



**iHeart**  
MEDIA

IMPACT  
REPORT  
**2015**



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# COMPANY OVERVIEW

A large crowd of people at a concert or event, with many hands raised in the air, overlaid with a red tint. The text 'COMPANY OVERVIEW' is prominently displayed in the upper left quadrant.

**ABOUT IHEARTMEDIA, INC. & IHEARTCOMMUNICATIONS, INC.**

iHeartMedia, Inc (OTCBB: IHRT), the parent company of iHeartCommunications, Inc., is one of the leading global media and entertainment companies. The company specializes in radio, digital, outdoor, mobile, social, live events, on-demand entertainment and information services for local communities, and uses its unparalleled national reach to target both nationally and locally on behalf of its advertising partners. The company is dedicated to using the latest technology solutions to transform the company's products and services for the benefit of its consumers, communities, partners and advertisers, and its outdoor business reaches over 39 countries across five continents, connecting people to brands using innovative new technology.

**ABOUT IHEARTMEDIA**

With over a quarter of a billion monthly listeners in the U.S. and over 80 million social followers, iHeartMedia has the largest reach of any radio or television outlet in America. It serves over 150 markets through over 850 owned radio stations, and the company's radio stations and content can be heard on AM/FM, HD digital radio, satellite radio, on the Internet at iHeartRadio.com and on the company's radio station websites, on the iHeartRadio mobile app, in enhanced auto dashes, on 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 800 million downloads; it reached its first 20 million registered users faster than any digital service in Internet history and reached 80 million users faster than any other radio or digital music service and even faster than Facebook. 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. iHeartMedia is a division of iHeartMedia, Inc. (OTCBB: IHRT). For more company information visit [iHeartMedia.com](http://iHeartMedia.com).

**ABOUT CLEAR CHANNEL OUTDOOR HOLDINGS, INC.**

Clear Channel Outdoor Holdings, Inc., (NYSE: CCO) is one of the world's largest outdoor advertising companies, with more than 650,000 displays in over 35 countries across five continents, including 43 of the 50 largest markets in the United States. Clear Channel Outdoor Holdings offers many types of displays across its global platform to meet the advertising needs of its customers. This includes a growing digital platform that now offers over 1,050 digital billboards across 29 U.S. markets. Clear Channel Outdoor Holdings' International segment operates in 22 countries across Asia, Australia and Europe in a wide variety of formats. More information is available at [www.clearchanneloutdoor.com](http://www.clearchanneloutdoor.com) and [www.clearchannelinternational.com](http://www.clearchannelinternational.com).

# EXECUTIVE LETTER

As America's leading media, digital and entertainment company with the largest reach of any radio and television outlet in the country, iHeartMedia continues to play a key role in shaping the way media interacts, educates and connects with the public across a broad spectrum of platforms. At iHeartMedia, one of our top priorities is investing in the future of the thousands of neighborhoods in which we have a presence — enriching the lives of children and families in meaningful ways and working locally to improve the environment, education, health, music, the arts and many more areas of importance to our listeners.

At iHeartMedia, we approach philanthropy as an integral function of our overall operations and a core contributor to our business success and future growth. As a company, we donate approximately \$400 million worth of media annually to thousands of nonprofit organizations nationwide, and collaborate with corporate partners and national and local government agencies that are in ideal positions to help make a positive impact and help our neighbors in need. In addition to PSA support, we leverage our broad array of assets — our deep social influence, on-air, digital and Outdoor media, live events and the strong relationships our talent and on-air personalities

have with listeners — to make a profound impact. All of our national pro-social campaigns receive executive leadership support as well as the necessary company resources to succeed.

iHeartMedia is continually developing new campaigns that are relevant to the communities we serve while also building on our longstanding partnerships. For example, in the last decade, iHeartMedia has helped to raise over \$80 million in cash for St. Jude Children's Research Hospital through our annual radiothon program; in the last three years we have helped over 320,000 veterans find employment through *iHeartRadio Show Your Stripes*, our long-term effort to help guide veterans back into civilian life by highlighting their valuable training and experience, which has become the largest veteran employment program in the United States; and in 2015, we reacted to a number of timely and relevant concerns including the tragic shootings that spurred racial tension and violence in communities across the country. In addition, in 2015, Clear Channel Outdoor Americas forged a relationship with the National Center for Missing and Exploited Children that extends its commitment to protect our communities by leveraging the immediacy of our digital displays.



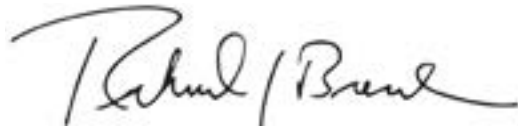
iHeartMedia's strong foundation is our 850+ broadcast radio stations, which entertain and inform, provide local news, weather, traffic and entertainment on a daily basis, and, most importantly, support listeners through difficult times by serving as a key point of contact for critical information in times of crisis. These stations, and their connection to the local neighborhoods in which our employees live and work, have made community service the heartbeat of our company and the pride of our employees. We employ thousands of people across America who have dedicated their careers to serving the public — donating millions of volunteer hours annually and helping to raise billions of dollars for a countless

number of organizations. It is our employees' passion and dedication that drive our success and make communities brighter.

This Impact Report is a snapshot of how all of our 850+ broadcast radio stations and Outdoor properties use their unparalleled reach and local influence to improve the lives of others. We believe that iHeartMedia, Inc. has an unmatched ability to educate, inspire and motivate, and we are enormously proud of our employees and listeners for the positive contributions they make daily to their communities. As a company, it is our promise to continue to use the power of our media to make a real difference.



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



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



# COMMITMENT TO COMMUNITY



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 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.





### 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 & CRISES

iHeartMedia plays a critical role in communities when disasters strike. Over the last few years, many natural disasters, from hurricanes to tornadoes and wildfires, have impacted our

country; and we have seen local or world crises like school shootings, riots and even war. 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.





**ABOUT**  
 **iHeart**MEDIA



With over a quarter of a billion monthly listeners in the U.S. and over 80 million social followers, iHeartMedia has the largest reach of any radio or television outlet in America. iHeartMedia serves 150 markets through over 850 owned radio stations. In addition, iHeartRadio—iHeartMedia’s free, industry-leading, digital music service — gives users instant access to thousands of 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 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.

# NATIONAL RADIO CAMPAIGNS



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 2015, iHeartMedia supported thousands of

local and nonprofit organizations nationwide and raised hundreds of millions of dollars for critical issues both in the United States and globally. The following pages showcase some of the most impactful national programs of the year.

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



# AMERICAN HEART ASSOCIATION

**Heart disease is the leading cause of death in the United States. Additionally, more women die of heart disease than all forms of cancer.** Over the last four years, iHeartMedia has committed over \$3 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.

## CAMPAIGN IMPACT



**+12.5 MM**  
MEDIA IMPRESSIONS



**+3 BILLION**

TOTAL CAMPAIGN MEDIA IMPRESSIONS



**+150 SUPPORTERS**

NATIONAL ANCHORS ACROSS GENERAL MARKET AND MULTICULTURAL PROGRAMMING WORE RED TO SUPPORT NATIONAL WEAR RED DAY



**WEAR RED DAY**

RED DRESS COLLECTION COVERAGE ACROSS ALL MARKETS ON NATIONAL WEAR RED DAY



Education is key to raising awareness about heart disease, its signs and symptoms, and its impact as the #1 killer of women and leading cause of death overall. Because both older and younger audiences are critical to changing the long-term heart disease outcome, iHeartMedia tailored its annual American Heart Month campaign to address the unique issues associated with both its male and female audiences.

Beginning February 5 through February 20, 2015, iHeartMedia hosted a two-week public service announcement (PSA) campaign across select radio stations to educate listeners about the risks associated with uncontrolled high blood pressure, which often leads to stroke, heart attack or death, and offered information on how to regulate blood pressure. During the same time frame, iHeartMedia's female-targeted stations — which reach 34 million female millennials monthly, and 42 million moms monthly — launched an educational campaign to raise awareness of heart disease and its specific impact on women. The PSAs recognized that more women than men die every year from heart disease and stroke, but that 80 percent of cardiac events can be prevented with education and lifestyle changes.

Additionally, since its launch about ten years ago, iHeartMedia has been a founding media partner of Go Red For Women®, the American Heart Association's national movement to end heart disease and stroke in women. For the last four years iHeartMedia has supported the American Heart Association's® Go Red For Women® Red Dress Collection™ fashion show and in 2015 participated in The Go Red For Women Leadership Summit alongside a select group of successful, innovative and influential business leaders who want to make an extraordinary difference in the health and wellbeing of women.

“ 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 to make a health impact to save more lives.”

*Al Royse, Chairman of the National Board of Directors of the American Heart Association*

#### ABOUT AMERICAN HEART ASSOCIATION

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 or call any of our offices around the country. Follow us on Facebook and Twitter.

#### CAMPAIGN SNAPSHOT

DATES  
**2/5-2/20/15**

# OF STATIONS  
**538**

MEDIA IMPRESSIONS  
**+12.5 MM**

# DOSOMETHING.ORG



**Getting older can be lonely. In fact, as of 2012, 11.8 million American seniors live alone and face isolation due to location, disability, or language barriers. Studies show that 6.5 million older people suffer from depression.** In 2015, iHeartMedia teamed up with DoSomething.org to help lift the spirits of older adults and combat social isolation around Valentine's Day.

## CAMPAIGN IMPACT



**+2.2 MM**  
MEDIA IMPRESSIONS



**+450 K**

CARDS WERE CREATED AND DELIVERED TO THE ELDERLY



**+51.7%**

PROGRAM RESULTS EXCEEDED THE CAMPAIGN GOAL



**+50,000**

NEW REGISTRANTS TO DOSOMETHING.ORG





iHeartMedia is a long-time supporter of DoSomething.org, the largest organization for young people and social change, and continually looks for exciting ways to promote citizenship among young listeners. During February 2015 iHeartMedia joined forces with DoSomething.org and the AARP Foundation to encourage teens to make handmade Valentine's Day cards in an effort to lift the spirits of older adults across the country during a peak time of isolation and depression. Handmade cards were delivered to Meals on Wheels clients across the country.

As part of the *Love Letters* campaign, select iHeartMedia radio stations aired a Public Service Announcement featuring singer and actress Victoria Justice developed to entice participation and to encourage young people to learn more about social isolation. As an added incentive for listeners, scholarships

were awarded to select teens that participated in the annual drive.

Additionally, iHeartMedia supported a number of other DoSomething.org initiatives in 2015 ranging from computer education for seniors to homelessness among teens.

“ We're thankful to iHeartMedia for helping us reach young people around the holiday season, through donated media, to take action on our campaigns, like Love Letters, Grandparents Gone Wired (teaching technology to older adults to help fight feelings of isolation) and Teens for Jeans (one of the largest clothing donation campaigns for homeless teens).”

*Naomi Hirabayashi, CMO*



#### ABOUT DOSOMETHING.ORG

DoSomething.org makes the world suck less. One of the largest global orgs for young people and social change, our 4.7 million members tackle campaigns that impact every cause, from poverty to violence to the environment to literally everything else. Any cause, anytime, anywhere.

#### CAMPAIGN SNAPSHOT

DATES  
**2/6-2/13/15**

# OF STATIONS  
**308**

MEDIA IMPRESSIONS  
**+2.2 MM**



# INTERNATIONAL WOMEN'S DAY

While there have been great social, economic, cultural and political achievements among women, progress towards gender parity has actually slowed in many places around the world. The World Economic Forum estimates that a slowdown in the pace of progress means that it will take until 2133 for the world to entirely close the economic gender gap. For International Women's Day 2015, iHeartMedia partnered with No Ceilings: The Full Participation Project, an initiative of the Clinton Foundation to address gender inequality.

## CAMPAIGN IMPACT

**+77%** IN CAMPAIGN  
RECALL ON RADIO



**+21%** OPINION OF  
THE INITIATIVE



**64.2 MM**  
MEDIA IMPRESSIONS



**+335.6 MM**  
TIMES SEEN ON TWITTER



**452.6 MM**  
TOTAL PRESS IMPRESSIONS



**+15,700**  
DOWNLOADS  
OF THE "NOT THERE"  
PROFILE PICTURE



**563,211**  
YOUTUBE VIEWS  
"NOT THERE" VIDEO  
1 MONTH AFTER



**258,600**  
VISITS  
TO NOT-THERE.ORG  
THE FIRST 2 WEEKS



**132**  
PEOPLE  
WEB TRAFFIC EVERY  
MINUTE ON MARCH 8



International Women’s Day was an opportunity to celebrate the invaluable contributions that women have made to the world, but most especially within music and entertainment, and set the stage for future progress. iHeartMedia joined a provocative pro social campaign in conjunction with No Ceilings: The Full Participation Project, an initiative of the Clinton Foundation, in a collaborative effort to raise awareness that women are “not there” yet on issues of gender equality. In a bold statement, iHeartMedia and Clear Channel Outdoor temporarily removed iconic women from highly visible media profiles and redirected the public to NOT-THERE.org to learn why.

Beginning March 8 and running through the evening of March 9, 2015 more than 185 iHeartMedia radio stations across the country and its on-air personalities launched a targeted on-air and online campaign in support of NOT THERE. In a symbolic approach, the on-air

campaign played clips from the hottest and most iconic female artists — sans the female vocal track. Similarly, Clear Channel Outdoor helped NOT THERE make a bold statement in Times Square and at other high impact New York locations by removing female images from outdoor ads.

“ We are taking a collective stand that full participation for women and girls anywhere and everywhere remains the unfinished business of the 21st century. By knowing the facts and what has worked and hasn’t worked to advance gender equality, we can accelerate the pace of change for women and girls — both at home and around the world.”

*Chelsea Clinton,  
Clinton Foundation Vice Chair  
(in a statement released 3/8/15)*

## ABOUT THE CLINTON FOUNDATION

The Clinton Foundation convenes businesses, governments, NGOs, and individuals to improve global health and wellness, increase opportunity for girls and women, reduce childhood obesity, create economic opportunity and growth, and help communities address the effects of climate change. Learn more at [www.clintonfoundation.org](http://www.clintonfoundation.org), on Facebook at [Facebook.com/ClintonFoundation](https://www.facebook.com/ClintonFoundation) and on Twitter @ClintonFdn.

## CAMPAIGN SNAPSHOT

DATES

**3/8-3/9/15**

# OF STATIONS

**185**

MEDIA IMPRESSIONS

**64.2 MM**



# UNITED NEGRO COLLEGE FUND

College graduates 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. iHeartMedia is committed to increasing the number of college-educated minority professionals in our country through its partnership with UNCF.

## CAMPAIGN IMPACT



**+170.6%** IN GIFT SIZE OVER  
PRIOR YEAR

**+41%** IN  
FUNDRAISING



**2 MM**  
MEDIA  
IMPRESSIONS



**101 MM**  
UNCF PRESS AND SOCIAL  
MEDIA IMPRESSIONS



**71 MM**  
SOCIAL MEDIA  
IMPRESSIONS



**1.4 MM**  
VIEWERS TUNED IN TO  
AEOS NATIONWIDE



**TOP 5**  
TELECASTS FOR THE DAY AMONG  
AFRICAN AMERICAN VIEWERS

iHeartMedia has been a longtime supporter of UNCF, the nation's largest and most effective minority education organization, investing media annually. From April 13 through April 27, 2015, over 75 iHeartMedia radio stations helped to drive viewership to UNCF's 36th annual televised benefit show, UNCF An Evening of Stars® (AEOS), featuring superstars Anthony Anderson, Big Sean, Ronnie DeVoe, Kevin Hart, Chris Paul, Usher Raymond, Pharrell Williams 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 36-year history, the show has raised more than \$200 million and has helped hundreds of thousands of students attend college and graduate.

“ We couldn't do the work we do without the critical support of partners like iHeartMedia, whose continued promotion of our work and strong commitment to our mission help ensure that our young people are able to successfully make it to and through college. It's that kind of commitment that helps to guarantee Better Futures® for our students, and all of us. UNCF looks forward to continuing our partnership and providing our young people with the education that they need and that the nation needs them to have, to be competitive in the 21st century global economy.”

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



#### ABOUT UNCF

UNCF (United Negro College Fund) is the nation's largest and most effective minority education organization. To serve youth, the community and the nation, UNCF supports students' education and development through scholarships and other programs, strengthens its 37 member colleges and universities, and advocates for the importance of minority education and college readiness. UNCF institutions and other historically black colleges and universities are highly effective, awarding nearly 20 percent of African American baccalaureate degrees. UNCF awards more than \$100 million in scholarships annually and administers more than 400 programs, including scholarship, internship and fellowship, mentoring, summer enrichment, and curriculum and faculty development programs. Today, UNCF supports more than 60,000 students at over 1,100 colleges and universities. Its logo features the UNCF torch of leadership in education and its widely recognized motto, "A mind is a terrible thing to waste, but a wonderful thing to invest in." Learn more at [www.uncf.org](http://www.uncf.org).

#### CAMPAIGN SNAPSHOT

DATES  
**4/13-4/27/15**

# OF STATIONS  
**75**

MEDIA IMPRESSIONS  
**+1.95 MM**

# OUTNUMBER HUNGER

**Hunger is a reality for more than 49 million people in America. Feeding America's network of member food banks serves 5.4 million individuals each week.** For the fourth consecutive year, 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.

## CAMPAIGN IMPACT



**+3.3 MM**  
MEDIA  
IMPRESSIONS



**45 MM**  
OVERALL CAMPAIGN  
MEDIA IMPRESSIONS



iHeartMedia helped General Mills launch its fourth annual Outnumber Hunger campaign, which has provided more than 35 million meals to Americans in need as part of a partnership with Feeding America and Big Machine Label Group. Superstar entertainer Reba and other talented Big Machine Label Group artists were featured on more than 60 million General Mills packages, including Cheerios, Pillsbury, Yoplait and Nature Valley.

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 and enter a General Mills product code. For each code entered through Jan. 31, 2016, the General Mills Foundation helped secure five meals for their local food bank. The on-air radio campaign featured audio from BMLG Country stars and local iHeartMedia on-air personalities.

In conjunction with the 2015 Outnumber Hunger program, Reba headlined a special

“Reba and Friends Outnumber Hunger” concert event — which also included performances by Tim McGraw, Rascal Flatts, Florida Georgia Line, Eli Young Band and Maddie & Tae. The concert aired on April 18 through an exclusive radio broadcast featured on iHeartMedia Country stations across the nation and via the iHeartRadio app.

“ I was raised to treat others with compassion. Knowing that one in six Americans struggle with hunger means my fans and people I see every day need help. The Outnumber Hunger campaign is such a simple way to help your neighbors, so how could you not? I’m so proud to lead the charge with Big Machine Label Group, General Mills and Feeding America.”

*Reba McEntire, Country Singer*



#### ABOUT FEEDING AMERICA

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>.

#### CAMPAIGN SNAPSHOT

DATES  
**5/17-5/29/15**

# OF STATIONS  
**142**

MEDIA IMPRESSIONS  
**+3.3 MM**

# NATIONAL LAW ENFORCEMENT OFFICERS MEMORIAL FUND



**On average, one law enforcement officer is killed in the line of duty somewhere in the U.S. every 60 hours. Since the first known death in 1791, more than 20,000 U.S. law enforcement officers have lost their lives in service.** With the dedication of 273 names in 2015, Clear Channel Outdoor and iHeartMedia joined the National Law Enforcement Officers Memorial Fund (NLEOMF) for the second annual national Police Week tribute to law enforcement heroes.

## CAMPAIGN IMPACT



**100 MM**

IMPRESSIONS FROM THE TEN-DAY  
OUTDOOR AND RADIO CAMPAIGN



**+\$7K**

INCREASE OVER  
THE PRIOR YEAR







Against the backdrop of one of Clear Channel Outdoor's full-motion digital billboards along Broadway in Times Square, iHeartMedia and Clear Channel Outdoor launched their second annual Police Week salute with a special tribute to fallen officers in a press conference hosted by National Law Enforcement Officers Memorial Fund (NLEOMF) Chairman and CEO Craig Floyd. NYPD Commissioner William J. Bratton, New York City Council Members Mark Treyger and Donovan Richards, and families of the NYPD law enforcement officers who were honored by the memorial fund this year also gathered in Times Square.

During the press conference, Clear Channel Outdoor Americas (CCOA) displayed individual creative for each of the 273 law enforcement officers whose names were being dedicated on the Memorial walls in 2015, 117 of whom were killed in the line of duty in 2014.

Following the press conference, the tributes were displayed in a 4-day national digital out-of-home campaign across 37 of the top U.S. markets and specifically in the communities where they served. Beginning on May 5 through May 16, 2015 iHeartMedia aired over 7,000

public service advertisements (PSAs) across 858 radio stations to pay tribute to officers who lost their lives. The spots encouraged public participation during the designated week of remembrance and drove listeners to LawMemorial.org where they could light a virtual candle, donate or simply learn about the heroic acts of these brave men and women.

“ I am proud to be part of this important tribute to honor the brave men and women who gave the ultimate sacrifice for the communities they served. I particularly want to acknowledge those officers from our New York City community who are being honored this year, including Dennis E Guerra, WenJian Liu, Rafael L Ramos, Michael C Williams, and Thomas K. Choi. This campaign reflects the integrity, dignity, and pride these Americans displayed every day.”

*William J Bratton,  
Police Commissioner of the City of New York*

#### ABOUT THE NLEOMF

Founded in 1984, the National Law Enforcement Officers Memorial Fund is a private non-profit [501(c)(3)] organization dedicated to telling the story of American law enforcement and making it safer for those who serve. The Memorial Fund maintains the National Law Enforcement Officers Memorial in Washington, DC, which contains the names of 20,538 officers who have died in the line of duty throughout U.S. history. The Memorial Fund is now working to create the first-ever National Law Enforcement Museum, which will tell the story of American law enforcement through high-tech, interactive exhibits, collections, research, and education. For more information, visit [www.LawMemorial.org](http://www.LawMemorial.org).

#### CAMPAIGN SNAPSHOT

DATES  
**5/5-5/16/15**

# OF STATIONS  
**858**

OUTDOOR MARKETS  
**37**

MEDIA IMPRESSIONS  
**100 MM**

# THE PARTNERSHIP FOR DRUG-FREE KIDS



**90% of Americans with a substance abuse problem start smoking, drinking or using other drugs before age 18.** The more teens are aware of the influences around them, the better prepared they will be to face them, including the pressure to use drugs and alcohol. iHeartMedia teamed up with national nonprofit The Partnership for Drug-Free Kids and the Above the Influence campaign to help teens make healthier decisions.

## CAMPAIGN IMPACT



**+7.9 MM**  
MEDIA  
IMPRESSIONS



**+275 STATIONS**  
AIRED "IHEARTRADIO'S PROGRAM  
ON YOUTH & DRUGS" NATIONWIDE

In an effort to help teens consider the negative influence of drugs and alcohol, iHeartMedia enlisted the support of recording artists Ne-Yo and Rita Ora as part of a joint collaboration with Above the Influence — a national program led by The Partnership for Drug-Free Kids. More than 1,200 PSAs aired across 183 iHeartMedia stations encouraging young listeners to rise above the pressures they face and to become their own influence.

Additionally, iHeartMedia created “iHeartRadio’s Program on Youth and Drugs: What You Need to Know About Medicine Abuse,” a special long-form show in collaboration with The Partnership for Drug-Free Kids. It addressed the increased abuse of prescription drugs and the impact on the health and well-being of both an abuser and their families. Hosted by iHeartMedia Denver’s Roger Keeler, the 30-minute show featured experts in drug abuse and individuals impacted by the issue including: Marcia Lee Taylor, President & CEO for The Partnership for Drug-Free Kids; Dr. Meredith Grossman, a clinical psychologist practicing in New York City; Eli, a high school student in recovery; and Trish Glowacki, a mother who shared a personal testimonial about losing her son to drug addiction.

“ The Partnership is grateful to iHeartRadio for their considerable support of our efforts to engage with teens in creative ways through their impressive talent relationships, as well as in substantive, long-form programming that has raised parent awareness of teen medicine abuse.”

*Marcia Lee Taylor, President and CEO of the Partnership for Drug-Free Kids*

## ABOUT THE PARTNERSHIP FOR DRUG-FREE KIDS

The Partnership for Drug-Free Kids is dedicated to reducing substance abuse among adolescents by supporting families and engaging with teens. We develop public education campaigns that drive awareness of teen substance abuse, and lead teen-targeted efforts that inspire young people to make positive decisions to stay healthy and avoid drugs and alcohol. On our website, [drugfree.org](http://drugfree.org), and through our toll-free helpline (1-855-DRUGFREE), we provide families with direct support and guidance to help them address teen substance abuse. Finally, we build healthy communities, advocating for greater access to adolescent treatment and funding for youth prevention programs.

## ABOUT THE “ABOVE THE INFLUENCE” CAMPAIGN

Above the Influence (ATI) is a national program led by the Partnership for Drug-Free Kids that challenges youth, ages 12 - 17, to think critically about the adverse effects of drug and alcohol use and the potential negative influences surrounding them in their social and media environment. ATI connects directly with teens and local youth-serving organizations to deliver messages, activities and support to help teens stay “above the influence” of drugs, alcohol and risky behaviors. Multiple scientific findings indicate that teens who have increased exposure to and engagement with ATI have stronger anti-drug beliefs than teens with low exposure to the campaign.

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## CAMPAIGN SNAPSHOT

DATES  
**6/15-6/29/15**

# OF STATIONS  
**183**

MEDIA IMPRESSIONS  
**+7.9 MM**



# AD COUNCIL— FUTURES WITHOUT VIOLENCE

Domestic violence is a prevalent and heartbreaking issue in our country. One in four women in the U.S. experiences violence by a current or former spouse or boyfriend. iHeartMedia helped launch The Ad Council's #TeachEarly campaign, in partnership with Futures Without Violence, that highlights the pivotal role that men play in preventing domestic and sexual violence.

## CAMPAIGN IMPACT



**6.5 MM**  
MEDIA IMPRESSIONS



**291 MM**  
TOTAL IMPRESSIONS

**+12%**

AWARENESS OF THE  
"FATHER AND SON"  
TV PSA INCREASED

**+6%**

SPOKE TO BOYS  
ABOUT PREVENTING DOMESTIC  
VIOLENCE

**+6%**

MEN ARE MORE LIKELY TO  
FEEL IT'S "EASY" TO PREVENT  
DOMESTIC VIOLENCE



MEN WHO SAW THE CLEAR CHANNEL OUTDOOR ADS WERE  
SIGNIFICANTLY MORE LIKELY THAN THOSE WHO DID NOT TO SAY:

**+8%**

DOMESTIC  
VIOLENCE  
IS "VERY  
IMPORTANT"  
TO THEM  
PERSONALLY

**+16%**

REGULARLY OR  
OCCASIONALLY  
SPEAK TO BOYS  
THEY KNOW  
ABOUT VIOLENCE  
AGAINST WOMEN

**+16%**

SPOKE TO  
A BOY ABOUT  
THE ISSUE

**+15%**

SPOKE TO  
OTHERS ABOUT  
PREVENTING  
DOMESTIC  
VIOLENCE

**+18%**

WENT ONLINE TO  
DO RESEARCH  
AND LEARN MORE  
ABOUT HOW  
TO PREVENT  
DOMESTIC  
VIOLENCE



Launching to coincide with Father's Day, the national PSA campaign encouraged fathers, uncles and other male mentors and role models to talk to boys at an early age about healthy relationships and respect for their peers—particularly towards women and girls.

The #TeachEarly PSAs were narrated by actor and father Forest Whitaker underscoring the importance of male role models in shaping perceptions and attitudes toward gender-based violence. The campaign aired on over 450 iHeartMedia radio stations, and Clear Channel Outdoor Americas developed the out-of-home creative and donated advertising space in key markets.

To further drive awareness of this critical issue, Clear Channel Outdoor hosted 4 media events in local Texas communities. Each event was hosted at one of the Clear Channel Outdoor digital billboards (which was paused to highlight the Teach Early PSA). Representatives from local high school football programs were asked to participate, lending their voices in

support of the need to teach young people early about healthy relationships, respect and the important role that young men play in breaking the cycle of violence.

“ The Teach Early campaign is all about reaching men who are mentors to show them the invaluable role they play in preventing domestic violence. iHeartMedia and Clear Channel Outdoor's support helped raise extraordinary awareness and educate families about the importance of teaching boys that violence against women is wrong. Clear Channel Outdoor's on-the-ground media events throughout Texas, which included local sports mentors, played a critical role in bringing our message to local communities.”

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

My father  
taught me that it is never okay  
to hit a girl.

TeachEarly.org  
**FUTURES**  
WITHOUT VIOLENCE



#### ABOUT THE AD COUNCIL

The Ad Council is a private, non-profit organization with a rich history of marshaling 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 [adcouncil.org](http://adcouncil.org), like us on Facebook, follow us on Twitter or view our PSAs on YouTube.

