

2023 IMPACT REPORT



iHeart
MEDIA



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COMPANY OVERVIEW

ABOUT IHEARTMEDIA, INC.

iHeartMedia (NASDAQ: IHRT) is the number one audio company in the United States, reaching nine out of 10 Americans every month. It consists of three business groups.

With its quarter of a billion monthly listeners, the **iHeartMedia Multiplatform Group** has a greater reach than any other media company in the U.S. Its leadership position in audio extends across multiple platforms, including more than 860 live broadcast stations in over 160 markets nationwide; its National Sales organization; and the company's live and virtual events business. It also includes Premiere Networks, the industry's largest Networks business, with its Total Traffic and Weather Network (TTWN); and BIN: Black Information Network, the first and only 24/7 national and local all news audio service for the Black community. iHeartMedia also leads the audio industry in analytics, targeting and attribution for its marketing partners with its SmartAudio suite of data targeting and attribution products using data from its massive consumer base.

The **iHeartMedia Digital Audio Group** includes the company's fast-growing podcasting business -- iHeartMedia is the number one podcast publisher in downloads, unique listeners, revenue and earnings -- as well as its industry-leading iHeartRadio digital service, available across more than 250 platforms and 2,000 devices; the company's digital sites, newsletters, digital services and programs; its digital advertising technology companies; and its audio industry-leading social media footprint.

The company's **Audio & Media Services** reportable segment includes Katz Media Group, the nation's largest media representation company, and RCS, the world's leading provider of broadcast and webcast software.

Visit [iHeartMedia.com](https://www.iHeartMedia.com) for more company information.





UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS FRAMEWORK

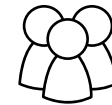
Many of iHeart’s focus areas also help further the United Nations Sustainable Development Goals (SDGs), which are part of the UN’s 2030 Agenda for Sustainable Development. For 2023, we set and achieved the goal of 100% of our

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

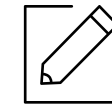


COMMITMENT TO COMMUNITY

The company’s local and national campaigns primarily fall into these categories:



FAMILY & SOCIAL IMPACT



EDUCATION & LITERACY



HEALTH & WELLNESS



MUSIC & ARTS



ENVIRONMENTAL



DISASTER RESPONSE

FAMILY & SOCIAL IMPACT

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

EDUCATION & LITERACY

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

HEALTH & WELLNESS

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

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

MUSIC & ARTS

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

ENVIRONMENTAL

iHeartMedia continually looks for ways to rally the communities it serves to protect the environment and to

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

DISASTER RESPONSE

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



EXECUTIVE LETTER

This year, we celebrate **iHeart's 13th annual Community Impact Report**. We are extremely proud of what our teams in communities across the country have accomplished as **we strengthen our trusted relationships with our listeners and positively impact the world around us**, and we are committed to continuing to respond to the evolving needs of our listeners and address the most pressing challenges facing our country. **At iHeart, serving our communities is at the core of everything we do.**

In 2023, our company-wide social impact media investment equaled over \$280 million gifted to nearly 2,000 local and national nonprofit organizations focused on families and society; education and literacy; health and wellness; the environment; music and arts; and disaster response and relief.

Because we connect with – and give voices to – communities across America, **iHeart plays a key role in shaping the way media can interact with and educate the public and make a difference in the lives of others.** We work to uplift people when they confront difficult issues or crises, and we encourage and organize opportunities for action through volunteerism and advocacy **campaigns that connect people with organizations and causes that help address their issues and interests.**

In addition to addressing critical national issues, **our local reach also extends deep into tens of thousands of neighborhoods to address the unique challenges and needs of those areas.** From local business support to school fundraising, beach cleanups, food drives, summer meal programs and so many more, **our local teams are dedicated to helping their communities thrive by enriching the lives of individuals, children and families** through fundraising, music, information and resources.

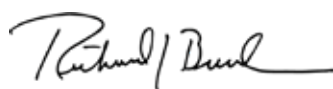
Our Community Impact Report gives us the opportunity to reflect on all that our company – and, most importantly, our people – have done to help our communities. We thank them, the many nonprofit organizations we help support as they work to create meaningful change, and our listeners, who share **our deep commitment to serving the communities in which we all live and work.**



BOB PITTMAN
CHAIRMAN & CEO,
IHEARTMEDIA



RICH BRESSLER
PRESIDENT, COO & CFO,
IHEARTMEDIA; CEO
MULTIPLATFORM GROUP





ABOUT iHEARTMEDIA

Our responsibility begins with broadcast radio; we are available free over the air to all.

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

Our purpose is to change the world through the power of audio, using our multiple platforms and diverse content to connect people through companionship, compelling storytelling and service to our communities.

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

BROADCAST RADIO IS THE MOST TRUSTED MEDIUM IN AMERICA – and iHeartMedia is the most trusted radio company. 79% of Americans value the opinion and perspectives of their favorite radio DJ/personality, and Americans believe radio is two times more trustworthy than social media.

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





NATIONAL RADIO CAMPAIGNS

For decades, iHeart has played a critically important role for – and in – its communities, providing support, information, resources and companionship, and helping to create positive change in partnership with some of the most impactful nonprofits in the country. We have forged deep and ongoing relationships by supporting the work of nonprofit organizations and philanthropic causes that shine a light on the critical issues of our times, many of which have come to rely on our partnerships to connect to their communities. Through these close national partnerships, iHeart continues

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

The company's community programs are built on the idea that, through public awareness and education, we can drive attention and action to bring deeper understanding of both world issues and individual community matters. In 2023, iHeartMedia supported thousands of local and nonprofit organizations nationwide and raised hundreds of millions of dollars for critical issues.

From natural disaster relief and action to prioritizing the health and safety of our communities, iHeart reaches deep into communities through our diverse portfolio of platforms and assets – broadcast, digital, podcasts, personalities, influencers, social, live events and more — to create positive lasting change within the neighborhoods and communities in which we live and work.

The following pages showcase some of 2023's most impactful national programs and partnerships.



AMERICAN HEART ASSOCIATION



According to the most recently published scientific data, about 90% of the 350,000 people who experience a cardiac arrest outside of the hospital each year will not survive. Less than half of people who need it receive the immediate help that they need before professional help arrives.

To help close this gap, iHeart teamed up with the American Heart Association to support the organization's "Be The Beat" challenge during American Heart Month in February, encouraging every household in America to have someone who knows CPR.

When a person has a cardiac arrest, survival depends on immediately receiving CPR from someone nearby. iHeart's media campaign focused on the urgent challenge for one person in every home to learn CPR by driving listeners to American Heart Association resources that help them find local CPR training centers or access American Heart Association's free virtual training courses.

Additionally, the PSAs focused on music as a tool to learn and perform Hands-Only CPR if you see a teen or adult suddenly collapse. Songs like "Stayin' Alive" by the Bee Gees or "Crazy in Love" by Beyoncé have 100 - 120 beats per minute, the same rate at which you should perform compressions when administering CPR. Listeners were encouraged to visit iHeartRadio.com/CPRIlist for a "Be The Beat" list of songs that CPR can be performed to.

“

Interest in CPR education and awareness information continued into and throughout American Heart Month in February 2023, as well as CPR Awareness Month in June 2023, and continues today – so many people are still interested and engaged in joining the Nation of Lifesavers to learn CPR and how to respond in an emergency.”

TRACIE BERTAUT

NATIONAL VP, MARKETING COMMUNICATIONS,
AMERICAN HEART ASSOCIATION

ABOUT

AMERICAN HEART ASSOCIATION

Heart.org

The American Heart Association is a relentless force for a world of longer, healthier lives. We are dedicated to ensuring equitable health in all communities. Through collaboration with numerous organizations, and powered by millions of volunteers, we fund innovative research, advocate for the public's health and share lifesaving resources. The Dallas-based organization has been a leading source of health information for a century.



