households in the United States still do not use banking services.



JOEY JAI

HIV Social Media Influencer for the National Minority Council on AIDS, talked about AIDS awareness and ways to unite and mobilize the Hispanic community to raise awareness about HIV.

ANA VALDEZ

President and CEO of The Latino Donor Collaborative, discussed the most shocking findings of a report that shows Latinos remain largely invisible on America's television and movie screens.

KELLY MARTINEZ

Social Content Specialist for FEMA, joined the show during National Preparedness Month to give practical advice to be prepared for any emergency.

SOPHIA MULLER

Vice President of BlackRock's strategic client's team, discussed how asset managers access exchange-traded funds.

BERTHA HIDALGO PhD

Associate Dean at UAB School of Public Health, talked about how COVID-19 and influenza viruses are constantly evolving, highlighting the importance of staying up to date with updated vaccines.

JOSÉ UCLÉS

Spokesperson for the Hispanic community and public affairs officer at the National Highway Traffic Safety Administration (NHTSA), joined the show during Child Passenger Safety Week to talk about a campaign educating parents on choosing the correct car seat based on the age and size of the child. Uclés joined the show on two other separate occasions to discuss infant mortality in vehicles exposed to extreme heat and how to avoid the preventable tragedy.

GREISHA L. ORTIZ-HERNÁNDEZ PhD

Advocate and volunteer for the American Cancer Society's Cancer Action Network, talked about the importance of new bipartisan legislation that could expand access to early cancer screening through Medicare. With the backing of over 360 legislators, this bill can transform the fight against cancer, especially for our seniors.

ISAAC PACHECO

Spokesperson for the 9/11 Memorial Museum, joined the show in honor of the 23rd anniversary of the September 11 attacks. The 9/11 Memorial Museum in New York remains committed to its mission of honoring the victims and educating new generations, and Pacheco talked about the importance of preserve the historical legacy.

DORIS MOLINA-HENRY PhD

Assistant Professor of Research Neurology at the Keck School of Medicine at the University of Southern California, talked about brain health and how over six million Americans are currently living with Alzheimer's disease or other dementias. Molina-Henry talked about the innovative Alzheimer's Prevention Trials (APT) web study, which allows users to conveniently monitor their brain health from the comfort of their home.



iHEARTMEDIA COMMUNITIES NATIONAL PUBLIC AFFAIRS SHOWS

CONTINUED

JOSÉ CUCALÓN CALDERÓN

Associate Professor of Pediatrics at the University of Nevada, discussed the crisis of e-cigarette use among young people, a problem that affects their health and school performance, and offered ways we can protect young people from this addiction and the urgent need for greater regulation.

GILBERTO CABRERA

AARP External Relations Advisor, talked about the latest scams and the importance of reporting these crimes, and how scammers can target Latino consumers.

MAYRENE HERNANDEZ PhD

UnitedHealthcare Chief Medical Officer, discussed student mental health and behavior. A recent report reveals a troubling disconnect between what college students report and what their parents perceive, with an alarming increase in anxiety, depression and suicidal thoughts. Dr. Hernandez also joined the show earlier in the year to discuss mental health in the context of New Year's resolutions.

SOLEDAD CALVINO

Spokesperson for the United States Department of Agriculture (USDA), discussed school environment, children's lunches safety and how they should be free of allergens and illnesses. She shared recommendations for a healthy return to school.

PIERLUIGI MANCINI PhD

President of the Multicultural Development Institute, Inc., discussed political anxiety and provided tips and strategies to maintain our emotional wellbeing while staying informed in an increased polarized media coverage landscape. Mancini joined the show on a separate occasion to discuss research which reveals that women who hug their partners reduce their stress levels.

**KATALINA FERNÁNDEZ
MCINERNEY PhD**

Neuropsychologist at the University of Miami, joined the show to discuss risks for Alzheimer's disease, especially for the African American and Hispanic population.

JENNIFER TABOADA

Senior Financial Wellness Consultant and National Speaker, member of the BlackRock Business Consulting team within USWA, gave advice on investing and spoke how BlackRock's Business Consulting team offers strategic advice, trends and industry information.

DANIELLE MADRIL MD

Chief Medical Officer of UnitedHealthcare, offered expert perspective on take care of your skin while we enjoy the sun and the importance of sunscreen. Madril joined the show on two other separate occasions to discuss mental health and fighting the stigma, and how to keep children safe and hydrated during the summer months.

LISBETH ARIAS

Real estate agent, explained why the market is seeing an increase in the number of homes for sale and a decrease in demand, and offered advice for future real estate investments.

JORGE PARTIDA PsyD

Psychologist, nature defender and healer, joined the show to discuss AdCouncil's "Love, Your Mind" campaign, which seeks to change the cultural conversation about mental health and showed us how we can nurture our relationship with our minds.

ÁNGEL HERNÁNDEZ

Certified Financial Analyst and Director of Product Strategy at BlackRock's Mexican asset management platform, shared valuable information regarding investment funds and why they are an excellent option to manage savings.

SARAH DECOSSE

Assistant legal advisor of the Equal Employment Opportunity Commission (EEOC) of the Office of Legal Counsel (OLC) of the United States, discussed new new measures that will impact pregnant workers.

MARIE COSGROVE

Resilience expert, discussed what we can do to better communicate our mental health at work.

**DR. CRISTINA RABADÁN-DIEHL
PHARM D, PhD, MPH**

Bilingual technical advisor on substance use disorders, joined the show to discuss the "Start with Hope" campaign, an initiative aimed at the Hispanic population that seeks to help millions of people who suffer from or are at risk of suffering from a substance use disorder. The campaign offers resources that will inspire audiences to take the path to recovery and wellness.

LORNA BRAVO

Director of the Broward County UF/IFAS Extension department and specialist in horticulture and water resource management, gave advice on how to reduce the economic costs of water consumption during summer months.

JOSÉ ARCE DVM

Former President of American Veterinary Medical Association (AVMA), gave advice to increasing number of Americans that are traveling in the summer with their pets and how to keep them safe.

SANJAY GUPTA MD

Neurosurgeon, medical reporter and writer, discussed mental health issues in the context of the lingering pandemic.

OSCAR PULIDO

General Manager and member of the team that manages multi-asset portfolios at BlackRock, discussed the difference between saving and investing.

CAROLINA HERNANDEZ

Investment Product Strategist and Co-Host of BlackRock Financial Bit, gave tips on how to enter the financial industry for those who are looking for a change in their career.

JOSEPH BETANCOURT MD

President of the Commonwealth Fund, discussed his organization's new state report reveals which racial and ethnic disparities in health care in the U.S.





iHEARTMEDIA COMMUNITIES NATIONAL PUBLIC AFFAIRS SHOWS

CONTINUED

CAROLINA BALDNER

Mental health and ASMR expert, discussed ASMR, a phenomenon that has captivated millions with its soft whispers and comforting sounds and how it can impact mental health.

CÉSAR YBARRA

Vice President of Policy at FreedomWorks, talked gas prices and why it is a priority for the Biden administration.

MIGUEL BURGOS

Certified public accountant and bilingual tax expert at TurboTax, addressed any questions regarding tax season, filing deadline and more.

VERÓNICA CHARPENTIER

Specialist in urban horticulture at the Institute of Agricultural and Food Sciences at the University of Florida, talked about pollen and allergies and all things allergy season.

HEIDY JANTZEN

The Latin Ambassador for Fibroid Centers USA, discussed how fibroids affect the Latino community.

DOLORES ACEVEDO-GARCÍA PhD

Adjunct Professor at the Heller School of Social Policy and Management at Brandeis University, discussed new data that has come to light on racial and ethnic inequality in opportunities for children within the country's major metropolitan cities.

BARBARA ROBLES MD

Academic child psychiatrist and mental health consultant, discussed a survey conducted that shows that about three in 10 Hispanic Americans worry about the impact that social media has on mental health.

ABIGAIL ZAPOTE

Senior Advisor to the Social Security Administration Commissioner, talked about the positive impact of the Social Security Administration through its campaign for Equal Access to Supplemental Security Income.

FREDY WILES

Automotive journalist, discussed an analysis from the Pew Research Center which showed that 7 in 10 people feel more environmentally conscious, and gave recommendations what listeners can do for the planet.

ERIKA TWANI

Co-Founder and CEO of Learning One to One, discussed relational learning and how a change in learning style can boost a child's performance in school.

MIGUEL HORVATH

General Director and Private Wealth Advisor at Horvath Wealth Management, discussed a new study that found nearly eight in 10 people are taking steps to build generational wealth.

FLORENCIA GUTIÉRREZ

Senior Associate in Research, Evaluation, Evidence and Data at the Annie E. Casey Foundation, addressed the lack of accessible and affordable childcare services for some people in the country and how it harms children and parents and costs the American economy billions of dollars each year. According to KIDS COUNT data, many parents cannot afford to care for their children, but they also need to work.

ANGEL HERNANDEZ

Certified Financial Analyst and Director of Product Strategy for BlackRock's Mexican asset management platform, discussed investment funds and how they are an excellent option to manage savings.

SOLEDAD CALVINO

Spokesperson for the US Department of Agriculture, discussed tips and rules for safe food handling to avoid food poisoning in the context of Super Bowl weekend.

IVONNE KINSER

Marketing expert, talked about starting a new business, gave advice on marketing strategies and how to use AI.

DAVID ALZATE

Director of Technology and Development at sniffle.com, talked about AI in the medical field and how it can "change the game" when it comes to heart disease.

JORGE RÍOS MD

Medical Director of Blood Services at the American Red Cross, discussed blood donation shortages and encouraged listeners to help.

KATE LINCOLN-GOLDFINCH

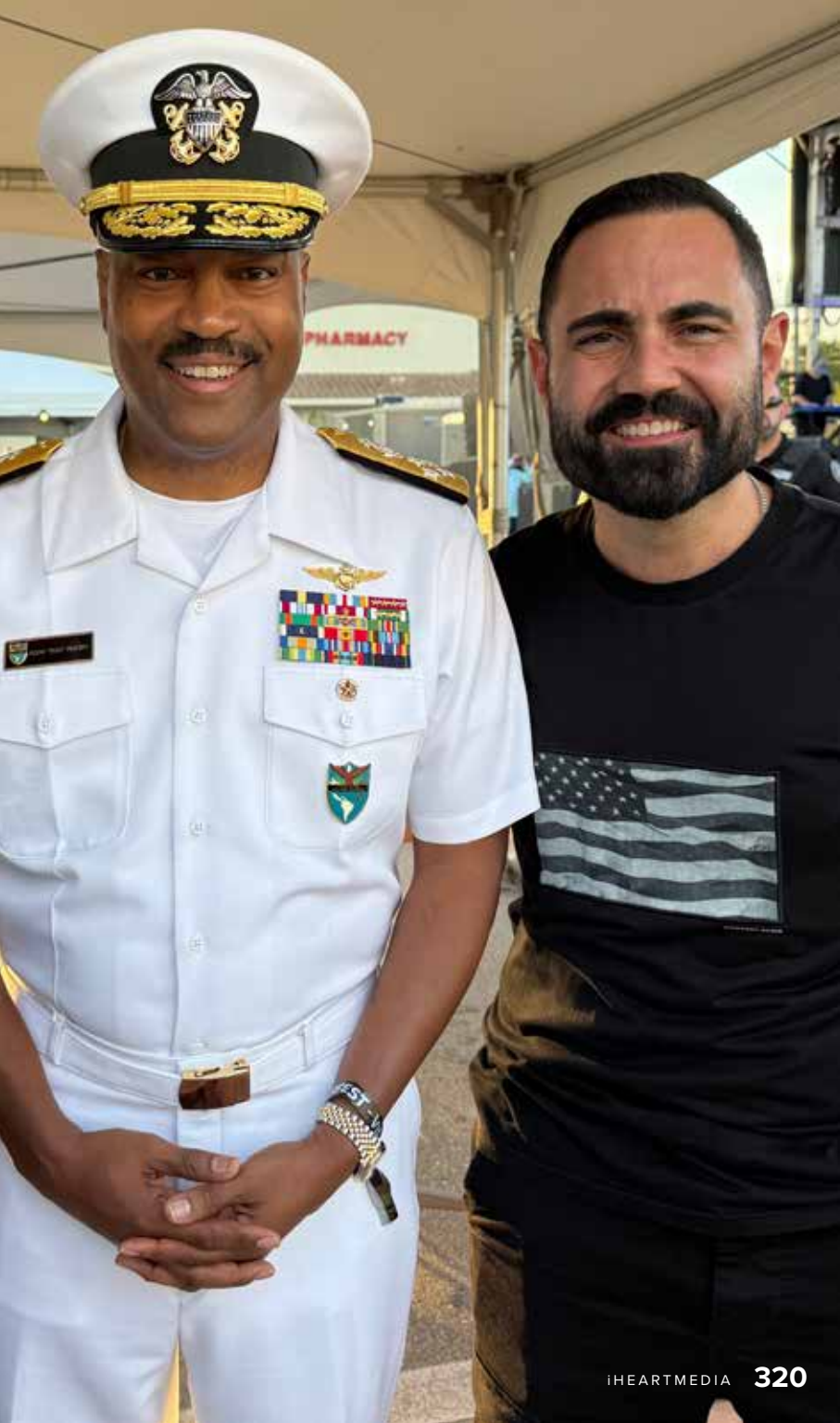
Immigration Attorney and CEO of Lincoln-Goldfinch Law, discussed the impact of immigration on the United States labor market, highlighting its crucial role in the post-pandemic economic recovery.

CLAUDIA MORALES

Co-Founder of Women in Finance, Vice President of BlackRock and Director at the NACCC, gave expert insight into managing inflation and market volatility.

ALEX DEL CARMEN PhD

Criminologist, discussed FBI and the U.S. Department of Homeland Security Investigations of financial child extortion involving more than 12,000 victims, and gave recommendations of keeping children safe.





iHEART PROGRAMMING INITIATIVES

iHeart has a long and rich history of creating relevant content for all our audiences. This includes radio stations and programming specifically targeted to the communities we serve; ongoing community outreach and support; and special programming. We believe putting a wide range of talent on the air creates role models for our audiences and fosters understanding among them.

To that end, we create formats that serve all audiences including Black, Latino, women, LGBTQ+ and other listeners; we create special forums, including virtual

Town Hall meetings to examine key issues, especially at critical moments; and we use our podcast networks and our digital stations to serve these communities.

At iHeart, we have a responsibility to uplift and support the people of our local communities, especially the most marginalized and vulnerable. We strive to provide a safe space for these communities and offer programming that is validating, inspiring and uplifting, connecting individuals to their communities and to one another.



iHEART WOMEN'S SPORTS

Elite women's sports are currently expected to become a \$1 billion industry, representing a 300% increase in just three years, but in the U.S. today, women's sports still only receive 15% of media coverage.

Launched in 2024 in partnership with women's sports marketing agency Deep Blue, iHeart Women's Sports is the first-ever audio platform dedicated exclusively to women's sports. The network, which celebrates women's sports competitions and explores athletes' stories on and off the field, is a free, ad-supported network that includes podcasts, daily sports reports, spotlights and audio vignettes,

social content, promotion and industry event presence, and is available across iHeartMedia's broadcast, digital and podcast platforms.

The newly launched network reinforces iHeartMedia's commitment to women's sports programming, content and coverage and will include more access to the athletes, the influencers, the stories and the daily conversation around all things women's sports. iHeart Women's Sports aims to amplify well-known and new influential sports athletes and relevant programming to millions of listeners nationwide.

“

By partnering with iHeartMedia, we're unlocking the ability to immediately share more women's sports stories with more fans while addressing the need for more discovery, visibility and scale – a common pain point for the advertising and media marketplace in this space. This partnership effectively moves the coverage of women's sports from 15% to 90% overnight through the power of audio.”

LAURA CORRENTI
FOUNDER AND CEO, DEEP BLUE





iHEARTLATINO

125 iHeart stations have at least 30% Hispanic composition, led by Spanish-language stations and English stations in Hispanic-dominant markets.

iHeartLatino, iHeart's Hispanic platform is chaired by Enrique Santos, leading national Hispanic radio personality and Chairman and Chief Creative Officer of iHeartLatino, and includes 30 on-air Spanish language stations, including TU 94.9 based in Miami and syndicated across the country, and 123 stations that have a substantial Latino target audience, including 103.5 KTU in New York City, Y100 and Magic 93.9 in Miami and 102.7 KIIS FM and Real 92.3 in Los Angeles.

2024 ACTIVATIONS

- The Enrique Santos Morning Show broadcasted live from the South Florida Police Autism Acceptance Caravan on TÚ 94.9 FM participating alongside police agencies in specially wrapped vehicles to promote autism awareness and acceptance.
- In December, Enrique Santos teamed up with Miami Police Chief Manny Morales to surprise good drivers in Little Havana — a mostly Spanish-speaking Latino community that tunes into Enrique's radio show. Instead of tickets, deserving drivers received gift cards to be used throughout the holiday season.
- TÚ 94.9 FM hosted the City of Sweetwater's VALORFEST 2024 — a powerful Veterans Day concert that united the community in celebration of our heroes. The event featured live performances from legendary Cuban artist Arturo Sandoval, DJ Laz and Jefferson Starship, honoring veterans with music, pride and gratitude.
- Enrique Santos proudly served as the master of ceremonies for the dedication of the Cip and Maria Garza Community Center in Miami-Dade County. As founders of the Mexican American Council (MAC), Sip and Maria Garza have made a lasting impact through their tireless work in educating, empowering and uplifting the migrant community of South Florida. The event celebrated their remarkable legacy of advocacy and service.





BLACK MUSIC MONTH

Black Music Month, established in 1979, honors the significant impact of Black artists on music and culture and the groundbreaking contributions of Black musicians across a variety of genres including jazz, blues, R&B, hip-hop, gospel and more. Throughout the month of June, Black Music Month encourages the celebration of this rich musical heritage by honoring both the trailblazers of the past and the innovators of today.

For Black Music Month, iHeart celebrated the profound impact of Black artists with a month-long initiative highlighting the history and influence of Black musicians and how they have shaped and revolutionized both music and pop culture. A series of radio spots ran in support of the initiative and showcased the history, music and contributions specific artists have made to the music we love today.

CELEBRATED ARTISTS

50 Cent	Geto Boys	Pimp C
8 Ball	Ice Cube	Rick Ross
Aaliyah	Jay Z	Snoop Dogg
Beyoncé	Kendrick Lamar	Three 6 Mafia
Big Sean	Laurn Hill	T.I.
Birdman	Lil' Kim	TLC
Blackstreet	Lil' Wayne	Tony Toni Tone
Chance the Rapper	Ludacris	Tupac
DJ Khaled	Mary J. Blige	Twista
Dr. Dre	Master P	Uncle Luke / 2 Live Crew
E-40	Meek Mill	Usher
Erykah Badu	Nas	
Eve	Notorious BIG	
Faith Evans	Outkast	





iHEARTRADIO WOMEN TAKE THE MIC

For the fourth consecutive year, iHeart launched “Women Take the Mic” in honor of International Women’s Day across iHeart’s broadcast radio stations, with some of iHeart’s most influential women hosting popular iHeart radio shows during the day for conversations about equality and inspiration, sharing their ideas and thoughts on how to help more women be heard.

On March 8, women led the conversation all day across every iHeartRadio music station nationwide, and later in the day from 5-6 p.m. local time, stations devoted the hour to playing the biggest hits and new music from today's female artists. iHeart also offered special playlists on the iHeartRadio app.

As part of the celebration, iHeartRadio launched 10

International Women's Day special episodes from top female-hosted podcasts including "Angela Yee's Lip Service," "Chiquis and Chill," "Dear Chelsea with Chelsea Handler," "The Nikki Glaser Podcast," "The Psychology of Your 20s," "Reasonably Shady," "Therapy for Black Girls," "There Are No Girls On The Internet with Bridget Todd," "Very Special Episodes with Dana Schwartz" and "Womanica." Each of the shows shared personal stories of shattering stereotypes, creating opportunities and inspiring the next generation to find their own voice and share it with the world.

Listeners were encouraged to join the conversation online by using #iHeartWomensDay throughout the day.





PRIDE RADIO

iHeartRadio is proud to support the LGBTQIA+ community and strives to provide the most relevant LGBTQIA+ news and information to its listeners every day. PRIDE Radio – iHeartRadio’s digital entertainment destination for the LGBTQIA+ community – brings the best of music and programming to the LGBTQIA+ community and its allies around the country and is featured on the iHeartRadio app as well as on 29 iHeart stations via HD Radio.

The station, hosted by leading LGBTQIA+ on-air personalities, features a dynamic blend of music alongside

its signature LGBTQIA+ Audio Vignette series with top LGBTQIA+ music artists and allies such as Kim Petras, Kylie Minogue, Taylor Swift, Elton John, Dua Lipa, Bebe Rexha, Lil Nas X, Troye Sivan, Miley Cyrus and Ariana Grande, as well as influencers from within the community.

iHeartMedia proudly supports the LGBTQIA+ community and annually participates in LGBTQIA+ events and initiatives across the country, and is very active in promoting, supporting and developing the biggest Pride celebrations of the year across the country.

LOCAL PRIDE ACTIVATIONS:

- PRIDE Radio was the official media partner for the Capital Pride Concert in Washington, DC hosted by PRIDE Radio personality Houston and local personalities from iHeart’s HOT 99.5. The concert featured performances by DNCE with Joe Jonas, Jody Watley, Vincint, RuPaul’s Drag Race winner Willow Pill and a special appearance by Vice President Kamala Harris.
- PRIDE Radio was the lead station promoting iHeartRadio’s annual Can’t Cancel Pride special event featuring performances by Elton John, Katy Perry, Sam Smith, Lizzo and more. The event raised millions of dollars for local and national LGBTQIA+ charities and organizations.
- PRIDE Radio broadcast live from multiple local Pride events in June. PRIDE Radio personality Christie broadcast live from LA Pride and Houston broadcast live from the Capital Pride Parade on corresponding iHeartRadio floats.
- PRIDE Radio was the official media sponsor of “One Magical Weekend” at Walt Disney World Resort. This event, timed with the start of Pride Month during the first weekend in June, featured live broadcasts from PRIDE Radio personality Houston at the event and featured messaging in opposition to Florida’s harmful “Don’t Say Gay” bill. The event created a safe space for the LGBTQIA+ community and included an expo for brands, entertainers and LGBTQIA+ professionals to connect.
- Throughout the year, PRIDE Radio highlighted hundreds of local Pride celebrations on-air in 60-second updates that ran multiple times per day.
- PRIDE Radio published a “PRIDE Guide” online directory of Pride celebrations throughout the country, complimenting the on-air feature, listing both virtual and in-person events happening in all 50 states.
- Celebrities and artists like Billy Porter, Britney Spears, Demi Lovato, Adam Lambert, Cyndi Lauper and many more recorded special Pride Month Greetings that ran throughout the month across all @PRIDERadio social channels and on-air.



- Celebrated “National Coming Out Day” in October with special on-air and online celebrity greetings and coming out stories from artists like Sam Smith and Lil Nas X.
- Promoted World AIDS Day on December 1 through on-air promos and discussion, as well as other HIV Awareness campaigns throughout the year with periodic interviews featuring Dr. Laura Cheever from the Ryan White HIV/AIDS Program and the Health Resources and Services Administration.
- PRIDE Radio partnered with Murray & Peter Presents to provide experiences at drag queen shows across the country, supporting this important art of the LGBTQIA+ community and bringing awareness to the significant increase of threats, protests and violence against drag performers.



MUSIC DEVELOPMENT

iHEARTRADIO’S DIGITAL ARTIST INTEGRATION PROGRAM

iHeart’s Digital Artist Integration Program is designed to increase audience awareness of new music projects from both established and developing artists through online promotional campaigns. Each month, four new tracks per format are featured 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 2024, the iHeartRadio Digital Artist Integration Program accumulated **102MM+ impressions** and featured over 436 DAIP custom spots throughout the year.

2024 ARTISTS

- | | |
|-------------------|-------------------|
| Billie Eilish | Lenny Kravitz |
| Blue October | LL Cool J |
| Ela Taubert | Shaboozey |
| Eric Bass | Shakira |
| Foster The People | Shinedown |
| Gary Clark Jr. | St. Vincent |
| Gunna | Tate McRae |
| Gwen Stefani | Tears for Fears |
| Jennifer Lopez | Twenty One Pilots |
| Jagwar Twin | |

ON THE VERGE

iHeartRadio’s ‘On The Verge’ features rising stars and their new music, helping build awareness for up-and-coming artists through the company’s radio airplay reach. Every quarter iHeartMedia selects an artist in each format based on surveys and feedback from top iHeart 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.

Historically, all ‘On The Verge’ artists have charted in the top 30, with more than half landing in the top 10 and over a third claiming the No. 1 chart slot. Success stories of ‘On The Verge’ CHR, Hot AC and Alt artists who have reached No. 1 include Chappell Roan with “Good Luck, Babe,” Teddy Swims with “Lose Control,” Benson Boone with “Beautiful Things,” Olivia Rodrigo with “Driver’s License,” Doja Cat with “Say So” and more.

2024 ARTISTS

- | | |
|---------------|----------------|
| 4Batz | Chappell Roan |
| The Warning | Skylar Blatt |
| Benson Boone | Damiano David |
| Honey Bxby | Drew Baldridge |
| Gracie Abrams | |





iHEARTRADIO EVENTS & CULTURAL MOMENTS

iHeart is dedicated to being a force for understanding and support for our entire listening population and we reach our diverse audiences through over 20,000 local events every year. All of our events represent the members and voices of the many different communities we serve and are often

an opportunity to embed social impact messaging. From fundraising to serving as a vehicle to deliver positive and inspiring messages, our events often mobilize communities to create positive, lasting change in their lives and the lives of others.



iHEARTRADIO MUSIC FESTIVAL

iHeartMedia’s nationally recognized iHeartRadio Music Festival is a representation of the collective audiences of the company’s reach. In fact, the main purpose of the annual iHeartRadio Music Festival is to bring together a group of artists and fans across all genres to unite around their common passion — music. iHeart consistently incorporates charitable organizations, causes and timely issues into all its marquee events and they have been a cornerstone of the iHeartRadio Music Festival since its inception.

In 2024, iHeart hosted the iconic Smokey the Bear at the iHeartRadio Music Festival House of Music to distribute wildfire safety messaging to concert attendees in celebration of Smokey the Bear’s 80th birthday.

Additionally, iHeart uses the iHeartRadio Music Festival stage to help spread key messaging to its live and televised audiences. For the last several years iHeart has welcomed Global Citizen Founder Hugh Evans to the stage to discuss the Global Citizen Festival and to encourage the audience to take

action around the most urgent issues facing humanity and our planet.

The iHeartRadio Music Festival also leverages its massive popularity by offering exclusive packages to private donors as well as public auctions through platforms like Charitybuzz. Over the last decade, the event has raised millions of dollars for charities addressing a broad range of issues.

BENEFITTING ORGANIZATIONS HAVE INCLUDED:

- | | |
|---|--|
| Ad Council | Kristen Ann Carr Fund |
| American Association for Cancer Research | Lalela |
| Augie’s Quest to Cure ALS | Lupus Research Alliance |
| Big Brothers Big Sisters of America (BBBSA) | Make-a-Wish |
| Blue Star Families | Muscular Dystrophy Association |
| Broadcasters Foundation of America (BFOA) | Musicians on Call |
| CureDuchenne | Ohio Suicide Prevention Foundation |
| Community Foundation of NW Mississippi | Rhino 911 |
| City of Hope | Ryan Seacrest Foundation |
| Camp Southern Ground | The Children’s Hospital of Philadelphia (CHOP) |
| Goodie Two Shoes Foundation | The Genesis Foundation for Children |
| Hassenfeld Children’s Hospital | TJ Martell Foundation |
| Inspiring Children Foundation | Young Audiences of New York |





iHEARTRADIO JINGLE BALL TOUR

RYAN SEACREST FOUNDATION & KIDD’S KIDS

Every year iHeartMedia celebrates the holiday season across the nation with its annual iHeartRadio Jingle Ball Tour – the season's iconic holiday music event. 2024's 10-city tour featured the year's top artists, including Katy Perry, SZA, Tate McRae, Jack Harlow, Twenty One Pilots, Teddy Swims, Meghan Trainor, Camila Cabello, Kane Brown, Jason Derulo, Benson Boone, Gracie Abrams and more.

THE RYAN SEACREST FOUNDATION

For the 11th consecutive year, nine cities on the tour, Los Angeles; Chicago; Detroit; New York; Boston; Philadelphia; Washington, D.C.; Atlanta; and Miami partnered with the Ryan Seacrest Foundation, a non-profit organization dedicated to inspiring pediatric patients through entertainment and education focused initiatives. Each event allocated a portion of ticket sales to its benefiting organization and offered exclusive packages through online auctions leading up to the events.

KIDD’S KIDS

In addition, iHeartRadio's 106.1 KISS FM's Jingle Ball in Dallas supported Kidd's Kids, whose mission is to provide hope and happiness by creating beautiful memories for families of children with life-altering or life-threatening conditions. Kidd's Kids was founded by late iHeartRadio personality Kidd Kraddick in 1991 and has supported thousands of children with life-threatening conditions by giving them and their families an all-expenses-paid trip to Disney World.

“

The Ryan Seacrest Foundation is grateful to partner with the iHeartRadio Jingle Ball Tour for its 11th year. iHeartRadio’s ongoing support allows us to continue our growth with new hospital partners, as well as maintain and upgrade our existing 14 Seacrest Studios in children’s hospitals across the country.”

MEREDITH SEACREST
EXECUTIVE DIRECTOR & COO,
RYAN SEACREST FOUNDATION

“

Kidd’s Kids would like to thank iHeartRadio Jingle Ball Tour for allowing us to be part of the Dallas show for the past decade! The support we have received from iHeartRadio helps us to continue the legacy of Kidd and his mission of creating special memories for families of children with critical illnesses.”

