



# Impact Report

2014

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 **iHeartMEDIA**  
COMMUNITIES

iHeartMedia Communities™  
Impact Report 2014

# Contents

<b>Company Overview</b> .....	<b>02</b>
<b>Executive Letter</b> .....	<b>04</b>
<b>Community Commitment</b> .....	<b>06</b>
<b>iHeartMedia</b> .....	<b>09</b>
2014 Special Projects .....	<b>12</b>
National Radio Campaigns .....	<b>30</b>
Radiothons .....	<b>102</b>
Public Affairs Shows .....	<b>116</b>
Responding to Disasters .....	<b>128</b>
Wish Granting .....	<b>132</b>
Special Events and Fundraising .....	<b>142</b>
2014 Honorary Awards and Recognition .....	<b>148</b>
Music Development .....	<b>160</b>
Local Advisory Boards .....	<b>174</b>
On-Air Personalities .....	<b>178</b>
Station Highlights .....	<b>196</b>
<b>Clear Channel Outdoor</b> .....	<b>240</b>
Community Commitment .....	<b>242</b>
Protecting Our Communities .....	<b>244</b>
National Partners & Programs .....	<b>248</b>
Market Highlights .....	<b>258</b>

# Company Overview

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## ABOUT IHEARTMEDIA, INC.

iHeartMedia, Inc. is one of the leading global media and entertainment companies specializing in radio, digital, outdoor, mobile, live events, social and on-demand entertainment and information services for local communities and providing premier opportunities for advertisers. For more company information visit [iHeartMedia.com](http://iHeartMedia.com).

## ABOUT IHEARTMEDIA

With 245 million monthly listeners in the U.S., 97 million monthly digital uniques and 196 million monthly consumers of its Total Traffic and Weather Network, iHeartMedia has the largest reach of any radio or television outlet in America. It serves over 150 markets through 858 owned radio stations, and the company's radio stations and content can be heard on AM/FM, HD digital radio, satellite radio, on the Internet at [iHeartRadio.com](http://iHeartRadio.com) and on the company's radio station websites, on the iHeartRadio mobile app, in enhanced auto dashes, on tablets and smartphones, and on gaming consoles.

iHeartRadio, iHeartMedia's digital radio platform, is the No. 1 all-in-one digital audio service with over 500 million downloads; it reached its first 20 million registered users faster than any digital service in Internet history and reached 50 million users faster than any digital music service and even faster than Twitter, Facebook and Pinterest. The company's operations include radio broadcasting, online, mobile, digital and social media, live concerts and events, syndication, music research services and independent media representation.

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## ABOUT CLEAR CHANNEL OUTDOOR AMERICAS HOLDINGS, INC.

Clear Channel Outdoor Americas Holdings, Inc., (NYSE: CCO) is one of the world's largest outdoor advertising companies, with more than 750,000 displays in over 40 countries across five continents, including 48 of the 50 largest markets in the United States. Clear Channel Outdoor Americas Holdings offers many types of displays across its global platform to meet the advertising needs of its customers. This includes a growing digital platform that now offers over 950 digital billboards across 37 U.S. markets. Clear Channel Outdoor Americas Holdings' International segment operates in nearly 30 countries across Asia, Australia, Europe and Latin America in a wide variety of formats.



# Executive Letter

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2014 was an exciting time as we became iHeartMedia, a name that more accurately reflects our leadership position in the digital, mobile and social worlds in addition to our number one position in broadcast radio, events and technology-driven outdoor. And, as we build on our history as the leader in broadcast radio and outdoor advertising, we uncover more opportunities to improve the lives of others. This means reaching the public wherever they are, and using our company's key platforms to inspire and create positive change. We collectively strive to build stronger communities through our deep partnerships with nonprofits, local community relationships, diverse programming, innovative campaigns, world-class events and one-of-a-kind services, which foster positive and productive environments and help communities to thrive.

This year at iHeartMedia we continued to help veterans find jobs through *iHeartRadio Show Your Stripes*, and at Clear Channel Outdoor Americas, we leveraged the immediacy of our digital displays to combat human trafficking through an expanded relationship with Polaris, the Coalition to Abolish Slavery & Trafficking. As a company, we have also invested heavily in the future of thousands of neighborhoods -- enriching the lives of children and families in meaningful ways -- and have worked locally to help improve the environment, education, health, music, the arts and so much more.

Every day, the people of iHeartMedia and Clear Channel Outdoor Americas are dedicated to giving back to the communities in which they live and work. We have a deep history of using our massive reach and national influence to address a number of critical issues each year that support causes important to our employees and have a lasting impact on the communities we serve.

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In 2014, iHeartMedia donated over \$400 million in media inventory and financial contributions to thousands of nonprofit organizations that are important to our employees and our communities -- an unbelievable gift for us to be able to use to help others and an opportunity that we believe sets us apart from other media companies. In fact, our contribution of \$400 million is greater than the entire revenue of many broadcast radio and television companies.

At iHeartMedia & Clear Channel Outdoor Americas, it is universally important to use the power of all of our assets in the service of giving back, and in assisting the organizations that are helping our neighbors in need.

The following pages will give you an idea of the scope of our collective outreach last year, and how we continue building on our commitment to make a critical difference in the lives of our listeners and communities.



A handwritten signature in black ink, appearing to read 'Bob Pittman', written in a cursive style.

Bob Pittman



A handwritten signature in black ink, appearing to read 'Rich Bressler', written in a cursive style.

Rich Bressler

# Commitment to Community

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

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

## ENRICHING COMMUNITIES

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

## PRESENTING DIVERSE PROGRAMMING & WORKFORCE

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



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## SERVING LOCAL NEEDS

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

## RESPONDING TO DISASTERS

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

## FOSTERING MUSIC DEVELOPMENT

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



# iHeartMedia

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With **245 million** monthly listeners in the U.S., iHeartMedia has the largest reach of any radio or television outlet in America. iHeartMedia serves 150 markets through **858 owned radio stations**. In addition, **iHeartRadio** — iHeartMedia’s free, industry-leading, digital music service - gives users instant access to more than 1,500 live radio stations and allows them to create custom stations inspired by favorite artists or songs, anywhere they are.

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

As the leading media company in America by reach, iHeartMedia has a responsibility to connect listeners and consumers with relevant and timely news and information to help them make informed and educated decisions and serve as an outlet to educate and motivate.

The importance of community involvement is embedded in every aspect of iHeartMedia’s day-to-day business -- from providing up-to-date news, storm and relief information in times of natural disasters, to informing communities on where to get tested for HIV, how to help families in need, or where and when to vote on the local school budget. Radio is a lifeline for communication, and 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 -- and remains committed to continuing that mission.







# 2014

# Special Projects

IHEARTMEDIA

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Over the last several decades, iHeartMedia has helped shape the way in which media interacts, educates and connects with the public. Each year there are a few examples where iHeartMedia makes a company-wide commitment beyond media or financial support to address a specific issue or cause. In 2014, our strong belief in helping returning veterans find jobs fueled the largest public service campaign in the company's history -- *iHeartRadio Show Your Stripes*. We were also a founding member of a coalition to create safer roads for future generations both in the U.S. and globally; and we helped mark World AIDS Day 2014 alongside our partners (RED) and Bank of America with a surprise concert in Times Square.









# SHOW YOUR STRIPES

HIRE SMART.  
HIRE VETS.

2014 SPECIAL PROJECTS

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# iHeartRadio Show Your Stripes

## THE LARGEST CAMPAIGN IN IHEARTMEDIA HISTORY

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**There are 21.8 million veterans in the United States, many of whom have had trouble finding meaningful employment upon returning to the U.S. In fact, more than 200,000 Iraq and Afghanistan veterans are currently considered unemployed (PBS, April 5, 2014). Of active military, 43 percent expect a difficult transition to civilian life, including finding employment** (*poll conducted by Washington Post and Kaiser Family Foundation*). Now in its second year, *iHeartRadio Show Your Stripes* is a company-wide community service initiative to address the issue of unemployment among U.S. military veterans and to encourage businesses to hire skilled veterans.

*iHeartRadio Show Your Stripes* – with the tagline “Hire Smart – Hire Vets” – is a long-term effort to help guide veterans back into civilian life by highlighting their valuable training and experience. Since the program’s launch, iHeartMedia has invested well over \$150 million in radio, digital and out-of-home resources to highlight the skills brought back by returning servicemen and women and their value to employers in the workplace – making *iHeartRadio Show Your Stripes* the largest public service program in the company’s history.

A series of over 200 PSAs has run in support of the program since launch and include testimonials from real-life veterans, success stories from large and small businesses that have benefitted from hiring veterans, and encouragement and personal anecdotes on the importance of hiring veterans from some of the biggest artists and political leaders in the world including First Lady Michelle Obama, Dr. Jill Biden, Elton John, John Legend, Kelly Clarkson, Carrie Underwood, Brad Paisley, Ryan Seacrest, Mario Lopez, Trace Adkins, Krewella, Adam Lambert, Flo Rida, LL Cool J and many more.



All public service announcements direct listeners to [showyourstripes.org](http://showyourstripes.org) – a centralized, easy-to-use destination for veterans, businesses and supporters. The website provides veteran users with access to 70,000+ military-friendly jobs and offers businesses the opportunity to post jobs specifically geared toward veterans' skills. [Showyourstripes.org](http://showyourstripes.org) offers veterans and businesses a customized experience that delivers the most relevant and helpful employment resources in a clear and easy-to-navigate way.

In 2014, iHeartRadio launched a 30-minute long-form show that took a deep look into the issue of veteran unemployment and included a series of expert interviews and audio from First Lady Michelle Obama and Dr. Jill Biden. iHeartMedia stations also participated in regional, veteran-focused career fairs which were supported via on-air and on-site promotion. The campaign leveraged social media and digital platforms including iHeartRadio's Facebook (6.6M+ "likes") and Twitter (263K+ followers); individual radio stations' social platforms and partner social sites.

Through *iHeartRadio Show Your Stripes*, some of the biggest companies in the world have come together as part of the *iHeartRadio Show Your Stripes Alliance* -- a coalition of American businesses identified as being military-friendly and which have already experienced success in hiring veterans. The goal of the Alliance is to make military-friendly businesses more visible to veterans seeking jobs, ultimately increasing veterans' applications for open positions. iHeartMedia supports businesses that hire vets by recognizing them on-air across its stations, its digital platforms and out-of-home properties.

# THE NATIONAL IHEARTRADIO SHOW YOUR STRIPES ALLIANCE

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GEICO



JPMORGAN CHASE & CO



## KEY PROGRAM STATS (AS OF JAN 1, 2015)

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- Since *iHeartRadio Show Your Stripes* launched last year, over a quarter million veterans have found jobs
- Nearly **2.5 million** public service announcements have aired on iHeartMedia radio stations nationally
- Since launch, **28 million+** billboard displays have featured the program message
- **7 billion+** media impressions
- More than 4,000 participating local and national businesses have joined the *Show Your Stripes Alliance* including Coca-Cola, Wal-Mart, Target, GE and FedEx
- More than 200,000 job applications have been submitted to a wide variety of companies through [showyourstripes.org](http://showyourstripes.org)
- **2.85 million+** unique visitors to [showyourstripes.org](http://showyourstripes.org), with an average weekly visitation rate of 35,800 visitors

## KEY RESEARCH STATS

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After just six months on-air...

- 60% program awareness amongst veterans
- Almost 1 in 3 radio listeners are aware of *iHeartRadio Show Your Stripes*, while fewer than 1 in 5 are aware of competing campaigns that have been around for much longer

## AWARD-WINNING CAMPAIGN

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- 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

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“ As our wars draw to a close, more of our troops are coming home, and as they do, one of the biggest challenges they will face is finding a job. That’s why we are so excited about the *iHeartRadio Show Your Stripes* initiative. Over the past year they have helped connect our veterans with the jobs they deserve. ”

First Lady **Michelle Obama & Dr. Jill Biden**







(RED)<sup>TM</sup>

2014 SPECIAL PROJECTS

# iHeartRadio Goes (RED)

## SUPPORT OF WORLD AIDS DAY 2014

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**On December 1, 2014, iHeartRadio turned (RED) in support of World AIDS Day. Tens of thousands of people packed New York's Times Square for a surprise World AIDS Day event -- A (RED) Thank You Presented By Bank of America -- which included performances by Kanye West and Carrie Underwood, as well as by Adam Clayton, The Edge and Larry Mullen Jr. of U2, joined by Bruce Springsteen and Coldplay's Chris Martin.**

Beginning midnight on December 1, iHeartRadio became iHeart(RED), launching a custom iHeartRED digital radio station, which streamed live to millions across more than 80 iHeartMedia radio stations nationwide.

iHeartMedia has been a longtime supporter of (RED) and has donated millions of dollars of media across its radio, outdoor and digital platforms to further (RED)'s fight to deliver an AIDS-free generation.

## ABOUT (RED)™

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To date, (RED) has generated more than \$300 million for the Global Fund to fight AIDS, Tuberculosis and Malaria, to support HIV/AIDS grants in Ghana, Kenya, Lesotho, Rwanda, South Africa, Swaziland, Tanzania and Zambia. 100 percent of that money goes to work on the ground – no overhead is taken. Global Fund grants that (RED) supports have impacted more than 55 million people with prevention, treatment, counseling, HIV testing and care services.

(RED) is a division of The ONE Campaign. Learn more at [www.red.org](http://www.red.org).







TOGETHER FOR  
**SAFER ROADS**

2014 SPECIAL PROJECTS

# iHeartMedia Joins Safer Roads Coalition

## FOUNDING PARTNERSHIP

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**Road traffic crashes are the eighth leading cause of death worldwide and the No. 1 cause of death among 15 – 29 year olds. The World Health Organization of the United Nations estimates that, absent intervention, this will become the fifth leading cause of death by 2030, surpassing diseases such as HIV/AIDS and diabetes.**

iHeartMedia was invited to join a coalition alongside some of the biggest global brands in the world to help solve the nationwide issue of unsafe driving and road conditions. On Thursday, November 19, iHeartMedia helped launch *Together for Safer Roads* at the United Nations.

iHeartMedia joined 10 leading global companies that have come together to create *Together for Safer Roads* – an innovative cross-sector coalition focused on improving road safety and reducing deaths and injuries by road traffic collisions. Other founding members include: Anheuser-Busch InBev, AIG, AT&T, Chevron, Ericsson, Facebook, IBM, PepsiCo and Walmart.

A primary goal of the coalition is to foster cross-sector collaboration that helps identify and scale best practices on road safety. Members will work with a variety of stakeholders - employees, business, government and community partners - to implement activities that have a proven impact on improving road safety.

As a coalition member, iHeartMedia is focused on advocacy and thought leadership. Future coalition efforts will include benchmarking best practices that advance traffic safety culture among companies and partners; convening stakeholders in key cities to focus on strategies for reducing fatalities; identifying ways technology and data can support road safety; advocating for more funding and support for country road safety initiatives; and raising overall awareness about this important issue.

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“

Over the past few years, iHeartMedia has supported a number of safe driving public awareness initiatives across our more than 850 radio stations, digital platforms and out-of-home properties. As a founding member of the Together for Safer Roads coalition, we will use our spectrum of multiplatform assets to address key aspects of road safety, a critical global public health challenge facing the many communities in which we all live and work. As a coalition partner, iHeartMedia will deliver key messages to our millions of listeners to drive awareness of this prevalent and growing issue, and help educate the public around safer driving practices.

”

**Richard Bressler**, President, COO and CFO, iHeartMedia, Inc.





# National Radio Campaigns

IHEARTMEDIA

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iHeartMedia and all of its 858 broadcast radio stations are dedicated to inspiring and creating positive change that improves the lives of others. The company's community programs are built on the idea that through public awareness and education we can drive attention and action that bring deeper understanding of both world issues and individual community matters. In 2014, iHeartMedia supported thousands of local and nonprofit organizations nationwide and raised hundreds of millions of dollars for critical issues both in the United States and globally.

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





# The Ad Council & Road Safety

## NATIONAL RADIO CAMPAIGNS

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**According to the National Highway Traffic Safety Administration (NHTSA), summer is the deadliest time of year to be on the road. NHTSA data reveals that nearly half of all deadly traffic accidents on the Fourth of July are the result of impaired driving; 25 percent of teens respond to a text message once or more every time they drive; and pleasant summer conditions can give drivers a false sense of security, which leads to speeding, as well as distracted, unbelted and/or impaired driving, all of which increase the likelihood of a crash.** The Ad Council and iHeartMedia Communities joined forces to launch Safe Summer Driving, a season-specific campaign designed to keep everyone safe on the roads during the summer months.

## THE AD COUNCIL & ROAD SAFETY

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A series of iHeartRadio on-air and online public service advertisements (PSAs) encouraged drivers nationwide to make responsible choices that wouldn't endanger themselves or others. The series of radio spots, developed pro bono by Merkle + Partners and produced by iHeartMedia, promoted safe driving and informed listeners that summer is the most dangerous time of year to drive. The PSAs directed audiences to visit [iHeartRadio.com/SummerDriving](http://iHeartRadio.com/SummerDriving) to find facts about the impact of distracted and buzzed driving, access tips for curbing these dangerous behaviors, and help spread the word by writing an open letter or taking a safe driving pledge.

The Safe Summer Driving campaign aired nationally in donated airtime on all iHeartMedia radio stations in 150 markets for a three-week period. The iHeartMedia commitment included airtime and digital placement on station websites.

### **Campaign Impact**

- Estimated donated media value: **\$3.8 million**
- Estimated media impressions: **212.7 million**
- Between June 30 and July 21, **nearly 100,000 people** visited the dedicated website
- **87.9%** of visits to the website were made by new users

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“ iHeartMedia has been an exemplary media partner for the Ad Council, providing support for a number of critically important social issues. We’re particularly proud of the work we’ve done together on the safe driving campaign to help reduce drunk and distracted driving, prevent injuries, and ultimately save lives. ”

**Lisa Sherman**, President and CEO of the Ad Council

## ABOUT THE AD COUNCIL

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



# Memorial Fund

## NATIONAL RADIO CAMPAIGNS

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**More law enforcement officers in the United States have died in traffic-related incidents than from any other single cause of death, including gunfire, for 13 of the last 15 years. In 1962, President John F. Kennedy designated May 15th as National Peace Officers Memorial Day, and the calendar week in which it falls as National Police Week.** iHeartMedia and Clear Channel Outdoor Americas honored the hundreds of officers that lost their lives in the line of duty by supporting National Police Week 2014.

## MEMORIAL FUND

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Leading up to the Candlelight Vigil and throughout National Police Week, Clear Channel Outdoor Americas displayed tributes to honor fallen officers who served in communities where the company operates and ran creative that encouraged the public to donate to the Memorial Fund's United by Light program or to dedicate a virtual candle with a personalized message in honor of a special officer.

From May 7 – May 16, nearly 7,000 public service advertisements (PSAs) aired across iHeartMedia radio stations to pay tribute to officers who lost their lives for the safety and protection of others. The spots encouraged public participation during the designated week of remembrance and drove listeners to [lawmemorial.org](http://lawmemorial.org) where they could light a virtual candle, donate or simply learn about the heroic acts of these brave men and women.

Additionally, select radio stations conducted on-air interviews with Craig W. Floyd, Chairman & Chief Executive Officer of the National Law Enforcement Officers Memorial Fund and Steve Groeninger, Senior Director of Communications & Marketing for the National Law Enforcement Officers Memorial Fund.



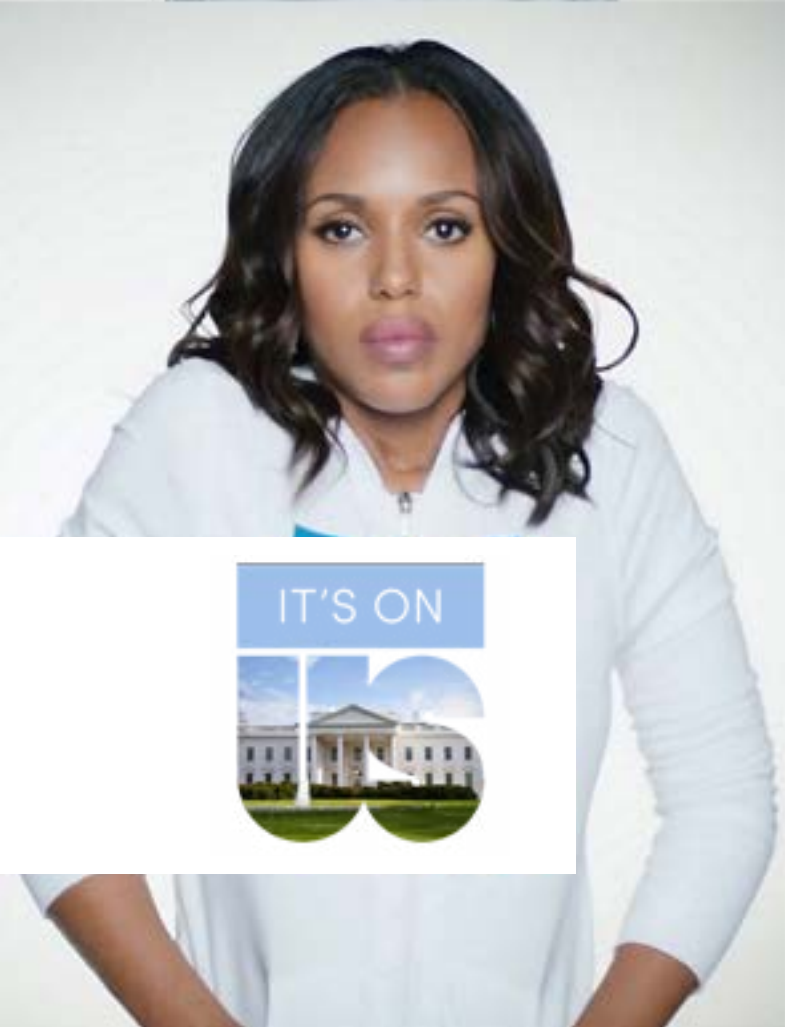
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### Campaign Impact

- Estimated donated media value: **\$2.25 million** across radio and outdoor
- Estimated media impressions: **31.4 million** impressions across iHeartMedia radio stations alone
- **37 million** people reached through Clear Channel Outdoor Americas' campaign
- Over 20,000 people attended the event on-site joining more than 13,000 who attended via the live webcast. As part of the United by Light campaign, 69 people hosted Vigil viewing events nationwide and nearly 1,000 lit virtual candles in honor of law enforcement officers raising over \$30,000 for the campaign.

“ The Memorial Fund’s partnership with Clear Channel & iHeartMedia was an amazing effort to bring attention to our organization’s mission and to honor and remember law enforcement officers in such a meaningful way. We hope people feel a greater appreciation for the service and sacrifices these individuals make and we are extremely grateful for this invaluable partnership with Clear Channel Outdoor Americas and iHeartMedia. ”

**Craig W. Floyd**, Chairman & CEO of the Memorial Fund



# It's On Us

## NATIONAL RADIO CAMPAIGNS

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**Most men are not comfortable with violence against women, but may not speak out because they believe that other men accept this behavior. By getting men involved, we can change this way of thinking and create new social norms. Research shows that bystander intervention can be an effective way of stopping sexual assault before it happens, as bystanders play a key role in preventing, discouraging, and/or intervening when an act of violence has the potential to occur.**

iHeartMedia partnered with the White House for It's On Us, a public awareness campaign to help prevent sexual assault, particularly at college campuses.

## IT'S ON US

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To advance the goal of preventing sexual assault, the President and Vice President unveiled a new public awareness and education campaign: It's On Us. The campaign seeks to engage college students and all members of campus communities in preventing sexual assault. The campaign was launched in partnership with the Center for American Progress' Generation Progress, along with student body leaders from nearly 200 colleges and universities across the country, collegiate sports organizations such as the NCAA, and private companies that have strong connections with students at colleges and universities.

iHeartMedia helped launch this public-private partnership, and continues to promote It's On Us resources across its broad range of assets. Since October 2014, male-dominated stations have aired thousands of radio spots and digital banners have run across hundreds of station websites in an effort to fundamentally shift the way we think about sexual assault, by inspiring everyone to see it as their responsibility to do something, big or small, to prevent it. The campaign released two PSAs in fall 2014 including one starring Jon Hamm, Questlove, Connie Britton, Kerry Washington and many others.

The PSAs focused primarily on reaching a young, male audience to encourage them to get educated and involved at their college or university. Additionally, a core component of the campaign was an online pledge which individuals can sign to commit to be a part of the solution to end sexual assault. Both PSAs as well as the campaign's other digital and print materials direct individuals to the pledge as a first step in engaging in the conversation.

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### **Campaign Impact**

- Estimated media impressions: over **15 million**
- **125,552** pledge signers
- **61** official partners
- **320** students leading initiatives on campus
- **3,776,433** YouTube views of Anthem PSA
- **499,310** YouTube views of Bystander PSA
- **72,687** #ItsOnUs Tweets
- **1,777,624,891** #ItsOnUs Impacts

“ iHeartMedia has been a vital partner of the It’s On Us campaign. Through their generous support, we’ve been able to effectively expand our reach and engage thousands of additional young men in the conversation of ending sexual assault. ”

**Kristin Avery**, It’s On Us Campaign Manager



THE  
CONCERT  
FOR  
**VALOR**  
SALUTING AMERICA'S VETERANS



# The Concert for Valor

## NATIONAL RADIO CAMPAIGNS

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**According to the U.S. Census Bureau, as of 2013 there were 19.6 million veterans currently living in the United States and an estimated 1.4 million active-duty military personnel according to the Defense Manpower Data Center.** iHeartMedia teamed up with HBO, Starbucks and Chase to offer a live stream of The Concert for Valor, a Veterans Day concert to honor the courage and sacrifice of American veterans and their families.

## THE CONCERT FOR VALOR

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The Concert for Valor provided a national stage for ensuring that veterans and their families recognized America's gratitude and raised awareness for veterans service organizations dedicated to education, wellness, reemployment and reintegration. Millions of people, including veterans, active duty service members, their families and Americans tuned in to watch the free concert in person, on television, and via iHeartRadio on Veterans Day.

The Nov. 11 event, hosted by HBO, Starbucks and Chase, was presented live from the National Mall in Washington, D.C. and featured a broad array of talent from the worlds of music and entertainment, including Jack Black, The Black Keys, Bryan Cranston, Eminem, Jamie Foxx, Dave Grohl, Jennifer Hudson, Jessie J, George Lopez, Metallica, John Oliver, Rihanna, Bruce Springsteen, Carrie Underwood, Bob Woodruff and Zac Brown Band, as well as special appearances by Tom Hanks, Will Smith, Steven Spielberg, Meryl Streep, Oprah Winfrey and Reese Witherspoon, among many others.

The partnership between HBO and iHeartMedia complemented both companies' focus on the critical importance of helping America's returning veterans. For three weeks leading up to the concert, iHeartMedia radio stations promoted The Concert for Valor on-air and digitally, including on local D.C. stations which encouraged live attendance, and for the entire month of November, iHeartRadio featured a customized The Concert for Valor station featuring music from all of the concert's performers and messages about supporting veterans. An audio feed of the concert was streamed live on nearly 70 iHeartMedia radio stations nationwide and on the customized The Concert for Valor digital station on iHeartRadio, helping to bring the concert to military personnel and families living abroad.



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### Campaign Impact

- On HBO, The Concert for Valor amassed a gross audience of **2.7 million** viewers
- **200,000** people watched via stream from The Concert for Valor website
- Nearly **1 million** tuned in to listen on iHeartRadio.com or on select iHeartMedia radio stations
- **Over 800,000 attended** the live concert on The National Mall in Washington, D.C.