CAMPAIGN IMPACT

+64B
earned national media impressions

+4.9M
social engagements

CAMPAIGN SNAPSHOT

2/17/23 - 3/03/23
dates running

635
iHeartMedia stations

26,770,900
impressions



WOMENHEART

THE NATIONAL COALITION FOR WOMEN WITH HEART DISEASE



Misdiagnosis

When seeking health care, women often receive a delayed or wrong diagnosis before finding out that they have heart disease. This is due to myriad reasons, including the fact that women often exhibit different heart disease symptoms than men and therefore do not receive the appropriate diagnostic testing. However, heart disease is the leading cause of death in women – killing more women than all cancers combined.

For the seventh consecutive year, iHeart teamed up with WomenHeart: The National Coalition for Women

with Heart Disease to highlight the very specific symptoms that women experience during a heart attack and to bring attention to the misdiagnosis of millions of women annually. All female-focused iHeartMedia stations ran a PSA reminding listeners to stay in touch with their healthcare providers, learn the signs of heart disease in women and become an advocate for their own physical health. The spots were designed to empower women with knowledge and inspiration and to share the stories of women who have experienced missed and delayed diagnoses of heart disease.

“

WomenHeart is a leading voice for millions of women living with, and at risk for, heart disease. Alongside iHeart —our steadfast and committed partners—we amplify that voice to women across the country and those who love and care about them. iHeartMedia reaches women where they are with critical information they can act on immediately, helping women get a timely diagnosis and sometimes even saving a life.”

CELINA GORRE
CEO, WOMENHEART



CAMPAIGN IMPACT

160M
on-air Impressions in the last 6 years

ABOUT

WOMENHEART: THE NATIONAL COALITION FOR WOMEN WITH HEART DISEASE

WomenHeart.org

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

CAMPAIGN SNAPSHOT

2/17/23 - 3/03/23
dates running

112
iHeartMedia stations

6,130,100
impressions



WOMENHEART

THE NATIONAL COALITION FOR WOMEN WITH HEART DISEASE



Black Women and Heart Disease

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

In addition to a number of other efforts during Heart Health Month, iHeart set out to shine a spotlight on the disproportionate impact of heart

disease among Black women and the critical need to raise awareness about risk factors and heart-healthy living. To mark both Black History Month and Heart Month, iHeart created a PSA that inspired Black women to take control of their heart health by finding out what their blood pressure is and, if it's high, work with a healthcare provider to get it under control.

The spot also encouraged women to listen to their bodies and to advocate for themselves in a way that promotes health and wellness.

“

With only 36% of African American women aware that heart disease is the number one killer of women and only 20% of African American women realizing they are personally at risk for heart disease, getting important messages about heart disease to African American women will save lives. This is the power of iHeartMedia's reach among all communities, especially minority communities.”

CELINA GORRE
CEO, WOMENHEART



CAMPAIGN IMPACT

\$1.92MM

in-kind media donated by iHeartMedia since partnership inception

ABOUT

WOMENHEART: THE NATIONAL COALITION FOR WOMEN WITH HEART DISEASE

WomenHeart.org

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

CAMPAIGN SNAPSHOT

2/17/23 - 3/03/23
dates running

95
iHeartMedia stations

4,984,200
impressions



WORKING WITH CANCER



Half of all people with cancer are afraid to tell their employers about their diagnosis and too many seek early-hour appointments to hide their treatments. In 2023, iHeart lent its support to La Fondation Publicis's Working With Cancer initiative, the first cross-industry coalition to erase the stigma of cancer in the workplace, supported by leading cancer charities and organizations including Memorial Sloan Kettering Cancer Center (MSK), Macmillan Cancer Support, Working With Cancer and the Gustave Roussy Institute.

Founded by Publicis CEO Arthur Sadoun, who was diagnosed and treated for cancer, the Working With Cancer pledge rallied some of the world's most influential companies around the commitment to building the most open, supportive and recovery-forward work cultures for their employees.

In addition to signing the pledge, iHeart donated media time across all radio stations to showcase the organization's powerful "Work/Life" audio campaign that illustrated what cancer patients go through when they hide their condition from their colleagues.

Leading up to World Cancer Day on February 4, iHeart launched a month-long campaign with Working with Cancer to encourage everyone to play their part in supporting their colleagues with cancer. All PSAs encouraged listeners -- whether they were impacted by cancer as a patient or a caregiver -- to visit Workingwithcancerpledge.com and to help spread the word about the #workingwithcancer pledge in their personal and professional network.

“

iHeart's partnership and generous donation were a critical contributor to the success of the initiative's launch. We are so grateful that they not only made a commitment to support their own employees, but they played an important role in more broadly driving the expectation of workplace support for all who are impacted.”

GINA JACOBSON

PROGRAM DIRECTOR, WORKING WITH CANCER

CAMPAIGN IMPACT

+1.3K
companies

+35M
employees impacted

25%
Fortune 100 companies

10%
Fortune 500 companies

9%
of Global 500 companies



half

of us will be diagnosed with cancer
in our lifetime.
All of us should support people
with cancer in the workplace.

WORKINGWITHCANCER

CAMPAIGN SNAPSHOT

3/03/23 - 4/03/23
dates running

535
iHeartMedia stations

48,410,000
impressions

ABOUT

WORKING WITH CANCER

WorkingWithCancerPledge.com

The Working with Cancer Initiative aims to completely erase the stigma and insecurity of cancer at work. Today, the program initially launched by Publicis Groupe is an alliance of major international companies, with over 1300 pledging businesses impacting over 35 million employees, united by the aim to create an open, supportive and recovery-forward culture for those impacted by cancer.



THE V FOUNDATION FOR CANCER RESEARCH



Today, there are 18.1 million cancer survivors living in the United States, and that number is expected to reach 22.5 million by 2032. The V Foundation for Cancer Research is accelerating the pace of cancer research by funding game-changing research and all-star scientists to accelerate victory over cancer and save lives.

The V Foundation for Cancer Research was founded by ESPN and legendary basketball coach Jim Valvano with one goal in mind: to achieve Victory Over Cancer®. Since its formation in 1993, the V Foundation has awarded over \$353 million in cancer research grants nationwide and has grown to become one of the premier supporters of cutting-edge cancer research. Due to generous donors, the Foundation has an endowment that covers administrative expenses. 100% of direct donations fund the best and the brightest scientists from all backgrounds who are researching all cancer types.

iHeart has been a long-time partner of the V Foundation for Cancer Research and, in 2023, launched a month-long, in-kind media campaign across all its radio stations to encourage donations to the Foundation in celebration of its 30th anniversary.

The V Foundation for Cancer Research announced a record-breaking year of cancer research funding, and in its 30th year, the V Foundation awarded nearly \$43 million in grants to 73 research teams from prestigious cancer centers. This is the highest amount the V Foundation has granted in any single year, bringing the organization's total to over \$353 million granted since its founding in 1993.

“

We are grateful for iHeart Radio's steadfast dedication to the V Foundation's mission. This partnership has helped us leverage iHeart's platforms to promote and support our cause and we look forward to seeing what the future holds for this long-lasting relationship.”

SHANE JACOBSON
CEO, V FOUNDATION FOR CANCER RESEARCH

CAMPAIGN IMPACT

900
clinical trials

+\$19B
in additional research dollars generated by 5,000 additional grants



ABOUT

V FOUNDATION FOR CANCER RESEARCH

V.org

The V Foundation for Cancer Research was founded in 1993 by ESPN and the late Jim Valvano, legendary North Carolina State University basketball coach and ESPN commentator. The V Foundation has funded over \$353 million in game-changing cancer research grants nationwide through a competitive process strictly supervised by a world-class Scientific Advisory Committee. Because the V Foundation has an endowment to cover administrative expenses, 100% of direct donations is awarded to cancer research and programs. The V team is committed to accelerating Victory Over Cancer®.