LYNDSAY DAVIS
EXECUTIVE DIRECTOR, KIDD’S KIDS



THE RYAN SEACREST
FOUNDATION
**CAMPAIGN
IMPACT**

\$1.25M
donated in the past
11 years

KIDD'S KIDS
**CAMPAIGN
IMPACT**

+8K
donated in 2024

+100K
donated to date



iHEARTRADIO FIESTA LATINA

The eleventh annual iHeartRadio Fiesta Latina returned to the Kaseya Center in Miami, Florida, on Saturday, October 26, honoring Hispanic Heritage Month. The event featured performances by iHeartRadio Corazón Latino Award recipient Feid, Sebastián Yatra, Chencho Corleone, Wisin, Manuel Turizo, Maria Becerra and a special performance by Black Eyed Peas. Enrique Santos, President and Chief Creative Officer of iHeartLatino and iHeart nationally-syndicated on-air talent, hosted the event celebrating the power of Latin music in popular culture.

This year, iHeartMedia and Enrique Santos presented Feid – a multi-platinum, nine-time Latin GRAMMY-nominated Colombian artist – with

the iHeartRadio Corazón Latino Award. Feid received the iHeartRadio Corazón Latino Award for his creativity and impact in the community and industry as a singer, songwriter and producer with music crossing a variety of genres including reggaeton, R&B and Afrobeat. Feid is passionate about how his heritage inspires his work and has been an ambassador for his Colombian culture and community.

iHeartMedia’s Spanish Contemporary Hits, Tropical, Regional Mexican, Tejano and Spanish Oldies radio stations broadcasted the event live in markets across the country and on the iHeartRadio app. Additionally, the iHeartRadio Fiesta Latina was broadcasted across iHeartRadio digital stations.

CAMPAIGN IMPACT

13K

Attendees

556M

on-air promo impressions

7.7B

social impressions during the promotional period

98%

positive social sentiment

“*We’re honored to once again bring together incredible artists, electrifying music and a vibrant community. Here’s to a decade of unforgettable moments, unity and the power of Latin music!*”

ENRIQUE SANTOS
PRESIDENT AND CHIEF CREATIVE OFFICER,
iHEARTLATINO AND ON-AIR TALENT, iHEARTRADIO





iHEARTCOUNTRY FESTIVAL ST. JUDE PARTNERSHIP

For over a decade, St. Jude Children's Research Hospital® has been the benefiting charity partner of the iHeartCountry Festival. The Festival partnership is an extension of iHeartMedia's strong commitment to the St. Jude mission: Finding cures. Saving children.®

In 2024, St. Jude Children's Research Hospital continued its longstanding partnership with iHeart by serving as the exclusive charity partner for the 11th annual iHeartCountry Festival. The festival took place on May 4, 2024, at the Moody Center in Austin, Texas and featured performances from artists including Jason Aldean, Keith Urban, Jelly Roll, Old Dominion, Lady A, Riley Green, Ashley McBryde, Brothers Osborne and Walker Hayes.

Leading up to the event, iHeart organized and promoted an exclusive online auction with CharityBuzz that featured a trip to the Festival along with an exclusive meet and greet opportunity with

Brothers Osbourne. The charity auction was promoted across iHeart country stations both online and on-air.

The 2024 iHeartCountry Festival also featured an on-stage moment with Bobby Bones and Maelin-Kate, a St. Jude patient, who encouraged fans to become a Partner in Hope by making a monthly donation. The patient experience also included a photo and meet and greet with Brothers Osborne, Keith Urban, Jelly Roll and Hillary Scott.

In addition to the iHeartCountry Festival collaboration, St. Jude has partnered with iHeartMedia for more than 30 years – most notably through its radiothon programs. Every year, the iHeartMedia radiothon program draws on the power of radio to tell the story of children and their families helped by St. Jude, thanks to the generosity of iHeart listeners.

CAMPAIGN IMPACT

15K
attendees

818M
on-air promo impressions



ABOUT

ST. JUDE CHILDREN'S RESEARCH HOSPITAL

[StJude.org](https://www.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. When St. Jude opened in 1962, childhood cancer was considered largely incurable. Since then, St. Jude has helped push the overall survival rate from 20% to more than 80%, and it won't stop until no child dies from cancer. St. Jude shares the breakthroughs it makes to help doctors and researchers at local hospitals and cancer centers around the world improve the quality of treatment and care for even more children. Because of generous donors, families never receive a bill from St. Jude for treatment, travel, housing or food, so they can focus on helping their child live.



THE BLACK EFFECT PODCAST FESTIVAL

In 2024, Charlamagne Tha God and iHeartMedia teamed up for the second annual Black Effect Podcast Festival to celebrate, uplift and amplify Black voices in the podcast industry. Created by iHeartMedia and Charlamagne Tha God, the festival brings together prominent Black podcasters, creators and listeners to highlight diverse stories, culture and perspectives. It features live podcast recordings, panel discussions and performances — creating a space for networking, education and community-building.

This year's event took place on Saturday, April 27, at Pullman Yards in Atlanta, Georgia. Hosted by comedians Pretty Vee and B-Daht, the festival featured live recordings of popular shows such as "Carefully Reckless with Jess Hilarious," "WHOREible Decisions," "Black Tech, Green Money" and "Deeply Well with Devi Brown." Special guests included Charlamagne Tha God, Jess Hilarious, T.I., Daymond John and more. The event also offered panel discussions on topics like monetization strategies and content authenticity, with panelists including Will Lucas, Daymond John and John Hope Bryant.

“

We are proud to return to Atlanta for the second year in a row to showcase the talent across our network, and some of the biggest shows in podcasting. Through culture-defining storytelling, unique brand partnerships, compelling panel discussions, special live podcast recordings and more, we are inviting everyone to experience the power of The Black Effect and the many ways Black creators are driving the culture forward.”

CHARLAMAGNE THA GOD

CAMPAIGN IMPACT

2.5K
attendees

223M
on-air promotion impressions

215.2M
social impressions during
the promotional period



ABOUT

BLACK EFFECT PODCAST NETWORK

BlackEffect.com

The Black Effect Podcast Network is a transformative network founded by renowned cultural architect, executive producer, bestselling author and media mogul Charlamagne Tha God. In a historic joint venture with the world's number one commercial podcast publisher, iHeartMedia, Charlamagne and iHeartMedia created the groundbreaking first-ever Black Effect Podcast Network, celebrating the most important Black culture-shapers on the planet—in education, politics, entertainment, sports and pop culture. The Black Effect Podcast Network gives rise to emerging and established content creators and storytellers whose perspective and creative vision have been marginalized and overlooked while serving an audience that has been underserved. The Black Effect Podcast Network helps its partners define their place in podcast culture through influence, ideas and experiences that engage, inspire, inform and empower.



CAN'T CANCEL PRIDE PRIDE 2024

For the fifth consecutive year, iHeartMedia and P&G joined forces during Pride Month for Can't Cancel Pride 2024 – an evening recognizing the impact both music and LGBTQ+ organizations have on the community. Hosted by Billy Porter, the benefit event featured performances by Porter, Allison Russell, Ben Platt, David Archuleta, Meghan Trainor, Melissa Etheridge, Orville Peck, RAYE, Victoria Monét and more on June 12 from the iHeartRadio Theater in Los Angeles and remote locations across the country.

The event honored host and performer Billy Porter with the Elton John Impact Award for his unwavering activism in fighting for justice and liberation for marginalized people around the globe. Billy is a leader in the advancement of civil rights, access to education, the right to vote and HIV/AIDS awareness, and has worked with and been recognized by organizations like the Elton John AIDS Foundation, Human Rights Campaign, GLAAD, Broadway Cares/Equity Fights AIDS, the Elizabeth Taylor AIDS Foundation and many more. Can't Cancel Pride also recognized the trailblazers creating positive change across different areas of society while providing much needed visibility and

funding for six LGBTQ+ organizations — CenterLink, GLAAD, National Black Justice Coalition, Outright International, The Trevor Project and SAGE — to continue the transformative work they are accomplishing in support of the LGBTQ+ community.

Can't Cancel Pride was created during the COVID-19 pandemic when so many Pride events around the world were forced to cancel, limiting LGBTQ+ community visibility and decreasing fundraising activities for critical LGBTQ+ organizations. In its first five years, Can't Cancel Pride has raised over \$17 million dollars for six diverse LGBTQ+ charitable organizations. In 2024 alone, Can't Cancel Pride reached over 24.1 million viewers and listeners.

The event was also part of a month-long Pride celebration throughout June 2024. iHeartMedia radio stations aired spots encouraging listeners to tune into the livestream and watch the event on demand, and fans could follow along on social media using the hashtag #CantCancelPride and support the participating nonprofits by visiting cantcancelpride.com.





CORPORATE GIVING & VOLUNTEERISM

In 2024, iHeartMedia donated millions of dollars of media to nonprofit organizations helping children, families and communities through a combination of fundraising 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 and community are the heart of broadcast radio, iHeartMedia's 10,000 employees can regularly 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 community volunteer work that takes place at all iHeartRadio stations every 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 iHeart’s corporate volunteer policy, all employees may take off a work day as a group/team or individual to volunteer in the community for a nonprofit organization.

In 2024 iHeartMedia employees who took time off to serve their local communities spent over 12,065 hours volunteering, equating to an investment of over \$561,000 in those local communities.

The following pages highlight how some iHeartMedia employees volunteered during their annual Local Spirit Day of Service in 2024.

BROADWAY COMMUNITY SOUP KITCHEN
NEW YORK, NY
iHeartMedia Communications Team

In December 2024, members of the iHeartMedia Communications team volunteered with Broadway Community Soup Kitchen to help prep and serve food and stock the onsite pantry. For nearly 40 years, Broadway Community has prepared warm, healthy and gourmet multicourse meals for all who hunger - whether in mind, body or spirit.

AMERICAN CANCER SOCIETY | AUTISM SPEAKS | STATE THEATRE / FREDDY AWARDS | PCFLV
ALLENTOWN, PA
B104 Allentown

B104 Morning Show Hosts Becca and Mike emceed numerous charity events throughout Lehigh Valley. These events

supported organizations such as the American Cancer Society, Pediatric Cancer Foundation of the Lehigh Valley, the State Theatre Freddy Awards (which recognize achievements in local high school theater) and Autism Speaks. In addition to their emcee duties, B104 promoted each event on-air and across social media platforms and helped to raise awareness and support for these important causes.

AUTISM SPEAKS, MILLER KEYSTONE BLOOD CENTER
ALLENTOWN, PA
95.1 WZZO

95.1 WZZO air talent and staff members generously donated their time throughout the year serving as emcees, celebrity bartenders and volunteers for charity walks, blood drives and other community events. Their ongoing commitment helped raise

awareness and support for various causes and made a positive impact on the community.

THE FOOD BANK OF ALASKA
ANCHORAGE, AK
News Radio 650 KENI

iHeartMedia Alaska employees volunteered at the Food Bank of Alaska and helped to organize, fill and stock food in preparation for the busy holiday season. Their efforts played a crucial role in ensuring that families in need had access to essential resources during the holidays.

BETTER ME MENTORING PROGRAM
COLUMBIA, SC
100.1 The Beat

Station employees hosted a back-to-school giveaway in a low-income community in partnership with Better Me Mentoring to provide students with the supplies they need for a successful school year.

PROJECT C.U.R.E.
DENVER, CO
97.3 KBCO

On Tap with KBCO benefits Project C.U.R.E., with station volunteers serving as bartenders and greeting guests at the door. Cash donations were collected at each bar location and directly contributed to the organization. Each of the three concerts attracted approximately 3,500 attendees.



9/11 TRIBUTE TRAIL - THE VFW & DES MOINES PARKS & REC
DES MOINES, IA
1040 WHO

In partnership with Des Moines Parks and Rec and the VFW, iHeart Des Moines volunteered in creating the 9/11 Tribute Trail of Flags at Gray’s Lake. The display honors the 2,977 lives tragically lost on that day.

BOLTON REFUGE HOUSE
EAU CLAIRE, WI
Hot Country B95

Each year, iHeartMedia Eau Claire team members host a blanket donation drive in support of Bolton Refuge House, a local family and women’s shelter. Hundreds of blankets are donated annually helping to provide warmth and comfort to those in need during the winter months.

MIKE DEE’S BIG ADVENTURE
EL PASO, TX
Power 102.1

The team at Mike Dee’s Big Adventure hosted several events throughout the year to support youth with disabilities. These events include a sensory-friendly hour at El Paso Comic Con; a sensory-friendly Trunk or Treat event for Halloween; and a prom for teens with disabilities. Each event was designed to create a sense of community and belonging.



LOCAL SPIRIT DAY OF SERVICE

CONTINUED

**CIRCLE OF FRIENDS
ANIMAL SHELTER
GRAND FORKS, ND**

iHeartMedia Grand Forks

iHeart Grand Forks team members helped host "Hotdogs for Homeless Dogs," where people bring their dogs for costume contests and a talent show. Local law enforcement showcased police dog demonstrations while Circle of Friends Animal Shelter brought pets available for adoption. iHeart on-air personalities volunteered by broadcasting live from the event and helped judge the competitions while supporting a great cause.

**ST. JUDE CHILDREN'S
RESEARCH HOSPITAL
HARTFORD, CT**

Country 92.5

The team members of Country 92.5 supported five events to benefit St. Jude in 2024, including three locally produced concerts, a two-day Radiothon and a family event at the Meriden Rod and Reel Club.

**HAWAII' I FOODBANK
HONOLULU, HAWAII**

93.9 the Beat

93.9 the Beat hosted the annual Hawai'i Foodbank Food Drive Day with a live broadcast on site at the main drop off point for Oahu and hosted at the site all day.

**UNIVERSITY OF
GEORGIA IN ATHENS
MACON, GA**

iHeart Georgia's Promotions team visited the University of Georgia in Athens to engage with the student radio staff at the campus radio station, 95.5 WSB. The team discussed career opportunities in broadcasting and shared insights on the inner workings and future of radio.

**FOOD BANK FOR THE HEARTLAND
OMAHA, NE**

Kat 103.7

iHeart Omaha and its Local Advisory Board (LAB), consisting of 16 community leaders, volunteered together at the Food Bank for the Heartland for an afternoon of service. This collaborative effort highlighted the commitment of both iHeart and its LAB to work together to support the local community.

**SALVATION ARMY & BOYS & GIRLS
CLUB OF PORTLAND METRO AREA
PORTLAND, OR**

K103 Portland

iHeart Portland team members volunteered at a K103 live broadcast and listener party to collect school supplies that were then distributed by the Salvation Army to families in need before back-to-school season. Additionally, the Rip City Radio 620 team collected sports balls at another local station event that were then donated to the Boys & Girls Club of the Portland Metro Area.

**SUNDAY BREAKFAST MISSION
WILMINGTON, DE**

94.7 WDSB

WDSB'S Christa Cooper hosted a volunteer event around Thanksgiving at the Sunday Breakfast Mission in Wilmington, DE, which provides shelter, food and support services to homeless individuals and families in the area. Listeners were also encouraged to join to help pack food boxes for families in need.

**HIGH TEA CELEBRATING
CANCER SURVIVORS
WINCHESTER, VA**

Q102

iHeart Winchester morning show hosts Chris and Lori hosted the 15th annual High Tea celebrating both the generous donors and the brave breast cancer survivors in the local community. The event provided a meaningful opportunity to honor those who have supported the center and those who have fought breast cancer.





MAKE-A-WISH

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 uses its one-of-a-kind events to create irreplaceable memories for children with life-threatening medical conditions and their families. In 2024, iHeartMedia brightened lives through local celebrity meet and greets, exclusive concert admissions, red carpet access and other specially organized experiences.

iHEARTCOUNTRY FESTIVAL

Caitlin, a 13-year-old cancer patient from Fort Worth, TX, has a deep love for country music, especially Walker Hayes and his hit song "Applebee's." As part of her wish, she attended the iHeartCountry Festival and had a meet-and-greet with Walker Hayes and also met Country music superstar Keith Urban.

iHEARTRADIO MUSIC FESTIVAL

Emma, a courageous teenager battling cancer, had one wish — to meet her music idol, Keith Urban. Her dream came true when she met him at the 2024 iHeartRadio Music Festival in Las Vegas. Keith made the moment even more memorable for her by signing and gifting her a guitar.

iHEARTRADIO JINGLE BALL

Caleb Vrooman, a five-year-old with a love for fun, bubbly pop music, dreamed of going behind the scenes at a concert. His wish was to explore the world of costumes and lights and to see what the sound engineer and backstage crew do. Caleb got a closer look at the magic of live music by experiencing the backstage production at the iHeartRadio Jingle Ball in Boston.

iHEARTRADIO JINGLE BALL

Julian M. has been a long-time fan of twenty one pilots. The band's music helped him through his toughest treatments for a blood disorder. His wish was to meet twenty one pilots and attend a concert. During the holiday season, Julian's wish came true at the iHeartRadio Jingle Ball in Boston.





HOLIDAY TOY DRIVES AND ANNUAL FOOD DRIVES

During the holiday season, 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.

Additionally, throughout the year iHeart's local broadcast radio stations

organize food and supply drives to support underserved individuals and families, ensuring they have access to essential resources, food and back to school supplies.



HOLIDAY TOY DRIVES AND ANNUAL FOOD DRIVES

FOOD DRIVES

HOLIDAY FOOD DRIVE ALBANY ALBANY, NY iHeartMedia Albany

The seven-station iHeart Albany cluster teamed up with the Northeastern Regional Food Bank to host a holiday food drive on November 17, 2024. Talent from the stations participated in the collection at various local sites, collecting 15 cartloads of food. The stations promoted the event on-air, on social media and on the station's website.

ALLENTOWN RESCUE MISSION ALLENTOWN, PA AM 1470

Real Oldies 1470 partnered with the Allentown Rescue Mission to support the annual Thanks for Giving Food and Supplies Drive in November of 2024. The annual event collected food and monetary donations to support the Allentown Rescue Mission, an organization that provides life-changing meals, shelter, medical care and other services to men experiencing homelessness.

GWINNETT COUNTY BACK TO SCHOOL DRIVE ATLANTA, GA 94.9 The Bull

In 2024, 94.9 The Bull partnered with The Gwinnett County Sheriff's Office and Live Healthy Gwinnett to host its annual Back-to-School Bash at the Gwinnett County Fairgrounds. In 2024, the event successfully distributed 6,308 backpacks filled with school supplies and 6,100 meals to the community.

104-1 THE VIBE TURKEY GIVEAWAY BATON ROUGE, LA 104-1 The Vibe

Baton Rouge's 104-1 The Vibe held a turkey giveaway campaign on November 25. Over 500 turkeys were donated to underprivileged families in the Baton Rouge area at Southern University, led by Constable Terrica Williams.

MIX 103.3 THANKS-4-GIVING TURKEY DRIVE BINGHAMTON, NY Mix 103.3

On November 21, iHeart Binghamton's Mix 103.3 hosted its annual Thanks-4-Giving Turkey Drive. Each year, Mix 103.3 broadcasts live for five days the week before Thanksgiving in front of a Walmart, partnering with the local branch of Catholic Charities. Together,

they collected over 4,000 turkeys and sides to support families in need throughout the local community.

UNITED WAY OF THE BRAZOS VALLEY THANKSGIVING MEAL GIVEAWAY BRYAN, TX iHeartMedia Bryan

On November 21, iHeart Binghamton's In 2024, iHeartMedia Bryan supported The United Way of the Brazos Valley by airing over 400 PSAs across all four stations in November to promote its annual Thanksgiving meal giveaway. Additionally, the 99.5 The Fox Morning Show featured an interview with the United Way President which aired on the public affairs program across all stations. The drive provided approximately 2000 free Thanksgiving meals to individuals in need.

SPIRIT TURKEY GIVEAWAY CHICAGO, IL INSPIRATION 1390

iHeart Chicago's Inspiration 1390 -- in collaboration with the Black McDonald's Operators Association -- distributed 3,000 meals within a span of five days to those in need before Thanksgiving. The meals included turkey and various sides and were designed to nourish families. Each giveaway event was enriched with entertainment and activities, fostering a



spirit of community and enjoyment for all attendees.

2K TURKEY GIVEAWAY WITH AMY WITHERITE AND 1-800-TRUCK-WRECK CHICAGO, IL 103.5 KISS FM

103.5 KISS FM's The Fred Show collaborated with Amy Witherite and 1-800-TRUCK-WRECK to distribute 2,000 turkeys to the local community. The giveaway took place on November 14 at a YMCA location. The event was promoted on-air, online and on social media and encouraged listeners to drop-by and collect a free turkey in celebration of Thanksgiving.

CARE AND SHARE FOOD BANK COLORADO SPRINGS, CO My 99.9

Throughout the Thanksgiving and Christmas season, iHeart Colorado Springs hosted its annual Fill The Truck food drive, using remote broadcasts and ongoing donation efforts to

support families in need during the holidays. Held at Natural Grocers locations across Colorado Springs, the drive helped collect food and essential items for local food banks and charitable organizations.

NEIGHBORS IN NEED DEFIANCE, OH Mix 98.1

In 2024, Mix 98.1 invited listeners to visit the station's website and donate during the holiday season as part of the Neighbors in Need campaign. Thanks to the generosity of local listeners, the drive raised over \$16,000 to support the Toledo Food Bank and help fight hunger during the holidays.

TURKEY DROP GRAND RAPIDS, MI iHeartMedia Grand Rapids

Turkey Drop is an annual tradition in West Michigan run by WOOD Radio 106.9 and 1300 AM in partnership with Mel Trotter Ministries and Celebration Cinema. The stations

devoted the entire day on November 20 to collecting frozen turkeys for their neighbors in need in the Grand Rapids area, and listeners were encouraged to either make a cash donation online or drive by and drop a turkey off. Through on-air, online and social media promotions, over 6,000 turkeys were donated.

WHISTLE 100'S ELLIS AND BRADLEY TURKEY FRY FOR MIRACLE HILL MISSION GREENVILLE, SC Whistle 100

On Tuesday, November 26, Whistle 100's morning hosts Bill Ellis and Beth Bradley partnered with Miracle Hill Ministries -- a local organization dedicated to housing and feeding the homeless in the Greenville community -- for the annual Ellis and Bradley Turkey Fry. Celebrating its 18th year, the event helped feed over 3,000 people in need, with more than 50 fryers cooking up over 650 turkeys for Miracle Hill clients.



HOLIDAY TOY DRIVES AND ANNUAL FOOD DRIVES

CONTINUED



OPERATION VETSGIVING
LITTLE ROCK, AR
iHeartMedia Little Rock

iHeart Little Rock hosted Operation Vetsgiving to collect turkeys, non-perishable food and monetary donations for the Feed the Veterans food pantry. iHeartMedia Little Rock's stations promoted the drive on-air, online and across social media, as well as several live broadcasts leading up to the finale. In 2024, Operation Vetsgiving collected 220 turkeys and hams, over 5,000 pounds of food and more than \$6,000, helping serve more than 300 veterans and their families through Thanksgiving and Christmas.

HAWAII' I FOOD DRIVE DAY
WITH 939 BEAT
HONOLULU, HI
93.9 The BEAT

On August 24, 93.9 The Beat hosted its annual Hawaii Foodbank Food Drive Day with a live broadcast from the main Oahu drop-off site. In under 24 hours, the drive collected over 20,000 pounds of food across Oahu and Kauai and raised enough to provide more than 285,000 meals for the community.

KTEX TEN MAN JAM
MCALLEN, TX
KTEX

The KTEX Ten Man Jam held on December 14, 2024 benefited Food Bank of Rio Grande Valley. The event invited 10 artists to perform at the Los Fresnos Rodeo Arena and raised funds for the food bank. The KTEX Ten Man Jam raised \$20,000 amounting to over 100,000 meals for the community.

THANKSGIVING TURKEY DRIVE
MIAMI, FL
103.5 The BEAT

On November 23, 2024, Papa Keith 4 People Matter, a movement founded by 103.5 The Beat on-air personality Papa Keith, hosted its annual Thanksgiving Turkey Drive. The event aimed to provide turkeys to families in need throughout the community and saw enthusiastic participation from 103.5 The Beat and its dedicated staff, including Papa Keith, Stichiz, DJ Bulletproof, Jada and Mr. Mauricio. Station volunteers not only helped organize the event but also actively engaged with the community, distributing over 300 turkeys and spreading holiday cheer.

STUFF-A-BUS
NEW HAVEN, CT
KC101

For the 34th year, iHeartMedia New Haven hosted its annual Stuff-A-Bus, collecting non-perishable food, turkeys and monetary donations for Connecticut Foodshare. On November 22, KC101 held a 24-hour live broadcast and 960 WELI-AM held a four-hour live broadcast, collectively raising \$11,547 in monetary donations, 734 turkeys and 5,210 pounds of non-perishable food.

KTU STUFF-A-TRUCK
NEW YORK CITY, NY
103.5 KTU

103.5 KTU once again joined in the season of giving and partnered with Associated Supermarkets Group (ASG) for Stuff-A-Truck 2024. Listeners were encouraged to join 103.5 KTU at Met Foods on Saturday, November 9 from 11 a.m. – 3 p.m. to donate food items to benefit the Food Bank For New York City. 103.5 KTU promoted the event for two weeks and broadcast live onsite, with KTU's hosts Astra and Anthony from Hollywood Hamilton and the KTU Morning Crew helping collect over 18,000 pounds of food for the Food Bank For New York, including a semi-trailer full of food donated by ASG.

KTU TURKEY GIVEAWAY
NEW YORK CITY, NY
103.5 KTU

On November 25, 2024, 103.5 KTU along with the Hip Hop Summit Youth Council visited PS48Q, The David Dinkins School for Community Service, in Queens and handed out turkeys to students and families in need. Through this program 80 turkeys were handed out to students and families in need.

HOPE FOR THE HUNGRY
OMAHA, NE
1110 KFAB

iHeart Omaha raised \$128,000 during its Hope for the Hungry drive to benefit Open Door Mission, an organization committed to breaking the cycle of homelessness and poverty by providing safe shelter beds to people experiencing homelessness; providing nutritious meals to feed the hungry; and offering homeless preventive resources for people living in poverty. The event was promoted on-air, online and through social media and helped provide meals and care for over 2,600 families during Thanksgiving week.

MIX 96.9 TRUNK OR TREAT
PHOENIX, AZ
Mix 96.9

MIX 96.9 held the second annual Trunk or Treat with Sanderson Ford benefitting Chicanos Por La Causa, a local organization that helps people find pathways to quality careers that allow them to provide for themselves and their families. The October 19, 2024 event was held at Sanderson Ford and open to the community with a donation of \$10 or canned foods, raising \$3,500 in sponsorship dollars for Chicanos por la Causa to benefit their community programs.

FILL THE TRUCK FOOD DRIVE
PORTLAND, OR
K103 Portland

Starting in April 2024, iHeart Portland launched a 12-week campaign with 23 collection events at various locations to gather non-perishable food items to fill a Toyota Tundra for the Oregon Food Bank. The campaign was a major success, collecting 8,363 pounds of food and over \$15,000 in cash donations. These efforts provided 52,495 meals to families in need across Oregon and Southwest Washington.

LEND A HELPING CAN CHARITY
FOOD DRIVE AND AUCTION
PORTSMOUTH, NH
100.3 WHEB

100.3 WHEB's Morning Buzz hosted the two-day Lend a Helping Can Charity Food Drive and Auction. The station promoted the event on-air, online and via social media where they encouraged listeners to bid on auction items and donate online. The drive raised \$169,000 for New Hampshire Food Bank and 11 additional food banks in New Hampshire and Vermont to help individuals with food insecurities, and over 30 years, Greg and the Morning Buzz has raised nearly \$3 million.

FOOD & FUNDS DRIVE 2024
PROVIDENCE, RI
iHeartMedia Providence

On November 15th, all four iHeartMedia Providence stations promoted the annual food drive in partnership with Ocean State Job Lot Stores. 94HJY and Now 93.3 broadcast from Narragansett Brewery in Providence from 10 a.m. – 7 p.m., encouraging listeners to bring non-perishable food donations and donate money online. The drive collected thousands of pounds of food that was sent to Feed RI, which distributes to food pantries around Rhode Island. The value of media donated to this program was over \$30,000.



HOLIDAY TOY DRIVES AND ANNUAL FOOD DRIVES

CONTINUED

FILL THE TRUCK FOOD DRIVE
SALT LAKE CITY, UT
iHeartMedia Salt Lake City

During the 2024 holiday season, iHeartMedia Salt Lake City partnered with Utah Toyota Dealers for Fill The Truck Food Drive. Between November 13 and December 22, a Toyota Tundra was stationed at various Smiths locations to be filled up with nonperishable food donations for The Utah Food Bank and people in need in the community. The drive collected 3,595 pounds of food which was donated to the Utah Food Bank.

PLAYING WHAT YOU WANT SO THEY CAN EAT WHAT THEY NEED
SEATTLE, WA
96.5 JACK-FM

During June 2024, 96.5 Jack FM emphasized the importance of supporting Food Lifeline so that kids who were without their school lunch programs would still be fed over the summer. Taking a radical departure from Jacks slogan, 'Playing What WE Want,' morning show host Lee Callahan played what the listeners wanted for an entire day in exchange for donations, raising \$54,000 for Food Lifeline.

STUFF THE BUS
SUSSEX, NJ
102.3 WSUS

iHeartMedia Sussex NJ hosted an annual food drive in time for the holiday season to benefit the local Sussex County Food Bank. The market's three stations promoted the drive on-air, online and on social media and held live broadcasts at local grocery stores to collect food donations. The 2024 drive collected six small buses full of food.

CENTRAL TEXAS FOOD FOR FAMILIES
WACO, TX
iHEARTMEDIA CENTRAL TEXAS

iHeartMedia Central Texas stations partnered with KWTX-TV on November for the 35th annual Food For Families one-day food drive on November 22, 2024. The food drive took place simultaneously in communities across the Waco-Temple-Killeen region, with iHeart stations broadcasting live at various locations throughout the day. The drive collected over 1.9 million pounds of food.