**WE**  **AIDS**<sup>™</sup>  
greaterthan.org

# Greater Than AIDS

## NATIONAL RADIO CAMPAIGNS

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**HIV has touched the lives of many Americans -- more than 1.2 million people are living with HIV in the U.S. today. About 40 percent of Americans know someone who is living with or has died of the disease – for many, a family member or close friend.** iHeartMedia has been a longtime supporter of Greater Than AIDS, a leading national public information response. In 2014, iHeartMedia placed Greater Than AIDS radio messages in key urban-focused markets to increase knowledge and reduce stigma. On-air and digital promotions also supported key national HIV awareness dates that bring attention to the disparate impact of the epidemic on different communities.

## GREATER THAN AIDS

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In January, iHeartMedia distributed a special broadcast of “We Are Empowered,” an intimate and inspiring half-hour conversation between Grammy Award winner Alicia Keys and women living with HIV to its radio stations nationally, supporting the airing with targeted promotions. Presented as part of the Greater Than AIDS Empowered campaign, the program and related public service messages also highlighted the important role of women as mothers, daughters, sisters and friends, in making a difference in the epidemic.

More than 550 Clear Channel Outdoor Americas billboards, transit and other out-of-home media placements complemented the on-air programming in high-incidence communities.

### **Campaign Impact**

- Estimated donated media impressions: over **18 million**
- Estimated donated media value: **\$850,000**
- iHeartMedia aired more than **800** donated PSAs in 20 markets, streamed PSAs on iHeartRadio stations and featured banner ads on station websites
- Clear Channel Outdoor Americas placed **550** donated Greater Than AIDS out-of-home ads in seven markets
- As of January 2014, 24 stations aired “We Are Empowered,” a half-hour special program produced by Greater Than AIDS and featuring Alicia Keys.

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“ Together with iHeartRadio we are able to reach audiences across the U.S. with life-saving information in new and engaging ways. The We Are Empowered radio program is a perfect example of how we can leverage the power of radio and story telling to address a critical issue in our country and breakdown the stigma that keeps people from taking life-saving actions. ”

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

## ABOUT GREATER THAN AIDS

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

[www.greaterthan.org](http://www.greaterthan.org)



**COMMUNITY HEROES**  
CRIME FIGHTERS



**I will**

JOIN THE 9/11 TRIBUTE MOVEMENT

©2007

# 9/11 Day of Service

## NATIONAL RADIO CAMPAIGNS

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**On September 11, 2001, nearly 3,000 people were killed in the terrorist attacks on the World Trade Center, at the Pentagon and in southwestern Pennsylvania. In remembrance and tribute, the U.S. Congress and President Barack Obama joined together in 2009 to formally establish the anniversary of September 11 as an annually recognized National Day of Service and Remembrance under federal law.** For the fourth consecutive year, iHeartMedia led listeners nationwide to participate in The September 11th National Day of Service and Remembrance observance (“9/11 Day”), and local radio stations across the country participated in organized volunteer activities designed to engage students in charitable activities in observance of 9/11.

## 9/11 DAY OF SERVICE

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From September 2 - 12, 2014, all iHeartMedia radio stations aired a series of compelling public service messages in support of the observance, inspiring countless listeners nationwide to observe the anniversary of 9/11 by serving others. Listeners who wanted to participate could choose from service options, including volunteering, donating to charities of their choice, or simply make a voluntary pledge to dedicate time on 9/11 or another day to performing good deeds that help others in need. In addition to airing PSAs, donating Clear Channel Outdoor Americas billboards across the U.S., and posting online ad banners and social media posts, iHeartMedia employees personally participated in 9/11 Day volunteer activities in their own communities. These large-scale volunteer projects focused on engaging students in charitable activities in observance of 9/11, with many benefitting veterans and first responders.

### **Campaign Impact**

- Estimated media impressions: more than **11 million**
- Over the last four years, iHeartMedia has committed over **\$10.5 million** in support, the single largest media contribution by any 9/11 Day partner
- The 9/11 Day campaign generated over **one billion** media impressions, including the support provided by iHeartMedia



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“ iHeartMedia continues to be an extraordinary and essential corporate partner in the ever-growing 9/11 Day observance. iHeartMedia’s reach in helping us to build broad awareness and momentum for this forward-looking and impactful observance is matched only by the passion and commitment its employees bring to 9/11 Day each year to help people and communities in need throughout the nation. ”

**Jay S. Winuk, MyGoodDeed co-founder and a 9/11 family member**

## ABOUT 9/11 DAY OF SERVICE

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9/11 Day (<http://911day.org>) is the nonprofit movement to observe September 11 every year as a day of charitable service and doing good deeds. 9/11 Day was originally created in 2002 by the 9/11 community to provide a positive and permanent way to forever remember and pay tribute to the 9/11 victims, and honor those that rose in service in response to the attacks. In 2009, the U.S. Congress formally designated 9/11 as a National Day of Service and Remembrance under federal law. Today 9/11 Day is the nation’s largest annual day of charitable engagement, with more than 40 million Americans dedicating time to helping others in need each year.



THE  
GLOBAL  
POVERTY  
PROJECT

GLOBAL  
CITIZEN  
FESTIVAL

# Global Poverty Project

## NATIONAL RADIO CAMPAIGNS

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

iHeartRadio has partnered with The Global Poverty Project for the third consecutive year to help the organization secure new global commitments to health, education, women's equality and global partnerships in an effort to end extreme poverty.

## GLOBAL POVERTY PROJECT

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Already in its third year, the Global Citizen Festival, a free ticketed concert on the Great Lawn of Central Park in NYC, on September 27, 2014 was initiated by the Global Poverty Project and attracted over 60,000 people, many who received free tickets to the concert after volunteering to help end poverty. The Festival, which celebrated achievements made toward ending extreme poverty by 2030, featured performances by Jay-Z, No Doubt, Carrie Underwood, fun., The Roots and Tiësto, with a special performance from Alicia Keys, a collaboration with Sting and No Doubt, and a finale with Beyoncé and Jay-Z.

iHeartMedia's 2014 support of the Global Citizen Festival included its first-ever live nationwide simulcast on iHeartRadio. For listeners unable to earn their way to the NYC concert, national on-air and digital PSAs and iHeartRadio push notifications directed listeners to the live stream on iHeartRadio. All five iHeartMedia New York City radio stations [Q104.3, Z100, 103.5 KTU, Power 105.1, Lite FM and WOR] supported the event locally with ongoing on-air and online promotion, and Clear Channel Outdoor Americas placed digital advertisements for the event across the country. For the entire week of the Festival, iHeartMedia ran PSAs on all format appropriate stations nationwide (AC, Hot AC, CHR, Classic Hits, Country, Rock, Urban, Sports/Talk) driving listeners to the live stream.

Additionally, throughout the year, local radio stations across the country promoted the Global Citizen Tickets Initiative, a program designed to incentivize social activism with concert tickets and Global Citizen Nights, a series of free-ticketed concerts that bring major artists to intimate venues as part of the movement to end extreme poverty by 2030.

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### **Campaign Impact**

- From July 8 – September 27, 2014, iHeartMedia New York City donated nearly **\$800K** worth of media
- Clear Channel Outdoor Americas donated nearly **3 million** spots on digital displays
- iHeartMedia's combined promotion helped reach more than **1.82 million** viewers nationwide
- More than **50,000 people attended** the concert in Central Park
- Global Citizen Festival commitments will positively impact the lives of **259 million** people around the world

### **ABOUT GLOBAL POVERTY PROJECT**

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



DURAN  
AND THE MORNING SHOW

DURAN  
AND THE MORNING SHOW

ELVIS  
DURAN  
MORNING SHOW

ELVIS  
DURAN  
THE MORNING SHOW

ELVIS

#spiritday

#spiritday

#spiritday

#spiritday



# GLAAD

## NATIONAL RADIO CAMPAIGNS

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**According to a recent study, 63.5% of LGBT students (youth) report feeling unsafe at school because of their sexual orientation, and 81.9% of LGBT students report being verbally harassed because of their sexual orientation.** iHeartMedia is committed to working with GLAAD, the nation's leading lesbian, gay, bisexual, and transgender (LGBT) media advocacy organization, to educate and inspire its audiences and team members to learn more about LGBT communities in an effort to build support for equality.

## GLAAD

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Since 2010, millions of people have ‘gone purple’ on GLAAD’s Spirit Day in a stand against bullying and to show support for LGBT youth. For the second consecutive year, iHeartMedia joined hundreds of celebrities, media companies, brands, landmarks, faith groups, schools and more to support Spirit Day. iHeartRadio promoted Spirit Day and shared the organization’s goal to prevent the bullying of LGBT youth on Pride Radio, iHeartRadio’s dance and pop music radio station for the LGBT community. Additionally, iHeartMedia rebranded its assets purple including iHeartRadio.com, Facebook, Twitter and Instagram, plus published a photo gallery featuring LGBT-friendly recording artists, actors and famous personalities.

The syndicated Elvis Duran and the Morning Show discussed Spirit Day on-air throughout the day. The morning show, which airs in nearly 80 markets, talked about the importance of standing up to bullying and showing solidarity for LGBT youth nationwide.

As part of iHeartMedia’s commitment to promoting diversity and equality, the company co-produced and distributed a communications guide to all on-air personalities discussing the appropriate way to reference members of the LGBT community. iHeartMedia’s on-air talent and programmers use these best practices to tell fair, accurate and inclusive stories about LGBT topics across the country.



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### **Spirit Day Impact**

- Estimated media impressions: Over **23.5 million**
- Estimated media value: Approximately **\$1.6 million**
- iHeartRadio and Elvis Duran and the Morning Show were among the ranks of Good Morning America, The Today Show, The View and more top-rated shows that joined the conversation for LGBT equality

“ Teaming up with iHeartMedia helped us bring messages of equality and acceptance to hundreds of millions of listeners. From instilling support for LGBT youth to equipping on-air hosts to more effectively talk about LGBT equality, the impact of our partnership is invaluable. ”

**Sarah Kate Ellis**, GLAAD President & CEO

### **ABOUT GLAAD**

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GLAAD rewrites the script for LGBT equality. 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. For more information, please visit [www.glaad.org](http://www.glaad.org) or connect with GLAAD on Facebook and Twitter.



**DO**  
SOMETHING  
.ORG

# DoSomething.org

## NATIONAL RADIO CAMPAIGNS

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**93% of young people say they want to make a difference, but only 24% of them ever volunteer.**

**Teens have tremendous potential and interest in engaging with critical societal issues, but there are few opportunities for them to engage in a manner and context that reflect their unique perspectives, needs, and interests.** iHeartMedia continually explores opportunities to team up with Dosomething.org to uniquely promote citizenship among young people — in 2014, that meant collecting mounds of peanut butter and jelly and more.

## DOSOMETHING.ORG

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iHeartMedia teamed up with DoSomething.org, the largest organization for young people and social change, to address the issue of hunger by targeting young listeners across all Country and Contemporary Hit Radio stations and to invite them to participate in DoSomething.org's Peanut Butter & Jam Slam Drive. From March 20 through April 2, 2014, more than 3,000 public service announcements aired asking teen listeners to donate peanut butter - one of the most requested food items - to their local food pantry during a time when demand for food is high. While most food drives tend to happen around the holidays, Peanut Butter & Jam Slam helped stock food banks at a time when their intake is lower and their output is at its highest. As an added incentive for listeners, scholarships were awarded to select teens that participated in the annual drive.

Additionally, during the fall of 2014, iHeartMedia helped promote The Hunt, a seven-day challenge to take action on seven different causes in local communities. Web banners were placed across format-appropriate station websites and participants that completed all seven challenges were eligible to win a \$10,000 scholarship.

### **Campaign Impact**

- Estimated media impressions: more than **15 million**
- 71,874 people participated in The Hunt
- 46,157 young people across the national collected and donated 79,420 items of food through Peanut Butter & Jam Slam

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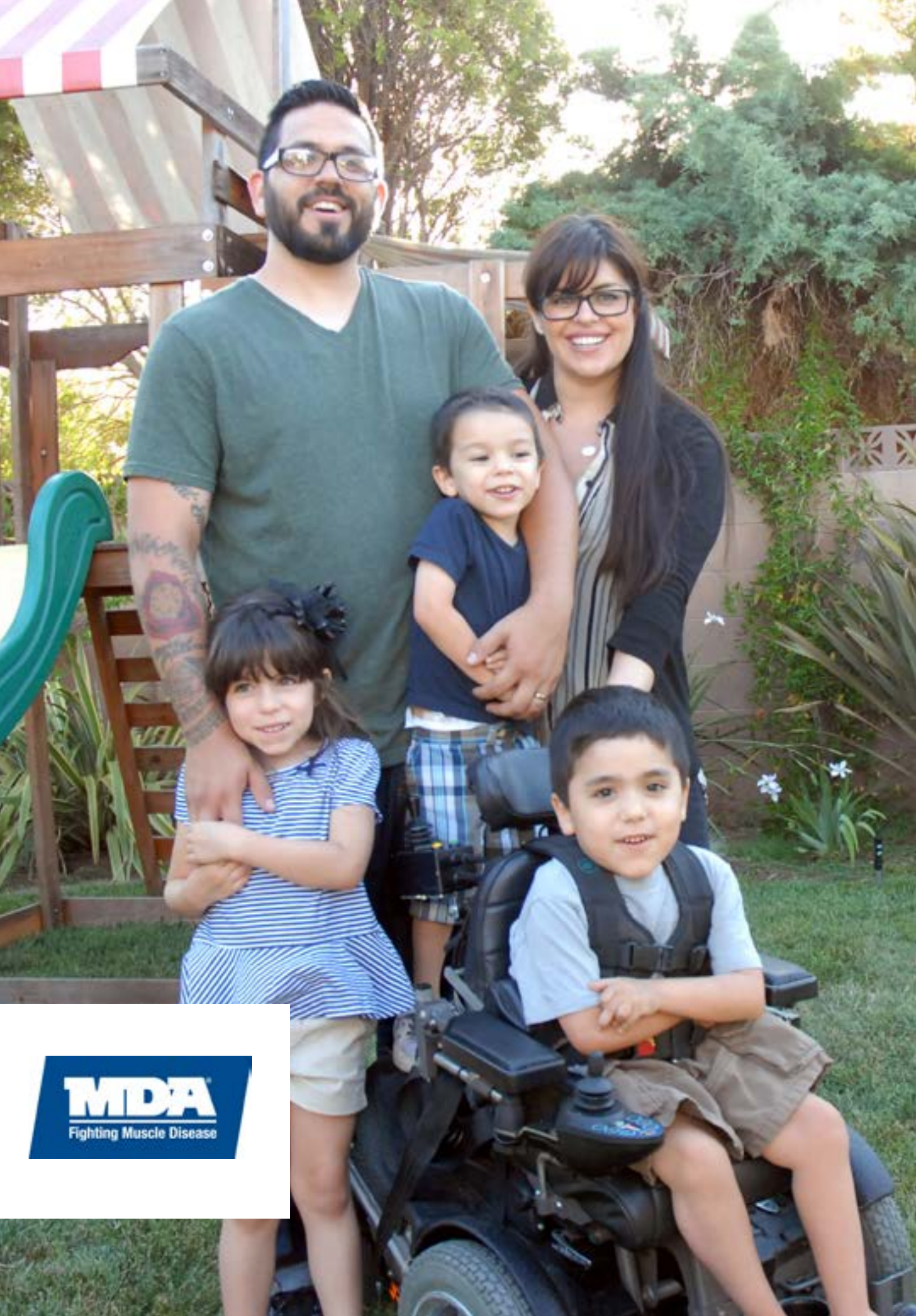
“ iHeartMedia helped us reach a new demographic for this year’s Peanut Butter & Jam Slam through its country music stations. We are proud to have made a meaningful impact in the hunger space, thanks in part to our partnership with iHeartMedia. ”

**Naomi Hirabayashi**, CMO , DoSomething.org

## ABOUT DOSOMETHING.ORG

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DoSomething.org makes the world suck less. The largest org for young people and social change, our 2.5 million members tackle campaigns that impact every cause, from poverty to violence to the environment to literally everything else. Any cause, anytime, anywhere.



# Muscular Dystrophy Association

## NATIONAL RADIO CAMPAIGNS

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**Neuromuscular diseases progressively weaken muscles and often result in people losing basic functions like walking, breathing, dressing, eating and even talking.** Too often, despite the medical advances we've seen, many children and adults still lose their lives to these diseases. iHeartMedia, a dedicated partner of the Muscular Dystrophy Association, teamed up with MDA for the fourth year to help drive viewership and donors to the nationally broadcast MDA Show of Strength Telethon, one of the America's longest Labor Day traditions.

## MUSCULAR DYSTROPHY ASSOCIATION

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iHeartMedia has long supported MDA, the world's leading nonprofit health agency dedicated to saving and improving the lives of people with muscle disease, including muscular dystrophy, amyotrophic lateral sclerosis (ALS) and other neuromuscular diseases, through on-air and online media support and special fundraising efforts. Since 2011, iHeartMedia has donated more than \$20 million in media highlighting MDA's work to find treatments and cures for individuals and families fighting muscle disease.

During the weekend leading up to the telethon, all 858 iHeartMedia stations aired a series of PSAs to help drive viewership of the two-hour MDA Show of Strength TV Telethon on Sunday, Sept. 1. The on-air promotion was designed to also drive telethon-designated donations through midnight on Labor Day and generate awareness that will lead to a better understanding of these progressive and often fatal muscle diseases.

### **Campaign Impact**

- Estimated media impressions: over **6.6 million**
- The 2014 telethon raised **\$57 million** thanks to the generous American public, and the collective contributions of sponsor partners, including iHeartMedia





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“ Since 2011, iHeartMedia has shown an incredible level of commitment to helping advance MDA’s mission to save and improve the lives of people fighting muscle disease. The generosity of iHeartMedia has helped MDA invest in vital research and critical support and services for our families. We’re deeply thankful for iHeartMedia’s loyal support. ”

**Steve Ford**, CMO , MDA Executive Vice President and Chief Communication and Marketing Officer

## ABOUT MDA

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The Muscular Dystrophy Association is the world’s leading nonprofit health agency dedicated to saving and improving the lives of anyone with muscle disease, including muscular dystrophy, amyotrophic lateral sclerosis (ALS) and other neuromuscular diseases. It does so by funding worldwide research to find treatments and cures; by providing comprehensive health care services and support to MDA families nationwide; and by rallying communities to fight back through advocacy, fundraising and local engagement. Visit [mda.org](http://mda.org) and follow us at [facebook.com/MDAnational](https://www.facebook.com/MDAnational) and [@MDAnews](https://twitter.com/MDAnews).



**UNCF**

**A mind is a terrible  
thing to waste®**

# United Negro College Fund (UNCF)

NATIONAL RADIO CAMPAIGNS

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**College grads earn more, live better lives and contribute more to our communities. UNCF African American freshman scholarship recipients have a 70 percent six-year graduation rate, 13 percentage points higher than the national average for students of all races, and 32 percentage points higher than the national average for all African Americans.**

iHeartMedia believes in the power of UNCF and is committed to increasing the number of college-educated minority professionals in our country.

## UNITED NEGRO COLLEGE FUND (UNCF)

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iHeartMedia has been a longtime supporter of UNCF, the nation's largest and most effective minority education organization, investing nearly \$900K of media in the last two years. From May 25-June 1, all iHeartMedia Urban and Gospel stations helped to drive viewership to UNCF's annual televised benefit show, UNCF An Evening of Stars®, featuring superstars Snoop Dogg, Usher, Jill Scott, Trey Songz, Queen Latifah, Will and Jada Smith and others.

The nationally televised variety show focused public attention on America's need for more African American college graduates and UNCF's work to get students to and through college. Over its 35-year history, the show has raised more than \$200 million and has helped hundreds of thousands of students attend college and graduate.

### **Campaign Impact**

- Estimated media impressions: over **3.2 million**
- Nearly **1.5 million** households nationwide were reached by AEOS, a 17 percent increase from 2013
- Strong performance on uncf.org with AEOS banner ad and promos, with a 23% increase in page views over last year
- Outstanding social media activity, with 13% increase in number of tweets over 2013; also a total of **5.9 million** reached on Facebook from BET
- AEOS ranked among the top five telecasts for the Day among African American viewers

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“ We deeply appreciate iHeartMedia’s continued support and strong commitment to UNCF and ensuring that our young people get a college education. It’s that kind of commitment that helps to guarantee better futures for our students, and all of us. We look forward to continuing our partnership and providing our young people with the education that they need to compete in the 21st century economy. ”

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

## ABOUT UNCF

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UNCF (United Negro College Fund) is the nation’s largest and most effective minority education organization. To serve youth, the community and the nation, UNCF supports students’ education and development through scholarships and other programs, strengthens its 37 member colleges and universities, and advocates for the importance of minority education and college readiness. Today, UNCF supports more than 60,000 students at over 900 colleges and universities across the country.



**American  
Heart  
Association®**

# The American Heart Association

## NATIONAL RADIO CAMPAIGNS

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**Heart disease is the leading cause of death in the United States. President Obama has nationally proclaimed February American Heart Month, a movement dedicated to educating the public about heart disease, its risks and preventative measures.** In 2014, iHeartMedia committed over \$1 million worth of on-air media to help educate the public on the signs and risk factors associated with heart disease and stroke as part of its collaboration with the American Heart Association and in support of American Heart Month.

## AMERICAN HEART ASSOCIATION

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Beginning, February 14 – Valentine’s Day – iHeartMedia kicked off a two-week public service announcement (PSA) campaign across 840 radio stations to educate listeners on the symptoms of heart disease and stroke in honor of American Heart Month. Certain stations aired a comedic yet informative public service announcement voiced by Emmy-nominated actress Elizabeth Banks that highlighted the signs of heart attack in women, while all other radio stations aired a second PSA, created by the Ad Council, the American Heart Association and American Stroke Association, to help people recognize and respond to the sudden warning signs of a stroke.

Additionally, on February 6, 2014, Danielle Monaro, popular co-host of Z100’S syndicated Elvis Duran and the Morning Show, was on-site at the Go Red For Women® / The Heart Truth® Red Dress Collection in New York City during Mercedes-Benz Fashion Week to celebrate Go Red For Women’s 10th anniversary alongside show models Lindsey Vonn, Anna Sophia Robb, Colbie Caillat, Giada De Laurentiis, Gina Torres, Bella Thorne, Joan Jett, Leona Lewis, NeNe Leakes, Rutina Wesley, Sasha Cohen and Vanna White, among others. Danielle was the official show correspondent and provided Elvis Duran and the Morning Show listeners with behind-the-scenes access and videos.

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

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



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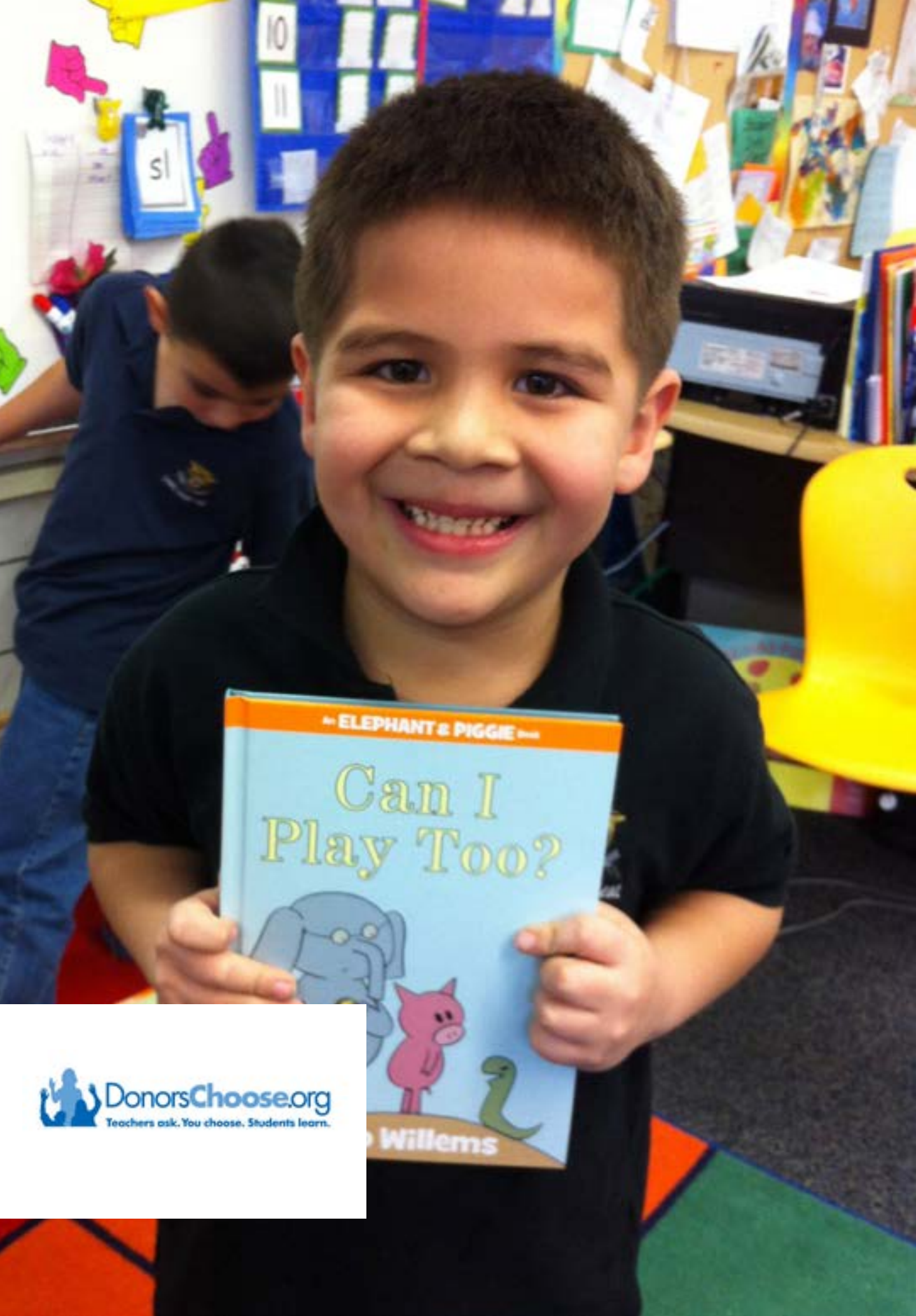
## Campaign Impact

- Estimated media impressions: over **52 million**
- AHA's Go Red For Women earned more than **2 billion** media impressions through broadcast, PSA, print, online, social media and Red Dress Collection coverage across all markets.
- On National Wear Red Day, more than 100 national anchors from morning, daytime and entertainment talk shows across general market and multicultural programming wore red to support National Wear Red Day, including Katie Couric, Norah O'Donnell, Robin Roberts, Univision's Teresa Rodriguez, Malillany Marin and Elisabeth Hasselbeck.
- Go Red For Women media ambassadors reached **19 million** followers via social sharing on Twitter and Instagram.

## ABOUT THE AMERICAN HEART ASSOCIATION

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The American Heart Association is devoted to saving people from heart disease and stroke – the two leading causes of death in the world. We team with millions of volunteers to fund innovative research, fight for stronger public health policies, and provide lifesaving tools and information to prevent and treat these diseases. The Dallas-based association is the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke. To learn more or to get involved, call 1-800-AHA-USA1, visit [heart.org](http://heart.org) or call any of our offices around the country.