#### CAMPAIGN SNAPSHOT

DATES  
**6/16-6/29/15**

# OF STATIONS  
**458**

MEDIA IMPRESSIONS  
**+6.5 MM**

# AD COUNCIL— I AM A WITNESS



# I AM A WITNESS

## CAMPAIGN IMPACT



**400 K**

SNAPCHAT IMPRESSIONS  
DAY OF CAMPAIGN



**+500 K**

WEBSITE VISITORS SINCE  
CAMPAIGN LAUNCH



**+110 K**

DOWNLOADS OF  
"WITNESS EMOJI"  
SINCE LAUNCH



**+900 MM**

IMPRESSIONS ACROSS  
ALL MEDIUMS TO DATE





**90 percent of teens ages 12-17 who have witnessed some form of online cruelty say they have ignored mean behavior on social media** (Pew Research Center's Internet & American Life Project). Research has shown that witnesses/bystanders can play a pivotal role in stopping bullying. In 2015, iHeartMedia challenged their listeners to take a stand against all forms of bullying.

In an effort to empower teens to speak up when they see bullying, iHeartMedia joined the Ad Council and a coalition of media, corporate and non-profit partners to support the launch of the "I Am A Witness" campaign, which encouraged listeners to show support for someone who is being bullied by posting the 'Witness Emoji' (a speech bubble with an eye in the center) online or through a text message.

The iHeartMedia digital campaign directed audiences to [IWitnessBullying.org](http://IWitnessBullying.org), a website where users could find tips and resources on different ways they could take action to stop bullying, including step-by-step directions on accessing the I Am A Witness emoji and keyboard, and instructions on when and how to use it. The website also featured a 'Send Kindness' section, a repository of campaign and

user-generated content that visitors can send to anyone who's been bullied or needs support.

To help further spread the message iHeartMedia donated space on its Snapchat Discover Channel to promote the campaign and showcase custom content to its teen audience.

“ Through this extraordinary collaboration of media, non-profit, and corporate partners, along with influencers that teens look up to, we will transform witnesses from passive bystanders into a united, empowered and active collective that will speak up against bullying.”

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

## ABOUT THE AD COUNCIL

The Ad Council is a private, non-profit organization with a rich history of marshaling 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 [adcouncil.org](http://adcouncil.org), like us on Facebook, follow us on Twitter or view our PSAs on YouTube.

# GREAT NATIONS EAT & SHARE OUR STRENGTH



**50 million Americans — including 1 in 5 children — don't know where their next meal is coming from.** As part of a coalition of media partners, iHeartMedia mobilized its most popular on-air personalities, listeners and American Country music group Lady Antebellum to help end hunger in America.

## CAMPAIGN IMPACT



**1 BILLION**  
MEDIA  
IMPRESSIONS



SHIFTED AMERICA'S PERCEPTION ON  
**6 OUT OF 13**  
CORE HUNGER STATEMENTS



In 2015, iHeartMedia rallied alongside national anti-hunger organization Share Our Strength and the filmmakers behind the Participant Media documentary "A Place at the Table" to launch a high-impact media campaign — Great Nations Eat — designed to transform the conversation around hunger in America and to raise awareness of the problem and offer solutions to end it.

The campaign is a five-year partnership among some of the largest media companies in the world, created to build upon decades of anti-hunger advocacy. Thousands of PSAs, voiced by popular on-air personalities Bobby Bones, Nikki Sixx and Country music group Lady Antebellum ran across hundreds of iHeartMedia radio stations and addressed hunger as a serious economic, social and cultural crisis facing our country. The PSAs drove listeners to GreatNationsEat.org and

provided real-life examples of what hunger looks like in America and suggestions for how the public could take action.

“Hunger exists in every community and it affects the life of 1 in 6 Americans. That doesn’t happen in any other developed nation. It shouldn’t happen here. Ending hunger is possible. It will take public awareness and political outreach to build the necessary national will. It will take nonprofits, corporations, media outlets and government, all working together with ordinary citizens. That is Great Nations Eat.”

*Billy Shore, Founder and Chief Executive Officer, Share Our Strength*



#### ABOUT SHARE OUR STRENGTH

Share Our Strength was founded with the belief that everyone has a strength to share in the global fight against hunger and poverty, and that in these shared strengths lie solutions. Thirty years later, the organization has raised more than \$520 million to combat hunger and poverty and is renowned for finding scalable, pragmatic solutions to social problems. Today, Share Our Strength is focused on ending hunger in America through the No Kid Hungry and the Great Nations Eat campaigns. Learn more at NoKidHungry.org.

#### CAMPAIGN SNAPSHOT

DATES  
**7/8-12/31/15**

# OF STATIONS  
**159**

MEDIA VALUE  
**\$2.5 MM**

# SPECIAL OLYMPICS

Through the power of sports, people with intellectual disabilities discover new strengths and abilities, skills and success. There are currently more than 4.5 million Special Olympics athletes living in 170 countries around the world. iHeartMedia teamed up with The Coca-Cola Company and The Special Olympics to debut a song for the Special Olympics World Games titled "Reach Up."

## CAMPAIGN IMPACT



**+7.86 MM**  
MEDIA  
IMPRESSIONS



**1 BILLION**  
IMPRESSIONS ACROSS  
47 COUNTRIES

Special Olympics



Los Angeles welcomed 7,000 inspirational athletes from 177 different countries to the 2015 Special Olympics World Summer Games. Supporting children and adults with intellectual disabilities, the World Games is the largest sports and humanitarian event.

To celebrate The Games and its values of optimism, acceptance and inclusion, iHeartMedia helped debut the anthem “Reach Up,” featuring rock band O.A.R. and recording artist Cody Simpson accompanied by Breanna Bogucki, a singer and decorated Special Olympics athlete from Illinois who has autism, and Madison Tevlin, a young Canadian woman with Down Syndrome. Written by Marc Roberge, lead singer of O.A.R., Nathan Chapman and Kevin Kadish, the uplifting alternative rock song

encourages people of all abilities to never give up. iHeartMedia launched the song across 183 stations and on iHeartRadio and encouraged listeners to support Special Olympics by sharing the “Reach Up” music video on social media using the hashtag #ReachUp. Coca-Cola donated one dollar — up to \$100,000 — to Special Olympics for every “Reach Up” video shared using the hashtag leading up to the World Games.

Additionally, iHeartMedia activated its social platform, including iHeartRadio’s go-to emerging viral personality Paul Costabile, who interviewed O.A.R, Cody Simpson and the two Special Olympics athletes for iHeartRadio.com and participating station websites.



#### ABOUT SPECIAL OLYMPICS INTERNATIONAL

Special Olympics is an international organization that changes lives through the power of sport by encouraging and empowering people with intellectual disabilities, promoting acceptance for all, and fostering communities of understanding and respect worldwide. Founded in 1968 by Eunice Kennedy Shriver, the Special Olympics movement has grown from a few hundred athletes to more than 4 million athletes in 170 countries in all regions of the world, providing year-round sports training, athletic competition and other related programs. Special Olympics now takes place every day, changing the lives of people with intellectual disabilities all over the world, from community playgrounds and ball fields in every small neighborhood’s backyard to World Games. Special Olympics provides people with intellectual disabilities continuing opportunities to realize their potential, develop physical fitness, demonstrate courage, and experience joy and friendship. Visit Special Olympics at <http://www.specialolympics.org> and engage with us on: @specialolympics, [fb.com/specialolympics](https://www.facebook.com/specialolympics), [youtube.com/specialolympicshq](https://www.youtube.com/specialolympicshq), and [specialolympicsblog.wordpress.com](http://specialolympicsblog.wordpress.com).

#### CAMPAIGN SNAPSHOT

DATES  
**6/15-6/29/15**

# OF STATIONS  
**183**

MEDIA IMPRESSIONS  
**+7.86 MM**

# GARY SINISE FOUNDATION



Since September 11, 2001, 2.8 million troops have been deployed to Iraq and Afghanistan. Now they're coming home. To further amplify iHeartMedia's ongoing commitment to U.S. service members, the company teamed up with the Gary Sinise Foundation.

## CAMPAIGN IMPACT



**75 MM**  
MEDIA  
IMPRESSIONS



**\$100 K**  
INCREASE IN DONATIONS  
DURING IHEARTRADIO PSA



Actor/humanitarian Gary Sinise has been actively supporting the troops for over thirty years. Sinise's lifelong commitment became fully realized when he officially formed the Gary Sinise Foundation in 2011 with the mission of honoring defenders, veterans, first responders, their families and those in need by creating and supporting unique programs that inspire and strengthen communities. From building custom 'Smart Homes' for severely wounded veterans to hosting a day-long festival at military medical hospitals across the country, the Gary Sinise Foundation is lifting the spirits of America's wounded heroes, their caregivers and family through an array of programs.

iHeartMedia helped raise awareness and funding for the Gary Sinise Foundation through a national PSA campaign running on 869 iHeartMedia stations. Over 17,000 spots

featuring the voice of Sinise aired encouraging listeners to support our returning veterans by making a donation.

“ The overall success of our mission at the Gary Sinise Foundation is reliant, in part, on the many generous Americans who donate their time, funds, and resources to the many programs we offer. By having iHeartMedia donate airtime for our Gary Sinise Foundation PSA, they have helped bring our message to their massive audience. We are so grateful to have their support.”

*Judith Otter, Executive Director of Gary Sinise Foundation*

#### ABOUT THE GARY SINISE FOUNDATION

The Gary Sinise Foundation honors America's defenders, veterans, first responders, their families and those in need. Through its R.I.S.E. (Restoring Independence Supporting Empowerment) program, specially adapted Smart Homes are being constructed for severely wounded veterans nationwide. Each one-of-a-kind home is customized to ease the everyday burdens of a wounded hero, their family and caregivers. The program also provides home modifications, adapted vehicles and mobility devices. Other programs include Relief & Resiliency Outreach, Invincible Spirit Festivals, the Lt. Dan Band, Arts & Entertainment Outreach, Serving Heroes, and First Responders Outreach. Its latest program, Soaring Valor, is sending WWII veterans to The National WWII Museum and documenting their first-hand accounts of the war. For more information, please visit [GarySiniseFoundation.org](http://GarySiniseFoundation.org).

#### CAMPAIGN SNAPSHOT

DATES  
**8/12-8/31/15**

# OF STATIONS  
**869**

MEDIA IMPRESSIONS  
**75 MM**

# 9/11 DAY



**A total of 13,238 children were born in the U.S. on September 11, 2001, according to the Division of Vital Statistics, National Center for Health Statistics.** For the fifth consecutive year, iHeartMedia led listeners nationwide to participate in The September 11th National Day of Service and Remembrance observance (“9/11 Day”), and helped launch an all-new campaign, “Born on 9/11.”

## CAMPAIGN IMPACT



**+39 MM**

MEDIA  
IMPRESSIONS

**+500 MM**

IMPRESSIONS GENERATED FROM  
THE “BORN ON 9/11” CAMPAIGN



**+\$11 MM**

COMMITTED IN SUPPORT  
TO 9/11 DAY BY IHEARTMEDIA  
IN THE LAST 5 YEARS



**2X MORE LIKELY**

TO PARTICIPATE IN 9/11 DAY IF  
THEY HEARD THE PSA THAN  
THOSE WHO DID NOT



**+28 MM**

AMERICANS OBSERVE THE  
ANNIVERSARY OF 9/11 THROUGH  
CHARITABLE SERVICE



iHeartMedia is a longtime supporter of 9/11 Day and MyGoodDeed, the nonprofit which founded and oversees the observance. From September 1-11, 2015, all iHeartMedia radio stations aired “Born on 9/11,” a powerful public service campaign promoting service on 9/11, and inspired by and featuring children born on September 11, 2001. The PSA asked listeners to focus on our common humanity and the hope that rose after the attacks, and encouraged them to do at least one good deed on September 11 to honor the victims and responders on the 14th anniversary of the attack. Listeners who wanted to participate could choose from service options, including volunteering, donating to charities of their choice, or simply making a voluntary pledge to dedicate time on 9/11 or another day to performing good deeds that help people and communities 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.

“ Nearly a quarter of the U.S. population is 18 years old or younger, with few if any memories of 9/11. iHeartMedia played a tremendous role in helping us reach, educate and engage this vital segment of the country, and others, proving once again the power of iHeartMedia’s extraordinary media platform to support positive social change.”

*David Paine, President and Co-founder of 9/11 Day*



### ABOUT 9/11 DAY

9/11 Day (<http://911day.org>) is the nonprofit movement to observe September 11 every year as a day of charitable service and doing good deeds. 9/11 Day was originally created in 2002 by the 9/11 community to provide a positive and permanent way to forever remember and pay tribute to the 9/11 victims, and honor those that rose in service in response to the attacks. In 2009, the U.S. Congress formally designated 9/11 as a National Day of Service and Remembrance under federal law. Today 9/11 Day is the nation’s largest annual day of charitable engagement, with more than 28 million Americans dedicating time to helping others in need each year.

### CAMPAIGN SNAPSHOT

DATES  
**9/1-9/11/15**

# OF STATIONS  
**853**

MEDIA IMPRESSIONS  
**+39.8 MM**

# GLOBAL POVERTY PROJECT

World leaders gathered on September 25, 2015 at the United Nations in New York to adopt the 2030 Agenda for Sustainable Development. The 2030 Agenda comprises 17 new Sustainable Development Goals designed to fight inequality, protect our planet and end extreme poverty by 2030. iHeartMedia once again partnered with the Global Citizen Festival to help channel the power of its listeners' voices to shape the future success of these goals.

## CAMPAIGN IMPACT



**5 BILLION**

MEDIA IMPRESSIONS  
SECURED AROUND  
THE NYC FESTIVAL



**2.3 MM ACTIONS**

TAKEN BY GLOBAL CITIZENS TO HELP  
SECURE COMMITMENTS FROM  
GOVERNMENTS AROUND THE WORLD

**+60 K**

PEOPLE ATTENDED THE  
CONCERT IN CENTRAL PARK

**+250 K**

FILLED THE NATIONAL MALL  
FOR THE GLOBAL CITIZEN  
2015 EARTH DAY RALLY

**+2 MM**

WATCHED THE GLOBAL  
CITIZEN 2015 EARTH DAY  
RALLY LIVE VIA YOUTUBE



GLOBAL COMMITMENTS SECURED BY GLOBAL CITIZENS INCLUDED:



THE NETHERLANDS  
PLEDGING TO PROVIDE:

**30 MM** + **50 MM**  
PEOPLE WITH  
CLEAN TOILETS  
PEOPLE WITH  
CLEAN DRINKING  
WATER



**60 MM**

PEOPLE PROVIDED  
WITH IMPROVED  
SANITATION FROM  
SWEDEN IN THE  
NEXT 15 YEARS



**500 MM €**

INCREASED  
FUNDING FOR THE  
SYRIAN REFUGEE  
CRISIS FROM THE  
EUROPEAN UNION



SECURING IN THE LATEST U.S.  
BUDGET AN ADDITIONAL:

|   |  |                                     |
|---|--|-------------------------------------|
| <b>\$35 MM</b>                          | <b>\$18 MM</b>                           | <b>\$25 MM</b>                      |
| FOR<br>GAVI, THE<br>VACCINE<br>ALLIANCE | FOR<br>WATER &<br>SANITATION<br>PROGRAMS | TO GET<br>MORE<br>KIDS IN<br>SCHOOL |



Pearl Jam, Beyoncé, Ed Sheeran and Coldplay headlined the 2015 Global Citizen Festival — a free-ticketed event on the Great Lawn in Central Park in New York City on Saturday, September 26, 2015. The Festival was timed to coincide with the launch of the United Nations' new Global Goals.

For the fourth consecutive year, iHeartMedia was named the official radio partner and digital streaming partner for the Global Citizen Festival. A special livestream of the full concert was broadcast on the Global Citizen Radio channel on iHeartRadio and the entire concert was aired across nearly 100 radio stations nationwide.

iHeartMedia New York and DC played a significant role in distributing free tickets to the event by encouraging listeners to take “action” to earn admission to both the Global Citizen Festival concert in New York City as well as the Global Citizen 2015 Earth Day rally on the National Mall in Washington, DC. The events brought together global policymakers,

finance ministers, environment and development NGOs, industry executives, and high-profile artists, all working to educate and inspire citizens to take immediate action to protect our planet and its people.

Additionally, throughout the year, local radio stations across the country promoted the Global Citizen Tickets Initiative, a program designed to incentivize social activism.

“2015 was an incredibly important year for Global Citizen with the Festival stage acting as the launch platform of the UN Global Goals for Sustainable Development. We couldn't have asked for a more supportive radio and streaming partner to connect our message across the country than iHeartMedia.”

*Andrew Kirk, Global Communications Director, Global Citizen*

## ABOUT THE GLOBAL CITIZEN PLATFORM

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

## CAMPAIGN SNAPSHOT

DATES  
**9/23-9/26/15**

# OF STATIONS  
**853**

MEDIA IMPRESSIONS  
**+64.1 MM**



# THE NATIONAL ASSOCIATION OF BROADCASTERS

Radio plays a vital role in communities across the country — enriching the lives of children and families in meaningful ways on a daily basis and is always ready to immediately respond in times of distress. iHeartMedia helped the National Association of Broadcasters (NAB) — the voice for radio and television stations in the nation's capital — celebrate the important role broadcasters play in communities.

## CAMPAIGN IMPACT



**+12.5 MM**

MEDIA  
IMPRESSIONS



**+1 MM TIMES**

RADIO AND TV STATIONS  
AIRED SPOTS NATIONWIDE



**+\$170 MM**

FREE AIR TIME TO EDUCATE  
LAWMAKERS ON IMPORTANCE  
OF BROADCASTING

iHeartMedia radio stations take their responsibility to serve the public very seriously and are licensed by the federal government to use their airwaves for the greater good. The NAB is proud to support its broadcast radio and television members by advocating for policies that strengthen local stations' ability to serve their communities.

In 2013, the NAB launched the "We Are Broadcasters" campaign to highlight the positive impact that broadcasting makes in local communities around the globe. The NAB launched new spots in 2015 which bring attention to the many ways radio and TV stations are innovating to better serve their audiences. They remind audiences that stations provide their highly-valued content to all available screens — radio, the car dashboard, TV, smartphone and tablet — delivering lifeline services, investigative reports and entertainment wherever viewers and listeners may be.

To celebrate iHeartMedia's position as the media company with the largest reach of any radio or television outlet in America and its deep collaboration with the NAB, over 220 stations aired the PSA.

“ We are grateful for iHeartMedia's support of this important campaign reminding audiences that broadcasters are the most trusted source of news and information and are continually innovating to provide listeners and viewers with better services. During times of crisis, Americans know they can rely on their local stations to keep them safe.”

*Gordon H. Smith, President and CEO, National Association of Broadcasters*

## ABOUT THE NATIONAL ASSOCIATION OF BROADCASTERS

The National Association of Broadcasters is the voice for the nation's radio and television broadcasters. As the premier trade association for broadcasters, NAB advances the interests of its members in federal government, industry and public affairs; improves the quality and profitability of broadcasting; encourages content and technology innovation; and spotlights the important and unique ways stations serve their communities.

## CAMPAIGN SNAPSHOT

DATES  
**9/28-10/5/15**

# OF STATIONS  
**221**

MEDIA IMPRESSIONS  
**+12.5 MM**



# BYSTANDER REVOLUTION

Did you know that more than 160,000 students in the USA stay home each day because they're scared of being bullied? During the month of October, for National Bullying Prevention Month, iHeartMedia helped Bystander Revolution launch #MonthOfAction to help combat bullying.

## CAMPAIGN IMPACT



**+41.4 MM**

MEDIA  
IMPRESSIONS



**+239 MM**

TOTAL  
CAMPAIGN



**7,520**

CHALLENGE  
COMPLETIONS



**17,484**

#MONTHOFACTION  
MENTIONS ON SOCIAL



**179.18%**

INCREASE IN  
SITE TRAFFIC

For all 31 days in October, Bystander Revolution offered daily challenges via Instagram, Twitter, Facebook, Tumblr, email, and text message to raise awareness of powerful actions anyone can do to defuse bullying. Celebrities such as Bradley Cooper, Olivia Wilde, Salma Hayek, Lily Collins, Michael J. Fox, Rashida Jones, Jamie Lee Curtis and Alan Cumming, along with organizations such as GLAAD, PACER, The Bully Project, Crisis Text Line, Common Sense Media, and MTV's Look Different, teamed up with Bystander Revolution to create their own daily challenges for #MonthOfAction.

From October 2-October 23, iHeartMedia encouraged listeners to participate by completing daily anti-bullying challenges through an on-air and digital PSA campaign. For every action completed, participants

were entered to win Bystander Revolution merchandise and other prizes, including tickets to the 2015 iHeartRadio Jingle Ball tour.

“ We’re so grateful to iHeartMedia for their support of our #MonthOfAction campaign. Thanks to their generosity, we were able to extend our national reach and increase participation. The team at iHeartMedia was incredibly helpful. It’s wonderful how willing they are to lend their huge platform to raise awareness on important issues.”

*Michael Wood, Creative Director,  
Bystander Revolution*



#### ABOUT BYSTANDER REVOLUTION

Bystander Revolution is an anti-bullying organization founded by author and parent MacKenzie Bezos to inspire individuals to take the power out of bullying with simple acts of kindness, courage, and inclusion. Its website launched on April 23, 2014 as a source of direct, peer-to-peer advice about practical things individuals can do to defuse bullying. The site features hundreds of unscripted videos from students, celebrities, and leaders covering a wide range of bullying issues. [www.bystanderrevolution.org](http://www.bystanderrevolution.org)

#### CAMPAIGN SNAPSHOT

DATES  
**10/2-10/23/15**

# OF STATIONS  
**853**

MEDIA IMPRESSIONS  
**+41.4 MM**

# GLAAD



Over 60% of lesbian, gay, bisexual and transgender (LGBT) students are more likely than their non-LGBT peers to feel unsafe or uncomfortable in school (CDC's Youth Risk Behavior Survey). As a result, many LGBT students have reported absences from school because of safety concerns. iHeartMedia is committed to working with GLAAD, the nation's leading LGBT media advocacy organization, to educate and inspire its audience and team members to learn more about LGBT communities in an effort to build support for equality.

## CAMPAIGN IMPACT



**1.5 BILLION**

SOCIAL MEDIA  
IMPRESSIONS



**30,000**

APPROXIMATE NUMBER  
OF SPIRIT DAY PLEDGES



**SIX**

NUMBER OF SPIRIT DAY  
RESOURCE KIT TRANSLATIONS

GLAAD's Spirit Day brings together hundreds of celebrities, media companies, brands, landmarks, faith groups, schools and more to show support for lesbian, gay, bisexual and transgender (LGBT) youth. Since 2010, iHeartMedia has 'gone purple' to stand with GLAAD and its partners against bullying for Spirit Day.

On October 15, 2015, iHeartRadio promoted Spirit Day and shared the organization's goal of preventing the bullying of LGBT youth on Twitter and Facebook — with audiences of 775,000 followers and 7.1 million likes, respectively — and rebranded its assets purple on all social channels including its Snapchat Discover platform, which featured shareable and inspirational Spirit Day content. The iHeartRadio Blog published "Go Purple for #SpiritDay," a post that encouraged fans to support LGBT youth and to share iHeartRadio's Spirit Day messages with friends on social media.

Additionally, 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.

“ 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

GLAAD rewrites the script for LGBT acceptance. As a dynamic media force, GLAAD tackles tough issues to shape the narrative and provoke dialogue that leads to cultural change. GLAAD protects all that has been accomplished and creates a world where everyone can live the life they love. For more information, please visit [www.glaad.org](http://www.glaad.org) or connect with GLAAD on Facebook and Twitter.



Take a stand against bullying. Go purple.

glaad  presents

# #SPIRITDAY

10.15.2015 [GLAAD.ORG/SPIRITDAY](http://GLAAD.ORG/SPIRITDAY)

# WOUNDED WARRIOR PROJECT



## CAMPAIGN IMPACT



**+19.4 MM**

DONATED MEDIA  
IMPRESSIONS



2015 PARTICIPANTS IN THE PROGRAM INCLUDE:

**+45**

NATION'S LEADING  
CONSUMER BRANDS

**+170**

RETAILERS





**Over 48,000 servicemen and women have been physically injured in our recent conflicts. In addition to the physical wounds, it is estimated as many as 400,000 service members live with the invisible wounds of war, including combat-related stress, major depression and post-traumatic stress disorder.** In 2015, iHeartMedia helped amplify the already successful Believe in Heroes® program supporting the Wounded Warrior Project®.

The Wounded Warrior Project® Believe in Heroes® Campaign is one of the largest national cause marketing campaigns in grocery stores across the United States, bringing together brands, retailers and consumers annually in support of injured service members, families and caregivers. Believe in Heroes® calls on Americans to support the brands that support our heroes by purchasing specially marked products in participating grocery stores.

For the first year, iHeartMedia teamed up with Acosta, a leading full-service sales and marketing agency in the consumer packaged goods industry and the main driver of this campaign, to reach a larger, more varied audience across the country. The iHeartMedia partnership included commercials and live reads featuring Bobby Bones, on-air public service announcements, and social media promotion designed to generate conversation about the Believe in Heroes® campaign and encourage listeners to visit local retailers and support the brands that support our heroes.



#### **ABOUT WOUNDED WARRIOR PROJECT**

The mission of Wounded Warrior Project® (WWP) is to honor and empower Wounded Warriors. WWP's purpose is to raise awareness and to enlist the public's aid for the needs of injured service members, to help injured servicemen and women aid and assist each other, and to provide unique, direct programs and services to meet their needs. WWP is a national, nonpartisan organization headquartered in Jacksonville, Florida. To get involved and learn more, visit [woundedwarriorproject.org](http://woundedwarriorproject.org).

#### **CAMPAIGN SNAPSHOT**

DATES  
**10/24-11/6/15**

# OF STATIONS  
**853**

MEDIA IMPRESSIONS  
**+19.4 MM**



# AMEX SMALL BUSINESS SATURDAY



## CAMPAIGN IMPACT



**+213 MM**  
DONATED MEDIA  
IMPRESSIONS



**+14%**

INCREASE IN SBS SPENDING,  
REACHING \$16.2 BILLION



**+95 MM**

CONSUMERS SHOPPED AT  
SMALL BUSINESSES ON SBS



**685,000**

**FREE ONLINE TOOLS**

WERE ACCESSED BY  
SMALL BUSINESS OWNERS  
ON SHOPSMALL.COM



**+4,100**

**NEIGHBORHOOD CHAMPIONS**

RALLIED LOCAL BUSINESSES  
AND CREATED EVENTS IN  
THEIR COMMUNITIES



**+425**

**ORGANIZATIONS**

JOINED THE SMALL  
BUSINESS SATURDAY  
COALITION



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

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

Saturday, November 28, 2015 marked the sixth 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 2015 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.



#### ABOUT SMALL BUSINESS SATURDAY

November 28th marked the sixth annual Small Business Saturday, a day dedicated to supporting the local businesses that can help create jobs, boost the economy and preserve neighborhoods around the country. Small Business Saturday was created by American Express in 2010 in response to small business owners' most pressing need: more customers.