CAMPAIGN SNAPSHOT

4/03/23 - 4/21/23
dates running

843
iHeartMedia stations

47,707,800
impressions



HABITAT FOR HUMANITY



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

For the past seven years, iHeartMedia has teamed up with Habitat for Humanity International's spring cause marketing campaign "Home is the Key" as an official national media partner. Inaugurated in 2017, Habitat's "Home is the Key" campaign aims to demonstrate how a safe and affordable home creates a better life for families and individuals, and encourages others to join the effort to make these homes a reality for more people in the U.S. and around the world.

Many local iHeartMedia radio stations are longtime supporters of their respective Habitat for Humanity chapters. For the last several years, they've come together to bring the "Home is the Key" campaign to life, expanding the opportunity for so many more families. Through a series of powerful PSAs voiced by Habitat for Humanity homeowners as well as iHeart on-air personalities, iHeartMedia highlighted the importance of home as a crucial key to a better life. The 2023 "Home is the Key" campaign reinforced the tremendous meaning of home and drew on support from Habitat's community of advocates. The on-air, digital and live event program also called attention to the critical need for affordable housing across the U.S. and activated consumers to join the cause. Through radio and digital PSAs, as well as social media, iHeartMedia encouraged listeners to support the campaign.

“

Decent, affordable housing plays a key role in an individual's education, physical and mental health, wealth and wellbeing. But not everyone has the same opportunities to succeed. Through 'Home is the Key,' we are working to unlock equitable homeownership across the U.S. Support from partners like iHeartMedia helps further our efforts and spread awareness of the growing need for affordable housing. We are grateful to iHeartMedia for their continued support of 'Home is the Key' and for helping Habitat build a world where everyone has a decent place to live.”

TOLLI LOVE

CHIEF DEVELOPMENT OFFICER,
HABITAT FOR HUMANITY INTERNATIONAL

ABOUT

HABITAT FOR HUMANITY

Habitat.org

Driven by the vision that everyone needs a decent place to live, Habitat for Humanity found its earliest inspirations as a grassroots movement on an interracial community farm in south Georgia. Since its founding in 1976, the Christian housing organization has grown to become a leading global nonprofit working in local communities across all 50 states in the U.S. and in more than 70 countries. Families and individuals in need of a hand-up partner with Habitat for Humanity to build or improve a place they can call home. Habitat homeowners help build their own homes alongside volunteers and pay an affordable mortgage. Through financial support, volunteering or adding a voice to support affordable housing, everyone can help families achieve the strength, stability and self-reliance they need to build better lives for themselves. Through shelter, we empower.



CAMPAIGN IMPACT

+494M
total impressions generated through
Habitat's "Home is the Key" campaign

236%
increase of social media impressions

347%
increase in engagement compared
to 2022 campaign

CAMPAIGN SNAPSHOT

4/19/23 – 4/30/23
dates running

457
iHeartMedia stations

17,350,900
impressions



MAKE-A-WISH WORLD WISH DAY



Every year, Make-A-Wish®, the organization that grants life-changing wishes for children with critical illnesses, celebrates World Wish Day® on April 29, the anniversary of the wish that inspired the founding of Make-A-Wish in 1980. World Wish Day® commemorates the hundreds of thousands of life-changing wishes that have been granted – and the thousands of wishes still to come.

iHeart joined with its longtime partner Make-A-Wish to promote this year’s theme, “Restore Hope with a Wish,” which aimed to empower individuals and corporations to donate to make life-changing wishes possible for children who are waiting for their wishes to come true. Inspired by new research on the impact of a wish, World Wish Day

2023 focused on how the hope that a wish provides can improve the emotional and mental wellbeing of children with critical illnesses, helping them endure, and overcome, their illness.

World Wish Day shines a light on the imperative role a wish plays in a child’s medical treatment. Research shows that a wish can help kids build the physical and emotional strength they need to fight a critical illness – an eye-opening finding in light of the fact that Make-A-Wish is currently only able to grant the wish of one of out of every two eligible children in the U.S. The radio campaign ran during the week leading up to World Wish Day across all of iHeart’s radio stations.



“

Each wish can give a child the strength they need to fight – and it doesn’t stop there. Wishes create lifelong connection, spread joy, inspire kindness across communities and change the lives of everyone involved. World Wish Day is where we asked friends like iHeart to raise their hands and join us because every 20 minutes a child is diagnosed with a critical illness, and those children need people like you to help them get through it.”

LESLIE MOTTER
PRESIDENT AND CEO OF MAKE-A-WISH AMERICA

ABOUT

MAKE-A-WISH

Wish.org

Make-A-Wish creates life-changing wishes for children with critical illnesses. Headquartered in Phoenix, Arizona, Make-A-Wish is the world’s leading children’s wish-granting organization, operating in every community in the United States and in nearly 50 countries worldwide. Together with generous donors, supporters, staff and more than 30,000 volunteers across the U.S., Make-A-Wish delivers hope and joy to children and their families when they need it most. Make-A-Wish aims to bring the power of wishing to every child with a critical illness because wish experiences can help improve emotional and physical health. Since 1980, Make-A-Wish has granted more than 500,000 wishes worldwide; more than 340,000 wishes in the U.S. and its territories alone.

CAMPAIGN IMPACT

12B
potential impressions and +7,480 placements gained in April

1.9M
impressions and +362K potential reach generated by Make-A-Wish American channels

565.8M
impressions and 450K engagements on #WorldWishDay alone

CAMPAIGN SNAPSHOT

4/21/23 - 5/02/23
dates running

843
iHeartMedia stations

28,840,400
impressions



AUTISM SOCIETY OF AMERICA



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

During Autism Acceptance Month, iHeart joined the Autism Society in highlighting the diversity of experiences and needs, with a reminder that acceptance happens

every day. iHeart created and produced a :30 radio spot that included the voices of several autistic individuals in support of the Autism Society of America's fifth annual #CelebrateDifferences campaign in honor of Autism Acceptance Month. The campaign was focused on creating a world where everyone in the autism community is connected to the support they need, when they need it.

All of the radio PSAs drove listeners to autismsociety.org and aimed to help spread awareness for early diagnosis and to promote inclusion in local communities.

“

The Autism Society of America was grateful to partner with iHeart during Autism Acceptance Month to increase our reach when promoting awareness, acceptance and inclusion for the autism community. As a media leader, iHeart was able to produce meaningful, authentic content, and join us in our everyday mission to empower everyone in the autism community with the resources needed to live fully.”

KRISTYN ROTH
CHIEF MARKETING OFFICER,
AUTISM SOCIETY OF AMERICA

CAMPAIGN IMPACT

+103K
people visited the website during the #CelebrateDifferences campaign

1.8M
impressions on social media and +38K engagements

1.2B
overall media impressions

ABOUT

AUTISM SOCIETY OF AMERICA

AutismSociety.org

The Autism Society's mission is to create connections, empowering everyone in the autism community with the resources needed to live fully. As the nation's oldest leading grassroots autism organization, the Autism Society and its approximately 70+ local affiliates served over 345,000 members of the autism community last year. It envisions a world where everyone in the autism community is connected to the support they need, when they need it – including education, advocacy efforts and support and services throughout their lifespan.

CAMPAIGN SNAPSHOT

4/28/23 - 5/10/23
dates running

447
iHeartMedia stations

14,259,000
impressions





HOME BASE



There are nearly 17 million military veterans in the U.S. today, each of whom bravely and selflessly served our nation. But returning home and healing from the invisible wounds of war may be the longest and most difficult battle they have ever faced. Since 2001, more than 130,000 veterans have died by suicide; an estimated 20 veterans are tragically lost to suicide every day; and hundreds of thousands more suffer from the invisible wounds of war.