# DonorsChoose.org

## NATIONAL RADIO CAMPAIGNS

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**Teachers spend hundreds of dollars out of their own pockets each year on classroom supplies. They need everything from the basics like paper, crayons and notebooks, to special items like laptops, microscopes and field trips that take learning to the next level.** In 2014, iHeartMedia joined DonorsChoose.org for Make Roar Happen with Katy Perry, a campaign backed by the pop star to encourage everyone to support classrooms in their own community.

## DONORSCHOOSE.ORG

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Named one of Fast Company's 50 Most Innovative Companies in the World, DonorsChoose.org is an education nonprofit that helps teachers get the supplies they need most for their classroom. iHeartMedia helped Make Roar Happen with Katy Perry connect with teens across the country by airing PSAs across 130 Contemporary Hit Radio stations from August 6 – 20, 2014. Nearly 3,600 spots, voiced by Katy Perry, compared a classroom without supplies to a band without a keyboard, drums or a microphone, and urged listeners to donate at MakeRoarHappen.com. The dedicated website was hosted by Staples, DonorsChoose.org's campaign partner, which donated \$1 million to help teachers get the supplies they need for their students to succeed. In addition, iHeartMedia's Contemporary Hit Radio station websites hosted campaign banners featuring Katy Perry that asked visitors to support teachers. The banners were live from August 11 – 31, 2014 and directed visitors to MakeRoarHappen.com.

### **Campaign Impact**

- Estimated media impressions: **19.5 million**
- **1,289** schools reached
- **1,660** teachers helped
- **1,900** projects funded
- **211,712** students impacted
- **\$1,146,891** donated to classrooms

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“ It was a huge win, and such a natural fit, to work with iHeartMedia on our campaign with Staples and Katy Perry. The multi-platform awareness that iHeartMedia generated helped us support more teachers and students in classrooms across the country.”

**Charles Best**, Founder and CEO of DonorsChoose.org

## ABOUT DONORSCHOOSE.ORG

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Founded in 2000, DonorsChoose.org makes it easy for anyone to help a classroom in need. At this nonprofit website, teachers at half of all the public schools in America have created project requests, and more than a million people have donated \$305 million to projects that inspire them. All told, 13.9 million students—most from low-income communities, and many in disaster-stricken areas—have received books, art supplies, field trips, technology, and other resources that they need to learn.



# Small Business Saturday

NATIONAL RADIO CAMPAIGNS

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

For the fifth consecutive year, iHeartMedia played a major role in American Express' initiative to encourage consumers to shop locally as they kick off the holiday season. 2014 was the biggest year yet for the program.

## SMALL BUSINESS SATURDAY

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Saturday, November 29, 2014 marked the fifth annual Small Business Saturday – a day to celebrate and support small businesses and all they do for their communities. Created by American Express, Small Business Saturday brings attention to the local businesses that create jobs, boost the economy and preserve neighborhoods around the country. iHeartMedia has been a major media partner for the initiative since 2011, and *iHeartMedia Communities* strengthened the company's existing 2014 efforts by airing additional PSAs in support of the local effort. The PSAs included a series of messages from select public officials as well as customized local stories that celebrate individual community merchants.

### **Campaign Impact**

- Estimated (donated) media impressions: over **184 million**
- **14.9%** increase in Small Business Saturday shopper traffic helped offset lower average consumer spending, according to NFIB and American Express Research.
- With more than two-thirds (67%) of the U.S. population aware of Small Business Saturday and more people shopping, U.S. consumers who were aware of Small Business Saturday reported spending **\$14.3 billion** with independent retailers and restaurants on the day, an increase of 2.1 percent from **\$14 billion** in 2013.
- Nearly **3,000** Neighborhood Champions around the country rallied local businesses and created events and activities in their communities.
- More than **610,000** free online tools and materials were accessed by small business owners on [shopsmall.com](http://shopsmall.com) to help get the word out about Small Business Saturday.





## ABOUT SMALL BUSINESS SATURDAY

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



GENERAL MILLS  
FOUNDATION

# General Mills Foundation & Outnumber Hunger

NATIONAL RADIO CAMPAIGNS

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**49 million people across our country struggle with hunger. A 2014 Feeding America study reveals that each year, the Feeding America network of food banks provides service to 46.5 million people in need across the United States, including 12 million children and 7 million seniors.** iHeartMedia joined forces with the General Mills Foundation, Feeding America and Big Machine Label Group to help provide much needed meals to Americans by motivating listeners to action.

## GENERAL MILLS FOUNDATION & OUTNUMBER HUNGER

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iHeartMedia helped General Mills launch its third annual Outnumber Hunger campaign, which has provided more than 25 million meals to Americans in need as part of a partnership with Feeding America and Big Machine Label Group. Florida Georgia Line and additional Big Machine Label Group artists were featured on boxes of more than 90 popular General Mills' products, from Cheerios and Betty Crocker to Yoplait and Nature Valley. By entering a code from these specially marked boxes online, Americans helped Feeding America secure five meals on behalf of a local food bank based upon the ZIP code entered.

To further extend the campaign deeper into local communities and to empower listeners to make a difference, iHeartMedia launched a national on-air and online effort that called on its audiences to visit [outnumberhunger.com](http://outnumberhunger.com) and enter promo code iHeartRadio. For every code entered by Jan. 31, 2015, General Mills donated 55.5 cents to Feeding America, with a maximum total donation of \$1.2 million. Additionally, 97 radio stations across 45 markets aired a 30-minute long form public affairs show produced by Big Machine Label Group that discussed the hunger crisis.

To further promote the campaign, popular iHeartMedia radio personality, Bobby Bones joined the effort and interviewed a lineup of country music artists who are dedicated to fighting hunger in local communities across the United States.



### **Campaign Impact**

- Estimated (donated) media impressions: over **21.5 million**
- Overall campaign media impressions: **55.5 million**

## **ABOUT FEEDING AMERICA**

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Feeding America provides low-income individuals and families with the fuel to survive and even thrive. As the nation's leading domestic hunger-relief charity, our network members supply food to more than 37 million Americans each year, including 14 million children and 3 million seniors. Serving the entire United States, more than 200 member food banks support 61,000 agencies that address hunger in all of its forms. For more information on how you can fight hunger in your community and across the country, visit <http://www.feedingamerica.org>.



(RED)<sup>TM</sup>

step



# The AIDS fight, (RED) & The Global Fund

## NATIONAL RADIO CAMPAIGNS

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**AIDS has killed nearly 39 million people since it was first discovered more than 30 years ago, but new statistics show that the fight to end AIDS is now at a “tipping point,” with more people accessing life-saving treatment than those who are newly contracting the disease.** For the past several years, iHeartMedia has created innovative programs in support of (RED) and its fight to help end mother-to-child transmission of HIV.

## THE AIDS FIGHT, (RED) & THE GLOBAL FUND

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To date, (RED) has generated more than \$300 million for the Global Fund to fight AIDS, Tuberculosis and Malaria, to support HIV/AIDS grants in Ghana, Kenya, Lesotho, Rwanda, South Africa, Swaziland, Tanzania and Zambia. 100 percent of that money goes to work on the ground – no overhead is taken.

In January 2014, (RED), rock group U2 and Bank of America announced a two year partnership which would generate more than \$10 million to fight AIDS. The partnership kicked-off with a commercial during the February 2 Super Bowl that featured U2 performing a new song, “Invisible.” The song was made available as a free download on iTunes during the game and for the following 24 hours, and for every download during that timeframe, Bank of America donated \$1 to the Global Fund, generating more than \$3.1 million in total.

iHeartMedia helped extend the life of the already successful Super Bowl campaign by activating the power and reach of iHeartMedia personalities with a massive 72 hour on-air and online blast driving awareness during and after the Super Bowl. Bank of America was incorporated into an Exclusive World Premiere of U2’s new song “Invisible” on all Rock, Alternative Rock, Active Rock, and Classic Rock stations where every downloaded song generated \$1. The campaign was promoted across 427 stations in 156 markets with 650 DJs over four days.



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## Campaign Impact

- Estimated media impressions: **64.2 million** via Premiere Networks personalities and local DJs
- 16,000,000 Twitter impressions via Premiere Networks, iHeartRadio and local DJs
- Over 3 million song downloads, generating **\$3.1 Million** for (RED)
- Global Fund estimates that (RED) has impacted more than 55 million people with prevention, treatment, counseling, HIV testing and care services.

## ABOUT (RED)<sup>TM</sup>

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To date, (RED) has generated more than \$300 million for the Global Fund to fight AIDS, Tuberculosis and Malaria, to support HIV/AIDS grants in Ghana, Kenya, Lesotho, Rwanda, South Africa, Swaziland, Tanzania and Zambia. 100 percent of that money goes to work on the ground – no overhead is taken. Global Fund grants that (RED) supports have impacted more than 55 million people with prevention, treatment, counseling, HIV testing and care services. (RED) is a division of The ONE Campaign. Learn more at [www.red.org](http://www.red.org).





 RYAN  
SEACREST  
FOUNDATION

# The Ryan Seacrest Foundation

## NATIONAL RADIO CAMPAIGNS

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**Each year an estimated 3 million children are hospitalized in the United States.** The Ryan Seacrest Foundation contributes positively to the healing process of these children by building broadcast media centers in hospitals across the country -- providing a respite for children and families being treated. There are now activities in eight cities with two more coming soon, and iHeartMedia is committed to working with the Foundation to help build additional centers across the U.S.

## THE RYAN SEACREST FOUNDATION

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The Ryan Seacrest Foundation builds broadcast media centers, named Seacrest Studios, in pediatric hospitals for patients to explore the creative realms of radio, television and new media. iHeartMedia supports the amazing work of the Ryan Seacrest Foundation in a variety of ways throughout the year, including providing national engineering & programming support and executing national and local fundraising programs. For the second consecutive year, the foundation was named the official charity partner for select iHeartRadio Jingle Ball concert cities, including Philadelphia, Los Angeles, Seattle, Chicago, Minneapolis, Atlanta, Ohio, New York, Boston, Washington, D.C., Tampa and Miami, and iHeartMedia donated \$1 from every ticket sold to the Ryan Seacrest Foundation, in addition to donating a variety of exclusive, once-in-a-lifetime packages sold via online charity auction. Local radio stations also took an active role in routing artists and celebrities to nearby Seacrest Studios throughout the year.

Lastly, in November 2014, iHeartMedia hosted a pre-party event for the Ryan Seacrest Foundation at the Langham Hotel Boston in honor of the opening of the Seacrest Studios at Boston Children's Hospital. This event raised awareness and support for the foundation's mission and newest studio.

### **Campaign Impact**

- Through the iHeartRadio Jingle Ball concerts, iHeartMedia helped to raise nearly **\$200K in cash donations** for the Ryan Seacrest Foundation
- iHeartRadio stations donated **\$190K** in media to support local fundraising efforts

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“ iHeartMedia is a great supporter of the Ryan Seacrest Foundation (RSF) and we were honored to be the beneficiary of the 2014 Jingle Ball Tour. This past year, their efforts helped RSF open two more broadcast media centers—Seacrest Studios—in pediatric hospitals in Denver and Boston. We appreciate iHeartMedia’s dedication to our mission, and we look forward to our continued partnership as we strive to lift the spirits of patients in children’s hospitals across the country. ”

**Meredith Seacrest**, Executive Director, RSF

## ABOUT THE RYAN SEACREST FOUNDATION

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The Ryan Seacrest Foundation (RSF) is a nonprofit organization dedicated to inspiring today’s youth through entertainment and education focused initiatives. RSF’s first initiative is to build broadcast media centers—Seacrest Studios—within pediatric hospitals for patients to explore the creative realms of radio, television and new media. Founded in 2009, RSF currently has Seacrest Studios in Atlanta, Boston, Charlotte, Cincinnati, Dallas, Denver Orange County, CA and Philadelphia hospitals, and has plans to expand to Nashville and Washington D.C. in 2015. For more information, visit [www.ryanseacrestfoundation.org](http://www.ryanseacrestfoundation.org).



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# Radiothons

**IHEARTMEDIA**

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No medium is more local than radio – in fact, 74% of radio listeners like that radio keeps them in touch with their community (State of Listening in America, Latitude Research and OpenMind Strategy, 2013). The radiothon program capitalizes on iHeartMedia's unique role as a community medium to drive donations, and has raised hundreds of millions of dollars over the last decade. A radiothon typically lasts between one and two days during which stations press pause on their day-to-day programming to dedicate all attention and resources to the issue being addressed. iHeartMedia is one of Children's Miracle Network's and St. Jude Children's Research Hospital's biggest media supporters through its many local radiothon programs. Additionally, many iHeartMedia radio stations have established an annual radiothon program to address local critical issues ranging from childhood diseases and homelessness to domestic violence.



Children's  
Miracle Network  
Hospitals

Children's  
Miracle Network  
Hospitals  
**Champions!**

# Children's Miracle Network Hospitals

## RADIOTHONS

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**Every day there are thousands of children in local communities who are treated at nearby hospitals for both common childhood afflictions and other more severe challenges.** Children's Miracle Network Hospitals® treats one in 10 children in North America each year. iHeartMedia is one of Children's Miracle Network's biggest media supporters through its many local radiothon programs.

## CHILDREN'S MIRACLE NETWORK HOSPITALS

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Children's Miracle Network Hospitals currently raises funds and awareness for 170 children's hospitals across the United States and Canada. When Children's Miracle Network Hospitals receives a donation, it stays in the community to help local kids - a dynamic that is closely aligned with iHeartMedia's commitment to serve its local listeners and communities. iHeartMedia helps Children's Miracle Network Hospitals fundraise locally by airing a significant number of PSAs that raise awareness for the organization and its affiliated hospitals, as well as hosting annual one or two-day English and Spanish radiothon events, which have been an integral part of Children's Miracle Network Hospitals' fundraising efforts since 1997. iHeartMedia radiothon programs represent annual giving traditions for many local communities. A radiothon typically lasts between one and two days and highlights personal patient and family stories related to local hospital treatment.

In 2013, iHeartMedia produced a special 30-minute holiday public affairs program that aired across all Mainstream Country, Classic Country, Mainstream AC, Hot AC and News/Talk stations. The show featured interviews with recording artists Lady Antebellum, President and CEO of Children's Miracle Network Hospitals, John Lauck, and three families that continue to be treated by a local children's hospital. The show explored the positive role that Children's Miracle Network Hospitals played in the health and wellbeing of millions of local children and families across the country.

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### **Impact**

- In 2014, 35 iHeartMedia radio stations raised nearly **\$6.5 million** for Children's Miracle Network Hospitals
- In the last three years alone, iHeartMedia has raised **\$19.5 million** for Children's Miracle Network Hospitals

“ Our ongoing partnership with iHeartMedia has a strong and powerful impact in the communities where we work together. The funds the local radio stations raise through their relationship with their listeners and business partners enables the kids and families in those cities to have a chance at a better life. iHeartMedia understands the importance of serving their local communities.”

**Barbara Brill**, VP of Radiothon, Children's Miracle Network Hospitals

## PARTICIPATING IHEARTMEDIA MARKETS INCLUDE:

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- **AKRON**
- **ALBANY-SCHENECTADY-TROY**
- **ALBUQUERQUE-SANTA FE**
- **AUGUSTA**
- **BATON ROUGE**
- **BEAUMONT-PORT ARTHUR**
- **BIRMINGHAM**
- **CEDAR RAPIDS**
- **CHARLESTON, SC**
- **CHICAGO**
- **CORPUS CHRISTI**
- **GRAND RAPIDS**
- **HONOLULU**
- **JACKSONVILLE-BRUNSWICK**
- **MEMPHIS**
- **MOBILE**
- **NASHVILLE**
- **OKLAHOMA CITY**
- **OMAHA**
- **PITTSBURGH**
- **RICHMOND-PETERSBURG**
- **ROCHESTER, NY**
- **SAVANNAH**
- **SEATTLE-TACOMA**
- **SIOUX CITY**
- **SPRINGFIELD, MO**
- **ST. LOUIS**
- **SYRACUSE**
- **TAMPA-ST. PETERSBURG**
- **TYLER-LONGVIEW**
- **WASHINGTON, DC**
- **WICHITA-HUTCHINSON PLUS**
- **WILKES BARRE-SCRANTON**



Children's  
Miracle Network  
Hospitals

[Children'sMiracleNetwork.org](http://Children'sMiracleNetwork.org)



**St. Jude Children's  
Research Hospital**

ALBAC • Danny Thomas, Founder  
*Finding cures. Saving children.*



# St. Jude Children's Research Hospital

## RADIOTHONS

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**Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to more than 80 percent since it opened 50 years**

**ago.** St. Jude Children's Research Hospital is working to improve the survival rate of children with cancer and other deadly diseases worldwide through pioneering research that leads to new and better treatments.

iHeartMedia has partnered with St. Jude for over 30 years, most notably through its radiothon programs.

## ST. JUDE CHILDREN'S RESEARCH HOSPITAL

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St. Jude has treated children from all 50 states and around the world, and on average, has more than 67,000 patient visits each year. The daily operating cost for St. Jude is \$2 million, which is primarily covered by individual contributions. iHeartMedia supports the work of St. Jude by utilizing the company's broad reach to raise funds and public support so that its work can continue. Each year, radio stations nationwide air thousands of PSAs in support of St. Jude and showcase the hospital's lifesaving treatment and research progress. Additionally, over 50 iHeartMedia country radio stations produce an annual radiothon Country Cares for St. Jude Kids, one of the most successful radio fundraising programs in America.

### **Impact**

- Estimated Donated Media (PSA support only): over **\$500k**
- In 2014, 51 stations raised **\$74 million** for St. Jude



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

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

## ABOUT ST. JUDE CHILDREN’S RESEARCH HOSPITAL

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



## PARTICIPATING IHEARTMEDIA MARKETS INCLUDE:

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- ASHLAND, OH
- BALTIMORE, MD
- BATON ROUGE, LA
- BEAUMONT , TX
- BILOXI, MS
- BIRMINGHAM, AL
- CEDAR RAPIDS, IA
- CHATTANOOGA, TN
- CHEYENNE, WY
- CLEVELAND, OH
- COLORADO SPRINGS, CO
- COLUMBIA, SC
- COLUMBUS, OH
- EAU CLAIRE, WI
- EL PASO, TX
- FAYETTEVILLE, AR
- FT. SMITH, AR
- GREENSBORO, NC
- GREENVILLE, SC
- HARRISBURG, PA
- HARRISONBURG, VA
- HARTFORD, CT
- HUNTINGTON, WV
- JACKSON, MS
- LITTLE ROCK, AR
- LAS VEGAS, NV
- LOUISVILLE, KY
- LYNCHBURG,VA
- MEMPHIS, TN
- MINNEAPOLIS, MN
- MOBILE, AL
- MONTGOMERY, AL
- NASHVILLE , TN
- NEW ORLEANS, LA
- OKLAHOMA CITY, OK
- PANAMA CITY, FL
- POUGHKEEPSIE, NY
- QUAD CITIES, IA
- ROCHESTER, MN
- SALINAS, CA
- SAN ANTONIO, TX
- SARASOTA, FL
- SPRINGFIELD, MA
- TUCSON, AZ
- WACO, TX
- WASHINGTON, DC
- WESLACO, TX
- WILMINGTON, DE



# Public Affairs Shows

## IHEARTMEDIA

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

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

**In 2014, iHeartMedia aired over 50,000 hours of public affairs programming across its more than 850 radio stations.**

## PUBLIC AFFAIRS SHOWS

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Some of the most common issues of 2014 that were addressed across a large number of stations include:

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







# National Public Affairs Specials

IHEARTMEDIA

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Through *iHeartMedia Communities*, the community engagement division of iHeartMedia, the company organizes and produces a number of national long-form public affairs shows that harness the power of the company's unique collection of assets and relationships to react to very specific concerns and needs. Many of the shows are geared toward a specific time of year. The following nationally produced shows were distributed to stations to run at their discretion throughout 2014.

## HOLIDAY MIRACLES WITH LADY ANTEBELLUM 30-MINUTE PUBLIC AFFAIRS SHOW

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During a time of year in which many children make holiday wish lists, iHeartMedia broadcasted “iHeartRadio’s Holiday Miracles with Lady Antebellum,” a public affairs show that placed a spotlight on critically ill children undergoing treatment at Children’s Miracle Network Hospitals. The 30-minute special, produced by iHeartMedia and hosted by Dayton’s Mix 107.7 on-air personality Jeff Stevens, aired on all Country, Adult Contemporary and News/Talk radio stations.

Listeners heard in-depth interviews that explored the daily lives of hospital patients, affected families and hospital staff from around the country. The special broadcast focused on the importance of Children’s Miracle Network Hospitals’ mission to treat thousands each year, regardless of their ability to pay. In addition, the public affairs show featured an exclusive interview with Grammy Award winning Country band Lady Antebellum, which continue to support and visit Children’s Miracle Network Hospitals and celebrate the organization’s accomplishments in pediatric healthcare.



## IHEARTRADIO SHOW YOUR STRIPES 30-MINUTE HOLIDAY SPECIAL

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After putting your life in harm's way for your country what does it feel to come home and not have a job? During Labor Day and the Fourth of July, stations ran a special long form program to deliver the message that hiring veterans is a smart business decision and to encourage consumers to support businesses that believe in 'Hire Smart, Hire Vets.'

Hosted by WIOD Miami's Rick Sanchez, this show told the story of Rafael Herrera, a veteran of the war in Afghanistan and his struggle with getting a job after his duty to our country was complete. Listeners heard from Rafael's present employer to help understand why 'showing their stripes' was the right decision and has positively impacted their business. Admiral Terry "T" McCreary, President of Military Advantage and Vice President of Monster Worldwide, gave practical advice to both businesses on how to hire skilled veterans and also help those transitioning out of the military find jobs. The program featured a variety of veterans and businesses that are involved in the project, and includes exclusive messages about "Show Your Stripes" from both Michelle Obama and Dr. Jill Biden.





## FISHER HOUSE'S 'THE GIFT' 30-MINUTE COUNTRY SPECIAL

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Hosted by Garth Brooks and produced by the Fisher House Foundation, 'The Gift' was a 30-minute radio show distributed to all Country stations that brought attention to wounded warriors, veteran and military families during the holiday season. The show told the inspiring story of Fisher House founder Zachary Fisher through heroes served by the foundation's growing network of no-cost comfort homes built on the grounds of VA and military base hospitals.

Country stars including Trisha Yearwood, Carrie Underwood, Brantley Gilbert, Brad Paisley, Rodney Atkins, Jake Owens, Hunter Hayes, Jerrod Niemann, Kellie Pickler, and Craig Morgan were featured throughout the show sharing personal stories as well as sending holiday messages to soldiers.









# Responding to Disasters

IHEARTMEDIA

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Every year, communities in which iHeartMedia and its employees live and work are painfully impacted by unexplained natural disasters. 2014 seemed to be quieter than previous years with no single iconic catastrophe, but stations were prepared for the worst and are always ready to immediately respond in times of distress. From a volcano in Hawaii, to wildfires in California and seven feet of snow in Buffalo, local area stations used their platform to communicate up-to-date news, storm and relief information. Additionally, iHeartMedia has introduced a number of innovative procedures around its disaster response efforts, ensuring that stations are ready to react at all times.

# Responding to Disasters

## DISASTER ASSISTANCE AND RESPONSE PLAN (DARP)

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



## EMERGENCY OPERATIONS CENTER

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In addition to building and maintaining regional DARP facilities, iHeartMedia has also established the Emergency Operations Center which serves as an essential resource to stations in local markets during an emergency; provides enhanced access to community leaders and first responders during a crisis; can assist local markets in delivering critical information to the public on an as-needed basis; and has the ability to create and air immediate local emergency announcements. The Emergency Operations Center has customized emergency action plans for a wide variety of situations to cover each market in which iHeartMedia operates. The Emergency Operations Center is located in Cincinnati, Ohio, and is staffed around the clock by trained personnel, enhancing iHeartMedia's ability to respond to a crisis and get important emergency information out to the public in a timely manner.



# Wish Granting

IHEARTMEDIA

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**Make-A-Wish® grants the wish of a child diagnosed with a life-threatening medical condition on average, every 38 minutes.** According to a 2011 U.S. study of wish impact, most health professionals surveyed believe a wish-come-true can influence the health of a child. Kids say wishes give them renewed strength to fight their illnesses, and their parents say these experiences help strengthen the entire family. Every year, iHeartMedia aims to use its one-of-a-kind events to create irreplaceable memories for children with life-threatening medical conditions and their families.

## WISH GRANTING

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iHeartMedia is proud to work with organizations like Make-A-Wish, the Sunshine Foundation, The Jack and Jill Late Stage Cancer Foundation and other similar groups to create memorable experiences for sick or underprivileged children, at-risk kids and families in crisis. In 2014, iHeartMedia brightened hundreds of lives through local celebrity meet-and-greets, exclusive concert admissions, red carpet access and other specially organized experiences.

## IHEARTRADIO MIAMI JINGLE BALL

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Barry Adams, Jr., a 10-year old with childhood leukemia from California, attended Y100's Jingle Ball concert to see Pharrell Williams perform live. Barry's wish was to meet Pharrell and sing the Grammy Award-winning song "Happy" with the artist.



## IHEARTRADIO COUNTRY FESTIVAL

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Six-year-old Sadie Moore, who has Hypoplastic Left Heart Syndrome and Jacobsen Syndrome, asks Carrie Underwood to sing together. Sadie was also brought on stage by Luke Bryan, who held her during his finale performance.



16-year-old Samantha Bustos, who was battling Small Cell Ovarian Cancer, met her role model Luke Bryan. He signed her “Future Mrs. Luke Bryan” and “Team Samantha” t-shirts and stepped off the front of the stage during his performance to give Samantha a kiss on the cheek.



Andrea Felton arranged for her boyfriend Mark Bureson, a wounded veteran, to meet with his favorite Country artist Eric Church. The couple enjoyed backstage access, front-row seating and additional experiences.

## IHEARTRADIO MUSIC AWARDS

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12-year-old Kendal Curtis, who has retinoblastoma, asked Make-A-Wish to help her interview top celebrities at a red carpet event.



Kendal flew out to the inaugural iHeartRadio Music Awards where she interviewed Austin Mahone, Lil Jon, Juicy J and many other artists. She poses with her family above, and interviews Austin Mahone on the left.

## IHEARTRADIO FIESTA LATINA

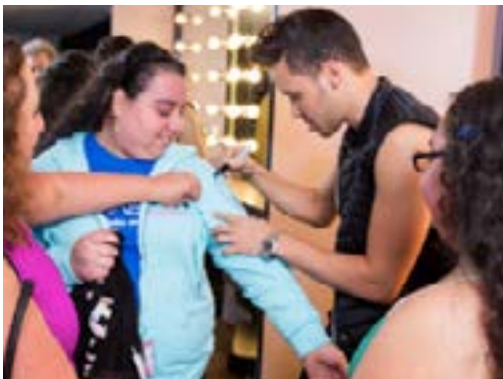
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In a meet-and-greet with Prince Royce, two Make-A-Wish families spent time with the Latin artist backstage in his dressing room where he sang to them in private. The families also enjoyed backstage access during Becky G's finale performance at the iHeartRadio Fiesta Latina La Villita, Presented by Chase.



18-year-old Jeydi Quinanilla, who has Hodgkin's Lymphoma, kisses Prince Royce on the cheek in his dressing room. The artist received a personal letter from Jeydi and signed her favorite Prince Royce CD.



Prince Royce signs a sweatshirt for Make-A-Wish recipient Aracely Torres, a 15-year old with lupus. The artist hugged her backstage, spent time with her family and signed her Make-A-Wish folio.