#### CAMPAIGN SNAPSHOT

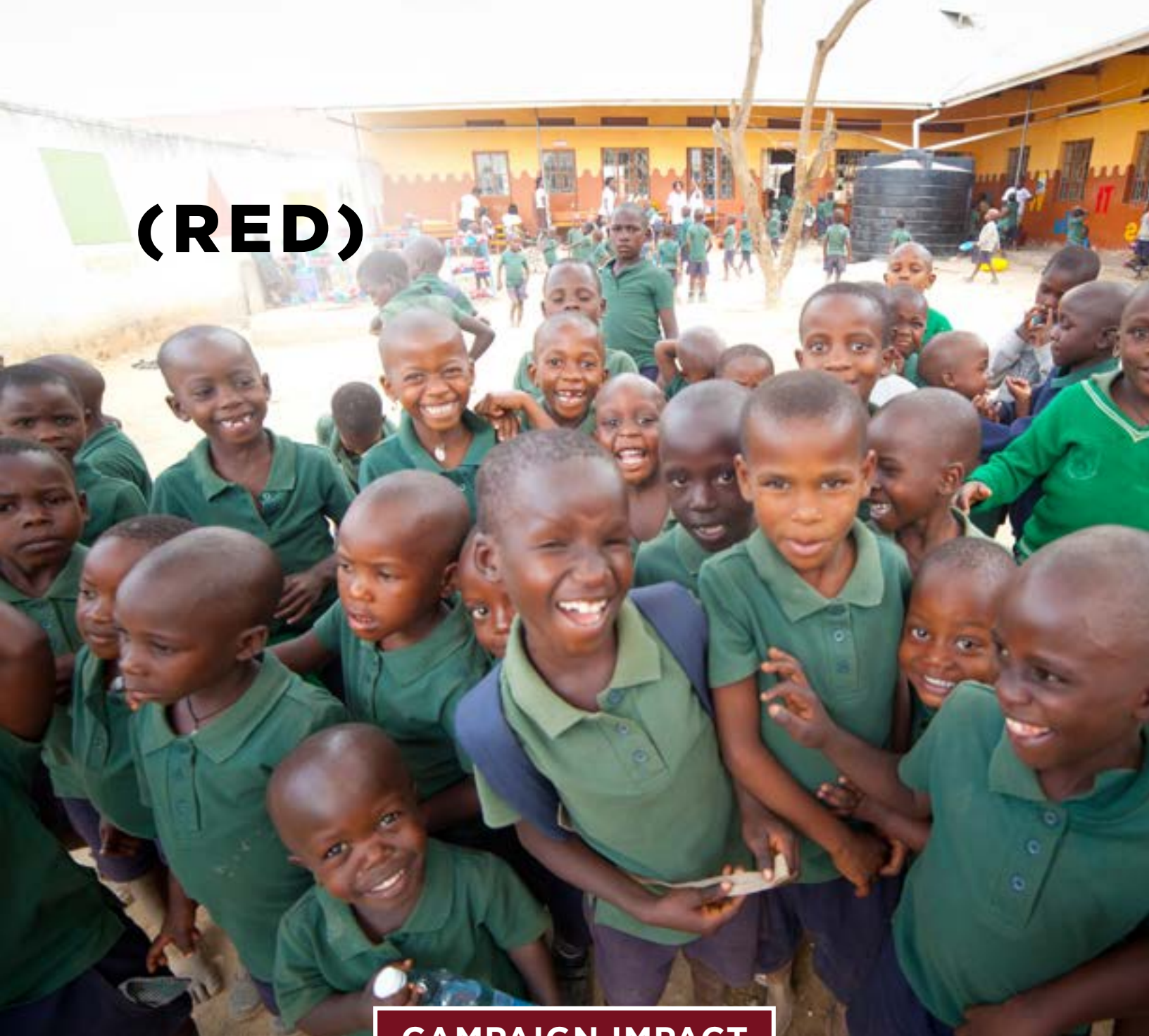
DATES  
**11/16-11/28/15**

# OF STATIONS  
**625**

MEDIA IMPRESSIONS  
**+213 MM**



# (RED)



## CAMPAIGN IMPACT



**+150 MM**

MEDIA  
IMPRESSIONS



**\$350 MM**

GENERATED FOR THE GLOBAL  
FUND TO FIGHT AIDS,  
TUBERCULOSIS AND MALARIA



**60 MM**

PEOPLE WITH PREVENTION,  
TREATMENT, COUNSELING, HIV  
TESTING AND CARE SERVICES



**In 2002, more than 1,500 babies were born every day with HIV. Today that number is 600.** In an effort to help get that number close to zero, iHeartMedia supported (RED) to help bring awareness to World AIDS Day and (RED)'s SHOPATHON campaign during the month of December.

With the progress made in the fight against AIDS, the world is now on the cusp of an incredible possibility — we could deliver an AIDS-free generation by 2020. For the third consecutive year, iHeartMedia partnered with (RED) in the fight to end AIDS. On Tuesday (12/01), World AIDS Day, iHeartRadio changed its name from iHeartRadio to “iHeart(RED)” to show support and kicked off a robust 15-day on-air and digital campaign across all 850+ radio stations.

A series of three PSAs helped drive listeners to (RED)'s first ever SHOPATHON to fight AIDS and encouraged listeners to buy (RED) products via [gilt.com](http://gilt.com) and bid on once-in-a-lifetime experiences with celebrities such as Bono, Scarlett Johansson, Snoop Dogg, The Weeknd, Meryl Streep, Ryan Seacrest and more in partnership with the online giving platform Omaze. The efforts raised money for the Global Fund to fight AIDS, and every dollar raised was matched by The Bill & Melinda Gates Foundation.

“iHeartMedia and Ryan Seacrest’s generosity, commitment and determination to use their power and scale to impact the fight against AIDS is incredible. They use their influence and reach to bring real and much needed heat to the fight against AIDS. We cannot thank them enough.”

*Deborah Dugan, CEO (RED)*

## ABOUT (RED)

(RED) was founded in 2006 by Bono and Bobby Shriver to engage businesses and people in the fight against AIDS. (RED) partners with the world’s most iconic brands that contribute up to 50% of profits from (RED)-branded goods and services to the Global Fund. (RED) Proud Partners include: Apple, Bank of America, Beats by Dr. Dre, Belvedere, Claro, The Coca-Cola Company, Gap, NetJets, Salesforce, SAP, Starbucks, Supercell, Telcel, and Tradeshift. (RED) Special Edition partners include: aden+anais, Alessi, ALEX AND ANI, Fatboy USA, Fresh, FreshDirect, Girl Skateboards, Gretsch, HEAD, Jonathan Adler, Le Creuset, Live Nation Entertainment, Moleskine, Mophie, Square, Uber, and Wolfnoir. (RED) is a division of The ONE Campaign. Learn more at [www.red.org](http://www.red.org)

## CAMPAIGN SNAPSHOT

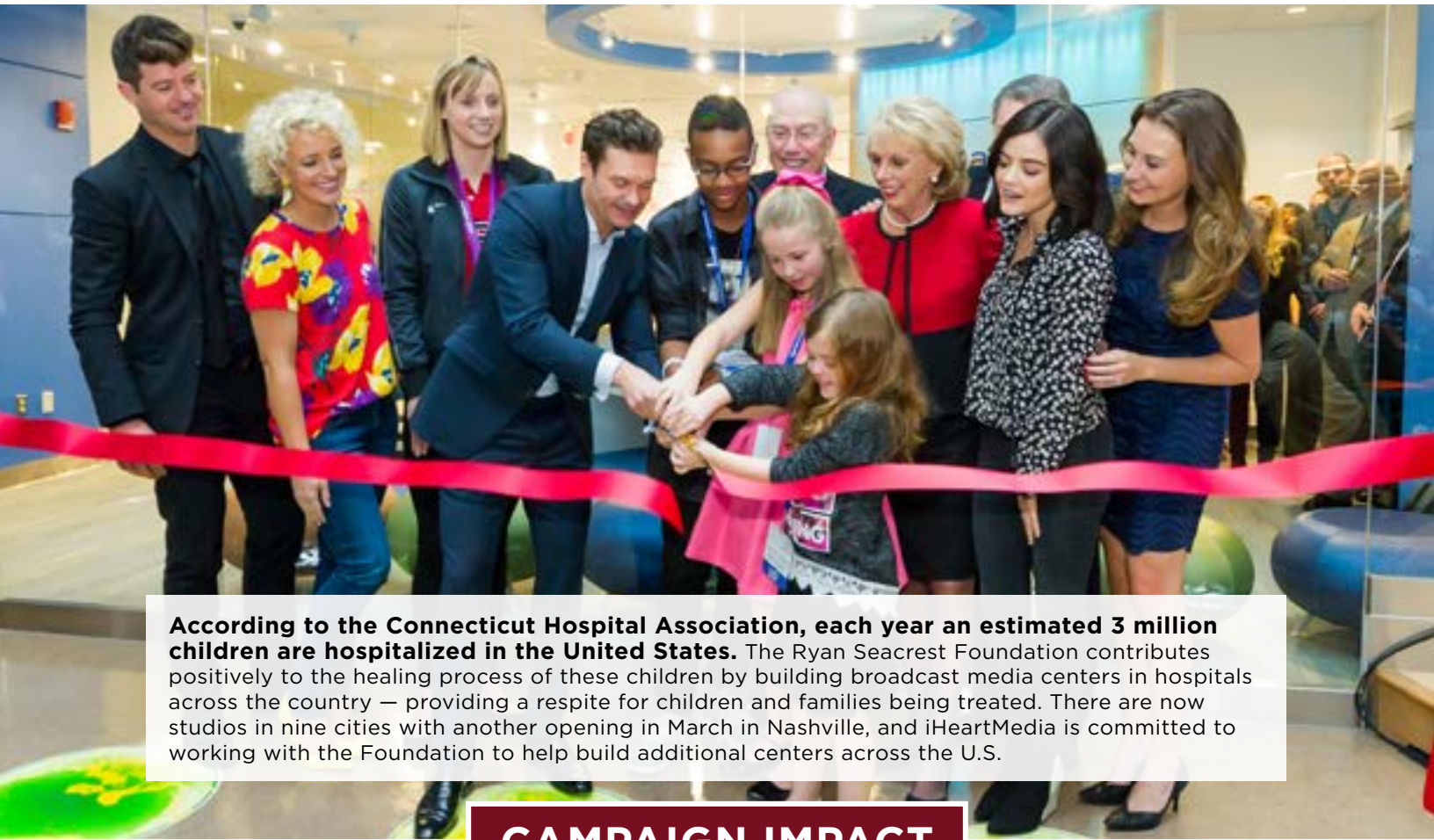
DATES  
**12/1-12/15/15**

# OF STATIONS  
**853**

MEDIA IMPRESSIONS  
**+150 MM**



# RYAN SEACREST FOUNDATION



**According to the Connecticut Hospital Association, 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 studios in nine cities with another opening in March in Nashville, and iHeartMedia is committed to working with the Foundation to help build additional centers across the U.S.

## CAMPAIGN IMPACT



**19.4 MM**  
DONATED MEDIA  
IMPRESSIONS



2015 PARTICIPANTS IN THE PROGRAM INCLUDE:

**+45**  
NATION'S LEADING  
CONSUMER BRANDS

**+170**  
RETAILERS



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 third consecutive year, the foundation was named the official charity partner for select iHeartRadio Jingle Ball tour concert cities, including San Francisco/Oakland, Los Angeles, Minneapolis, Philadelphia, Boston, New York, Washington, D.C., Chicago, Miami/Ft. Lauderdale, and Tampa. iHeartMedia donated \$1 from every ticket sold to the Ryan Seacrest Foundation, in addition to donating a variety of exclusive, once-in-a-lifetime packages sold via online charity auction. Local radio stations also took an active role in routing artists and celebrities to nearby Seacrest Studios throughout the year and launched a variety of fundraising campaigns including online auctions.

Lastly, in November 2015, iHeartMedia partnered with Children’s National Medical Center in Washington, D.C. to throw a pre-party event for the Ryan Seacrest Foundation to celebrate the opening of the Seacrest Studios at the hospital. This event raised awareness and support for the foundation’s mission and newest studio.

“iHeartMedia continues to be an incredible supporter of the Ryan Seacrest Foundation (RSF) and we were honored to be the beneficiary of the 2015 Jingle Ball Tour. Their efforts this past year helped RSF open a broadcast media center — Seacrest Studios — at Children’s National Medical Center in Washington D.C. We appreciate iHeartMedia’s commitment to helping us aid in the healing process for patients in children’s hospitals across the country by creating a positive and entertaining distraction.”  
*Meredith Seacrest, Executive Director, RSF*



**ABOUT THE RYAN SEACREST FOUNDATION**

The Ryan Seacrest Foundation (RSF) is a nonprofit organization dedicated to inspiring today’s youth through entertainment and education focused initiatives. RSF’s first initiative is to build broadcast media centers — Seacrest Studios — within pediatric hospitals for patients to explore the creative realms of radio, television and new media. Founded in 2009, RSF currently has Seacrest Studios in Atlanta, Boston, Charlotte, Cincinnati, Dallas, Denver, Orange County, Philadelphia, and Washington D.C. hospitals, and has plans to open in Nashville in 2016. For more information, visit [www.ryanseacrestfoundation.org](http://www.ryanseacrestfoundation.org).

# **SPECIAL PROJECTS**







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 2015, we reacted to a number of timely and relevant concerns including the tragic shootings that spurred racial tension and violence in communities across the country. Additionally, iHeartMedia made a bold 13-month commitment to encourage young people to

register to vote and continued to address the national veteran unemployment crisis with the largest public service campaign in its 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; we helped launch the U.S. version of "Red Nose Day" to benefit children and young people in the U.S. and some of the poorest communities in the world; and we granted holiday wishes for a number of families in local communities across America.

# I HEARTRADIO SHOW YOUR STRIPES

According to the U.S. Department of Veteran Affairs, approximately one out of two (53%) separating Post-9/11 Veterans will face a period of unemployment. While national unemployment rates have declined, the on-the-ground reality is that half of our veterans enter a period of unemployment upon transition. Now in its third year, iHeartRadio Show Your Stripes remains committed to addressing veteran unemployment and encouraging businesses to hire skilled veterans.

## CAMPAIGN IMPACT



**+7 BILLION**

MEDIA  
IMPRESSIONS



**+2.85 MM**

UNIQUE VISITORS TO  
SHOWYOURSTRIPES.ORG



**+28 MM**

BILLBOARD DISPLAYS FEATURE  
THE PROGRAM MESSAGE

**324 K  
VETERANS**

HAVE FOUND JOBS  
SINCE PROGRAM  
LAUNCH

**200 K  
APPLICATIONS**

SUBMITTED FOR JOBS  
DIRECTLY THROUGH  
SHOWYOURSTRIPES.ORG

**2.5 MM  
PSAS AIRED**

ON IHEARTMEDIA  
RADIO STATIONS  
NATIONALLY

**4,000  
BUSINESSES**

LOCAL & NATIONAL, HAVE  
JOINED THE IHR SHOW  
YOUR STRIPES ALLIANCE



AWARD WINNING CAMPAIGN



**2015 NABEF  
SERVICE TO  
AMERICA  
PRESIDENT'S  
SPECIAL AWARD**



**CAUSE MARKETING  
FORUM 2014  
HALO AWARD:  
BEST MESSAGE-  
FOCUSED CAMPAIGN**



**CAUSE MARKETING  
FORUM 2014  
HALO AWARD:  
BEST SOCIAL  
SERVICE CAMPAIGN**



**2014 PR  
NEWS'  
CSR AWARD  
FOR SOCIAL  
GOOD**

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 \$175 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 includes testimonials from real-life veterans, success stories from large and small businesses that have benefitted from hiring veterans, and encouragement and personal anecdotes on the importance of hiring veterans from some of the biggest artists and political leaders in the world, including First Lady Michelle Obama, Dr. Jill Biden, Elton John, John Legend, Kelly Clarkson, Carrie Underwood, Brad Paisley, Ryan Seacrest, Mario Lopez, Trace Adkins, Krewella, Adam Lambert, Flo Rida, LL Cool J, and many more.

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.

iHeartMedia radio stations continually participate in regional, veteran-focused career fairs and events which are supported via on-air and on-site promotion. The campaign leveraged social media and digital platforms including iHeartRadio’s Facebook (6.6M+ “likes”) and Twitter (263K+ followers); individual radio stations’ social platforms; local station Facebook accounts; 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 statistics on veteran’s employment has been impacted because of the iHeartRadio Show Your Stripes campaign. In 2013 there were nearly three quarters of a million veterans that were unemployed. In 2014 there were just over 500,000 that were unemployed. The fact is that Show Your Stripes is having an impact because it’s building a public awareness, it’s encouraging community involvement, and it’s promoting those opportunities that are local. That understanding has had a positive difference on the employment opportunities for our veterans and military families.”

*Col. David Sutherland, Co-Founder and Chairman, Easter Seals Dixon Center for Military and Veteran Services*



# SHINING A LIGHT: A CONCERT FOR PROGRESS ON RACE IN AMERICA



**On Friday, November 20, 2015 A+E Networks and iHeartMedia presented “Shining a Light: A Concert for Progress on Race in America” at The Shrine Auditorium in Los Angeles, CA.** The biggest names in music, including Zac Brown Band, Eric Church, Jamie Foxx, Rhiannon Giddens, Tori Kelly, John Legend, Miguel, Pink, Smokey Robinson, Big Sean, Jill Scott, Ed Sheeran, Sia, Bruce Springsteen, Sting and Pharrell Williams, joined together to perform, including a once-in-a-lifetime series of duets, focused on creating reconciliation and positive change in local communities.



The concert was inspired by the recent tragic events in Charleston, SC, and its goal was to promote unity and progress on racial equality — inspired by the response of the Mother Emanuel A.M.E. Church family members as well as by others working for unity and positive change around the country. The two-hour special event concert was aired across the entire A+E Networks portfolio as well as on more than 130 iHeartMedia broadcast radio stations nationwide and on the iHeartRadio digital platform.

The special also featured John Legend, Pharrell Williams and Alicia Keys engaging a diverse group of residents in local communities at the center of the national conversation on racial inequality and violence. Joined by NPR’s Michele Norris with John Legend in Ferguson, award-winning journalist Soledad O’Brien with Pharrell Williams in Charleston and ABC News’ Byron Pitts in Baltimore with Alicia Keys, these visits included intimate discussions and special private performances for those most affected.

The concert helped raise money for the Fund for Progress on Race in America powered by

United Way Worldwide. The fund provides grants to individuals and organizations fostering understanding, eliminating bias, as well as provides support to Mother Emanuel A.M.E. Church and the broader A.M.E. denomination. The fund supports efforts to address racism and bias through public policy change, individual innovation, and community mobilization.

“ The current racial situation in America is at a critical point. Today’s musical artists, much like those of the civil rights movement’s history, have strong feelings about what’s going on today, and we’re hopeful that ‘Shining a Light’ does, in fact, give a voice to their concerns, their hopes, and their thinking about solutions to the alarming events that we see around us every day.”

*Ken Ehrlich, Executive Producer*



#### ABOUT UNITED WAY WORLDWIDE

With 2.6 million volunteers and 9.6 million donors worldwide, and more than \$5 billion raised every year, United Way is the world’s largest privately-funded nonprofit. We’re engaged in nearly 1,800 communities across more than 40 countries and territories worldwide to create community solutions that improve life for everyone. United Way partners include global, national and local businesses, nonprofits, government, civic and faith organizations, along with educators, labor leaders, health providers, senior citizens, students and more. For more information about United Way, please visit [UnitedWay.org](http://UnitedWay.org). Follow us on Twitter: [@UnitedWay](https://twitter.com/UnitedWay) and [#LiveUnited](https://twitter.com/#LiveUnited)

# RED NOSE DAY



## CAMPAIGN IMPACT



**+106 MM**  
MEDIA  
IMPRESSIONS



**+25,000**  
PROMOS ACROSS ALL  
858 RADIO STATIONS



**#1**  
THE MOST SOCIAL  
CHARITY SPECIAL OF  
THE 2014/15 TV SEASON



**+149 K**  
TWEETS ABOUT  
THE SPECIAL



**iHeartMedia joined forces with NBC for the 'Red Nose Day' American debut on May 21, 2015.** An enormously popular event in the U.K. that has raised more than \$1 billion over the last 30 years, 'Red Nose Day' launched in the U.S. in a big way — raising over \$23 million to benefit children and young people in the U.S. and some of the poorest communities in the world.

The three-hour entertainment TV special featured over 100 comedians, musicians, and Hollywood stars including Julia Roberts, Jimmy Fallon, Blake Shelton, Gwyneth Paltrow, Neil Patrick Harris, Richard Gere, Reese Witherspoon, Jennifer Aniston, Will Ferrell, Jack Black, Pharrell, Coldplay, One Direction, Zac Efron and more. Hosted by Seth Meyers, David Duchovny and Jane Krakowski, 'Red Nose Day' featured great comedy, incredible music performances and short compelling films shedding light on those in need.

Money raised during the 'Red Nose Day' campaign benefitted the Red Nose Day Fund which then distributed grants to a number of charities benefitting children including Boys & Girls Clubs of America; charity: water; Children's Health Fund; Feeding America; Gavi, the Vaccine Alliance; the Global Fund; LIFT; National Council of La Raza; National Urban League; Oxfam America; Save the Children and United Way.



### ABOUT RED NOSE DAY

Red Nose Day is a fundraising campaign run by the non-profit organization Comic Relief Inc, a registered 501(c)(3) public charity. Money raised goes to the Red Nose Day Fund, which distributes money to organisations whose work helps to achieve Comic Relief Inc.'s vision of a just world free from poverty.

The inaugural Red Nose Day USA was held on Thursday May 21, 2015. The day's events culminated in a three-hour NBC special featuring the country's favorite comedians, musicians and Hollywood stars. It was created to raise money to help children and young people living in poverty in the United States and some of the poorest communities around the world.

Red Nose Day USA is run by Comic Relief Inc. which is an independent sister organization of Comic Relief UK. Comic Relief Inc. and Comic Relief UK are independent organizations related through their shared vision of a just world, free from poverty; and with the same mission to effect positive change through the power of entertainment. In the UK, Red Nose Day has been going for 30 years and is an inspiring cultural phenomenon that unites people from all walks of life in the interest of saving and changing lives across the globe.

# ROCK THE VOTE



**12,000 Americans are turning 18 every day and the number of Millennials in the U.S. will total over 93 million next year, with the potential to comprise a decisive bloc of up to 40% of the voting electorate.** Rock the Vote, the largest non-profit and non-partisan organization in the United States driving the youth vote to the polls, and iHeartMedia kicked off a 14-month campaign from the stage of the iHeartRadio Music Festival in September that promised to increase youth registration and turnout for the 2016 presidential election.

## CAMPAIGN IMPACT



**514 MM**

MEDIA IMPRESSIONS IN  
LESS THAN ONE MONTH



**180 K**

REGISTRATION APPLICATIONS  
THROUGH ITS ONLINE PORTAL



**+60%**

NEW REGISTRANTS WERE  
UNDER THE AGE OF 30





iHeartMedia and Rock the Vote's unique campaign, entitled 'Voting is the Party,' officially launched on-air nationally on National Voter Registration Day. The overall premise of the campaign is to encourage a new generation of voters to join the political process and stresses that it is not about which party you're with; in America, voting is the party.

The partnership leverages iHeartMedia's more than 850 radio stations and the industry-leading iHeartRadio digital platform to share stories from iHeartRadio artists, on-air personalities and listeners about the importance of voting and providing local information about voter registration deadlines and poll location information. iHeartMedia and Rock the Vote will closely cover all aspects of the election process and offer unique opportunities for listeners to get involved.

From September through January 1, 2016 iHeartMedia contributed over \$4.5 million worth of on-air and digital media. The campaign will continue through the 2016 presidential election.

#### ABOUT ROCK THE VOTE

Rock the Vote is the largest non-profit and non-partisan organization in the United States building the political power of young people. Fusing pop culture, politics, and technology, Rock the Vote works to mobilize the millennial voting bloc and the youth vote, protect voting rights, and advocate for an electoral process and voting system that works for the 21st century electorate. Since 1990, Rock the Vote has revolutionized the use of pop culture, music, art and technology to inspire political activity. Now, for almost 25 years, Rock the Vote has pioneered ways to make voting easier by simplifying and demystifying voter registration and elections for young adults. Rock the Vote has run the largest voter registration drives for young people on record during the past six Presidential elections. In 2008 and 2012, our on-the-ground efforts, online organizing, and cutting-edge tools and technologies made us the largest non-partisan voter engagement campaign in the nation. All of these efforts have resulted in Rock the Vote processing nearly seven million voter registrations, bringing millions more to the polls, and becoming a trusted resource for young people, government agencies, and technological innovators passionate about political discourse and engagement.

“ We want iHeartMedia to be a driving force during this cycle, not only in helping to spur new voter registrations but in supporting existing voter engagement, and our primary goal for 2016 is a surge in turnout on Election Day.”

*Bob Pittman, Chairman and CEO of iHeartMedia, Inc.*



# GRANTING YOUR CHRISTMAS WISH



**DoSomething.org, Coca-Cola, Western Union and iHeartMedia teamed up to grant Christmas Wishes to those in need and deserving of a special holiday gift.** 2015 marked the 9th annual “Granting Your Christmas Wish” program and attracted over 45,000 entries with wishes ranging from plane tickets to visit family members, toys for children, dental work, assistance with bills, family vacations, housing repairs and more.

Beginning November 18 through December 18, 2015, iHeartMedia stations encouraged listeners to share their wish requests via participating radio station websites during its annual “Grant Your Christmas Wish” campaign. All participants were required to submit a short paragraph stating why they should have their wish granted or to nominate someone worthy in their lives.

The program was designed to share personal stories with the goal of inspiring non-winners to give back and do something special in their own family or community. All 50 winning entries were broadcasted on-air in the winner’s hometown market and each winner received a match gift from Western Union ranging from \$2,000 - \$4,000.

“What I would love this Christmas is to have my son’s orthodontic work paid for. He was born with a cleft lip and palate and sees a craniofacial team in Durham, NC. He needs to have a palate expander and surgical split before he can have bone grafting surgery to repair his upper jaw. We have insurance but it is not enough. My son is picked on by other children for his looks. It’s hurtful as a mother to hear. Please help me give my son what he needs and deserves.”

“This year my Christmas wish is for my Mom. In July we were told her brain cancer has returned. She has been fighting CNS lymphoma since 2007. She is the strongest woman I know. She never complains and she just keeps fighting. At this time we have had to stop treatment and let her body get strong again. I would love to cheer her up this Christmas by giving her a day with my girls were they could be pampered. Just make some great memories that will last a lifetime!”



# TOGETHER FOR SAFER ROADS

**According to the U.S. Department of Transportation, the total societal cost of automobile crashes exceeds \$230 billion annually.** Contributing to the death toll are alcohol, speed, and various other driver behaviors, plus the kinds of vehicles people drive and the roads on which they travel.



As a founding member of Together for Safer Roads, iHeartMedia is committed to improving road safety and reducing deaths and injuries by road traffic collisions by using the company's 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.

Launched at the United Nations on November 19, 2014, the cross-sector coalition includes companies with the knowledge and fleet expertise to improve road safety: 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 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 and will help deliver key messages to its millions of listeners to drive awareness of this prevalent and growing issue, and help educate the public around safer driving practices.

In 2015, Together for Safer Roads commissioned an expert panel comprised of road safety experts, transport specialists, researchers and engineers to create a white paper to detail key findings and recommendations for safer road conditions around the world. In July 2015, under the direction of the panel's Chair, Kenneth

Moritsugu, M.D., M.P.H., FACPM, and Former Acting U.S. Surgeon General, Together for Safer Roads finalized *Investing in Road Safety: A Global Imperative for the Private Sector*. As co-chair of the coalition's Communications Committee, iHeartMedia helped release the white paper to the public via virtual press conference in November 2015.

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.

“ Road safety is a critical world issue that has no demographic or geographic boundaries. We commend the work and the recommendations of the Together for Safer Roads Expert Panel and await the action that will be taken by the Together for Safer Roads Coalition and its member companies. We are pleased to see the emergence of this coalition and look forward to the steps it will take.”

*Amina J. Mohammed, Special Advisor of the United Nations Secretary-General on Post-2015 Development Planning*

## ABOUT TOGETHER FOR SAFER ROADS

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



# RADIOTHONS





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-focused local medium, and has raised hundreds of millions of dollars by driving donations over the last decade. A radiothon typically lasts between one and two days, during which stations press pause on their day-to-day programming to dedicate all attention and resources to the issue being addressed.

Through its many local radiothon programs, iHeartMedia is one of the biggest supporters of The Children's Miracle Network Hospitals and St. Jude Children's Research Hospital. In addition, many iHeartMedia radio stations have established annual radiothon programs to address local, critical issues, ranging from childhood diseases and homelessness to domestic violence. In 2015, many local iHeartMedia radio stations set and broke already ambitious fundraising goals by raising millions of dollars in just a few days.

# CHILDREN'S MIRACLE NETWORK HOSPITALS

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

## CAMPAIGN IMPACT

\$

**\$6.2 MM**

RAISED BY 33 IHEARTMEDIA RADIO STATIONS  
FOR CHILDREN'S MIRACLE NETWORK HOSPITALS

**\$25.7 MM**

RAISED BY IHEARTMEDIA IN THE LAST 4 YEARS  
FOR CHILDREN'S MIRACLE NETWORK HOSPITALS







Children’s Miracle Network Hospitals raises funds and awareness for 170 children’s hospitals across the United States and Canada. When Children’s Miracle Network Hospitals 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 member hospitals, as well as hosting annual one — or two — day English and Spanish radiothon events which have been an integral part of Children’s Miracle Network Hospitals’ fundraising efforts since 1997. iHeartMedia radiothon programs represent annual giving traditions for many local communities. A

radiothon typically lasts between one and two days and highlights personal patient and family stories related to local hospital treatment.

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

*Barbara Brill, Vice President Media Partners, Children’s Miracle Network Hospitals*

**2015 PARTICIPATING IHEARTMEDIA MARKETS INCLUDE:**

Akron  
Augusta  
Cedar Rapids  
 Fargo-Valley City  
 Jacksonville-Brunswick  
 Oklahoma City  
 Richmond-Petersburg  
 Seattle-Tacoma  
 Tampa-St. Petersburg  
 Wilkes Barre-Scranton

Albany-Schenectady-Troy  
Baton Rouge  
Charleston, SC  
Grand Rapids  
Memphis  
Omaha  
Rochester, NY  
Sioux City  
Tyler-Longview

Albuquerque-Santa Fe  
Birmingham  
Corpus Christi  
Honolulu  
Nashville  
Pittsburgh  
Savannah  
Syracuse  
Washington, DC

# ST. JUDE CHILDREN'S RESEARCH HOSPITAL



## CAMPAIGN IMPACT

\$

**\$8.8 MM**

RAISED BY 56 IHEARTMEDIA RADIO STATIONS FOR ST. JUDE THROUGH INDIVIDUAL RADIOTHON EVENTS

**\$24.7 MM**

RAISED BY IHEARTMEDIA IN THE LAST 4 YEARS FOR ST. JUDE THROUGH INDIVIDUAL RADIOTHON EVENTS



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

St. Jude is working to improve the overall survival rate for childhood cancer to 90 percent in the next decade. iHeartMedia has partnered with St. Jude for over 30 years, most notably through its radiothon programs.