TURKEY ROUND UP
WILMINGTON, DE
94.7 WDSD & WRDX 92.9 TOM FM

94.7 WDSD and 92.9 TOM FM set up a booth at three different Food Lion locations across Delaware to collect

food and monetary donations for the Food Bank of Delaware, collecting \$2,218 and 3,380 pounds of non-perishable food.

TOY DRIVES

TOY DRIVE CONVOY
ALBANY, NY
PYX106

In 2024, iHeartMedia Albany's PYX Morning Show joined the Albany Sherriff's Department for the 11th annual Toy Drive Convoy benefiting the U.S. Marines Toys for Tots program. The station supported the drive for toys with an on-site broadcast, recorded call ins, promos, liners and web and social posting.

PEDIATRIC CANCER FOUNDATION, CAMELOT FOR CHILDREN
ALLENTOWN, PA
B104 Allentown

In 2024, B104 teamed up with the Greater Lehigh Valley Auto Dealers Association to collect toys for families in need. Listeners were encouraged to drop off new, unwrapped toys at participating area dealerships. The campaign wrapped up with the Kids Christmas Party, where B104 Morning Host Mike Kelly helped hand out wrapped gifts to local children and families.



CHILDREN'S HOME OF EASTON CHRISTMAS GIFT DRIVE AND PARTY
ALLENTOWN, PA
NewsRadio 790 WAEB

For nearly 40 years, NewsRadio 790 WAEB has hosted the Children's Home of Easton Christmas Gift Drive and Party. In 2024, the fundraiser raised \$219,835 in gifts and monetary donations to benefit the children and programs at the Children's Home of Easton. The celebration invited listeners to participate by attending the event, which included distributing gifts, Santa's arrival by motorcycle, live music, lunch, sweet treats and more.

INGLES MAGICAL CHRISTMAS TOY DRIVE TO BENEFIT EBLEN CHARITIES
ASHEVILLE, NC
iHeartMedia Asheville

iHeartMedia Asheville stations teamed up with Ingles Markets and Eblen Charities during the holiday season to make sure every child in Western North Carolina received a toy for Christmas through a three-day toy drive. Listeners were encouraged to

drop off toys at local collection sites where the station was broadcasting live. The 2024 drive collected 4,060 toys and raised \$8,000 towards helping over 6,400 local children.

MARINE CORP RESERVES TOYS FOR TOTS OF WNC
ASHEVILLE, NC
99.9 Kiss Country

In 2024, 99.9 Kiss Country teamed up with Tanger Outlets Asheville and the U.S. Marines to collect toys and money to benefit U.S. Marines Toys for Tots in Western North Carolina. For two days, morning hosts Eddie and Amanda Foxx held a live broadcast from 6a.m. to 8p.m. at the Outlets, asking listeners to donate toys and cash to their drop-off location. The drive collected over 3,600 toys and raised over \$10,000 for local children.

TONS OF TOYS HOLIDAY GIVE BACK
ATLANTA, GA
96.1 The Beat

In 2024, 96.1 The Beat partnered with The Scream Foundation's Tons of Toys Holiday Event at Andrew & Walter

Young Family YMCA. The drive helped collect over \$50,000 in toys, books and winter apparel for families in need in the community.

COATS FOR KIDS
AUSTIN, TX
iHeartMedia Austin

iHeart Austin teamed up with the Junior League of Austin and KVUE to collect coats for kids during the holiday season.

TOYS FOR TOTS
BAKERSFIELD, CA
Sunny 105.3

The U.S. Marines Corps Toys for Tots drive took place on November 8 in Bakersfield, CA, with local iHeart station Sunny 105.3 partnering with Port of Subs locations to serve as a drop off sites for toy donations. In 2024, the toy drive collected over 100 toys for children in need.



HOLIDAY TOY DRIVES AND ANNUAL FOOD DRIVES

CONTINUED

MICHAEL J'S TOY MOUNTAIN
BALTIMORE, MD
93.1 WPOC

On Saturday, December 7, 2024, 93.1 WPOC and on-air personality Michael J hosted the annual Michael J's Toy Mountain benefiting the U.S. Marine Corps Toys for Tots. Listeners were encouraged to come in person and donate toys through on-air mentions and social media. During the event, Michael J collected roughly 200 toys.

U.S. MARINES TOYS FOR TOTS ON CAPE COD
CAPE COD, MA
iHeartMedia Cape Cod

For the 29th year, iHeartMedia Cape Cod held live broadcasts from a school bus for 60 hours to collect new, unwrapped toys for the U.S. Marines Toys for Tots on Cape Cod. This year's total was the second highest ever, with over 30,000 toys donated.

SALVATION ARMY RED KETTLE CAMPAIGN
CHARLESTON, SC
iHEARTMEDIA CHARLESTON

In 2024, iHeart Charleston partnered with the Salvation Army for its annual Red Kettle Campaign to raise awareness and funds to support local families in need. The stations

promoted the campaign across all platforms, including on-air, online and through social media, to encourage listeners to give generously during the holiday season.

STUFF-A-BUS TOY DRIVE
CHARLOTTE, NC
HITS 96.1

For iHeart Charlotte's inaugural Stuff-A-Bus Toy drive, on-air personalities from the market's radio stations lived on a bus for 60 hours encouraging listeners to come out and donate toys. Over the course of the 60-hour campaign, listeners, businesses and volunteers made it their mission to spread holiday cheer to families across the region. The event was promoted on-air, online and on social media and collected 3,634 toys for Thompson Child and Family Focus, a nonprofit dedicated to supporting children and families in need.

TOYS FOR TOTS, BRIGHTON CENTER, BE CONCERNED AND SALVATION ARMY
CINCINNATI, OH
102.7 WEBN

In 2024, iHeart Cincinnati partnered with Toy Team 9 to collect donations for U.S. Marines Toys for Tots, Brighton Center, Be Concerned and the Salvation Army.

TOYS FOR TOTS
COLUMBUS, OH
92.3 WCOL

In 2024, 92.3 WCOL and 93.3 The Bus partnered with ABC 6 for the annual Central Ohio Toys for Tots Drive, benefiting the U.S. Marine Corps Toys for Tots program. This year, the station surpassed its toy collection goal and collected over 110,000 toys for children in need. As Central Ohio's largest toy drive, the campaign kicked off on November 14, 2024, and featured both a virtual Amazon Wishlist and in-person toy collection events held at various locations across the region.

STUFF A BUS
DALLAS, TX
Mix 92.5

In 2024, Billy The Kidd In The Morning Show from Mix 102.9 hosted the annual Stuff A Bus toy drive benefitting the U.S. Marine Toys for Tots program. iHeart Dallas personalities lived on a bus for three consecutive days while broadcasting toy-count updates and encouraging MIX listeners to join in this great cause by donating new unwrapped toys. In 2024 the drive collected over 15,000 toys.



CHRISTMAS FOR KIDS
DEFIANCE, OH
Mix 98.1

Christmas for Kids is a joint fundraising effort hosted by Mix 98.1 and local retired Marine Corps volunteers. Since 1994, the annual campaign has provided Christmas presents for local children in need and served over 5,000 children. The 2024 Christmas for Kids campaign raised over \$101,000 in cash donations and approximately \$30,000 worth of donated toys.

BOYS & GIRLS CLUBS OF METRO DENVER
DENVER, CO
97.3 KBCO

In 2024, 97.3 KBCO and CBS4 combined forces with a local grocery store to ask shoppers and listeners to donate a new unwrapped toy, gift

card or cash. The drive took place from November 28 to December 24 and raised over \$26,000 to benefit the Boys & Girls Clubs of Metro Denver.

COATS FOR KIDS
DETROIT, MI
97.9 WJLB

97.9 WJLB teamed up with Detroit City Council President Mary Sheffield for Coats for Kids. The event was held on October 26 and provided coats to 1,000 kids and \$12,500 to purchase coats.

TOYS 4 TOTS
FRESNO, CA
B95

iHeartMedia Fresno teamed with local businesses and sponsors to collect toys for the U.S. Marines Toys for Tots program in the Central Valley. The station promoted the toy drive on-air, online and on social media.

MOJO'S BREAKING AND ENTERING CHRISTMAS
DETROIT, MI
Channel 95.5

In 2024, Channel 95.5's Mojo's Breaking and Entering Christmas asked listeners to nominate families in need in the Detroit, Grand Rapids and Toledo areas. Channel 95.5 picked nine families going through tough times to receive a special Christmas delivery, with prizes ranging from new appliances to toys for their kids and even new furniture and TVs. In all, Mojo's Breaking and Entering Christmas raised \$95,000.



HOLIDAY TOY DRIVES AND ANNUAL FOOD DRIVES

CONTINUED

**SALVATION ARMY
GRAND FORKS, ND**
iHeartMedia Grand Forks

From November through the first week of December, iHeartMedia Grand Forks held Operation Christmas Morning. The station encouraged listeners to donate toys for children in need and drop them at the local Salvation Army or other designated locations. The event collected over 6,000 toys.

**COATS FOR KIDS
GRAND RAPIDS, MI**
Rock 101.7

iHeartMedia Western Michigan teamed up with Preferred Chevy of Grand Haven and the West Michigan Chevy Dealers Association for the Muskegon Coats for Kids drive. The station asked their listeners to donate new and gently used coats and drop them off at the car dealerships. The coat drive was promoted on-air, online and via social media and helped the stations collect nearly 550 coats.

**TOYS FOR TOTS WITH
WARD BLACK LAW
GREENSBORO, NC**
99.5 WMAG

For the 15th year, 99.5 WMAG partnered with Ward Black Law to collect toys and raise funds for local children in need through the U.S. Marine Corps Toys for

Tots of Guilford County, the largest toy drive in the Southeast. On December 6, the station hosted an event at the Ward Black Law parking lot, collecting over 22,000 toys and raising \$146,000 for the cause. The event featured breakfast and lunch for donors, haircuts from Super Cuts and was promoted on-air, online and on social media.

**U.S. MARINE TOYS FOR TOTS
GREENVILLE, SC**
Whistle 100

On December 14, 2024, Whistle 100 was on site at Bridgeway station in Mauldin, SC gathering toys with the U.S. Marine Toys for Tots campaign. From 9 a.m. – 4 p.m. the entire Whistle 100 team worked with the Marine Corps Reserve to fill a seven-ton Marine truck with new unwrapped toys to benefit the children in the community.

**HOMETOWN FOUNDATION
TOY DRIVE
HARTFORD, CT**
COUNTRY 92.5

In 2024, Country 92.5 hosted a toy drive to benefit the Hometown Foundation Toy Drive and bring the joy of Christmas to less fortunate children in the area. Over 300 new toys were collected on-site during the station's annual Unwrapped & Unplugged concert.

**CATHOLIC CHARITIES OF
SOUTHERN NEVADA**

LAS VEGAS, NV
Sunny 106.5 Las Vegas

In 2024, 95.5 The Bull held a Toys for Tickets drive to benefit the U.S. Marines Toys for Tots program. Listeners were encouraged to donate new, unwrapped toys to receive tickets to Cowabunga Bay Waterpark. The drive helped collect over 11,000 toys to benefit Catholic Charities of Southern Nevada.

**PEANUT PUSH
MARION, OH**
iHeartMedia Marion

In 2024, iHeartMedia Marion stations teamed up for Peanut Push, benefiting Christmas Clearinghouse, which helps bring holiday joy to children in need. This fun challenge had contestants pushing unbroken peanuts across the road using only their noses. With support from non-profit partners, local businesses and generous iHeart listeners, the event raised over \$49,000, providing toys for children in the community.



**BEARS FOR BADGES
MCALLEN, TX**
iHeartMedia McAllen

iHeartMedia McAllen hosted Bears for Badges, a drive to collect teddy bears for local first responders so they could have them on hand to comfort children involved in emergencies. The drive collected over 1,000 teddy bears, which were distributed to eight different local police departments.

**SALVATION ARMY
MEMPHIS, TN**
95.7 Hallelujah FM

In 2024, DJ Mic T and K97 hosted the inaugural Mic T's Trunk of Toys to benefit the Salvation Army. The station promoted the event on-air, online and on social media. Listeners donated over 300 new, unwrapped toys to help fill the trunk and bring a joyful Christmas to children in the community.

**MY FAMILY MATTERS
MIAMI, FL**
BIG 105.9 Miami

In 2024, BIG 105.9 partnered with My Family Matters for the Pack Santa's Sleigh Concert and Fundraiser to benefit My Family Matters and Joe DiMaggio Children's Hospital. The station promoted the event on-air, online and on social media. The event raised over \$15,000 for the Joe DiMaggio Children's Hospital, helping families with children battling cancer. Additionally, many attendees donated new, unwrapped gifts for teens, ensuring that the holiday season was a bit brighter for those in need.

**U.S. MARINES TOYS FOR TOTS
MINNEAPOLIS, MN**
KFAN FM 100.3

KFAN FM 100.3 continued its partnership with the Minnesota Vikings and the U.S. Marine Corps to host a U.S. Marines Toys for Tots drive during the 2024 holiday season. The station

held a live 12-hour broadcast at a local department store and collected 16 bins of unwrapped toys, which translated to eight large pallets of gifts for kids in need in the community.

**CHRISTMAS IN JULY
NASHVILLE, TN**
105.9 The Rock

For the first year, 105.9 The Rock brought Christmas In July during the whole month to the Monroe Carell Jr. Children's Hospital at Vanderbilt University. The station partnered with local Walmart stores to hold live broadcasts and encouraged listeners to drop off toys. On July 25, 105.9 The Rock's sleigh dropped off the toys at the Children's Hospital, spreading cheer to sick children and their families. The event was promoted on-air, online, via social media and in-store at participating Walmarts, helping the station raise over \$5,000 worth of toys for the kids at the Children's Hospital.



HOLIDAY TOY DRIVES AND ANNUAL FOOD DRIVES

CONTINUED

**BOOST UP FOR WINTER
PHILADELPHIA, PA**
Power 99

In 2024, iHeartMedia Philadelphia teamed up with Boost Mobile and Cradles to Crayons® to launch the Boost Up for Winter campaign, a large-scale community coat drive in support of the Cradles to Crayons Gear Up for Winter initiative. The drive collected and distributed 20,000 warm winter coats and other essential items to children and families in need across the Greater Philadelphia area.

**BEX & BUSTER'S CHRISTMAS
KICKS FOR KIDS
PHILADELPHIA, PA**
Q102

In 2024, Q102 Philly held its second annual Bex & Buster's Christmas Kicks for Kids campaign to collect new sneakers for kids in need. Bex and Buster encouraged listeners to donate new sneakers for children all around the tri-state area. The Q102 community donated 1,000 new pairs of sneakers to be distributed by Cradles to Crayons.

**PHOENIX CHILDREN'S HOSPITAL
PHOENIX, AZ**
99.9 KEZ

Celebrating 26 years of giving, the 2024 Fulton Homes' Books and Toys

for Girls and Boys holiday drive has brought joy to young patients at Phoenix Children's Hospital. Expanding its reach with new donation bins at four Fulton Homes communities, the iHeart Phoenix drive collected approximately 2,000 new toys to support pediatric patients in the Valley.

**96.1 KISS STUFF-A-BUS
PITTSBURGH, PA**
96.1 Kiss

In 2024, 96.1 KISS hosted its 21st annual Stuff a Bus/Toys for Tots drive, benefiting the U.S. Marines Toys for Tots Program. Partnering with the Pittsburgh Penguins Foundation, the station promoted an Amazon Wish List for direct toy donations. This year's effort collected a record 82 buses full of toys — including hundreds of bikes — and raised over \$34,000 to support local children during the holidays.

**HOLIDAY TOY DRIVE FOR RANDALL
CHILDREN'S HOSPITAL
PORTLAND, OR**
K103 PORTLAND

In 2024, K103 supported the Randall Children's Hospital Toy Drive. The morning show participated in the Drive Thru Toy Drive to collect and sort donations for children who wouldn't be home for Christmas.

**ANNUAL TOY DRIVE
POUGHKEEPSIE, NY**
iHeartMedia Poughkeepsie

In 2024, iHeart Poughkeepsie hosted its annual toy drive collecting toys throughout December at its sponsor location, Mid-Hudson Valley Federal Credit Union. The drive was promoted on-air and across social media and resulted in the collection of over 5,000 toys that were distributed to local agencies including Salvation Army, Anderson Center for Autism, Grace Smith House, Dutchess Outreach, Family Services, Center for Prevention of Child Abuse and more.

**GIFTS FOR GOLDEN
POUGHKEEPSIE, NY**
iHeartMedia Poughkeepsie

In 2024, iHeart Poughkeepsie partnered with three local nursing homes to fulfill holiday wish lists for residents who wouldn't be seeing family during the season. The market hosted an event at a local mall where visitors could pick up a tag with a resident's wish list and purchase the items. Station staff and volunteers then wrapped and delivered the gifts. The campaign was promoted on-air, online and across all five stations' social media platforms.



**U.S. MARINES TOYS FOR TOTS
PROVIDENCE, RI**
iHeartMedia Providence

In 2024, all four iHeartMedia Providence stations partnered with local furniture retailer Cardi's Furniture to collect new unwrapped toys for the U.S. Marines Toys for Tots program. Generous listeners dropped off toys at stores for several weeks. The drive collected 15 trailers full of toys, making 2024 a record year.

**STUFF-A-BUS
RALEIGH, NC**
iHeartMedia Raleigh

iHeart Raleigh hosted its third annual Stuff-A-Bus Toy Drive benefiting the U.S. Marines Toys for Tots Program. The event was promoted on-air, online and across all five stations' social media accounts. On-air personalities from each station broadcasted live

with several iHeart personalities living on the bus for the 60-hour event. The event collected over 7,500 toys for local children in need.

**THE GREAT BREAKFAST TOYFEST
READING, PA**
Y102

The Great Breakfast Toyfest is an annual event where Y102 invites listeners to bring a new, unwrapped toy in exchange for a free breakfast as a thank you. All toys were donated to Keystone Military Families — a local organization that supports veterans and active-duty military families in need. The 2024 drive filled an entire trailer with donated toys.

**ANGELS HELPING ANGELS
ROANOKE LYNCHBURG, VA**
iHeartMedia Roanoke/Lynchburg

iHeart Roanoke/Lynchburg supported Angels Helping Angels with Slam

Duncan's Children's Charity on Sunday, December 15 at Walmart in Salem, VA. Local Girl Scout troops and volunteers encouraged shoppers to purchase toys and gifts for children from the Salvation Army's Angel Tree. The event was a great success, with the stations helping Slam Duncan's Children's Charity raise over \$4,100 in toy purchases.

**SOUTHEAST MINNESOTA
TOYS FOR TOTS
ROCHESTER, MN**
iHeartMedia Rochester MN

iHeartMedia Rochester partnered with Southeast Minnesota's U.S. Marines Toys for Tots campaign to help families and children in Southeast Minnesota. The campaign collected 25,715 toys, reaching 8,594 kids by Christmas morning.



HOLIDAY TOY DRIVES AND ANNUAL FOOD DRIVES

CONTINUED

COAT DRIVE
SALT LAKE CITY, UT
Rock 106.7

Rock 106.7 hosted a coat drive in December 2024 to benefit the homeless community. Listeners were encouraged to donate gently used coats to be distributed through the Road Home, a local housing nonprofit organization. The drive collected 650 items that were donated to those in need.

SANA CLAUS TOY & FOOD DRIVE
SAN FRANCISCO, CA
106.1 KMEL

106.1 KMEL's annual Sana Claus Toy & Food Drive returned on December 15 to collect donations for families in need during the holiday season. The event was promoted on-air, online and social media. At the four-hour event, 25 bins of new toys and monetary donations were collected to benefit the Alameda County Fire Department's Toy Program. To support families experiencing food insecurity, 257 pounds of non-perishable food items were collected, which provided about 214 meals for the community in need. Lastly, the drive collected 25 boxes of diapers and 20 boxes of wipes to help local families.

2024 U.S. MARINES TOYS FOR TOTS
WACO, TX
iHeartMedia Central Texas

iHeartMedia Central Texas partnered with KWTX-TV and La-Z-Boy Home Furnishings and Decor for the 2024 U.S. Marines Toys For Tots toy drive. Through this campaign new, unwrapped toys were distributed to over 10,000 children in need in the Central Texas region.

12 GUITARS OF CHRISTMAS
WEST PALM BEACH, FL
98.7 The Gator

98.7 The Gator closed out the year with its 20th annual 12 Guitars of Christmas — a festive, four-hour holiday celebration featuring live music, celebrity guests, photo ops with Santa, vendors and more. Toys were collected onsite for the local U.S. Marines Toys for Tots program and attendees had the chance to win one of 12 autographed guitars signed by rock legends, including Megadeth, Kid Rock, Goo Goo Dolls, Counting Crows and others. The 2024 event collected approximately 5,000 toys and nearly \$3,000 in cash donations.

2ND ANNUAL GIFTS & GUITARS
WEST PALM BEACH, FL
WAVE 92.7

Wave 92.7 hosted its second annual year-end Gifts & Guitars celebration, featuring a live performance by Carl Owens & Whiskey Trip. Attendees had the chance to win one of 12 acoustic guitars signed by country stars including Luke Bryan, Dan & Shay, Tim McGraw and more, along with other gifts and a photo opportunity with Santa. The event collected over 1,000 toys and more than \$1,000 in cash donations for the local U.S. Marines Toys for Tots program.

MO & SALLY TOY DRIVE
WEST PALM BEACH, FL
Kool 105.5 & 103.7 WQOL

103.7 WQOL joined Kool 105.5 for the 20th annual The Mo & Sally Toy Drive to collect toys from listeners to help benefit the U.S. Marines Toys For Tots. The team broadcast from Tanger Outlets, offering listeners hot cocoa, food from participating sponsors and more as they came out throughout the day to donate toys and cash. The drive helped collect over 3,500 toys to benefit the U.S. Marines Toys for Tots program.



SUNDAY BREAKFAST MISSION
WILMINGTON, DE
iHeartMedia Wilmington

In 2024, iHeartMedia Wilmington's on-air personality Christa Cooper from 94.7 WDSD hosted the annual Christa's Coat Drive to benefit the Sunday Breakfast Mission in Wilmington. Listeners were encouraged to donate new or gently used coats and winter items for men, women and children in the community. The drive collected over 320 coats for a total of 550 coats in the past four years.

COAT DRIVES

KLINGER'S KARTS FOR COATS
CHICAGO, IL
Rock 95.5 FM

ROCK 95.5's annual coat drive, led by afternoon drive personality Klinger in partnership with the Gaia Movement, invited listeners to donate coats at an

indoor golf venue for activity discounts. The campaign ended with a station event on February 3 where listeners donated over 800 coats (1,800 pounds of textiles) and golfed with Klinger, helping people in need and reducing landfill waste.

COATS FOR KIDS
CLEVELAND, OH
News Radio WTAM 1100

The annual News Radio WTAM 1100-run Coats for Kids campaign raised over \$500,000 and collected over 20,000 coats. The station created this campaign in 1981 when staff at the time learned that thousands of local children and families were without warm winter coats. Now in its 44th year, Coats for Kids has become one of Cleveland's most celebrated charities.

HOOPS HOLIDAY GIVING EXPRESS TOY DRIVE
HUNTINGTON, WV
KEE 100

As part of the station's commitment to serving the community, KEE 100 highlighted the Hoops Holiday Giving Express Toy Drive in on-air programming and community outreach efforts. This annual toy drive benefited Hoops Family Children's Hospital, which provides specialized care for children from birth through 21 years of age. Listeners were encouraged to donate new toys to brighten the hospital stays of young patients, spreading holiday cheer and making a meaningful impact in their lives.



HOLIDAY TOY DRIVES AND ANNUAL FOOD DRIVES

CONTINUED

53RD ANNUAL TOY HILL WEEKEND
LITTLE ROCK, AR
iHeart Little Rock

The iHeart Little Rock cluster held the two-day 53rd Annual Toy Hill Weekend for the U.S. Marine Corps Reserve Toys for Tots Program on Dec 7 and 8. The event collected over 18,000 toys and more than \$17,000 in cash donations, with over 16,000 children in Arkansas receiving gifts for the holidays thanks to the drive.

SAMI'S TOYS FOR KIDS
MANSFIELD, OH
Y105

Y105, in partnership with Buckeye Thrift and Mechanics Bank, participated in the annual Sami's Toys for Kids drive. The station encouraged listeners to drop off toys and monetary donations at multiple locations, and promoted the drive on-air, online and social media. In 2024, the drive collected nearly 1,000 toys and \$4,000 in cash donations, benefiting over 300 children in the community.

COATS FOR CHRISTMAS
MARION, OH
Buckeye Country 94.3

Each October through early December, iHeart Marion solicits help from listeners and the community to donate new and gently used coats that are then donated to those in need in Marion County. The

drive collected thousands of coats for men, women and children.

BABY DJ TOY DRIVE
ORLANDO, FL
XL 106.7

XL 106.7 morning host Johnny Magic once again led the annual toy drive for Baby DJ, an exceptional charity collecting tens of thousands of gifts for kids and families in the community who could not afford Christmas gifts. The 2024 drive collected thousands of toys at the Baby DJ warehouse in the Oviedo Mall, helping thousands of kids.

BOAT LOAD OF TOYS
SAINT LOUIS, MO
93.7 The Bull

93.7 The Bull's Boatload of Toys has been an annual event for over a decade collecting over 10,000 items to benefit local youth. 93.7 The Bull camps out at Bass Pro in St. Charles the first weekend in December every year collecting these items for Youth In Need, an organization based in St. Charles, Missouri, that has been offering support programs for children, teens and families since 1974. The 2024 drive collected about 10,000 items.

WTKS SHOP WITH A COP
SAVANNAH, GA
NewsRadio 1290 WTKS

In 2024, iHeartMedia Savannah's NewsRadio 1290 WTKS and sponsors The Dewitt Tilton Group and Express Employment teamed up with local officials, Savannah Police, Chatham County Police, Tybee Island Police, Garden City Police, Rincon Police, Chatham County Sheriff's Department and the Effingham County Sheriff's Department to provide children and families of the Ronald McDonald House Of The Coastal Empire with a Christmas they will never forget. The event raised \$12,000 for children at the local Ronald McDonald House to shop with an official for Christmas gifts.

BIG MAD MORNING SHOW'S
28-HOUR TOY DRIVE
TULSA, OK
97.5 KMOD

Broadcasting live from the local Dave and Busters, 97.5 KMOD's the Big Mad Morning Show held the 14th annual 28-Hour Toy Drive, collecting over 2,500 toys for area kids. This is the largest toy donation in the Tulsa area to benefit the U.S. Marines Toys for Tots program.





iHEARTMEDIA'S INDUSTRY-LEADING ON-AIR PERSONALITIES

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 by offering companionship, support and trusted friendship. Because of the highly personal nature of the connection between on-air talent and their listeners, they are often driving forces in rallying 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.



RYAN SEACREST

Each year, more than five million pediatric patients are hospitalized in the United States. The Ryan Seacrest Foundation (RSF) contributes positively to the healing process of these patients by building broadcast media centers, named Seacrest Studios, in children's hospitals across the country for patients to explore the creative realms of radio, television and new media – providing a respite for patients and families while being treated.

There are now studios in 14 cities across the United States, including Atlanta, Boston, Charlotte,

Cincinnati, Dallas, Denver, Nashville, Orange County, Orlando, Philadelphia, Washington, D.C., Memphis, Queens and Salt Lake City. Two new studios are scheduled to open in Miami, FL and New Orleans.

iHeartMedia supports the amazing work of the Ryan Seacrest Foundation in a variety of ways throughout the year, including educational experiences for studio interns, assisting with talent bookings and executing national and local fundraising programs. The iHeartRadio Jingle Ball Tour continues to benefit RSF with a portion of all ticket sales going to support the Foundation.





MAXWELL

Maxwell is a hybrid radio personality and pop culture correspondent with a unique conversational interview style, coupled with the demeanor of a veteran journalist, creating genuine exchanges that both inform and entertain audiences worldwide, and as a result he has proven to be one of the most sought-after interviewers in the industry. Maxwell is featured on the world-famous Z100 in New York and on iHeartRadio's heritage Top 40 radio station WNCI 97.9, Columbus' Hit Music Station, in Columbus, Ohio.

In August of 2024, Maxwell hosted the first live broadcast of the World Famous Harlem Globetrotters in 40 years. The Harlem Globetrotters, best known for their high-flying and over the top basketball antics, have been entertaining audiences for just short of a century. In August, they took over the American Dream shopping center for the first ever basketball residency. Maxwell was invited to be the in-game host of the first live television broadcast in 40 years.





CRYSTAL

Through her career on and off the air, Crystal has solidified her role as a multimedia personality across radio, television and social media. She is currently a host of "Your Afternoons With Crystal Rosa"s on the world-famous Z100 in New York City and is heard in over 80 markets nationwide as the host of her own syndicated night show, "The New Hit List."

Outside of radio, Crystal is passionate about media and continues to create as a video producer, blog writer and social media editor with over 10 years of experience. She frequently appears as guest host on television programs like "Dick Clark's Rockin' New Years with Ryan Seacrest" and

"Good Day New York" on Fox 5 and Extra TV, while her podcast "Crystal's Nightcap" has garnered national recognition.

Every Sunday, Crystal connects with her community by leading and hosting fellowship after mass at Holy Cross Church on W 42nd St. for any New York City residents who would like to join for coffee, tea and light snacks. She also builds connection with the youth in the community by participating in Career Day for PS 111 elementary schoolers and serving as a mentor for women in radio by empowering young female journalists who hope to break into the entertainment world.





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 and his national radio show have helped raise more than \$27.6 million for St. Jude Children's Research Hospital with various events and fundraisers, including "The Bobby Bones Show" St. Jude Radiothon, which raised a record \$2.85 million in two days in 2024. The event featured support and live performances from some of Country music's biggest superstars.

Bones is also an avid supporter of The MusiCares Foundation, a nonprofit 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.