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## IHEARTRADIO MUSIC FESTIVAL

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16-year-old Taia Anderson, who has cystic fibrosis, watched the iHeartRadio Music Festival from the front row. Taia loves music and is a big fan of Paramore and lead singer Hayley Williams.



Keshawn Greer, an 11-year old with neuroblastoma, attended the iHeartRadio Music Festival in Las Vegas with his mother. His wish was to learn how to sing and dance just like Usher, whom he met backstage in between performances.



**iHeart**RADIO  
**MUSIC FESTIVAL**  
LAS VEGAS 2014



iHeart  
RADIO

iHeart  
RADIO

iHeart  
RADIO

iHeart  
RADIO

MAKE-A-WISH





# Special Events and Fundraising

**IHEARTMEDIA**

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iHeartMedia produces over 20,000 national and local events every year. From the largest concert event in radio history – the iHeartRadio Music Festival, which sells out in minutes every year – and the nationally televised iHeartRadio Music Awards show broadcast live on NBC, to locally produced shows in towns and cities of all sizes, iHeartMedia creates high-demand events across the nation. And as the company launches exciting new programs and events, it proactively layers community-focused goals and strategies to ensure they make a difference by allowing for effective fundraising, awareness and live interactions for nonprofits and local listeners. Additionally, iHeartMedia supports an array of philanthropic events in local communities in the form of financial contributions, media support, internal resources and talent booking.

## IHEARTRADIO FUNDRAISING

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In 2014, iHeartMedia offered unique iHeartRadio Music Festival, iHeartRadio Jingle Ball and iHeartRadio Ultimate Pool Party packages to philanthropic supporters, donated exclusive packages to nonprofits for both live and online auctions and allocated a portion of Jingle Ball ticket sales across the country to The Ryan Seacrest Foundation. In 2014 alone, over \$560,000 was raised on an array of organizations, including:

- **Above The Influence**
- **American Association of Cancer Research**
- **American Red Cross**
- **Autism Speaks**
- **Charcot-Marie-Tooth Association**
- **Children's National Health System**
- **DoSomething.org**
- **Friends Seminary**
- **Kristen Ann Carr Fund**
- **Make-a-Wish**
- **Mattel Children's Hospital**
- **Muscular Dystrophy Association**
- **NYPACE**
- **Ryan Seacrest Foundation**
- **San Francisco AIDS Foundation**
- **SEAL-NSW Family Foundation**
- **St Jude Children's Research Hospital**
- **T.J. Martell Foundation**
- **The Alliance for Lupus Research**
- **The Bob Woodruff Foundation**
- **The Junior Woman's Club of Verona**

## 2014 BENEFIT EVENTS

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iHeartMedia has made it a priority to participate in a number of industry and philanthropic events that serve our communities. iHeartMedia supported the following organizations' events in 2014:

- **Advertising Education Foundation**
- **American Advertising Federation**
- **American Cancer Society**
- **American Red Cross – Greater NYC**
- **Broadcasting Hall of Fame**
- **City of Hope**
- **Clara Lionel Foundation**
- **DonorsChoose.org**
- **Elton John AIDS Foundation**
- **Keep A Child Alive**
- **Kristin Ann Carr Fund**
- **Lustgarten Foundation**
- **Macy's Glamorama**
- **NYC Marathon**
- **Partnership for Drugfree.org**
- **Ronald McDonald House Charities**
- **Ryan Seacrest Foundation**
- **T.J Martell Foundation**
- **The Ad Council**
- **The IRTS Foundation**
- **The National Association of Television Program Executives**
- **UJA-Federation of New York**
- **Young Audiences of New York**



**iHeart**  
**RADIO**

1400





# 2014 Honorary Awards & Recognition

**IHEARTMEDIA**

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Each year iHeartMedia and its key executives are honored by various groups and organizations for their charitable contributions to a wide variety of causes and initiatives. In 2014, iHeartMedia President of Entertainment Enterprises John Sykes received the Media Social Visionary Award by nonprofit unite4:good and Variety Magazine; iHeartRadio Show Your Stripes received multiple accolades for the company's commitment to help veterans find jobs; and iHeartMedia was invited to ring the opening NYSE bell for its work supporting September 11 as a Day of Service and Remembrance. Additionally, local radio stations received a number of awards for efforts in their communities.

## IHEARTMEDIA PRESIDENT JOHN SYKES RECEIVED “UNITE4:HUMANITY” & VARIETY AWARD

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unite4:good, a global movement fueled by kindness that generates measurable and sustainable change, & Variety Magazine, honored President of Entertainment Enterprises John Sykes with the Media Social Visionary Award at a star-studded event at Sony Pictures Studios in Culver City, Calif., on February 27, 2014. The event kicked off the first-ever Unite4:Humanity initiative and honored Former President Clinton for his work with the Clinton Foundation and other Hollywood executives and celebrities for their humanitarian efforts. Other 2014 recipients included:

Creative Conscience Award: Martin Scorsese

Creative Commitment in Television Award: Julia Louis-Dreyfus

Music Visionary Award: Alicia Keys

Young Humanitarian Award: Selena Gomez

Young Luminary Award: Demi Lovato

Unity Recognition: Former President Clinton

## ABOUT UNITE4: GOOD

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unite4:good is a groundbreaking new movement to inspire and empower positive, global change through acts of kindness. Through empowering action, creating new programs, and uniting both individuals and organizations in innovative ways--we will inspire positive and lasting change on a global scale. Unite4:good will encourage everyone to inspire, empower, share and love.





## IHEARTMEDIA HELPED RING THE NYSE BELL FOR ITS SUPPORT OF 9/11 DAY OF SERVICE

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The federally-recognized 9/11 National Day of Service (“9/11 Day”), organized annually by the 9/11 nonprofit MyGoodDeed, drew more than 40 million participants in observance of the anniversary of 9/11 this year, transforming September 11 into the nation’s largest annual day of charitable engagement.

iHeartMedia has committed over \$12 million in support of 9/11 day over the last four years -- the single largest media contribution by any 9/11 Day partner. To commemorate the fourth year of its partnership, iHeartMedia was invited to join 9/11 Day organizers at the ringing of the NYSE Bell on the morning of 9/11 joined by George Martin, retired NY Giants Super Bowl XXI champion and co-captain, who walked 3,003 miles across the country (“A Journey for 9/11”) to raise millions of dollars to help provide medical treatment to ailing rescue and recovery workers of Ground Zero.

### ABOUT 9/11 DAY

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9/11 Day (<http://911day.org>) is the nonprofit movement to observe September 11 every year as a day of charitable service and doing good deeds. Today 9/11 Day is the nation’s largest annual day of charitable service, with more than 47 million Americans dedicating time to helping others in need.

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WSJ UPDATE: France Gives Tepid Endorsement to Peugeot Plant Closure  
 DJ MARKET TALK: Euro Gets Bounce From German Foreign Minister

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▼ DXY	80.03	-0.36	▲ SPU	1,430.9	+4.50	COMP	3,104.02 0.00
▼ TNX	16.82	-0.01	SPX	1,429.08	0.00	OSX	227.95 0.00
TYU	133.97	0.00	▲ CLV	97.11	+0.57	RMZ	917.04 0.00
RLX	656.55	0.00	▲ GOZ	1,737.9	+6.10	BKX	48.89 0.00
DRG	362.45	0.00	XOI	1,250.95	0.00	SOX	394.26 0.00

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# I will

JOIN THE **9/11** DAY MOVEMENT

911day.org

- NO cost of peakier fees
- NO per-minute credit card charges
- NO

## IHEARTRADIO SHOW YOUR STRIPES AWARDED TOP INDUSTRY HONORS

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iHeartMedia launched *iHeartRadio Show Your Stripes* in 2013 to address the growing issue of U.S. veteran unemployment in communities across the nation and connect veterans looking for jobs with local and national employers. Since then, it has become the largest public service program in the company's history.

*iHeartRadio Show Your Stripes* won the 2014 Halo Award for Best Message-Focused Campaign, a category recognizing businesses that use their resources to share a specific message, as well as a second Halo Award for Best Social Service Campaign for its targeted approach to addressing the growing social issue of veteran unemployment. The Halo Awards are the highest annual accolade in North America within the field of cause marketing, and *iHeartRadio Show Your Stripes* was the only campaign to be honored twice in 2014.

In addition to two Halo Awards, iHeartMedia also received PR News' CSR Award for Social Good, an award that showcases an agency or corporation that has integrated into its overall business model the desire to improve common public welfare. PR News recognized *iHeartRadio Show Your Stripes* among organizations and campaigns that they determined to be the top players in corporate social responsibility and that have set new standards of excellence.



## THE AD COUNCIL'S CRYSTAL BELL AWARD AT THE RAB-NAB RADIO SHOW

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The Ad Council, a national nonprofit organization and the largest producer of public service advertising, awarded iHeartMedia the Crystal Bell Award at the RAB-NAB Radio Show – an annual event produced by the Radio Advertising Bureau (RAB) and National Association of Broadcasters (NAB) for radio industry professionals. This was the first time that a media company was given the award, as it has historically been reserved for individual radio stations.

The Crystal Bell Award was presented to iHeartMedia for its commitment to airing pro-bono public service campaigns focused on a variety of social issues including Texting while Driving, Buzzed Driving, Bullying and Stroke Awareness. In 2014, iHeartMedia also partnered with the Ad Council to launch a unique initiative called “Safe Summer Driving.” In an effort to help keep roads safe in local communities throughout the country, three new radio PSAs were created to raise awareness about summer driving dangers, including drinking while driving and distracted driving.

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“ The Ad Council could not deliver our public service campaigns to audiences across the country without the generous support of the media. We are thrilled to have the opportunity to recognize iHeartMedia as an outstanding partner that has made a significant impact in improving the safety and well-being of Americans. ”

**Peggy Conlon**, President and CEO of the Ad Council

## LOCAL COMMUNITY RECOGNITION

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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 2014, iHeartMedia drew attention to a variety of important issues supporting thousands of local nonprofits, and the following pages offer a snapshot of individual iHeartMedia markets that were recognized for their community-related contributions.

- **National** Cause Marketing Forum Halo Award: Best Message-Focused Campaign
- **National** Cause Marketing Forum Halo Award: Best Social Service Campaign
- **National** PR News: CSR Award for Social Good
- **National** Ad Council & RAB-NAB: Crystal Bell Award
- **Allentown, PA** The Cystic Fibrosis Foundation: 2014 Cystic Fibrosis Champion of Change Award (Bobby Gunther Walsh)
- **Austin, TX** Make-a-Wish of Central Texas: 2014 Infinite Wish Award
- **Columbus, OH** Children's Hunger Alliance: Corporate Supporter of the Year
- **Dayton, OH** Ronald McDonald House: Heart of the House Award (Jeff Stevens)
- **Grand Rapids, MI** Institute and the Association of Fundraising Professionals West Michigan
- **Jacksonville, FL** B.A.C.A Present Planet Radio
- **Los Angeles** NAB Crystal Radio Award
- **NY, NY** New York State Broadcasters Association: Serving New York Award
- **Omaha, NE** CMA Broadcast Awards: Medium Market Radio Station of the Year
- **Omaha, NE** NAB Crystal Radio Award



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- **Orlando, FL** Crimeline: Media Partner of the Year
  - **Portsmouth, NH** New Hampshire Association of Broadcasters: Public Service Campaign of the Year
  - **Seattle, WA** Children’s Miracle Network: On-air Personality of the Year (Bender)
  - **Sussex, NJ** New Jersey Broadcasters Association: Best Promotion of the Year
  - **Washington, DC / Baltimore MD** CMA Broadcast Award: Large Market Personality of the Year (Laurie DeYoung)
  - **Wichita, KS** Kansas Association Of Broadcasters: Public Service Award





iHeart  
RADIO

...ing an

play. Bot



# Music Development

IHEARTMEDIA

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



# Artist Integration Program

## MUSIC DEVELOPMENT

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Now in its fourth year, iHeartMedia's Artist Integration Program is designed to increase audience awareness of new music projects from both established and developing artists through on-air and online promotional campaigns. By leveraging iHeartMedia's powerful properties, including 850+ radio stations in 150 cities, and its national digital platform, the campaigns provide the opportunity for artists, record labels and the music industry to maximize exposure for new singles and albums - ultimately strengthening artist development and sales.

## ARTIST INTEGRATION PROGRAM

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In 2014, the Artist Integration Program spotlighted the following musicians:

- Bruce Springsteen
- Jennifer Lopez
- David Guetta
- Young the Giant
- Ed Sheeran
- Mary J Blige
- Frankie Ballard
- Linkin Park
- K. Michelle
- NoNoNo
- Trey Songz
- Charli XCX
- Cole Swindell
- Thirty Seconds To Mars
- Austin Mahone
- Jason Mraz
- Fitz & The Tantrums
- Tom Petty
- Birdy
- Childish Gambino
- Rick Ross
- Wiz Khalifa
- Enrique Iglesias
- Brad Paisley
- Shakira
- Maroon 5
- Dan & Shay
- Echosmith
- Christina Perri
- Tim McGraw
- Jason Derulo
- Vance Joy
- Hunter Hayes
- Train
- Rascal Flatts
- Kenny Chesney
- Coldplay
- John Mellencamp
- Brantley Gilbert
- Jason Aldean
- Sam Smith
- Neil Diamond

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“ Carrie Underwood is an established music icon. We’re thrilled to partner with Sony Nashville on her album release, utilizing our multi-platform capabilities to create an event around the release and bring our audiences that much closer to her music. The Artist Integration Program and iHeartRadio Live performance are a perfect complement to one another, combining the power of our audience reach across our radio network and digital platforms. ”

**Tom Poleman**, President, National Programming Platforms, iHeartMedia

## DIGITAL ARTIST INTEGRATION PROGRAM

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In 2012, the Artist Integration Program was extended to iHeartMedia's digital platforms. Each month, six new tracks per format are featured in new music spots that run in national inventory across format-appropriate iHeartRadio 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 2014, Clear Channel executed **640 Digital Artist Integration Programs**.







## ON THE VERGE

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The “On The Verge Artist” program promotes key tracks and artists that iHeartMedia programmers are excited about and know their listeners will love. Each month, iHeartMedia selects an artist in each format based on surveys and feedback from these programmers and launches a six-week program that includes on-air exposure as well as significant digital and social support across iHeartMedia’s entire network. Tove Lo’s single “Habits” was chosen for one of the first ‘On The Verge’ programs, and as a result of the campaign the single jumped 32 spots on the MediaBase Top 40 chart, going from #33 to #1. In 2014, the ‘On The Verge’ program launched and positioned the success of the following tracks:

- Iggy Azalea “Fancy” (#1 song at RCHR)
- Bleachers “I Wanna Get Better” (#1 song at ALT)
- Royal Blood “Out Of The Black” (#2 song at Active Rock)
- Vance Joy “Riptide” (#1 song at ALT)
- Sam Smith “Stay With Me” (#1 song at CHR)
- Sam Hunt “Leave The Night On” (#1 song at Country)
- Milky Chance “Stolen Dance” (#1 song at ALT)
- Nick Jonas “Jealous” (#1 song at CHR)
- Ella Henderson “Ghost” (#9 and increasing at HAC)
- A Thousand Horses “Smoke” – highest debut single in MediaBase history for a new artist’s new single





# Macy's iHeartRadio Rising Star

## MUSIC DEVELOPMENT

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Now in its fourth year, The Macy's iHeartRadio Rising Star campaign is a nationwide search for new music in which iHeartMedia industry experts join with Macy's to select 25 emerging artists to present to fans across America. Full artist biographies, music tracks and videos are made available online to help fans choose their favorite artist.

## MACY'S IHEARTRADIO RISING STAR

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This year iHeartRadio listeners and Macy's shoppers cast more than seven million votes for their favorite up-and-coming artists, crowning Before You Exit as the 2014 Macy's iHeartRadio Rising Star. The campaign also featured five in-store performances by the Top 5 finalists where hundreds of fans flocked to Macy's stores to see live performances of the breakout artists of 2014. Before You Exit performed alongside music's biggest stars at this year's iHeartRadio Music Festival in Las Vegas on September 19 and 20, in addition to taking the stage for special performances during Macy's Glamorama®, the retailer's annual music and high-fashion summer event, as well as the iconic Macy's Thanksgiving Day Parade®.

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“ We are so blessed to have such amazing support and to be given this opportunity to play at the iHeartRadio Music Festival alongside so many talented artists. Ever since we were really young, we had always dreamed of one day being in the Macy’s Thanksgiving Day Parade. When a surreal event occurs, a lot of people say ‘I never could’ve imagined this,’ but truth is, we’ve always been dreaming it, we just never imagined it’d come true. ”

**The Summer Set**





# Local Advisory Boards

IHEARTMEDIA

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**Local Advisory Boards (LABs) play an integral role in guiding iHeartMedia to support the most relevant issues that impact individual communities.** Quarterly or bi-annual LAB meetings bring together community reps with broad-based expertise and are designed to serve as a forum for iHeartMedia executives, local communities, government and educational leaders to discuss issues and solutions in an open, collegial environment. The diverse boards in each market carefully monitor public opinion and assist iHeartMedia teams in identifying and implementing projects that enable meaningful public service in each community. For over 10 years, these Local Advisory Boards have improved iHeartMedia's ability to effectively collaborate with community partners to meet important local needs. **There are currently over 1,500 LAB members across iHeartMedia's 150 markets, with new members being added every month.**



## Dayan Gross

Jewish Community Federation  
Community Relations Director  
CLEVELAND, OHIO

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**LAB board member since 2009 (6 years)**

“I continue to be impressed with how iHeartMedia supports our community. As a member of their Community Advisory Board, I’ve been able to participate in discussions with other community leaders about the key issues affecting the well-being of our community. This dialogue enables iHeartMedia to hear directly from community leadership and ensure that they are addressing issues of critical importance to the region and their listeners.”



## Roderick K. Hawkins

Chicago Urban League  
Vice President of External Affairs  
CHICAGO, IL

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**LAB board member since 2007 (8 years)**

“The Chicago Urban League has enjoyed a long, strategic partnership with iHeartMedia Chicago because they share our vision that a strong African American community makes for a better Chicago. I have had the pleasure of serving on the local advisory board of iHeartMedia Chicago since 2007. In addition to providing top-notch entertainment, I have witnessed first-hand iHeartMedia’s commitment to inform, inspire and empower communities. Chicago has a rich legacy of corporate leaders responding to the needs of the community by supporting local not-for-profit organizations. Through its significant community engagement and millions of dollars in donated air time, iHeartMedia Chicago is making a tremendous impact on the city and the region. I am happy to be a part of the effort.”



## Amy Kosar

Lowcountry Food Bank  
Food Resource Manager  
CHARLESTON, SOUTH CAROLINA

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**LAB member since 2009 (6 years)**

“At the Lowcountry Food Bank we are as passionate about feeding our neighbors as I HeartMedia is about entertaining their listeners. The Charleston area Listener Advisory Board offers the opportunity to connect and work with community partners on issues affecting families, health, education, literacy, and the arts. I HeartMedia understands the importance of collaboration and is fully committed to positively impacting our community.”



## Joseph Robinson Jr.

South Central Pa. Sickle Cell Council  
Executive Director  
**SOUTH CENTRAL, PA**

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“Serving on the LAB has provided unmatched access to the decision makers responsible for local radio programming. iHeartMedia’s commitment to local causes has been of inestimable value in raising awareness for a number of community based organizations. Aside from broadcasting, it is their approach to corporate citizenship that sets them apart in our region.”



## Dr. Dena Hurst Semmons

Hattiesburg Public School District  
Transitional Specialist/Counselor

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“It has given me great pleasure to serve on the local advisory board for iHeartMedia.” They have always been supportive in the activities at Hattiesburg High School and the Hattiesburg community at large whenever called upon. Their support with the “Teens-N-Touch” parenting program was invaluable to its success. Each year the annual “Stuff A Bus” has supplied toys and educational supplies to local area residents in need, including the teen parents at the high school. The students are always excited when members of the Clear Channel staff are on various assembly programs.



## Jeff Kolodin

National Brain Tumor Society  
Chairman Emeritus  
**POTOMAC, MD**

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**LAB board member since 1999 (16 years)**

“I’m proud of the support iHeartMedia has demonstrated for local and national causes over the years. With their help, we have been able to use media to bring a greater awareness to dozens of underserved communities and organizations ranging from pediatric brain tumors to poverty. We could not have provided this education without the tremendous support of iHeartMedia and its local broadcast affiliates.”



The Eric Trump  
Foundation

ELVIS  
DURAN  
AND THE MORNING SHOW

The Eric Trump  
Foundation

ELVIS  
DURAN  
AND THE MORNING SHOW

ELVIS  
DURAN  
AND THE MORNING SHOW

# On-air Personalities

IHEARTMEDIA

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iHeartMedia's most popular on-air radio personalities are active members in communities across the nation and have a rich history of connecting listeners with their communities. And because of the highly personal nature of the connection between listeners and on-air talent, they are often a driving force in rallying local community support for various issues. The following pages highlight what just a few of radio's most well-known voices are doing to make a difference in the communities in which they live and work -- both on and off the air.



# Ryan Seacrest

## ON-AIR PERSONALITIES

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Over a dinner with his family, iHeartMedia radio personality Ryan Seacrest decided he wanted to create a foundation that would lift the spirits of hospitalized kids. Along with his parents and sister, Meredith, he created the Ryan Seacrest Foundation (RSF), a non-profit organization dedicated to inspiring today's youth through entertainment and education-focused initiatives. The foundation's main initiative is to build broadcast media centers, named Seacrest Studios, in children's hospitals across the country, allowing patients to interact with a state-of-the-art radio/TV studio and meet some of the biggest stars in entertainment. Today, the Ryan Seacrest Foundation operates eight studios across the country in children's hospitals located in Atlanta, Philadelphia, Boston, Dallas, Orange County, Charlotte, Cincinnati, and Denver. iHeartMedia supports the amazing work of the Ryan Seacrest Foundation in a variety of ways throughout the year, including providing national engineering & programming support and executing national and local fundraising programs.





# Delilah

## ON-AIR PERSONALITIES

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Point Hope started as a handful of friends gathered around Delilah's kitchen table making hundreds of tuna fish sandwiches for hungry families, and has grown into a non-profit organization that helps refugees in Buduburam, Ghana and the surrounding district. Serving the community there each month by providing nutrition, funds for education and access to medical care, Point Hope also oversees a fresh water distribution service for the needs of more than 30,000 Ghanaian residents not capable of accessing potable water. In 2014, Delilah spent 15 days in Ghana working as a missionary in Budaburum. She also spent time and resources in two medical facilities, serving the needs of those in despair. Through her efforts, the organization served 400 meals twice a day to orphans and children of families not capable of providing for themselves. 2014 marked Delilah's decade-long commitment to Point Hope, and her 25th trip in 10 years' time to Ghana, where her ministry has done the most impactful work. She was joined in her fundraising efforts by Cher and Elton John, amongst other musicians, and iHeartMedia continued to support her efforts in 2014 through national on-air programming and digital resources.



# Rush Limbaugh

## ON-AIR PERSONALITIES

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In 2014, Rush Limbaugh released two new books in his award-winning “Rush Revere” series for children focused on American History - Rush Revere and the American Revolution and Rush Revere and the First Patriots. He donated 30,000 copies of the books to libraries and other learning institutions last year. In addition, a portion of the profits from both the sale of those books and Limbaugh’s Two If By Tea® have contributed more than \$500,000 to the Marine Corps Law Enforcement Foundation, which benefits the surviving families of our fallen soldiers and first responders.

In April 2014, Limbaugh hosted his 24th annual on-air Leukemia & Lymphoma Society Cure-A-Thon. He dedicated three hours of his Premiere Networks syndicated radio program to encourage listeners to join the effort to find a cure for leukemia, lymphoma, Hodgkin’s disease and myeloma, and to improve the quality of life for patients and their families. Limbaugh made a personal donation of \$500,000 during the broadcast, and on-air and online donations totaled more than \$3 million. Mr. Limbaugh has supported The Leukemia & Lymphoma Society for 24 years, personally donating more than \$6 million and helping raise over \$35 million for the organization.



# Glenn Beck

## ON-AIR PERSONALITIES

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Glenn Beck created the charity Mercury One to reflect his belief in the individual, self-determination, free enterprise and the essential need for faith. Glenn and Mercury One together raise monetary donations and supplies that are used for disaster relief, supporting Israel, preserving history and empowering individuals, families and communities across the country. In July 2014, Glenn and Mercury One together raised over \$2 million in both donations and food for the Children & Family Border relief fund. Additionally, he volunteered his time to support the children and families of undocumented immigrants in need here in the U.S. Speaking on his national radio program, Glenn said, "Through no fault of their own, these children are caught in the political crossfire. And while we continue to put pressure on Washington to change its course of lawlessness, we must also help. It is not either, or. It is both. We have to be active in the political game, and we must open our hearts."



# Elvis Duran

## ON-AIR PERSONALITIES

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Elvis Duran is a committed philanthropist with several causes close to his heart. He currently serves as co-chair of Rosie's Theater Kids, an organization that brings enrichment through the arts to underprivileged Manhattan children, as well as the board of directors for Rock & Rawhide, a non-profit organization that aims to increase adoptions, while also providing a stress-free life for animals surrendered to shelters. In addition, Duran supports the Eric Trump Foundation benefiting St. Jude Children's Research Hospital, for which he helped raise over \$250,000 in 2014 alone. As an advocate for the LGBT community, Duran works closely with GLAAD and also takes part in their national Spirit Day campaign. This year, Duran also made contributions to Alex's Lemonade Stand in support of eradicating childhood cancer; Musicians on Call, an organization that provides live and recorded music at the bedsides of patients in healthcare facilities; the Staten Island Zoo's annual endowment; and the Robin Hood Foundation, which fights poverty in New York City.



Steve M...

STAFF

PARTICIPANT



# Steve Harvey

## ON-AIR PERSONALITIES

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The mission of The Steve and Marjorie Harvey Foundation is to provide outreach to fatherless children and young adults by promoting educational enrichment, one-on-one mentoring and global service initiatives that will cultivate the next generation of responsible leaders. The two cornerstone programs include The Steve Harvey Mentoring Program for Young Men, which aims to share, teach and demonstrate the principles of manhood to young men, and the Girls Who Rule the World Mentoring Weekend, a three-day two-night program designed by Marjorie Harvey to enhance the development of young girls and provide a forum to expose them to the benefits and the importance of positive self image, responsible personal conduct, respect for self and others via educational achievement, cultural enrichment and mentoring. In 2014, these programs mentored hundreds of young adults in cities across the country, and iHeartMedia supported the effort with national sponsor integrations, on-air promotions and more. In addition, the Foundation and Premiere Networks partnered with Sam's Club to give away 6,400 turkeys as part of the annual Steve and Marjorie Harvey's Big Turkey Give. On November 24 and 25, more than 60 affiliates of The Steve Harvey Morning Show gave the turkeys away to help those less fortunate celebrate the Thanksgiving holiday. Since the Big Turkey Give was launched in 2009, approximately 39,000 turkeys have been provided to those in need.