Home Base is devoted to helping veterans, service members, their families and families of the fallen by treating conditions such as post-traumatic stress disorder, traumatic brain injury, military sexual trauma

and co-occurring challenges such as depression and anxiety — and iHeart is committed to lifting Home Base’s cause through support and awareness.

For the third consecutive year, iHeart partnered with Home Base to bring awareness to the profound struggle of mental health and suicide among U.S. veterans. This year, the campaign, anchored around Memorial Day and Veteran’s Day, delivered valuable information during a time when our nation is collectively celebrating and honoring our servicemen and women.

Throughout the year, iHeart hosted Home Base Executive Director Brig.

Gen. Jack Hammond, a retired Army Veteran, on its national community affairs show.

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

Over the last two years, iHeart has contributed over \$1 million in digital and on-air media support, helping veterans find and access care.



CAMPAIGN SNAPSHOT

5/26/23 - 5/31/23;
11/02/23 - 11/17/23
dates running

841
iHeartMedia stations

45,951,200
impressions

ABOUT

HOME BASE

HomeBase.org

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

“

Home Base sincerely thanks iHeart for its partnership and for shining a light on our important programs for veterans, service members, their families and the families of the fallen. We are honored to see this relationship grow into its third year and together we will continue to raise vital awareness and funds for the critical care we provide to our nation’s heroes, all at no out-of-pocket cost to them.”

BRIGADIER GENERAL (RET.) JACK HAMMOND
EXECUTIVE DIRECTOR, HOME BASE

CAMPAIGN IMPACT

+35K
veterans, service members and their family members served

+85K
clinicians trained across the nation



NO KID HUNGRY



Summer is the hungriest time of year for kids and teens who rely on programs like school meals. During the school year, free and reduced-price school meals are a lifeline, ensuring that children have reliable access to nutrition. However, when school is out for the summer, many of these meals disappear, putting a bigger financial burden on families who are struggling with already tight budgets due to the rise in the cost of food and other necessities like utilities, gas and rent. While free summer meal programs run by local schools and community groups are available and open to any kid or teenager who needs a healthy meal, many families may not know the programs exist or where to access free summer meal programs in their community.

To help raise awareness, iHeartMedia teamed up with No Kid Hungry for the fifth consecutive summer to promote resources to help families find free summer meal programs for their kids right in their community. No Kid Hungry runs a Free Meals Finder text service, available in English and Spanish, to help ensure kids have access to the food they need during the summer months. Students, parents, grandparents and caregivers can text 'FOOD' or 'COMIDA' to 304-304 to find free summer meal sites in their nearby community, open to anyone 18 years or younger. Each text received prompts the user to provide their address or zip code to generate the locations and service information for summer meal sites in the nearby community. This summer was also the first time No Kid Hungry expanded this resource so more Spanish-speaking families could access this information via WhatsApp, a popular messaging app used by immigrant and Latino families, by visiting NoKidHungry.org/WhatsApp.

iHeart is a major supporter and champion of No Kid Hungry's summer meals program, providing nearly \$7.2 million in donated media since 2018. In 2023, all iHeartMedia radio stations ran public service campaigns, in English and Spanish, promoting No Kid Hungry's text service and the launch of this newly available resource via WhatsApp nationwide, to raise awareness and connect as many kids as possible to free summer meals.

“

School meals are a lifeline for millions of families across the country, but when school is out, it puts a big financial burden on families who may be already struggling to make ends meet. It doesn't need to be this way. That's why we're so grateful for our continued partnership with iHeartMedia to help reach as many families as possible with this critical information so kids can access the nutrition they need during the summer months. All kids deserve a happy, healthy summer and access to three meals a day no matter what time of year it is.”

LAURA WASHBURN

MANAGING DIRECTOR OF STRATEGIC COMMUNICATIONS AT SHARE OUR STRENGTH, THE ORGANIZATION BEHIND THE NO KID HUNGRY CAMPAIGN

CAMPAIGN IMPACT

+102K
Donated to the Bronx Borough requests in 2023



ABOUT

NO KID HUNGRY

NoKidHungry.org

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

CAMPAIGN SNAPSHOT

5/31/23 - 6/09/23;
7/05/23 - 8/12/23
dates running

844
iHeartMedia stations

42,609,800
impressions



THE ELTON JOHN AIDS FOUNDATION



HIV/AIDS continues to impact millions of people around the world, and each year AIDS claims hundreds of thousands of lives. In the United States, approximately 13% of the 1.2 million people with HIV don't know their status and need access to testing. The Elton John AIDS Foundation was established in 1992 and is one of the leading independent AIDS organizations in the world.

Given that three people are still diagnosed with HIV every minute worldwide, the Elton John AIDS Foundation launched The Rocket Fund, a new initiative from the Foundation aiming to close urgent gaps in access to HIV/AIDS care for the communities most impacted by the epidemic. The Rocket Fund is a \$125 million, three-year initiative to accelerate the Foundation's life-saving work of tackling the growing rates of HIV infections in vulnerable communities. The Rocket Fund will support access to HIV prevention and treatment services for over one million people, including providing access to HIV tests, antiretroviral therapies and Pre-Exposure Prophylaxis treatment for HIV (PrEP).

In 2023, iHeart launched a campaign to support the new initiative with a series of PSAs voiced by Sir Elton John, global superstar and Founder of the Elton John AIDS Foundation. The spots were designed to raise awareness of the newly launched Rocket Fund and to help end the stigma and discrimination around HIV/AIDS.



We want to thank iHeartMedia for its support as the Elton John AIDS Foundation works to make our ambitious vision a reality: challenging discrimination, preventing onward transmission and spurring governments into action. Because of the support, communities most affected by the HIV/AIDS epidemic have better access to testing, treatment and life-saving services, no matter who or where they are."

LUCRETIA GILBERT
CHIEF PHILANTHROPY OFFICER,
ELTON JOHN AIDS FOUNDATION

CAMPAIGN IMPACT

90K
people reached

62K
people tested for HIV

36K
volunteers trained

Getty Images



ABOUT

ELTON JOHN AIDS FOUNDATION

EltonJohnAidsFoundation.org

The Elton John AIDS Foundation was established in 1992 and is one of the leading independent AIDS organizations in the world. The Foundation's mission is simple: an end to the AIDS epidemic. The Elton John AIDS Foundation is committed to overcome the stigma, discrimination and neglect that keep us from ending AIDS. With the mobilization of our network of generous supporters and partners, we fund local experts across four continents to challenge discrimination, prevent infections and provide treatment as well as influencing governments to end AIDS.

CAMPAIGN SNAPSHOT

6/08/23 - 7/16/23
dates running

161
iHeartMedia stations

34,000,200
impressions



PROSTATE CANCER FOUNDATION



One in eight men will be diagnosed with prostate cancer in their lifetimes. For Black men, the chance increases to one in six. While most prostate cancers detected at an early stage are highly treatable, more than 34,000 U.S. men will die from the disease this year (American Cancer Society, 2023). Currently, more than 120,000 U.S. men and their families are navigating advanced-stage prostate cancer (Gallicchio, Journal of Clinical Oncology, 2022). The Prostate Cancer Foundation (PCF) is funding lifesaving research into new diagnostics and therapies to change these statistics and give men and their families real hope.

During June of 2023, iHeart ran a national radio campaign across iHeart radio stations to encourage all men, but especially Black men, to know their risk and talk to their doctor about prostate cancer screening. The spots emphasized the importance of talking to healthcare providers at annual visits because early warning signs for prostate cancer are rare. That is why early detection through proactive screening – starting with a simple blood test – is so important.