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 \$2.2 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 hospitals' lifesaving treatment and research progress. Additionally, in 2015, 56 iHeartMedia radio stations produced their annual radiothon Country Cares for St. Jude Kids and Radio Cares for St. Jude Kids — the most successful radio fundraising program in America.

**2015 PARTICIPATING IHEARTMEDIA MARKETS INCLUDE:**

- |                  |              |
|------------------|--------------|
| Austin           | Baltimore    |
| Baton Rouge      | Beaumont     |
| Biloxi           | Birmingham   |
| Cedar Rapids     | Chattanooga  |
| Cheyenne         | Cleveland    |
| Colorado Springs | Columbia     |
| Columbus         | Eau Claire   |
| El Paso          | Fayetteville |
| Fort Smith       | Greenboro    |
| Greenville       | Harrisburg   |
| Harrisonburg     | Hartford     |
| Huntington       | Jackson      |
| Las Vegas        | Little Rock  |
| Louisville       | Lynchburg    |
| Mansfield        | McAllen      |
| Memphis          | Minneapolis  |
| Mobile           | Montgomery   |
| Nashville        | New Orleans  |
| Oklahoma City    | Panama City  |
| Pittsburgh       | Poughkeepsie |
| Quad Cities      | Rochester    |
| Salinas          | San Antonio  |
| Sarasota         | Springfield  |
| Tallahassee      | Tucson       |
| Waco             | Washington   |
| Wilmington       |              |

**ABOUT ST. JUDE CHILDREN'S RESEARCH HOSPITAL**

St. Jude Children's Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Everything St. Jude does is centered on its mission: Finding cures. Saving children. 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 it 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 it makes, and every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children. Families never receive a bill from St. Jude for treatment, travel, housing or food — because all a family should worry about is helping their child live.

# PUBLIC AFFAIRS SHOWS



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

In addition to airing millions of PSAs addressing a number of national and local issues, iHeartMedia radio stations dedicate airtime every week to ensure they are informing the

public about the most relevant issues facing their particular communities. 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 its listeners and its Local Advisory Boards to assist in identifying the most appropriate issues to discuss each week. **In 2015, iHeartMedia aired over 27,000 hours of public affairs programming across its more than 850 radio stations.**



**SOME OF THE MOST COMMON ISSUES OF 2015 THAT WERE  
ADDRESSED ACROSS A LARGE NUMBER OF STATIONS INCLUDE:**

- Adoption
- AIDS & HIV
- Blood Donation
- Car Seat Safety
- Community Development
- Disaster Relief
- Drug & Alcohol Abuse
- Elderly Care
- Environmental Concerns
- Marriage Equality
- Health & Fitness
- Homelessness

- Affordable Housing/Health
- Animal Welfare
- Bullying
- Child Abuse
- Consumer Taxes
- Divorce
- Economic Development
- Emergency Preparedness
- Family Services
- Government/Politics
- Health Care
- Homeownership

- Agriculture
- Arts
- Business/Economy
- Clean Water
- Crime
- Domestic Violence
- Education
- Energy
- Financial Assistance
- Gun Control/Violence
- Highway Patrol
- Hunger

# NATIONAL PUBLIC AFFAIRS SPECIALS





Through iHeartMedia Communities, the community engagement division of iHeartMedia, the company organizes and produces a number of national long-form public affairs shows that harness the power of the company's assets and relationships to address local listeners' very specific concerns and needs.

The following nationally-produced shows were distributed to stations to run at their discretion throughout 2015.

# IHEARTRADIO'S THANK AMERICA'S TEACHERS





A staggering 91 percent of teachers purchase basic school supplies for students whose families are unable to afford them. On May 9 and 10, 2015, iHeartMedia's English-language stations aired *iHeartRadio's Thank America's Teachers* program, a long-form show that explored the challenges that teachers face in our communities nationwide. The 30-minute special was hosted by Los Angeles' KOST 103.5 FM on-air personality Kari Steele, who spoke with companies and nonprofit organizations dedicated to working with schools and communities to provide teachers with the resources they need to properly educate students.

The program featured a variety of special guests, including Bob Thacker, the Executive Director for Adopt-A-Classroom who spoke about his organization's ability to identify teachers' needs and help fund their projects to completion. Megan McNallan, a fourth

grade teacher in Minneapolis, said that some schools need extra help — including everything from pencils and paper to instruments and calculators. Kelly Lamar, who works for Farmers Insurance and oversees their *Thank America's Teachers* initiative, discussed the positive impact that additional educational resources can have on student learning. Actor Jack Black's teacher and mentor Debbie Devine discussed the need for art resources and her experience working with actors as the Artistic Director for the 24th Street Theatre in Los Angeles, CA. Mikisha Nation, a Dartmouth College graduate, shared the positive impact that one teacher had on shaping her future.

*iHeartRadio's Thank America's Teachers* encouraged listeners to learn more and help students and educators reach their full potential by visiting [AdoptAClassroom.org](http://AdoptAClassroom.org) and [ThankAmericasTeachers.com](http://ThankAmericasTeachers.com).



# I HEAR RADIO'S PROGRAM ON YOUTH AND DRUGS





Medicine abuse is a serious issue that dramatically impacts thousands of communities socially and financially, every year. iHeartMedia teamed up with The Partnership for Drug-Free Kids, a drug abuse prevention, intervention, treatment and recovery resource nonprofit, to offer a 30-minute public affairs program on medicine abuse for its English-language stations. *iHeartRadio's Program On Youth And Drugs: What You Need To Know About Medicine Abuse* aired between October 25 and November 22, 2015 on nearly 280 iHeartMedia radio stations nationwide.

The public affairs show focused on medicine abuse and its effects on our families and communities in the U.S., along with what listeners can do locally to prevent it and treat those around them. Several experts on the front lines of prescription drug abuse were interviewed, including Marcia Lee Taylor, the President and CEO of The Partnership

for Drug-Free Kids, who spoke about the organization's work with parents and caregivers to provide resources on drug abuse prevention, intervention, treatment and recovery. Dr. Meredith Grossman, who practices psychology in New York City, explained what she sees most in her practice and how she helps patients overcome addiction. Trish Glowacki, playwright and producer of the short film "Warning: Take Only As Directed," discussed her family's journey while her son battled prescription drug abuse, and how it inspired her to create the film following his death. And Eli, who spoke from his experience as a student in recovery and offered advice to parents and families about identifying and treating medicine abuse. These experts gave listeners a unique perspective on drug addiction, and helped them understand how to identify or prevent it from happening in their homes and where to go for help.



# RESPONDING TO CRISIS

Every year, local communities in which iHeartMedia and its employees live and work are painfully impacted by unexplained natural disasters, community crises and the domestic effects of global turmoil and terrorism. From tornadoes in Texas to wildfires in California, from gun violence and racial tension in communities across the U.S. to lives lost at war, iHeartMedia stations are always prepared to immediately respond in times of distress.

## **NATURAL DISASTERS**

Radio plays a vital communications role in times of disaster and iHeartMedia takes its responsibility to serve the public very seriously. iHeartMedia has introduced a number of innovative procedures around its disaster response efforts, ensuring that stations are ready to react at all times.

## **DISASTER ASSISTANCE AND RESPONSE PLAN (DARP)**

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 iHeartMedia stations serve.

## **EMERGENCY OPERATIONS CENTER**

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.

## **2015 NEWS EVENTS**

When natural disasters or traumatic events occur, iHeartMedia stations do everything in their power to not only deliver comprehensive news coverage and relay key messages to listeners, but also to mobilize listeners to action by donating appropriate relief efforts that will aid those affected. The following are a few examples of how iHeartMedia helped rebuild communities most impacted in 2015.

### **CHATTANOOGA: UNITE**

Five Marines were killed in a shooting rampage on July 16, 2015 at two military centers in Chattanooga, Tennessee. iHeartMedia Chattanooga partnered with other local organizations to honor the lives of 5 murdered servicemen. Hosted by Chattanooga native Samuel L. Jackson and featuring Harry Connick Jr and a fly-by from the famed Blue Angels, iHeartMedia helped to give the families of the Fallen 5 and the city of Chattanooga a day of remembrance, healing, and celebration of life.

### **BALTIMORE: PRAYER MARCH**

In response to Freddie Gray's death — a 25-year-old African American resident of Baltimore, Maryland who died after sustaining injuries to his neck and spine while in transport in a police vehicle — and growing racial tensions across the country, the residents of Baltimore rioted.

In Baltimore, WCAO Morning talent Lee Michaels marched with fellow pastors during the Baltimore Riots to call for calm in the city. Lee used his show to interview city leaders and pastors to keep audiences up-to-date.

### **CHICAGO: ADDRESSING COMMUNITY VIOLENCE**

The city of Chicago has been significantly impacted by gun violence. iHeartMedia stations WGCI and WVAZ have been deeply involved in providing a constructive platform for the Chicago community to talk about the significant number of shootings, and the tragic impact of gun violence on people and families across the city.

The WGCI morning show team of Kyle, Kendra G. and Leon, have made a number of important efforts on this front, such as inviting on-air family members who have personally been affected by gun violence to discuss how it has impacted their lives, and visiting local high schools in high-risk areas to hold discussion groups and encourage peace in the streets.

### **DALLAS/FORT WORTH: TORNADOS**

Twelve tornadoes raced through North Texas on the Saturday after Christmas, killing 11 people and damaging hundreds of homes.

In addition to communicating up-to-date news, storm and relief information, iHeartMedia's Dallas/Fort Worth radio stations KHKS, KDMX, KDGE, KZPS and KEGF organized a number of local fundraising events including: an online charity auction; a live radio broadcast; and a Family Fun Day, all to benefit the families displaced by the storm.

# MAKE-A-WISH



Every day, Make-A-Wish supporters change the lives of children with serious illnesses by granting their one true wish. Wishes can help children cope with — or even overcome — the medical conditions that have disrupted their lives. Every year, iHeartMedia aims to use its one-of-a-kind events to create irreplaceable memories for children with life-threatening medical conditions and their families.

iHeartMedia is proud to work with organizations like Make-A-Wish and other similar groups to create memorable experiences for sick or underprivileged children, at-risk kids and families in crisis. In 2015, iHeartMedia brightened hundreds of lives through local celebrity meet-and-greets, exclusive concert admissions, red carpet access and other specially organized experiences.



### IHEARTRADIO FIESTA LATINA



Gloria, a 14-year-old with a brain tumor, and her family met her favorite singer Prince Royce backstage at iHeartRadio Fiesta Latina. He complimented Gloria's name and personalized a poster, album and t-shirt.



Fourteen-year-old Valerie, who has a hematological condition, posed with Prince Royce and asked him to put a ring on her finger. Valerie's wish was to meet Prince Royce because she loves his personality, music and beautiful smile.

### IHEARTRADIO MUSIC FESTIVAL



Eighteen-year-old Kayla, who has Hodgkin's lymphoma, and her best friend posed with Demi Lovato as she held up her signed canvas. Kayla chose to meet Demi as her wish because she is inspired by her music, and hopes to one day have Demi dedicate a song to her.



Autumn, a 12-year-old with synovial sarcoma, asked Make-A-Wish to help her meet Blake Shelton, her favorite country singer. Autumn enjoyed both nights of performances at the iHeartRadio Music Festival alongside her family, including her 10-year-old sister and 8-year-old brother.

### IHEARTRADIO JINGLE BALL 2015 TOUR LOS ANGELES



Stephany, a 15-year-old with leukemia, met One Direction during the band's final tour in Los Angeles. One Direction member Niall Horan played air guitar during Stephany's backstage experience.



Seventeen-year-old Monika, who has a brain tumor, asked Make-A-Wish to help her meet One Direction. Her mother and father wore personalized t-shirts to meet the band, and Monika received a hug from band member Harry Styles.

### DALLAS



In a meet-and-greet with One Direction, 13-year-old Kiara asked the band to sign a poster and t-shirt. Kiara, who has a brain tumor, brought her mother and brother backstage with her in Dallas, and the family wore One Direction shirts to support Kiara's wish.



With the help of Make-A-Wish, 16-year-old Danielle Flores, who has Hodgkin's Lymphoma, brought her mother, father and brother to enjoy the concert and a backstage meet-and-greet with One Direction at the iHeartRadio Jingle Ball Tour in Dallas, Texas.

### SAN FRANCISCO



Jennifer Sanchez, a 16-year-old quadriplegic who loves all genres of music, attended The iHeartRadio Jingle Ball Tour in San Francisco to see her favorite artists perform live. She met her idol Shawn Mendes and spent time with him and her family backstage.



# SPECIAL EVENTS AND FUNDRAISING



iHeartMedia produces tens of thousands of 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 broadcast live, 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.

## 2015 BENEFIT EVENTS

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 2015:**

A Place Called Home  
Alzheimer's Foundation of America  
American Heart Association  
Broadcasters Foundation of America  
Clara Lionel Foundation  
Global Jewish Advocacy (AJC)  
IRTS  
Lustgarten Foundation  
NATPE  
Newhouse School  
Special Olympics  
The Partnership for Drug-free Kids  
UJA Federation

Advertising Educational Foundation  
American Advertising Federation  
American Red Cross  
City of Hope  
DonorsChoose.org  
Intrepid Fallen Heroes Fund  
Keep a Child Alive -- Black Ball  
NAB Education Foundation  
New York City Police Foundation  
Partnership with Children  
The Kristen Ann Carr Fund  
TJ Martell Foundation  
Young Audiences of New York





## IHEARTRADIO FUNDRAISING

In 2015, iHeartMedia offered unique iHeartRadio Music Festival, iHeartRadio Jingle Ball, iHeartRadio Country Festival 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 iHeartRadio Jingle Ball ticket sales across the country to The Ryan Seacrest Foundation.

### 2015 BENEFITING ORGANIZATIONS INCLUDE:

- |  |  |
|--|--|
| 92Y Nursery School   | ACLU of Southern California                          |
| Alliance for Lupus Research                                    | ALS Therapy Development Institute                    |
| Augie's Quest to Cure ALS                                      | Alzheimer's Foundation of America                    |
| American Association for Cancer Research                       | American Red Cross                                   |
| Archer School For Girls  | Avon 39  |
| Babel  | Bob Woodruff Foundation                              |
| Breast Cancer Alliance   | Broadcasters Foundation of America                   |
| Bystander Revolution   | Charcot Marie Tooth Association                      |
| Children's National Health System                              | Culture for One                                      |
| CureDuchenne   | Fresh Air Fund                                       |
| Friends Seminary   | Global Poverty Project                               |
| Hispanic Chamber of Commerce Metro Orlando                     | Jamie Whelan Foundation                              |
| John LaBarbera Golf Outing                                     | Lalela   |
| LaGuardia High School of Music,<br>Art and the Performing Arts | Manhasset Women's Coalition<br>Against Breast Cancer |
| Make-a-Wish  | Max Warburg Courage Curriculum                       |
| Naval Special Warfare Family Foundation                        | New Heights Youth, Inc.                              |
| Nightingale-Bamford School                                     | Northport Nursery School                             |
| NYPD Fire Department   | Park Avenue Synagogue                                |
| Playwrights Horizons' Holiday Auction                          | Professional Children's School                       |
| Rain Forest Foundation   | Read Ahead   |
| Rock the Vote  | Roeliff Jansen Community Library                     |
| Ryan Seacrest Foundation                                       | Saint Ann's School, Brooklyn                         |
| St. Baldrick's Foundation                                      | Sweet Relief   |
| T.J. Martell Foundation  | The Kristin Ann Carr Fund                            |
| The Women's Club of Fullerton                                  | Union Settlement Association                         |
| Viewpoint School   |  |

# 2015 HONORARY AWARDS & RECOGNITION



Each year iHeartMedia, its key executives, and iHeartMedia local radio stations are honored by various groups and organizations for their charitable contributions to a wide variety of causes and initiatives. In 2015, iHeartMedia's President of Entertainment Enterprises John Sykes accepted the 2015 NABEF Service to America President's Special Award for the company's continued commitment to help veterans find jobs; iHeartMedia received a Cause Marketing Halo Award for its work with Children's Miracle Network Hospitals, and iHeartMedia's KEX-AM in Oregon was presented the NAB Service to Children Award for the station's long-term commitment to providing hearing aids and eyeglasses to children whose families cannot afford them. Additionally, many other local radio stations received a number of awards for efforts in their communities.

## **PRESIDENT'S SPECIAL AWARD TO IHEARTMEDIA**

The NABEF President's Special Award recognizes historic and extraordinary achievement by a broadcaster.

iHeartRadio's Show Your Stripes 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 over \$175 million in radio, digital and out-of-home resources to highlight the skills of returning service men and women and their value to employers. iHeartRadio's Show Your Stripes is the largest public service campaign in the company's history. The campaign spans iHeartMedia's 858 owned-and-operated radio stations across 150 markets, with each station addressing specific

unemployment needs for each individual community. In addition to nationally produced spots, local radio stations produce PSAs that reflect their community. In July 2014, the company launched a 30-minute long-form public affairs show. Local stations also explored opportunities to promote and participate in regional veteran-focused career fairs.

## **SERVICE TO CHILDREN AWARD TO IHEARTMEDIA STATION KEX-AM TIGARD, OR.**

The National Association of Broadcasters Service to Children Award honors television and radio stations for outstanding programs, campaigns and public service announcements produced for the benefit of children.

Since 1987, the KEX Kids Fund has provided eyeglasses and hearing aids to children whose

families cannot afford them in 16 counties of Oregon and Southwest Washington. The program is funded primarily by donations from KEX listeners, who contribute through a four-day pledge drive that begins each year on Thanksgiving morning. The annual radiothon raises approximately \$100,000, allowing the Kids Fund to meet the needs of approximately 1,000 children each year. Teachers report that students who are served by the KEX Kids Fund, given proper hearing and vision, invariably move from the bottom to the top of their classes. Since the program's inception, thousands of children have been helped and millions of dollars have been raised.

**CAUSE MARKETING FORUM HALO AWARD**  
**IHEARTMEDIA & CHILDREN'S**  
**MIRACLE NETWORK HOSPITALS**

iHeartMedia and Children's Miracle Network Hospitals were jointly honored by the Cause Marketing Forum for the positive impact of iHeartMedia's annual radiothon program, receiving a 2015 Cause Marketing Forum Halo Award for Best Focused Campaign. iHeartMedia radiothon programs represent annual giving traditions for many local communities and over the last four years has raised \$25.7 million for Children's Miracle Network Hospitals.

**NAB CRYSTAL RADIO AWARD WUSL-FM**  
**POWER 99, PHILADELPHIA, PA**

Since 1987, The National Association of Broadcasters' (NAB) Crystal Radio Awards have recognized radio stations for their outstanding year-round commitment to community service.

In 2015, iHeartMedia's Philadelphia's Power 99 sponsored a number of fundraisers that raised \$4.4 million, aired 1,658 PSAs, and contributed 100+ station appearances valued at over \$1.5 million. Additionally, Power 99 used its resources to address specific issues that severely impacted Philadelphia including violence against women, racial tensions and homelessness.

**LOCAL IHEARTMEDIA MARKETS**  
**RECOGNIZED FOR DOING GOOD**

iHeartMedia has long led the media and entertainment industry in the quantity and scope of community service programs at the local, regional and national levels. In 2015, iHeartMedia drew attention to a variety of important issues supporting thousands of local nonprofits.

**IHEARTMEDIA STATIONS RECOGNIZED FOR THEIR COMMUNITY-RELATED CONTRIBUTIONS:**

| <b>STATION NAME</b> | <b>MARKET</b>                 | <b>AWARD</b>  |
|---------------------|-------------------------------|---|
| 100.3 The Peak      | Albuquerque, NM               | New Mexico Broadcasters Association: 2015 Best Public Service Campaign                |
| 100.5 The FOX       | Anchorage, AK                 | Alaska Broadcasters Association: 2015 Goldies Award for Community Service             |
| Inspiration 1390    | Chicago, IL                   | Emerald City Theatre: 2015 One Fund Corporate Award                                   |
| Power 102.1         | El Paso, TX                   | Hispanos Triunfadores: On-air Community Service Award                                 |
| Kix 104             | Fayetteville, AR              | Susan G. Komen: Outstanding Corporate Partner Award                                   |
| iHeartMedia Fresno  | Fresno, CA                    | Alzheimer's Association: Corporate Partner Award                                      |
| KTOK                | Oklahoma City, OK             | Children's Miracle Network Hospitals: Media Partner of the Year                       |
| Kat 103.7           | Omaha, NE                     | Academy of Country Music: On-air Personality of the Year                              |
| WUSL FM             | Philadelphia, PA              | National Association of Broadcasters: 2015 Crystal Award                              |
| WDAS FM             | Philadelphia, PA              | BEBASHI: Power of 30 Award for Community Service                                      |
| KEX Award           | Portland, OR                  | National Association of Broadcasters: Service to Children                             |
| WRWD, WKIP, Q92     | Poughkeepsie, NY              | Association of Fundraising Professionals: 2015 Outstanding Philanthropist of the Year |
| ROCK933, 961KISSFM  |                               |   |
| 99.1 KGGI           | Riverside / San Bernadino, CA | American Cancer Society: Award of Excellence  |

# MUSIC DEVELOPMENT



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 its '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.

## LIST OF 2015 AIP ARTISTS:

|                     |                                 |
|---------------------|---------------------------------|
| Death Cab for Cutie | Wale                            |
| Ludacris            | Twenty One Pilots               |
| Muse                | Nate Ruess                      |
| Jill Scott          | Alessia Cara                    |
| Rob Thomas          | Jess Glynne                     |
| Brett Eldredge      | Robert DeLong                   |
| Shinedown           | Fetty Wap                       |
| The Front Bottoms   | Jamie Lawson                    |
| Carrie Underwood    | Seal                            |
| Ty Dolla \$ign      | Justin Bieber                   |
| CeeLo Green         | Coldplay                        |
| Cam                 | Special Olympics<br>World Games |

## ARTIST INTEGRATION PROGRAM (AIP)

Now in its fifth 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 its 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.



### DIGITAL ARTIST INTEGRATION PROGRAM

In 2012, the Artist Integration Program was extended to iHeartMedia's digital platform. 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 2015, iHeartMedia executed 654 Digital Artist Integration Programs.

### ON THE VERGE

The "On The Verge Artist" program promotes key tracks and artists that iHeartMedia programmers are excited about and know their listeners will love. Each 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 platform. All On The Verge Artists charted to the top 30, with more than half landing in the top 10, and nearly a third claimed the No. 1 chart slot. iHeartMedia's 'On The Verge' program launched and positioned the success of the below tracks.

### 2015 MACY'S IHEARTRADIO RISING STAR

Now in its fifth 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.

In 2015, iHeartRadio listeners and Macy's shoppers cast more than 10 million votes for their favorite up-and-coming artists, crowning Christina Grimmie as the 2015 Macy's iHeartRadio Rising Star. iHeartRadio fans and Macy's shoppers also heard music from the top five Rising Star finalists on iHeartRadio via Macy's exclusive mstyleradio, the retailer's own radio station which also broadcasts live in-store at Macy's mstylelab Junior's and Young Men's departments nationwide. Christina Grimmie performed alongside music's biggest stars at the 2015 iHeartRadio Music Festival in Las Vegas on September 18 and 19, in addition to taking the stage for special performances for Macy's.

### LIST OF ON THE VERGE ARTISTS / SONGS:

|                                       |                  |                                  |
|---------------------------------------|------------------|----------------------------------|
| A Thousand Horses                     | Natalie La Rose  | Justine Skye                     |
| Sheppard                              | Joywave          | Tori Kelly                       |
| The Temperance Movement               | Sevyn Streeter   | Michael Ray                      |
| Fifth Harmony                         | Nate Ruess       | Rachel Platten                   |
| X Ambassadors                         | Chris Janson     | Pia Mia                          |
| Tink                                  | The Struts       | Andrew McMahon In The Wilderness |
| Cam                                   | Hailee Steinfeld | Rita Ora ft. Chris Brown         |
| Nathaniel Rateliff & The Night Sweats | Jamie Lawson     | Conrad                           |
| Yazz from "Empire"                    | Post Malone      | Granger Smith                    |
| Nothing But Thieves                   | Jacques          |                                  |

# LOCAL ADVISORY BOARDS



Local Advisory Boards (LABs) play an integral role in guiding iHeartMedia's support of the most relevant issues impacting individual communities. Quarterly or bi-annual LAB meetings bring together a group of community representatives 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 annually.



**RACHEL GORDON**

**SAN FRANCISCO  
PUBLIC WORKS**  
*DIRECTOR OF POLICY  
AND COMMUNICATIONS*  
**SAN FRANCISCO, CA**

**LAB MEMBER SINCE 2015 (1 YEAR)**

"San Francisco Public Works is pleased to partner with iHeartMedia San Francisco Bay Area on working with young people to improve our communities. Strategic partnerships involving government, nonprofits and businesses strengthen our ability to provide meaningful opportunities for our constituents."



**JEFF PETROVIC**

**THE LEUKEMIA &  
LYMPHOMA SOCIETY**  
*SENIOR CAMPAIGN  
DIRECTOR*  
**SEATTLE, WA**

**LAB MEMBER SINCE 2012 (4 YEARS)**

"iHeartMedia is a leader in public service and giving back to the communities in which they serve. I am proud to be a member of their Local Advisory Board here in Seattle. Whether the issues are childhood cancer, homelessness, education or supporting our veterans, iHeartMedia confronts the issues head on and creates change. The Leukemia & Lymphoma Society is grateful to partner with iHeartMedia and we look forward to continuing our relationship for years to come."



**BIRDELLA C. BRADEN**  
 FEDERAL BUREAU OF INVESTIGATION  
 COMMUNITY OUTREACH SPECIALIST  
 CHICAGO, IL

**LAB MEMBER SINCE 2015 (1 YEAR)**

“As a new member, I’ve had the pleasure of serving on the LAB since 2015 and have had the opportunity to engage with leaders from different organizations and industries. As a law enforcement liaison, I’ve been able to contribute to iHeartMedia Chicago’s initiatives by engaging in open discussions about issues that seriously impact the City of Chicago every day. This opportunity allows FBI Chicago to participate with a positive media outlet as a law enforcement partner.”



**BOB MCCOY**  
 EAU CLAIRE CHAMBER OF COMMERCE  
 PRESIDENT/CEO  
 EAU CLAIRE, WI

**LAB MEMBER SINCE 2009 (7 YEARS)**

“I’m proud to be a member of the iHeartMedia Eau Claire Local Advisory Board. With iHeartMedia’s involvement in so many community events, it’s important to have a voice in improving our ability to connect with current and new business members of the Chamber of Commerce as well as the thousands of listeners throughout the Chippewa Valley and surrounding communities.”



**NEKIMA HORTON**  
 VETERANS COALITION OF NORTH CENTRAL TEXAS  
 PRESIDENT & CEO  
 DALLAS, TX

**LAB MEMBER SINCE 2010 (6 YEARS)**

“I have been working with iHeartMedia Dallas for five years and it is my favorite media interaction! The Local Advisory Board is truly concerned about the state of veterans and the community and always reports the facts. The Veterans Coalition and our members have been on air many times and we look forward to many more.”



**JANE PHILLIPS**  
 CHILDREN’S HOSPITAL & MEDICAL CENTER FOUNDATION  
 DIRECTOR OF DEVELOPMENT  
 OMAHA, NE

**LAB MEMBER SINCE 2007 (9 YEARS)**

“It is my honor to serve alongside many esteemed community leaders and public servants who are dedicated to making life better for our community and neighbors by offering insights, perspectives, and suggestions for public service campaigns.”

# IHEARTMEDIA'S ON-AIR PERSONALITIES

iHeartMedia's most popular on-air radio personalities are also active members of communities across the nation, and have a rich history of connecting to listeners within 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 a few examples of how radio's most well-known voices make a difference in the communities in which they live and work — both on and off the air.



## **DELILAH** **POINT HOPE**

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 nonprofit 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 unable to access potable water. Delilah made her

26th and 27th trips to Ghana in 2015, and celebrated her 11-year commitment to Point Hope by hosting the inaugural Farm-To-Table dinner fundraiser for 60 people at her home in Seattle to raise money and awareness for the organization.

Delilah also travelled to Haiti last fall with UNICEF to witness the organization's humanitarian efforts, and upon her return hosted a radiothon and month-long fundraiser for the organization. iHeartMedia supported Delilah's philanthropic efforts in 2015 through national on-air programming and digital resources.