# Bobby Bones

## ON-AIR PERSONALITIES

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The Bobby Bones Show is a supporter of St. Jude Children's Research Hospital in Memphis, Tenn. In 2014, the program raised over \$1 million for St. Jude by encouraging listeners to donate, hosting benefit concerts around the country featuring Bones' band The Raging Idiots and Country music's biggest stars, as well as producing local radiothons for multiple iHeartMedia affiliates/markets nationwide, including Nashville, Austin, Washington, D.C., New Orleans and Greensboro, N.C. The show crew also visited with patients at the hospital in Memphis and entertained them with live musical performances. In addition to their work with St. Jude, Bobby and The Raging Idiots played to sold out crowds in nearly a dozen states, including Alabama, Florida, Georgia, Kansas, Massachusetts, Missouri, New Mexico, Tennessee, Texas, Wisconsin and Wyoming, raising funds for various animal charities.

In 2014, The Bobby Bones Show also helped raise over \$50,000 for Susan G. Komen for the Cure®. A long-time supporter of the organization, Bobby made on-air bet with two-time Academy of Country Music Top Male Vocalist Jason Aldean, who agreed to play a concert with Bobby and The Raging Idiots to benefit St. Jude if the radio show could raise \$50,000 for Susan G. Komen For The Cure. The program enlisted the help of loyal listeners to meet their goal, and on November 18, Bobby Bones and The Raging Idiots were joined by Aldean and Country music singer/songwriter/guitarist Lindsay Ell for a special concert in Nashville at Marathon Music Works, which raised more than \$60,000 for St. Jude.



# Sean Hannity

## ON-AIR PERSONALITIES

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One of the many causes Sean Hannity supported in 2014 is Building Homes for Heroes (BHH), a national non-profit organization that builds or modifies homes, and gifts them, mortgage-free, to veterans and their families. Sean shone a spotlight on BHH through a special week-long series on his Fox News program, each day, telling the stories of U.S. servicemen and heroes who received homes from the charity. In addition, Sean raised awareness and donations through his national radio program and social media, in addition to making a generous personal donation. A former contractor himself, Sean will help build a home with BHH for a deserving serviceman or woman in the spring of 2015.

In addition, Sean continued to support millions of out-of-work Americans in 2014 with his “Get America Back to Work” campaign. The Sean Hannity Show teamed up with companies in oil and natural gas rich states to help inform the public of job openings available to them if they are ready, able and willing to work. These companies were featured on Hannity.com, where people can find information about them and what they have to offer. In addition, representatives from those companies were invited to be featured on the radio program.



United Way

United Way

United Way



TOY DRIVE



# Station Highlights

## IHEARTMEDIA

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

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

## 810 & 103-1 News Radio WGY & 99.5 The River

ALBANY, NY

### Children's Miracle Network Radiothon

News Talk 810 & 103-1 WGY and 99.5 The River are longtime supporters of The Children's Hospital at Albany Medical Center. In 2014, the stations hosted the annual 2-day Children's Miracle Network Radiothon from May 1-2. The fundraising event featured interviews with patients, families and medical staff and raised more than \$648,000 for The Children's Hospital at Albany Medical Center.



## 99.5 The River

ALBANY, NY

### Breast Cancer Awareness Month

During the month of October, 99.5 The River's morning show celebrated Breast Cancer Awareness Month with a weekly live remote broadcast and a month-long fundraising campaign to benefit organizations including The American Cancer Society and The National Breast Cancer Foundation. To culminate Breast Cancer Awareness Month, the station hosted a Pink Party featuring recording artist Mary Lambert.



## 99.5 The River

ALBANY, NY

### 12 Hours of Christmas Toy Drive

On December 6, 2014, 99.5 The River hosted the 12 Hours of Christmas Toy Drive to collect new, unwrapped toys for local kids in need during the holiday season. The annual drive was promoted on air across KISS 102.3, Oldies 98.3 and PYZ 106 and included a live remote broadcast. Over 1,000 toys were collected and donated to local community organizations.

## 810 & 103-1 News Radio WGY

ALBANY, NY

### WGY Christmas Wish

From November 18 – December 23, 2014, 810 & 103-1 News Radio WGY launched its 35th annual WGY Christmas Wish program, which distributes donations to aid local nonprofit children's organizations. Donations were collected at various sponsor locations, online and during a morning-long radiothon hosted by morning show personalities Chuck and Kelly. As a result of the program, more than 100 organizations received funds to help local children in need. Since 1979 WGY Christmas Wish has raised more than \$3.1 million.



## PYX 106 ALBANY, NY

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### **Veteran Support**

PYX 106 is committed to supporting U.S. military veterans and launched several initiatives in 2014. In addition to driving the company-wide iHeartRadio Show Your Stripes program, PYX 106 broadcasted The Concert for Valor live, featuring performances by Bruce Springsteen, The Black Keys, Dave Grohl and more to honor U.S. veterans, active duty service members and their families. Additionally, as part of the annual Vets Rock broadcast, 12 U.S. veterans guest hosted an hour-long broadcast on PYX 106 and discussed unique topics relevant to listeners in the Albany community in addition to addressing national veteran issues. PYX 106 is also an active supporter of Stars For Our Troops, an organization that removes embroidered stars from retired U.S. flags and sends them to active service members.

## News Talk 810, 103.1 WGY, 99.5 The River, PYX 106, KISS 102.3, Oldies 98.3, Fox Sports 980 ALBANY, NY

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### **National Preparedness Month**

iHeartMedia Albany partnered with the American Red Cross for National Preparedness Month in September. Each station aired tips to help listeners prepare for disasters and directed them to the station's website for additional resources. In addition, personalities encouraged listeners to visit local grocery stores and donate to the Red Cross Disaster Relief Fund.

## 94 Rock ALBUQUERQUE, NM

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### **Thanksgiving on the Mayflower**

KZRR - 94 Rock held its 4th annual Thanksgiving on the Mayflower event, a food drive for The Storehouse, a local food pantry in Albuquerque. From November 24 – 26, morning show personalities encouraged listeners to donate and interviewed local celebrities, pantry staff and families that have benefitted from the local food pantry. The 30-hour effort collected nearly 26,000 pounds of food and approximately \$28,000.

## 100.3 The Peak ALBUQUERQUE, NM

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### **New Mexico Children's Hospital Radiothon**

KPEK held its 10th annual radiothon to benefit the University of New Mexico Children's Hospital from February 20 – 21, 2014. The two-day long broadcast provided listeners with an inside look at the hospital and an opportunity to donate to the organization. In 2014, more than \$226,000 was raised for the Children's Hospital.

## NewsRadio 790 WAEB ALLENTOWN, PA

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### **Spaghetti Dinner**

WAEB Morning Host Bobby Gunther Walsh hosted the 12th annual Spaghetti Dinner on October 11, 2014 to benefit the Allentown Rescue Mission, an organization that provides emergency shelter, meals and clean clothing for those in need. The Spaghetti Dinner, which was free to attend and attracted more than 600 listeners, helped to raise more than \$86,000 for the Allentown Rescue Mission.



## **B104**

**ALLENTOWN, PA**

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### **Lehigh Valley Step Out Walk to Stop Diabetes**

B104 teamed up with the Lehigh Valley Chapter of the American Diabetes Association to help fight the consequences of diabetes and aid those affected by the disease. The station emceed the Lehigh Valley Step Out Walk to Stop Diabetes and promoted the event on air and online, helping to raise more than \$225,000 in donations. As part of B104's support, the station also sponsored Carly Lenett, a 9-year-old with Type 1 diabetes who joined Olympic silver medalist Kristy Kowal for a three-mile swim and raised \$20,000 for the American Diabetes Association.

## **95.1 ZZO**

**ALLENTOWN, PA**

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### **Lehigh Valley Pancreatic Cancer Walk**

In 2014, ZZO supported the Lustgarten Foundation's sixth annual Lehigh Valley Pancreatic Cancer Walk and encouraged listeners to donate and/or register for the event. The station's on-air personalities actively participated in the walk and helped attract over 600 walkers, raising more than \$81,000 for pancreatic cancer research.

## **KASH Country 107.5**

**ANCHORAGE, AK**

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### **KASH for KiDs**

KASH Country 107.5 hosted the 15th annual KASH for KiDs radiothon from February 20-21. The two-day event was held in partnership with Children's Miracle Network Hospitals and raised more than \$100,000 for The Children's Hospital at Providence.

## **Magic 98.9 FM**

**ANCHORAGE, AK**

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### **Polar Plunge**

In 2014, Magic 98.9 FM was an official partner of the Special Olympics' sixth annual Polar Plunge and encouraged listeners to support athletes participating in Alaska's 2014 Special Olympics by donating or joining in the annual event. The 2014 Polar Plunge raised more than \$354,000.

## **99.9 Kiss Country**

**ASHEVILLE, NC**

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### **Kiss Country Cares for Kids Radiothon**

99.9 Kiss Country hosted its sixth annual Kiss Country Cares for Kids radiothon on February 28 - March 1, 2014, which benefited the local Mission Children's Hospital. Morning show host Eddie Foxx and Sharon Green of The Eddie Foxx Show broadcasted live and shared stories of the hospital's lifesaving pediatric care. The radiothon raised over \$250,000 for the hospital, bringing the six-year total to more than \$900,000.

## 104.3 WBBQ & 96.3 Kiss FM AUGUSTA, GA

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### Cares for Kids Radiothon

On December 4 - 6, 2014, 104.3 WBBQ and 96.3 Kiss FM held its 14th annual Cares for Kids Radiothon, a live broadcast that generated more than \$170,000 for the Children's Hospital of Georgia. Over the two-day event, participating on-air personalities shared stories of the hospital's doctors and patients and encouraged listeners to donate.

## 96.3 Kiss FM AUGUSTA, GA

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### Augusta Football Classic

96.3 teamed up with Augusta City Classic, an organization that provides scholarships to local high school students for its annual Augusta Football Classic event which included a youth-led football game, a battle of the bands type competition and various peewee sporting games. The station's 2014 efforts raised more than \$155,000 for Augusta students.

## Eagle 102.3 AUGUSTA, GA

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### JD Paugh Memorial Ride

102.3 encouraged listeners to either participate or donate to the third annual JD Paugh Memorial Ride held on April 26, 2014. The local effort drew nearly 450 registered riders and raised more than \$41,000 for the Deputy J.D. Paugh Memorial Foundation to help fund equipment, training and more for local law enforcement personnel.

## G105.7 AUGUSTA, GA

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### Free Fall Fan Jam

G105.7 held its Free Fall Fan Jam concert on October 8, 2014 to raise money for the Columbia County Exchange Club, a community service organization that focuses on local child abuse prevention and enrichment programs. The concert was promoted on air and featured Country artists Colt Ford and Daniel Lee and drew more than 400 people and raised over \$5,000 for the nonprofit.

## Power 107 AUGUSTA, GA

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### Halloween Festival

In partnership with the Augusta Recreation and Parks Department, Power 107 hosted a free Halloween Festival that provided a safe place for nearly 5,000 local children and families to celebrate the holiday. Power 107 worked with local television affiliates to promote the Halloween Festival throughout its local communities.



## KASE 101 AUSTIN, TX

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### Country Cares for St. Jude Kids Radiothon

On December 4 – 5, 2014, KASE 101 held its inaugural Country Cares for St. Jude Kids radiothon. The live broadcast generated more than \$225,000 for St. Jude Children's Research Hospital. On-air personalities encouraged listeners to donate throughout the two-day event, which featured interviews from families and children impacted by the hospital.

## Kiss 108 & JAM'N 94.5 BOSTON, MA

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### Walk for Hunger

Walk for Hunger has been a tradition in Massachusetts since 1969 and is the largest one-day fundraiser focused on alleviating hunger. Kiss 108 has promoted and participated in the charity walk for 25 years, and JAM'N 94.5 has supported the event for 15 years. On May 1, the radio stations encouraged more than 48,000 walkers and 2,000 volunteers to participate, raising more than \$500,000.

## Kiss 108 & JAM'N 94.5 BOSTON, MA

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### AIDS Walk Boston & 5K Run

For the last 15 years Kiss 108 & JAM'N 94.5 have partnered with the AIDS Action Committee of Massachusetts for the annual AIDS Walk Boston & 5K Run. The radio stations promoted the charity race on-air and online leading up to the event and helped raise nearly \$1 million in 2014. Since 1986 the stations have raised \$39 million to help fund the AIDS Action Committee of Massachusetts' critical programs and services.

## Kiss 108 & JAM'N 94.5 BOSTON, MA

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### Walk with Us to Cure Lupus

For three consecutive years, Kiss 108 & JAM'N 94.5 have supported Alliance for Lupus Research's local Walk with Us to Cure Lupus by encouraging listeners to participate and donate on-air and online. On June 14, the Boston Walk with Us to Cure Lupus event raised more than \$100,000, and the national series of walks have contributed \$25 million to fund lupus research.

## Kiss 108, JAM'N 94.5 & 101.7 THE BULL BOSTON, MA

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### Walk for PKD

Held on September 20, Boston's annual Walk for PKD raised money for the PKD Foundation, the largest private funder of polycystic kidney disease research in the U.S. iHeartMedia Boston has been the walk's official radio partner for five consecutive years and supports the event with on-air PSAs and digital promotion. In 2014, three iHeartMedia Boston radio stations helped the Walk for PKD raise nearly \$145,000 for PKD research.





## Kiss 108, JAM'N 94.5 & 101.7 THE BULL BOSTON, MA

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### **Race for the Cure**

OiHeartMedia Boston teamed up with Susan G. Komen for the 2014 Race for the Cure. The stations aired PSAs to encourage listeners to donate and/or participate in the walk, which took place on September 28 at Carson Beach in South Boston. More than 3,000 participants joined the race and raised more than \$300,000 for breast cancer research, treatment and prevention.

## Kiss 108, JAM'N 94.5 & 101.7 THE BULL BOSTON, MA

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### **Boston Brain Tumor Walk**

iHeartMedia Boston promoted the Boston Brain Tumor Walk to help the National Brain Tumor Society raise local awareness and funds for brain tumor-specific programs. The stations educated listeners on the diverse needs of the brain tumor community and promoted the charity walk on-air. On Sunday, October 26, the Boston Brain Tumor Walk raised more than \$650,000.

## JAM'N 94.5 BOSTON, MA

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### **Coats for Kids**

On November 8, JAM'N 94.5 hosted a four-hour coat drive in partnership with Anton's Cleaners. The Coats for Kids drive helped to collect more than 350 coats for local children in need. Anton's Cleaners cleaned the coats for free before distributing them to local social service agencies. Since 1995, the local Coats for Kids program has collected and distributed nearly 800,000 coats.

## Kiss 108 BOSTON, MA

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### **Massachusetts Walkathon**

In 2014, Kiss 108 partnered with the American Parkinson Disease Association to support the 28th Annual Massachusetts Chapter Parkinson Walkathon. The radio station encouraged listeners to participate in the event both on-air and online and helped to attract more than a thousand walkers and raise \$145,000.





## JAM'N 94.5

BOSTON, MA

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### Soccer for Peace

JAM'N 94.5 actively participated in the 11th annual Soccer for Peace tournament, a community event that featured appearances by New England Revolution players and encouraged teamwork, sportsmanship, community involvement and nonviolence. The radio station asked listeners to participate in the free event and to donate backpacks and school supplies for children in need. The campaign collected enough supplies to fully prepare 150 children for a new school year.

## KISS 108

BOSTON, MA

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### Walk to End Alzheimer's

Boston's Walk to End Alzheimer's is a free 2.5 mile charity walk designed to help raise funds to further the care and research efforts of the Alzheimer's Association. Kiss 108 promoted the September 27 walk on-air and online and asked listeners to participate in the event, which raised approximately \$1.6 million and attracted over 400,000 people. which raised over \$80,000, bringing Coats For Kids' 32-year total to more than \$3.25 million.

## 106 WCOD

CAPE COD, MA

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### Cape Cod Cares for Our Troops

Cape Cod Cares for Our Troops is a local nonprofit organization founded by a 12-year-old boy that sends care packages to troops in Iraq and Afghanistan. Throughout the year, 106 WCOD promotes the organization's mission, and encourages listeners donate care packages. Since 2005, Cape Cod Cares for Our Troops has sent more than 18,000 care packages to troops abroad.

## 96.5 Kiss Country

CEDAR RAPIDS / IOWA CITY, IA

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### Country Cares for St. Jude Kids

On February 27 – 28, 2014, 96.5 Kiss Country hosted its second annual Country Cares for St. Jude Kids radiothon. On-air personalities participated by sharing stories and interviews throughout the broadcast. Over the two-day event, all on-air personalities shared stories of St. Jude Children's Research Hospital and its lifesaving work, and encouraged listeners to donate. The radiothon raised more than \$22,000 in two days.



## 96.5 Kiss Country CEDAR RAPIDS / IOWA CITY, IA

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### **Especially for You – Race Against Breast Cancer**

On October 5, 2014, 96.5 Kiss Country personality Kathryn Foxx hosted Especially for You – Race Against Breast Cancer to raise money for the Especially for You fund, which provides free mammograms and other breast care services to the community at Mercy Medical Center. The station promoted the event on-air and online, attracting 14,500 participants and raising more than \$590,000.



## 600 WMT CEDAR RAPIDS / IOWA CITY, IA

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### **Call for Kids With Cancer**

From February 4 – 6, 2014, 600 WMT held its eighth annual Call for Kids With Cancer radiothon, benefiting Iowa Children's Hospital's cancer treatment programs. The radiothon, which featured interviews with physicians, patients and their families, also promoted Dance Marathon, a dance event hosted by the University of Iowa. Together the radiothon and Dance Marathon raised more than \$1.8 million.



## WRFX 99.7 The Fox CHARLOTTE, NC

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### **Harvest Feast**

99.7 The Fox teamed up with Second Harvest Food Bank of Metrolina, an organization that strives to eliminate hunger through education and advocacy, to promote the 2014 Harvest Feast food drive. The station launched an integrated on-air, online and onsite campaign that resulted in a donation of 21,000 eggs from the local NC Egg Association and enough nonperishable food items to fill two tractor-trailers, plus raised more than \$11,000.

## WHQC Channel 96.1 CHARLOTTE, NC

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### **Jersey Mike's Month of Giving**

Channel 96.1 teamed up with a popular Charlotte restaurant to help raise funds and awareness for Ace & TJ's Grin Kids, a nonprofit created by WHQC morning show personalities that offers trips to Disney World for families of terminally ill children. During March, 2014, Jersey Mike's Sub Shop donated a portion of its sales to the organization. The station helped raise nearly \$85,000 through on-air promotion and a live broadcast.

## WKKT 96.9 The Kat CHARLOTTE, NC

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### **Kat Jam**

96.9 The Kat held its seventh and eighth Kat Jam concerts, a spring and fall concert series benefitting St. Jude Children's Research Hospital. The concerts featured live performances by Sara Evans, Jon Pardi, Eric Paslay, Swon Brothers, American Young, Montgomery Gentry, Hunter Hayes, Dustin Lynch and Maddie & Tae. The events raised more than \$56,000 in 2014, bringing the seven-year total to over \$200,000.



## US 101 CHATTANOOGA, TN

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### **Bethel Country Connection**

On May 15, 2014, US101 supported the Bethel Country Connection, an event featuring performances by Country artists Kelley Lovelace, Love and Theft and Sam Hunt. The station held a live auction featuring exclusive packages like a songwriting session with Kelley Lovelace. The Bethel Country Connection raised over \$300,000 to support Bethel Bible Village education programs.



## 103.7 KISS-FM CHATTANOOGA, TN

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### **BRA-VO!**

On April 6, 2014, 103.7 KISS-FM partnered with Breast Cancer Support Services to promote the third annual BRA-VO! fashion show, which celebrates the lives of breast cancer survivors and honors victims of the disease. BRA-VO! featured 25 local breast cancer survivors who modeled spring and summer fashions provided by Chattanooga boutiques. More than 400 people attended the fashion show, which raised approximately \$40,000 for breast cancer research.

## Rock 105 CHATTANOOGA, TN

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### **Honoring the Sacrifice Golf Tournament**

The Honoring the Sacrifice Foundation provides needed resources to severely injured servicemen and women and their immediate families. To help support the inaugural Honoring the Sacrifice Golf Tournament, Rock 105 promoted the benefit on-air and online and encouraged listeners to sign up to participate in the tournament. The event attracted more than two dozen teams, and raised more than \$25,000 to help meet the needs of post-9/11 Purple Heart recipients and their families.



## 98.1 The Lake

CHATTANOOGA, TN

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### Run to Feed 5K

98.1 The Lake partnered with Snack Pack Ministry of Crosspath Church for its inaugural Run to Feed 5K, a charity run that raised money to provide food for local children in need. Approximately 150 people raced in the event, raising over \$4,000 to help feed hungry children in the Chattanooga area.

## 107.5 WGCI, V103, Inspiration 1390, 103.5 KISS FM, 93.9 MYfm

CHICAGO, IL

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### Put The Guns Down

iHeartMedia Chicago joined Chicago Mayor Rahm Emanuel to kick off Put The Guns Down, a citywide violence prevention initiative. Radio stations ran integrated campaigns that included PSAs, digital promotion, community affairs programming and four call-in programs featuring law enforcement officials.

## 94 Country WKKJ

CHILLICOTHE, OH

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### Good Samaritan Food Drive

On December 6, 2014, 94 Country held the Good Samaritan Food Drive to benefit the Ross County Food Pantry. 94 Country conducted a three-hour remote broadcast to promote the drive and encouraged listeners and local businesses to donate food. The station's efforts helped to collect more than \$5,000 in nonperishable food items and cash.

## Buckeye Country 105.5

CHILLICOTHE, OH

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### Fayette County Children's Toy Drive

On December 16, 2014, Buckeye Country 105.5 hosted a three-hour live broadcast from various retail locations to promote the Fayette County Children's Toy Drive. On-air personalities encouraged listeners to donate new and unwrapped toys to be distributed to underprivileged children in the community.

## WEBN 102.7

CINCINNATI, OH

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### Rubber Duck Regatta

For the 20th year, 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 a series of live broadcasts and encouraged listeners to donate to the foodbank. More than 250,000 people attended the Rubber Duck Regatta, which raised over \$1 million - the equivalent of more than 3 million meals for children and families in need. Over the last 20 years the event has raised more than \$8.3 million.

## 92.3 WCOL

COLUMBUS, OH

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### Blood Drive for Chickens

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

## 1029 Now DALLAS, TX

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### **Walk to End Alzheimer's**

The Alzheimer's Association provides optimal care and services to individuals confronting dementia, and to their caregivers and families. On October 4, 2014, 1029 Now joined the Walk to End Alzheimer's in support of the North Texas Chapter. A local iHeartMedia Dallas employee emceed the event and the entire station helped raise awareness of the debilitating disease on-air leading up to the walk. More than 6,000 people attended the event at Victory Park in Dallas, and the walk raised more than \$955,000.

## 106.1 Kiss FM, 102.9 Now, 102.1 The EDGE, Lone Star 92.5, 97.1 The EAGLE and Talk Radio 1190 DALLAS, TX

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### **9/11 Day**

9/11 Day is the nation's largest annual day of charitable service, with more than 47 million Americans dedicating time to helping others in need. To commemorate the anniversary of 9/11, iHeartMedia Dallas' six radio stations encouraged listeners to volunteer locally for 9/11 Day, a national day of service and remembrance. In addition, iHeartMedia Dallas employees joined a group of volunteers to participate in various community service projects benefitting wounded veterans on Sept. 11.

## MIX 107.7 DAYTON, OH

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### **Concert For A Cure**

MIX 107.7 held its seventh annual Concert For A Cure on October 15, 2014 to benefit the Noble Circle Project, an organization that brings together and supports women who have been diagnosed with cancer. The sold-out concert featured performances by Andy Grammer, O.A.R., Oh Honey, Alex and Sierra, and Jamie Scott and raised more than \$11,000 for cancer research.

## Mix 98.1 WDFM DEFIANCE, OH

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### **Christmas for Kids**

From November 21 – December 11, 2014, Mix 98.1 WDFM teamed up with the local U.S. Marine Corps League for Christmas for Kids, an annual fundraiser and toy drive. The campaign raised more than \$244,000 and collected approximately \$200,000 worth of toys for underprivileged children in Ohio.

## 100.3 WNIC DETROIT, MI

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### **Jay's Juniors**

WNIC personality Jay Towers founded Jay's Juniors, a local community program that funds trips to Walt Disney World for chronically and terminally ill children and their families. In 2014, Jay's Juniors sent a dozen children and their families on a free trip to Disney.

## 100.3 WNIC

DETROIT, MI

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### Jay Towers Cereal Drive

On May 20, 2014, WNIC encouraged listeners to donate to the fifth annual Jay Towers Cereal Drive, a Gleaner's Food Bank program that helps feed children that do not have access to a healthy breakfast during the summer. The drive collected enough food for nearly 160,000 servings of breakfast.



## Channel 95.5

DETROIT, MI

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### Breaking & Entering Christmas

Channel 95.5's 13th annual Breaking & Entering Christmas asked local listeners to nominate friends or family members in need during the Christmas season. The station collected more than \$40,000 in donations to help over a dozen families in Detroit with hospital bills, home furnishings, holiday gifts and more.

## Channel 95.5

DETROIT, MI

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### Cupid's Undie Run Detroit

For two consecutive years, Channel 95.5 has partnered with the Children's Tumor Foundation as the exclusive radio partner for Cupid's Undie Run Detroit, a charity run that raises money for neurofibromatosis. Leading up to the Valentine's Day event, the station encouraged listeners to raise money and participate by racing in their underwear. More than 1,000 people attended the event, raising nearly 200,000 for neurofibromatosis research.

## FM98 WJLB

DETROIT, MI

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### Coats for Kids Radiothon

FM98 WJLB teamed up with the Salvation Army to launch the 32nd annual Coats for Kids Radiothon on November 1, 2014. The 11-hour live broadcast featured WJLB on-air personalities and Grammy Award-winning artist Ne-Yo, who helped raise awareness for Detroit children in need. The Coats for Kids Radiothon accepted donations online, over the phone and in-person, raising nearly \$60,000 to buy coats for local kids.

## Mix 92.3

DETROIT, MI

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### Sista Strut

On October 4, 2014, Mix 92.3's 17th annual Sista Strut charity walk was held at Detroit's Riverwalk Rivard Plaza to benefit the Karmanos Cancer Institute, a leading cancer treatment and research facility. The station promoted the event on-air and encouraged listeners to participate in the walk, an effort that attracted more than 1,100 registrants and raised more than \$6,000 for the Karmanos Cancer Institute.

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## FM 98 WJLB and Mix 92.3 DETROIT, MI

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### **Holiday Boxes of Love**

On December 13 and 20, FM 98 WJLB and Mix 92.3 partnered with the United Auto Workers of Ford for the Holiday Boxes of Love program to distribute meals to families in need. The stations promoted the event dates and pickup locations on-air, and distributed more than 4,000 boxes of turkeys and side dishes for Detroit families to celebrate the holiday season.

## 106.7 The D DETROIT, MI

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### **80's Party 4a Purpose**

106.7 The D was the official media sponsor of the fourth annual 80's Party 4a Purpose, a fundraiser that benefited The Blue Star Mothers, an organization that supports families of service men and women, and The Great Lakes Burn Camp for Kids, a camp for burn survivors to heal and meet each other.

## WQRB-FM & WATQ-FM EAU CLAIRE, WI

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### **Country Cares for St. Jude Kids**

On February 16 - 17, 2014, WQRB-FM & WATQ-FM held its 13th annual Country Cares for St. Jude Kids radiothon. On-air personalities participated by sharing stories and interviews throughout the broadcast. In 2014, the stations raised more than \$120,000 in two days, contributing nearly \$1.3 million to St. Jude Children's Research Hospital since 2002.