"The Bobby Bones Show" also continues to raise funds through the sale of #PIMPINJOY merchandise to benefit many worthy causes, including ending the orphan cycle, medical care and cancer treatment, veteran support, serving the homeless, disaster relief efforts and more. In 2024, "The Bobby Bones Show" promoted limited-edition patriotic #PIMPINJOY merchandise to benefit Building Homes for Heroes. Nearly \$100,000 was raised to help build a new home for USAF Technical Sergeant Daniel Beesting in Rotonda West, Florida, whose home was badly damaged by Hurricane Ian.





SEAN HANNITY

Sean Hannity, one of the most-listened-to talk radio hosts in America and host of “The Sean Hannity Show,” continued supporting several nonprofit organizations in 2024, including Building Homes for Heroes, a national nonprofit organization that builds or modifies homes and gifts them, mortgage-free, to veterans and their families; Samaritan’s Purse, a non-denominational evangelical Christian organization providing spiritual and physical aid to hurting people around the world; and Operation 300, which provides mentorship to children of fallen soldiers.

The National Radio Hall of Famer also champions 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 servicemembers; America’s VetDogs®, which bestows service dogs free of charge to those who have served our country so they can live with dignity and independence; and The Freedom Alliance, a charitable organization that arranges help and support to wounded troops and military families. In 2024, Hannity also supported Operation HELO, a non-profit organization supporting families in Western North Carolina as they recover from Hurricane Helene.





THE BREAKFAST CLUB

Throughout the year, The Breakfast Club uses the strength of their platform to help those in need and raise awareness for worthy causes, while inspiring positivity, hope, togetherness and love to everyone listening.

On October 12, 2024, The Breakfast Club host Charlamagne Tha God, iHeartMedia NYC and The Mental Wealth Alliance celebrated World Mental Health Day with the fourth annual Mental Wealth Expo. Held at the Marriott Marquis in New York City's Times Square, this event was free and open to the public and featured more than 35 special guests and curated panels covering a wide range of topics, including women's wellness; Black mental health; the evolution of men's mental health; connecting generations through

mental health; incarceration and mental wellness; exploring mental health in tech and family; and more.

The Mental Wealth Expo also included the MEternal breakout room dedicated to mothers of color, with topics covering preventative screening and awareness, understanding the impact of fibroid health and its connection to maternal health, and more.

Additionally, Charlamagne Tha God hosted community outreach events at his former high school in Moncks Corner, S.C., including the ninth annual Back 2 School Drive & Fish Fry, where the community received backpacks, school supplies, haircuts and free food; and the 11th annual Turkey Giveaway held at Berkeley High School in Moncks Corner.





THE WOODY SHOW

The Woody Show is dedicated to giving back to the community and supports many worthy causes throughout the year.

The popular nationally-syndicated program spent time at a large pet adoption event in Downtown L.A. to benefit Best Friends Animal Society, where they encouraged people to adopt the animals on-air, on social media and at the event. Best Friends Animal Society ensures that everyone has the same access to loving pets and that every adoptable pet has the comfort of a foster home instead of a kennel in a shelter.

The Woody Show also worked with the Power of Sight Foundation and participated in an event that provided free eye exams

and new glasses to bring vision to those less fortunate. The mission of the Power of Sight Foundation is to give the gift of sight, enabling people to live better and more fulfilling lives.

Additionally, The Woody Show provided music for multiple events benefiting Teen Cancer America. They provided music for both the Rock 'N Polo event held at Rogers State Park in Pacific Palisades and the Let's Glow Ice Skating event at the Santa Monica Ice Skating Rink. Teen Cancer America's mission is to increase survival and improve the lives of teens and young adults with cancer, helping to transform hospitals to better serve their needs.





DELILAH

Delilah continues to lend her name and considerable resources to Point Hope, a 501(c)(3) nonprofit organization founded in 2004. Twenty-one years into her commitment, the organization is a voice for forgotten children, both in the United States and in Ghana.

In Ghana, Point Hope continues to provide meals and nutritional information to hundreds of children and their families who have no other support from charitable or philanthropic organizations. Point Hope also provides vocational training for women, as well as gardening instruction to communities. In 2024, Point Hope continued The Living Water project, providing fresh water to tens of thousands of Ghanaian residents living in poverty. Point Hope continues to operate a vision clinic in Ghana in partnership with One Sight Foundation, providing hundreds of Ghanaian residents optical assistance, visits with an eyecare professional, eyeglasses

and improved eyesight for the first time in their lives.

Delilah also uses select speaking engagements, her nationally syndicated radio program and social media to inform audiences of the plight and effects of the broken foster care program in the United States, encouraging families to adopt children into forever homes. In 2024, she once again served as a spokesperson for the National Council for Adoption, which provides resources and education for all people and organizations in the adoption world and advocates for sound policies so that every child can thrive in a nurturing, permanent family.

Delilah continues to serve as an Air Force Reserve advisor, a role she shares with five other board members, reporting to the Air Force Reserve Commander. She helps guide best practices for supporting families who

have members enrolled within the U.S. Air Force and the Air Force Reserve.

Additionally, Delilah supports KDUN-AM in Reedsport, OR, the station where she got her start in radio. 2024 marked the third anniversary of Delilah using proceeds from her radio program to purchase the formerly defunct AM radio station in her hometown and put it back on the air, providing investment for broadcast equipment and on-air and off-air staffing to serve the community with a local media outlet. The town does not have another radio station or newspaper as a local source of information. The station management, led by Delilah, has made focused efforts to involve all members in the community, from broadcasting high school sports and being a conduit for elected and volunteer officials, to spreading news of events, helping community members in need and serving as a forum for public discussion.





ENRIQUE SANTOS

Enrique Santos, nationally-syndicated on-air personality and President and Chief Creative Officer of iHeartLatino, is not only a media leader but also a dedicated advocate for community engagement and philanthropy. His unwavering commitment to giving back is reflected in his active participation in various charitable initiatives, radiothons and community programs.

Santos regularly supports causes like St. Jude Children’s Research Hospital and Autism Speaks through local radiothons, while also volunteering his time for impactful events such as the Autism Bike Ride, the Autism Awareness and Acceptance Police Caravan and Operation Christmas Joy, a program that rewards good drivers with holiday gifts.

Additionally, he plays a role in honoring first responders through events like the Hometown Heroes Parade, Miami Police National Night Out and Faith & Blue. His dedication to law enforcement extends further, as he serves as a Reserve Police Officer in the Community Relations Department of The City of Miami Police Department.

Through his leadership and dedication, Enrique Santos continues to make

a lasting impact, using his platform to uplift communities and support meaningful causes across South Florida.

PHILANTHROPIC INITIATIVES IN 2024:

Back-to-School Giveaway (August 2024) – Partnering with flagship station TU 94.9, Brickell Motors, Chick-fil-A and the Hialeah Police Department, Santos helped provide essential school supplies to families in need.

Hurricane Milton Relief Efforts (October 3, 2024) – After Hurricane Milton made landfall as a Category 3 storm just south of Tampa, Santos joined forces with flagship station Rumba 95.7 and Mails Kitchen of Tampa to distribute free meals to affected communities.

Give Miami Day (October 23, 2024) – Santos was invited to host Give Miami Day and made a donation to a nonprofit organization. As the largest annual fundraising event in the city, Give Miami Day supports hundreds of foundations by bringing the community together to strengthen Miami through direct contributions. This event highlights the city’s generous spirit and empowers everyone to make a difference.

Pig Roast Bowl Series: Law Enforcement Edition (November 16, 2024) – Santos hosted the Pig Roast Bowl Series: Law Enforcement Edition, an annual event benefiting the South Florida PBA Love Fund. Established in 1984, the Love Fund supports fallen officers and their families by covering funeral costs, education for their children and psychological counseling. It also provides aid for officers facing illness, home damage or PTSD. Funded through SFLPBA events and donations, the Love Fund continues to assist those who serve the community, with all contributions being tax-deductible.

305 Teddy Bear Toy Drive (December 15, 2024) – In collaboration with flagship station TU 94.9, Santos participated in the 305 Teddy Bear Toy Drive, an event with a heartfelt mission to bring joy and hope to the children in the community who need it the most. Many of these children, especially those in foster care and domestic violence shelters, face challenges that no child should have to endure. For some, the holidays pass without a single gift or gesture of kindness. This year, with community support, the event aimed to change that.





GLENN BECK

The nationally syndicated “Glenn Beck Program” reaches millions of listeners across the country. Glenn Beck’s vision is not only to provide a great show but also to equip his audience with opportunities to impact the world in service to others. In 2011, Glenn Beck founded Mercury One to be that opportunity. Mercury One is committed to doing good by providing humanitarian aid, preserving heritage and empowering all to stand for truth. Mercury One partners with ministries and non-profits around the globe to restore communities after natural disasters, rescue individuals from human trafficking and abuse, support our veterans and preserve and teach history through The American Journey Experience Museum and research library, which reached over 10,000 individuals in 2024. Now in its 14th year of service, Mercury One continues to reach more individuals around the world and inspire all to do their part in restoring the human spirit.

In 2024, Mercury One was one of the first organizations on the ground in response to wildfires, floods, tornadoes, hurricanes and humanitarian crises around the globe. When American missionaries and volunteers were trapped in Haiti, Mercury One helped bring more than six dozen people home, including a 91-year-old grandmother who had been kidnapped by Haitian gangs. Before FEMA and the American Red Cross responded, Mercury One deployed helicopters to North Carolina to rescue lives and deliver life-saving supplies after Hurricane Helene. It is now in the process of rebuilding over 200 homes in Western North Carolina. Mercury One aims not only to be the first in but also the last out, as their long-term relief work continues in Maui, Israel, Western North Carolina, Florida, California and beyond.





ELVIS DURAN

Elvis Duran is a committed philanthropist with several causes close to his heart. As an advocate for the LGBTQIA+ 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. He is also a partner to Musicians On Call, which brings live and recorded music to the bedsides of patients in healthcare facilities.

In 2024, Elvis Duran and the Morning Show was recognized with an ALSAC/St. Jude Volunteer Award as the New Event of the Year for their multiple fundraising efforts. The annual awards honor volunteers who dedicate considerable time, energy and resources to support the mission of St. Jude

Children's Research Hospital, and recipients include individuals, corporate partners and organizations.

Elvis also continues to raise funds and awareness for many organizations, including New York's LGBTQIA+ Community Center; The Trevor Project, the leading national organization providing crisis intervention and suicide prevention services to LGBTQIA+ young people under 25; the Born This Way Foundation, which is committed to supporting young people and empowering them to create a kinder, braver world; Cookies for Kids Cancer, a charity that he has helped raise over \$1,000,000 for since 2014; and DonorsChoose.org, which makes it possible for anyone to support a classroom in need.





ANGELA YEE

Angela Yee, host of the nationally-syndicated “Way Up with Angela Yee” and “Angela Yee’s Lip Service,” has always had a desire to give back to her community. Her dedication to providing information and access to nutrition, financial literacy, education and culture is reflected in her philanthropic associations.

Angela is the first ever Global Ambassador for Diversity, Inclusion and Community Engagement for Brooklyn Sports and Entertainment (BSE) and the New York Public Library. She sits on numerous boards, including the American Foundation for the University of the West Indies (AFUWI), Nile Rodgers’ We Are Family Foundation, the Fund for NYC Housing Authority and The Shirley Chisholm Cultural Institute.

Additionally, she has channeled her early love for reading into the Angela Yee’s Book Club literacy initiative to encourage her followers to read more and to support authors with unique stories to tell.

Due to Angela’s enduring desire to give back to her community, the Mayor of New York City officially designated August 28th as Angela Yee Day. To celebrate the honor in 2024, Power 105.1 and Angela Yee partnered with the Social Justice Fund to create a Community Day on September 1 that brought the community together on The Plaza at Barclays Center. The free event featured live performances, food, small business services, games, prizes and other surprise announcements benefiting the community.

In 2024, Angela visited St. Jude Children’s Research Hospital in Memphis, Tenn., to meet with patients and their families, tour the hospital and witness their life-saving work. As a Partner in Hope and St. Jude Ambassador, Angela used her national platforms to host a week-long radiothon to raise funds and awareness for hospital.

A serial entrepreneur, Angela is also co-founder of Coffee Uplifts People

(C.U.P.). A Brooklyn-based pioneer in the world of specialty coffee, C.U.P. has established direct trade relationships with growers in Ethiopia, Peru, Indonesia, Mexico, Kenya and Brazil, ensuring every cup upholds social justice and community support. They proudly operate with a 100% People of Color (POC) supply chain, ensuring their impact extends throughout every layer of our operations.

Angela partnered with some friends, including Dr. Topeka K. Sam of Ladies of Hope Ministries, to buy a 30-unit building in Detroit where 10 units will be dedicated to housing formerly incarcerated women who need a fresh start. With ongoing construction and renovation in 2024, Yee and her business partners plan to open the doors to residents in 2025.





JOHNJAY & RICH

The Johnjay and Rich #LoveUp Foundation, established in 2008, began as a movement started by Johnjay Van Es to remind people to pay it forward and spread the love. The Foundation aims to support Arizona's approximately 12,000 foster children by providing a sense of normalcy for these vulnerable youths. #LoveUp works tirelessly to raise private and corporate donations to create and host memorable experiences across the Valley for children living in the foster care system via three main programs: #LoveUp Moments, Children's Heart Gallery and Christmas Wish.

COMMUNITY CONTRIBUTIONS AND #LOVEUP MOMENTS

In 2024, community contributions included providing photography services for National Adoption Day; donating money for foster kids to attend Camp Sky-Y in Prescott, Ariz.; providing food for an Arcadia basketball team during a tournament; helping a 16-year-old boy pay for club basketball; honoring a couple for their 39 years of service as foster parents to more than 200 kids; participating in the Phoenix Pride Parade; and providing breakfast for approximately 100 youth at three Phoenix-based Children's Heart Gallery events.

FUN WITH THE FUZZ

#LoveUp created the Fun with the Fuzz program to bridge the gap between youth in foster care and law enforcement. #LoveUp secures a venue

and invites 20 – 25 foster youth and five off-duty police officers to interact and spend the day together, creating a space for the kids to ask tough questions and spend time with officers in a controlled environment. 2024 events included 64 foster youth and 11 off-duty police officers.

ARIZONA FRIENDS OF FOSTER CARE FOUNDATION (AFFCF)

Each year, #LoveUp and the Arizona Friends of Foster Care Foundation (AFFCF) team up to celebrate the graduates of the Keys to Success Program, which provides career development services for youth aging out of foster care. During the event, each graduate is honored, welcomed on stage and congratulated by the attendees. As a graduation gift, each youth receives a generous package on behalf of the #LoveUp Foundation, including gift cards, a messenger bag, tablet/laptop and Apple AirPods to help advance their individual career goals beyond the program. There were 71 graduates from the Keys to Success and Scholars program with a high school degree, GED, certificate program, college or university program.

ARIZONA DEPARTMENT OF CHILD SAFETY (DCS) EVENTS

#LoveUp organized the following events in 2024 for kids living in Foster Care.

ROADHOUSE CINEMA YAP CHRISTMAS PARTY

On December 5, 2024, the #LoveUp Foundation hosted 60 foster youth at Roadhouse Cinemas in Scottsdale for a holiday celebration, including pizza, a \$50 Amazon gift card and a private screening of "Wicked."

THE GIVING TREE PROGRAM

Throughout December, #LoveUp distributed over 100 Giving Tree hearts, each containing a wish list for foster youth. The program delivered gifts to more than 5,800 children and youth in foster care.

CHILDREN'S HEART GALLERY WITH DCS

#LoveUp was awarded the national Children's Heart Gallery in 2015. DCS chose the #LoveUp Foundation to underwrite and host six large-scale Heart Gallery photo shoots each year to capture each child's unique spirit and help them find their forever homes through the website childrensheartgallery.org. 122 foster youth were served by the Children Heart Gallery program in 2024. Each Foster kid that attends Children's Heart Gallery gets breakfast, lunch and a backpack full of essential items and toiletries. #LoveUp goes the extra mile to secure memorable and fun venues for the foster youth to enjoy during their visit.



CHRISTMAS AT THE CASTLE

The inaugural event hosted over 300 foster youth at The Ashley Castle, providing backpacks, shoes, toys and various activities. The event featured special guests and festive décor, creating unforgettable memories.

CHRISTMAS WISH PROGRAM

For over 20 years, the Christmas Wish program has granted wishes to families in need. The Christmas Wish program focuses primarily on families

with foster or adopted children. On average, these families have two to five children and need financial assistance due to unforeseen circumstances. #LoveUp accepts nominations starting in November, and each week after Thanksgiving, a wish is granted. In 2024, #LoveUp granted \$27,000 in wishes to nine families across Phoenix, Tucson and Portland. Each wish was personalized, with in-kind donations from various sponsors.

#LOVEPUP

Johnjay and Blake Van Es started #LovePup 10 years ago. The #LovePup Foundation is a 501(c)(3) that believes all dogs deserve the best possible home. Programs focus on placement, shelter prevention and community partnerships. Donations come through generous individuals, corporations, grants, t-shirt/merchandise sales and event fundraising.



JOHNJAY & RICH

CONTINUED

PROGRAMS:

THE #LOVEPUP SHELTER

#LovePup opened a shelter in February of 2021 that was built almost entirely on in-kind donations. The shelter houses approximately 15 dogs at a time, is the home base for Johnjay's Hanging with his Dogs segment, has a comprehensive volunteer/junior volunteer program, training for adoptive families and incoming dogs and enrichment. In 2024, 59 dogs were adopted from the shelter.

A DOG IS FOREVER

#LovePup helps families keep their beloved pets by paying for medical care or behavioral assistance. In addition, they work with homeless shelters to help keep dogs with their companions. In 2024, #LovePup helped 12 dogs with major medical issues.

IT'S HIP TO CHIP

#LovePup provides microchips to all dogs adopted at Maricopa County Animal Care & Control. #LovePup's goal is shelter prevention and this program, over the last five years, has had a huge impact on the return rate to owners. Each Animal Control Officer now carries a microchip scanner, so when a dog is picked up, it is scanned and if the information is current, the dog goes right back to its family instead of the County shelter.

#LOVEPUP FAMILY FEST

One of #LovePup's signature events, #LovePup Family Fests are currently held in several cities, including Tucson, Colorado Springs and Phoenix. #LovePup partners with iHeartMedia and Johnjay & Rich affiliates to create

awareness for rescues by putting on a concert event with local dog adoptions in each city. In 2024, #LovePup and iHeart raised nearly \$280,000 and found forever homes for 75 dogs.

JOHNJAY'S HANGING WITH HIS DOGS YOUTUBE SERIES

Johnjay has interviewed dozens of celebrities with puppies as the focus of this series. A room was built for celebrities to visit the shelter and help promote awareness for homeless dogs.





EL GATO

Colombia native Humberto “El Gato” Rodríguez supports a number of causes that help his home country, especially Colombianitos, an organization that supports children’s education and sports in Colombia. A supporter of the organization since 2003, Humberto helps raise both awareness and resources for underprivileged children. Additionally, Humberto and his wife Verónica Segrera competed on the game show “Minuto Para Ganar” (Minute to Win It) against presenter Mario Lopez and New York Yankees catcher Jorge Posada where they won \$25,000, which went directly to The Colombianito Foundation.

Humberto, along with his wife and daughters, is part of the Plan Padrino (godfather plan), sponsoring underprivileged kids on the outskirts of Colombia’s capital city Bogotá, where he was born. They are all committed to giving back to society and supporting various causes that improve the wellbeing of individuals and communities.

Additionally, Humberto has taken part in various health and wellness campaigns and TV shows that support health-related causes, including on-site programs to raise awareness about important health issues and provide medical assistance for children in the Bolívar department near Cartagena.





VALENTINE

Valentine started his radio career when he was just fifteen years old thanks to an internship opportunity at a local radio station. Since 1996 he's entertained Los Angeles and connected with millions of loyal listeners with his humor, versatility and candid style. Outside of radio, Valentine spends time with his wife and teenage son Colin.

He is proud to be from a military family and is an avid supporter of the United Service Organizations (USO) at home and abroad. Valentine has hosted over 10 overseas USO shows for the troops and expands his support through Valentine in the Morning's

\$5,000 Girl Scout Cookie Buy, in which he buys cookies from the winning Girl Scout troop and then donates to the USO at LAX for troops and their families. In addition, Valentine continues to work in various capacities in support of Children's Hospital of L.A., Susan G. Komen, SOS Ministries and annual laptop donations to Heart of Los Angeles. He also supports the Multiple Sclerosis Society's Walk MS Los Angeles every year on behalf of co-host Jill Escoto, who is currently living with MS, and he is a vocal advocate of the Alzheimer's Association in honor of his mother who battles late onset Alzheimer's disease.





STEVE HARVEY

The Steve and Marjorie Harvey Foundation is committed to giving back, which is embedded in its organizational values and mission. Since its establishment in 2009, the organization has devoted time and resources to transforming the lives of youth, families and communities nationwide. The foundation strives to cultivate the next generation of responsible leaders by fostering excellence in the areas of education, social wellbeing and mental health and wellness in urban communities, ensuring that the needs of the whole child and family are met. In 2024, the foundation made a tremendous impact with several of its programs.

The Steve Harvey Mentoring Program (SHMP) discusses and teaches the principles of manhood. This program helps young men realize their potential and envision and prepare for a robust and productive future. SHMP aims to break the misguided traits of manhood and introduce role models who provide positive examples. SHMP Mentoring Camps are interactive programs that focus on manhood, personal responsibility, dream building and the importance of nutrition and

physical fitness. The participants are also introduced to positive male role models who are leaders in business, entertainment, the military and their communities. 250 young men participated in the Mentoring Camp in June 2024.

Marjorie Harvey’s Girls Who Rule the World (GWRTW) is designed to enhance young girls’ development through exposure to the benefits and importance of positive self-image, responsible conduct, respect for themselves and others, educational achievement, cultural enrichment and mentoring. GWRTW Mentoring Camps are interactive programs led by trusted businesswomen and community leaders who provide wisdom and resources. In 2024, the camp welcomed 100 young girls who gathered for a week filled with motivational talks and enriching experiences, guided by Marjorie Harvey and other influential women. The retreat offered a safe space for these future leaders to connect, learn and envision their brightest futures.

In 2024, the foundation embarked on a transformative journey of self-love and personal reflection, tailored for

mothers navigating the multifaceted roles of life. Surrounded by an aura of empowerment, attendees of the inaugural **Love Me More** event delved into topics of inner beauty, mental health and the essence of self-care, led by an inspiring lineup of speakers. The day was dedicated to shedding societal masks, fostering a community where transparency and growth flourished. Celebrating, enriching and rejuvenating the spirits of mothers across various ages and stages, the event became a beacon of light—reminding each participant of the strength in vulnerability and the power of loving oneself unapologetically.

Over the past 10 years, the foundation has also provided more than \$700,000 in academic scholarships to college students. Scholarships have ranged from book scholarships to \$15,000 for a full semester. They have granted close to 100 scholarships to deserving youth, enabling future leaders to continue to pursue their academic endeavors. The belief is that these scholarships will create a legacy for families and generations to come.





CLAY & BUCK

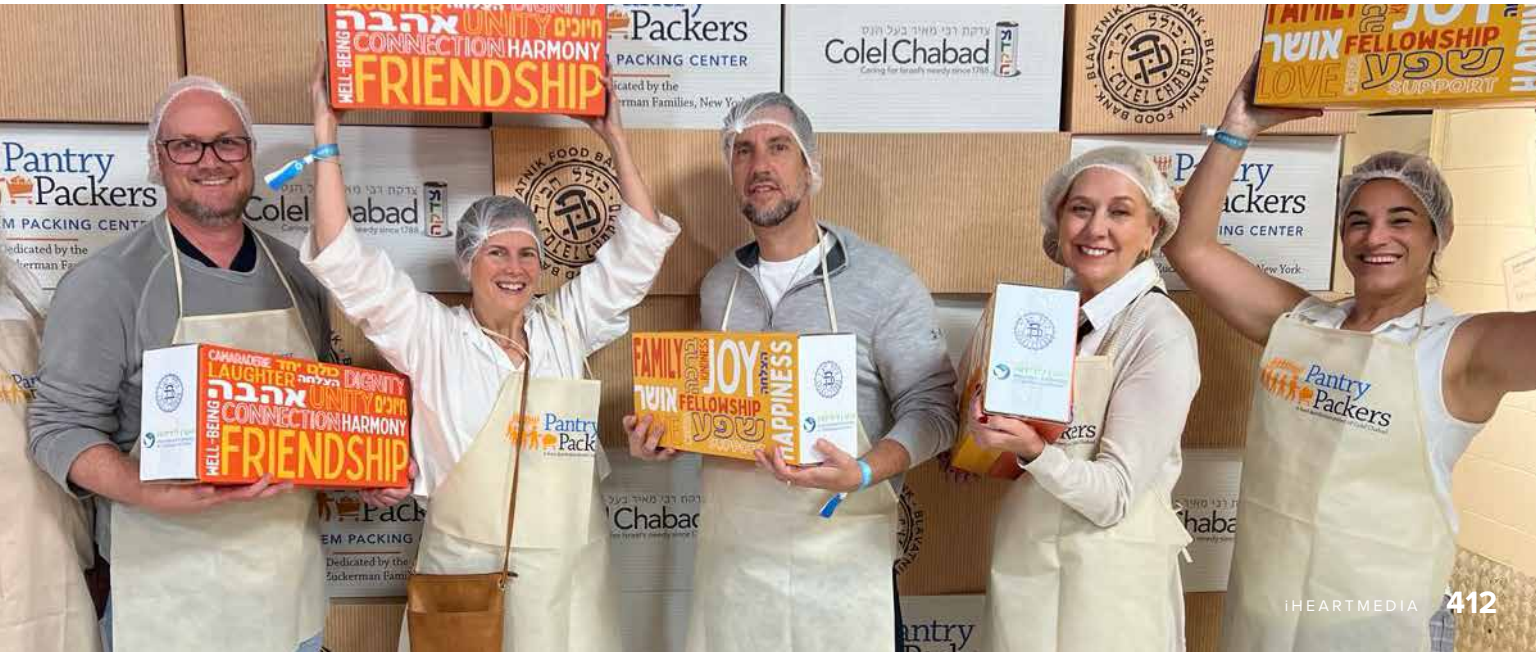
"The Clay Travis and Buck Sexton Show" is an ardent supporter of the Tunnel to Towers Foundation. Born from the tragedy of 9/11, Tunnels to Towers provides a variety of services for veterans, first responders and their families. Throughout the year, founder Frank Siller joins the program to generate awareness for the organization and Clay and Buck participate in various fundraising efforts.

In October 2024, The Clay Travis and Buck Sexton Show broadcast live from News Radio 570 WWNC in Asheville, N.C. to support Hurricane Helene relief efforts. Clay Travis toured the area via helicopter to witness the extensive damage from the hurricane to continue raising awareness, funds and volunteers for hurricane relief that will be needed for months to come.

Travis also broadcast live from Israel in December in partnership with the

International Fellowship of Christians and Jews (IFCJ). Travis toured the region with the IFCJ, learning about the country's rich history and the challenges faced in the current climate. He shared his first-hand accounts with millions of listeners as he traveled throughout the country, including Tel Aviv, Jerusalem, Metula near the Lebanon border, and Nir Oz Kibbutz near Gaza, which was attacked by Hamas on October 7. He also visited the Nova Festival site and a facility aiding traumatized families and children.

Additionally, Travis met with Amir Ohana, Speaker of the Israeli Knesset, interviewed Idit Ohel, mother of a Nova Festival hostage, and attended a rally in Hostage Square. He also toured Tel HaShomer hospital to meet injured IDF soldiers and visited Palmachim IAF Base to learn about the Adopt a Battalion program.





AMY BROWN

Inside and outside the studio, Amy Brown is passionate about giving back. She currently co-hosts the nationally-syndicated Country radio programs “The Bobby Bones Show” and “Country Top 30 with Bobby Bones,” and hosts “Women of iHeartCountry.” She also hosts the “4 Things with Amy Brown” and “OUTWEIGH with Amy Brown” podcasts, in addition to overseeing and producing the Amy Brown Podcast Network. When she’s not on-air, Amy is busy being a mom to her two adopted children from Haiti, a place that will forever have her heart. In 2015, she co-founded Espwa®, which means hope in Haitian Creole. She co-created branded merchandise and other items, including the signature 4 Things® Tote, to support numerous organizations in Haiti, including the orphanage where her kids lived.

In 2013, Brown launched #PIMPINJOY, a movement promoting random acts of joy, which was created to honor her late mother Judy and the positive way she battled cancer. Growing rapidly and garnering national attention, the movement spurred the launch of the #PIMPINJOY clothing line, which has raised millions of dollars for various charities including St. Jude, The Red Cross, Epic Girl, Musicians on Call and more. Every 4th of July, “The Bobby Bones Show” creates limited-edition patriotic #PIMPINJOY merchandise to benefit Building Homes for Heroes. In its eighth year, listeners helped raise nearly \$100k to help USAF Technical Sergeant Daniel Beesting in Rotonda West, Florida, whose home was badly damaged by Hurricane Ian. #PIMPINJOY apparel also contributed to a record \$2.85 million being raised during The Bobby Bones Show’s 2024 St. Jude radiothon.





MOJO

Mojo has been a Detroit mainstay since 2000, hosting “Mojo In The Morning” on iHeart’s Channel 955. Mojo started at WBBM in Chicago fresh out of college before heading to Tucson, where he succeeded Jimmy Kimmel on 93.7 KRQ, and then heading to Detroit. He’s also heard on 92.5 KISS FM in Toledo and 1045 SNX in Grand Rapids-Muskegon, extending the show’s massive appeal through the region as the most listened-to show in the state of Michigan. In 2020, the show became the longest-running FM morning program in Michigan history.

The show actively supports various charities and launched its own local initiative with the Breaking & Entering Christmas Wish, where they surprise the recipient by showing up on their doorstep with clothing, food, toys and Christmas trees. Each year, the show partners with friends and clients to raise over \$100,000 to give back to the community. Mojo and crew also support their listeners by helping organizations throughout metro Detroit gain staffing and financial assistance through Time Team Detroit.