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

“

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

CHUCK RYAN

MD, CEO, THE PROSTATE CANCER FOUNDATION

Getty Images



CAMPAIGN IMPACT

+27K
visitors to PCF’s homepage

250K
pageviews across PCF.org

3.9K
visits to the patient guide and educational resource pages

2.5K
patient education resources downloaded

CAMPAIGN SNAPSHOT

6/09/23 - 6/30/23
dates running

372
iHeartMedia stations

42,392,900
iHeartMedia impressions

ABOUT

PROSTATE CANCER FOUNDATION

PCF.org

The Prostate Cancer Foundation (PCF) is the world’s leading philanthropic organization dedicated to funding life-saving prostate cancer research. Founded in 1993 by Mike Milken, PCF has been responsible for raising close to \$1 billion in support of cutting-edge research by more than 2,200 research projects at 245 leading cancer centers in 28 countries around the world. Thanks in part to PCF’s commitment to ending death and suffering from prostate cancer, the death rate is down by 52 percent and countless more men are alive today as a result. The Prostate Cancer Foundation research now impacts more than 70 forms of human cancer by focusing on immunotherapy, the microbiome and food as medicine.



POWER OUR PLANET

LIVE IN PARIS



The world's most vulnerable countries contribute the least to climate change, yet they are the most impacted by it. To address this, Global Citizen, the world's leading international advocacy organization on a mission to end extreme poverty NOW, launched "Power Our Planet" - a campaign to give vulnerable countries a better financial foundation and access to financing solutions to invest in development programs like education, health and a shift to clean energy.

iHeart partnered with Global Citizen in support of "Power Our Planet: Live in Paris," a free, ticketed event featuring performances from Lenny Kravitz, Billie Eilish, H.E.R., Jon Batiste and special guests Ben Harper, FINNEAS and Mosimann, with more activists speaking out than ever before, including Jerome Foster II, Camille Etienne and Brianna Fruean. The event set out to drive commitments from world leaders and the private sector to confront the climate crisis head-on by mobilizing financing for developing countries to fight climate change and extreme poverty. The three-hour event took place on Thursday, June 22 live from Champ de Mars, located at the foot of the Eiffel Tower.

Power Our Planet — which was streamed live on the official Global Citizen digital station on the iHeartRadio app and on iHeartRadio's YouTube Channel — galvanized millions of global citizens around the world to take action, raise their voices and demand urgent changes from world leaders. The stream was promoted on select iHeartRadio stations across the country as well as across iHeart social platforms. Additionally, iHeart ran a series of PSAs across all stations discussing ways to mitigate the effects of climate change.

“

Our world urgently needs change. Outdated global financial systems are perpetuating the conditions that keep vulnerable countries and their citizens trapped in the cycle of extreme poverty. For the world of tomorrow to be more united, we need a new financial pact between all countries. We are calling for a seismic shift in the way the world's financial systems work to give the world's poor and developing nations access to the financing they urgently need to quicken their transition to clean energy and strengthen their resilience against natural disasters. The next generation is inheriting a planet that's being devastated by climate change. We have the power to change things with our voices and by taking urgent action NOW.”

GLOBAL CITIZEN SPOKESPERSON



CAMPAIGN IMPACT

+20K
activists at the event

CAMPAIGN SNAPSHOT

6/17/23 - 6/22/23;
6/30/23 - 7/05/23
dates running

843
iHeartMedia stations

102,314,750
impressions

ABOUT

GLOBAL CITIZEN

GlobalCitizen.org

Global Citizen is the world's leading international advocacy organization on a mission to end extreme poverty NOW. Powered by a worldwide community of everyday activists raising their voices and taking action, the movement is amplified by campaigns and events that convene leaders in music, entertainment, public policy, media, philanthropy and the corporate sector. Over the past 10 years, \$43.6 billion in commitments announced on Global Citizen platforms has been deployed, impacting nearly 1.3 billion lives. Established in Australia in 2008, Global Citizen's team operates from New York, Los Angeles, London, Paris, Berlin, Melbourne, Toronto, Johannesburg, Lagos and beyond.



NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

SPEED PREVENTION



Speeding endangers everyone on the road: According to National Highway Traffic Safety Administration (NHTSA) data, more than 12,000 people were killed in speed-related crashes in 2021 – an 8% increase from 2020. While drivers of all ages are represented in speeding-related crashes, data shows about 24% of drivers 18-44 involved in fatal crashes were speeding, and young men are the most likely to be speeding at the time of fatal crashes.

Speeding can do damage that's beyond repair. When you drive over the speed limit, even by a little bit, you put yourself and everyone on the road in danger. The result could be a serious injury or deadly crash.

For the last several years iHeart has worked closely with NHTSA to educate the public and help people understand that any and all speeding is unsafe, illegal and affects everyone on the road. The 2023 radio campaign used the power of sound to convey the severity of speeding. While siren sound effects are unable to be played on the radio, other jarring audio clips like officers on the scene of a crash and the unmistakable beeping of a life support machine accompanied the powerful message that "Speeding Catches Up With You." The spots drove listeners to www.NHTSA.gov/Speeding for additional information and resources.

“

Much like impaired driving, speeding can steal the lives of everyone using our roads: drivers, passengers, pedestrians and cyclists. We cannot accept the status quo. Speed-related deaths aren't inevitable. They're preventable, and everyone has a role in addressing this crisis on our nation's roadways.”

DR. STEVEN CLIFF
ADMINISTRATOR, NHTSA



ABOUT

NHTSA

NHTSA.gov

Through enforcing vehicle performance standards and partnerships with state and local governments, NHTSA reduces deaths, injuries and economic losses from motor vehicle crashes.

CAMPAIGN SNAPSHOT

**7/11/23 - 7/12/23;
7/13/23 - 7/25/23**
dates running

543
iHeartMedia stations

30,975,300
impressions



NATIONAL ASSOCIATION OF BLACK JOURNALISTS

(NABJ)



The National Association of Black Journalists (NABJ) is a nonprofit organization that provides innovative, quality programs and services to its members. The organization advocates on behalf of Black journalists and media professionals in the U.S. and worldwide. NABJ's membership includes more than 4,000 emerging journalists, professional journalists, student journalists, journalism educators and media professionals.

The NABJ is committed to expanding job opportunities and recruiting activities for veteran, young and aspiring Black journalists and media professionals while providing continued professional development and training, increasing the number of Black journalists and media professionals in management positions and encouraging Black journalists to become entrepreneurs.

Black journalists are the engine that drives BIN: Black Information Network, which is why iHeart is proud of our growing partnership with the National Association of Black Journalists (NABJ). The

NABJ a champion of job creation, development and advancement of Black journalists.

For the last several years, iHeart and BIN have helped promote the NABJ Annual National Convention and Career Fair -- the largest career expo for Black journalists and media professionals in the country. The #NABJ23 Career Fair took place from Aug 2-6 in Birmingham, Alabama, and connected prospective candidates with news organizations, journalism schools and national and local organizations seeking to fill full-time positions, internships and freelance assignments. iHeart and BIN helped promote the event in the weeks leading to the Convention and Career Fair across select radio stations.

Additionally, BIN conducted a pre-conference interview with NABJ President Dorothy Tucker and was the proud co-sponsor of the NABJ Chicago Chapter 2024 Kickoff Celebration held the last night of the conference.



ABOUT

NATIONAL ASSOCIATION OF BLACK JOURNALISTS

nabjonline.org

The National Association of Black Journalists (NABJ) is a 501 (c)3 nonprofit organization that provides innovative, quality programs and services to its members. The organization advocates on behalf of Black journalists and media professionals in the U.S. and worldwide.