## Soft Rock 98.9, B95, 102.7 The Wolf, 103.7 The Beat, 96.7 Powertalk, 1340 Fox Sports FRESNO, CA

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### **Greater Valley Toy Drive**

From November 17 - December 15, 2014, iHeartMedia Fresno launched its inaugural Greater Valley Toy Drive. The toy drive collected more than 5,000 toys, which were distributed to underprivileged children at Poverello House and Community Transitions School in Visalia on Christmas morning.

## KXTC-FM, KGLX-FM, KFMQ-FM GALLUP, NM

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### **U.S. Marine Corps Reserve Toys For Tots**

During December 2014, KXTC-FM, KGLX-FM, KFMQ-FM supported the U.S. Marine Corps Reserve Toys For Tots annual toy drive with on-air and digital PSAs that encouraged listeners to donate at various collection sites. In its eighth year of support, iHeartMedia Gallup stations gathered enough toys for over 1,400 children in the community.



## 99.3 KISS FM

HARRISBURG, PA

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### Stuff-a-Bus

From November 17 – 21, 2014, WHKF held its 12th annual Stuff-a-Bus food drive to stock the shelves of Central PA Food Bank. During the five-day drive, 99.3 KISS-FM afternoon host Miller lived in a bus stationed at a local grocery store to broadcast remotely and encouraged listeners to donate non-perishable food items. The 2014 Stuff-a-Bus campaign collected nearly 3,500 pounds of food for Central PA Food Bank.

## WBCT-FM

GRAND RAPIDS, MI

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### Country Kicks Cancer

B-93 partnered with Purple Community, the nonprofit arm of Van Andel Institute that raises research funds for cancer and Parkinson's disease, for the inaugural Country Kicks Cancer radiothon. B-93 launched an integrated campaign, including, on-air, online and on-site support to promote the radiothon, which raised nearly \$25,000 for Purple Community.

## WSSL

GREENVILLE, SC

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### Ellis & Bradley Stuff the Truck For Toys For Tots

WSSL morning show personalities Bill Ellis and Beth Bradley hosted their 14th annual Ellis & Bradley Stuff the Truck For Toys For Tots -- a month-long toy drive benefiting the U.S. Marine Corps Reserve Toys For Tots program. Throughout December, the station encouraged listeners to donate cash and toys at various drop-off locations. In addition, the station invited listeners to donate teddy bears at a local hockey game. The station's efforts resulted in nearly 2,000 toys and over \$7,000 to help spread holiday cheer.

## The River 97.3

HARRISBURG, PA

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### Toys for Tots Concert

The River 97.3 held its sixth annual Toys for Tots Concert to support the U.S. Marine Corps Reserve. The concert featured live performances from five local bands. Admission into the Toys for Tots Concert was a donation of a new toy or \$10, which helped the station collect over 400 toys and more than \$2,000. Additionally, WRVV-FM partnered with a local brewery to create an ale unique to the event, and the brewery donated \$1 of every pint sold to Toys for Tots.

## Bob 94.9

HARRISBURG, PA

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### Country Cares for St. Jude Kids

On January 23-24, 2014, WRBT hosted a two-day radiothon to benefit St. Jude Children's Research Hospital. Country artist Lucy Hale joined Bob 94.9 on-air personalities in sharing stories of the hospital's lifesaving work as well as stories from local patients and families from the Harrisburg community. The annual radiothon generated nearly \$200,000 in 2014.

## 104.3 KCY Country

HARRISONBURG / STAUNTON, VA

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### Country Cares for St. Jude Kids Radiothon

From February 20-21, 2014, KCY Country hosted a 12-hour radiothon that benefited St. Jude Children's Research Hospital as part of the Country Cares for St. Jude Kids program. All on-air personalities participated by sharing stories and interviews throughout the broadcast. In 2014, the station raised more than \$58,000 for the charity, and over \$600,000 in the last decade.

## 98 ROCK

HARRISONBURG / STAUNTON, VA

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### Holiday Food Drive

98 Rock collected food donations during the holiday season at various local grocery stores to support the local community food bank. The station's efforts resulted in more than 25,000 pounds of food for local residents.

## Mix 93-1

HARRISONBURG / STAUNTON, VA

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### Relay For Life

Mix 93-1 was a media partner for the American Cancer Society's local Relay For Life. As part of the two-month on-air campaign, the station promoted the event and asked listeners to participate in the walk. Mix 93-1 also hosted a Relay For Life booth and broadcasted live from the event to encourage donations. Harrisonburg's Relay For Life raised nearly \$340,000.

## 106.1 WTAK & 100.3 The River

HUNTSVILLE, AL

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### Love Fest

106.1 WTAK and 100.3 The River partnered with Love Fest, a family-friendly community event that featured live bands, art booths, drum circles, games and more, to collect backpacks and school supplies for young students with limited resources. The stations engaged their audiences on-air, online and via social media to help donate backpacks and school supplies at the event. The campaign resulted in more than 1,000 backpacks for local students.

## 102.1 WDRM

HUNTSVILLE, AL

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### Wounded Warriors Farewell

For seven years, WDRM has partnered with the Wounded Warrior Project, a nonprofit that provides support programs for wounded veterans and their families. On Veterans Day 2014, WDRM helped host the Wounded Warriors Farewell, a celebration that featured activities designed specifically for local wounded warriors, a catered dinner and live music from American Idol Season 10 winner Scotty McCreery.





## 97.9 KISS FM JACKSONVILLE, FL

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### 26.2 With DONNA

For seven consecutive years 97.9 KISS-FM has promoted 26.2 With DONNA, a charity marathon that benefits Mayo Clinic's breast cancer research. KISS-FM promoted the marathon on-air to raise event awareness and to collect funds from local listeners. In 2014 KISS-FM helped attract more than 10,000 registered participants for the organization, which has contributed \$3.5 million to its beneficiaries since 2008. experience, including gifts and \$500 in cash.

## 107.3 JACK FM JACKSONVILLE, FL

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### U.S. Marine Corps Reserve Toys For Tots

In December 2014, 107.3 JACK-FM supported 19th Street Charities' efforts to collect toys for U.S. Marine Corps Reserve's Toys For Tots program. The station encouraged listeners to donate new toys to various 19th Street Charities' drop off location and to participate in a charity motorcycle ride. The station collected more than 200 children's bicycles, over \$10,000 and hundreds of toys for children in the community.

## 99.1 WQIK JACKSONVILLE, FL

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### Acoustic Jam

99.1 WQIK held an Acoustic Jam concert on August 13, 2014 with Country artists Big & Rich, Randy Houser and Jana Kramer at a local pub to help raise money for St. Jude Children's Research Hospital. The station encouraged listeners to attend Acoustic Jam and raffled prizes at the event, helping to raise more than \$7,000.

## 106.9 Planet Radio JACKSONVILLE, FL

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### Bikers Against Child Abuse

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

## SL 100

LAUREL/HATTIESBURG, MS

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### Stuff-a-Bus

During December, 2014, SL100 held its 10th annual Stuff-a-Bus toy drive to benefit Petal Childrens Task Force and Hattiesburg's Department of Health and Human Services. During the seven-day drive, SL100 broadcasted remotely from local stores to encourage listeners to donate new toys to needy children in the community. The Stuff-a-Bus effort resulted in the collection of over 500 toys and more than \$300 in cash.



## 102 JKK

LAUREL/HATTIESBURG, MS

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### Juneteenth Celebration

102 JKK promoted the 29th annual Juneteenth Celebration, a celebration of black history and the accomplishments of local African American leaders. The two-day event was promoted on-air and online and featured motivational speakers and live entertainment. From June 21 – 22, 2014, over 8,000 people attended the Juneteenth Celebration.

## SL100, 102JKX, 1037WFFX & Wild 1063

LAUREL/HATTIESBURG, MS

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### Festival South

From June 2 - 20, 2014, iHeartMedia Laurel/Hattiesburg promoted Festival South, a community event with free art exhibits, theatrical and musical events, guest speakers and a wide range of family-friendly arts and entertainment activities. The three-week on-air and online support helped bring more than 20,000 people to the event.

## 103.7 WFFX

LAUREL/HATTIESBURG, MS

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### Home Sweet Home Raffle

WFFX held the 12th annual Home Sweet Home Raffle to raise money for the United Way of Southeast Mississippi. The station raffled off a brand-new home with three bedrooms and three bathrooms valued at \$315,000. Nearly 4,000 people purchased tickets for \$100 each, helping to raise approximately \$400,000 for the United Way of Southeast Mississippi's local education, health and financial support programs.

## T102

LIMA, OH

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### Drive Through Thursdays

From September – November 2014, T102 partnered with Pats Donuts and Crème for Drive Thru Thursdays, a six-week on-air campaign to help raise money for local nonprofit organizations. On Thursdays from 7 – 9 a.m., T102 personalities invited listeners to grab a free donut at the studio's mock drive-thru in exchange for a donation. Drive Thru Thursdays collected more than \$5,000 for 12 Ohio nonprofits.



## 100.3 THE EDGE

LITTLE ROCK, AR

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### **The September Fund**

In 2003, 100.3 The Edge's morning show hosts Corey and Patrick founded The September Fund, a scholarship program for the children of first responders in the Little Rock community. Each year the station holds several events to support the fund, which provides local high school students with a scholarship.

## 94.9 TOM-FM & KSSN 96

LITTLE ROCK, AR

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### **Susan G. Komen Race for the Cure**

94.9 TOM-FM and KSSN 96 joined forces with its local television affiliate and Bank of America to promote the Susan G. Komen Race for the Cure in Downtown Little Rock. The stations promoted the October 4, 2014 event on-air and encouraged listeners to walk and donate. More than 40,000 people participated in the citywide walk, raising nearly \$600,000 for breast cancer research.

## 105.1 The Wolf

LITTLE ROCK, AR

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### **Country Cares for St. Jude Kids**

On February 27 – 28, 2014, 105.1 The Wolf hosted its annual Country Cares for St. Jude Kids radiothon. On-air personalities shared stories and interviews throughout the broadcast, and asked listeners to become a Partner in Hope by making a monthly donation. In 2014, the radiothon featured an on-air interview and performance by Country artist Kelsea Ballerini, helping to raise more than \$30,000 in two days.

## 102.7 KIIS-FM

LOS ANGELES, CA

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### **A Place Called Home**

Through A Place Called Home, an organization that empowers underserved youth in Los Angeles, KIIS-FM's programming team adopted two families during the 2014 holiday season. KIIS-FM employees collected enough money to purchase Christmas presents for the children and adults in each family and spread holiday cheer to local listeners in need.



## 102.7 KIIS-FM LOS ANGELES, CA

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### Miles of Music 5K

102.7 KIIS-FM joined the Youth Mentoring Connection to create Miles of Music 5K, a charity walk to raise money for Urban Oasis, a teen mentoring center in the downtown Los Angeles community. The station helped secure recording artists including SYD Youth, Danny Mercer, Bean, Los 5, Cody Wise, W3 The Future, Mike Stud, Tiffany Houghton, My Crazy Girl Friend, and Jack & Jack. The inaugural event was promoted on-air and online and raised \$110,000 for Urban Oasis.

## 97.5 WAMZ LOUISVILLE, KY

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### Coyote's Acoustic Concert

WAMZ brought together Country music's biggest stars for Coyote's Acoustic Concert, a charity show that celebrated on-air personality Coyote Calhoun's retirement and 35-year long career in Country music radio. More than 17,000 people attended the event, which featured performances by Toby Keith, Jake Owen, Little Big Town, Chris Young, Montgomery Gentry, Craig Morgan, John Michael Montgomery and Kristian Bush, and raised more than \$245,000 for St. Jude Children's Research Hospital.

## 98.9 Radio Now & 100.5 MYFM LOUISVILLE, KY

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### Bras Across the Bluegrass

98.9 Radio Now and 100.5 MYFM teamed up for its third annual Bras Across the Bluegrass, an event that collected bras and raised money to benefit women in the community. For each bra collected, \$1 was donated to the National Breast Cancer Foundation. The stations raised nearly \$7,000 and collected approximately 4,500 bras that were donated to the local Goodwill for the Center of Women and Families.

## News Radio 840 WHAS LOUISVILLE, KY

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### Crusade for Children

News Radio 84 has supported Crusade for Children for nearly 61 years, and continues to help the organization raise money for agencies, schools and hospitals that better the lives of children with special needs. On June 7 – 8, 2014, WHAS broadcasted a commercial-free radiothon in conjunction with a television partner's telethon. More than \$5.6 million was raised in 2014, bringing the 61-year total to \$160 million.



## V101.7, New Country 96-5, Q106-3, 97.9 WIBB MACON, GA

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### **Susan G. Komen Race For The Cure**

iHeartMedia Macon partnered with the Central Georgia chapter of Susan G. Komen Race For The Cure to promote the organization's local charity walk. The four radio stations donated over \$25,000 in on-air and digital promotion for breast cancer awareness, education, and screenings, while encouraging listeners to donate to the cause and participate in the walk on October 18, 2014. The Central Georgia walk drew over 2,000 participants and raised nearly \$200,000.



## V101.7 MACON, GA

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### **Career Fair**

On March 20, 2014, V101.7 joined forces with Helms College and Goodwill Industries to host a local career fair. Leading up to the event, the station encouraged listeners to attend the event and explore educational opportunities with Helms College. Dozens of local businesses participated and the career fair attracted over 1,000 job seekers.

## V101.7, New Country 96-5, Q106-3, 97.9 WIBB MACON, GA

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### **Cherry Blossom Ball Drop**

PiHeartMedia promoted the Cherry Blossom Ball Drop, an annual New Year's Eve countdown event that featured live music, fireworks and a ball made of recycled metal cherry blossom fixtures. The free event drew more than 5,000 members of the Macon community to ring in the new year.

## V101.7 & 97.9 Rock 101 MACON, GA

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### **Pan African Festival**

On April 26 – 27, 2014, V101.7 and 97.9 WIBB teamed up with the Tubman African-American Museum to promote the 18th annual Pan African Festival, a local celebration of music, dance, food, film, art and spoken word from African influences around the world. Through on-air and digital promotion, the station helped draw more than 5,000 people to the event.

## Rock 101 MANCHESTER, NH

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### **Lend A Helping Can**

On November 20 – 21, 2014 Rock 101's morning show, Greg & The Morning Buzz, hosted the 24th annual Lend a Helping Can radiothon in an effort to collect food for 11 local agencies that provide food for the state's needy and homeless. The Lend a Helping Can radiothon raised more than \$100,000 to help combat local hunger in New Hampshire.

**95-3 The Bull, News Radio  
96-7, News Radio 610, FOX  
Sports 930 and Classic  
Country 1380, Rock 101,  
WGIR AM 610  
MANCHESTER, NH**

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**Stuff-a-Bus**

iHeartMedia Portsmouth and iHeartMedia Manchester partnered for the 14th annual Stuff-a-Bus toy drive to benefit the U.S. Marine Corps Reserve's Toys for Tots program. From December 5 – 7, 2014, the seven radio stations encouraged listeners to donate new, unwrapped toys or to make a cash contribution. The annual effort resulted in nearly 4,000 toys donated and more than \$4,400 collected.

**KISS 95.1  
MELBOURNE, FL**

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**Operation Shoebox**

In 2014, WFKS teamed up with nonprofit organization Operation Shoebox to send personal care items to U.S. troops abroad. The station promoted the organization on-air and encouraged listeners to donate items for troops during the holiday season. With the help of the station, Operation Shoebox collected and sent over 250 care packages overseas.

**MY 93.9  
MIAMI / FT LAUDERDALE, FL**

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**Light the Night**

My 93.9 supported a series of Light the Night walks to benefit the Leukemia Lymphoma society in Miami Dade and Broward counties. Listeners were encouraged to participate and donate to the walks, helping the station's walk team to collect over \$15,000. The walks raised more than \$1 million in 2014 and approximately 2,000 people participated in each walk.

**MY 93.9  
MIAMI / FT LAUDERDALE, FL**

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**Glam-A-THON**

My 93.9 supported the 8th annual Glam-A-THON, an event series that raises money for Broward Health Foundation to support local women affected by breast cancer. The station asked listeners to participate in the events by wearing outrageous and fabulous outfits. The 2014 campaign raised more than \$100,000 for Broward Health Foundation.



## 103.5 The Beat

MIAMI / FT LAUDERDALE, FL

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### **A Ross Clause Christmas**

On December 14, 2014, Rick Ross Charities partnered with 103.5 The Beat to host A Ross Clause Christmas. The free, block-style charity event offered food, entertainment and gifts for underprivileged families in Miami. Additionally, over \$8,000 was gifted to help local families with holiday shopping.

## News Talk 1130, FM106.1, 97.3 Radio Now, Milwaukee Oldies, The Big 920 & V100.7

MILWAUKEE, WI

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### **Miracle on Canal Street**

iHeartMedia Milwaukee donated on-air and digital PSAs to support Potawatomi Hotel and Casino's Miracle on Canal Street, a community program that raises money to improve the lives of children and their families in southeastern Wisconsin. On December 12, 2014, Miracle on Canal Street hosted its Miracle Bingo game and raised more than \$1 million, which was distributed to 30 Wisconsin children's charities.

## 107.5 The River

NASHVILLE, TN

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### **Nashville Holiday Heroes Party**

WRVW hosted a Nashville Holiday Heroes Party to help raise money for Musicians On Call, an organization that brings live and recorded music to the bedsides of patients in healthcare facilities. The party honored local heroes, featured live performances by recording artists The Script and The Shuggah Pies and raised nearly \$60,000 for Musicians On Call.

## 107.5 The River

NASHVILLE, TN

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### **River of Hope Radiothon**

D107.5 The River and Monroe Carell Jr. Children's Hospital at Vanderbilt University held the 10th annual River of Hope Radiothon, a fundraiser to provide emotional and financial support to the hospital's patients. The station broadcasted from the Children's Miracle Network Hospital and encouraged listeners to donate, raising over \$84,000 in 2014. Since 2005, the radiothon has raised more than \$1.5 million in pledges for the hospital.

## 107.5 The River

NASHVILLE, TN

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### **Give Gown**

WRVW partnered with The Southern Women's Show to host Give Gown, a three-day dress drive benefiting the local Children's Hospital Miracle Network hospital. The station collect over 100 new and gently used dresses, and resold them to raise money for Monroe Carell Jr. Children's Hospital at Vanderbilt University.

## Z100

NEW YORK CITY, NY

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### **Walk with Us to Cure Lupus**

Z100 teamed up with the Alliance for Lupus Research to support Walk with Us to Cure Lupus on October 19, 2014. Greg T of the Elvis Duran Morning Show was named Honorary Chair of the event and helped raise awareness and funds through on-air.

## KJ103 OKLAHOMA CITY, OK

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### **KJ103 Community Crew**

KJ103 encourages local listeners to participate in various charitable opportunities through its organized volunteer group Community Crew. In 2014 more than 400 local listeners participated in the group's service projects, which benefited organizations such as Habitat for Humanity, The Regional Food Bank of Oklahoma and The Miracle League.

## KJ103 OKLAHOMA CITY, OK

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### **Moore Recovery Celebration**

After a tornado struck the Oklahoma City community, iHeartMedia's six local stations worked with the community to rebuild Veterans Park, a neighborhood park for Oklahoma City residents. More than 3,000 people gathered for the Moore Recovery Celebration, a free community party to commemorate the park's re-opening that featured live performances, autographed giveaways and refreshments.



## Kat 103.7 OMAHA, NE

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### **Backpack Program**

Since 2009 Kat 103.7 has worked closely with the Food Bank of the Heartland's Backpack Program to help fill backpacks with food for local children in need. Kat 103.7 aired program PSAs in an effort to encourage donations from listeners. In 2014, the station raised \$900,000 in support of the program -- which has grown from feeding 600 children to 9,000 children.

## Kat 103.7 OMAHA, NE

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### **Bottled Water Drive**

After a tornado hit the town of Pilger, Nebraska, Kat 103.7 organized a bottled water drive to provide residents with access to clean water. The four-hour drive collected 157,000 bottles of water, which were distributed to Pilger residents in need.

## Real Radio 104.1 ORLANDO, FL

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### **Kicks for Guns 2014**

In an effort to decrease gun violence in Central Florida, Real Radio 104.1 launched Kicks for Guns. Now in its 16th year, the station setup a number of gun collection sites with the help of law enforcement from six counties and encouraged people to drop off illegal guns – no questions asked – in exchange for a new pair of tennis shoes. On August 14, 2014, the Kicks for Guns event collected nearly 1,000 guns, including firearms that were confirmed to be involved in past crimes.



## 92.5 WPAP PANAMA CITY, FL

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### Country Cares for St. Jude Kids

WPAP aired its 25th annual Country Cares for St. Jude Kids radiothon on February 27 – 28 to benefit St. Jude Children’s Research Hospital in Memphis, TN. The station promoted the two-day broadcast event on-air, online and via social media. The 2014 campaign helped raise over \$63,000 to help end childhood cancer.

## 92.5 WPAP PANAMA CITY, FL

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### Stars & Guitars

92.5 WPAP helped promote the fourth annual Stars & Guitars event benefitting the Gulf Coast Children’s Advocacy Center, an organization that serves local children who have been neglected and abused. Held on January 28 at the Marina Civic Center in Panama City, the concert featured a live and unplugged performance by Country artist Jason Aldean. The benefit event raised \$85,000 for the center.

## Sunny 98.5 PANAMA CITY, FL

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### Bay County Heart Walk

Sunny 98.5 helped promote the 2014 Bay County Heart Walk at Gulf Coast State College in support of the American Heart Association both on-air and online. John Lund, iHeartMedia Panama City’s Operations Manager, emceed the event, which raised \$78,000 for the American Heart Association. Additionally, the station aired a 30-minute public affairs program discussing heart health.

## 99.3 The Beat PANAMA CITY, FL

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### St. Jude Children’s Research Hospital Radiothon

99.3 The Beat held its inaugural St. Jude Children’s Research Hospital Radiothon on February 20 - 21, 2014. The station asked listeners to become Partners in Hope and donate monthly to St. Jude Children’s Research Hospital. The annual event helped to raise more than \$10,000 for the research and treatment of childhood illnesses.

## 99.3 The Beat PANAMA CITY, FL

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### Making Strides Against Breast Cancer Walk

99.3 The Beat teamed up with The American Cancer Society for the annual Making Strides Against Breast Cancer Walk on October 26, 2014. 99.3 The Beat’s DJ Big Boi served as the official DJ for the event and the station encouraged listeners to walk via on-air and online promotion. The 2014 walk drew nearly 3,000 participants and raised \$133,000 for the American Cancer Society.







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## 99.3 The Beat

PANAMA CITY, FL

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### Steve Harvey Turkey Giveaway

99.3 The Beat joined the Steve and Marjorie Harvey Foundation for the Steve Harvey Turkey Giveaway, an effort to provide local underprivileged families with a turkey for their Thanksgiving meal. During 2014, the station distributed 100 turkeys through The Salvation Army.

## Power 99

PHILADELPHIA, PA

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### Peace on the Street Jam

Power 99 hosted its third annual Peace on the Street Jam, a series of antiviolence activities designed to promote peace and provide communities with the necessary resources to prevent violence. The year-long campaign included youth violence discussions on-air, an anti-violence scholarship program and three free large-scale Hip-Hop and R&B concerts. The Peace on the Street events reached more than 15,000 people, and three students each received a \$1,000 scholarship.

## KNIX 102.5

PHOENIX, AZ

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### Ben and Matt's Million Can Crusade

In 2014, KNIX morning show co-hosts held the eighth annual Ben and Matt's Million Can Crusade, a food drive benefiting the Society of St. Vincent de Paul, a nonprofit that serves the poor in Phoenix. To promote the drive, KNIX asked its listeners to donate food items in exchange for access to exclusive concerts and artist meet-and-greets. The 2014 campaign collected 1.4 million cans of food.

## KFYI & KNIX 102.5

PHOENIX, AZ

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### My Military Hero

KNIX and News Talk 550 KFYI collaborated to create My Military Hero, a program that honors active military service members in Phoenix. Each month the stations recognized and thanked local heroes on-air, online and on a Clear Channel Outdoor display in the community. In addition, My Military Hero honorees received a \$500 Visa gift card and were entered to win a Ford F-150 truck.

## KNIX, KESZ, KMXP, KFYI, KGME, KYOT

PHOENIX, AZ

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### Operation Santa Claus

The iHeartMedia Phoenix stations teamed up with a local ABC affiliate from November 20 - December 18 for Operation Santa Claus, a holiday collection program to raise funds for the Military Assistance Mission, St. Mary's Food Bank, Ronald McDonald House Charities and Southwest Autism Research and Resource Center. The stations promoted the drive with remote broadcasts at collection sites, online, via social media and encouraged station employees to participate. The 13th annual Operation Santa Claus raised more than \$843,000 to help charities in the Phoenix community.





**1190 KEX-AM, 620 KPOJ-AM, KXJM-FM, JLTH-FM, KFBW-FM, KFBW-HD, KKCW-FM, KKRZ-HD, KKRZ-FM**  
**PORTLAND, OR**

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#### **Susan G. Komen Race for the Cure**

iHeartMedia Portland has served as the exclusive radio partner for the local Susan G. Komen Race for the Cure for 21 years. For five months leading up to the event, the stations ran over 800 PSAs and live mentions, and four stations sponsored teams at the race. On September 21, 2014, the K103 broadcasted live from the event, which raised over \$2 million and had more than 20,000 participants.

**K 103**  
**PORTLAND, OR**

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#### **Make-A-Wish Radiothon**

On June 20, 2014, K103 hosted its seventh annual Make-A-Wish Radiothon to raise money for Make-A-Wish Oregon and to celebrate local wishes that were granted. The K103 Morning Show broadcasted live with inspirational stories from wish families and encouraged listeners to donate. The 2014 radiothon raised more than \$105,000 for Make-A-Wish Oregon.

**1190 KEX-AM, 620 KPOJ-AM, KXJM-FM, JLTH-FM, KFBW-FM, KFBW-HD, KKCW-FM, KKRZ-HD, KKRZ-FM**  
**PORTLAND, OR**

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#### **Doggie Dash**

On May 10, 2014, iHeartMedia Portland supported the 27th annual Doggie Dash, a 5K walk that fundraises for the Oregon Humane Society. The event featured an animal-friendly vendor village, dog contests and a silent auction. The stations aired more than 600 PSAs in support of Doggie Dash and emceed the event, which raised more than \$500,000 and attracted over 6,800 participants.

**1190 KEX-AM, 620 KPOJ-AM, KXJM-FM, JLTH-FM, KFBW-FM, KFBW-HD, KKCW-FM, KKRZ-HD, KKRZ-FM**  
**PORTLAND, OR**

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#### **Spring Beach Clean Up**

iHeartMedia Portland partnered with SOLVE, an organization that brings the community together to improve Oregon's environment, to encourage listeners to participate in the Spring Beach Clean Up event. The station played more than 500 PSAs asking listeners to help with the local service project, which attracted more than 7,000 volunteers at 45 locations. remember those who passed away from senseless violence. The station promoted two Bay Area events on-air to create unity and to give the community a chance to remember lives lost due to violence in 2013.

## 1190 KEX News Radio PORTLAND, OR

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### **KEX Kids Fund Radiothon**

In 1987, KEX created the KEX Kids Fund for Sight and Sound, a nonprofit that provides glasses, hearing aids and exams to underprivileged children in Portland. From November 27 – December 2, 2014, the station hosted the KEX Kids Fund Radiothon, an on-air fundraising event that encouraged listeners to pledge donations to help local children with vision and hearing impairments. The four-day radiothon raised more than \$89,000 in 2014.