BIG BOY

Los Angeles icon Big Boy continues to be 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. Big also made his much-anticipated annual appearance at the Kingdom Day Parade, which celebrates the life and legacy of Dr. Martin Luther King, Jr. Celebrating 30 years in radio. Big also served as the Grand Marshall of the 44th annual Orange Country Black History Parade & Unity Festival on February 3 in Anaheim, CA.

Big is dedicated to giving back to his community and is especially busy during the holiday season. In 2024, Big and flagship station Real 92.3 supported the 11th annual Top Dawg Entertainment Christmas Concert and Toy Drive at Nickerson Garden in Watts, CA on December 12 and 13. The event featured gift giveaways, family friendly activities, a job fair and more. Big Boy's Neighborhood also partnered with Power of Sight foundation for a Real Health Clinic event at Mid-Valley YMCA in Van Nuys, where attendees were given free eye exams and glasses, general health screenings and free dental cleanings.





ANGIE MARTINEZ

Angie Martinez, widely recognized as “The Voice of New York” for her influential career in radio, is equally celebrated for her philanthropic endeavors. Passionate about youth empowerment and education, Angie actively supports initiatives that uplift underprivileged communities. She is a dedicated advocate for the Boys & Girls Clubs of America, frequently participating in events and campaigns to enhance the lives of young people. Additionally, Angie partners with Pencils of Promise, a global organization committed to increasing educational opportunities in developing countries. Her involvement extends to local community projects, where she mentors aspiring artists and entrepreneurs, providing guidance and resources to help them

succeed. Angie’s philanthropic work is driven by a deep belief in the potential of every child to achieve greatness, regardless of their background. Her unwavering commitment to giving back has made a significant impact, inspiring others to join her in making a difference.

In 2023 Angie combined her love for golf and youth education by competing in several golf tournaments to support organizations including Derek Jeter’s Turn 2 Foundation, which aims to inspire young people to “turn 2” healthy lifestyles and academic achievement, and The PitCCh In Foundation focusing on enriching the lives of inner-city youth.





ELLEN K

Ellen K holds the distinction of being the first woman in Los Angeles radio history to anchor a morning radio show, "The Ellen K Morning Show" on iHeart's KOST 103.5, and is the longest continuously airing morning radio personality in the market. In addition to her work in radio, Ellen has voiced awards shows including the Grammys, Oscars, Emmys and several other ABC and CBS TV projects.

Ellen also lends her voice and star power to a number of worthy charities and causes to uplift the community she serves and loves.

Ellen K has been a longtime supporter and partner of Children's Hospital Los Angeles (CHLA), which delivers care to one out of every five children in L.A. In 2024, her ninth annual Giving Tuesday fundraiser for CHLA raised over \$570,000, bringing the total to over \$3.1 million since its inception. She also hosts their annual Walk n Play event and has been named a CHLA Honorary

Ambassador. In addition, she is currently a CHLA Executive board member.

Ellen K is passionate about caring for animals. She has three rescue dogs and is committed to finding homes for dogs each week through her Wet Nose Wednesday radio feature spotlighting dogs living in shelters.

Off the mic, Ellen is an active participant in the community. She is an Executive Board Member for Loyola High School and serves as the President of the Hollywood Walk of Fame selection committee. She also volunteers with the Pasadena Animal Shelter and Homeboy Industries, a youth program in Los Angeles. Additionally, Ellen dedicates her time to uplifting women with cancer, supporting the annual Susan G. Komen More Than Pink Walk and serving as an ambassador for Thrive Causemetics, a beauty brand that supports women battling cancer.





iHEARTPODCASTS

Through its iHeartPodcasts platform, iHeart uses its network of podcasts to help raise awareness for a range of causes while sparking conversation and activism on some of the most critical issues our communities are facing. The growing popularity and success of podcasts have allowed iHeart to create a positive impact on the world through the power of audio by using our multiple platforms and broad content to connect people through companionship, compelling storytelling and service to our communities.

Additionally, over the last several years iHeart has launched new podcast networks, including The Black Effect Podcast Network, majority-owned by leading media personality Charlamagne Tha God of iHeart's Power 105.1 and the nationally syndicated "The Breakfast Club." The Black Effect

Podcast Network is the world's largest podcast publisher dedicated to Black listeners, bringing together the most influential and trusted voices in Black culture for stimulating conversations around social justice, pop culture, sports, mental health, news, comedy and more.

The following pages include a spotlight of iHeart's most impactful cause-related podcasts that focused on the following critical issues in 2024: environment, mental health, race, equality and social justice and women and girls.



The Black Effect Podcast Network is the world's largest podcast publisher dedicated to Black listeners, bringing together the most influential and trusted voices in Black culture for stimulating conversations around social justice, pop culture, sports, mental health, news, comedy and more. Since its launch, the Network has garnered 9M+ average monthly downloads and over one billion total network downloads.

Black Effect has launched more than 45 podcasts, including “Carefully Reckless,” “All The Smoke” and “Reasonably Shady,” that cover a wide-range of topics and amplify a variety of voices and perspectives.





In 2024, the My Cultura Podcast Network celebrated its three-year anniversary and continues to share Latin content for both English and Spanish speaking audiences

with over a million average monthly listeners. The network is home to hit podcasts including, “Radio Ambulante,” “Wrestling with Freddie” with Freddie Prinze, Jr., “Chiquis and Chill,” “Escuela Secreta,” “Sacred Scandal,” “Overcomfort with Jenicka Lopez,” “Ay Por Favor,” “Date My Abuelita, First!,” “Enrique Santos Podcast” and many more.





iHEART WOMEN'S SPORTS

iHeartMedia, in collaboration with Deep Blue Sports Entertainment, launched iHeart Women's Sports in 2024, marking the first-ever audio platform dedicated exclusively to women's sports. This initiative was driven by the growing demand for comprehensive coverage of female athletes and their narratives.

iHeart Women's Sports programming includes "Good Game with Sarah Spain", the network's inaugural daily show hosted by ESPN's Sarah Spain and the only daily women's sports show across all media platforms. The network's lineup also features prominent figures such as hockey stars Madison and Anya Packer, tennis Grand Slam winner Rennae Stubbs, WNBA legend Sheryl Swoopes and golf media personality Tisha Allyn.

iHEART WOMEN'S SPORTS CURRENT SLATE OF SHOWS INCLUDES:

Good Game with Sarah Spain • These Packs Puck • Levels to This with Sheryl Swoopes and Terrika Foster-Brasby • The Making of a Rivalry: Caitlin Clark vs Angel Reese • The Rennae Stubbs Tennis Podcast • In Case You Missed It with Khristina Williams • Serving Pancakes



GEN-Z PODCASTS

In 2024, iHeartPodcasts set out to engage the next generation of listeners with a dedicated Gen Z slate — a bold collection of shows designed to resonate with younger audiences and led by some of the most influential voices of their generation. "Post Run High with Kate Mackz" builds on the success of her widely popular Running Interview Show, offering a companion podcast that dives into wellness, endorphins and unfiltered conversations.

Meanwhile, "Therapy Gecko" brings a one-of-a-kind mix of comedy and candid storytelling, as host Lyle Drescher takes calls and offers advice — all while dressed as a gecko. By tapping into the creators and topics that matter most to Gen Z, we've built meaningful connections with a new audience, ensuring our content remains as dynamic as the world around us.

GEN-Z'S CURRENT SLATE OF SHOWS INCLUDES:

Post Run High with Kate Mackz
 MESS with Sydnee Washington & Marie Faustin • BusyBabes
 Let's Talk Offline • In Case You Missed It with Khristina Williams
 Overcomfort Podcast with Jenicka Lopez • Crying In Public • Sloane Knows • Therapy Gecko





OUTSPOKEN PODCAST NETWORK

In 2024, iHeartPodcasts celebrated one year of Outspoken, a podcast network distributed by iHeartPodcasts that amplifies, elevates and reflects the richness and humanity of the voices throughout the LGBTQ+ community. Outspoken features programming from talent including Bowen Yang, Matt Rogers, Bridget Todd, TS Madison, Brandon Kyle Goodman and more.

The Outspoken Podcast Network is executive produced by award-winning activist and media strategist Raquel Willis. As part of Willis’ work with

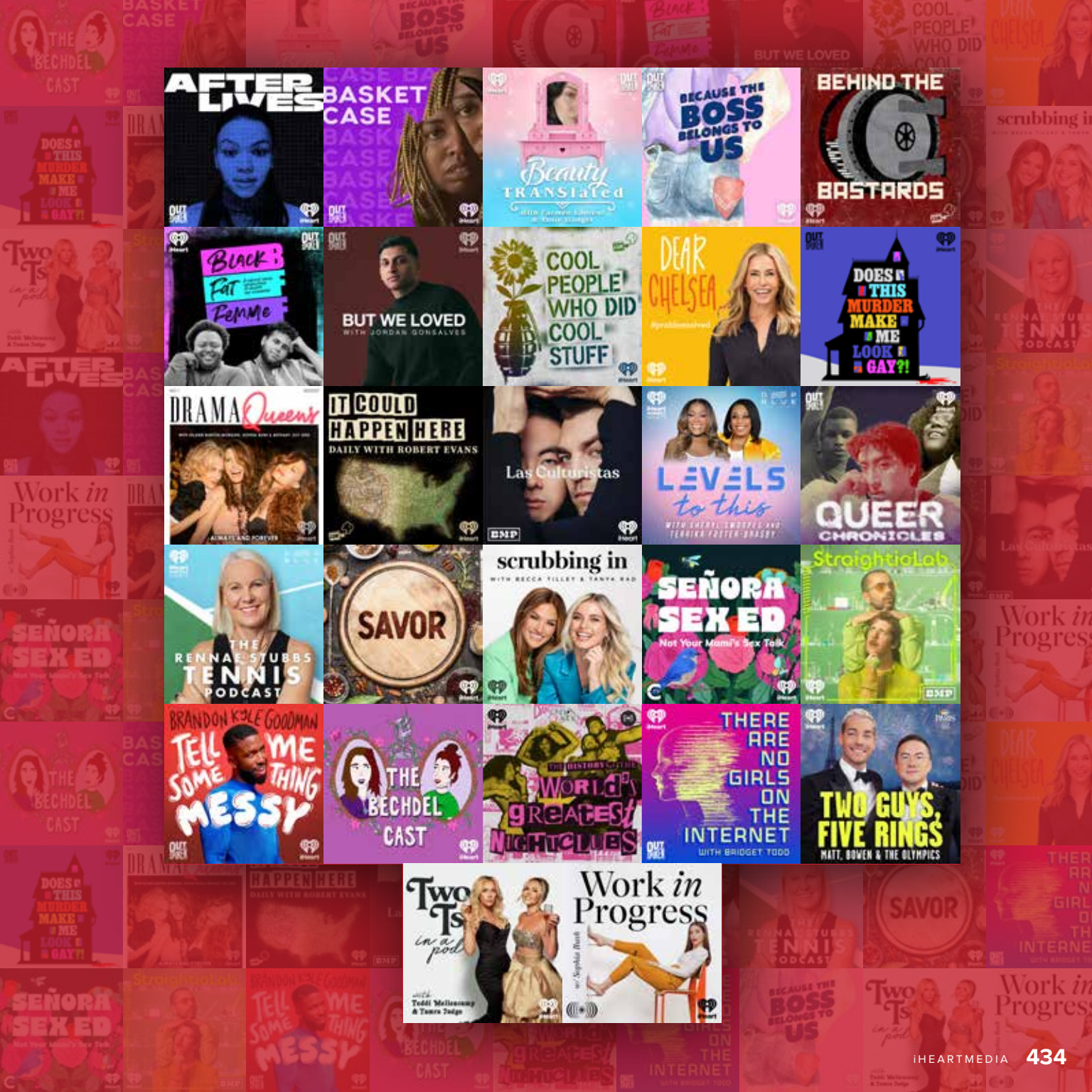
Outspoken, she developed two original podcasts for the network—the first, titled “Queer Diaries,” shines a light on the experiences of LGBTQ+ youth living in Queer legislative battleground states, while the second show, “Afterlives: The Layleen Polanco Story,” featured an extended take on her investigative work as executive editor at Out magazine and expands the narrative on the epidemic of violence against Black trans women.

The Outspoken Podcast Network mirrors the richness of the LGBTQ+ community, covering a wide range of topics, genres, stories and perspectives.

iHeartPodcasts featured on the network include “Las Culturistas” with Bowen Yang and Matt Rogers, NextUp initiative podcast “BFF: Black, Fat, Femme” with Jonathan Higgins and Jordan Daniels, “There Are No Girls on The Internet” with Bridget Todd and “Straightiolab” from comedians Sam Taggart and George Civeris.

2024 OUTSPOKEN PODCAST NETWORK SHOWS:

Afterlives: The Layleen Polanco Story • There Are No Girls on the Internet • Levels to This with Sheryl Swoopes and Terrika Foster-Brasby • Basket Case • Tell Me Something Messy with Brandon Kyle Goodman • Señora Sex Ed The Rennae Stubbs Tennis Podcast • Two Guys, Five Rings: Matt, Bowen & The Olympics • Does This Murder Make Me Look Gay?! • Because the Boss Belongs to Us • But We Loved • Cool People Who Did Cool Stuff • Queer Chronicles • Beauty Translated • Work in Progress with Sophia Bush • StraightioLab • BFF: Black, Fat, Femme Drama Queens • Two Ts In A Pod with Teddi Mellencamp and Tamra Judge • It Could Happen Here Behind the Bastards • Scrubbing In with Becca Tilley & Tanya Rad • Savor • The Bechdel Cast • Las Culturistas with Matt Rogers and Bowen Yang • The History of the World’s Greatest Nightclubs





NEXTUP INITIATIVE

Launched in 2022, The NextUp Initiative for iHeartPodcasts gathers creators from all backgrounds, including members of historically underrepresented groups, in a unique podcasting mentorship program that provides creators with an opportunity to learn from the best in the industry and develops podcasts centered around their distinct voices.

NextUp aims to empower participants of all backgrounds by giving them the tools to succeed in the podcast industry, from developing and marketing a podcast to using industry-leading software. In 2023, iHeartPodcasts welcomed its second class of NextUp fellows, covering a range of important topics from adoption to Native American identity.

2024 NEXTUP FELLOWS SPOTLIGHT:



ROYA RAMENZANKHANI: Roya's podcast will be focused on conversations with displaced Iranian

artists, historians and activists and how they stay connected with their heritage. Middle Eastern people are extremely underrepresented in American media and she hopes to provide a platform where other people like her are seen and celebrated.



LEATRA B. TATE, PH.D.: Leatra's show focuses on providing a platform for other Black women survivors of campus sexual

assault and sexual victimization to share their unique stories of survival, healing and power as a means for creating community. Her idea came about after hearing countless survivors during her dissertation research share that they would have benefited from hearing from other Black women survivors as they navigated their lives post-sexual assault. Through this podcast, Leatra intends to create the space those survivors were seeking using storytelling for connection and community that centers on the unique experiences of Black women.



JOSEPH: Joseph is an elder millennial who still has some pep in their step and is excited to join the iHeart family with

"The Juss Joseph Podcast." This show is a hella Black, hella queer and hella Christian take on society and culture. Joseph seeks to use their platform to disrupt, dismantle and illuminate for the greater good of all. A native New Yorker who has grown up during their 15-year Oz-like journey in Washington, D.C., Joseph truly believes their time is now and that it couldn't have happened a second sooner or a second later. In their

free time, Joseph enjoys daydreaming about whether Heaven has a happy hour and celebrating their favorite divas and musical artists' birthdays, deaths and album anniversaries.



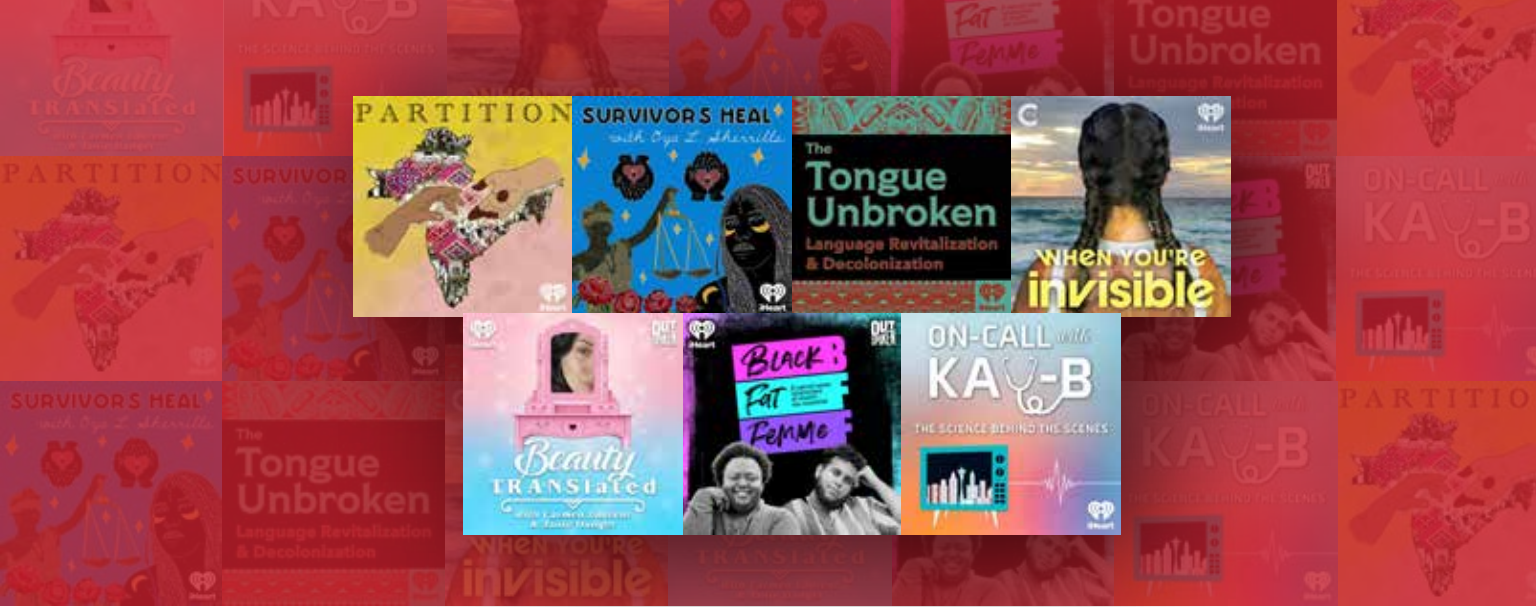
DEVARAH 'DEE' BORREGO: After taking a multiyear break from HIV advocacy, she is honored and thrilled

to be a part of the NextUp Initiative at iHeart, where she's developing a podcast discussing the reality of living with HIV in the 21st century.



NICOLE GARCIA: Join Nicole on the "Burning Sage and Burning Bridges" podcast where she will explore the realities

of modern Native life. Gone are the days of romanticized depictions of her people riding bareback through the plains. Instead, they live in a world of conflicting values and pressures, where tradition and heritage often take a back seat to the convenience of modern life. Through candid conversations and personal stories, we'll shed light on the struggles and triumphs of living in two worlds and how we can strive to honor our roots while navigating the challenges of modern society.



SHIANNE SALAZAR: Shianne's experience as a first-generation American woman has greatly informed her approach to cultural studies, primarily through her passion for music and pop culture. Her background in entertainment journalism and nerdy obsession with music, film and television stats, trends and innovations have motivated her perspective for iHeart's NextUp initiative. Shianne's podcast will be a talk show with musical components that is focused on the creative alterations of popular music trends including samples, covers, remixes, interpolations and revival; across genres and decades with a special emphasis on Black and feminist works.



PATTY MULLOY: In "Finders Keepers: An Adoption Podcast," Patty revisits her personal experiences as the brown child of a white parent in the Deep South and embarks upon a complex journey to discover her roots and herself. Along the way, she explores how adoption has shaped her mind, relationships and sense of humor, comparing and contrasting her experiences with those of other adoptees. "Finders Keepers" will offer an animated roadmap to help anyone with any relationship with adoption, from adoptees to their adoptive or soon-to-be adoptive parents to their friends, neighbors, worst enemies and accountants. In her spare time, she enjoys writing, playing music, experimental cooking, thunderstorms and raking the lawn.



CIVIC ENGAGEMENT

Our listeners depend on us to help them make sense of what they are seeing and feeling during times of social change, and to try and answer critical questions of how to help drive thinking and discussions that positively impact how we treat each other. The iHeartPodcast Network provides an open forum to explore timely and relevant topics and enable all voices to be heard. Here are just a few of iHeart’s most popular podcasts addressing these critically important issues:

TMI: TMI is a dynamic new podcast featuring social activists Tamika D. Mallory and Mysonne, the General. Their show takes an uninhibited look at social and civil rights issues, pop- culture and politics. Together, they underscore the importance of social activism, awareness, knowing your rights and having a voice. They want you to know that being in service to one’s community isn’t old school; it’s real, it’s happening and it’s needed now more than ever. Their aim is to push our culture forward so that together, we can make the world a better place now and for generations to come

WRONGFUL CONVICTION: Hosted by celebrated criminal justice reform advocate and founding board member of the Innocence Project Jason Flom and Pulitzer prize-winning podcast host and producer Maggie Freleng, "Wrongful Conviction" features intimate conversations with men and women who have spent years in prison for crimes they maintain they did not commit. Some have been fully

exonerated and reunited with family and friends while others continue to languish, with some even facing execution. Each episode peels back the layers behind the stories of those who have found themselves caught in the legal system, with illuminating insights from lawyers and leading experts sharing their in-depth knowledge about each case — from prison visits and courtroom battles to reexamined crime scenes and witness interviews. "Wrongful Conviction" is part of the Lava for Good Slate which is solely dedicated to social justice podcasts with nearly 10 shows across the network.

HOOD POLITICS WITH PROP: The political landscape can be confusing, but it doesn't have to be. If you've survived junior high, lived in an urban city or understand gang life, you can understand geopolitics. Hosted by rapper and author Propaganda and his friends, this podcast uses their “hood-knowledge” to break down the political scene





MENTAL HEALTH

As mental health continues to be a major focus of iHeart’s community efforts, iHeartPodcasts has been expanding its catalog of mental health podcasts with many of the shows covering important areas like grief, anxiety, depression, addiction, trauma and a variety of other issues affecting listeners or their loved ones. Many of the shows provide practical strategies for taking care of your wellbeing, and afford listeners the opportunity to learn from renowned psychologists, authors, lecturers and everyday people.

THE HAPPINESS LAB WITH DR. LAURIE SANTOS

In "The Happiness Lab," Yale professor Dr. Laurie Santos takes listeners through the latest scientific research, sharing surprising and inspiring stories. Based on the psychology course she teaches at Yale — the most popular class in the university’s 300-year history — "The Happiness Lab" with Dr. Laurie Santos helps listeners change the way they think about happiness.

ON PURPOSE WITH JAY SHETTY

Hosted by Jay Shetty, a former monk turned author and motivational speaker, "On Purpose" has become a popular platform for high profile talent to discuss issues related to mindfulness and mental health. Past guests have included Drew Barrymore, Kevin Hart, Trevor Noah, Selena Gomez, Kendall Jenner, Will Smith and Jennifer Lopez.

THERAPY FOR BLACK GIRLS

The "Therapy for Black Girls" podcast is a weekly conversation with Dr. Joy Harden Bradford, a licensed psychologist in Atlanta, about all things mental health, personal development and all the small decisions we can make to become the best possible versions of ourselves.

DEEPLY WELL WITH DEVI BROWN

Hosted by Devi Brown, "Deeply Well" helps listeners nourish their whole being through conscious conversations, soul

work, guided meditations and connecting to the tools needed on a path towards healing and self-discovery. The podcast includes conversations with leaders and radical healers in wellness around the topics meant to expand and support listeners of all backgrounds on their wellbeing journeys; offering expertise in self-care practices and trauma, psychology, spirituality astrology and alternative healing practices such as psychedelics and intimacy coaching. Devi Brown is a master wellbeing educator, multi-disciplinary healer and wellness advisor to Fortune 500 companies and high-impact leaders. She is also the Founder of the wellness company, Devi Brown Well-Being.

**UNBREAKABLE WITH JAY GLAZER:
A MENTAL WEALTH PODCAST**

In this all-new podcast, which is an extension of his widely-acclaimed best-selling book “Unbreakable,” Fox NFL Insider Jay Glazer shares his personal mental health journey with the audience, including the tools and techniques he’s developed to “live in the gray” — his term for living and thriving with anxiety, depression and attention-deficit/hyperactivity disorder. Welcoming mental health experts, athletes, coaches, A-list celebrities and others, Glazer and his special guests discuss tips for maintaining an unbreakable mindset and overcoming any obstacle to succeed despite living in the gray.





ENVIRONMENTAL

iHeart is committed to addressing environmental concerns and issues across its multiple platforms. Podcasts offer an opportunity to explore the many challenges facing our planet and wildlife through deep and investigative conversations with conservationists, researchers and experts in an effort to raise awareness and drive change.

AMAZING WILDLIFE: A SAN DIEGO ZOO PODCAST:
"Amazing Wildlife" gives a behind-the-scenes look inside the San Diego Zoo and San Diego Zoo Safari Park to give listeners insight on rare species and to explore the ongoing conservation efforts to save endangered wildlife no matter how big or small. Hosts Rick Schwartz and Ebone Monet transport listeners around the globe to highlight the San Diego Zoo Wildlife Alliance's collaborative efforts with local communities to drive positive change for the future of animals and plants. Through one-of-a-kind stories, listeners learn what it takes to create a healthy next chapter not only for wildlife, but also for the people who share their habitats.

BAD SEEDS:
Hosted by plant expert Summer Rayne Oakes, "Bad Seeds" explores a variety of cases involving illegal plant poaching – featuring the buyers, the sellers, the obsessives and those who came face-to-face with the criminals behind an

underworld few know exist. Along with telling these stories, the show also focuses on the larger environmental impact of plant smuggling.

UNF*CKING THE FUTURE:
"Unf*cking the Future" is not your average science podcast – it's a rollercoaster ride of hope and hard facts. Hosted by the ever-engaging and slightly irreverent climate scientist Chris Turney, each episode is a journey from despair to repair. The podcast series begins with the alarming truths about our planet's health and then pivots to the bright side – the innovative, sometimes bizarre, but always brilliant solutions that give us a fighting chance at a brighter and greener future. The series features interviews with experts and Chris's own tales from the front lines of climate research. It's the podcast that makes saving the world feel like it's achievable.





MARGINALIZED COMMUNITIES

iHeart is focused on addressing the specific and unique challenges faced by communities such as veterans, LGBTQ+ individuals, women and men of color and others who often face additional challenges and concerns around social justice, health and wellness and mental health. iHeartPodcast is dedicated to offering a platform to explore the specific concerns of our broad variety of audiences and offer entertainment, education and empowerment.

WOMANICA

Historically, women have been told to make themselves smaller, to diminish themselves. Thinking back to our history classes growing up, we had one question: Where the ladies at? In just five minutes a day, "Womanica" tells the story of different incredible women from throughout history. This award-winning podcast tells the stories of women you may or may not know — but definitely should.

STUFF MOM NEVER TOLD YOU

Through an intersectional feminist perspective, hosts Anney and Samantha dive into science, history and culture to make sense of the everyday and unpack the stories that brought us to where we are today. This podcast aims to better understand the challenges facing women and marginalized folks all over the world and highlights the tools we can use to tackle them head on

THERE ARE NO GIRLS ON THE INTERNET

"There Are No Girls on the Internet" chronicles what the online experience looks like for women, and the overlooked ways women and other marginalized voices have been at the heart of technology and the internet from the very beginning. This groundbreaking show, hosted by veteran podcaster Bridget Todd, shines a light on the inspiring, the enraging and the empowering of our online experiences.

THE PSYCHOLOGY OF YOUR 20s

"The Psychology of your 20s" explores the psychology behind the confusing and wonderful transitions and major life events of our first decade of adulthood — from imposter syndrome to the myth of the dream job, friendship breakups, career anxiety, therapy and attachment styles. Every week, Gemma Sbeg breaks down the science, research and

concepts behind the defining experiences of this decade to show how everything is psychology, even our 20s.

BUT WE LOVED

As a gay kid growing up Catholic, in conservative Texas, Jordan Gonsalves knew nothing about queer history. Now, as a journalist, he's searching for the stories he craved when he was coming of age. Through intimate interviews with LGBTQ+ elders, Jordan uncovers the untold stories of queer history. And in the process, he discovers the role models he always needed and the wisdom they've been waiting to pass down.

THE GOOD STUFF PODCAST

"The Good Stuff Podcast" delves into inspiring stories of success and perseverance. Through well-crafted story monologues, we showcase individuals who have made a positive impact through their acts of kindness, successful careers, businesses, and military service. Hosted by Jacob and Ashley Schick.

THESE PACKS PUCK

Anyone who's a parent knows how chaotic life with kids can be — but being a professional athlete and a parent comes with its own unique challenges. On their new podcast, "These Packs Puck", Madison and Anya Packer, former professional hockey players and moms-of-two, speak candidly about their life on and off the ice. They cover everything from the chaos of raising two kids under four, to conceiving as a queer couple, prioritizing mental health and parenting while in the spotlight of a sport newly on the rise. Madison and Anya also turn to fellow athletes, parenting experts and other boundary-breakers to learn about their varied parenthood journeys and collect advice valuable for anyone embarking on the messy, complicated and joyous journey of parenthood.





2024 HONORS AND AWARDS

Each year, iHeartMedia, its key executives and iHeart local radio stations are honored by various groups and organizations for their charitable contributions to a wide variety of causes and initiatives. Their commitment to giving back includes supporting local communities, promoting social change

and amplifying the voices of those in need. Through fundraising, partnerships and public awareness efforts, iHeart continues to make a lasting impact in the communities in which we live and work while fostering a culture of social responsibility.



BILLBOARD'S WOMEN IN MUSIC

Billboard's Women in Music celebrates the achievements and contributions of women in the music industry. The event honors influential artists, executives, producers, songwriters and other key figures who have made a significant impact in shaping the music landscape. Recognizing their creativity, leadership, activism and philanthropy, Billboard's Women in Music serves as a platform to acknowledge the women who are driving innovation and empowerment in the industry.