CAMPAIGN SNAPSHOT

7/25/23 - 8/02/23
dates running

95
iHeartMedia stations

2,459,900
impressions



NATIONAL SUMMER LEARNING ASSOCIATION



High-quality summer and afterschool programs can change the trajectory of a young person's life. The summer months provide a great opportunity to help kids bounce back when they fall behind academically, and catch up and propel forward into the next school year.

In 2023, the National Summer Learning Association (NSLA) organized its annual National Summer Learning Week from July 10-14. The week consists of hundreds of partner events across the U.S. to raise awareness and elevate the importance of keeping all kids – regardless of background, income or zip code – learning, earning, safe and healthy every summer, ensuring they return to school each fall prepared to succeed and thrive.

In 2023, Summer Learning Week was focused on supporting academic and social-emotional gains, and celebrating educators, youth providers and community partners who have provided safe, healthy and enriching experiences to young people. The week was designed to shine a spotlight on high-quality summer programs across the nation and to focus attention on critical summer issues like nutrition; social and emotional wellness; literacy and the arts; STEM; career skills; and employment opportunities for older youth.

Since 2016, iHeartMedia and NSLA have joined forces on national summer PSA campaigns to promote the importance of summer learning. English and Spanish PSAs called for families to visit DiscoverSummer.org – an online destination to help families discover affordable summer programs, summer meals, youth employment opportunities, mentors and a sea of summer enrichment resources.

“

While summer is an innovative time for kids to explore new interests, many suffer from learning loss and food insecurity. Our website DiscoverSummer.org helps families locate programs, resources, mentors and meals all over the country. Thank you to our partners at iHeartRadio for airing PSAs in English and Spanish, helping extend our reach to even more communities in 2023.”

AARON PHILIP DWORKIN
CEO, NATIONAL SUMMER LEARNING ASSOCIATION

CAMPAIGN IMPACT

60K
summer programs listed at DiscoverSummer.org

+272K
unique visitors



ABOUT

NATIONAL SUMMER LEARNING ASSOCIATION

SummerLearning.org

National Summer Learning Association works to ensure all of America's students, regardless of income, zip code and background, can access and benefit from a high-quality summer learning experience every year.

CAMPAIGN SNAPSHOT

8/7/23 - 8/20/23
dates running

322
iHeartMedia stations

11,624,100
impressions



NO MORE



One in three women experience sexual assault or domestic violence at some point in their lives and 65% of victims who come forward say no one helped them. The NO MORE Foundation is dedicated to ending domestic and sexual violence by increasing awareness, inspiring action and fueling culture change. With more than 1,700 allied organizations and state, local and international chapters, NO MORE sparks grassroots activism, encouraging everyone – women and men, youth and adults, from all walks of life—to be part of the solution. The Foundation creates and provides public awareness campaigns, educational resources and community organizing tools free of charge for anyone wanting to stop and prevent violence.

In 2023, iHeartPodcasts launched an all-new, true crime podcast “The Girlfriends,” in collaboration with NO MORE. The podcast tells the true story of a group of women who formed a club to put a murderous ex-boyfriend behind bars. The story illuminates the ways women unite to protect each other when systems of justice fail them. By collaborating with NO MORE, iHeart was able to offer a platform for the organization to share their work and inspire people impacted by domestic violence or sexual abuse to share their experiences, learn from other stories and connect to resources. In addition to integrations within the podcast, all iHeart stations launched a national PSA campaign that aimed to drive listeners to the discrete website.

“

NO MORE was thrilled to partner with iHeart and their podcast 'The Girlfriends' to raise awareness of domestic violence and help survivors find the support they need. At NO MORE, we strongly believe that media and entertainment can play an important role in changing the culture that has allowed the epidemic of domestic violence to persist. We're grateful to iHeart for using this powerful story to help fuel real and lasting change.”

PAMELA ZABALLA

CEO, NO MORE

CAMPAIGN IMPACT

200
countries are supported by NO MORE

THOUSANDS
of visits to the page and countless people helped

NO MORE

“WHY DOESN'T SHE JUST LEAVE?”



ABOUT

NO MORE

NoMore.org

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

CAMPAIGN SNAPSHOT

8/01/23 - 8/17/23
dates running

843
iHeartMedia stations

34,554,500
impressions



GLOBAL CITIZEN FESTIVAL



Global Citizen is an international advocacy organization on a mission to “End Extreme Poverty NOW.” Each year, the Global Citizen Festival brings together the worlds of music, entertainment, public policy, philanthropy and big brands to raise funding and pledges toward its mission to end extreme poverty, defend the planet and demand equity for women and girls everywhere.

Last year, for the 11th Global Citizen Festival in New York City’s Central Park, iHeartMedia joined its longtime ally as the exclusive U.S. audio partner and played an instrumental role in promoting the event both in New York City and across the U.S. through on-air and digital PSAs as well as ticket giveaways and contesting. The 2023 Global Citizen Festival was broadcast and streamed on iHeartRadio and other major media outlets.

The free, ticketed event took place on the iconic Great Lawn of Central Park in New York City with performances by Red Hot Chili Peppers, Ms. Lauryn Hill, Jung Kook, Anitta, Conan Gray, D-Nice and Sofia Carson. The 2023 Global Citizen Festival campaign took aim at the major issues perpetuating extreme poverty, including the impacts of the climate emergency on the Global South, the inequities affecting women and girls around the world and the global hunger crisis,

and called on governments to protect and defend advocates everywhere. The campaign united millions of voices, amplified by the world’s biggest artists, to demand urgent action from world leaders gathering in New York City for the United Nations General Assembly in September.

To further support this annual event, iHeart relaunched Global Citizen Radio, which featured music by past and present Global Citizen Festival performers and offered the latest news and information surrounding the campaign and event. 2023 was the eleventh year that iHeart partnered with Global Citizen on its annual festival, which is just one part of iHeart’s long term partnership with Global Citizen; we’ve also partnered on past events like One World: Together At Home; GlobalGoal: Unite for Our Future; Global Citizen Live; VAX LIVE: The Concert to Reunite the World; and Power Our Planet: Live in Paris.

Since the first Global Citizen Festival in New York City in 2012, Global Citizen has grown into one of the largest, most visible platforms for people around the world calling on world leaders to honor their responsibilities in achieving the United Nations’ Sustainable Development Goals and ending extreme poverty by 2030.

CAMPAIGN IMPACT

3.3M
actions taken by Global Citizens around the world

CAMPAIGN SNAPSHOT

8/17/23 - 8/29/23;
9/18/23 - 9/23/23
dates running

789
iHeartMedia stations

166,265,360
impressions

“

The Global Citizen Festival is the heartbeat of social action in the middle of New York City during UNGA week. It’s one day only where 60,000 global citizens gather, united by the power of music, to make a powerful appeal for change on behalf of the world’s most marginalized people. The noise we make, in Central Park and online, is broadcast to the world, and it’s impossible for governments to ignore. The 2023 Global Citizen Festival campaign drove urgent action to End Extreme Poverty NOW and addressed the major systemic issues our world is facing, including the climate crisis, equity for women and girls and the global hunger crisis. As a long-term partner of iHeartMedia, we appreciate the support they continue to provide for our global live events.”

GLOBAL CITIZEN SPOKESPERSON



ABOUT

GLOBAL CITIZEN

GlobalCitizen.org

Global Citizen is the world’s leading international advocacy organization on a mission to end extreme poverty NOW. Powered by a worldwide community of everyday activists raising their voices and taking action, the movement is amplified by campaigns and events that convene leaders in music, entertainment, public policy, media, philanthropy and the corporate sector. Over the past 10 years, \$43.6 billion in commitments announced on Global Citizen platforms has been deployed, impacting nearly 1.3 billion lives. Established in Australia in 2008, Global Citizen’s team operates from New York, Los Angeles, London, Paris, Berlin, Melbourne, Toronto, Johannesburg, Lagos and beyond.