## K103 PORTLAND, OR

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### **Jingle Bell Run**

On December 7, 2014, K103 supported the Jingle Bell Run, a 5K run that benefited the Arthritis Foundation. The station promoted the holiday event on-air and online, and Janine Wolf, K103's morning show co-host, emceed the race. The Jingle Bell Run raised over \$160,000 for the Arthritis Foundation in 2014.

## 100.3 WHEB PORTSMOUTH, NH

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### **Lend A Helping Can Radiothon**

WHEB's 24th annual Lend A Helping Can Radiothon supported 11 New Hampshire organizations that help to feed the area's needy and homeless. The two-day event was hosted by Greg & The Morning Buzz, the station's morning show, and raised more than \$100,000.



## Z 107 PORTSMOUTH, NH

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### **Coats For Kids**

Z107 partnered with a local dry cleaner and the United Way of the Greater Seacoast to host its second Coats For Kids drive. From October 14 – November 3, 2014, the station promoted the coat drive on-air and online and encouraged listeners to donate new or gently used coats to over 30 collection locations. More than 500 coats were collected, cleaned and distributed to local children.

## 95-3 The Bull, News Radio 96.7, 100.3 WHEB, Z107, FOX Sports 930, Classic Country 1380, Rock 101 & WGIR AM 610 PORTSMOUTH, NH

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### **Stuff-A-Bus**

iHeartMedia Portsmouth and iHeartMedia Manchester joined for the 14th annual Stuff-A-Bus, a three-day toy drive to benefit the U.S. Marine Corps Reserve's Toys for Tots program. The eight radio stations collected new, unwrapped toys and distributed them as Christmas gifts to needy children in the community. The efforts collected over 3,700 toys and nearly \$4,500 for the youth-serving organization.

## 94HJY, B101, Coast 93.3 & News Radio 920 PROVIDENCE, RI

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### Tomorrow Fund

iHeartMedia Providence stations partnered with the Trans-Siberian Orchestra to donate one dollar from each concert ticket sold to the Tomorrow Fund, a charity that provides financial and emotional support to children with cancer and their families. The stations encouraged listeners to attend the show and promoted the promotion on-air, raising more than \$6,000 for the Tomorrow Fund.

## Coast 93.3, 94 HJY, B101 & NewsRadio 920 SEATTLE, WA

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### Flames of Hope

On October 10 – 12, 2014, iHeartMedia Providence supported the Gloria Gemma Breast Cancer Resource Foundation's Flames of Hope, the largest breast cancer awareness event in Rhode Island. Flames of Hope included a 5K walk/run, a Kids Fun Run, a torch-lighting ceremony and a live station broadcast of the event. The four stations promoted the event on-air and online, which attracted over 100,000 participants and spectator and raised \$575,000.

## Y102 WRFY-FM READING/LANCASTER, PA

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### Yes I Can 5K

Y102 held its third annual Yes I can 5K charity run on September 6, 2014 to benefit the John Paul II Center for Special Learning. The "all abilities event" was promoted on-air and online, emceed by morning show personality Jackie Hoffman, and raised more than \$10,000 for special needs school supplies.

## FM97 WLAN-FM READING/LANCASTER, PA

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### Stuff A Buggy

FM97 and Water Street Ministries hosted their third annual Stuff A Buggy food drive on November 22, 2014. The station promoted the food drive on-air and online to inform listeners which items were most needed in the community. In addition, FM97 broadcasted live from the donation site to encourage listeners to drop off donations and fill an Amish buggy with nonperishable food items. Stuff A Buggy collected more than 2,300 pounds of food for Water Street Ministries.

## Star 94.1 SAN DIEGO, CA

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### Acoustic Christmas Concert

Star 94.1 launched its third annual Acoustic Christmas Concert, which featured live performances by Lindsey Stirling and Mat Kearney. The concert was held at the House of Blues in San Diego and a portion of the event's ticket sales were donated to the San Diego Food Bank. More than 1,200 people attended Acoustic Christmas Concert and over \$3,000 was raised for the food bank.



## Channel 93.3

SAN DIEGO, CA

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### Frankie & Geena's FREEcember Concert and Toy Drive

On December 6, Channel 93.3 hosted its annual Frankie & Geena's FREEcember Concert and Toy Drive. As part of the effort to collect toys for the Boys & Girls Clubs of San Diego County, Nick Jonas, Bea Miller, Becky G and Jake Miller performed at the free admission event. Listeners donated more than 2,500 toys for local children through the campaign.

## 101.5 KGB

SAN DIEGO, CA

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### Clint's May Ride

The Homefront San Diego organization raises funds for local military families in need. Clint, 101.5 KGB's morning show personality, hosted the annual May Ride, a charity motorcycle ride and a large-scale BBQ and entertainment celebration. Clint's May Ride attracted more than 4,000 motorcyclists and raised \$15,000 for Homefront San Diego in 2014.

## News Radio 600 KOGO

SAN DIEGO, CA

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### East County Toy Drive

From November 26 – December 13, 2014, AM 600 KOGO partnered with the East County Salvation Army to collect toys for families in need during the holiday season as part of the East County Toy Drive. The three-week campaign included on-air and digital promotion that encouraged listeners to donate at on-site events. The toy drive generated more than 17,000 toys and \$18,500.

## Wild 94.9

SAN FRANCISCO / SAN JOSE, CA

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### Academy of Friends Gala

Wild 94.9 supported the 32nd annual Academy of Friends Gala, the largest Bay Area fundraiser benefiting AIDS/HIV support organizations. The event gathered local listeners to watch the Oscar ceremonies and to participate in a silent auction, wine tasting and gourmet food sampling. Wild 94.9 raised over \$90,000 in support of The Academy of Friends in 2014.

## 98.1 KISS FM

SAN FRANCISCO / SAN JOSE, CA

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### Root Beer Float Day

98.1 KISS FM teamed up with the Oakland A's and the Juvenile Diabetes Research Foundation to promote the 15th annual Mug Root Beer Float Day, a fundraiser that donated root beer float sales from a MLB game to JDRF. The station promoted the fundraiser on-air and shared JDRF's mission with listeners. Mug Root Beer Float Day raised nearly \$30,000 in 2014, and in 15 years has raised more than \$353,000 for JDRF.

## 106 KMEL

SAN FRANCISCO / SAN JOSE, CA

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### Silence the Violence Day

On June 1, 2014, 106 KMEL partnered with various local organizations for Silence the Violence Day, an anti-violence campaign that encouraged communities to host candlelit vigils or peaceful marches to remember those who passed away from senseless violence. As part of the campaign, 106 KMEL aired PSAs voiced by young local listeners who were affected by violence in their community.



## iHeartMedia San Francisco SAN FRANCISCO / SAN JOSE, CA

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### **Holiday Give Back Week**

In 2014, iHeartMedia San Francisco launched Holiday Give Back Week, a volunteer service program to help local nonprofits for an entire week. As part of the effort, employees volunteered to wrap gifts for homeless youth at Larkin Street Youth Center, found new homes for rescued animals at the SPCA, and cleaned communal areas at a local shelter for families and children undergoing treatment for life-threatening illnesses. Volunteers also created gift bags for survivors of domestic violence at La Casa de Las Madres, and cooked and served meals for the homeless at Glide Memorial Church.

## Sports Radio 950 KJR AM SEATTLE, WA

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### **KJR Kares-a-thon**

Sports Radio 950 KJR AM hosted its 19th annual KJR Kares-a-thon, a special event that featured the station's talent, a roster of star-studded on-air sports guests and commentators, plus patients from Seattle Children's Hospital. On September 26, 2014, listeners were invited to donate or participate in an online auction and bid on unique sports memorabilia and experiences. The 2014 KJR Kares-a-thon raised nearly \$165,000 for immunotherapy research at Seattle Children's Hospital.

## 106.1 KISS FM - KBKS SEATTLE, WA

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### **Bender's One Big KISS for Seattle Children's Hospital**

106.1 KISS FM held Bender's One Big KISS for Seattle Children's Hospital radiothon on December 17, 2014. The event featured a live fundraising broadcast and aired stories of patients and families under the care of the hospital. The 13-hour event raised more than \$751,000, bringing the 13-year total to more than \$13 million for Seattle Children's Hospital.

## KISS 98.1 SPOKANE, WA

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### **Women and Children's Free Restaurant**

KISS 98.1 teamed up with the Trans-Siberian Orchestra to donate one dollar from each concert ticket sold to the Women and Children's Free Restaurant, a community kitchen that feeds Spokane's hungry. The station encouraged listeners to attend the show and promoted the community kitchen on-air, raising more than \$7,000 for the Women and Children's Free Restaurant.



## KISS 98.1 SPOKANE, WA

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### **Women and Children's Free Restaurant**

KISS 98.1 teamed up with the Trans-Siberian Orchestra to donate one dollar from each concert ticket sold to the Women and Children's Free Restaurant, a community kitchen that feeds Spokane's hungry. The station encouraged listeners to attend the show and promoted the community kitchen on-air, raising more than \$7,000 for the Women and Children's Free Restaurant.



## 98.9 KKZX SPOKANE, WA

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### **24 Hour Food and Clothing Drive**

98.9 KKZX held its first 24 Hour Food and Clothing Drive on December 18 – 19 to benefit Union Gospel Mission, a crisis shelter for local women and children. On-air personalities broadcasted live from the drive, which took place from 7 a.m. – 7 p.m. each day. The inaugural 24 Hour Food and Clothing Drive collected more than three tons of food and clothing and raised over \$2,000.



## Alice 95.5 SPRINGFIELD, MO

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### **Hungerthon**

Alice 95.5 and Morning show co-hosts Kevin and Liz teamed up with Ozarks Food Harvest, a local Feeding America food bank, for the organization's 16th annual Hungerthon. During the four-day broadcast, on-air personalities discussed food insecurity in the local community and asked listeners to donate. Hungerthon raised over \$130,000 and provided nearly 400 kids with nutritious food. In the program's 16 years, Hungerthon has raised \$1.3 million to support Ozarks Food Harvest.

## 102.3 WSUS SUSSEX, NJ

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### **Student Sunday**

On September 28, 2014, WSUS hosted Student Sunday, an educational showcase about the radio industry for local high school and college students. Six students were selected to host an hour-long pre-recorded program on-air and learned about radio programming, sales, promotion, production and more.

## Y94

SYRACUSE, NY

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### **Golisano Children's Hospital Radiothon**

Y94 hosted a two-day radiothon to benefit Golisano Children's Hospital in September 2014. Morning show host Kathy Rowe interviewed children and families being treated at the local hospital. The station encouraged the community to donate through social media and online, helping to raise over \$170,000.

## Power 620

SYRACUSE, NY

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### **Steve Harvey Turkey Giveaway**

In November, Power 620 partnered with the Steve and Marjorie Harvey Foundation, Sam's Club, and the Southwest Community Center to give away nearly 100 Thanksgiving turkeys. Power 620 has joined these organizations for five consecutive years to help feed local underprivileged families on Thanksgiving.

## B104.7

SYRACUSE, NY

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### **Teacher Appreciation Month**

In May 2014, B104.7 teamed up with the Syracuse City School District to create an on-air 'thank you' program for Teacher Appreciation Month. The station broadcasted more than 200 hundred PSAs thanking teachers in the school district for the hard work and dedication. In addition, on-air personalities delivered cakes to the district's 33 schools, and the station ended the month-long celebration by hosting a teacher appreciation breakfast for all honoree teachers.



## 620 WDAE

TAMPA, FL

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### **Ron Diaz Christmas Classic**

On December 5, 2014, 620 WDAE on-air personality hosted the Ron Diaz Christmas Classic, an annual charity golf tournament benefiting the Children's Cancer Center. The station encouraged listeners on-air and online to participate and donate to the tournament, which attracted nearly 130 golfers. In 2014 the Ron Diaz Christmas Classic raised over \$23,000 and over the last decade has raised over \$250,000.

## 620 WDAE

TAMPA, FL

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### **Chris Thomas Memorial Golf Tournament**

On May 9, 2014, 620 WDAE on-air personality Steve Duemig hosted the ninth annual Chris Thomas Memorial Golf Tournament, a charity golf tournament benefiting the Suncoast Hospice Foundation. Duemig asked his listeners to sign up to play in the tournament, helping to attract over 120 golfers and raised over \$18,000 for the Suncoast Hospice Foundation.

## WFUS, WMTX, WFLZ, WXTB, WBTP, WDAE, WFLA TAMPA, FL

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### Helping Hands Food Drive

iHeartMedia Tampa held its Helping Hands Food Drive on November 22 to help raise money and collect food for Metropolitan Ministries. Throughout the five-hour drive, stations asked listeners to drop off nonperishable food items at 10 local collection locations. The effort raised over \$4,000 and collected 230 pounds of food for families in need in the Tampa Bay Area.

## 970 WFLA TAMPA, FL

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### Celebrity Bowl-A-Thon

AM Tampa Bay, 970 WFLA's morning show, hosted Celebrity Bowl-A-Thon to raise funds for Metropolitan Ministries. The event featured WFLA on-air personalities, Tampa television hosts and local celebrities, all of who bowled with local listeners for donations. More than 100 bowlers participated and Celebrity Bowl-A-Thon raised over \$3,000.

## 95.7 The Beat TAMPA, FL

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### Free Turkey Giveaway

The Steve Harvey Morning Show and 95.7 The Beat joined with the City of St. Petersburg Parks & Recreation to host the Free Turkey Giveaway event. The morning show distributed 1,000 turkeys to underprivileged Tampa families that couldn't afford to have a turkey for Thanksgiving.



## 92.5 Kiss FM & 101.5 The River TOLEDO, OH

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### Toy-A-Thon

92.5 Kiss FM & 101.5 The River partnered with the Salvation Army to hold the 26th annual Toy-A-Thon toy drive on December 6, 2014 at a local shopping mall. The eight-hour live broadcast encouraged listeners to donate cash and new toys to spread cheer to underprivileged families during the holiday season. In 2014, Toy-A-Thon raised over \$40,000 in cash and toys for the Salvation Army.

## 97.1 WASH-FM WASHINGTON, DC / BALTIMORE, MD

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### Race for Every Child

On September 13, 2014, WASH-FM joined Children's National Health System to support the Race for Every Child charity race. The station promoted the event with PSAs and live mentions leading up to the event, and asked listeners to participate in the race and donate to the organization. The walk raised over \$1 million to fund specialized medical care and research into childhood diseases.

## BIG 100.3

WASHINGTON, DC / BALTIMORE, MD

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### Capital Area Food Bank

On December 17, 2014, WBIG partnered with the Trans-Siberian Orchestra to collect \$1 from each ticket sold at a local performance to benefit the Capital Area Food Bank. The station promoted the concert through on-air and digital support, which helped to attract 12,334 people and raised \$12,334.00.

## Z104.3

WASHINGTON, DC / BALTIMORE, MD

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### Baltimore Walk With Us To Cure Lupus

The Kane Show, Z104.3's morning show, encouraged listeners to participate and donate to the eighth annual Baltimore Walk With Us To Cure Lupus event to support Alliance for Lupus Research. On May 10, 2014, Kane, Danni, Intern John and Erick walked alongside listeners and helped raise nearly \$113,000 for Alliance for Lupus Research.



## HOT 99.5

WASHINGTON, DC / BALTIMORE, MD

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### Capital Pride Parade & Festival

HOT 99.5 supported the 18th annual Capital Pride Parade and Festival, a celebration of the LGBT community in Washington, D.C. held on June 7 – 8, 2014. The station invited listeners to the event's free concert featuring performances by Rita Ora, Karmin, Bonnie McKee and Betty Who, which drew more than 350,000 people to the festival. In addition, Hot 99.5 broadcasted PSAs in support of the two-day event and The Kane Show participated in the festivities.

## 93.1 WPOC

WASHINGTON, DC / BALTIMORE, MD

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### St. Jude Radiothon

WPOC hosted its St. Jude Radiothon on December 11 – 12, 2014 to support St. Jude Children's Research Hospital's lifesaving work. On-air personalities directed listeners to donate online and bid on Country music memorabilia and auction items. In 2014 the radiothon raised more than \$330,000, and over the last seven years WPOC has raised over \$2 million for St. Jude Children's Research Hospital.

## 98.7 WMZQ

WASHINGTON, DC / BALTIMORE, MD

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### St. Jude Radiothon

On December 4 – 5, 2014, 98.7 WMZQ broadcasted its St. Jude Radiothon to raise money for St. Jude Children's Research Hospital. On-air personalities asked listeners to call the station to become a Partner in Hope and make a monetary pledge. The broadcast featured interviews with hospital patients and doctors who shared inspiring stories of the facility's pioneering research and treatment. The St. Jude Radiothon raised more than \$400,000 for the hospital.

## WILD 95.5, KOOL 105.5, 1290 WJNO

WEST PALM BEACH / FT. PIERCE, FL

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### **Chris Evert Raymond James Pro-Celebrity Tennis Classic**

WILD 95.5, KOOL 105.5 & 1290 WJNO supported the 25th annual Chris Evert Raymond James Pro-Celebrity Tennis Classic, a charity tennis tournament that funds programs against drug abuse and child neglect in Florida. The stations participated and encouraged listeners to attend the tournament, which attracted celebrities including Hoda Kotb, Jon Lovitz, Kevin McKidd and Gavin Rossdale. In 2014 the tournament raised more than \$700,000, and since 1989 has contributed more than \$21.9 million to help at-risk youth.

## 98.7 The GATER

WEST PALM BEACH / FT. PIERCE, FL

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### **Bill's Bikes Toy Run**

WKGR partnered with local policemen, firemen and county commissioners to support the 32nd annual Bill's Bikes Toy Run, a charity bike ride that raises money for the U.S. Marine Corps Reserve's Toys for Tots program. As the exclusive media sponsor for over a decade, the station promoted the drive live on-air, online and with pre-recorded radio spots. WKGR led the bike ride, which drew more than 5,000 participants and collected nearly 11,500 toys.

## Real Radio 94.3

WEST PALM BEACH / FT. PIERCE, FL

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### **Dunk the Docs**

Real Radio 94.3's The Love Doctors show created the Dunk the Docs in conjunction with the ALS Association's Ice Bucket Challenge to support ALS research and treatment. The two-week campaign asked listeners to donate to the challenge for a chance to see The Love Doctors' on-air hosts take the challenge, an effort that raised more than \$3,000 for the ALS Association.





## WiLD 95.5, GATER 98.7, KOOL 105.5 & Mia 92.1 WEST PALM BEACH / FT. PIERCE, FL

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### **Making Strides Against Breast Cancer Palm Beach Walk**

WiLD 95.5, GATER 98.7, KOOL 105.5 and Mia 92.1 supported the Making Strides Against Breast Cancer Palm Beach Walk to help raise funds for the American Cancer Society. The stations created teams to participate and asked listeners to join the walk and donate online. On October 18, 2014, the walk hosted over 27,000 walkers and 700 teams, and raised more than \$650,000 for the American Cancer Society.



## WiLD 95.5, GATER 98.7, KOOL 105.5 & Mia 92.1, 1290 WJNO, Wave 92.7 & Real Radio 94.3 WEST PALM BEACH / FT. PIERCE, FL

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### **Race for the Cure**

On January 25, 2014, iHeartMedia Palm Beach teamed up with Susan G. Komen to support the local Race For The Cure. Leading up to the event, the seven radio stations promoted the race on-air and encouraged listeners to participate. Additionally, Kool 105.5 broadcasted live from the race. Nearly 12,000 people participated in the race, and the stations helped to raise over \$800,000 for breast cancer treatment and research.

## KOOL 105.5 WEST PALM BEACH / FT. PIERCE, FL

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### **Dueling Toy Drive**

KOOL 105.5's Mo & Sally morning show has supported Children's Medical Services with its Dueling Toy Drive for 11 years to help provide toys for local children with special needs. As part of the friendly competition, Mo & Sally asked listeners to donate new and unwrapped toys at two collection locations. In addition, the morning show joined Children's Medical Services to host a holiday party and distributed more than 4,000 toys to children with special needs.

## 102.1 The Bull WICHITA, KS

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### **Kansas Humane Society**

102.1 The Bull's morning show host Bobby Bones held a benefit concert for the Kansas Humane Society, a no-kill shelter for animals in the community. The concert featured a live performance by The Raging Idiots, a band fronted by Bobby Bones, and tickets were sold for \$10 each. The concert attracted more than 2,000 fans and raised over \$22,000 for the Kansas Humane Society.



## Channel 963, 102-1 The Bull, B98 and ALT 107-3

WICHITA, KS

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In 2014, iHeartMedia Wichita partnered with the U.S. Marine Corps Reserve to collect new unwrapped toys for underprivileged children throughout the Wichita area. The four stations launched a 24-hour on-air campaign to collect gifts, an effort that collected nearly 4,000 toys for local kids.

## Kiss 102.7

WILLIAMSPORT, PA

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### **KISS For Kids Radiothon**

On March 21, 2014, Kiss 102.7 held its ninth annual KISS For Kids Radiothon to raise money for the Janet Weis Children's Hospital, part of the Children's Miracle Network Hospitals. On-air personalities shared stories of local children who were treated at the hospital and encouraged listeners to donate in support of the hospital's work. The day-long KISS For Kids Radiothon raised more than \$15,000 to help provide pediatric equipment, programs and services to the hospital.

## Shenandoah Country Q102

WINCHESTER, VA

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### **Q102 Cares for Kids Radiothon**

Q102 hosted its Cares for Kids Radiothon on March 21 – 21, 2014 to raise money for Children's National Medical Center's pediatric care programs. Throughout the two-day event, Q102 morning show hosts Chris and Rosie asked listeners to donate and shared stories of patients and their families on-air. In 2014, the radiothon raised nearly \$131,000, and in just two years has raised more than \$250,000 for Children's National Medical Center.



## Shenandoah Country Q102

WINCHESTER, VA

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### **Stuff A Truck Food Drive**

On November 21, 2014, Q102 held its 11th annual Stuff A Truck Food Drive to benefit the Blue Ridge Area Food Bank. Q102 asked its listeners to drop off non-perishable food items to help underprivileged families in Shenandoah County. The food drive collected more than 6,700 pounds of food and raised over \$2,400 to buy additional pantry items.

## Mix 98.9

YOUNGSTOWN, OH

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### **Miracles and Promises Radiothon**

From September 17 – 19, 2014, Mix 98.9 hosted the sixth annual Miracles and Promises Radiothon, which benefited the Akron Children's Hospital Mahoning Valley. The event was promoted heavily on-air and online, and raised more than \$219,000 for the area's only pediatric hospital as well as increased awareness and support throughout the community.



# Clear Channel Outdoor

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Clear Channel Outdoor Americas Holdings, Inc., (NYSE: CCO) is one of the world's largest outdoor advertising companies, with more than 750,000 displays in over 40 countries across five continents, including 48 of the 50 largest markets in the United States. Clear Channel Outdoor Americas Holdings offers many types of displays across its global platform to meet the advertising needs of its customers. This includes a growing digital platform that now offers over 950 digital billboards across 37 U.S. markets. Clear Channel Outdoor Americas Holdings' International segment operates in nearly 30 countries across Asia, Australia, Europe and Latin America in a wide variety of formats.



# Commitment to Community

**CLEAR CHANNEL OUTDOOR AMERICAS**

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In 2014, Clear Channel Outdoor Americas continued its mission of being a responsible member of the communities it serves by taking a proactive role in making its neighborhoods better places to live. As a community partner, Clear Channel Outdoor Americas helps nonprofits and non-government organizations to communicate information that creates a positive impact on the lives of those around the country. At Clear Channel Outdoor Americas, the immediacy of digital displays helps showcase valuable public service messages including Amber Alerts when a child goes missing or FBI and U.S. Marshals Service notices, which have helped apprehend fugitives from multiple cities across the country in the last few years.



# Protecting Our Communities:

## CLEAR CHANNEL OUTDOOR AMERICAS

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Clear Channel Outdoor Americas often plays a supportive role to law enforcement and public health and safety efforts. Since partnering with both federal and local law enforcement agencies in December 2007, Clear Channel billboards have led to the direct apprehension of 50 WANTED fugitives.

Through a partnership with the Outdoor Advertising Association of America (OAAA), the U.S. Department of Justice, and the National Center for Missing and Exploited Children (NCMEC), Clear Channel Outdoor Americas uses its media across the country to help recover abducted children through the distribution of AMBER Alerts.

## PROTECTING OUR COMMUNITIES

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The flexibility of its real-time digital out-of-home media network has allowed Clear Channel to play a major role in helping organizations communicate critical information to the mass public—instantly. This technology has delivered emergency information in crisis situations and brought attention to some of the country's most complex issues, including human trafficking.

Strengthening relationships with law enforcement, Clear Channel Outdoor Americas has become the North American media leader in the fight to end human trafficking. Best of all, we know our campaigns are working. In San Francisco, a victim of human trafficking saw our bus shelter ad, called the rescue hotline and was safely secured.



# TRAFFIC REPORT:

1000 minors are exploited  
in the sex trade in the U.S.

Learn More. [polarisproject.org/365days](http://polarisproject.org/365days)



# TRAFFIC REPORT:

21 million+ victims of human trafficking  
are trapped worldwide.

Learn More. [polarisproject.org/365days](http://polarisproject.org/365days)





# National Partners & Programs

## CLEAR CHANNEL OUTDOOR

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Clear Channel Outdoor Americas believes addressing the challenges, big and small, that affect people's daily lives is critical for influencing greater societal change. The company's support extends to both local and national organizations as they improve health and public safety, ensure a sustainable environment and promote arts, education and cultural diversity. The goal of this collaboration is to inspire citizens to make a difference within their own communities.

## THE POLARIS PROJECT ISSUE: HUMAN TRAFFICKING

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Polaris is a nonprofit, non-governmental organization that works to combat and prevent modern-day slavery and human trafficking. The organization works directly with victims, hosts tip and crisis hotlines, and offers solutions to those victimized by human trafficking. Clear Channel Outdoor Americas, in collaboration with Clear Channel Outdoor Americas New York and New Jersey, joined the Polaris Project to spotlight human trafficking during the Super Bowl. The campaign strategically placed billboards in New York and New Jersey around the Super Bowl to educate the public on the true scale and diversity of human trafficking victims.



## NATIONAL LAW ENFORCEMENT OFFICERS MEMORIAL ISSUE: FALLEN POLICE OFFICERS

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In 1962, President John F. Kennedy designated May 15th as National Peace Officers Memorial Day, and the calendar week in which it falls as National Police Week. iHeartMedia and Clear Channel Outdoor Americas honored the hundreds of officers that lost their lives in the line of duty by supporting National Police Week 2014.

Clear Channel invited the public to light virtual candles and view a live stream from the National Law Enforcement Officers Memorial (NLEOMF) Vigil. The NLEOMF's 26th Annual Candlelight Vigil was shown across the U.S. and broadcasted via marquee locations in New York City such as Times Square, Penn Plaza and the Port Authority through Clear Channel Outdoor Americas' digital outdoor media network—a national first.



## NATIONAL LAW ENFORCEMENT OFFICERS MEMORIAL ISSUE: FALLEN POLICE OFFICERS

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Leading up to the Candlelight Vigil and throughout National Police Week, Clear Channel Outdoor Americas displayed tributes to honor fallen officers who served in communities where the company operates. Additionally, Clear Channel Outdoor Americas ran creative in support of the Memorial Fund's United by Light program and encouraged the public to donate or dedicate a virtual candle with a personalized message in honor of a special officer. iHeartMedia radio stations supported the effort with live on-air interviews and a week-long public service campaign. The two-week outdoor campaign reached an estimated 37 million people, and the radio campaign garnered an estimated 31.5 million media impressions.