The Billboard Women in Music 2024 honorees included three executives from iHeartMedia: Thea Mitchem, iHeartMedia Executive VP of Programming, Power 105.1 New York PD; Marissa Morris, iHeartMedia Senior VP of Artist Relations; and Alissa Pollack, iHeartMedia Executive VP of Global Music Marketing and Strategy.

The 2024 ceremony took place at the YouTube Theater at Hollywood Park in Los Angeles and was hosted by award-winning writer-actress Quinta Brunson.





49TH ANNUAL GRACIE AWARDS

THE ALLIANCE FOR WOMEN IN MEDIA FOUNDATION

The Annual Gracie Awards, presented by The Alliance for Women in Media Foundation, has honored the achievements of women working in media for more than four decades. Named after the late actress and radio host Gracie Allen, these awards recognize exemplary programming created by, for and about women.

The 2024 event, hosted by Tamera Mowry-Housley, commemorated the remarkable achievements of women across various media platforms, acknowledging their invaluable contributions to storytelling and cultural transformation.

The Gracie Awards Gala embodies The Alliance for Women in Media Foundation's commitment to supporting women in media through charitable endeavors, educational programs and scholarship initiatives. The winners of this year's Gracie Awards served as a reminder of the invaluable contributions women make in shaping today's media landscape.

iHEART WINNING PERSONALITIES:

Angela Yee (Way Up with Angela Yee)
iHeartMedia Host - Midday [Radio - Nationally Syndicated Commercial]

Medha Gandhi (Elvis Duran in the Morning)
iHeartMedia Co-host [Radio - Nationally Syndicated Commercial]

Black, Autistic and Safe (Esther Dillard - BIN) iHeartMedia News Feature
[Radio - Nationally Syndicated Commercial]

Ellen K (Ellen K Weekend Show) iHeartMedia Host - Weekend [Radio - Nationally Syndicated Commercial]

Erica DeLong (The Erica Show WDCG G105)
iHeartMedia Host Non-Morning Drive (Talk/ Personality) Small/Medium Market [Radio - Local]

Holly O'Connor (Miguel & Holly Show)
iHeartMedia Co-host (Music DJ/ Personality) Medium Market [Radio - Local]

KeKe Hampton (The Fred Show 103.5 KISS FM) iHeartMedia Chicago Co-host (Music DJ/ Personality) Large/Major Market [Radio - Local]





SHORTY SOCIAL IMPACT AWARD: NO MORE

The Shorty Impact Awards, a segment of the broader Shorty Awards, is an international competition dedicated to honoring purpose-driven work that drives positive change. Its mission is to amplify and inspire meaningful progress by recognizing organizations and individuals making the world a better place.

iHeart earned a silver honor in the category of public safety from the ninth annual Shorty Social Impact Awards for the company's campaign with No More addressing the global issue of domestic and sexual violence. In August 2023, iHeart launched a partnership with the

international organization No More aimed at combating and building awareness of domestic and sexual violence. iHeart's multi-platform approach included two PSA campaigns, a podcast collaboration with the award-winning Girlfriends podcast, as well as a long-form interview with the CEO of No More.

The Shorty Awards' Public Safety category honors campaigns, original content or initiatives that aim to protect the public from harm, including dangers, injuries or damage. This encompasses efforts focused on educating the public, creating

community support programs and preventing crimes such as human trafficking, domestic violence and gun violence. All entries in this category were evaluated based on three main criteria: creativity, strategy and engagement.





HALO AWARDS: ENGAGE FOR GOOD

For over 22 years, Engage for Good has been at the forefront of corporate social impact initiatives, and the Halo Awards are the highest recognition for outstanding corporate social impact initiatives. Each year Engage for Good honors corporate and nonprofit partnerships that skillfully intertwine their resources to have a measurable

impact on the cause and the business and highlight corporations and nonprofits that work together to create impact at their annual conference. iHeart has received nine Halo Awards since 2013, including a Gold Halo for its “A Very Special Christmas” partnership with the Special Olympics.

In 2024, iHeart was named a finalist in the civic engagement category for its work with the domestic violence organization NO MORE.

CATEGORY	iHEART WINNING CAMPAIGNS TO DATE
Best Transactional Campaign	A Very Special Christmas & Special Olympics International
Best Education Campaign	Tools for Classrooms benefiting DonorsChoose.org
Best Message-Focused Campaign	iHeartRadio's Show Your Stripes
Best Social Service Campaign	iHeartRadio's Show Your Stripes
Best Message-Focused Campaign	The iHeartMedia Radiothon program in partnership with Children's Miracle Network Hospitals
Best Message-Focused Campaign	Rock the Vote: iHeartMedia and Funny or Die, Rock the Vote
Best Consumer Donation Initiative	Fox Presents The iHeart Living Room Concert For America campaign
Best Health Initiative	iHeart National Recovery Month – iHeartMedia & The Voices Project





NAB CRYSTAL RADIO AWARDS

The NAB Crystal Radio Awards, established in 1987, recognize radio stations across the United States for their outstanding year-round community service efforts. Stations are selected based on their contributions to local communities, including educational programs, charitable activities and emergency response effort.

iHeart’s KFI-AM was honored with the 2024 NAB Crystal Radio Award for its exceptional

commitment to community service. This award was presented by the National Association of Broadcasters during the 37th annual NAB Crystal Radio Awards ceremony held on April 16, 2024 at the NAB Show in Las Vegas. The station was chosen from a pool of 50 finalists, reflecting its significant impact and commitment to community service.

iHEART CRYSTAL AWARD FINALISTS INCLUDED:

KXKT-FM Omaha, Neb.

WDAS-FM Philadelphia, Pa.

WMAG-FM Greensboro, N.C.

WNIC-FM Detroit, Mich.





MARCONI RADIO AWARDS

THE NATIONAL ASSOCIATION OF BROADCASTERS (NAB)

The National Association of Broadcasters (NAB) presented the 2023 NAB Marconi Radio Awards during a dinner celebration held at the Javits Center at the NAB Show New York. The ceremony was hosted by acclaimed sportscaster Rich Eisen with entertainment from VERZUZ host DJ Scratch.

Established in 1989 and named after inventor and Nobel Prize winner Guglielmo Marconi, the NAB Marconi Radio Awards are given to radio stations and outstanding on-air personalities to recognize excellence in radio. In 2023, Dave Ryan with Falen, Jenny and Drake of iHeartMedia's KDWB/101.3 (Richfield-Minneapolis) won a Marconi

in the category of Large Market Personality of the Year.

Marconi finalists were selected by a task force of broadcasters, and the winners were voted on by the NAB Marconi Radio Awards Selection Academy.

**iHEART NAB MARCONI RADIO AWARDS
FINALISTS INCLUDED:**

LEGENDARY STATION OF THE YEAR
WLW-AM, Cincinnati, Ohio
WHTZ-FM, New York, N.Y.

NETWORK/SYNDICATED PERSONALITY OF THE YEAR
Dan Patrick, Premiere Radio Networks, Inc., Los Angeles, Calif.
Enrique Santos, iHeartMedia, Miami, Fla.

MAJOR MARKET PERSONALITY OF THE YEAR
Patty Jackson, WDAS-FM, Philadelphia, Pa.
Sean Valentine, KBIG-FM, Los Angeles, Calif.

NEWS/TALK STATION OF THE YEAR
KFI-AM, Los Angeles, CA.

ROCK STATION OF THE YEAR
WXTB-FM, Tampa, Fla.

URBAN STATION OF THE YEAR
WDAS-FM, Philadelphia, PA.

“

Bobby Bones has consistently demonstrated a deep commitment to radio listeners, using his platform not just to entertain, but to uplift others and champion new voices. His dedication to mentoring emerging talent and his influence on the evolution of modern radio make him a fitting recipient of the NAB Distinguished Service Award.”

CURTIS LEGEYT
PRESIDENT, NAB





THE 58TH ANNUAL COUNTRY MUSIC ASSOCIATION AWARDS

The Country Music Association (CMA) is an organization that represents the interests of country music artists, songwriters, producers and professionals. Founded in 1958, the CMA is dedicated to promoting and honoring country music and its contributions to the broader music industry. The CMA Awards are the most prestigious awards in country music, recognizing excellence in various categories including

artist achievements, songwriting, and broadcasting.

The 58th Annual Country Music Association (CMA) Awards took place on November 20, 2024, at Nashville's Bridgestone Arena. The ceremony was co-hosted by Luke Bryan, Peyton Manning and Lainey Wilson.

In 2024, Bobby Bones and "The Bobby Bones Show" received the CMA Award

for Daily National Broadcast Personality of the Year. Bobby Bones and the show have been honored multiple times at the CMA Awards. In 2017 and 2019, Bobby Bones and his team won the CMA Award for National Broadcast Personality of the Year, acknowledging their influence and prominence in Country music radio.





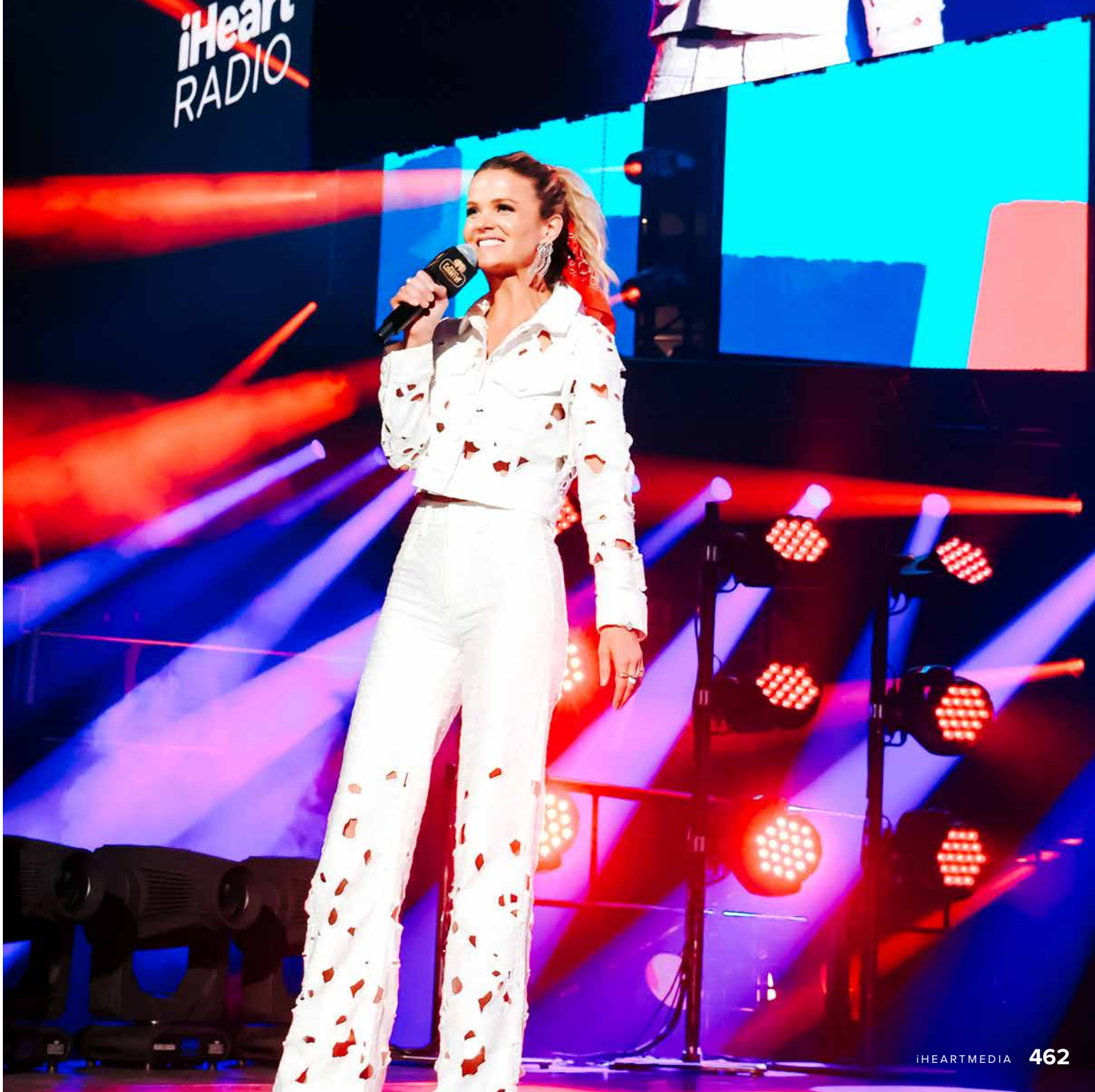
COUNTRY RADIO BROADCASTERS AIRCHECK AWARDS

AMY BROWN

The CRS/Country Aircheck Awards are annual honors presented by Country Radio Seminar (CRS) and Country Aircheck to honor outstanding achievements in Country music radio broadcasting. These awards recognize excellence across various categories, including station performance, programming, promotion and on-air personalities.

Country Radio Broadcasters is a 501c3 non-profit responsible for staging the annual Country Radio Seminar, a three-day educational event which gathers key business leaders in various radio and music industry fields, featuring presentations on best business practices, emerging technology, personal career development and new music showcases.

Amy Brown, co-host of "The Bobby Bones Show" and host of "Women of iHeartCountry", was honored with the CRS/Country Aircheck Award for Best National Weekly Personality/Show at the 2024 CRS New Faces dinner. This honor recognizes her outstanding contributions to Country music broadcasting.





MENTORING AND INSPIRING WOMEN IN RADIO

DELILAH

Mentoring and Inspiring Women in Radio, a nonprofit organization dedicated to fostering leadership and management skills among women in the radio industry, recognized syndicated air talent Delilah as the recipient of the 2024 MIW Airblazer Award. Since 2015, the Airblazer Award honors women who have made significant contributions to broadcasting and their communities.

Delilah, who celebrated her show's 35th anniversary in 2021, is a Radio Hall of Fame inductee. Beyond her broadcasting achievements, she is a radio station owner, author and philanthropist, having established the Point Hope foundation in 2004 to support children and mothers in Ghana and the U.S. foster care system.

“

Delilah's dedication to the radio industry, to children, and to communities far and wide has rightfully garnered an impressive collection of awards. MIW is proud to add Airblazer to the list."

RUTH PRESSLAFF

BORAD PRESIDENT OF MENTORING AND INSPIRING WOMEN IN RADIO





iHEARTMEDIA LOCAL MARKET RECOGNITION

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 2024, 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.

MARKET	RECIPIENT	ORGANIZATION	AWARDS
Albany, NY	99.5 The River	New York State Broadcasters Association	2024 Serving New York Winners - "Pay Less For the Dress" campaign
Albuquerque, NM	100.3 The Peak	New Mexico Broadcasters Association	Best Public Service Campaign
Colorado Springs, CO	My 99.9	Colorado Broadcasters Association	CBA Awards - Best station sponsored community event
Corpus Christi, TX	K99	The Junior League of Corpus Christi	KRYS-FM and Big Frank were the 2024 Community Partner Award winner
Chicago, IL	107.5 WGCI Chicago	Illinois Broadcasters Association	IBA Silver Dome Award Best Local Radio Broadcast Team - WGCI Morning Show with Leon Rogers and Zack Boog
Chicago, IL	Rock 95.5 FM	Illinois Broadcasters Association	IBA Silver Dome Award Best Radio Self-Promotion - Rock 95.5 FM
Chicago, IL	93.9 Lite FM	Illinois Broadcasters Association	IBA Silver Dome Award Best Station Community Service - 93.9 LITE FM
Chicago, IL	V103	Illinois Broadcasters Association	IBA Vanguard Award - Broadcast Journalism Excellence Darryl Dennard
Hartford, CT	Country 92.5	St. Jude Children's Research Hospital	WWYZ's Amanda Jo was named supporter of the year
Las Vegas, NV	Sunny 106.5 Las Vegas	Aid for AIDS Nevada (AFAN)	Sunny 106.5 received the "Right to Wear Red" honor at the 40th Annual Black & White Party
Los Angeles, CA	KFI-AM	Kube, Michelle	KFI received the 2024 NAB Crystal Award for it's commitment to the community
Philadelphia, PA	Q102	The Chamber of Commerce for Greater Philadelphia	2024 Points of Light Civic 50 Award
Poughkeepsie, NY	Q92	New York State Broadcasters Association	Hometown Hero





LOCAL ADVISORY BOARDS

Local Advisory Boards (LABs) play an integral role in many markets guiding iHeartMedia's support of the most relevant issues impacting individual communities. The boards carefully monitor public opinion and assist iHeartMedia teams in identifying and implementing projects that enable meaningful public service in each community. iHeart's Public Service Announcements (PSA) are often driven by LABs as well as through local and national relationships with a broad spectrum of philanthropies and cause-based organizations.

The boards carefully monitor public opinion and assist iHeartMedia teams in identifying and implementing projects that enable meaningful public service in each community. For nearly two decades, LABs have improved iHeartMedia's ability to effectively collaborate with community partners to meet important local needs.

Below are comments from some representatives of iHeart's Local Advisory Boards about their participation and the impact the boards have within the communities in which they live and work.



LOCAL ADVISORY BOARDS



NANCY LINDELL
MARKETING DIRECTOR
HCA - MISSION HOSPITAL
Asheville, NC
LAB member since 2015

"It's not only a pleasure to meet with this exceptional group of community partners, but it is also an important part of how we communicate and stay connected with each other."



TAMMY LEONE
EXECUTIVE DIRECTOR
CAPE KID MEALS
Cape Cod, MA
LAB member since 2021

"I've had the privilege of being part of the iHeart Local Advisory Board for four years, and it's been a fantastic platform for bringing local leaders together to discuss key issues affecting the Cape. This board is valuable to our community as it encourages collaboration, amplifies local voices and provides a space for meaningful conversations."



TONI WILLIAMS
OWNER-OPERATOR
MCDONALD'S FRANCHISE LOCATIONS
Chicago, IL
LAB Member Since 2024

"Bringing different perspectives to one table is truly an advantage, as it creates an opportunity to engage purposefully, learn while remaining relevant and ensure efficiency."



DIANE EUSTACE
EXECUTIVE DIRECTOR
NATIONAL SPORTS CENTER FOR DISABLED
Denver, CO
LAB Member Since 2023

"Being a part of the Local Advisory Board with iHeartMedia has been a longstanding tradition for the National Sports Center for Disabled and continues to help build awareness for the adaptive community in Colorado."



ROY WEST
MAYOR
CITY OF BEAUMONT
Beaumont, TX
LAB member since 2015

"Being part of the iHeartMedia Local Advisory Council has helped me understand the critical issues facing Southeast Texas."



SHARONDA A. GLOVER
VICE-PRESIDENT OF MARKETING AND COMMUNICATIONS
YWCA METROPOLITAN CHICAGO
Chicago, IL
LAB Member Since 2023

"Chicago is a city that thrives on servant leadership, and I am truly honored to serve on the iHeartMedia Chicago Local Advisory Board. As a LAB member, I have the opportunity to collaborate with passionate leaders, innovators and changemakers dedicated to driving Chicago's growth and success. I'm grateful that I was chosen to be part of this board and I'm willing to do the work needed to create meaningful change and help Chicago reach its full potential."



KURT REIBER
CEO
FREESTORE FOODBANK OF GREATER CINCINNATI
Cincinnati, OH
LAB Member Since 2023

"We are incredibly grateful for our partnership with iHeart Cincinnati. Their unwavering support and dedication have been instrumental in amplifying our mission. They not only broadcast our voice, but the voice of our neighbors, helping to feed our hometown. Together, we are working to ensure a hunger-free, healthy and thriving community. Thank you, iHeart Cincinnati, for standing with us to end hunger."



TERRI DEBOER
DIRECTOR OF COMMUNICATIONS
JACOBS FINANCIAL SERVICES
Grand Rapids, MI
LAB Member Since 2023

"The creative energy, vision and passion for making a difference has quickly become the common glue that holds our Local Advisory Board together. I'm excited to see the impact our group will make on the current and future challenges our neighbors are facing in West Michigan."



LOCAL ADVISORY BOARDS

CONTINUED



ANGELA GARZA
AREA EXECUTIVE DIRECTOR -
SOUTH TEXAS REGION
ALSAC - ST. JUDE HOSPITAL'S
FUNDRAISING AND AWARENESS
ORGANIZATION
Houston, TX
LAB member since 2023

"I'm honored to be a member of the iHeartMedia Local Advisory Board. iHeartMedia has been a great partner for St. Jude and has now given me an opportunity to expand my influence and interface with quality executives as we learn from each other for the betterment of our organizations and for the city of Houston!"



MEGHAN GRADY
EXECUTIVE DIRECTOR
MEALS ON WHEELS OF RI, INC.
Providence, RI
LAB Member Since 2023

"It is an honor to be part of the iHeartMedia Advisory Board. My participation has deepened our relationship with the community, which has helped increase our visibility. I find that the advisory board meetings are informative and create a great opportunity to connect with other community leaders about current topics and issues."



JANELLE MCGREGOR
DIRECTOR OF COMMUNITY
ENGAGEMENT AND PARTNERSHIPS
CITY OF TAMPA
Tampa, FL
LAB Member Since 2024

"Thank you so much for inviting me to be part of the exciting and important work iHeartMedia is doing in our community. From emergency responses to general community outreach, radio broadcast has served as an invaluable tool for City staff to inform and engage our community. I look forward to sharing and listening to how we can leverage our collective resources to have an even greater impact on listeners across the Bay."



RACHEL SOCORRO
EXECUTIVE DIRECTOR
TOTAL LIFE WELLNESS
Youngstown, OH
LAB Member Since 2024

"As a survivor in our community of human trafficking and as a direct service provider of those in recovery, it has been an absolute pleasure to partner with iHeartMedia. They consistently show up for their community. The local iHeartMedia team's sincere commitment to making a difference is not only evident, it is lifechanging."



STEPHANIE SULLIVAN
ASSISTANT DIRECTOR OF
MARKETING & COMMUNICATIONS
FOOD BANK FOR THE HEARTLAND
Omaha, NE
LAB Member Since 2019

"My experience with the iHeart Local Advisory Board has been tremendously positive. It has afforded me the unique opportunity to connect with professional peers in service of community betterment. The Board truly cares about the future of the Omaha-Council Bluffs area, and it shows in every meeting."



MARKUS POWELL
DIRECTOR OF PARTNERSHIPS
AND COMMUNITY ENGAGEMENTS
TECH EXCHANGE
San Francisco, CA
LAB Member Since 2023

"Being a part of the iHeart Local Advisory Board has been an incredible opportunity to bridge media and community impact. Collaborating with nonprofit leaders and iHeart staff has reinforced the power of radio in amplifying resources, addressing critical issues and fostering meaningful change."



PAUL HUTTLIN
EXECUTIVE DIRECTOR & CEO
RECREATION UNLIMITED FOUNDATION
Columbus, OH
LAB Member Since 2011

"The friendship and support of iHeartMedia over these past few years has been genuine and consistent for the good of helping individuals with disabilities. Thank you iHeart Columbus!"



RICHARD CRICCHIO
BOARD MEMBER
HELP U SELL PROPERTIES
Honolulu, HI
LAB Member Since 2014

"I'm very proud to be part of the iHeart Local Advisory Board. By bringing local businesses and charities together with the audience and local community that otherwise may not have known or considered supporting is very satisfying."



STATION SPOTLIGHT

20TH ANNIVERSARY OF LOCAL ADVISORY BOARD

iHEARTMEDIA CHICAGO

In 2024, iHeart celebrated the 20th anniversary of its Local Advisory Board (LAB) and launched Living and Building Chicago Together – a community resource initiative aimed at providing important information on building a healthy community, celebrating the city of Chicago and its surrounding communities and the importance of voting and employment opportunities.

As part of the initiative, each iHeart Chicago station aired a series of quarterly topical public service announcements, social media posts and special public affairs programming that encouraged listeners to visit its websites for more detailed resources.

iHeartMedia Chicago's LAB was introduced in 2004 to strengthen the company's existing partnerships in the Chicagoland community. The LAB members include business leaders, civic leaders, community members and iHeartMedia Chicago senior leaders who meet quarterly to address the most pressing issues affecting our community. iHeartMedia Chicago and LAB members identify and implement projects that provide unprecedented service to local communities by utilizing combined resources.

“

I am proud to be an iHeartMedia Chicago LAB Charter Member. I have served on the LAB, along with Rainbow PUSH Coalition team members, since its inception. The partnership provided by iHeartMedia Chicago and the LAB is a true testament to what it means to unselfishly serve the community."

REV. JESSE L. JACKSON
FOUNDER & PRESIDENT,
THE RAINBOW PUSH COALITION





LOCAL STATION HIGHLIGHTS

At the heart of our company is our deep connection to the local communities we serve and in which we live and work. iHeart's community outreach and engagement efforts are embedded into every aspect of our corporate culture and have always been authentically tied to our business purpose.

iHeart works with over 2,000 local and nonprofit organizations each year and supports countless causes across all our platforms. Over the course of every year, each iHeartMedia broadcast radio station supports hundreds of local nonprofit organizations through initiatives including:

MEDIA INVENTORY in the form of radio and digital PSAs to help communities take action following disasters.

CHAMPIONING THE MISSIONS of various nonprofit groups.

ADVOCATING THE ISSUES by engaging local officials and decisionmakers through their Local Advisory Boards.

SUPPORTING LOCAL EVENTS like walkathons, fundraising events and supply drives — supporting initiatives throughout the year that affect communities across the country.

The following pages provide a spotlight of some of the biggest and most successful local station campaigns and programs of 2024.



STATION SPOTLIGHT

WOMEN INSPIRE CHICAGO

CHICAGO, IL

iHeartMedia Chicago's Women Inspire Chicago is a platform designed to inspire the women of iHeart Chicago through storytelling, networking and mentoring with women executives. The one-hour discussions are held every two months and include some of Chicago's top women executives who share their success stories. The discussions are moderated by iHeart Chicago on-air talent and are held in the iHeart Sound Studio. The featured

executive is also invited to bring 15 women from their own organization to the discussion and enjoy a networking lunch with the women of iHeart Chicago.

Additionally, iHeartMedia Chicago's "Women Inspire Chicago" podcast hosted by Angela Ingram, iHeart Chicago's Senior Vice President of Public Engagement, and produced by iHeart Chicago's Paulina Roe, features

inspiring conversations every two months with some of Chicago's top women executives as they share their personal stories of success, including their triumphs, detours, pitfalls and challenges. The podcast is available on the iHeartRadio app.





STATION SPOTLIGHT

TOGETHER WE CAN

ORLANDO, FL

Johnny Magic, host of Johnny's House on XL 1067, launched Together We Can, a social impact program in partnership with his nonprofit Baby DJ Inc. The program helps underfunded schools by providing the resources and supplies needed for effective teaching.

Together We Can partners with Title I schools in Central Florida and focuses on areas where support is typically lacking. The program supplies every

student and teacher with essential materials and also aims to improve the school environment with inspirational murals, heritage pieces, repairs and drives for clothing, books and food.

This year's efforts focused on Sadler Elementary, a local elementary school, and future plans will include updating landscaping, enhancing sports and arts programs and offering more ESOL and tutoring opportunities.

“

It really has been amazing to see how our community rallies behind our Baby DJ program year after year. I'm excited for our new program, 'Together We Can,' an initiative to show that together, right here in Central Florida, we can continue to make positive changes. We are going to make sure that those teachers have everything that they need for their kids. Together, we can do anything."

JOHNNY MAGIC

HOST OF JOHNNY'S HOUSE ON XL 1067 AND FOUNDER OF BABY DJ

CAMPAIGN IMPACT

785
students received
school supplies

Country flags for
cafeteria representing
student body

Supported Student Hispanic
Heritage Block Party

Teacher's lounge
renovation completed





STATION SPOTLIGHT

SISTA STRUT

SAINT LOUIS, MO; CHICAGO, IL; JACKSONVILLE, FL; DETROIT, MI; LOUISVILLE, KY; MEMPHIS, TN; NEW ORLEANS, LA; PHILADELPHIA, PA; MILWAUKEE, WI

Sista Strut is a cause marketing campaign focused on raising awareness about breast cancer – particularly in women of color. Every year, walks take place in various cities across the United States, supporting local non-profit organizations dedicated to the cause.

Sista Strut was founded in 1999 in Detroit, Michigan by Verna Green, former General Manager of WMXD 92.3/WJLB 98.9, and her team. Created

with the Barbara Ann Karmanos Cancer Institute and the American Cancer Society, the first event raised awareness about the high breast cancer mortality rates among Black women due to limited research, funding and open dialogue within the community.

Sista Strut continues to address these disparities and amplify Black women's voices in the fight against breast cancer. Since then, the event has since grown

into a national initiative with walks held in cities across the United States each year. iHeart stations provide support through on-air and digital promotion as well as onsite participation and fundraising to help raise awareness for the cause and encourage participation in the event.

iHeartMedia radio stations that supported Sista Strut in 2024 included:

SAINT LOUIS, MO (HALLELUJAH 1600)
MULTIPLE BENEFITING ORGANIZATIONS INCLUDING SITEMAN CANCER CENTER, ST MARY'S HEALTH CENTER FOUNDATION AND THE PINK ANGELS FOUNDATION
\$20,000

Event has been running for 15 years

CHICAGO, IL (V103)
SISTERS NETWORK CHICAGO CHAPTER
\$23,000+raised in 2024
\$116,000 raised in the past 8 years

JACKSONVILLE, FL (V101.5 & 93.3 THE BEAT)
SISTERS NETWORK[®] INC. AND THE PINK QUEEN B FOUNDATION
\$19,384 raised in 2024

Event has been running for 9 years

DETROIT, MI (MIX 92.3)
HENRY FORD'S GAME ON CANCER
\$19,370 raised in 2024
Event has been running for 25 years

LOUISVILLE, KY (REAL 93.1)
KENTUCKY AFRICAN AMERICANS AGAINST CANCER
\$3,000 raised
Event has been running for 7 years

MEMPHIS, TN (95.7 HALLELUJAH FM)
SISTERS NETWORK MEMPHIS AND S.T.A.A.R.S.
\$15,000 raised
Event has been running for 10 years

JACKSON, MS (HALLELUJAH 95.5)
FANNIE LOU HAMER FOUNDATION
\$2,400 raised in 2024
Event has been running for 2 years

NEW ORLEANS, LA (98.5 WYLD)
AMERICAN CANCER SOCIETY
\$2,500 RAISED IN 2024
Event has been running for 8 years



PHILADELPHIA, PA (105.3 WDAS FM)
AMERICAN ASSOCIATION FOR CANCER RESEARCH
\$5,000 raised
Event has been running for 9 years

MILWAUKEE, WI NURSES FOR CHANGE
\$4,000 Raised in 2024
Event has been running for 21 years
\$100K over the 21 years.