## **RYAN SEACREST** **RYAN SEACREST FOUNDATION**

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, a nonprofit 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 nine studios across the country in children's hospitals in Atlanta, GA; Philadelphia, PA; Boston, MA; Dallas, TX; Orange County, CA; Charlotte, NC; Cincinnati, OH; Washington, D.C.; and Denver, CO with a 10th studio launching in Nashville, TN in Spring 2016. iHeartMedia supports the amazing work of the Ryan Seacrest Foundation in a variety of ways throughout the year, including providing national engineering and programming support and executing national and local fundraising programs.



## **STEVE HARVEY** **THE STEVE AND MARJORIE HARVEY FOUNDATION**

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 importance of positive self-image, responsible personal conduct, and self-respect. In 2015, 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 programming. In addition, the Foundation and Premiere Networks partnered to give away 7,000 turkeys as part of the Steve Harvey Morning Show Annual Turkey Give. On November 23 and 24, more than 70 affiliates of The Steve Harvey Morning Show gave the turkeys away to help those less fortunate celebrate the Thanksgiving holiday. Since the Turkey Give was launched in 2009, approximately 45,000 turkeys have been provided to those in need.

# I HEART MEDIA'S ON-AIR PERSONALITIES



## **ELVIS DURAN** **UNICEF & VARIOUS** **ORGANIZATIONS**

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 nonprofit organization that aims to increase animal adoptions, while also providing a stress-free life for animals surrendered to shelters. As an advocate for the LGBT community, Duran also works closely with GLAAD and takes part in their national Spirit Day campaign.

In addition, Duran supports the Eric Trump Foundation benefiting St. Jude Children's Research Hospital and participates in the St. Jude Walk/Run to End Childhood Cancer. This past September was the third annual Elvis Trumps Cancer, a charity walk across the

Brooklyn Bridge hosted by both Duran and Eric Trump. Over the last three years, Elvis Trumps Cancer has raised nearly \$1 million and has consistently fundraised more money and has attracted more walk participants than any other walk team in the country.

Also in 2015, after visiting the children of Haiti, Duran became a UNICEF supporter and raised close to \$500,000 during a special broadcast from One World Observatory on Giving Tuesday. Duran made additional contributions to a variety of organizations and charities in 2015, including: the Staten Island Zoo's annual endowment; the U.S. Marine Corps Reserve's Toys for Tots, which supplies Christmas gifts to less fortunate children nationwide; Ronald McDonald House Charities, an organization that provides a home away from home for families with seriously ill children at no cost and supports initiatives to improve pediatric health; and Soldier Strong, a nonprofit that gives back to U.S. troops, veterans and their families.



## **BOBBY BONES** **ST. JUDE CHILDREN'S RESEARCH HOSPITAL & VARIOUS ORGANIZATIONS**

The Bobby Bones Show is a supporter of numerous charitable causes. Since April 2014, the morning show has raised more than \$1.9 million for St. Jude Children's Research Hospital by hosting benefit concerts around the country featuring performances by Bones' comedy band The Raging Idiots and Country music's biggest stars. The Bobby Bones Show produces local radiothons for multiple iHeartMedia affiliates nationwide to fundraise at a local level, and the on-air personalities visit a Memphis hospital to entertain patients with live musical performances.

In 2015, The Raging Idiots played concerts hosted by iHeartMedia's 103.5 WEZL in Charleston, S.C. and KASE 101 in Austin, Texas, to benefit The American Red Cross and support local flood relief efforts. Together, the events helped raise more than \$100,000 for the communities in need.

In addition, The Raging Idiots have played to sold out crowds in nearly a dozen states, including Alabama, Florida, Georgia, Kansas, Massachusetts, Missouri, New Mexico, Tennessee, Texas, Wisconsin, Wyoming and Washington, D.C., to benefit various children and animal charities.

## **JOHNJAY AND RICH** **THE JOHNJAY & RICH CARE FOR KIDS FOUNDATION**

Johnjay & Rich have helped thousands of children and families in need for nearly 15 years by providing food, clothing, toys, basic needs and experiences each year during the holiday



season through their Christmas Wish program. In 2007 they formed The Johnjay & Rich Care for Kids Foundation, a designated 501(c)(3) nonprofit organization that provides assistance to nearly 400,000 kids living in U.S. foster care.

In 2015 Johnjay and Rich raised funds for the foundation through the #LoveUp campaign, which encourages people to pay it forward and spread the love. In August, Johnjay and Rich helped Phoenix-area foster care children prepare for the new school year by hosting a special #LoveUp foundation event for more than 200 children.

Last October, Johnjay and Rich launched the inaugural #LoveUp fashion event in Scottsdale, Arizona, to benefit the foundation. Nearly 400 attendees were treated to an evening of live musical performances, silent auctions and a fashion show, which featured celebrity models including actress Gena Lee Nolan and former NFL Quarterback Donovan McNabb hitting the runway in #LoveUp creations that were made available for purchase. The event raised more than \$50,000 for The Johnjay & Rich Care for Kids Foundation.

As part of their annual Christmas Wish program, the morning show helped nine families in need, including a family in Buckeye, Arizona, who wanted to adopt three children, but struggled to meet the necessary state requirements, including the purchase of more beds for the children. The Johnjay & Rich Show appeared outside the family's home and gifted them \$1,000 in groceries, \$1,000 for new clothes for the family, toys for all the kids, new bunk bed sets, and the biggest surprise of all — a reunion for the family's mother with her best friend, who secretly nominated them for the Christmas Wish program.

# I HEART MEDIA'S ON-AIR PERSONALITIES



## **GLENN BECK** **MERCURY ONE**

Glenn Beck created the nonprofit Mercury One to reflect his belief in the individual, self-determination, free enterprise and the essential need for faith. Glenn and Mercury One raise monetary donations and supplies used for disaster relief, supporting Israel, preserving history and empowering individuals, families and communities across the country. To date, Glenn and Mercury One together have raised over \$2 million in both donations and food for

the Children & Family Border Relief Fund. In 2015, Glenn 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."



## **SEAN HANNITY** **U.S. VETERAN ISSUES**

One of the many causes Sean Hannity supported in 2015 was Building Homes for Heroes (BHH), a national nonprofit organization that builds or modifies homes, and gifts them, mortgage-free, to veterans and their families. Sean shined a spotlight on BHH on his Fox News program, 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. A former contractor himself, Sean helped build a home with BHH in the spring of 2015.

He also continued to support millions of out-of-work Americans in 2015 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 listeners could find more information about the jobs. In addition, representatives from those companies were invited to be featured on the radio program.

## **RUSH LIMBAUGH**

In 2015, Rush Limbaugh released the fourth book in his award-winning “Rush Revere” series for children focused on American History — Rush Revere and the Star-Spangled Banner. He donated thousands of copies of the book to libraries and other learning institutions, and a portion of the profits from both the sale of the book series and Limbaugh’s Two If By Tea® was donated to the Marine Corps Law Enforcement Foundation, which benefits the surviving families of our fallen soldiers and first responders. To date, more than \$500,000 has been donated.

In April 2015, Limbaugh hosted his 25th 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. \$3.3 million was raised for the Leukemia & Lymphoma Society through on-air and online donations in 2015, and over the last 25 years Rush has raised nearly \$44 million for the organization.

# LOCAL STATION HIGHLIGHTS



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



## **ROCK 106.9** AKRON, OH

### **THE AKRON-CANTON REGIONAL FOODBANK RADIOTHON**

On December 4, Rock 106.9 morning show The Stansbury Show hosted a live 13-hour radiothon to benefit the Akron-Canton Regional Foodbank. The station promoted the event on-air, online and via social media and encouraged listeners to donate online or in-person at two local donation sites. As part of the station's efforts, over \$80,000 in donations and 50,000 non-perishable food items were collected for local residents in need.

## **MY 101.7** AKRON, OH

### **CHRISTMAS IS FOR CHILDREN**

My 101.7 hosted its annual Christmas is for Children holiday toy drive on December 12. Station personalities broadcasted live on location during the event and encouraged listeners to donate new unwrapped children's gifts, which were distributed through the Community Christmas Program and Toys for Tots. In 2015, Christmas is for Children raised over \$5,000 and collected 1,500 toys for local children of all ages.



## **98.1 KDD** AKRON, OH

### **HAVE A HEART, DO YOUR PART RADIOTHON**

98.1 KDD held its annual Have a Heart, Do Your Part radiothon from February 12 - 14 to benefit the Akron Children's Hospital. During the three-day event, KDD morning show hosts Keith, Tony and Meg encouraged listeners to donate and spoke with guests who shared their inspiring stories. The 2015 radiothon raised \$783,000 for Akron Children's Hospital, bringing the Have a Heart, Do Your Part radiothon's 15-year total to \$11 million.

## **96.3 WJIZ & 98.1 KISS FM** ALBANY / COLUMBUS, GA

### **SOUTH CAROLINA FLOOD VICTIMS**

After floods devastated areas of South Carolina, 96.3 WJIZ and 98.1 Kiss FM collected cases of water, baby supplies and non-perishable items on October 20 - 22 for the victims. On-air personalities broadcasted live from local businesses and encouraged listeners to donate supplies, which were given to the South Carolina Emergency Management Division to aid victims. More than 200 cases of water and hundreds of baby wipes and non-perishable items were collected during the three-day event.





## **99.5 THE RIVER** ALBANY, NY

### **PAY LESS FOR THE DRESS**

99.5 The River teamed up with local dry cleaner Best Cleaners to collect gently used formal dresses for their Pay Less for the Dress event, which took place at the NY Women's Expo in February and gave Capital Region residents an opportunity to buy affordable dresses for their proms. Best Cleaners cleaned all donated dresses and residents were charged \$9.95 to purchase the dress of their choice. As a result of the event, over 550 affordable prom dresses were sold and over \$5,000 was raised for Big Brothers Big Sisters of the Capital Region.

## **810 & 103-1 NEWS RADIO WGY, 99.5 THE RIVER** ALBANY, NY

### **CHILDREN'S MIRACLE NETWORK RADIOTHON**

810 & 103-1 News Radio WGY and 99.5 The River are longtime supporters of The Children's Hospital at Albany Medical Center. On April 30 - May 1, the stations hosted the annual Children's Miracle Network radiothon. The two-day event featured interviews with patients, families and medical staff and raised more than \$245,000 for The Children's Hospital at Albany Medical Center.

## **99.5 THE RIVER** ALBANY, NY

### **COMBAT CANCER WITH 99.5 THE RIVER**

Throughout October, 99.5 The River held its Combat Cancer with 99.5 The River program to raise community awareness of breast cancer treatment, prevention and resources. The station's on-air personalities broadcasted live from several Capital Region locations with its pink River Combat Cancer Van, and encouraged listeners to donate in tribute to someone special in their life. The station also hosted an online auction featuring items from local sponsors and artists such as Taylor Swift, Imagine Dragons, OneRepublic, Rob Thomas and Maroon 5. The month-long activities culminated with The River's first-ever Combat Cancer Dodgeball Tournament, which brought together listeners, local businesses and River staff. In 2015, Combat Cancer with 99.5 The River raised over \$5,000 for its local chapter of the American Cancer Society.

## **PYX 106** ALBANY, NY

### **BRUNSWICK TOY RUN WITH PYX 106**

In November 2015, PYX 106 hosted the Brunswick Toy Run, which kicked off its annual Toys for Tots campaign. PYX 106 promoted the charity motorcycle ride on-air and requested that each participant donate an unwrapped toy or give a monetary donation to the Toys for Tots campaign. Hundreds of riders, including PYX Midday host John Cooper, participated in the event, which raised over \$7,500 in toys and monetary donations.



**810 & 103-1 NEWS  
RADIO WGY, PYX 106  
ALBANY, NY**

**LEATHERSTOCKING HONOR FLIGHTS**

For the past two years, PYX 106 and 810 & 103-1 News Radio WGY have sponsored Leatherstocking Honor Flights program, which provides World War II and Korean War veterans with free one-day trips to Washington, D.C. to experience the memorials. The stations promote the program annually on Memorial Day and Fourth of July weekend and encourage listeners to make online donations to help fund upcoming Honor Flights. WGY weekend morning show host Joe Gallagher broadcasts live from Albany International Airport the day of the flights, which take place throughout the year and include a ceremony for the veterans and their families. In 2015, 230 veterans went on Honor Flights.

**PYX 106  
ALBANY, NY**

**VETS "ROCK" PYX 106 ON VETERANS DAY**

PYX 106 observed Veterans Day with a special broadcast featuring military servicemen and women from the Capital Region. Prior to the event, PYX 106 encouraged local veterans to visit the station website and submit why they wanted to be a guest DJ on PYX 106. On November 11, 2015, the station chose 11 veterans to host the station's programming, music and conversational topics for the day, as well as share stories about their time in Vietnam, Iraq, and Afghanistan. PYX 106 also aired audio clips throughout the day featuring World War II veterans.

**810 & 103-1 NEWS  
RADIO WGY  
ALBANY, NY**

**WGY CHRISTMAS WISH**

From November 18 - December 23, 810 & 103.1 News Radio WGY held the 36th annual WGY Christmas Wish program, which distributes donations to aid local nonprofit children's organizations. Donations were collected at various sponsor locations, online, at a special live broadcast Breakfast with Santa event, and during a morning-long radiothon hosted by morning show personalities Chuck and Kelly. In 2015, the WGY Christmas Wish program raised over \$93,000 and distributed grants to more than 100 organizations in the community. The event has raised more than \$3.1 million since 1979 to help local children celebrate the holidays.

**PYX 106  
ALBANY, NY**

**STARS FOR OUR TROOPS  
PROGRAM WITH PYX 106**

Once a month PYX 106 invites listeners to volunteer their time to help Stars For Our Troops, an organization that removes stars from retired U.S. flags and sends them to active service members. PYX 106 provides the organization with office space where listeners, PYX staff members, and additional community members volunteer to carefully remove and package the stars. With PYX 106's assistance, Stars For Our Troops has distributed thousands of star packages to active military around the world.



## 99.5 THE RIVER ALBANY, NY

### 99.5 THE RIVER ANNUAL CHRISTMAS TOY DRIVE

On December 5, 99.5 The River hosted its annual 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 and 98.3 TRY and included a live remote broadcast. Over 1,000 toys were collected and donated to local community organizations.

## 100.3 THE PEAK ALBUQUERQUE, NM

### NEW MEXICO CHILDREN'S HOSPITAL RADIOTHON

KPEK held its 11th annual radiothon to benefit the University of New Mexico Children's Hospital from February 19 - 20, 2015. The two-day long broadcast provided listeners with an inside look at the hospital and an opportunity to donate to the organization. Prior to the radiothon, KPEK ran three weeks of live and recorded on-air mentions and posted web banners on its website and promoted the event on its social media accounts. In 2015, \$204,000 was raised for the Children's Hospital.



## MAGIC 98.9 FM AND 101.3 KGOT ANCHORAGE, AK

### POLAR PLUNGE

In December 2015, iHeartMedia Anchorage was an official partner of the Special Olympics' seventh annual Polar Plunge. The station encouraged listeners to support athletes participating in Alaska's 2015 Special Olympics by donating or joining in the annual event. The iHeartMedia Anchorage team, including KGOT-FM and Magic 98.9 FM on air talent, jumped into the icy water of Goose Lake and raised over \$2,000.

## 100.5 THE FOX ANCHORAGE, AK

### ALASKA'S TOBACCO QUIT LINE

From November 20, 2014 to February 28, 2015, 100.5 The FOX partnered with Alaska's Tobacco Quit Line, which helps local residents quit smoking. To bring attention to the resources of Alaska's Tobacco Quit Line, 100.5 The FOX's mascot Filmore the Fox "quit smoking" and the cigar that he smoked in the station's logo was removed. The station's efforts resulted in the increased use of the Alaska's Tobacco Quit line toll-free help number and increased traffic on its website.



## 101.3 KGOT ANCHORAGE, AK

### SOCKTEMBER SOCK DRIVE

In November, 101.3 KGOT partnered with Diamond Center, Alaska's largest mall, for its Socktember sock drive to collect socks, which are the most needed but least donated clothing item. The station promoted the sock drive on-air, online and via its social media throughout the month and encouraged residents to donate. KGOT's Socktember collected over 1,000 pairs of socks, which were donated to Covenant House of Alaska and The Downtown Soup Kitchen.

## 99.9 KISS COUNTRY ASHEVILLE, NC

### KISS COUNTRY CARES FOR KIDS RADIOTHON

99.9 Kiss Country hosted its seventh annual Kiss Country Cares for Kids radiothon on March 5 - 6, 2015, which benefited the local Mission Children's Hospital. Morning show hosts Eddie Foxx and Sharon Green of The Eddie Foxx Show broadcasted live and shared stories of the hospital's lifesaving pediatric care. The 2015 radiothon was a record-breaking year for 99.9 Kiss Country and raised over \$255,000 for the hospital, bringing the seven-year total to over \$1.1 million.



## WNCO 101.3 ASHLAND-MANSFIELD, OH

### COUNTRY CARES FOR ST. JUDE KIDS RADIOTHON

On March 5 - 6, 2015, WNCO-FM held its 10th Country Cares for St. Jude Kids Radiothon. Throughout the two-day event, the station highlighted national and local examples of families who have benefited from the pediatric research and care facility's efforts. WNCO personality Matt Appleby also shaved his head after reaching his goal of getting 50 new Partners in Hope, which resulted in \$10,000 being raised for St. Jude Children's Research Hospital.

## 102.5 THE BULL BIRMINGHAM, AL

### ANGEL TREE

The Salvation Army's Angel Tree program provides new clothing and toys to children of needy families through the support of donors. Every Christmas, WDXB-FM and its on-air talent ask listeners to adopt an angel from an Angel Tree by selecting a paper angel with details about a child in need and purchasing gifts for that child. In 2015, morning show hosts Dollar Bill and Madison also served as "Celebrity Bell Ringers" for the organization to encourage additional supporters. The station's efforts helped over 10,000 local families receive children's Christmas gifts.



## 103.7 THE Q BIRMINGHAM, AL

### LITTLE BLACK DRESS PARTY

Every year, 103.7 The Q throws a Little Black Dress party to benefit the Breast Cancer Research Foundation of Alabama and donates all proceeds from ticket sales to the charity. The 11th annual Little Black Dress Party featured live performances by recording artists Great Big World, JoJo, and Daya, and raised over \$4,000 for the Alabama chapter of the Breast Cancer Research Foundation.

## MAGIC 96.5 BIRMINGHAM, AL

### CHRISTMAS WISH

Every December, Magic 96.5 holds its annual Christmas Wish campaign, which has been a staple in Birmingham for over 20 years and features an on-air auction with products and services donated by the station's partners to raise money for local underprivileged families. The station asks listeners to nominate families in need during the Christmas season and receives thousands of submissions every year. In 2015, Magic 96.5 raised \$10,000, which provided financial assistance to over 30 families in the Birmingham community.

## NEWS RADIO 105.5 WERC BIRMINGHAM, AL

### WINTER WARM UP COAT DRIVE

On December 17, 105.5 WERC partnered with the Birmingham Barons baseball team for its Winter Warm Up Coat Drive, which collected winter coats for local families in need at several local Walmart stores. In 2015, the Winter Warm Up Coat Drive resulted in 2,000 coats being donated to local shelters.

## 96.9 THE KAT CHARLOTTE, NC

### KAT COUNTRY JAM

In 2015, 96.9 The Kat held its ninth and 10th Kat Country Jam concerts, a spring and fall concert series benefitting St. Jude Children's Research Hospital. The concerts featured live performances by Country recording artists David Nai, Will Hoge, Mickey Guyton, Striking Matches, Mo Pitney, Casey James, Big & Rich, Lucy Angel, and A Thousand Horses. The events raised a combined \$25,000 in 2015, bringing the eight-year total to more than \$300,000.



## **99.7 THE FOX** CHARLOTTE, NC

### **HARVEST FEAST**

99.7 The Fox teamed up with Second Harvest Food Bank of Metrolina, an organization that strives to eliminate hunger through education and advocacy, to promote the Harvest Feast food drive, which took place over two weekends in November. The station promoted the event on-air, online and via social media to encourage listeners to donate food and money to help feed families during the holiday season. In 2015, the Harvest Feast drive raised \$2,000 and collected over 100,000 pounds of food.

## **IHEARTMEDIA** **CHATTANOOGA** CHATTANOOGA, TN

### **CHATTANOOGA UNITE**

On July 16, Mohammad Youssef Abdulazeez attacked a Naval Reserve Center and a nearby recruiting station killing Gunnery Sgt. Thomas Sullivan, Staff Sgt. David Wyatt, Sgt. Carson A. Holmquist, Lance Cpl. Squire D. "Skip" Wells, and Navy Petty Officer 2nd Class Randall Smith. iHeartMedia Chattanooga helped lead tribute efforts and partnered with Country artist Brantley Gilbert and actor Samuel L. Jackson for Chattanooga Unite, a free concert that was attended by thousands and raised over \$350,000 to assist the families of the victims.

## **INSPIRATION 1390** CHICAGO, IL

### **BIGGEST GIVE AND RECEIVE HOLIDAY JAM**

Inspiration 1390 presented its annual Chicago's Biggest Give and Receive Holiday Jam at The Faith Community of St. Sabina Church on December 18, 2015. The station encouraged listeners to bring donations of non-perishable food items and toys to the concert, which featured local and national recording artists and drew over 1,500 attendees. The event's sponsor, Urban Partnership Bank, presented two families with \$500 checks to purchase food, clothing and toys for the holidays and audience members donated matching funds for one of the families.

## **NEWSRADIO WTAM 1100** CLEVELAND, OH

### **COATS FOR KIDS**

Coats for Kids is an organization dedicated to providing local children with warm winter coats. On November 20 - 21, 2015, WTAM's afternoon on-air personality Mike Trivisonno held his annual Triv's Vegas Show to benefit the organization. The 2015 concert featured performances by The Band Chance, Billy Fischer and Adrienne Woolf, and raised over \$100,000 for Coats for Kids.



## **NEWSRADIO WTAM 1000** CLEVELAND, OH

### **STUFF FOR PROVIDENCE HOUSE**

Providence House is a crisis nursery that provides a safe living environment for hundreds of Cleveland children each year whose parents may temporarily not be able to care for them. On April 16 - 17, 2015, WTAM held a Stuff for Providence House event and asked listeners to help stuff a box truck with diapers, child care supplies, toys, paper products, bottled water and other items that Providence House desperately needed. WTAM collected more than \$25,000 worth of items for the nursery.

## **99.5 WGAR** CLEVELAND, OH

### **ST. JUDE RADIOTHON AND ST. JUDE JAM**

On December 3 - 4, 2015, WGAR held its annual St. Jude radiothon to raise funds and awareness for St. Jude Children's Research Hospital. The station interviewed families, patients and St. Jude staff during the event and raised \$240,000 for the hospital. In addition, on December 9, WGAR held its St. Jude Jam, which featured performances by Craig Morgan, Craig Campbell, Chase Rice and Logan Mize and raised \$25,000.



## **MAJIC 105.7** CLEVELAND, OH

### **JIMMY MALONE SCHOLARSHIP GOLF CLASSIC**

Majic 105.7 and the Jimmy Malone Scholarship Fund, which was created by Majic 105.7's Lanigan & Malone Show's co-host Jimmy Malone, held and promoted the 19th annual Jimmy Malone Scholarship Golf Classic on July 13, 2015. The event raised \$200,000 to help provide college scholarships for Northeast Ohio students.

## **99.5 WGAR-FM** CLEVELAND, OH

### **GUITARS FOR GIRLS**

On October 7, 99.5 WGAR held its 15th annual Guitar for Girls benefit concert for the Susan G. Komen foundation. The benefit featured a performance by Country artists Thompson Square, Ashley Monroe and Olivia Lane and raised more than \$20,000 for breast cancer research and awareness.



## **NEWSRADIO 1040 WHO** DES MOINES / AMES, IA

### **DURABLE MEDICAL EQUIPMENT DRIVE**

On May 15, Newsradio 1040 WHO morning personalities Van and Bonnie hosted a durable medical equipment drive to benefit Easter Seals Iowa, which supports special needs individuals with disabilities and their families. The station broadcasted live from Easter Seals Iowa's Camp Sunnyside and encouraged listeners to donate money and durable medical goods such as wheelchairs, walkers and other medical supplies. The four-hour drive collected hundreds of medical items, which filled two box trucks.

## **KDRB, KDXA, KKDM, KXNO, & NEWSRADIO 1040 WHO** DES MOINES / AMES, IA

### **WHO-AM RADIOTHON FOR PINKY SWEAR**

On December 11, KDRB, KDXA, KKDM, KXNO, and Newsradio 1040 WHO held their first radiothon on behalf of the Pinky Swear Foundation to help pay the mortgages, utility bills, and other financial needs of 125 local families who have children with cancer. On-air hosts, Van Harden, Bonnie Lucas, and Simon Conway spoke with local families about the impact their children's cancer diagnosis had on their emotions and finances, and encouraged listeners to donate. The radiothon raised over \$36,000 for the Pinky Swear Foundation.

## **NEWSRADIO 1040 WHO** DES MOINES / AMES, IA

### **VAN & BONNIE'S OPERATION CHRISTMAS MEAL**

WHO-AM on-air personalities partnered with the Deb & Jeff Hansen Foundation on December 18, 2015 for Van & Bonnie's Operation Christmas Meal, which provided free five-pound pork tenderloins to local families in need. The station promoted the event on-air, online and on social media and Van and Bonnie did a four-hour "drive thru" broadcast from the Iowa State Fairgrounds that featured live interviews with the leaders of the Deb & Jeff Hansen Foundation. Van & Bonnie's Operation Christmas Meal donated 11 tons of food to 4,500 local families.

## **POWER 102.1** EL PASO, TX

### **MIKE DEE'S BIG ADVENTURE**

Each year, Mike Dee's Big Adventure selects 20 youth with special needs and/or disabilities to take on a trip to Sea World in San Antonio, Texas. The nonprofit organization, headed by Power 102.1 morning show hosts Patti Diaz and Mike Dee, strives to give these adolescents an opportunity to learn and utilize life skills, to increase their independence, to learn about services that are available to them and to create life long memories with their peers. Since its inception eight years ago, Mike Dee's Big Adventure has impacted over 100 young people and their families in the El Paso listening area.





## **96.3 KHEY COUNTRY** EL PASO, TX

### **COUNTRY CARES FOR KIDS RADIOTHON**

On February 19 - 20, 96.3 KHEY COUNTRY hosted its annual Country Cares For Kids radiothon to benefit St. Jude Children's Research Hospital. During the live two-day broadcast, the station shared the organization's story through vignettes and solicited "Partners in Hope" donations from its listeners. In 2015, KHEY Country raised over \$60,000, a six percent increase from the previous year. Over the past 20 years, KHEY FM has raised over \$1 million for St. Jude Children's Research Hospital.

## **102.5 KIAK, MAGIC 101.1, 104.7 THE EDGE, & NEWSRADIO 970 KFBX-AM** FAIRBANKS, AK

### **ANGEL WISHES**

In December, iHeartMedia Fairbanks partnered with Kendall Toyota for its Angel Wishes event to benefit Alaska's Interior Center for Non-Violent Living, which provides safe housing for families during transitional times. The station encouraged listeners to select an angel that listed a child's age and gender off of a tree and donate an appropriate toy for that angel. As a result of the stations' efforts, children from over 100 families staying at the shelter received gifts from Santa on Christmas day.

## **KIX 104** FAYETTEVILLE, AR

### **CHILIRHEA COOKOFF**

Kix 104 participated in the 10th annual Chilirhea Cookoff on February 28 to benefit Alzheimer's Arkansas and UAMS Alzheimer's Research. The station promoted the event through eight weeks of recorded PSA's, featured it on their weekly Update Show segment and served as judges for the cookoff. Kix 104's efforts helped increase participation in the event, which attracted over 1,200 attendees and raised over \$70,000 for Alzheimer's research - double the event's goal.

## **KIX 104** FAYETTEVILLE, AR

### **KOMEN OZARK RACE FOR A CURE**

On April 25, Kix 104 supported the Komen Ozark Race for a Cure to raise funds for breast cancer awareness. For the 10th consecutive year, Kix 104 on-air personalities served as emcees for the event, which featured a 5K and 10K run. In 2015, over 15,000 participated in the annual event and helped raise over \$750,000 for breast cancer awareness.



## **KIX 104** FAYETTEVILLE, AR

### **RAZORFEST**

iHeartMedia Fayetteville partnered with charitable organizations Champions for Kids and the NWA Food Bank on April 25 to hold a food drive at the 11th annual Razorfest, a free family-friendly event before the University of Arkansas Red and White football game. Over 41,000 people attended the event and the food drive collected over 75,000 pounds of food for local children in need, making it the second largest one-day food drive in the state.