THE PEACEMAKER CORPS



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

The Peace in the Streets Global Film Festival is a worldwide program

from The Peacemaker Corps – an organization whose mission is to promote peace, tolerance and nonviolent conflict resolution. In a world where violence is a part of so many young people’s lives, the Peace in the Streets Global Film Festival offers an outlet for youth from the Americas, Africa, Asia and Europe to submit an original one- to five-minute video that expresses what peace means to them and illustrates how they influence peace and love in their own neighborhoods.

For the last nine years, iHeartMedia has played an active role in sharing information about the festival, and has aired tens of thousands of PSAs across all iHeart radio stations to encourage submissions. In 2023, iHeart produced and aired a PSA encouraging young people globally to showcase their vision of peace in their own neighborhoods and in the world through video storytelling. The winning film was featured at the Peace In The Streets awards ceremony at the United Nations in New York City.



“

In today’s world the need for peace has never been greater. Each day, millions of children and young adults are victims of bullying, physical abuse, violent words, the ever presence threat of school shootings – and now the consequences of war. We are grateful to be working with iHeartMedia these many years to help children make sense of their experiences, find a productive voice and tell their sometimes simple, often compelling, stories.”

CAROLE KRECHMAN

FOUNDER, PRESIDENT,
PEACEMAKER CORPS FOUNDATION

CAMPAIGN IMPACT

\$4MM

worth of media donated since start of partnership

24

countries which include: US, Canada, Mexico, Brazil, Bolivia, Argentina, Romania, Moldova, Ukraine, France, Italy, Spain, Greece, Turkey, India, Japan, South Korea, Jordan, Kenya, South Africa, Zimbabwe, DRC, Australia and New Zealand

ABOUT

PEACE IN THE STREETS

PSGFF.org

The Peacemaker Corps mission is to facilitate and support peace and tolerance education among the youth of the world. The Peacemaker Corps empowers generations to come together and make our world a peaceful, compassionate, safe and tolerant place to live. The Peacemaker Corps concept grew out of the United Nations mission to promote peace, tolerance and conflict resolution. A collaborative effort between the Department of Housing and Urban Development (HUD), Friends of the United Nations (FOTUN) and Simon Youth Foundation (SYF) launched the preliminary Peacemaker Corps training in fall of 1999.

CAMPAIGN SNAPSHOT

8/22/23 - 9/15/23

dates running

418

iHeartMedia stations

22,379,400

impressions



CONGRESSIONAL BLACK CAUCUS FOUNDATION, INC.



The mission of the Congressional Black Caucus Foundation, Inc. (CBCF) is to advance the global Black community by developing leaders, informing policy and educating the public; and to foster equal voices in public policy through leadership cultivation, economic empowerment and civic engagement. The CBCF's Annual Legislative Conference (ALC) is the nation's leading public policy conference on issues impacting Black communities across the country and around the world.

In 2023, for the third consecutive year, iHeartMedia and BIN: Black Information Network helped promote the 52nd Annual Legislative Conference. Under the inspiring theme "Securing Our Democracy. Protecting Our Freedoms. Uplifting Our Culture.," the conference was an extraordinary gathering of visionaries, activists, and leaders who are shaping the future of African

Americans and the global Black community. BIN Senior National Anchor Vanessa Tyler conducted interviews with dozens of Black policymakers, activists and thought leaders, including House Democratic Leader Hakeem Jeffries (D-NY), Democratic Whip James Clyburn (D-SC), Senator Raphael Warnock (D-GA), and National Urban League President Marc Morial.

Hundreds of local iHeartRadio and BIN stations across the country encouraged listeners to join the members of the Congressional Black Caucus, Black leaders and respected policy advocates supporting the ALC to share perspectives on issues that impact the global Black community including education, economic development, public health, voting rights, civic engagement and social and environmental justice.



The Annual Legislative Conference serves as an opportunity for CBC members to connect with current and future leaders of our nation. Through the unique perspectives of thought leaders, community organizers, activists and others, we will generate the momentum necessary to propel the Black community to new heights."

TERRI SEWELL (D-AL)
CBCF BOARD CHAIR CONGRESSWOMAN

CAMPAIGN IMPACT

12K participants at #ALC52



ABOUT

CONGRESSIONAL BLACK CAUCUS FOUNDATION, INC.

cbcfinc.org

Established in 1976, the Congressional Black Caucus Foundation, Inc. (CBCF) is a non-partisan, nonprofit, public policy, research and educational institute committed to advancing the global Black community by developing leaders, informing policy and educating the public.

CAMPAIGN SNAPSHOT

9/05/23 - 9/22/23
dates running

95
iHeartMedia stations

4,765,700
impressions



BLUE STAR FAMILIES



According to Blue Star Families' 2022 Military Family Lifestyle Survey, only 33% of active-duty respondents feel a sense of belonging to their local civilian community. The average military family moves three times as often as their civilian peers, and more than 70% of families do not live on base — they live in neighborhoods, and they do not feel a strong sense of belonging to their communities.

Blue Star Welcome Week was created to recognize the 600,000 military families that move to new communities each year. This special week raises awareness and builds support for military families across the country.

iHeart launched an all-new partnership with Blue Star Families to support the fourth Blue Star Welcome Week, from September 23 — October 1, and to not only raise awareness among the civilian population of the sacrifices and special challenges that come with military service but also offer simple ways for individuals and communities to connect with the military families among them.

The PSAs drove listeners to bluestarwelcomeweek.org to find out how to connect with the military families who live in their communities, and how to get more involved in actively welcoming these families into local neighborhoods.

Additionally, iHeart hosted several local Blue Star Families at the 2023 iHeartRadio Music Festival in Las Vegas and surprised them with a special meeting with recording artist Kane Brown.

Blue Star Welcome Week 2023 helped move the needle in making military families feel welcome. Through the support of major media outlets as well as 140+ local and national partners, the message of welcome for military families extended to neighborhoods in every corner of the country.

“

Blue Star Families was thrilled to launch a collaboration with iHeart during Blue Star Welcome Week to support the 600,000 military families who move each year. Partnerships such as this are essential in our mission to meet the needs of the families serving our country and offer motivation for others to do their part in welcoming these families in communities nationwide!”

KATHY ROTH-DOUQUET
CEO AND CO-FOUNDER, BLUE STAR FAMILIES

CAMPAIGN IMPACT

100
net promoter score from military families who moved this past year

233
in-person and virtual events for military families which represents a 25% growth from 2022

151
U.S. communities in 29 states and 4 communities overseas participate in activities



CAMPAIGN SNAPSHOT

9/28/23 - 10/01/23
dates running

446
iHeartMedia stations

5,326,900
impressions

ABOUT

BLUE STAR FAMILIES

BlueStarFam.org

Blue Star Families is the nation's first and largest chapter-based military family support organization, with a mission to support military families to improve military readiness. Its distinctive approach builds stronger communities around military families through knowledge and programs that address the unique needs of those who serve. Blue Star Families' nationally recognized surveys and analysis give military families an important voice that informs policymakers and its military family programs. It uses the power of its collective resources and cross-sector collaborations to make a difference in the lives of hundreds of thousands of military families to strengthen the troops, their families and our nation as a whole.



UNDERSTOOD.ORG



One in five Americans have a learning and thinking difference (LTD) like ADHD and dyslexia. That means over 70 million of us are navigating a world that was not shaped for neurodiversity, and as a result are often misunderstood, undiagnosed or dismissed.

Understood.org's mission is to shape the world for difference so that people who learn and think differently can thrive—regardless of the challenges that life brings. They accomplish this through digital platforms, media, resources and products that are designed to support individuals and caregivers,

raise awareness and influence public perception. Each year, Understood.org helps more than 20 million people discover their potential and stay on a positive path.