INDIANAPOLIS, IN (WZRL REAL 98.3FM)
CANCER SUPPORT COMMUNITY
\$4,000 raised in 2024
Event has been running for 3 years



STATION SPOTLIGHT

RUBBER DUCK REGATTA

CINCINNATI, OH

The Rubber Duck Regatta is an annual fundraiser organized by the Freestore Foodbank of Greater Cincinnati. Local participants donate to adopt rubber ducks for a chance to win prizes. Proceeds benefit the foodbank’s mission to alleviate hunger in Ohio. The event features family-friendly activities and entertainment and has become a meaningful community tradition.

For the 29th 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 tenth consecutive year, the event raised over \$1 million — the equivalent of more than three million meals for children and families in need in the community. Over the last 29 years the event has raised more than \$17 million.





STATION SPOTLIGHT

BOULDER COUNTY AIDS PROJECT AND FOOD BACK OF THE ROCKIES

DENVER, CO

The Studio C CD is a longstanding tradition for 97.3 KBCO. For over three decades, the station has been releasing annual compilation albums featuring live performances by a mix of well-known and emerging artists who perform in the station’s Studio C performance lounge.

This project has become an iconic holiday tradition for listeners, with the CD often being released in time for the

holiday season. Over the years, the Studio C CD has featured exclusive tracks from artists across a variety of genres including Alternative, Folk, Indie, Americana, Classic Rock, Pop, Country and Singer Songwriter.

For the 36th year 97.3 KBCO produced and sold the Studio C CD with a portion of the proceeds benefitting the Boulder County AIDS Project and Food Bank

of the Rockies. The 2024 edition sold 15,000 copies and raised \$67,000, with \$2,500,000 raised since Volume 1 was first released.

Each year, a portion of the proceeds from the sale of the Studio C CD is donated to these organizations, making it a meaningful way for music fans to give back while enjoying unique performances by artists.

KBCO STUDIO C VOLUME 36:

- | | |
|---|--|
| 1. Michael Marcagi “Scared to Start” | 10. Greensky Bluegrass w/ Holly Bowling “Solstice” |
| 2. Caamp “Peach Fuzz” | 11. Charles Wesley Godwin “All Again” |
| 3. Gregory Alan Isakov “Before the Sun” | 12. Tedeschi Trucks Band “Hear My Dear” |
| 4. Plain White T’s “Hey There Delilah” | 13. Drew Holcomb & The Neighbors “Find Your People” |
| 5. Margo Price “Change of Heart” | 14. Jensen McRae “Massachusetts” |
| 6. Bleachers “I Wanna Get Better” | 15. Kaleo “Lonely Cowboy” |
| 7. Marcus King “F*** My Life Up Again” | 16. Local Natives “When Am I Gonna Lose You” |
| 8. Good Neighbours “Home” | 17. John Vincent III “That’s Just the Way it is, Babe” |
| 9. onah Kagen “God Needs the Devil” | 18. Warren Haynes “God Rest Ye Merry Gentlemen” |





STATION SPOTLIGHT

AUTISM AWARENESS POLICE CARAVAN WITH ENRIQUE SANTOS

MIAMI, FL

For the last three years, iHeart Miami and 94.9 WZTU have partnered with the North Miami Police Department to raise awareness about autism through the Autism Awareness Police Caravan with Enrique Santos on April 2, 2024.

Enrique Santos, a reserve officer with the Miami Police Department, has played a significant role in promoting autism awareness within the community through his participation in local events such as the Awareness Caravan striving to bring awareness and reduce stigma of autism.

The caravan started at 9 a.m. at the North Miami Police Department and featured wrapped vehicles and motorcycles from over 15 police and fire agencies. The colorful vehicle wraps served as mobile billboards and sparked conversations about

autism and acceptance and belonging for individuals on the autism spectrum with a goal of fostering understanding and support within the community. Throughout the many local community stops, police officers and firefighters were able to interact with children with autism and other developmental conditions.

“Our goal is to bring acceptance and awareness to the autism community and make a positive impact on those individuals living with autism,” said Detective Orestes Torres of the North Miami Police Department, organizer of the event and a parent of a child on the spectrum.





STATION SPOTLIGHT

105 DAYS OF SUMMER

NEW YORK, NY

The 105 Days of Summer initiative is an annual program organized by Power 105.1 in partnership with The Hip Hop Summit Youth Council to improve public safety and end gun and gang violence in the community. For the last 10 years, the initiative has hosted a series of events and activities aimed at promoting community engagement and addressing various social issues.

In 2024 Power 105.1 and The Hip Hop Summit Youth Council — a non-profit that protects the rights, interests and future

of young people while addressing issues that matter most to them — supported a variety of events at New York City Housing Authority campuses across NYC where listeners joined to enjoy music, games and prizes. Power 105.1 personalities and staff attended the events to interact with residents and encouraged them to take a pledge to fight gun and gang violence. The station also provided the Council with tickets to be used as incentives and prizes at the events.





STATION SPOTLIGHT

KAT 103.7'S DAY OF FIVE THOUSAND THANK YOU'S

OMAHA, NE

In celebration of Veteran's Day, Kat 103.7 launched a simple yet powerful campaign that rallied the local community to create messages of appreciation for local veterans. The goal of the campaign was to inspire at least 5,000 messages, recognizing local heroes and the positive impact that their

service continues to have on the local community and nation.

The campaign encouraged schools, youth groups, businesses and more to participate by sending a customized note or using a pre-made card that was available on the station website.

CAMPAIGN IMPACT

5.2K
Cards were collected and delivered to Kat Country veterans residing at the local VA hospital





STATION SPOTLIGHT

THE POSITIVE MOVEMENT FOUNDATION

SAN DIEGO, CA

The Positive Movement Foundation is a nonprofit founded by Geena the Latina, iHeart San Diego’s morning show host for “The Geena the Latina and Frankie V Morning Show,” that provides underserved and at-risk children and youth with the tools and support to increase their likelihood of success. The organization partners with seven San Diego elementary and middle schools, as well as the Juvenile Courts and Community Schools, to provide essential educational tools and supplies, workshops, scholarships, staff and student recognition programs, and more — all at no cost to the schools.

For the last three years, Channel 933 has partnered with The Positive Movement Foundation to set up Fun Fridays at different middle schools as part of their program to foster growth and development in needed areas.

The Positive Movement Foundation has impacted 5,500 students and raised \$825,000 to help empower San Diego’s most vulnerable children and youth since its inception three years ago.





STATION SPOTLIGHT

PROTECTING THE PALM BEACHES

WEST PALM BEACH, FL

iHeart's West Palm Beach's Protecting the Palm Beaches campaign, promoted every Friday on the 1290 WJNO Morning Show in 2024, was an impactful community initiative in partnership with the Palm Beach County Sheriff's Office focused on creating safer communities, building stronger relationships between local law enforcement and residents and honoring the sacrifices made by local officers and their families.

Each week, the program highlighted a local hero and recognized individuals who went above and beyond to make the Palm Beach area a safer and better place. The show also featured interviews with leaders in local law enforcement and offered them a platform to discuss important issues affecting public safety

and community relations. The campaign emphasized the sacrifices made by law enforcement officers and their families while honoring fallen officers and acknowledging the dedication of those who serve in the line of duty.

A key goal of the initiative was to foster stronger ties between the community and the police, encouraging understanding, trust and collaboration to create a safer environment for all. The program was endorsed by the Palm Beach County Sheriff's Office and Palm Beach County Sheriff Ric Bradshaw is a regular contributor to the show's weekly updates.

**CAMPAIGN
IMPACT**

480
Reports on-air

96
Stories published online

\$104K
in estimated donated
media time





LOCAL STATION HIGHLIGHTS

**PAY LESS FOR THE DRESS
ALBANY, NY**

iHeartMedia Albany

iHeartMedia Albany teamed up with local schools and sponsors to collect donated formal wear for 99.5 The River's Pay Less For The Dress benefit event where dresses were priced as low as \$10. All proceeds went to local charities. The event was promoted through a live broadcast, on-air mentions, online and across social media.

**iHEARTMEDIA ALLENTOWN
BLOOD DRIVES
ALLENTOWN, PA**
B104 Allentown

In 2024, iHeartMedia Allentown proudly supported Miller-Keystone Blood Center by hosting three blood drives at the Bethlehem, PA donor site. Events were held in February, June and October and featured on-air talent on site, social media coverage and a full month of on-air promotion. The drives resulted in approximately 300 donors throughout the year.

**REAL OLDIES 1470 OLDIES
DANCE PARTY
ALLENTOWN, PA**
Real Oldies 1470

On Thursday, November 14, iHeart Allentown hosted its second annual Real Oldies Dance Party at the Delta by Marriott in Fogelsville, PA. Guests enjoyed performances by an Elvis impersonator and the Main Street

Cruisers while raising funds for Camelot for Children, a nonprofit that supports children with special needs and medical complexities through free, year-round programs in a safe environment. The event was promoted on-air, on social media and the station website, and raised \$3,000 through ticket sales to benefit the organization.

**95.1 WZZO .5K FOR ST.
LUKE'S PEDIATRICS
ALLENTOWN, PA**
95.1 ZZO

On June 23, 95.1 WZZO partnered with St. Luke's University Health Network and Bikers Against Bullies for the Caring for Kids Ride, which included a fun .5K walk to raise funds for the Pediatric Unit and NICU at St. Luke's. After cheering on the bikers, attendees enjoyed a picnic lunch, basket raffles and live music. The event was promoted on-air and online and raised \$16,000 for St. Luke's.

**POLAR PLUNGE 2024
ANCHORAGE, AK**
News Radio 650 KENI

NewsRadio 650 supported the Special Olympics' annual polar plunge which included donors jumping into the icy waters in December in Alaska to raise money for the Special Olympics. The 2024 plunge was held on December 14 and raised \$350,000. The station promoted the event on-air, online and onsite.

**THE SALVATION ARMY
ANCHORAGE, AK**
News Radio 650 KENI

iHeartMedia Anchorage partnered with the Salvation Army to promote the Red Kettle Campaign throughout December. The campaign included on-air promotions, live announcements, interviews, endorsements, an on-site event and a digital calendar.

**FRESH FEST BACK
TO SCHOOL BASH
ATLANTA, GA**
96.1 The Beat

In 2024, 96.1 The Beat partnered with The Scream Foundation for Fresh Fest 2024, an event that provided free clothes, shoes, backpacks, school supplies, books, electronics, gift cards and more to residents in need. The event was held at the Andrew & Walter Young Family YMCA and featured music performances, food, gaming, entertainment vendors and fun activities for all ages.

**HIGH SCHOOL FOOTBALL
MEDIA DAYS
AUBURN, AL**
FOX Sports The Game

Fox Sports 910-1310 AM The Game held the seventh annual High School Football Media Days on July 23 and 24 in Opelika. The two-day event featured 24 area high schools previewing their upcoming football seasons, with fans listening live on

Fox Sports 910-1310 AM The Game and watching statewide on WOTM-TV. This yearly event provided significant media exposure for the schools, strengthened community support, offered recruitment opportunities and encouraged team spirit.

**19TH ANNUAL HAAM DAY
AUSTIN, TX**
iHeartMedia Austin

iHeart Austin supported the 19th Annual HAAM Day, an iconic Austin event that raises funds for healthcare access for local musicians, DJs and music educators. HAAM provides affordable preventive care for low-income musicians in the Greater Austin area. iHeart Austin promoted the September 24 event on-air and on social media and broadcasted live from the venue. Sponsors and partners contributed over \$600,000 to help HAAM deliver more than \$5 million in healthcare services.

**ANNUAL MEMORIAL BLOOD DRIVE
BEAUMONT, TX**
News Talk 560 KLVI

iHeartMedia Beaumont's News Talk 560 KLVI teamed up with LifeShare Blood Centers of Southeast Texas and Southwest Louisiana to encourage listeners to help with the severe blood shortage in the region. Over 170 units of blood were collected in the drive that took place on April 27, 2024. This marked a significant increase over the average 30 to 40 units collected daily.

**LISA'S BOOK CLUB 2024
BOSTON, MA**
KISS 108

iHeart Boston's KISS 108's year-round Lisa's Book Club program held eight events throughout the year. The station promoted the program on-air, online and social media, and partnered with Raising A Reader, an organization that supports families to build, practice

and grow reading routines with their children. The program raised \$10,211 in 2024 for the organization.

**BATTLE OF THE BADGES
CAPE COD, MA**
iHeartMedia Cape Cod

Battle of the Badges is an annual event featuring bowling, axe throwing and pop-a-shot basketball tournaments for local first responders. The event provided a fun opportunity for heroes to socialize and raise funds for local charities. The 2024 event was held on June 2, and the winning team received a \$1,000 check to donate to their chosen charity.

**ED'S LIVE VETERANS DAY
BREAKFAST BROADCAST 2024
CAPE COD, MA**
Newsradio 95 WXTK

iHeartMedia's Newsradio 95 WXTK ran a promotional campaign to promote a free breakfast for veterans and their families for Veterans Day hosted on November 10 by on-air personality Ed Lambert. Ed broadcast his show live from the The Flying Bridge Restaurant and welcomed veterans to join him on air to tell stories about their service as well as thank them for their sacrifices. Over 350 veterans and their families received free breakfast at the event.

**COASTAL CAROLINA FAIR
CHARLESTON, SC**
103.5 WEZL

iHeart Charleston's 103.5 WEZL X broadcasted live for all 11 days of the Coastal Carolina Fair held from October 31 to November 10, 2024. During the event, the station hosted nightly concerts and played a key role in bringing the community together. The annual fair raised nearly \$250,000 for dozens of local charities.





LOCAL STATION HIGHLIGHTS

CONTINUED

**iHEARTMEDIA CHICAGO
WOMEN WHO WIN 2024
CHICAGO, IL
iHeartMedia**

In 2024, throughout the month of March, iHeartMedia Chicago and YWCA Metropolitan Chicago paid tribute to six incredible women leaders who have shaped Chicago's history through dedication and perseverance, including Deborah Brooks, First Lady, Grace Central Church; Megan Chody, Proud Owner, Garrett Popcorn Shops and Frango Chocolate; Perri L. Irmer, President and CEO, The DuSable Black History Museum and Education Center; Dr. Jacqueline L. Jackson, Civil, Human and Women's Rights Advocate, Rainbow PUSH Coalition; Margaret Mueller, President and Chief Executive Officer, The Executives' Club of Chicago; and Sally Ramirez, Senior Vice President, News, NBC 5 Chicago and Telemundo Chicago.

**MELISSA FORMAN AND VISIT
FLORIDA TEACHER'S SALUTE
CHICAGO, IL
93.9 Lite FM**

In 2024, 93.9 LITE FM and on-air personality Melissa Forman showed appreciation for Chicagoland educators throughout the school year by giving teachers and staff a chance to win an all-expenses paid vacation to Hawks Cay Resort in the Florida Keys. In 2024,

the station honored 40 teachers with \$250 each – a \$10,000 donation – and awarded nine all-expenses paid trips for the winner and a guest to Florida.

**PEACE IN THE STREETS BACK
TO SCHOOL CELEBRATION
CHICAGO, IL
107.5 WGCI**

In 2024, 107.5 WGCI partnered with Amy Witherite 1-800-Truck Wreck for the Peace In The Streets Back to School Celebration. The event brought the Chicago community together in a safe space with entertainment, food and activities for families. 107.5 WGCI and Amy Witherite 1-800-Truck Wreck distributed over 1,200 backpacks filled with school supplies including pens, pencils, notebooks and binders. The supplies helped ease the financial strain of the new school year for families in need.

**JIMMY MALONE SCHOLARSHIP
GOLF CLASSIC
CLEVELAND, OH
News Radio WTAM 1100**

On July 15, 2024, News Radio WTAM 1100 and the Malone Scholarship Fund, founded by Jimmy Malone of The Jimmy Malone Show, hosted the 28th annual Jimmy Malone Scholarship Golf Classic. The event raised \$200,000 to provide college scholarships for deserving Northeast Ohio students with financial need. With support from

generous donors and sponsors, the program has helped more than 300 students since its inception.

**TRAVIS MILLS FOUNDATION
CASH RAFFLE
CLEVELAND, OH
News Radio WTAM 1100**

On November 8, 2024, ahead of Veterans Day, News Radio WTAM 1100 broadcast live for 10 hours and raised \$100,000 for the Travis Mills Foundation through a cash raffle. The foundation supports veterans and their families by helping them overcome physical challenges and find rest and recovery. A total of 1,100 raffle tickets were sold at \$100 each, with prizes of \$20,000, \$7,000 and \$3,000. WTAM hosts Bill Wills, Bloomdaddy, Carmen Angelo and Dennis Manaloff hosted the event.

**STUFF THE TRUCK FOR
PROVIDENCE HOUSE
CLEVELAND, OH
News Radio WTAM 1100**

In 2024, News Radio WTAM 1100 launched its seventh annual donation drive for Providence House, Ohio's first crisis nursery that supports children at risk of abuse or neglect. The station partnered with Bloomdaddy and the Cleveland Guardians for a live broadcast at Gateway Plaza. Additionally, Guardians owner Paul Dolan, his wife Karen and former player Carlos Baerga helped load the truck with essential supplies.

**23RD ANNUAL GUITARS
FOR GIRLS
CLEVELAND, OH
99.5 WGAR**

99.5 WGAR held the 23rd Annual Guitars for Girls benefit concert for the Susan G. Komen foundation on October 2, 2024 featuring performances by Country artists Parmalee & Tigirlily Gold. The benefit raised \$13,000 for breast cancer research and awareness.

**ST. JUDE JAM
CLEVELAND, OH
99.5 WGAR**

99.5 WGAR held two acoustic concert events on February 16 and May 22 to benefit St. Jude Children's Research Hospital. The concerts, featuring Easton Corbin and Chris Lane, were both held at The Thirsty Cowboy in Medina and cumulatively raised \$7,160 for St. Jude.

**1000 NEIGHBORHOOD GATHERINGS
COLORADO SPRINGS, CO
My 99.9**

Each month throughout the summer, iHeartMedia Southern Colorado hosted neighborhood gatherings in multiple public locations in Colorado Springs to promote the 1000 Neighborhood Gatherings Mental Health initiative coordinated by the mayor. My 99.9 hosted two-hour station parties with free pizza and soft drinks and encouraged others to host their own gatherings and promote community relationships.

**KUTZ FOR KIDZ
COLUMBIA, SC
100.1 The Beat**

100.1 The Beat hosted their annual Kutz for Kidz back-to-school event on August 5 with school supplies and haircuts provided to elementary, middle and high school students at no charge. Local barber shops and vendors donated their time and service to over 100 local students.

**CONTROLLERS EASTER
SHOE DRIVE
COLUMBUS, GA
Magic 101**

For Easter 2024, Magic 101 partnered with the Controllers Civic and Social Club to host its annual Easter Shoe Giveaway. The shoes were distributed to hundreds of children in need from the Muscogee County School District.

**COLUMBUS METROPOLITAN
LIBRARY SUMMER READING
PROGRAM
COLUMBUS, OH
iHeartMedia Columbus**

iHeart Columbus was a proud media partner of the Columbus Metropolitan Library Summer Reading Program for the third year. The Summer Reading Challenge is an annual reading program that encourages children, teens and families to read during summer break to help prevent summer reading loss and keep reading skills sharp for the fall. Promotional mentions ran on all stations starting in June through July to encourage registration and participation at any of the 23 locations around Columbus, along with registration information on all the market's station websites. The 2024 Summer Reading Challenge participation increased by 11% over 2023 with a total of 53,409 participants.

**LONESTAR 92.5 ANNUAL
SUMMER BLOOD DRIVE
DALLAS, TX
Lone Star 92.5**

Every summer, Lone Star 92.5 teams up with Carter Blood Care in North Texas and broadcasts live during morning drive and afternoon drive inviting listeners to come out and donate blood. Summer is a critical time for area blood banks as regular blood donors are on vacation, leading to a blood shortage. The event had over 300 donors with 388 pints of blood donated.





LOCAL STATION HIGHLIGHTS

CONTINUED

CONCERT FOR A CURE
DAYTON, OH
MIX 107.7

Each year during Breast Cancer Awareness Month, Mix 107.7 hosts Concert for A Cure to benefit the Noble Circle Project, a local organization committed to creating a caring community of women thriving beyond cancer by providing hope, inspiration, empowerment and wellbeing through peer support. The 2024 event, held on October 21, featured national act Neon Trees alongside Stranger, Joe Jordan and Elyse Wilkinson, as well as an auction with items like concert tickets, autographed guitars and posters with 100% of the proceeds donated to the charity. A total of \$11,525 was raised to benefit The Noble Circle Project.

MIKE DEE'S BIG ADVENTURE
EL PASO, TX
Power 102.1

The Power 102.1 morning show partnered with Mike Dee's Big Adventure, a non-profit organization whose mission is to enable, empower and support youth with disabilities, to create a special day for families with children that have a disability or impairment ahead of Halloween. The event was held on October 19 and featured a sensory-friendly Trunk or Treat option, and the morning show assisted in creating a giant candy bowl for organizations to give out to participants.

AMERICAN POLISH CENTURY CLUB
DETROIT, MI
106.7 WLLZ

In 2024, 106.7 WLLZ partnered with the American Polish Century Club for the roast of on-air talent Doug Podell to raise money for the annual Polish Day Parade. The event, held on May 30, was promoted on-air, online and on social media and featured a special appearance from Doug's friend and singer Ted Nugent. The drive raised over \$30,000 for the Polish community.

JAY'S JUNIORS
DETROIT, MI
100.3 WNIC

Jay's Juniors is an annual program in Detroit that takes kids with life threatening or life-altering diseases and their families to Walt Disney World during Christmas time, giving them a chance to create memories that will last a lifetime. In 2024, 100.3 WNIC raised \$809,248.92 and secured a chartered flight for 24 kids and their families, with all expenses covered.

BACK TO SCHOOL
BACKPACK GIVEAWAY
FRESNO, CA
iHeartMedia Fresno

iHeartMedia Fresno teamed up with the Blackstone Auto group for a backpack drive held at several Blackstone Auto group locations on August 5 and 6. In total, the drive collected and donated

500 backpacks filled with supplies – including pens, pencils, erasers, scissors, rulers, folders, notebooks and hand sanitizer – to school aged children in the Fresno Unified School District.

STUFF THE BUS
GRAND FORKS, ND
iHeartMedia Grand Forks

For the 20th year, iHeartMedia Grand Forks collected school supplies for local families in need during the back-to-school season. With a record number of families seeking assistance through the Salvation Army, iHeart staff spent two days on location filling a school bus with listener donations, helping over 1,000 local families.

WESC UPSTATE
VETERANS SALUTE
GREENVILLE, SC
92.5 WESC

In 2024, 92.5 WESC took part in and promoted the Veterans Upstate Salute on Sunday, November 10 to recognize local veterans of all wars. The event took place at Flour Filled in downtown Greenville, SC, and featured a free concert by Larry Fleet. 92.5 WESC staff were onsite to show appreciation for local veterans and promoted the event on-air in the weeks leading up to the date.

2024 WALK TO END ALZHEIMER'S
HARRISONBURG, VA
Mix 93.1

The Alzheimer's Association Walk to End Alzheimer's is a fundraiser for Alzheimer's care, support and research that calls on participants of all ages and abilities to join the fight against the disease. Mix 93.1 promoted the walk, which took place on September 14, on-air and on social media, helping raise \$67,300 in 2024 for the Alzheimer's Association and making a significant positive impact on the lives of those affected by Alzheimer's disease.

2024 WALK TO END
ALZHEIMER'S - HARRISONBURG
HARRISONBURG, VA
98 ROCK

The Alzheimer's Association Walk to End Alzheimer's is a fundraiser for Alzheimer's care, support and research that calls on participants of all ages and abilities to join the fight against the disease. 98 Rock promoted the walk, which took place on November 2, on-air and on social media, helping raise \$48,300 for the Alzheimer's Association and making a significant positive impact on the lives of those affected by Alzheimer's disease.

GREAT COMMUNITY GIVE
HARRISONBURG, VA
iHeartMedia Harrisonburg

For the sixth year, iHeartMedia Harrisonburg's cluster of stations – including 98ROCK, 93.7 NOW, NewsRadio WKCY - 107.9 FM, 104.3 KCY, AM900 WKDW and Mix 93.1 – continued their partnership with the Community Foundation of Harrisonburg and Rockingham County for the Great Community Give, a community-wide giving day for local partner nonprofit organizations. The event was promoted on-air, digitally and on social media and helped raise \$2.2 million for local nonprofits.

HUSKYTHON
HARTFORD, CT
KISS 95.7

Kiss 95-7 supported Huskython on March 2 to benefit the Connecticut Children's Foundation on the UCONN Campus in Storrs, CT. Afternoon personality Adam Rivers hosted the 24-hour dance event for UConn's students, which raised over \$1.4 million for Connecticut Children's.

PJ DAY FOR THE KIDS
HARTFORD, CT
KISS 95.7

For the 8th consecutive year, KISS 95.7 afternoon personality Adam Rivers teamed up with Dunkin' and Connecticut Children's Hospital to raise money for the Connecticut Children's Foundation. Adam visited 20 schools on "PJ Day For The Kids," delivering Dunkin' and attending PJ Day assemblies at schools throughout the day on December 13. The initiative raised over \$400,000 for Connecticut Children's.

THE RIVER 105.9 PRESENTS
TRANS-SIBERIAN ORCHESTRA
HARTFORD, CT
The River 105.9

The River 105.9 was the exclusive media partner of the Trans-Siberian Orchestra concert at Mohegan Sun Arena on December 1. In 2024, the partnership raised \$10,579 to benefit The Hometown Foundation, a non-profit charitable organization committed to supporting those in need.

MAKE-A-WISH CONNECTICUT
HARTFORD, CT
The River 105.9

In 2024, The River 105-9 supported Make-A-Wish Connecticut in making a child's wish come true when they surprised Christian from Madison, CT, with his dream of being in a movie. \$65,000 was raised to support this amazing cause thanks to listeners and sponsors.





LOCAL STATION HIGHLIGHTS

CONTINUED

WSO SWING FORE LOVE WITH STAR 99.1 & FOXSPORTS 990 HONOLULU, HI
PoP 99.1

PoP 99.1 promoted the annual WSO Swing Fore Love event to benefit Women Speaking Out (WSO), a nonprofit working to prevent domestic and dating violence through educational programs that promote healthy relationships and self-love. The station promoted the April 12 event on-air and online, helping raise over \$69,000 for WSO.

FROGGY’S DRIVE FOR RESEARCH CHARITY GOLF TOURNAMENT JACKSONVILLE, FL
iHeartMedia Jacksonville

The fourth Annual Froggy’s Drive For Research Charity Golf Tournament took place on October 28, 2024, raising \$98,000 for The Brain Aneurysm Foundation. The event started in 2020 when on-air talent Froggy from the Elvis Duran Morning Show and 99.1 WQIK developed a brain aneurysm and had surgery to have it clipped. To help raise awareness, Froggy started the Froggy’s Drive For Research Charity Golf Tournament.

STUFF THE BUS JACKSONVILLE, FL
iHeartMedia Jacksonville

iHeart Jacksonville teamed up with local news partners for 2024’s Stuff The Bus campaign to collect school supplies for classrooms in Duval and Clay Counties in partnership with United Way of Northeast Florida. The two-day event took place on July 12 and July 19, where three school buses were filled with more than 17,000 school supplies and \$1,600 was raised. iHeart personalities from 99.1 WQIK, 97.9 KISS FM, 93.3 THE BEAT and V 101.5 were all on site, broadcasting live and helping to collect donations.

HURRICANE MILTON DONATION DRIVE JACKSONVILLE, FL
iHeartMedia Jacksonville

As the residual impact of Hurricane Milton continued being felt across the state of Florida, iHeart Jacksonville partnered with First Coast News and the American Red Cross of North Florida to create a relief effort to collect recovery supplies. The Jacksonville cluster collected over 52 pallets of items, equal to 108,000 pounds of food, water and items, that filled over seven box trucks. iHeart staff then drove the trucks to Volunteer Florida’s distribution center for them to sort and distribute to Tampa,

Sarasota, St. Pete, Clearwater and other affected areas. The stations also promoted donating to the American Red Cross by texting MILTON to 90999 or visiting redcross.org.

THE 26.2 WITH DONNA FINISH BREAST CANCER RUN JACKSONVILLE, FL
97.9 KISS FM

On February 4, 2024, 97.9 KISS-FM and 99.1 WQIK teamed up with The Donna Foundation for the 26.2 With DONNA, the only charity marathon in the U.S. dedicated to breast cancer research and care. The DONNA Foundation is a private non-profit organization in Northeast Florida providing financial assistance and support nationwide to those living with breast cancer and funding groundbreaking research. With over 19,000 participants, the 2024 event secured more than \$500,000 to help with financial services and debt relief. Both stations promoted the marathon on-air, on-line and through social media to raise event awareness and to collect funds from local listeners.

SUNNY 106.5 PRESENTS LAS VEGAS’ LARGEST BABY SHOWER LAS VEGAS, NV
Sunny 106.5 Las Vegas

Sunny 106.5 hosted its third annual Las Vegas’ Largest Baby Shower in 2024, led by Sunny Mornings host Joanna Baumann. This year, the station donated 50,895 diapers to Baby’s Bounty after collecting 30,095 diapers and \$5,200 in cash, which covered an additional 20,800 diapers. In just three years, the campaign has provided more than 165,000 diapers to families in need across the Las Vegas Valley.