## **KIX 104** FAYETTEVILLE, AR

### **NWA HEART WALK**

Each year, the American Heart Association holds its annual NWA Heart Walk to help fund cutting-edge research and educational programs to not only continue the decline in death rates, but improve the quality of life for all Americans. Kix 104 promoted the event through public service announcements and on-air interviews, and Kix 104 on-air personality Big Michael Kaufman served as emcee for the walk. The NWA Heart Walk took place on April 11 at Arvest Ballpark, had 12,000 participants and raised almost \$1.2 million for the American Heart Association, a record-breaking amount for the event.



## **KMAG 99.1** FORT SMITH, AR

### **FORT SMITH MARATHON**

iHeartMedia was the exclusive media sponsor for the inaugural Fort Smith Marathon on February 8, 2015. KMAG broadcasted live reports throughout the race and its station vehicle served as the marathon's pace truck. Over 5,000 runners, volunteers and support personnel took part in the event, which had a \$1.4 million economic impact on the area.

## **KMAG 99.1** FORT SMITH, AR

### **KICKIN' UP THE DUST GALA**

On March 14, 2015, iHeartMedia sponsored the first Kickin' Up The Dust Gala fundraiser to help build the U.S. Marshals Museum in Fort Smith. KMAG's on-air personality Maverick was the emcee for the event, which featured food, a casino area, mechanical bull riding, a live and silent auction and a concert performance by Country group Asleep At The Wheel. As part of KMAG's efforts, over 800 people attended Kickin' Up The Dust Gala and the event raised \$200,000 for U.S. Marshals Museum.



**LA PRECIOSA 92.9,  
B95, 102.7 THE WOLF,  
103.7 THE BEAT,  
96.7 POWERTALK &  
AM 1400, 1130 KRDU AM,  
SOFT ROCK 98.9 &  
1430 FOX SPORTS  
FRESNO, CA**

**GREAT VALLEY TOY DRIVE**

From November 16 - December 14, 2015, iHeartMedia Fresno held its second annual Great Valley Toy Drive. The stations partnered with Les Schwab Tire Centers and television station KMPH FOX 26 for the event, which collected more than 2,000 toys that were distributed to underprivileged children at Poverello House and other local charitable organizations on Christmas morning.



**LA PRECIOSA 92.9,  
B95, 102.7 THE WOLF,  
103.7 THE BEAT,  
96.7 POWERTALK & AM  
1400, 1130 KRDU AM,  
SOFT ROCK 98.9 AND  
1430 FOX SPORTS  
FRESNO, CA**

**WALK TO END ALZHEIMER'S**

Fresno's Walk to End Alzheimer's is a 5K charity walk designed to help raise funds to advance the care and research efforts of the Alzheimer's Association. iHeartMedia Fresno was the official radio sponsor for the September 12 walk and cross-promoted the event with local television stations. The 2015 walk drew over 5,000 participants and raised \$250,000 for the Alzheimer's Association.

**WSSL  
GREENVILLE, SC**

**WHISTLE 100 MIRACLE HILL TURKEY FRY**

On November 24, WSSL held its annual Whistle 100 Miracle Hill Turkey Fry to benefit Miracle Hill Ministries, which provides food and shelter for homeless adults and children. As part of the station's efforts, over 1,000 turkeys were donated and over 260 volunteers helped prepare, cook and serve more than 2,000 meals to over 10,000 local homeless in nine Miracle Hill upstate shelters for the holidays.



## **104-3 KCY COUNTRY** HARRISONBURG / STAUNTON, VA

### **COUNTRY CARES FOR ST. JUDE KIDS RADIOTHON**

From February 19 - 20, 2015, KCY Country hosted a 12-hour radiothon to benefit St. Jude Children's Research Hospital as part of the Country Cares for St. Jude Kids program. All on-air personalities participated in the radiothon and shared stories and interviews throughout the broadcast. In 2015, the station raised more than \$64,000 for the charity and has raised over \$750,000 in the last decade.

## **98 ROCK** HARRISONBURG / STAUNTON, VA

### **HOLIDAY FOOD DRIVE**

98 Rock collected food donations during the holiday season at various local grocery stores to support the community food bank. The station's efforts resulted in more than 35,000 pounds of food for Virginia residents.

## **MIX 93.1** HARRISONBURG / STAUNTON, VA

### **2015 WALK TO END ALZHEIMER'S**

Mix 93.1 was a media partner for the Alzheimer's Association's 2015 Walk To End Alzheimer's. As part of a two-month on-air campaign, the station promoted the event and encouraged listeners to participate in the annual walk. Mix 93.1 also broadcasted live from the event to encourage donations and team members walked during the event, which raised over \$60,000.

## **KSSK AM/FM** HONOLULU, HI

### **KAPIOLANI RADIOTHON FOR KIDS**

Every August, KSSK devotes two full days of broadcast time to raise money for The Kapiolani Medical Center for Women and Children, which is Hawaii's only children's hospital. In 2015, KSSK raised more than \$170,000 and has surpassed \$1 million in total donations since the radiothon began five years ago.

## **KHJZ-FM, KHVH-AM NEWS RADIO, KIKI-AM, KSSK AM/FM & STAR 101.9** HONOLULU, HI

### **26TH ANNUAL HAWAII FOOD BANK FOOD DRIVE**

iHeartMedia Honolulu supported the 26th Annual Hawaii Food Bank Food Drive on April 18, 2015. Personnel from all of iHeartMedia Honolulu's stations visited local shopping centers throughout the island of Oahu and encouraged listeners to drop off cash or food donations. The stations' efforts helped collect over 1 million pounds of food, which was donated to local residents.



## **KEE100** HUNTINGTON, WV

### **PEANUT BUTTER DRIVE**

During the month of November, KEE100 held its 2015 KEE100 Peanut Butter Drive to benefit the Facing Hunger Food Bank. The campaign enticed local high schools to collect jars of peanut butter and compete to win a free school dance. Eleven schools participated, which helped the Peanut Butter Drive collect over 5,000 pounds of peanut butter – feeding residents in 17 counties within West Virginia, Ohio and Kentucky.

## **TCR COUNTRY** HUNTINGTON, WV

### **ADOPT-A-CHILD**

For almost 30 years, TCR Country has hosted its Adopt-A-Child program where they ask listeners to “adopt” children in the local area and buy Christmas presents for them. The children receive their presents at a station-sponsored Christmas party that includes food, entertainment and a visit from Santa. In 2015, TCR Country’s Adopt-a-Child program helped over 200 families in the tri-state area of West Virginia, Kentucky and Ohio.

## **TCR COUNTRY** HUNTINGTON, WV

### **ST. JUDE RADIOTHON**

On February 18 – 19, 2015, TCR Country held its 30th annual St. Jude radiothon to benefit the St. Jude Children’s Research Hospital. The station promoted the two-day broadcast on-air and encouraged listeners to donate. In 2015, the live broadcast also featured an interview with a local family whose son was treated at St. Jude. The annual event raised over \$46,000 to help children battling cancer.

## **KEE100** HUNTINGTON, WV

### **KEE100’S 2015 PINK DUCK CAMPAIGN**

Every October, KEE100 and iHeartMedia Huntington sell small pink ducks and coupon books for \$5 to raise money for uninsured or underinsured women in West Virginia, Kentucky and Ohio to help them receive life-saving mammograms. As part of the campaign, the station made “duck calls,” where they personally delivered the ducks to groups that purchased 20 or more pink ducks. In 2015, KEE100 and iHeartMedia Huntington raised over \$6,000, which was donated to four local hospitals to pay for mammograms for local women who could not afford them.



## **KEE100, TCR COUNTRY, B97 & 800 WVHU** HUNTINGTON, WV

### **HOME RUNS FOR RECOVERY**

On August 1, iHeartMedia Huntington's stations KEE100, TCR Country, B97 and 800 WVHU participated in the third annual Home Runs for Recovery to benefit Recovery Point Huntington, a substance abuse recovery program in the community. Station personnel competed against local businesses in a charity softball game and raised over \$21,000 for Recovery Point Huntington.

## **KEE100, TCR COUNTRY, B97, NEWSRADIO 800 WVHU, & 1063 THE BREW** HUNTINGTON, WV

### **WEST VIRGINIA HOT DOG FESTIVAL**

Since the West Virginia Hot Dog Festival began in 2004 to benefit the pediatric oncology program at Cabell Huntington Hospital, more than \$168,000 has been raised to support the children's hospital. On July 25, 2015, KEE100, TCR Country, B97, 800 WVHU, and 1063 The Brew sponsored the festival, which featured hot dog vendors, a charity walk and live entertainment and raised over \$14,000.

## **102.1 WDRM** HUNTSVILLE, AL

### **WOUNDED WARRIORS PARTY**

For eight years, WDRM has partnered with the Semper-Fi Community Task Force of North Alabama, a nonprofit that provides support programs for wounded veterans and their families. On Veterans Day WDRM joined Rocket Harley Davidson to host the Wounded Warriors Party, a celebration that featured activities designed specifically for local wounded warriors, a catered dinner and live music from Country artist Chase Bryant. The event touched the lives of hundreds of wounded veterans and their families.

## **100.3 THE RIVER** HUNTSVILLE, AL

### **ANGEL TREE**

The Salvation Army's Angel Tree program provides new clothing or toys for children of needy families through the support of donors. In 2015, WQRV promoted the Angel Tree campaign through prerecorded PSAs, live on-air interviews and live broadcasts. The station's efforts helped to bring joy to more than 3,000 underprivileged children and elderly community members and increased the Salvation Army's local volunteer base.



## **97.9 KISS FM & 99.1 WQIK** JACKSONVILLE, FL

### **26.2 WITH DONNA**

In February 2015, 97.9 KISS FM and 99.1 WQIK supported 26.2 With Donna, a charity marathon that benefits the Mayo Clinic's breast cancer research. Both stations promoted the marathon on-air to raise event awareness and to collect funds from local listeners. The marathon drew 165 runners and raised \$10,000. Since 2008, 26.2 With Donna has contributed over \$4 million to its beneficiaries and has had over 5,000 participants.

## **107.3 JACK FM AND** **WKSL-HD2 106.9** **PLANET RADIO** JACKSONVILLE, FL

### **U.S. MARINE CORPS RESERVE TOYS FOR TOTS**

On December 5, 2015, 107.3 JACK-FM and 106.9 Planet Radio supported 19th Street Charities' efforts to collect toys for U.S. Marine Corps Reserve's Toys For Tots program. The stations encouraged listeners to donate new toys, including educational and fitness items, for local children in need and to participate in a charity motorcycle ride that had over 160 riders. The stations collected 150 children's bicycles, \$32,000 and over 1,000 toys for children in the community.

## **94.9 TOM-FM, KSSN 96,** **105.1 THE WOLF &** **100.3 THE EDGE** LITTLE ROCK, AR

### **BEHIND THE BADGE**

In 2015, 94.9 TOM-FM, KSSN 96, 105.1 The Wolf and 100.3 The Edge partnered with three local law enforcement agencies for the year-long Behind the Badge campaign to help improve the image of police in communities in Central Arkansas. The Wolf morning show personality Bob Robbins attended the program unveiling at the Arkansas State House and the stations promoted the campaign throughout the year with PSAs, event sponsorships and appearances with police officers at local events and schools. In addition, law enforcement agency leaders involved in the initiative were interviewed for a Public Affairs show that aired on all stations in the market.



**94.9 TOM-FM, KSSN 96,  
105.1 THE WOLF &  
100.3 THE EDGE**  
LITTLE ROCK, AR

**MARCH OF DIMES RADIOTHON**

iHeartMedia Little Rock held its first radiothon to benefit the March of Dimes. Instead of doing a traditional radiothon, the stations had the March of Dimes representatives pre-tape a 30 minute interview that aired on all four of its stations on November 15, 2015. While the interview aired, March of Dimes staff took donations by phone. The stations promoted the event on-air and via social media and the radiothon raised \$2,000 for the March of Dimes.

**KFI AM 640**  
LOS ANGELES, CA

**“PASTATHON”**

KFI AM 640 hosted its fifth annual radiothon and food drive on November 13 to benefit Caterina’s Club, a local charity that helps feed children whose families live in low-rent motels. During the all-day “Pastathon,” KFI AM 640 weekday personalities broadcasted live from a local restaurant and encouraged listeners to stop by with donations. Their efforts brought in almost \$270,000 and over 59,000 pounds of pasta and sauce, bringing the five-year radiothon total to over \$1,060,000 and more than 155,000 pounds of food.



**102.7 KIIS-FM**  
LOS ANGELES, CA

**MILES OF MUSIC 5K**

On November 15, 2015, 102.7 KIIS-FM held its second annual Miles of Music 5K, a charity walk to benefit Youth Mentoring Connection, which partners at-risk youth with caring adults to help adolescents find the right path. Participating individuals and teams ran or walked a three-mile course that looped throughout the Paramount Studio backlot grounds and enjoyed vendors, food trucks and live music performances. The event raised over \$100,000 for Youth Mentoring Connection.

**REAL 92.3**  
LOS ANGELES, CA

**TOGETHER IN HIS ARMS 5K RUN**

On May 9, 2015, REAL 92.3 morning show host Big Boy joined charity organization Together in His Arms to participate in its seventh annual 5K run fundraising event at Citizens Business Bank Arena in Ontario, California. Big Boy has been a long-time supporter of the organization, which provides support for families who have lost a child and helps pay the family’s bills during their time of mourning.





## **REAL 92.3** LOS ANGELES, CA

### **THE T.J. MARTELL FOUNDATION FOR LEUKEMIA, CANCER, AND AIDS RESEARCH**

The T.J. Martell Foundation for Leukemia, Cancer, and AIDS Research honored Real 92.3 on-air personality Big Boy with its Entertainer Trailblazer Award during its Spirit of Excellence Awards ceremony on September 1, 2015. The foundation has provided more than \$270 million for cancer, leukemia and AIDS research at the nation's top hospitals and its annual awards ceremony allows the organization to continue its work helping find cures for leukemia, cancer and AIDS.

## **REAL 92.3** LOS ANGELES, CA

### **ASK BIG**

Real 92.3 morning host Big Boy used his popular "Ask Big" segment to help a listener after she shared that her family was homeless and she was unable to find a job. Big Boy helped the listener find a home for her family and personally paid her first and last month's rent. In addition, he partnered with employment networking site Jobcase to help the listener in her job pursuit. Jobcase provided the listener with a laptop and set her up with a Jobcase account, and she was able to find employment within a month.

## **102.7 KIIS-FM** LOS ANGELES, CA

### **FLORENCE ELEMENTARY SCHOOL CAREER DAY**

On May 27, 2015, KIIS-FM on-air personality Chuey was invited to speak at Florence Elementary School's Career Day. Speaking in front of 800 students who attended kindergarten through sixth grade, Chuey shared his story about growing up with a single mother near the school and his dreams of one day working in the entertainment industry. His inspirational speech focused on education and how each student could follow in his footsteps by setting their own goals. The KIIS-FM street team also participated and answered students' questions. Chuey participates in regional speaking engagements throughout the year to help empower listeners and students.

## **V101.7 & 97.9 WIBB** MACON, GA

### **SISTA STRUT**

On October 10, V101.7 and 97.9 WIBB recognized Breast Cancer Awareness month with its inaugural Sista Strut, a 3k walk to raise money and awareness for breast cancer and specifically how it affects the African American community. The stations promoted the event on-air, online and via social media. The event attracted 442 participants and raised over \$2,700 for Susan. G. Komen Central Georgia.



## **V101.7** MACON, GA

### **FEED THE CITY HOLIDAY GIVEAWAY**

Since 1997, Feed the City has fed over 100,000 people in the Macon community. On November 21, V101.7 served as the exclusive radio partner for the organization's Feed the City Holiday Giveaway. The station broadcasted live on the day of the event, which fed 1,800 families. In addition, the Feed the City Holiday Giveaway fed more families the following week and supplied food to three other pantries in the area. Through the station's efforts, more than 13,000 meals were provided to those in need.

## **KISS 95.1** MELBOURNE, FL

### **TOYS FOR KIDS**

Since 1995, Toys for Kids has distributed toys, games and stuffed animals to over 80,000 children in Brevard County, Florida. In December, WFKS partnered with the nonprofit to ensure every local child had toys to open on Christmas day. The station promoted the organization on-air and encouraged listeners to donate throughout the holiday season. WFKS helped collect toys for over 1,700 Brevard County families.

## **WMMB-AM** MELBOURNE, FL

### **BREVARD COUNTY SHERIFF'S AGENT CASEY SMITH**

On August 28, 2015, WMMB partnered with local restaurant Sonny's BBQ to help raise money for the family of Brevard County Sheriff's Agent Casey Smith, who was shot in the line of duty. During the four-hour event, station personnel provided BBQ dinners to listeners in exchange for a \$5 donation to the Smith family. The station's efforts helped raise over \$8,000 to offset the deputy's medical costs and other expenses.

## **LITE ROCK 99.3** MELBOURNE, FL

### **OPERATION SHOEBOX**

In 2015, WLRQ teamed up with nonprofit organization, Operation Shoebox, to send personal care items to U.S. troops abroad. From mid-November to mid-December, 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.



**K97, V101, WDIA AM 1070,  
HALLELUJAH 95.7FM  
MEMPHIS, TN**

**SISTA STRUT BREAST CANCER WALK**

On April 11, 2015, iHeartMedia Memphis hosted the inaugural Sista Strut Breast Cancer Walk at Tiger Lane to heighten awareness about the issues of breast cancer in women of color, as well as provide information on community resources. The 3K charity walk attracted over 4,500 registered participants and raised over \$15,000 for local breast cancer organizations to benefit women in Memphis.

**K97, 101.9 KISS FM,  
WREC 600AM, ROCK103,  
WDIA 1070AM, V101  
MEMPHIS, TN**

**WINE ON THE RIVER MEMPHIS**

iHeartMedia Memphis held the inaugural Wine on the River Memphis event on October 10. A portion of the proceeds were donated to Youth Villages, which develops programs to help teens live independently upon aging out of state custody, restores families through intensive in-home services, and provides temporary placements for children in crisis, among many other efforts. The event was attended by over 3,000 people and raised \$12,000 for Youth Villages.



**WDIA  
MEMPHIS, TN**

**WDIA SHELBY COUNTY  
CORRECTIONS TOWN HALL**

WDIA on-air personality Bev Johnson hosted a special broadcast of her talk show on November 19, 2015 from the Shelby County Correction Center. During the broadcast she spoke with the Shelby County Mayor, the prison warden and several inmates to highlight several issues relating to the prison system and crime in the Memphis community. In addition, listeners were encouraged to call in with their own concerns and questions and the Town Hall received a positive response from members of the Memphis community.

**WDIA  
MEMPHIS, TN**

**WDIA GANGS TOWN HALL**

On February 25, 2015, WDIA's Bev Johnson collaborated with the Memphis Police Department, The Gang Task Force and other gang related nonprofit organizations for a special Town Hall broadcast. Over 200 people attended the Town Hall, which was broadcast from a local community center located in an area of Memphis with known gang activity, and the station encouraged listeners to call in and speak directly with police officers and current and former gang members.



## **K102** MINNEAPOLIS, MN

### **POLAR PLUNGE**

On February 28, 2015, K102 supported the Polar Plunge to benefit the Special Olympics. K102 morning show Chris Carr & Company joined on-air personalities from KFAN Sports Radio FM 100.3, 101.3 KDWB, KTLK, and hundreds of volunteers at the event, where they jumped into a frozen Minnesota lake to raise money. In 2015, the Minneapolis Polar Plunge raised a total of \$1.3 million, which will help 8,100 Special Olympics athletes in Minnesota train, compete and transform themselves, their communities and the world.

## **NEWS RADIO 1000 KTOK** OKLAHOMA CITY, OK

### **KTOK LOVES KIDS RADIOTHON**

On November 5 - 6, 2015, KTOK held its 14th annual KTOK Loves Kids radiothon to raise money for Children's Miracle Network Hospitals. The station broadcasted live from the Children's Hospital at OU Medical Center and interviewed Miracle Children, who shared their personal stories. In 2015, the KTOK Loves Kids radiothon raised \$75,000 to benefit Children's Miracle Network Hospitals.

## **NEWS RADIO 1000 KTOK** OKLAHOMA CITY, OK

### **WALK TO END ALZHEIMER'S**

KTOK served as a sponsor for the annual Walk to End Alzheimer's on September 12 to benefit the Oklahoma Alzheimer's Association. The station promoted the event on-air and via social media. In addition, morning announcer Lee Matthews, who participated in the walk, did live remote broadcasts from several landmarks along the walk route. In 2015, the Walk to End Alzheimer's had 80,000 registered participants and raised over \$400,000.

## **KAT 103.7** OMAHA, NE

### **KAT 103.7 WOODHOUSE CHALLENGE FOR FOOD BANK FOR THE HEARTLAND**

In November, Kat 103.7 partnered with Woodhouse Auto Family for their seventh annual Kat 103.7 Woodhouse Challenge to benefit the Food Bank for the Heartland's food pack program, which provides packs of food to schools for children in need in Nebraska and Western Iowa. The station encouraged listeners to donate online and at the station's remote broadcasts at Woodhouse auto dealerships. Kat 103.7's efforts have helped grow the program from feeding 650 children in six schools to almost 9,000 kids in 242 schools, and in 2015 the station helped raise over \$1 million.



## **92.5 WPAP** PANAMA CITY, FL

### **COUNTRY CARES FOR ST. JUDE KIDS**

92.5 WPAP aired its 26th annual Country Cares for St. Jude Kids radiothon from February 19 - 20, 2015 to benefit St. Jude Children's Research Hospital in Memphis, Tennessee. The station promoted the two-day broadcast on-air, online and via social media. The 2015 campaign helped raise over \$65,000 to help to end pediatric cancer.

## **92.5 WPAP** PANAMA CITY, FL

### **STARS & GUITARS**

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. The concert was held on January 28 at the Marina Civic Center in Panama City and featured Country music stars Lee Brice, Trick Pony, Mark Chesnutt and more. The station promoted the event on-air, online, and via social media, and raised \$85,000 for the center.

## **92.5 WPAP** PANAMA CITY, FL

### **SCHOOL SUPPLY DRIVE**

On August 18, 2015, WPAP partnered with local dentist Dr. David Lister for his third annual School Supply Drive to raise supplies and funds for needy students in the Wewahitchka area. The station promoted the event on-air, online and on social media to encourage residents to tune into the live broadcast during the collection. The School Supply Drive raised over \$5,500 in donations and supplies to benefit local Wewahitchka area elementary, middle and high schools.

## **SUNNY 98.5, 92.5 WPAP & 99.3 THE BEAT** PANAMA CITY, FL

### **COATS FOR KIDS COAT DRIVE**

From September 10 - October 24, 2015, Sunny 98.5, 92.5 WPAP and 99.3 The Beat partnered with the law firm of Manuel & Thompson for its 12th annual Coats for Kids Coat Drive. The stations promoted the event on-air and online before broadcasting live at three local locations on the final day of the drive to encourage listeners to donate. The drive collected over 2,000 coats, which made it the most successful drive in the history of the campaign.



## **SUNNY 98.5** PANAMA CITY, FL

### **MAKING STRIDES AGAINST BREAST CANCER WALK**

Sunny 98.5 teamed up with The American Cancer Society for the annual Making Strides Against Breast Cancer Walk on October 31, 2015. Sunny 98.5's Logan Kelly served as the emcee for the event and the station encouraged listeners to participate via month-long on-air, online, and social media promotions. The station's efforts helped the event raise over \$120,000 for the American Cancer Society.

## **99.3 THE BEAT** PANAMA CITY, FL

### **ST. JUDE CHILDREN'S RESEARCH HOSPITAL RADIOTHON**

99.3 The Beat held its second St. Jude Children's Research Hospital radiothon on February 19 - 20, 2015. During the two-day event, the station asked listeners to become Partners in Hope and donate to support St. Jude Children's Research Hospital's lifesaving work. The station's on-air, online and social media promotion helped raise nearly \$9,000 for the research and treatment of childhood illnesses.

## **99.3 THE BEAT** PANAMA CITY, FL

### **THE STEVE HARVEY MORNING SHOW TURKEY GIVE**

On November 24, 99.3 The Beat partnered with the Steve and Marjorie Harvey Foundation and Family of God Baptist Church to provide turkeys to families in need for Thanksgiving. The station promoted the event on air, online, and via social media and conducted a remote broadcast on the day of the event. The Beat's efforts helped provide over 130 turkey dinners to local residents.

## **POWER 99** PHILADELPHIA, PA

### **PEACE ON THE STREET JAM**

During 2015, Power 99 hosted its fourth 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. In addition, \$1 of each ticket sold for October's Powerhouse concert was used for a scholarship fund created in conjunction with the Philadelphia Public School Foundation. The 2015 Peace on the Street efforts reached more than 7,000 young people and raised \$15,000 for the scholarship fund.



## **MIX 106.1** PHILADELPHIA, PA

### **BEST DAY EVER**

On April 1, 2015, Mix 106.1 partnered with Chevrolet to create the Best Day Ever to honor female veterans. The station surprised three female veterans with \$500 dollars each and donated an additional \$2,000 to the Philadelphia Veterans Multi-Service Center's Women Veterans Center, which addresses the needs of female veterans through benefits, services, and other resources.

## **RADIO 104.5** PHILADELPHIA, PA

### **STUDIO SESSIONS CD**

In February 2015, WFFF released Radio 104.5 Studio Sessions Vol. 7, its annual benefit album to collect donations for Philabundance, the Delaware Valley region's largest hunger relief organization. Listeners who donated a nonperishable food item to the organization received a complimentary copy of the limited edition CD, which featured a compilation of the best live performances from Radio 104.5's Performance Theatre. In 2015, station listeners donated over 2,470 pounds of food, which equaled over 2,500 meals.

## **Q102** PHILADELPHIA, PA

### **KRISTIN'S KRUSADE 5K RUN/WALK**

Q102 joined the ninth annual Kristin's Krusade 5K Run/Walk on April 19 to benefit the Kristen Mitchell Foundation, which raises awareness about dating violence. The station promoted the event through PSAs, social media and on-air interviews with foundation members. In addition, Q102 personalities were on-site during the walk and served as emcees for the event, which had over 1,000 participants and raised over \$6,000 to support scholarship and programs to prevent dating violence.

## **WDAS-FM** PHILADELPHIA, PA

### **DR. MARTIN LUTHER KING JR. DAY OF SERVICE**

WDAS-FM was a media partner with the 2015 Dr. Martin Luther King Jr. Day of Service, which is the largest one-day service event in the country to honor Dr. King's legacy. In addition to promoting the event on-air with PSAs and interviews, the station sponsored the fourth annual MLK Jobs and Opportunities fair, which featured over 30 local businesses and 700 applicants who registered through Power 99 and WDAS's websites. In 2015, over 100,000 volunteers engaged in service projects throughout the greater Philadelphia area.



## **1190 KEX NEWS RADIO** PORTLAND, OR

### **KEX KIDS FUND FOR SIGHT AND SOUND PLEDGE DRIVE**

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 26 - December 1, 2015, the station hosted the KEX Kids Fund for Sight and Sound Pledge Drive, an on-air fundraising event that encouraged listeners to pledge donations to help local children with vision and hearing impairments. In 2015, the four-day radiothon raised more than \$100,000 and the KEX Kids Fund helped nearly 1,500 children. In addition, the station was awarded the 2015 Service to Children Award by the NAB Education Foundation (NABEF) for its commitment to the program.

## **K103 PORTLAND** PORTLAND, OR

### **MAKE-A-WISH FOUNDATION**

For several years, K103 has partnered with the Oregon and SW Washington chapter of the Make-A-Wish Foundation to promote the organization's charitable efforts and initiatives throughout the year on-air and via digital content. In addition, the station holds an annual one-day radiothon to raise money and airline miles for the foundation. In 2015, K103's efforts helped raised over \$109,000 and brought in over 56,000 airline miles.



## **IHEARTMEDIA** **POUGHKEEPSIE** POUGHKEEPSIE, NY

### **STUFF-THE-BUS**

In June 2015, iHeartMedia Poughkeepsie held a two-day Stuff-the-Bus event to collect food for children during the summer when they no longer receive breakfast or lunch at school. The buses were located at five local Stop & Shop grocery store locations throughout the Hudson Valley and collected over 15,000 pounds of food, which were donated to local Catholic charities in three surrounding counties.

## **COUNTRY 107.3 WRWD** POUGHKEEPSIE, NY

### **COUNTRY CARES FOR ST. JUDE KIDS RADIOTHON**

WRWD held its 25th annual Country Cares for St. Jude Kids radiothon on March 6 - March 7, 2015. The station's on-air personalities shared interviews and stories from patients undergoing treatment and hospital caretakers to encourage donations throughout the broadcast. WRWD raised over \$200,000 for St. Jude Children's Research Hospital during the two-day event.





**IHEARTMEDIA  
POUGHKEEPSIE**  
POUGHKEEPSIE, NY

**STUFF-A-BUS**

Every holiday season, iHeartMedia Poughkeepsie holds a three-day Stuff-a-Bus food drive to collect nonperishable food items to be donated to Catholic charities and distributed to Hudson Valley residents. From November 20 – 22, 2015, the stations teamed with local organization Claudio Cares for the event, which took place at five local grocery stores and collected 60,000 pounds of food.