## ART EVERYWHERE US ISSUE: ART REVIVAL

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Clear Channel Outdoor Americas kicked off a nationwide celebration of America's artistic legacy in New York's Times Square on August 4, 2014. For four weeks, Clear Channel Outdoor Americas joined other out-of-home media providers to display 58 works of art that were selected by the public as part of the program.

Adding to the excitement, select bus shelters featured Blippar interactive image recognition technology. Using the free Blippar app on any smart phone or mobile device, people were able to hold their devices up and 'look at' the artwork to instantly unlock a wealth of information, including augmented reality experiences, audio guides, artist and museum content and more.



## C40 CITIES ISSUE: CLIMATE CHANGE

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The C40 Cities Climate Leadership Group (C40) is a network of the world's megacities committed to addressing climate change. Acting both locally and collaboratively, C40 Cities are having a meaningful global impact in reducing both greenhouse gas emissions and climate risks. C40 offers cities an effective forum where they can collaborate, share knowledge and drive meaningful, measurable and sustainable action on climate change.

On the day of the 2014 UN Climate Change Summit, Clear Channel Outdoor Americas launched an out-of-home campaign with climate leadership group C40 Cities to raise awareness of the role that cities play in combatting climate change. The ads were displayed on Clear Channel Outdoor Americas' donated flagship displays in New York's Times Square during the summit.



Clear Channel Outdoor CEO William Eccleshare stands proudly with Manel Sanromà ,CIO, Barcelona City Council, in Times Square.



## ALLIANCE FOR LUPUS RESEARCH ISSUE: LUPUS

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The Alliance for Lupus Research is the world's largest private funder of lupus research, committing almost \$90M to date. The mission of the organization is to find better treatments and ultimately prevent and cure systemic lupus by supporting bio-medical research.

For the fourth consecutive year, Clear Channel Outdoor Americas partnered with the Alliance for Lupus Research for a campaign to raise awareness for the organization and support its fundraising efforts. From September through November 2014, various markets donated digital out-of-home advertising space, timed with the nonprofit's annual local walks, to maximize fundraising efforts and help find a cure for lupus.



## STAND UP TO CANCER (SU2C) ISSUE: CANCER

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Stand Up to Cancer (SU2C) is a charitable program of the Entertainment Industry Foundation (EIF) that utilizes the industry’s resources to engage the public in supporting a new, collaborative model of cancer research, and to increase awareness about progress being made in the fight against the disease. SU2C raises funds to accelerate the pace of research that will get new therapies to patients quickly and save lives now.

For a week leading up to Stand Up To Cancer’s 2014 “roadblock” telecast, Clear Channel Outdoor Americas donated out-of-home media nationwide to encourage people to tune-in to the program. The bi-annual fundraiser aired on September 5, 2014 and featured performances from Lupe Fiasco, Jennifer Hudson, Common, Ariana Grande, The Who and the Dave Matthews Band, as well as inspiring stories about patients benefitting from groundbreaking cancer research. The Stand Up To Cancer show raised more than \$109 million in 2014.



## IT'S ON US ISSUE: SEXUAL ASSAULT

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One in five women has been sexually assaulted while in college. And one study found that of the men who admitted to committing rape or attempted rape, 63 percent said they committed an average of six rapes each. To combat sexual assault, the White House launched It's On Us, a rallying cry inviting everyone to step up and realize that the solution begins with us. The campaign seeks to engage college students and all members of campus communities in preventing sexual assault, and is a declaration that sexual assault isn't just an issue involving a victim and a perpetrator, but one in which the rest of us have a role to play. Clear Channel Outdoor Americas donated media across the U.S. to encourage everyone to commit to creating an environment, be it a dorm, fraternity or sorority, club or an entire college campus, where sexual assault is unacceptable.



HARRIOTT  
MARQUIS

HARRIOTT  
MARQUIS

ONE STEP  
CLOSER  
TO ENDING  
AIDS

NEVER WE  
GET

be together

# Market Highlights

IHEARTMEDIA

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The following pages highlight how individual Clear Channel Outdoor Americas markets addressed the unique and specific needs of their local communities in 2014.

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

## AKRON, OH: CITY OF AKRON

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Clear Channel Outdoor Americas Akron teamed up with Akron city officials and law enforcement to address a deadly problem in the area – meth and heroin abuse. The anti-drug campaign included billboards, flyers and posters throughout the city featuring graphic images representing the effects of meth and heroin. From May 2, 2014, five digital displays and 20 static posters throughout the city encouraged people to call 311 for help. As a result of the campaign, the city recorded a substantial increase in calls to 311.

Other partners of the campaign included the Summit County Juvenile Court, Summit County ADM Board, the City of Akron, the Akron Police Department, Metro RTA Serving Summit County, Akron Public Schools, iHeartMedia stations WKDD, WAKR, WNIR, 93.1 The Summit, and the Akron Beacon Journal.

## ALBUQUERQUE, NM: WESST

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In an effort to grow the New Mexico economy, Clear Channel Outdoor Americas Albuquerque partnered with WESST, a small business development and training nonprofit committed to growing New Mexico's economy by cultivating entrepreneurship. For four consecutive weeks, Clear Channel Outdoor Americas Albuquerque donated ten posters to promote computer programming among local women who were over 50 years old. The displays were positioned in locations that targeted women 50+, and helped fill WESST's first programming class within the first two days of its installation. To keep up with the demand, WESST added five additional programming classes and has an extensive waiting list for 2015.

## ALLENTOWN, PA: THE ANIMAL FOOD BANK OF THE LEHIGH VALLEY

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The Animal Food Bank of the Lehigh Valley serves the needs of pets and their low-income families throughout the Greater Lehigh Valley. The organization currently feeds over 6,000 pets every month, helping families stay together during times of economic hardship.

In 2014, Clear Channel Airports employees created an animal food drive to support The Animal Food Bank of the Lehigh Valley. The employee-fueled initiative helped raise cash and over 300 pounds of pet food items for the organization.



## ATLANTA, GA: ATLANTA COMMUNITY FOOD BANK

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The Hunger Walk/Run -- an annual 5K walk and “fun run” established in 1984 -- is a project of the Atlanta Community Food Bank that unites the Atlanta community to raise awareness and critical funds for local hunger relief. Proceeds from the event benefit the Atlanta Community Food Bank and other local nonprofit organizations that support food pantries, community kitchens, shelters and other programs for people in need of food assistance.

Clear Channel Outdoor Americas Atlanta supported the Atlanta Community Food Bank’s 30th annual Hunger Walk/Run with over two million digital displays that highlighted the event. The Hunger Walk/Run was promoted for eight weeks in 28 different locations across Atlanta, and Clear Channel Outdoor Americas Atlanta participated in the walk with a team of 15 employees. In 2014, the Hunger Walk/Run achieved a record turnout with more than 17,000 runners, walkers, and teams, and raised over \$800,000. Since 1984, Hunger Walk/Run has raised over \$7 million – enough to provide 28 million meals - for hunger relief in Atlanta.

## BALTIMORE, MD, SALISBURY, MD, WASHINGTON, D.C.: MARYLAND EMERGENCY MANAGEMENT AGENCY

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To communicate vital safety and disaster preparedness information to drivers in Maryland, the Maryland Emergency Management Agency (MEMA) partnered with Clear Channel Outdoor Americas Baltimore/ Washington and leveraged the real-time power of digital out-of-home media. Emergency messaging now appears on 21 digital billboards throughout Maryland, reaching an estimated 5.4 million people per week between Baltimore and Salisbury.

“In the case of an emergency, time is of the essence,” said Steve Ginsburg, president, the Clear Channel Outdoor Americas Washington, Baltimore and Salisbury region. “The real-time message delivery of our digital media can work to help MEMA save lives. We are proud to partner with MEMA to help Maryland residents and visitors stay safe during disasters or emergency events.”

## BOSTON, MA: CRADLES TO CRAYONS

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Clear Channel Outdoor Americas Boston's Spirit Day, an annual day of volunteer service, was held at Cradles to Crayons, a local nonprofit that provides new or gently used clothing to children in need at no charge.

Employees volunteered to sort through donated children's toys, clothes, books and shoes to ensure usability and quality. The Clear Channel volunteers created over 200 care packages for local children based on requests from social workers.

## BOSTON, MA: CITY OF BOSTON/YOUTH VIOLENCE

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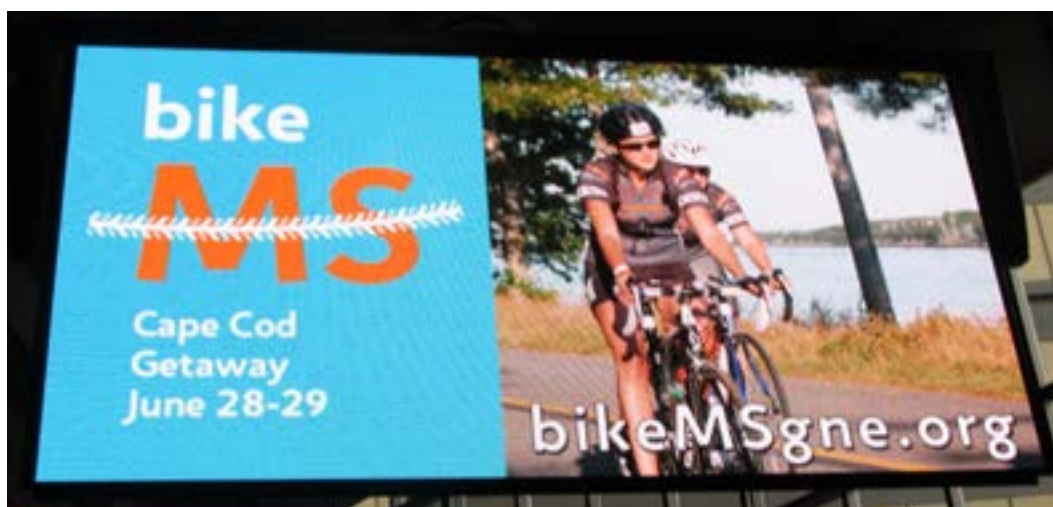


Clear Channel Outdoor Americas Boston partnered with the City of Boston in an effort to stop youth violence in the community. Clear Channel donated a number of poster panels and digital displays in support of the newly

launched public school curriculum-- Overcoming Violence -- a teaching tool that uses powerful stories to help young people absorb and understand that every action has consequences. The middle school program was developed by the city of Boston, UMass Boston and the Suffolk County Sheriff's Department, and UMass Boston students helped launch the curriculum by educating local students on the effects of violence.

## BOSTON, MA: NATIONAL MULTIPLE SCLEROSIS SOCIETY

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The National Multiple Sclerosis Society and its network of chapters nationwide help people affected by multiple sclerosis by funding research, advocacy, facilitating professional education, and providing programs and services that help people with multiple sclerosis and their families. In 2014, Clear Channel Outdoor Americas Boston became the official advertising media provider in South Station for MS Week and strategically placed campaign creative on digital billboards across Greater Boston. Additionally, Clear Channel's placed an eight-second hold on its digital billboards in South Station throughout the day – a symbolic reference to the one person diagnosed with MS every hour.

## CHICAGO, IL: ILLINOIS PATRIOT EDUCATION FUND

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During April and May of 2014, Clear Channel Outdoor Americas Chicago provided digital displays to promote an annual golf outing event to support The Illinois Patriot Education Fund, an all-volunteer

effort that provides financial assistance to Illinois military service men and women who want to continue their education. The five-week digital campaign helped the organization to raise money to fund 60 recurring scholarships for local military families

## CHICAGO, IL: WOUNDED WARRIOR PROJECT

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Wounded Warrior Project (WWP) is a veteran's service organization that offers a variety of programs, service and events for wounded veterans . In support of the Wounded Warrior Project, Clear Channel Airports

participated in the O'Hare 5K on the Runway, a charity walk that took place on a landing strip at one of the world's busiest airports. The event was presented by United Airlines and the Chicago Department of Aviation and featured activities for children and local food vendors. The Clear Channel Airports team completed O'Hare 5K on the Runway and raised funds to help the Wounded Warrior Project continue its mission of serving military veterans.

## CLEVELAND, OH: DRUG ABUSE

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Clear Channel Outdoor Americas Cleveland partnered with Cleveland Mayor Frank Jackson and Cleveland City Council President Kevin Kelley to combat heroin addiction and prescription drug abuse.

The public health campaign, which appeared on 20 donated billboards in Cleveland and throughout Northeast Ohio, communicated the dangers of prescription drug abuse and its detrimental path toward heroin addiction.

## DALLAS, TX: ONE MISSION

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One Mission is a local non-profit organization that is dedicated to providing support for children and families touched by pediatric cancer. The One Mission Buzz Off is the organization's largest fundraiser where people

shave their heads in honor and support of kids with cancer. For four weeks leading up to the event, Clear Channel Outdoor Americas Dallas provided digital billboard space and installed a number of static posters to promote the fundraiser. The creative invited local celebrities, sports figures, media personalities and community members to participate on May 4, 2014 and shave their heads for donations. This was One Mission's inaugural Kid's Cancer Buzz-Off in the Dallas/Fort Worth area, and the event drew over 200 people and generated over \$200,000 in donations.

## DES MOINES, IA: MERCY FOUNDATION

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In Des Moines, Clear Channel Outdoor Americas partnered with the Mercy Foundation, the charitable arm for Mercy Hospital, to promote the House of Mercy Game Show Gala. To support the Mercy Hospital's services

for women with substance abuse and addictive issues, the gala features local celebrities and community leaders that come together for a game of Family Feud. The gala, held on June 19, 2014, was promoted across 10 static posters throughout Des Moines for seven weeks and drew more than 500 community members to watch the competition.

## EL PASO, TEXAS: STARS SCHOLARSHIP FUND

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**EDUCATION CHANGES LIVES.**  
 **STARS SCHOLARSHIP FUND**  
**EMPOWERING CHANGE.**  
**APPLY ONLINE**  
**JAN. 1<sup>ST</sup> - MARCH 31<sup>ST</sup>**  
**[www.StarsScholarship.org](http://www.StarsScholarship.org)**

Clear Channel Outdoor Americas El Paso donated advertising space across seven digital billboards to promote the Stars Scholarship Fund deadline to local families with high school and college students. 2014 marked the first year that West Texas students were eligible for the scholarship, which provides \$350 to \$10K to qualified students per year. In 2014 more than 8,000 local students applied for the scholarship, and more than 24,000 students have applied since the fund's inception in 2002.

## FORT SMITH, AK: NORTHWEST ARKANSAS FOOD BANK

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One in four people in the Northwest Arkansas community face food insecurity every week. To help combat local hunger, Clear Channel Outdoor Americas Fort Smith donated digital display space to promote the Northwest Arkansas Food Bank's Jewels of Giving Gala in November 2014. The fundraiser drew major sponsors including Walmart, Tyson and Coca-Cola, and all money raised helps the food bank provide more than 700,000 meals to community members in need in addition to operating its 22,000 square foot food distribution facility.



## HOUSTON, TX: CRIME STOPPERS & UNITED AGAINST HUMAN TRAFFICKING

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In 2013, more than 33 percent of Texas' potential human trafficking reports came from Houston. To address the issue, Clear Channel Outdoor Americas Houston joined with the Outdoor Advertising Association of Texas to launch a statewide campaign against human trafficking. Working with the FBI, Crime Stoppers of Houston and United Against Human Trafficking, Clear Channel unveiled public service advertisements in June 2014 to raise awareness about human trafficking and to encourage reporting. As part of the campaign, the FBI also released a list of Most Wanted Human Traffickers in Texas, and announced a reward of up to \$10,000 for information leading to the arrest of fugitives on the list.

## INDIANAPOLIS, IN: THE ARTS COUNCIL OF INDIANAPOLIS

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Clear Channel Outdoor Americas Indianapolis, in partnership with the Arts Council of Indianapolis, developed a program to promote local artists by featuring their work on Clear Channel billboards. The citywide public art project, High Art Indy, received nearly 300 artist submissions, which were judged by The Public Arts Committee and Don Howell, Clear Channel Outdoor Americas Indianapolis' Art Director. 10 works of art were selected to be printed in billboard format and were placed in rotation on 35 Clear Channel billboards around the city for public voting. In October 2014, Martin Kuntz's "Every Other Weekend" was selected as the winner of the High Art People's Choice Award.

## JACKSONVILLE, FL: CLEARLY JACKSONVILLE

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Clearly Jacksonville is a volunteer community advisory committee that supports local nonprofits through donated digital billboard displays. Organizations apply to be featured on Clear Channel Outdoor Americas Jacksonville's donated digital billboards, and the Clearly Jacksonville Board of Directors approves select advertisements that make a positive impact on the community. In 2014, Clear Channel donated nearly \$150,000 in media to Clearly Jacksonville to promote local law enforcement, animal welfare, arts and culture, education and small businesses.

## LOS ANGELES, CA: SOUTHERN CALIFORNIA WATER COMMITTEE

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During California's summer drought in 2014, Clear Channel Outdoor Americas Los Angeles joined with the Southern California Water Committee (SCWC) to encourage California residents to save water. Together they launched

an advertising campaign featuring an outspoken water-saving character, Lawn Dude, who appeared on 25 donated digital billboards across Southern California. As part of the campaign, Lawn Dude shared water conservation tips and tweeted about the importance of saving water.

## MEMPHIS, TN: ARTSMEMPHIS

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Clear Channel Outdoor Americas Memphis teamed up with ArtsMemphis, a community organization dedicated to raising funds to help ensure excellence in the arts, to feature the work

of local artists, musicians and thespians from the community. Across 50 locations throughout Memphis, Clear Channel donated posters featuring different artists or cultural organizations. The posters drove viewers to a dedicated website to redeem discounts to local attractions and events.

## MIAMI, FL: MIAMI-DADE COUNTY

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Florida is ranked No. three in human trafficking activity in the U.S., and Miami-Dade County is the most popular destination within the state for sex

trafficking. Beginning May 2014, Clear Channel Outdoor Americas Miami hosted several billboards to raise awareness in the community about sex trafficking and how to spot it. The boards promoted a hotline that concerned citizens could call to report suspicious activity. The campaign was a joint effort with county officials including Miami-Dade State Attorney Katherine Fernandez Rundle, Miami Mayor Tomás Regalado, County Commission Chairwoman Rebeca Sosa, County Commissioners Audrey Edmonson and Jose “Pepe” Diaz, plus the National Council of Jewish Women.

## MINNEAPOLIS/ST. PAUL: HENNEPIN COUNTY SHERIFF’S OFFICE

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In 2014, a heroin epidemic affected all parts of Hennepin County, raising concern amongst local law enforcement and community members alike. Together with the

the local Sheriff’s Office, Clear Channel Outdoor Americas Minneapolis/St. Paul invited the community to multiple town hall meetings to help plan to combat the epidemic. Clear Channel donated nearly 290,000 billboard spots to help increase the turnout for the special town hall meetings, and continues to display anti-drug advertisements.

## NEW YORK/NEW JERSEY: 2014 SPECIAL OLYMPICS USA GAMES

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Leading up to the 2014 Special Olympics USA Games, Clear Channel Outdoor Americas New Jersey donated \$175,000 in media on 11 digital displays to promote the event and the awe-inspiring abilities of athletes with intellectual disabilities.

The Special Olympics, which promotes the ideals of acceptance and inclusion through sport, drew more than 3,500 athletes, 1,000 coaches and delegates, 10,000 volunteers and 70,000 spectators and families

## NEW YORK, NY (SPECTACOLOR): HEART GALLERY NYC

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For the eighth consecutive year, Clear Channel Outdoor Americas New York partnered with Heart Gallery NYC, a unique nonprofit that uses award-winning photographers to capture the spirit of children currently in the foster care system. To raise awareness of children in foster care during November - National Adoption Awareness Month - Clear Channel donated 2.5 million media impressions at two full-motion digital billboards in New York City. In addition, Clear Channel supported the Heart Gallery's photo display exhibition in the Amtrak rotunda at Pennsylvania Station in New York City from November 17-24

## OCALA, FL: BROOKSVILLE NATIVE AMERICAN FESTIVAL

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Peace Tree Trading Post, a locally owned store that sells Native American inspired art, crafts and music and specializes in handmade items, partnered with Clear Channel Outdoor Americas Ocala to promote the Brooksville Native American Festival.

The six-week campaign helped draw more than 5,000 people to the event, a 60 percent increase from initial estimates. Peace Tree also surveyed attendees upon entry and learned that 90 percent of all guests saw the billboards, including several visitors from over 300 miles away.



## PHILADELPHIA, PA: TARA MILLER MELANOMA FOUNDATION

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In 2013, 29-year-old Tara Miller was diagnosed with Stage 3 Melanoma. Determined to fight the cancer and increase awareness of the disease, Tara and her family started the Tara Miller Melanoma Foundation. Clear Channel Outdoor Americas Philadelphia supported the foundation's Make the Best of it Bash, a fundraiser held on July 13, 2014 to support cancer research and treatment. Before Tara passed away in October 2014, she raised over \$330,000 for the University of Pennsylvania Abramson Cancer Center where she was treated.

## PHOENIX, AZ: POLARIS PROJECT

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Together with Polaris Project, Clear Channel Outdoor Americas Phoenix held a press conference leading up to the Super Bowl XLVIII to kick off a yearlong digital anti-human trafficking campaign. Clear Channel hosted the launch event, which featured prominent anti-human trafficking leaders Cindy McCain and Bradley Myles, Executive Director for Polaris Project. At the event, McCain accepted Governor Brewer's appointment to head the Arizona Task Force on Human Trafficking.

## PORTLAND, OR: CATLIN GABEL GRADE SCHOOL

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Tulip, a local 10 year-old from the Catlin Gabel grade school, reached out to Clear Channel Outdoor Americas Portland as part of a school project. Determined to raise public awareness about the mistreatment of cows, she collaborated

with Clear Channel's in-house creative team to design an advertisement that articulated her message and meet the requirements of her project. As a result, the billboard ran for four weeks and is now a case study for her school's fifth grade social change curriculum.

## RENO, NV: RENO RODEO FOUNDATION

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The Reno Rodeo Foundation, an organization committed to enriching the lives of northern Nevada families through community partnerships, scholarships and child services, joined with Clear Channel Outdoor Americas Reno for the Reno Rodeo Denim Drive. For four weeks, Clear Channel promoted the drive on three billboards to encourage the community to donate clothing, and directed donors to more than 150 Nevada businesses that served as local donation sites for the drive. Collections from the Reno Rodeo Denim Drive were distributed and helped over 1,500 survivors of child abuse.

## SACRAMENTO, CA: SACRAMENTO REGIONAL COMMUNITY FOUNDATION

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In an effort to increase awareness of the Sacramento Regional Community Foundation's Big Day of Giving, a localized version of the "GiveLocalAmerica" fundraising challenge, Clear Channel Outdoor Americas Sacramento donated space on five digital displays for three days. The creative directed people to GiveLocalNow.org and updated with the real-time donation total. Over the 24-hour donation period, Sacramento raised over \$3 million from more than 19,000 contributors, ranking second nationally out of 120 community foundations.

## SAN ANTONIO, TEXAS: BOYS AND GIRLS CLUBS OF SAN ANTONIO

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The mission of the Boys and Girls Clubs is to enable all young people, especially those who need help most, to reach their full potential as productive, caring, responsible citizens.

In July 2014, Clear Channel Outdoor Americas San Antonio created Charity Miles, an employee fitness group to benefit the Boys and Girls Clubs of San Antonio. As part of the Charity Miles, Clear Channel donates \$1 for every mile that employees run or walk, and \$2 per mile for new participants

## SAN FRANCISCO: ANTI-HUMAN TRAFFICKING

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As designated by the FBI, the San Francisco Bay Area is a “high intensity child prostitution area.” Clear Channel Outdoor Americas San Francisco worked with local and federal law enforcement authorities and Nancy O’Malley, Alameda County District Attorney, on a billboard and bus shelter campaign to raise awareness of the staggering number of commercially exploited children in the city and to offer them a way out. As a result, one victim called the number on a local bus shelter and was rescued by a Bay Area anti-human trafficking organization.

## SEATTLE, WA: FREE2LUV

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In August 2014, Clear Channel Outdoor Americas Seattle teamed up with the Seattle Seahawks and anti-bullying organization Free2Luv to empower local youth to celebrate individuality and stand up to bullying. The campaign

Friends Don't Let Friends Bully, used the hashtag #takethepledge to spark anti-bullying conversations on social media. Since the launch of the campaign, more than 19,000 people have taken their anti-bullying pledge at [FREE2LUV.org](http://FREE2LUV.org).

## TAMPA, FL: LEUKEMIA & LYMPHOMA SOCIETY

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LLS Man & Woman of the Year is a 10-week fundraising campaign where nominees raise money for the Leukemia & Lymphoma Society. Clear Channel Outdoor Americas Tampa held two fundraisers to compete in honor of children who are local blood cancer survivors. The first, CuRED, was held at the Westin Rocky Point and included entertainment from “American Idol” Top 11 finalist Shannon Magrane, The Zach Siefert Duo and Phoebe’s Samba Team.

The second CuRED event was hosted at the Showtime Speedway featuring late model cars, street stocks, pro trucks and friendly races. Clear Channel Outdoor Americas donated poster and digital space to promote both fundraisers, and as a result the Tampa team received over 250 donations totaling more than \$48,000 to benefit the Leukemia & Lymphoma Society

## TUCSON, AZ: TUCSON POLICE FOUNDATION

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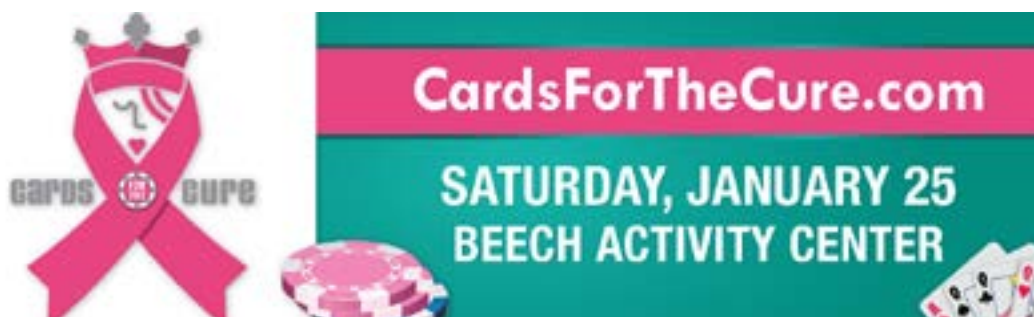


The Tucson Police Foundation (TPF) is a nonprofit that works with a range of community safety advocates to develop and implement public safety and crime prevention programs. In 2014, Clear Channel Outdoor Americas Tucson donated billboard space to the TPF to encourage the community to support the ninth annual Unsung Heroes Celebration Banquet, a fundraising event that honors Tucson Police Department personnel that go beyond the call of duty. The foundation has provided more than 300 bulletproof vests to Tucson officers, and with Clear Channel's help have set new records for attendance and donations for Unsung Heroes.



## WICHITA, KS:

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To help raise awareness and fight breast cancer in Kansas, Clear Channel Outdoor Americas Wichita promoted the fourth annual Cards For The Cure, the state's largest poker tournament and party benefitting the Susan G. Komen Kansas chapter. Clear Channel donated \$41,000 in digital space across 24 locations for a five-week campaign to promote the charity event. In 2014, Cards For The Cure granted \$50,000 to the Kansas affiliate of Susan G. Komen and over the last four years has raised more than \$195,000 in the fight against breast cancer.