KENTUCKY SPORTS RADIO GOLF SCRAMBLE LEXINGTON, KY
iHeartMedia Kentucky

iHeart Kentucky executes three Kentucky Sports Radio Golf Scrambles per year in Lexington, Louisville and Somerset, Kentucky, with each scramble hosting around 120 players to benefit the Ronald McDonald House of the Bluegrass and United Way of South-Central Kentucky.

QUINCY’S PALS LEXINGTON, KY
100.1 WKQQ

100.1 WKQQ participated in the promotion of Quincy’s Pals, a fundraiser that supports the Lexington Humane Society, and donated \$3,000 worth of prizing for the silent auction at the event held on January 13, 2024.

KOST 103.5 GIVING TUESDAY BROADCAST FOR CHLA LOS ANGELES, CA
KOST 103.5 Los Angeles

iHeartMedia Los Angeles’ KOST 103.5 raised over \$570,000 during its 9th annual KOST 103.5 Giving Tuesday Broadcast for CHLA benefiting Children’s Hospital Los Angeles, a hospital that delivers care to one out of

every five children in Los Angeles. The event took place Tuesday, December 3, 2024 with Ellen K and all the KOST 103.5 on-air personalities broadcasting live for 12 hours while raising money for CHLA – bringing the lifetime total amount raised to over \$3 million. The team encouraged listeners to donate, partnered with a local concert to give proceeds to CHLA and raised awareness with corporate sponsors to get involved in supporting the cause.

SUSAN G. KOMEN FUNDRAISER LOS ANGELES, CA
102.7 KIIS-FM

In 2024, 102.7 KIIS held a fundraiser in support of Susan G. Komen, raising \$5,000 ahead of the October 5 event. The station also supported the walk event through on-air promotion, social media and on-site participation, including appearances by on-air talent. In total, the iHeart LA cluster raised \$10,000 for the cause.

VALENTINE IN THE MORNING’S \$5,000 COOKIE BUY LOS ANGELES, CA
104.3 MYfm

iHeart Los Angeles show Valentine in the Morning supported the USO at LAX through “Valentine in the Morning’s \$5,000 Girl Scout Cookie Buy,” in which Valentine buys cookies from the winning Girl Scout troop and then donates them to the USO at LAX for troops and their families.

MAYOR’S OFFICE PARTNERSHIP LOUISVILLE, KY
iHeartMedia Louisville

iHeartMedia Louisville stations continued their partnership with the Louisville’s mayor’s office by donating on-air promotion for their events, including Hike, Bike, & Paddle, World Fest, Light Up Louisville and more. The partnership includes \$100,000 of free promotion for various events.





LOCAL STATION HIGHLIGHTS

CONTINUED

FRIENDS OF GEORGIA RADIO'S 3RD ANNUAL RADIO CELEBRATION
MACON, GA
iHeartMedia Macon

On September 12, 2024, iHeart Macon supported Friends of Georgia Radio's third Annual Radio Celebration, an annual event supporting students from local colleges and universities with scholarships and connects them with experienced professionals in the radio industry. The program awarded \$10,000 in scholarships and reinforced iHeartMedia's commitment to fostering the next generation of broadcasting talent, offering students guidance and insights into media careers through mentorship and networking opportunities.

BRAT FEST 2024
MADISON, WI
1310 WIBA

iHeartMedia Madison was a media sponsor for the annual World's Largest Brat Fest organized by Metcalf's Market, with the 2024 fest held on May 24. This event raises money for local charities and organizations, and over the last 30 years, has raised over \$2.3 million to support more than 60 local charities who rely on proceeds from Brat Fest to help keep their programs running.

GIVE MIAMI DAY
MIAMI, FL
Y100

Give Miami Day is the city's largest annual fundraiser, providing unrestricted support to hundreds of nonprofits. In 2024, the event raised a record \$39.5 million, surpassing \$33.4 million in 2023. Y100 promoted the day on-air, online and on social media, encouraging listeners to give back and support their community.

MIAMI DOLPHINS
CANCER CHALLENGE
MIAMI, FL
iHeartMedia Miami

iHeartMedia Miami's Fox Sports 940 and Paul Castronovo from Big 105.9 partnered with the Miami Dolphins on the 14th annual Dolphins Challenge Cancer, encouraging listeners and fans to run, walk or ride to benefit the Sylvester Comprehensive Cancer Center's innovative cancer research. With 100% of participant-raised funds donated, the event raised a record \$12 million during the February 24, 2024 event.

PAUL CASTRONOVO'S
50-50 DRAW
MIAMI, FL
BIG 105.9 Miami

For the third year, BIG 105.9 partnered with Farmshare Inc. for the 50-50 Draw,

an event that blends the excitement of winning with the mission of fighting food insecurity in South Florida. Hosted by Paul Castronovo, the campaign was promoted on-air, online and on social media, raising \$207,450 for the cause.

WOMEN'S HISTORY MONTH
"SHE'S DOING IT"
MIAMI, FL
103.5 The BEAT

"She's Doing It" is a vibrant celebration held during Women's History Month aimed at highlighting the achievements and contributions of women across various fields. The event was significantly supported by 103.5 The Beat and its popular radio personality, Stichiz, including promoting the event through on-air segments and social media, as well as hosting live interviews with influential women who shared their inspiring stories.

DAVE'S CHRISTMAS WISH
MINNEAPOLIS, MN
101.3 KDWB

101.3 KDWB's Dave Ryan Show held Dave's Christmas Wish to help families who fell into hard times during the holiday. The show asked listeners to suggest people in need with a special Christmas wish and donate money to help them come true. In total, the drive granted 17 wishes and raised \$34,800 to help families all over Minnesota.

MINNESOTA MILITARY HOUR
MINNEAPOLIS, MN
Twin Cities News Talk

Twin Cities News Talk donates more than 3,000 hours of programming annually to the Minnesota National Guard, including producing the Minnesota Military Hour and helping syndicate the show throughout the state. The Minnesota Military Hour is a weekly radio show that highlights the work of the MN National Guard and provides information for current and former military service members. Additionally, the hosts of the Minnesota Military Hour also host Twin Cities News Talk's morning show on both Veterans Day and Memorial Day.

CANCER FIGHTING DRIVE-THRU
PANCAKE BREAKFAST
MINOT, ND
iHeartMedia Minot

In 2024, iHeart Minot supported the 11th annual Pancake Breakfast, which raises money to provide free exercise programs to cancer patients through the Trinity Cancer Exercise Rehab Program. The event raised \$8,666 in four hours on October 19.

BACK TO SCHOOL
BACKPACK GIVEAWAY
MODESTO STOCKTON, CA
Mega 100 Stockton

iHeartMedia Modesto teamed up with the Sylvan Learning Center for a backpack drive held at their location in Modesto, Calif., on July 27. In total, the drive collected and donated 500 backpacks filled with supplies, including pens, pencils, erasers, scissors, rulers, folders, notebooks and hand sanitizer to school aged children in the Modesto Unified School District.

RIDE-A-WISH
MYRTLE BEACH, SC
Gator 107.9

For the fifth year, Gator 107.9 continued the partnership with Myrtle Beach Harley Davidson to lead a ride through multiple counties to raise money for Make-A-Wish SC. The event charged riders for the trip and gave them a catered meal and an after party with live music, as well as opportunities to win in a raffle. The 2024 event raised \$7,500 for the organization, which is the average cost of a granted wish.

116TH STREET FESTIVAL
NEW YORK CITY, NY
103.5 KTU

In 2024, 103.5 KTU supported the 116th Street Festival, the biggest National Latin Festival in the Northeast held on June 8. The family-friendly festival included three stages with live music performances from various artists, community art and food influenced by the Puerto Rican and Hispanic culture. The famous festival continues to bring an economic advantage to the neighborhood as well as offer a communal atmosphere for Hispanics and anyone who wishes to learn more about this fun-loving and vibrant culture. This year's festival hosted more than 500,000 guests of all ethnicities and backgrounds.

BACK TO CLASS CASH
NEW YORK CITY, NY
Power 105.1

In 2024, Power 105.1 and Lincoln Tech partnered to provide financial relief to students getting ready to go back to school with its Back to Class Cash, an on-air and digital campaign that gifted students \$1,000 to acquire whatever they needed to get ready for the 2024 school year.





LOCAL STATION HIGHLIGHTS

CONTINUED

BROOKLYN PROM PROJECT
NEW YORK CITY, NY
Power 105.1

Power 105.1 partnered with the Brooklyn Prom Project for a month-long campaign during prom season encouraging listeners to learn more about how they could donate gently used or new prom wear. Additionally, the campaign provided information about how students could attend the Promwear Giveaway event on March 23 at the Urban Assembly Institute of Math and Science for Young Women in Brooklyn and receive free prom supplies. The campaign helped over 1,000 students find their perfect prom attire.

CHASE FREEDOM'S SKATING
IN PROSPECT PARK
NEW YORK CITY, NY
106.7 Lite FM

106.7 Lite FM helped over 500 Brooklyn residents skate for free during Chase Freedom's Skating In Prospect Park event on Thursday, December 19. The station promoted the event on-air, online and social media.

JOY INTERNATIONAL -
DOWN FOR LAUGHS
NEW YORK CITY, NY
Z100

Z100 partnered with Carolines Comedy Club and the New York Comedy Festival for a night of laughs benefiting Hearts

of Joy International, an organization that provides life-saving heart surgery for children with Down Syndrome in the U.S. and around the world. The show featured Goumba Johnny, Eric D'Alessandro, Parth Bhatt, Matt Koff, Keith Alberstadt and music by DJ Joe, and helped raise \$29,000 during the November 12 event.

LEARNING ALLY
NEW YORK CITY, NY
106.7 Lite FM

Every year, 106.7 Lite on-air personality Helen Little volunteers to voice audiobooks for Learning Ally, a platform that creates a library of titles for individuals who are blind, dyslexic, vision impaired or have trouble reading.

THE HAPPY JACK FOUNDATION
LAUGHTER HEALS:
ONE NIGHT ONLY
NEW YORK CITY, NY
Z100

Z100 and Happy Jack presented Laughter Heals: One Night Only, a night of comedy to promote mental health awareness and raise money for the Happy Jack Foundation featuring Joe Gatto, Anthony Rodia, Tammy Pescatelli and Goumba Johnny. Nearly 300 people gathered at Gotham Comedy Club on March 20, raising \$20,000 for the organization which supports families who have suffered the loss of a child by

awarding their siblings scholarships to be used toward their higher education.

TRANS-SIBERIAN ORCHESTRA -
GOD'S LOVE WE DELIVER
NEW YORK CITY, NY
Q104.3

Every year, the Q104.3 Trans-Siberian Orchestra (TSO) Christmas concert donates a portion of ticket sales to help God's Love We Deliver, a local organization that prepares and delivers nutritious, high-quality meals to people who, because of their illness, are unable to provide or prepare meals for themselves. In 2024, TSO performed two shows at Prudential Center on December 20, collecting \$16,273.

TUNNEL TO TOWERS TOWER
CLIMB & RUN/WALK
NEW YORK CITY, NY
Q104.3

In 2024, Q104.3 supported two Tunnel to Towers events – the Tower Climb on June 4 at One World Observatory and the 5K Run/Walk on September 24 through Brooklyn and Manhattan. Shelli Sonstein led the Q104.3 team for both events and encouraged listener donations for a chance to join her. The station raised over \$15,000 for Tunnel to Towers, which supported families of 9/11 victims, first responders and veterans.

BACK TO SCHOOL WITH 103 JAMZ
NORFOLK, VA
103 JAMZ

For the sixth consecutive year, Norfolk's 103 JAMZ gave away backpacks with school supplies to area families to help lessen the costly burden of going back to school. Each on-air winner received four backpacks with all of the necessary supplies they would need. Winners with less than four children in the family were asked to pay it forward and donate the remaining bookbags and supplies to people in their lives that could use them. In total, 40 children were helped in 2024.

AMERICAN HEART
ASSOCIATION HEART BALL
ORLANDO, FL
Magic 107.7 Orlando

Magic 107.7's Chad Pitt hosted the 2024 Orlando Heart Ball, which raised funds for life-saving research and improving health outcomes for residents. The event was held at Waldorf Astoria Orlando, with money raised allocated to fighting heart disease and stroke and funding life-saving resources.

GREATER ORLANDO HEART WALK
ORLANDO, FL
Magic 107.7 Orlando

The Greater Orlando Heart Walk empowers individuals to be confident and prepared to perform CPR. Hosted by Magic 107.7's on-air personalities Chad and Leslye, the event was held at the University of Central Florida on November 9 and mobilized over 18,000 participants.

MELS BAD GIRLS CLUB
GOLF TOURNAMENT
ORLANDO, FL
101.1 WJRR

101.1 WJRR personality Mel Taylor's organization MBGC Give.Local. Love. hosts the annual Golf Charity

Tournament for Base Camp Cancer Research for Children, which provides year-round support for children and families who are facing the day-to-day challenge of living with cancer and other life-threatening hematological illnesses. Since 2008, the organization has donated over \$150,000 to Base Camp.

MIKE BIANCHI'S BUDDY CLAUSE
ORLANDO, FL
96.9 The Game

On December 17, 2024, 96.9 The Game's on-air personality Mike Bianchi in partnership with Orlando's Mayor Buddy Dyer hosted a live broadcast to benefit the Boys and Girls Club of Central Florida. This event encouraged listeners to call in and donate to benefit the local nonprofit.

17TH ANNUAL REAL RADIO
CHARITY POKER TOURNAMENT
ORLANDO, FL
Real Radio 104.1

In 2024, listeners joined the staff of Real Radio 104.1 and other local celebrities for a night of casino games and Texas Hold'em Poker to help raise money for The Mustard Seed of Central Florida, an organization helping rebuild the lives of families and individuals who have suffered disaster or personal tragedy by providing household furnishings and clothing. On August 17, the event raised \$33,000 for the nonprofit.

SUDS, PUPS AND PINTS
ORLANDO, FL
Real Radio 104.1

For the second year, Real Radio 104.1 held the Suds, Pups and Pints celebrity dog wash event, featuring live entertainment, a silent auction and dog washing to benefit the Humane Society of Lake County. This unique family-friendly event held on September 21 raised over \$6,000.





LOCAL STATION HIGHLIGHTS

CONTINUED

ALT 104.5 FRIENDSGIVING
PHILADELPHIA, PA
ALT 104.5

iHeartMedia Philadelphia's ALT 104.5 produced ALT 104.5 Friendsgiving: A Concert for a Cause on November 14, 2024, with all ticket proceeds benefiting two important Philly charities: Morris Animal Refuge, America's First Animal Shelter and Mural Arts Philadelphia, the nation's largest public arts program. The concert raised \$19,480 which was evenly divided between the two organizations.

FERIA DEL BARRIO
PHILADELPHIA, PA
106.1 The Breeze

Feria del Barrio is one of Philadelphia's largest Latino cultural celebrations, bringing together thousands of attendees each year. Hosted by Taller Puertorriqueño, a local arts organization, and community partners, the September 8 event featured live music, dance, art and family-friendly activities, highlighting the vibrancy of the city's Latino community. 106.1 The Breeze served as the exclusive media partner for the event, which drew over 7,000 participants.

SWING IT AND DING IT GOLF OUTING
PHILADELPHIA, PA
Fox Sports "The Gambler"
Fox Sports The Gambler participated

in the Swing It and Ding It Golf Outing benefitting the Magical Mila Foundation, an organization raising awareness of Neurofibromatosis Type 1, its manifestations and high blood pressure in children under the age of 3. The July 15, 2024 event raised \$12,000.

GUARDIAN GAMES
PHOENIX, AZ
Mix 96.9

MIX 96.9 hosted one of the events in the Special Olympics Guardian Games on April 6. The station played "name that tune" with participants, with 100% of proceeds going to the Special Olympics of Arizona.

TEACHER'S NIGHT OUT
POUGHKEEPSIE, NY
Q92

Q92 hosted Teacher's Night Out for the first time in 2024, inviting local teachers to a local burger restaurant for a free event featuring food, drink specials, prizes and gifts from sponsors. The station broadcast live onsite and held raffles every 15 minutes for a total of \$6,000.

AMERICAN CANCER SOCIETY'S CATTLE BARON'S BALL & SWING FORE A CURE
ROANOKE LYNCHBURG, VA
iHeartMedia Roanoke/Lynchburg

In 2024, iHeartMedia Roanoke/ Lynchburg supported the American

Cancer Society through two major events: the Cattle Baron's Ball on October 5 and the Fore A Cure Golf Tournament on August 18-19. The Cattle Baron's Ball, a premier fundraising event in Roanoke, raised over \$200,000. The station supported the event with a \$5,000 vacation giveaway to St. Thomas, a \$25,000 PSA campaign and a \$5,000 radio schedule for the silent auction. The Fore A Cure golf tournament also drew hundreds of participants, with similar support including a \$5,000 Masters Practice Round vacation package, a \$25,000 PSA campaign and \$5,000 in auction promotion.

CUTS WITH COPS
ROANOKE LYNCHBURG, VA
93.5/102.7 JJS

In 2024, 93.5/102.7 JJS supported Cuts with Cops alongside Roanoke County and Roanoke City Police held at Northside High School and Carilion Children's Pediatric Medicine Office. This was a community-building, back-to-school event held on August 10 where local police officers helped provide free haircuts, backpacks, shoes, school supplies and health education materials for children, fostering positive relationships and reaching hundreds of families in the Roanoke area.

GUNS N HOSES CHARITY HOCKEY GAME
ROANOKE LYNCHBURG, VA
96.3 ROV

On January 20 2024, 96.3 ROV hosted the 20th annual Guns N Hoses Charity Hockey Game, bringing together Roanoke area firefighters and police officers for an exciting hockey game to raise funds and awareness for local charities. Hoses won 5-3 over Guns in front of a crowd of 7,800, raising thousands of dollars for area charities through the collected admission fees.

WINTERIZE KIDZ
SAINT LOUIS, MO
100.3 The Beat

100.3 The Beat along with the SOL Foundation, Walmart and Spire hosted the sixth annual Winterize Kidz coat and warm wear distribution on December 14. the event raised more than \$30,000 in coats and warm wear, distributing over 1,200 new coats to kids in the St. Louis metropolitan area.

MILES FOR MILITARY
SALISBURY, MD

On September 15, iHeartMedia Salisbury hosted the annual Miles for Military motorcycle ride benefiting Operation We Care, a nonprofit all-volunteer organization supporting our military and first responders all over the world since 2007. The event was promoted on-air, online and through social media, helping raise over \$3,000 for Operation We Care.

BIKES OR BUST
SALT LAKE CITY, UT
Rock 106.7

The ROCK 106.7 family teamed up with the Salt Lake City Bicycle Collective to host the Bikes or Bust donation drive, a live broadcast inviting listeners to bring bicycles to donate to the Salt Lake Bicycle Collective that took place on May 17, 2024. The drive collected 490 bikes, and each bike was refurbished and given to a child, teen or young adult in need.

MAKING STRIDES AGAINST BREAST CANCER
SALT LAKE CITY, UT
iHeartMedia Salt Lake City

iHeartMedia teamed up with local organizations Baby Your Baby and Check Your Health to host the Making Strides Against Breast Cancer event on October 12, 2024. The event was a noncompetitive 3 to 5 mile walk that brought people together to make a difference for everyone who has been affected by breast cancer. The event raised money to fund innovative research, provide free information and support and help people reduce their breast cancer risk or find it early when it's most treatable. 3,500 walkers attended the event to raise awareness for breast cancer.

SAFE KIDS FAIR
SALT LAKE CITY, UT
iHeartMedia Salt Lake City

iHeartMedia Salt Lake City joined the Salt Lake County's Safe Kids Coalition to host the Safe Kids Fair on March 30. This event was free to the public and filled with interactive activities for the whole family designed around the theme of health and safety. A total of 5,081 people attended the event and interacted with children and family safety organizations.

SECRET SANTA
SALT LAKE CITY, UT
94.1 KODJ

For many, the holidays can be a challenging time of year, emotionally and financially. 94.1 KODJ and 106.7 KAAZ teamed up with International Brotherhood of Electrical Workers (IBEW) Local 354 to create a Secret Santa campaign. Listeners were encouraged to log onto the station websites to nominate someone in need, and whether they need presents for someone's children or pay a past due heating bill. iHeartMedia and IBEW Local 354 personally delivered the Secret Santa gifts to the 14 winners.





LOCAL STATION HIGHLIGHTS

CONTINUED

**STUFF THE BUS
SAN ANTONIO
SAN ANTONIO, TX**
iHeartMedia San Antonio

iHeartMedia San Antonio supported Stuff the Bus San Antonio benefiting Communities in Schools of San Antonio (CIS-SA) with on-air, online and social media promotion encouraging listeners to get involved and donate. The CIS-SA Stuff The Bus Collection Day at local grocery store H-E-B on August 5, 2024, raised \$430,000 worth of school supplies for over 160 schools in 13 districts, with support from HEB Partners, KENS5 Anchors and various promotional campaigns.

**AZTECS FOR LIFE
BLOOD DRIVE
SAN DIEGO, CA**
San Diego's Talk, AM 760

San Diego Sports 760 partnered with San Diego State University to put on eighth Annual Aztecs for Life Blood Drive with Red Cross, promoting the drive on-air, online and via social media. The blood donations collected helped treat cancer patients, trauma victims, surgery patients and others requiring life-impacting blood transfusions. To date, the Aztec community has helped collect 1,970 units over the last seven years making an impactful difference for patients in need.

**FUN FRIDAY
SAN DIEGO, CA**
Channel 933

Channel 933 partnered with The Positive Movement Foundation to set up Fun Fridays at different middle schools as part of their program to foster growth and development in needed areas. The charity was founded by morning show host Geena the Latina to make a positive impact in the community. The Positive Movement Foundation has impacted 5,500 students and raised \$825,000 to help empower San Diego's most vulnerable children and youth.

**SAN DIEGO PRIDE
PARADE AND FESTIVAL
SAN DIEGO, CA**
JAM'N 95.7

Jam'n 95.7 helped promote and took part in the San Diego Pride Parade and Festival. San Diego Pride raised funds primarily through festival ticket and beverage sales, and through sponsorships and exhibitor fees. These funds supported San Diego Pride's community philanthropy, which has distributed more than \$2.5 million in advancement of its mission to foster pride, equality and respect for all lesbian, gay, bisexual and transgender communities locally, nationally and around the world.

**SWITCHFOOT BRO-AM
BEACH FEST
SAN DIEGO, CA**
ROCK 105.3

ROCK 105.3 supported Switchfoot Bro-Am Beach Fest, an annual celebration benefitting The Switchfoot Bro-Am Foundation, which is dedicated to giving back to the San Diego community by awarding grants and spotlighting nonprofit organizations that provide services to homeless, at-risk and disadvantaged youth, with a special focus on programs related to music, art and surfing. The event on June 15, 2024 raised over \$250,000.

**THE MAY RIDE
SAN DIEGO, CA**
KGB 101.5

KGB 101.5 supported The May Ride, a motorcycle ride and after party benefitting the Armed Services YMCA to help the troops and their families with day-to-day expenses, counseling, recovery and many other areas. May Ride has been an annual event since 2003, and the May 18, 2024 event had 500-600 riders and over 5,000 attendees at the after party.

**A FOODIE THING HAPPENED
ON THE WAY TO FIGHT
BREAST CANCER
SAN FRANCISCO, CA**
STAR 101.3

STAR 101.3 supported A Foodie Thing Happened on the Way to Fight Breast Cancer, an event benefitting the American Cancer Society featuring gourmet bites, craft beers, fine wine, music and more. The station promoted the September 21 event on-air, online and via social media, helping raise \$17,450 for the American Cancer Society.

**LOVE 101.1 STEVE HARVEY
MORNING SHOW TURKEY GIVE
SAVANNAH, GA**
LOVE 101.1

The annual LOVE 101.1 Steve Harvey Morning Show Turkey Give returned on November 26th, 2024. 100 turkeys as well as fresh produce were given out to the community at Cann Park.

**WYKZ CHRISTMAS WISH
SAVANNAH, GA**
98.7 The River

Starting December 2, 2024, 98.7 The River aired its annual holiday drive supporting families at The Dwaine & Cynthia Willett Children's Hospital of Savannah. For two weeks, the stations read a daily letter from a nurse or social worker highlighting a family facing serious illness. The stories aired throughout the day, encouraging listeners to help. The drive raised \$10,000 to provide toys and gift cards for the featured families.

**MAKE A PLAY FOR A
HEALTHY HEART
SEATTLE, WA**
95.7 The Jet Seattle

Radio 93.3 KJR-FM partnered with the Seattle Kraken and Virginia Mason Franciscan Health to help raise funds for

the Healthy Heart Fund. On February 6 from 6 – 10 p.m., 93.3 KJR-FM hosted an online auction where listeners could bid on items and raise money for the Healthy Heart Fund. The event also included interviews with doctors and tips on how to maintain a healthy heart and lifestyle, and the auction raised \$5,000 for Virginia Mason Franciscan Health's Healthy Heart Fund.

**THE JUBAL SHOW'S BACK TO
SCHOOL AUCTION FOR
THE BOYS AND GIRLS CLUB
SEATTLE, WA**
Kiss FM Seattle

The Jubal Show's Back to School Auction for the Bo's and Girls Club of Puget Sound took place on August 6 and 7, with Kiss FM Seattle's The Jubal Show supporting the online auction where listeners could bid on "can't buy experiences" to raise money for kids in need. The auction also helped the Boys and Girls Club purchase backpacks for kids who can't afford them. In total, the auction raised \$7,500 for the Boys and Girls Club on Puget Sound.

**MARDI GRAS BALL
WACO, TX**
iHeartMedia Waco

iHeartMedia Waco stations served as media sponsors for the 2024 Mardi Gras Ball benefitting the Advocacy Center Waco Crime Victims. The stations promoted the event on-air, online and on social media, helping raise over \$270,000 as every ticker purchased and dollar raised directly supported the Advocacy Center, whose mission is to provide and promote hope, healing, and justice for abused children so that every child can grow and develop in an healthy environment.





LOCAL STATION HIGHLIGHTS

CONTINUED

PROTECTING THE PALM BEACHES
WEST PALM BEACH, FL
1290 WJNO

Every Friday in 2024, the 1290 WJNO morning show promoted Protecting the Palm Beaches campaign aimed to create safer communities, highlight the heroic efforts of local law enforcement, create and improve community relationships with the police and honor the sacrifice of the fallen. The feature included honoring a weekly local hero, interviewing leaders in local law enforcement highlighted in the local news and recognizing sacrifices by officers and their families. The program is endorsed by the Palm Beach County Sheriff's Office.

TACOS BEER & DOGS
WEST PALM BEACH, FL
Wave 92.7

The Farm Dog Rescue is a network of families that foster dogs in their homes until they find a new "forever family." They cover all medical bills for the dogs until they find a new home. On March 24, 2024, 103.7 WQOL and Wave 92.7 held Tacos, Beer & Dogs, a Country concert to benefit The Farm Dog Rescue, raising over \$30,000.

JAKE OWEN FOUNDATION
WEST PALM BEACH, FL
Wave 92.7

Country star Jake Owen returns to his hometown of Vero Beach, Florida every year to support local charities that support children, as well as St. Jude Children's Research Hospital. Wave 92.7 supports and hosts various events with the singer and his Jake Owen Foundation, from golf tournaments and comedy shows to acoustic songwriter performances and full-band concerts. To date, the Jake Owen Foundation raised \$1 million for local children's charities and St. Jude.

HEALTHY FOODS FOR HEALTHY KIDS
WILMINGTON, DE
94.7 WDSD

94.7 WDSD'S Christa Cooper and 92.9 TOM FM's Kyle McMahon helped build awareness for Healthy Foods for Healthy Kids and helped emcee a volunteer night to help pack over 8,000 seed packets that were distributed to schools across Delaware.

MILES FOR MILITARY
WILMINGTON, DE
94.7 WDSD

94.7's 20th annual Miles for Military to support our military was a motorcycle ride benefitting Operation We Care, a non-profit all-volunteer organization supporting our military and first responders all over the world since 2007. The May 11, 2024 event raised \$5,500 for Operation We Care.

PANCAN PURPLESTRIDE WALK
WILMINGTON, DE
92.9 TOM FM

92.9 TOM FM on-air talent Kyle McMahon emceed the 2024 PanCAN PurpleStride Walk, which raised \$140,000 to benefit PanCAN in its mission to end pancreatic cancer.

CITY OF WINCHESTER NEIGHBORHOOD NIGHTS SUMMER CAMPAIGN
WINCHESTER, VA
iHeartMedia Winchester

iHeartMedia Winchester partnered with the City of Winchester Parks and Recreation Department to provide four free nights of family fun at a different neighborhood park each month during the summer of 2024. The stations greeted Winchester citizens coming out to have a good time and treated them to hot dogs, movies and games while providing the opportunity to meet the people who run the city.





COMPANY OVERVIEW

ABOUT IHEARTMEDIA, INC.

iHeartMedia, Inc. [Nasdaq: IHRT] is the leading audio media company in America, with 90% of Americans listening to iHeart broadcast radio in every month. iHeart’s broadcast radio assets alone have a larger audience in the U.S. than any other media outlet; twice the size of the next largest broadcast radio company; and over four times the ad-enabled audience of the largest digital only audio service.

iHeart is the largest podcast publisher according to Podtrac, with more downloads than the next two podcast publishers

combined, has the most recognizable live events across all genres of music, has the number one social footprint among audio players, with seven times more followers than the next audio media brand, and is the only fully integrated audio ad tech solution across broadcast, streaming and podcasts. The company continues to leverage its strong audience connection and unparalleled consumer reach to build new platforms, products and services.

Visit [iHeartMedia.com](https://www.iHeartMedia.com) for more company information.





iHeart
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