**Q92**  
POUGHKEEPSIE, NY

**GREATER HUDSON VALLEY TOY DRIVE**

Every December, Q92 collects new and unused toys for the Greater Hudson Valley Toy Drive to benefit several youth-serving organizations in the Hudson Valley. In 2015, the stations promoted the series of holiday toy drives on-air and hosted multiple collection sites in partnership with local businesses. The 2015 toy drive collected and distributed toys to 25 organizations.

**Q92**  
POUGHKEEPSIE, NY

**COAT DRIVE AT MID-HUDSON SUBARU**

On November 13, 2015, Q92 hosted its 12th annual Coat Drive at Mid-Hudson Subaru. The kickoff event featured performances from local artists and bands and collected 500 coats. The drive continued throughout the holiday season and resulted in 1,200 coats being collected and distributed to organizations in Dutchess and Ulster counties.

**IHEARTMEDIA  
PROVIDENCE**  
PROVIDENCE, RI

**TOYS FOR TOTS**

iHeartMedia Providence partnered with the U.S. Marine Corps and Cardi's Furniture stores to hold a Toys for Tots drive to collect toys for local children in need. On December 5, all four stations broadcasted live from Cardi's store locations to promote the toy drive, which collected over 30,000 toys for local families. In addition, donors were entered to win tickets to a local performance of the Trans-Siberian Orchestra.



## **94HJY, COAST 93.3 & B101** PROVIDENCE, RI

### **STUFF-A-BUS**

94HJY, Coast 93.3 and B101 teamed up with Whole Foods and the Rhode Island Public Transit Authority for the Stuff-a-Bus food drive, which collected food for the Rhode Island Community Food Bank. Station personalities broadcasted live from three store locations and encouraged participants to help stuff three buses with donations. The event collected over 2,000 pounds of food for Rhode Islanders in need.

## **B101** PROVIDENCE, RI

### **LIGHT THE NIGHT WALK**

On November 1, 2015, B101 sponsored the Leukemia and Lymphoma Society Light The Night Walk to honor survivors of blood cancer. B101 on-air personality Bill George served as emcee for the event, which had over 1,000 participants and raised over \$200,000 for blood cancer research and treatment.

## **IHEARTMEDIA** PROVIDENCE PROVIDENCE, RI

### **FLAMES OF HOPE**

iHeartMedia Providence was the media partner for the Gloria Gemma Breast Cancer Resource Foundation's eighth annual Flames of Hope event on October 5, 2015, which raised awareness for the Gloria Gemma Breast Cancer Resource Foundation's work providing education, access to wellness resources and support programs before, during and after a cancer diagnosis. The event attracted 85,000 visitors and featured hundreds of breast cancer survivors and supporters who carried torches in memory of those who lost their battles to breast cancer. iHeartMedia stations broadcasted from the event and helped raise over \$550,000 for the foundation.

## **FM97 WLAN** READING/LANCASTER, PA

### **STUFF-A-BUGGY**

FM97 WLAN and Water Street Ministries hosted their fourth annual Stuff-a-Buggy food drive on November 21, 2015. The station promoted the food drive on-air and online to inform listeners about the most needed items. FM97 WLAN also broadcasted live from the donation site to encourage listeners to donate and fill an Amish buggy with nonperishable food items. In 2015, the event collected more than 4,260 pounds of food for Water Street Ministries, doubling the amount of food collected in 2014.



## **NEWSRADIO 1140 WRVA** RICHMOND, VA

### **1140 WRVA BLUE BALL OPEN**

Newsradio 1140 WRVA hosted the 11th annual 1140 WRVA Blue Ball Open golf tournament on March 20 at the Club at Viniterra in New Kent, Virginia. The event raised over \$30,000 to support the Richmond Fisher House at McGuire Veterans Hospital, which assists the nation's wounded veterans and their families by providing them with a home away from home while the veterans receive long-term care.

## **NEWS RADIO 1140 WRVA, LITE 98 & Q94** RICHMOND, VA

### **CHILDREN'S MIRACLE NETWORK RADIOTHON**

News Radio 1140 WRVA, Lite98 and Q94 partnered with television station NBC12 for their annual 36 Hours for Kids radiothon on December 2 - 4, 2015 at the Children's Hospital of Richmond at VCU, which is part of the Children's Miracle Network Hospitals network. The radiothon featured interviews with patients, families and medical staff and raised more than \$140,000 for the organization.

## **XL102** RICHMOND, VA

### **RVA ROCK'N ART FEST**

On September 5, 2015, XL102 partnered with the Students Live Benefit Concerts organization for RVA Rock'n Art Fest, which benefitted local children's charities Beds for Kids and Stop Child Abuse Now (SCAN). The stations promoted the event on-air, online and via social media. In addition, XL102's midday personality Fletcher hosted the concert, which featured music and art from local artists and was attended by 500 people.

## **FOX SPORTS 910** RICHMOND, VA

### **D.A.D.'S DAY**

From May to June 2015, Fox Sports 910 held its annual D.A.D.'s (Dollars Against Diabetes) Day to raise money for the Juvenile Diabetes Research Foundation. The event was started by Fox Sports 910 on-air personality Wes McElroy in honor of his father, who is diabetic. In 2015, D.A.D.'s Day featured a series of remote appearances and an online auction of signed sports memorabilia, which resulted in \$5,200 being raised to help find a cure for Type 1 diabetes.



## **LITE 98** RICHMOND, VA

### **DOG JOG AND 5K RUN**

Lite98 promoted the SPCA's 13th annual Dog Jog and 5K Run on March 21, 2015. On-air personality Kat Simons hosted the event, which featured a 5K run/walk followed by a dog-friendly one-mile Dog Jog and a pet-friendly vendor fair. In 2015, the event attracted over 350 runners and more than 500 dogs, which helped raise \$159,000 for SPCA.

## **LITE 98** RICHMOND, VA

### **VOLUNTEER RVA**

On August 29, 2015, Lite98 hosted its first Volunteer RVA event, which showcased over 50 nonprofit organizations from across Central Virginia. The station promoted the event online and encouraged listeners to attend so they could meet with dozens of organization representatives and learn about upcoming volunteer opportunities. As a result of Lite98's efforts, over 300 people attended the event.

## **106.5 THE BEAT** RICHMOND, VA

### **THANKSGIVING TURKEY GIVEAWAY**

Every Thanksgiving, the Steve and Marjorie Harvey Foundation donates over 7,000 turkeys to people in need across the country. In 2015, 106.5 The Beat received 100 turkeys from the foundation and collaborated with the Richmond City Sheriff's office and with the Police Chief of Petersburg to distribute turkeys to local residents over three days throughout each city.

## **Q94** RICHMOND, VA

### **SMASHING BREAST CANCER**

In October 2015, Q94 held its Smashing Breast Cancer event to benefit the Making Strides Against Breast Cancer organization. The station encouraged listeners to visit Q94radio.com to donate to the organization and to click on the pink van icon to help the station hit an awareness goal of 94,500 clicks. When the station reached its goal, it smashed a pink van that it parked at a prominent community location to promote the campaign. In addition, Q94 held its annual Halloween Smash party on October 24, and donated a portion of the proceeds to Making Strides Against Breast Cancer, which resulted in \$700 going to the organization.



**99.1 KGGI**  
RIVERSIDE / SAN BERNADINO, CA

**INLAND EMPIRE SALSA FESTIVAL AND INLAND EMPIRE TACO FESTIVAL**

In 2015, 99.1 KGGI held its first salsa and taco festivals to benefit the Arthritis Foundation and Kids Get Arthritis Too foundation. The Inland Empire Salsa Festival on May 16, 2015 and the Inland Empire Taco Festival on October 24, 2015 featured live performances, family-friendly activities and food from local restaurants. As a result of 99.1 KGGI's efforts, the events had a combined attendance of over 15,000 people and raised \$9,000 to help combat arthritis.

**B92.5**  
SACRAMENTO, CA

**GIRLS WITH GUITARS**

On October 23, 2015, B92.5 held its Girls With Guitars concert to benefit the Albie Aware Breast Cancer Foundation, a Sacramento-based nonprofit that provides assistance for life-saving diagnostic testing, patient advocacy, prevention education and compassionate support to local individuals facing or fighting breast cancer. The concert was hosted by popular on-air personality Bobby Bones and featured live performances by Country music artists Jana Kramer, Cassadee Pope, Raelynn and Mickey Guyton. In 2015, Girls With Guitars attracted 1,000 people and raised \$4,000 for Albie Aware.

**NEWSRADIO KFBK**  
SACRAMENTO, CA

**SURVIVING BREAST CANCER**

In October, NewsRadio KFBK held Surviving Breast Cancer, a month-long campaign to benefit the Albie Aware Breast Cancer Foundation. KFBK on-air personality Amy Lewis broadcast interviews with breast cancer survivors each weekday during the morning and afternoon drive. The station also encouraged listeners to donate to Albie Aware on KFBK.com, which resulted in \$10,000 being raised for the foundation.

**TALK 650 KSTE**  
SACRAMENTO, CA

**FISHER HOUSE**

Talk 650 KSTE's Armstrong and Getty hosted their fifth annual fundraiser from November 9 - 13 to commemorate Veterans Day week and to benefit Fisher House, an organization that supports America's military and their families by providing no-cost housing while their loved ones receive medical treatment. In 2015, Armstrong and Getty raised over \$500,000, bringing their five-year total donation to over \$2.3 million to help Fisher House build new Fisher homes on the grounds of VA and military medical centers.



## **94.7 WDSB, FROGGY 99.9, Q105, KISS 95.9, MAGIC 98.9, NEWSRADIO 1470 & FOX SPORTS 960**

**SALISBURY, MD AND WILMINGTON, DE**

### **MILES FOR MILITARY**

94.7 WDSB, Froggy 99.9, Q105, KISS 95.9, Magic 98.9, Newsradio 1470 and Fox Sports 960 hosted the 11th annual Miles For Military motorcycle rides, two simultaneous charity events that benefit the USO's military serving programs and services. The stations promoted the rides on-air and encouraged listeners to attend and enjoy the event's lunch, silent auction and entertainment. On June 13, 2015, more than 100 motorcyclists participated in Miles for Military, which collected and donated over \$25,000 to Operation We Care and USO of Delaware.

## **IHEARTMEDIA SALISBURY SALISBURY, MD**

### **TRICK OR TREAT STREET**

iHeartMedia Salisbury stations partnered with local businesses to provide a safe Halloween celebration featuring trick-or-treating, Halloween-themed photos and family activities for children in the area. On October 18, 2015, the ninth annual Trick or Treat Street attracted over 5,000 community members to the free event, which distributed over \$2,000 in free candy from event sponsors. Attendees were encouraged to bring canned food items to donate to the Maryland Food Bank.

## **IHEARTMEDIA SALISBURY SALISBURY, MD**

### **STUFF-THE-BUS**

On December 5, 2015, iHeartMedia Salisbury promoted four Stuff-the-Bus toy drive collection locations to gather toys to benefit four local Toys For Tots programs as part of its 11th annual Stuff-the-Bus event. The stations partnered with local Walmart stores to host the drive locations, and the six-hour toy drive collected more than 3,000 toys for underprivileged children in the area.

## **STAR 101.3 SAN FRANCISCO / SAN JOSE, CA**

### **ACADEMY OF FRIENDS GALA**

On February 22, 2015, STAR 101.3 supported the 35th annual Academy of Friends Gala, the largest Bay Area fundraiser benefiting six local HIV/AIDS assistance organizations. The gala event gathered local residents to enjoy the Bay Area's finest restaurants and caterers, watch the Oscar ceremonies and participate in a silent auction and raffle. With the support of STAR 101.3, the event raised over \$200,000 for the Academy of Friends in 2015.



## **WILD 94.9**

**SAN FRANCISCO / SAN JOSE, CA**

### **CAAMFEST**

Wild 94.9 partnered with the Center for Asian American Media for the organization's annual CAAMFest movie festival, which took place from September 17 - 20, 2015 and celebrated film, culture, and food from across Asian America. The station promoted the four-day festival through on-air and digital PSAs and helped the organization attract 26,000 attendees and raise \$140,000 to support the local arts.

## **BIG 103.7**

**SAN FRANCISCO / SAN JOSE, CA**

### **ROCK THE CASA**

On June 20, 2015, Big 103.7 partnered with Rock the Casa for a concert to benefit Camp Concord, which sends hundreds of deserving kids to summer camp, and Court Appointed Special Advocates (CASA), which provides critical support for children removed from their homes due to abuse or neglect. In 2015, the concert featured a performance by Eddie Money and attracted over 700 attendees, who helped raise over \$75,000.

## **106 KMEL-FM**

**SAN FRANCISCO / SAN JOSE, CA**

### **SANA CLAUS TOY AND FOOD DRIVE**

KMEL hosted its third annual Sana Clause Toy and Food Drive on December 18, 2015 to benefit the Alameda County Food Bank and the Alameda County Fire Department's Holiday Gift Program. The Sana G Morning Show broadcasted live from a local Chili's restaurant and encouraged listeners to drop off toy donations and nonperishable food. The four-hour broadcast collected over 400 pounds of food, which is the equivalent of about 350 meals for the community, as well as toys and over \$1,400 in donations.

## **98.1 KISS FM**

**SAN FRANCISCO / SAN JOSE, CA**

### **THE FIGHT FOR AIR CLIMB**

98.1 KISS FM joined the American Lung Association on March 28, 2015 for The Fight for Air Climb event. The station promoted the event on-air and online and on-air personality Tony Sandoval led a team that climbed 52 flights of stairs. The station's efforts helped raise over \$380,000 to support research, education and patient programs to help the millions of Americans impacted by asthma, COPD, lung cancer, air pollution and other lung diseases.



## **TALK 910** SAN FRANCISCO / SAN JOSE, CA

### **NATIONAL KIDNEY FOUNDATION**

TALK 910 partnered with the National Kidney Foundation to support its three Bay Area Kidney Walks in May and June, which raised funds for lifesaving programs that educate and support kidney patients, their families and those at risk. The walks raised more than \$600,000 for the foundation. In addition, the station's midday hosts Cory and Joel featured the National Kidney Foundation on their show to promote the organization's 27th annual Author's Luncheon on October 24, 2015. The event brings together those who are passionate about literature and saving lives through kidney disease research, advocacy, and education.

## **IHEARTMEDIA SAN FRANCISCO** SAN FRANCISCO / SAN JOSE, CA

### **LAKE COUNTY FIRE VICTIM DONATION DRIVE**

From September 17 - 28, 2015, the iHeartMedia San Francisco staff partnered with Future Farmers of America to help families that were displaced by fires in Lake County, California. The donations came from station personnel and included camping equipment, blankets, shoes, toiletries, flashlights, pet food and more. All donations were distributed directly to victims of the fire, who were living in tents while waiting to rebuild their homes.



## **106.1 KISS FM** SEATTLE, WA

### **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, 2015. The event featured a live fundraising broadcast from Seattle Children's Hospital and highlighted stories of patients, families and doctors at the hospital. During the event, 106.1 KISS FM morning hosts Bender and Molly stayed on-air for 13 hours to encourage donations. The 2015 event raised more than \$804,000, bringing the 14-year total to more than \$14 million for Seattle Children's Hospital.

## **SPORTS RADIO 950 KJR AM** SEATTLE, WA

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

Sports Radio KJR AM hosted its 20th annual KJR Kares-a-thon, a special event that featured the station's talent and a roster filled with star-studded on-air sports guests and commentators. On September 1, 2015, listeners were invited to donate online or via phone and to participate in an online auction to bid on unique sports memorabilia and entertainment experiences. The 2015 KJR Kares-a-thon raised more than \$127,000 for Seattle Children's Hospital cancer research and clinical trials.





## **KUBE 93** SEATTLE, WA

### **KUBE 93 HAUNTED HOUSE**

In October 2015, KUBE 93 held its annual Haunted House event, which benefitted two local organizations. On select days, the station offered discounted admission tickets for those who brought a canned food donation for Food Lifeline, an organization that works to stock nearly 275 food banks, meal programs and shelters in the Pacific Northwest. The station collected 1,039 pounds of food, which provided over 865 meals to those in need in western Washington. In addition, the KUBE 93 Haunted House highlighted the issue of bullying by featuring “Don’t Be A Monster” messages at the attraction and offering specially designated school visits for students in the Pacific Northwest area.

## **95.7 THE JET** SEATTLE, WA

### **HEART AND STROKE WALK 2015**

95.7 The Jet partnered with the American Heart Association in October 2015 for two local Heart and Stroke Walk events to encourage healthier lives, free of cardiovascular diseases and strokes. The station encouraged listeners to participate in the Puget Sound Walk in Seattle, WA and the South Sound Walk in Tacoma, WA. The events raised over \$2 million to fund life-saving research and local community initiatives.

## **106.1 KISS FM** SEATTLE, WA

### **106.1 KISS FM’S NORTH CENTRAL WASHINGTON WILDFIRE RELIEF DONATION DRIVE**

In response to the massive wildfires in Okanogan County in Washington State in 2015, 106.1 KISS FM’s Bender and Molly teamed up with KIRO TV’s Jesse Jones to collect gas gift cards and cash donations for firefighters and evacuees of the disaster. On August 27, 2015, Bender and Molly had a special dual broadcast with Jones at two local shopping mall locations to collect listener and viewer donations, which resulted in more than \$13,000 being raised. On September 1, Bender and Jones traveled to Okanogan County to distribute the gas gift cards to those in need.

## **KISS 98.1** SPOKANE, WA

### **MOBIUS CHILDREN’S MUSEUM**

KISS 98.1 teamed up with the Trans-Siberian Orchestra to help raise money for the Mobius Children’s Museum. The orchestra donated \$1 from each ticket sold from their Spokane performance on November 27, 2015 to the museum. KISS 98.1 promoted the concert and helped raise over \$6,000 for the museum, which features interactive art, culture and science activities for local children and their families.



## **98.9 KKZX** SPOKANE, WA

### **JIM ARNOLD 12 HOUR TAKEOVER**

98.9 KKZX held its first Jim Arnold 12 Hour Takeover to benefit the Union Gospel Mission, which provides food, clothing, and shelter to homeless men, women and children. 98.9 KKZX midday host Jim Arnold broadcasted live from a local business from 7 a.m. - 7 p.m. and encouraged listeners to donate to the mission. Listeners who made donations were able to make song requests, which Jim played during the 12-hour broadcast. The event raised over \$1,700 for Union Gospel Mission.

## **103-7 NNJ & 102-3 WSUS** SUSSEX, NJ

### **STUFF-THE-BUS**

103-7 NNJ and 102-3 WSUS held their annual Stuff-the-Bus campaign on November 20 - 22 to benefit the Sussex County Division of Social Services Food Pantry. On-air personalities from both stations broadcasted live during the events, which were also promoted on the 103-7 NNJ and 102-3 WSUS websites and social media. In 2015, the Stuff-the-Bus campaign collected more than 27,000 pounds of food and over \$6,300 for the Sussex County Division of Social Services Food Pantry.

## **US 103.5** TAMPA, FL

### **CARES FOR KIDS RADIOTHON**

US 103.5 hosted its eighth annual US 103.5 Cares for Kids radiothon on December 3 -4 to support the All Children's Hospital in St. Petersburg, FL. The two-day event featured families and patients from all across the state and raised \$358,000 for All Children's Hospital. Over the last eight years, US 103.5 Cares for Kids radiothons have raised over \$1.5 million.

## **MIX 100.7** TAMPA, FL

### **JUNIOR ACHIEVEMENT'S BIZTOWN AND ENTERPRISE VILLAGE**

Mix 100.7 participated in Junior Achievement's BizTown and Enterprise Village, a series of educational programs that teach elementary school students about the worldwide economy. The station created a mock store front that students used to act as deejays, account executives and other roles in the radio industry. In 2015, over 3,000 students visited Junior Achievement's Biz Town and Enterprise Village.



## **101.5 THE RIVER & 92.5 KISS FM**

TOLEDO, OH

### **RONALD MCDONALD HOUSE PLAYGROUND BUILD**

WRVF and WVKS partnered with Ronald McDonald House Charities of Northwest Ohio on August 22, 2015, to build a playground for the brand new Ronald McDonald house in Toledo, Ohio. The stations broadcasted live during the event to encourage drop-off donations for the new house. Station personnel also joined 262 volunteers to build the playground, which will provide a temporary homelike experience for families while their children receive medical treatment nearby.

## **HOT 99.5**

WASHINGTON, DC / BALTIMORE, MD

### **“CARLY 99.5” SWAB DRIVE**

On June 11, 2015, HOT 99.5 changed its name for the day to Carly 99.5 to help support a local teen with cancer who was in need of a bone marrow transplant. The station held a live broadcast and encouraged listeners to visit the station to have their cheeks swabbed to see if they were a donor match for Carly. Over 250 volunteers were swabbed during the event - a record turnout for a single swab drive in the area.



## **98.7 WMZQ**

WASHINGTON, DC / BALTIMORE, MD

### **ST. JUDE RADIOTHON**

On December 3 - 4, 2015, 98.7 WMZQ broadcasted its 24th annual St. Jude Radiothon to raise money for St. Jude Children's Research Hospital. On-air personalities Bobby Bones, Aly Jacobs, Michael J and Paul Donovan 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 radiothon raised more than \$410,000 for the hospital.

## **97.1 WASH-FM**

WASHINGTON, DC / BALTIMORE, MD

### **WASH FOR KIDS RADIOTHON**

On December 17, 2015, 97.1 WASH-FM held its inaugural WASH for Kids radiothon to benefit the Children's Miracle Network. WASH-FM on-air personalities Loo & Chilli, Jenni Chase and Jake West broadcasted from Children's National Medical Center in Washington, DC and spoke with doctors, patients and their families to encourage listeners to donate and become Miracle Makers. The event raised over \$326,000 - a record amount for an inaugural radiothon for Children's Miracle Network Hospitals.





## 93.1 WPOC

WASHINGTON, DC / BALTIMORE, MD

### ST. JUDE RADIOTHON

WPOC hosted its annual St. Jude Radiothon on December 10 - 11, 2015 to support St. Jude Children's Research Hospital's lifesaving work. The two-day live broadcast featured patient, doctor and family interviews with 93.1 WPOC on-air talent, who encouraged listeners to donate online and to become Partners in Hope. In 2015, the radiothon raised more than \$335,000 for St. Jude Children's Research Hospital.

## Z104.3

WASHINGTON, DC / BALTIMORE, MD

### BALTIMORE WALK WITH US TO CURE LUPUS

On May 9, 2015, Z104.3 afternoon host and program director Kruz hosted the ninth annual Baltimore Walk With Us to Cure Lupus event to support the Alliance for Lupus Research. The station promoted the event on-air and encouraged listeners to participate and donate to the event. Over 1,000 people attended the walk, which raised over \$70,000 for Alliance for Lupus Research.



## JACK-FM

WASHINGTON, DC / BALTIMORE, MD

### ABILITIES NETWORK 5K RUN & FUN WALK

In September 2015, 102.7 JACK-FM sponsored the Abilities Network 5K Run & Fun Walk to benefit The Abilities Network, a nonprofit that works with individuals with disabilities in Maryland to help them achieve their personal goals and reach their maximum potential. The station's month-long promotion for the event included PSAs, recorded promos and inclusion in the station's newsletters and online events calendar. In 2015, the Abilities Network 5K Run & Fun Walk attracted over 600 participants and raised more than \$60,000 for the Abilities Network.

## BIG 100.3

WASHINGTON, DC / BALTIMORE, MD

### CAPITAL AREA FOOD BANK

On December 10, 2015, WBIG partnered with the Trans-Siberian Orchestra to collect \$1 from each ticket sold at a local performance at the Verizon Center to benefit the Capital Area Food Bank, the region's largest hunger relief organization. The station promoted the concert through on-air and digital PSAs, which helped raise over \$11,000 for the Capital Area Food Bank. Every ticket sold for the performance provided 2.5 meals for local residents in need.



## **DC101** WASHINGTON, DC / BALTIMORE, MD

### **DAVE GROHL AND ELLIOT'S RALLY AND RIDE TO RFK**

Foo Fighters singer Dave Grohl joined DC101 morning show host Elliot Segal on July 4, 2015 for a charity motorcycle ride on the morning of the Foo Fighters 20th Anniversary Blowout concert. The rally began at a local brewery and concluded at Robert F. Kennedy Memorial Stadium, where attendees enjoyed a day of live music from the Foo Fighters, Heart, Joan Jett and many more. The event raised \$7,500 for the National Center for Missing & Exploited Children and We Are Family DC.

## **B98** WICHITA, KS

### **GRANTING YOUR CHRISTMAS WISH**

In December, B98 held its annual Granting Your Christmas Wish program, which asked local listeners to nominate their holiday travel wishes to spend time with their families. The station selected several winners and donated \$6,000 to help them take trips to be with their loved ones.

## **102.1 THE BULL** WICHITA, KS

### **CHILDREN'S MIRACLE NETWORK HOSPITALS RADIOTHON**

From March 5 - 6, 102.1 The Bull held its annual two-day radiothon to raise money for Children's Miracle Network Hospitals across Kansas. Each year, all money raised from the local event helps fund treatment for children in the Wichita community. In 2015, over \$98,000 was raised for Children's Miracle Network Hospitals.

## **102.1 THE BULL** WICHITA, KS

### **KANSAS HUMANE SOCIETY**

102.1 The Bull's morning show host Bobby Bones held his annual benefit concert for the Kansas Humane Society, a no kill shelter for animals in the community, to provide new homes and better conditions for Wichita-area animals. The sold-out concert featured a live performance by The Raging Idiots, a band fronted by Bobby Bones and raised over \$26,000 for the Kansas Humane Society.



**94.7 WDSB, MIX 92.9,  
1450 WILM, 1410 WDOV  
& 1290 FOX SPORTS  
WILMINGTON, DE**

**TURKEY ROUND UP**

On November 12 - 13, 2015, iHeartMedia Wilmington partnered with Food Lion grocery stores and the Food Bank of Delaware for their 18th annual Turkey Round Up to provide money, food and turkeys for families in need on Thanksgiving. In 2015, the Turkey Round Up event collected over 500 turkeys, almost 7,400 pounds of non-perishable food and over \$31,000 in donations.

**94.7 WDSB AND MIX 92.9  
WILMINGTON, DE**

**ST. JUDE COUNTRY CARES RADIOTHON**

From February 26 - 27, 2015, 94.7 WDSB and Mix 92.9 held their annual St. Jude Country Cares radiothon, which featured patient stories and giggle breaks, an on-air segment featuring a child's joke and live donations from the station's sponsors. The stations' on-air personalities encouraged donations from listeners, who were eligible to win a guitar signed by over 20 recording artists if they pledged to become a Partner in Hope. In 2015, 94.7 WDSB and Mix 92.9 raised over \$70,500, bringing their two-year donation total to over \$126,000.

**94.7 WDSB AND MIX 92.9  
WILMINGTON, DE**

**OPERATION CHRISTMAS WISH**


On December 12, 2015, 94.7 WDSB and Mix 92.9 sponsored the annual Operation Christmas Wish event, which asks listeners to select a tag from trees that list an underprivileged child's Christmas wish list. The station promoted the event on-air, online and via social media, encouraging listeners to donate toys, money and even "adopt" or buy gifts for an entire family. As part of the stations' efforts, 45 families, including 174 children, were helped through the program.



# CLEAR CHANNEL OUTDOOR





BE HERE FOR KIDS 

# HELP BRING RELISHA RUDD HOME



MISSING: 3/19/2014

WASHINGTON, DC



[MISSINGKIDS.ORG](http://MISSINGKIDS.ORG)  
1-800-THE-LOST®

# CLEAR CHANNEL OUTDOOR AMERICAS' COMMITMENT TO COMMUNITY



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.

Clear Channel Outdoor Americas often plays a supporting role to law enforcement and public health and safety efforts. Since beginning its partnership with both federal and local law enforcement agencies in December 2007, Clear Channel billboards have led to the direct apprehension of 50 WANTED fugitives. The flexibility of its real-time digital out-of-home media network has allowed Clear Channel Outdoor Americas to play a major

role in helping these organizations and others communicate critical information to the mass public — instantly.

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

Clear Channel Outdoor Americas believes addressing the challenges, big and small, that affect people's daily lives is critical for influencing greater societal change.



#### ABOUT CLEAR CHANNEL OUTDOOR HOLDINGS, INC.

Clear Channel Outdoor Holdings, Inc., (NYSE: CCO) is one of the world's largest outdoor advertising companies, with more than 650,000 displays in over 35 countries across five continents, including 43 of the 50 largest markets in the United States. Clear Channel Outdoor Holdings offers many types of displays across its global platform to meet the advertising needs of its customers. This includes a growing digital platform that now offers over 1,050 digital billboards across 29 U.S. markets. Clear Channel Outdoor Holdings' International segment operates in 22 countries across Asia, Australia and Europe in a wide variety of formats. More information is available at [www.clearchanneloutdoor.com](http://www.clearchanneloutdoor.com) and [www.clearchannelinternational.com](http://www.clearchannelinternational.com).

# THE POLARIS PROJECT: HUMAN TRAFFICKING



During the Super Bowl 2015, Cindy McCain and The McCain Institute for International Leadership at Arizona State University, “Polaris,” the leading nonprofit in the global fight to eradicate modern slavery, and Clear Channel Outdoor Americas, together with Arizona Attorney General Mark Brnovich and Phoenix Mayor Greg Stanton, launched an expanded campaign to combat human trafficking with outdoor media throughout Phoenix. The billboard campaign targeted both trafficking victims unaware that resources exist to help them, and residents who can help identify suspicious activity, by raising awareness that human trafficking is a major problem in Arizona and throughout the U.S.

Clear Channel Outdoor Americas donated ad space across 52 of their digital billboards in the Phoenix metropolitan area to promote the National Human Trafficking Resource Center hotline, operated by Polaris. Clear Channel Outdoor Americas also leveraged printed billboards to target and deliver the messages with high frequency.

Polaris and Clear Channel Outdoor Americas have forged a national partnership to combat human trafficking with campaigns in cities across America. Clear Channel Outdoor Americas launched its first anti-human trafficking campaign alongside Polaris in Philadelphia in 2012 and has since supported campaigns with Polaris and/or local partners in Baltimore, Las Vegas, Los Angeles, Miami, Milwaukee, New Jersey, New York, Phoenix,

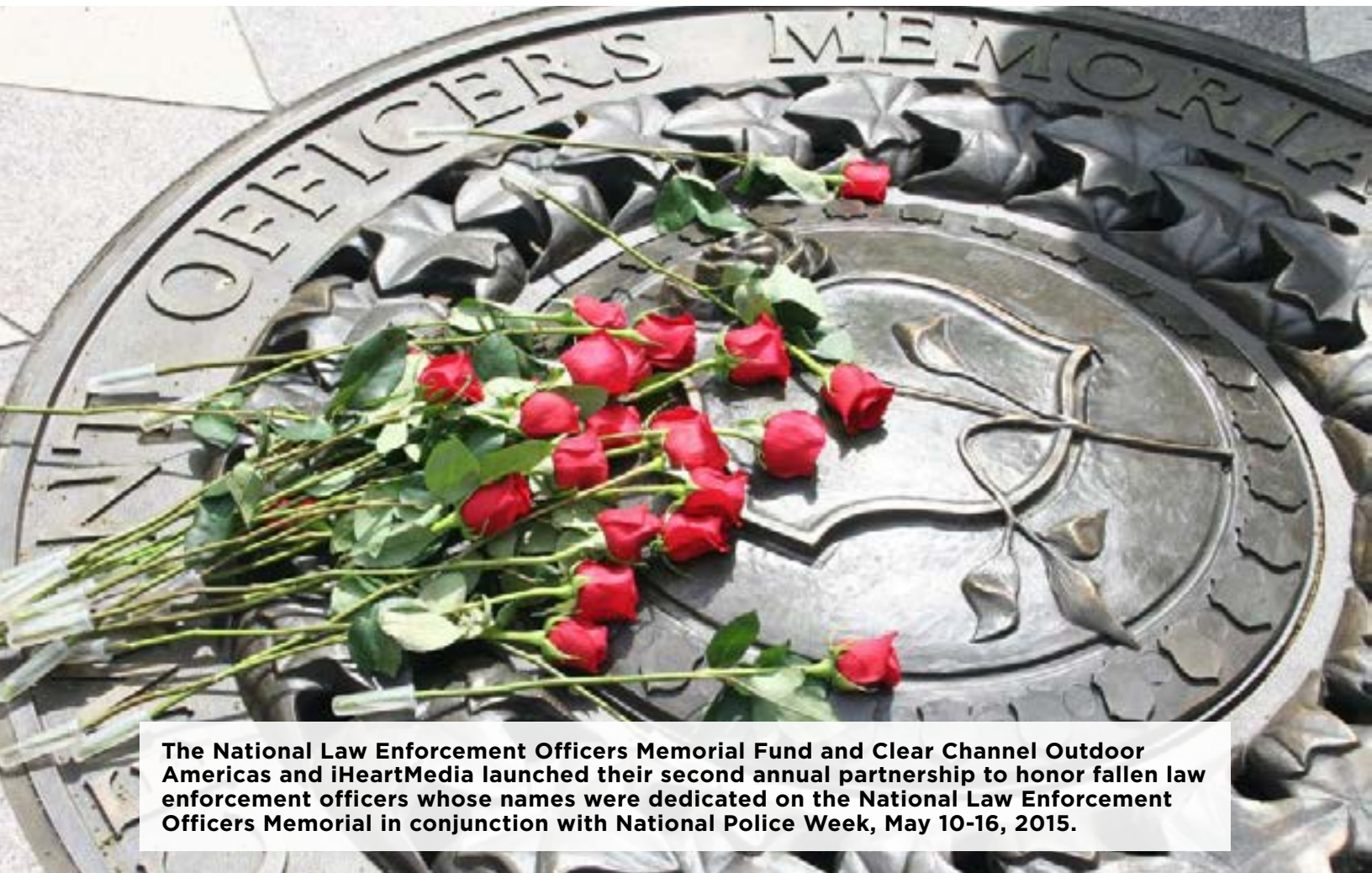
San Francisco, Seattle, and across the entire state of Texas. 2015 marked Clear Channel Outdoor Americas' 15th anti-human trafficking campaign.

“ This is an important campaign and an opportune moment to raise awareness of human trafficking in Arizona and beyond. Thank you to Clear Channel Outdoor Americas for your continued work to combat this enormous problem and to make a difference in people's lives.”

*Cindy McCain,  
Co-Chair, Arizona Human Trafficking  
Council and Chair of Human Trafficking  
Advisory Council, The McCain Institute for  
International Leadership at ASU*



# NATIONAL LAW ENFORCEMENT OFFICERS MEMORIAL FUND: FALLEN POLICE OFFICERS



The National Law Enforcement Officers Memorial Fund and Clear Channel Outdoor Americas and iHeartMedia launched their second annual partnership to honor fallen law enforcement officers whose names were dedicated on the National Law Enforcement Officers Memorial in conjunction with National Police Week, May 10-16, 2015.



Against the backdrop of one of Clear Channel Outdoor Americas' full-motion digital billboards along Broadway in Times Square, iHeartMedia and Clear Channel Outdoor Americas launched their second annual Police Week salute with a special tribute to fallen officers in a press conference hosted by National Law Enforcement Officers Memorial Fund Chairman and CEO Craig Floyd. NYPD Commissioner William J. Bratton, New York City Council Members Mark Treyger and Donovan Richards, and families of the NYPD law enforcement officers who were honored by the memorial fund this year also gathered in Times Square.

During the press conference, Clear Channel Outdoor Americas displayed individual creative for each of the 273 law enforcement officers whose names were dedicated on the Memorial walls this year, 117 of whom were killed in the line of duty in 2014.

As part of the campaign to honor all 20,538 of the American law enforcement officers added to the memorial since its inception, Clear Channel Outdoor Americas ran creative that encouraged the public to donate to the Memorial Fund's United by Light program and dedicate a virtual candle with a personalized message in honor of a special officer. Altogether, it is estimated that the ten day outdoor and radio campaign generated nearly 100M impressions.

In addition, at 8 p.m. ET on May 13, 2015, during the annual Candlelight Vigil in Washington, D.C., all of Clear Channel Outdoor Americas nearly 1,200 digital billboards across the U.S. paused for 2 minutes on a single iconic image in remembrance of the 273 U.S. law enforcement officers whose names were formally dedicated on the Memorial. In New York, Clear Channel Outdoor Americas' full-motion digital billboards in Times Square (47th St. and Broadway), Penn Plaza (7th Ave. and 34th St.) and the Port Authority (8th Ave. and 42nd St.) simultaneously displayed a two-minute video of the Candlelight Vigil while inviting passersby to pause, honor and remember.



# ALLIANCE FOR LUPUS RESEARCH

**WALK  
WITH US TO  
CURE LUPUS**

[walk.alr.org](http://walk.alr.org)



Alliance for  
Lupus Research  
**walkwithus**

CLEARCHANNEL DIGITAL



Alliance for Lupus Research  
PREVENT. TREAT. CURE.



**The Alliance for Lupus Research is the world's largest private funder of lupus research, committing almost \$100M to date.** The mission of the organization is to find better treatments and ultimately prevent and cure systemic lupus by supporting biomedical research.

For the fifth 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 2015, 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.



# NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN



**Child safety continues to be a critical issue nationwide. In 2014, there were more than 460,000 reports of missing children made to law enforcement in the United States. Also, law enforcement agencies have seen a dramatic increase in cases of child sexual exploitation in recent years.** Last year there were more than one million reports of suspected child sexual exploitation made to the National Center for Missing & Exploited Children CyberTipline®, a reporting mechanism for these crimes.

The National Center for Missing & Exploited Children and Clear Channel Outdoor Americas teamed up for the ‘Summer of Hope’ campaign calling attention to the plight of missing children and their families. Throughout the summer, Clear Channel Outdoor Americas displayed images of missing children from Washington D.C., Northern Virginia and Maryland on the company’s media in D.C. and

Baltimore. The ‘Summer of Hope’ campaign is part of the ‘Be Here for Kids’ initiative launched by The National Center for Missing & Exploited Children and Clear Channel Outdoor Americas. ‘Be Here for Kids’ is a year-long national child safety awareness effort using digital billboards to communicate life-saving public safety messages, including “Never Wait 24 Hours to Report a Missing Child.”

According to The National Center for Missing & Exploited Children, photos are one of the most vital tools for law enforcement when searching for a missing child, and have the power to produce leads that can help law enforcement give families answers and help safely recover children. Clear Chanel Outdoor Americas enabled The National Center for Missing & Exploited Children to reach a broad audience by distributing photos of missing children in targeted areas that can aid law enforcement with a search.



# NO MORE — JOYFUL HEART FOUNDATION



**During NO MORE Week, Clear Channel Outdoor Americas joined with the Joyful Heart Foundation, an organization founded by actress Mariska Hargitay to heal, educate and empower survivors of sexual assault, domestic violence and child abuse.** The Clear Channel Outdoor Americas awareness movement focused on engaging bystanders to end domestic violence and sexual assault. NO MORE Week sparked conversations around issues of domestic violence and sexual assault and galvanized

communities, organizations and corporations to make them a priority year-round.

Across the nation, advocates equipped with free education and awareness tools hosted more than 100 NO MORE Week events. To support NO MORE Week and these events, Clear Channel Outdoor Americas donated space in Times Square and across its digital out-of-home network to highlight these often hidden and stigmatized issues and the launch of state and local NO MORE campaigns.



# NO CEILINGS: THE FULL PARTICIPATION PROJECT



The Full Participation Project  
**NO CEILINGS**

**Clear Channel Outdoor Americas and iHeartMedia joined a provocative pro-social campaign in conjunction with No Ceilings: The Full Participation Project, an initiative of the Clinton Foundation, in a collaborative effort to raise awareness that women are “not there” yet on issues of gender equality.** In a bold statement, iHeartMedia and Clear Channel Outdoor Americas temporarily removed iconic women

from highly visible media profiles and redirected the public to NOT-THERE.org to learn why.

Beginning March 8 and running through the evening of March 9, 2015, Clear Channel Outdoor Americas helped NOT THERE make a bold statement in Times Square and at other high impact New York locations by removing female images from outdoor ads.



# MARKET HIGHLIGHTS



**TRAFFIC REPORT:**  
100,000 minors are exploited  
in the sex trade in the U.S.  
You can help. [polarisproject.org/365days](http://polarisproject.org/365days)

The following pages highlight how individual Clear Channel Outdoor Americas markets addressed the unique and specific needs of their local communities in 2015.

Clear Channel Outdoor Americas employs thousands of people across North America. 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 nonprofits and law enforcement agencies effectively communicate their messages to community residents.



# TRAFFIC REPORT:

21 million+ victims of human trafficking  
are trapped worldwide.

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



## **ALBUQUERQUE, NM**

### **CARRIE TINGLEY HOSPITAL FOUNDATION**

Clear Channel Outdoor Americas Albuquerque partnered with iHeartMedia Albuquerque's 100.3 The Peak for a daylong radiothon to raise money for the Carrie Tingley Hospital Foundation to assist underprivileged families with their medical expenses and day-to-day needs. From 6 a.m. to 5:30 p.m. the Peak's on-air morning personalities Jackie, Tony and Donnie broadcasted from a basket lift at the site of a Clear Channel Outdoor Americas billboard, raising over \$20,000 for the foundation.

## **ATLANTA, GA**

### **CAMP TWIN LAKES**

Throughout 2015, Clear Channel Outdoor Americas Atlanta promoted Camp Twin Lakes' fundraising events to support year-round camp experiences for children with serious illnesses, disabilities and life challenges. Camp Twin Lakes empowers campers to grow their confidence and experience the joys of childhood.

Clear Channel Outdoor Americas Atlanta donated approximately \$500K in digital advertising across its 33 digital bulletins for special events including: Summer Giving, Camp Fest, the Spin For Kids Bike Race and Partners Card. Additionally, Clear Channel Outdoor Americas Atlanta employees volunteered to work on a number of service projects for the camp.

## **CHICAGO, IL**

### **AMERICAN RED CROSS OF CHICAGO & NORTHERN ILLINOIS**

In January 2015, Clear Channel Outdoor Americas Chicago promoted the American Red Cross' 100th Anniversary Blood Drive at Chicago Union Station. Clear Channel Outdoor Americas Chicago donated over \$53,000 in advertising on 33 roadside digital signs over the course of a week. This promoted blood drive collected 430 units — a record-breaking amount for American Red Cross of Chicago & Northern Illinois.

## **CHICAGO, IL**

### **HONOR FLIGHT CHICAGO**

Clear Channel Outdoor Americas Chicago teamed up with Honor Flight Chicago, an organization that flies local World War II veterans to Washington, D.C. for a day of honor and remembrance. Clear Channel Outdoor Americas Chicago displayed advertisements on 48 digital roadside and transit signs and has helped the organization locate 91 WWII veterans who have since benefitted from the organization's services.



## **COLUMBUS, OH** **2015 CHARITY GOLF CLASSIC**

Clear Channel Outdoor Americas Columbus is a longtime supporter of the Cancer Support Community, an organization that provides emotional and educational services for people affected by cancer. Clear Channel Outdoor Americas Columbus donated advertising on its six-unit digital network to promote the organization's annual golf tournament, which funds programs that help individuals and families cope with the impact of cancer. The campaign helped attract over 180 golfers to the event.

## **DALLAS, TX** **RISE SCHOOL OF DALLAS**

The Rise School of Dallas is a nonprofit that offers special therapy and programs for special needs children, focusing mainly on children with Down Syndrome. Clear Channel Outdoor Americas Dallas/Fort Worth sponsored and participated in the organization's annual Rise and Shine 5K walk for families and school supporters. The walk featured a 1K Walk/Run for families, timed 5K run and entertainment and visits from local celebrities. In addition to donating media, Clear Channel Outdoor Americas Dallas/Fort Worth employees volunteered at the event.

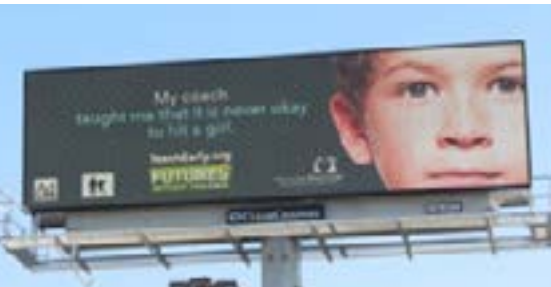
## **DAYTONA/ MELBOURNE, FL** **JUNIOR ACHIEVEMENT**

Clear Channel Outdoor Americas Daytona/Melbourne joined with Junior Achievement of the Space Coast to offer young people in Brevard County hands-on business experience. The organization's program stresses the importance of staying in school and relates classroom learnings to real world application, empowering our youth to own their economic success.

Clear Channel Outdoor Americas Daytona/Melbourne donated billboard space to help Junior Achievement of the Space Coast increase its volunteer base and raise awareness of its programs among students. Additionally, Clear Channel Outdoor Americas' employees volunteered in the organization's classrooms and helped setup fundraising events.

## **DES MOINES, IA** **HUMAN TRAFFICKING**

On May 14, 2015, Clear Channel Outdoor Americas Des Moines held a joint press conference with the Iowa Attorney General, the U.S. Attorney's Office, the Iowa State Patrol and local law enforcement agencies to announce a collaboration to combat human trafficking in Iowa. Clear Channel Outdoor Americas Des Moines led the public relations effort and ran a four-week campaign on 30 digital and traditional billboards in the Des Moines Metro area. The billboards alerted victims on how and where to get help while also educating Polk County residents about human trafficking.



## **EL PASO, TX**

### **ORYX CHALLENGE BIKE TOUR**

The United Service Organizations is a nonprofit and non-partisan organization that lifts the spirits of America's troops and their families through programs and services that boost morale and provide engaging entertainment. In 2015, Clear Channel Outdoor Americas El Paso helped promote and host the fifth annual ORYX Challenge Bike Tour, which attracted more than 350 participants.

## **HOUSTON, TX**

### **NATIONAL MISSING CHILDREN'S DAY**

Texas Center for the Missing and Clear Channel Outdoor Americas Houston partnered to raise awareness around the threat of child abduction and to teach families how to keep their children safe. Clear Channel Outdoor Americas Houston brought awareness to the case of Ryan Jacob Esparza, a Pasadena teen who has been missing since his disappearance under suspicious circumstances in June 2007. Ryan was profiled on Clear Channel Outdoor digital billboards throughout the Houston area on dates that coincided with National Missing Children's Day on May 25, 2015.

## **HOUSTON, TX**

### **TEACH EARLY**

Clear Channel Outdoor Americas, Humble High School and Kingwood Park High School joined with Houston Area Women's Center, Family Time Crisis and Counseling Center as well as national organizations Futures Without Violence and the Ad Council to raise awareness of the pivotal role men play in ending domestic and sexual violence. As the campaign's media partner, Clear Channel Outdoor Americas Texas held a press conference to unveil outdoor advertising creative that encouraged students and athletes to learn more about healthy relationships and peer respect. The ads were displayed on digital billboards throughout the Houston area in October 2015 in conjunction with Domestic Violence Awareness Month.

Aligned with the Ad Council's nationwide effort to promote the "Teach Early" initiative, Clear Channel Outdoor Americas Texas' message focused on stopping violence before it starts, encouraging men to teach boys healthy relationship skills and the importance of respect for women and girls. Members of local football teams, along with the district's Superintendent of Schools, attended the event and signed a "pledge" to curb violence against women and girls.



## **INDIANAPOLIS, IN** **THE ARTS COUNCIL OF INDIANAPOLIS**

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 Outdoor Americas billboards. In its third year, the citywide public art project, High Art Indy, received over 175 submissions from nearly 100 local artists, which were judged by The Arts Council's Public Art Committee. Ten works of art were selected to be placed in rotation on 35 Clear Channel Outdoor Americas billboards around the city for public voting. In October 2015, Phil O'Malley's "Community Relations" was selected as the winner of the High Arts People's Choice Award.

## **JACKSONVILLE, FL** **CLEARLY JACKSONVILLE**

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 2015, Clear Channel Outdoor Americas donated nearly \$175K in media to Clearly Jacksonville to promote local law enforcement, animal welfare, arts and culture, education and small businesses.

## **LAS VEGAS, NV** **JUNIOR ACHIEVEMENT**

In 2015, Clear Channel Outdoor Americas Las Vegas partnered with Junior Achievement, a nonprofit that enhances the education of youth through business and life skills programs, to donate 42 weeks of digital billboard advertising space to support the organization's events and programs. The billboard series featured seven pieces of creative that were displayed in rotation across two local bulletins.

The billboards promoted Junior Achievement's programs, which provide students with hands-on business experience and relate classroom teachings to real world application.

## **LOS ANGELES, CA** **SOUTHERN CALIFORNIA WATER COMMITTEE**

For two consecutive years, Clear Channel Outdoor Americas Los Angeles joined with the Southern California Water Committee to encourage California residents to save water. Together they launched an advertising campaign featuring a unique cartoon character — Lawn Dude — and in 2015 he starred in his third campaign. With slogans such as "Kicking Grass, Taking Names" and "I'm Laying Off The Sauce," the billboards appeared on 25 donated Clear Channel Outdoor Americas 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**

### **MEMPHIS POLICE ASSOCIATION CHARITABLE FOUNDATION**

After Memphis police officer Sean Bolton was killed in the line of duty, Clear Channel Outdoor Americas Memphis partnered with local businesses and donated media to help raise \$15,000 for the Memphis Police Association Charitable Fund. Created in 2011, the fund is designed to help current Memphis police officers facing hardships and to benefit families affected by tragedies.

## **MIAMI, FL**

### **THE BELAFONTE TACOLCY CENTER**

The Belafonte Advisory Committee of Liberty City Youth Center provides a safe and enriching environment that empowers children and families to make positive choices and strengthen the community. Clear Channel Outdoor Americas Miami South produced two billboard advertisements to help the organization promote its aftercare and recreational programs. In addition, Clear Channel Outdoor Americas Miami South presented a \$10,000 donation to bolster the organizations' current services and programs.

## **MILWAUKEE, WI**

### **ATF — GUN VIOLENCE AWARENESS**

In May 2015, Clear Channel Outdoor Americas Milwaukee teamed up with the Bureau of Alcohol, Tobacco, Firearms and Explosives and the Milwaukee Police Department to take action against the community's spike in non-fatal shootings and gun-related homicides. This eight-week campaign ran on 10 digital billboards to increase citizen involvement in making communities safer and to remind the public to report firearm-related crimes using the promoted and anonymous tip line.

## **MINNEAPOLIS/ ST. PAUL, MN**

### **FHICF**

As the exclusive media partner for the 2015 Flint Hills International Children's Festival, Clear Channel Outdoor Americas Minneapolis/St. Paul created the ARTwalk, a featured exhibit from the festival that showcased art from young regional artists. ARTwalk featured pieces submitted by over 600 young artists, which were entered for a chance to be highlighted on a Clear Channel Outdoor Americas digital billboard for one week. Clear Channel Outdoor Americas selected 16 pieces of art to display on 10 billboards throughout Minneapolis.



## **NEW YORK, NY (SPECTACOLOR) LONE SURVIVOR FOUNDATION**

In observance of Memorial Day, Clear Channel Outdoor Americas New York ran a citywide public service campaign for the Lone Survivor Foundation (LSF), an organization that restores, empowers and renews hope for wounded U.S. service members and their families through health, wellness and therapeutic support. From May 20 - 26, Clear Channel Outdoor Americas advertisements raised awareness of LSF's mission and promoted the #LSFNyc hashtag to allow supporters to engage with the campaign on social media. The advertisements were seen across 29 Clear Channel Outdoor Americas digital billboards in northern New Jersey including the NJ Turnpike, Lincoln Tunnel, Port Authority Bus Terminal, Penn Plaza and multiple placements in Times Square.

## **OCALA, FL STEP UP FOR STUDENTS**

For the second consecutive year, Clear Channel Outdoor Americas Ocala promoted Step Up for Students, an organization that provides special assistance, therapists, counselors, specialized technology and even college savings accounts for students. In November 2015, donated advertisements ran across two Clear Channel Outdoor Americas billboards in the Ocala area and encouraged parents to call a hotline to see if their children qualified for a scholarship.

## **ORLANDO, FL VICTIM SERVICE CENTER**

Florida's Victim Service Center provides individualized services and resources to victims of sexual assault, violent crime and traumatic circumstances, through crisis response, advocacy, therapy and community awareness. Throughout 2015, Clear Channel Outdoor Americas Orlando promoted the Florida's Victim Service Center's specialized services with nearly \$45,000 in donated media.

## **ORLANDO, FL ISLANDS OF ADVENTURE'S GOLF CLASSIC**

Clear Channel Outdoor Americas Orlando supported Islands of Adventure's annual Golf Classic, a golf tournament to raise money for Give Kids the World and Feeding Children Everywhere. As part of the event, Clear Channel Outdoor Americas Orlando participated in Feeding Children Everywhere's on-site food packing event to help provide meals for children in Central Florida. Clear Channel Outdoor Americas employees measured and packed dried dinners and created 900 bags of food, helping the event reach its goal to prepare 300,000 healthy meals for families in need.



## **PHILADELPHIA, PA**

### **AMERICAN FOUNDATION FOR SUICIDE PREVENTION**

For five consecutive years Clear Channel Outdoor Americas Philadelphia has promoted the American Foundation of Suicide Prevention's (AFSP) local Out of the Darkness Walk, a series of 350 community walks across the country that help raise money for vital research and educational programs to combat suicide. Leading up to the walk, Clear Channel Outdoor Americas donated advertising space on three traditional billboards, eight weeks of digital billboard space, 16 posters and 16 Transit Shelters to encourage residents to participate in the walk and donate. In 2015, AFSP's Out of the Darkness Walk in Philadelphia attracted more than 5,000 walkers and raised nearly \$460,000.

## **PHOENIX, AZ**

### **NOT WORTH IT**

Clear Channel Outdoor Americas Phoenix worked with Cindy McCain and The McCain Institute for International Leadership at Arizona State University, CEASE Phoenix Metro, the City of Phoenix and Attorney General Mark Brnovich to promote the "Not Worth It" campaign to fight local human trafficking. With the tagline "Buy Sex, Lose Everything," the creative directed residents to notworthit.org and appeared across five Clear Channel Outdoor Americas static billboards and 52 Clear Channel Outdoor Americas electronic billboards for 12 months, generating tens of millions of impressions.

## **PORTLAND, OR**

### **RONALD MCDONALD HOUSE CHARITIES OF OREGON**

Clear Channel Outdoor Americas Portland remodeled East House, a local home for Ronald McDonald House Charities of Oregon and Southwest Washington. Throughout the year, East House provides a home away from home for families with seriously ill children at no cost, and supports initiatives to improve pediatric health. The East House accommodates 25 families per night, and runs at full capacity year round, often with a wait list of several dozen families. Clear Channel Outdoor Americas Portland landscaped the property, prepared the facility for its new playground installation and cleaned the inside of the house. Clear Channel Outdoor Americas also donated \$5,000 in digital advertising to encourage residents to donate their used vehicles to the organization.

## **RENO, NV**

### **RENO-SPARKS GOSPEL MISSION**

Clear Channel Outdoor Americas Reno employees volunteered at Reno-Sparks Gospel Mission to help serve meals to the homeless. Throughout the year, the Reno-Sparks Gospel Mission provides healthy meals for the hungry, facilitates drug and alcohol abuse recovery programs, serves as a homeless shelter and provides transitional housing.





## SACRAMENTO, CA

### “LIFEJACKETS. THEY FLOAT. YOU DON’T.”

To address the growing number of adults who drown in the Sacramento and American Rivers, Clear Channel Outdoor Americas Sacramento teamed up with Elmets Communications and the County of Sacramento to create a month-long campaign to promote water safety. The campaign stressed the need for adults to wear lifejackets and ran across six Clear Channel Outdoor Americas digital billboards throughout Sacramento.

## SALISBURY, MD

### MISSION OF MERCY

Clear Channel Outdoor Americas Salisbury partnered with Mission of Mercy, a nonprofit network of volunteer dental professionals that hold free, two-day dental clinics nationwide. Together they created a five-week campaign that ran across eight Clear Channel Outdoor Americas billboards to promote the organization’s free dental services.

## SAN ANTONIO, TX

### SAN ANTONIO PETS ALIVE

In October 2015, Clear Channel Outdoor Americas San Antonio employees worked with San Antonio Pets Alive (SAPA) to teach dogs basic obedience skills. The team helped walk dogs, socialized puppies, played with cats and cleaned the facility. Throughout the year, SAPA works in partnership with San Antonio Animal Care Services to reduce the number of adoptable animals that are euthanized in the community. By providing and supporting programs that target at-risk shelter populations, San Antonio’s no-kill community is able to save 90 percent of the animals that enter its shelter system.

## TAMPA, FL

In 2015, Clear Channel Outdoor Americas Tampa worked with the Blossom Montessori School for the Deaf, one of only two schools in the United States using Montessori methods to teach deaf and hard-of-hearing children, to create a Clear Channel Outdoor Americas billboard display featuring its students and which recognized Sharp Electronics Corporation for its donation of classroom equipment. Clear Channel Outdoor Americas produced the advertisement pro-bono and displayed it on Clear Channel Outdoor Americas’ digital billboards throughout the city.

## TUCSON, AZ

### OSHA HEAT ILLNESS PREVENTION

Clear Channel Outdoor Americas Tucson ran a two-month long campaign in partnership with the Occupational Safety and Health Administration to remind outdoor workers to stay hydrated during the summer and prevent heat-related illnesses. The Clear Channel Outdoor Americas billboards featured a tip hotline that residents could call for more information and appeared throughout the city on hot days.