Building upon its three-year partnership, iHeartMedia and Understood.org launched “Wired Differently,” a national radio campaign celebrating neurodiversity by creating a positive and understanding environment for people with learning and thinking differences. The campaign is part of the ongoing commitment of iHeartMedia and Understood.org to empower people with learning and

thinking differences to unlock their full potential.

The Wired Differently campaign guided listeners on a journey to understand and embrace differences, centered the voices and stories of individuals and families, and included public service announcements driving to the campaign website at understood.org/iheart. The website offers unique, one-of-a-kind resources for people navigating learning and thinking differences. The campaign, which spanned 12 months, allowed listeners to explore three key areas: Finding answers, finding community and discovering what thriving means to them.



“

Learning and thinking differences, such as ADHD or dyslexia, are frequently invisible, undiagnosed and dismissed. The majority of Americans lack a thorough understanding of these conditions and if they remain unidentified, they can result in significant life changes. By partnering with iHeartMedia, which reaches 9 out of 10 Americans monthly, our ‘Wired Differently’ campaign catered to the immediate demand for access to trustworthy information and expert-backed resources to improve their understanding of these differences.”

NATHAN FRIEDMAN

CO-PRESIDENT AND CHIEF MARKETING OFFICER, UNDERSTOOD.ORG

CAMPAIGN IMPACT

69,546,200
total impressions

17,054
total pageviews

9,883
unique users

ABOUT

Understood.org

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

CAMPAIGN SNAPSHOT

9/28/23 - 10/29/23;
10/24/23 - 11/13/23
dates running

473
iHeartMedia stations

69,546,200
impressions



CAUSE FOR ALARM FIRE SAFETY

IN PARTNERSHIP WITH KIDDE



From Kindergarten to 12th grade, most children will practice fire drills over 100 times. Yet only 26% of American families have a fire escape plan at home, leaving children at greater risk of injury or death in home fires. Additionally, it's critical that homes have working smoke alarms for emergencies. Three out of five home fire deaths result from fires in properties with no working smoke alarms, and having these devices in the home can double the chances of escaping from a home fire safely.

iHeart partnered with Kidde for the second consecutive year on the second annual "Cause For Alarm" campaign, which was created in response to statistics showing that fatal house fires disproportionately affect some communities more than others. The campaign strives to provide access to education on home safety basics, product placement guides, emergency plans and more. iHeart has contributed nearly \$1 million to the campaign in the last two years through public service announcements helping listeners learn how to protect their family and inspire fire safety knowledge.

Additionally, iHeart launched a Kidde Fire Safety short story by popular children's podcaster Mr. Jim, the host of a daily show that invites young listeners to tune in to hear themselves as the character in their own story. To inspire awareness during Fire Prevention Week, iHeart's Mr. Jim and Kidde harnessed the power of audio storytelling to teach children and parents what to do in case of a fire and how to drive lifesaving action through a customized short story as well as fire prevention tips.

Kidde's 'Cause For Alarm' campaign with iHeartIMPACT supported Safe Kids Worldwide by providing \$50,000 to help prevent childhood injury through research and community outreach, a perfect match with Kidde's dedication to bringing fire safety education to families across America. Through this project, Safe Kids Worldwide distributed dual smoke and carbon monoxide alarms to communities with a focus on families in underserved areas and families who have been tragically impacted by home fires.

Lastly, as part of National Fire Prevention Month, iHeart featured Kidde on its national Community Affairs program and interviewed Ivanette Bonilla, Global Communications leader of Kidde Fire Safety, and Captain Michael Kozo of the FDNY Foundation to discuss the increased risk of home fires in 2023, how to create an effective escape plan and the ways Kidde is working with the community to give back to those in need through the "Cause For Alarm" campaign.

CAMPAIGN IMPACT

\$75K
donated in the last two years

\$1M
worth of alarms were
donated as of 2022



“

We know working smoke alarms and carbon monoxide alarms greatly reduce the risk of serious injury and death, however too many families do not have access to the education and resources they need to keep their kids safe. By collaborating with Kidde and iHeart to provide education and address inequities, we have a tremendous opportunity to reach more families with proven, life-saving solutions.”

TORINE CREPPY

PRESIDENT, SAFE KIDS WORLDWIDE

ABOUT

Kidde.com

Kidde, a leading manufacturer of residential smoke alarms, carbon monoxide alarms, fire extinguishers, and safety accessories, has been helping to keep the world a safer place for over 100 years. Kidde produced the first integrated smoke detection system a century ago and continues its legacy today by delivering advanced fire-safety technology. Kidde is a part of Carrier Global Corporation, the leading global provider of healthy, safe, sustainable and intelligent building and cold chain solutions.

CAMPAIGN SNAPSHOT

10/6/23 - 10/20/23
dates running

842
iHeartMedia stations

35,420,600
impressions



BREAST CANCER RESEARCH FOUNDATION



The U.S. National Cancer Institute has estimated that there will be 10,000 excess deaths from breast and colorectal cancer in the decade ahead – deaths that may have been otherwise prevented with proper screening. Simultaneously, breast cancer incidence is increasing; in 2021, the World Health Organization announced that breast cancer is now the most common cancer worldwide, surpassing lung cancer for the first time. We know that early detection is a key determinant of survival, and increasing screening rates is imperative to reducing breast cancer deaths.

In 2023, the Breast Cancer Research Foundation (BCRF) was the largest private funder of breast cancer research and metastatic breast cancer research worldwide and is the highest-rated breast cancer research organization in the country. Supporting 250 scientists at leading academic and medical centers across 14 countries, BCRF is the world's most preeminent source for the latest advancements in breast cancer prevention, diagnoses, treatment, survivorship and metastasis. To date, BCRF-funded investigators have been involved in every major breakthrough in breast cancer research.

In the last two years, iHeart has invested over \$1 million worth of media to encourage women to make appointments for their annual health screenings and to talk to their doctors about various screening options through a national PSA campaign during Breast Cancer Awareness Month in October to raise awareness about the impact of breast cancer.

“

We are so grateful for the continued support by iHeartMedia. Raising awareness for the importance of screening is critical as breast cancer incidence continues to rise in the country, impacting more women than ever before.”

DR. DORRAYA EL-ASHRY
CHIEF SCIENTIFIC OFFICER,
THE BREAST CANCER RESEARCH
FOUNDATION

Getty Images



CAMPAIGN IMPACT

+\$1M
of media donated by iHeart
in the last two years

ABOUT

BREAST CANCER RESEARCH FOUNDATION

[BCRF.org](https://www.bcrf.org)

Breast cancer is a complex disease with no simple solution. Research is the key to stopping it in its tracks. Founded in 1993 by Evelyn H. Lauder, the Breast Cancer Research Foundation is the largest private funder of breast cancer research in the world. We invest in the best minds in science—from those investigating prevention to metastasis—and foster cross disciplinary collaboration. Our approach accelerates the entire field and moves us closer to the answers we urgently need. We can't stop now. Join us in fueling the world's most promising research. With you, we will be the end of breast cancer.

CAMPAIGN SNAPSHOT

10/20/23 - 11/02/23
dates running

842
iHeartMedia stations

33,681,800
impressions

GLAAD SPIRIT DAY



Today, LGBTQ+ youth, and especially trans and nonbinary youth, are still experiencing scrutiny in schools, adding to the peer-to-peer bullying of the past. Additionally, cyberbullying is at an all-time high. iHeartMedia is committed to working with GLAAD, the nation's leading LGBTQ+ media advocacy organization, to continue to educate and inspire its diverse audiences and team members to learn more about LGBTQ+ communities and to build support for equality.

GLAAD's Spirit Day brings together hundreds of celebrities, media companies, brands, landmarks, faith groups, schools and more to show support for LGBTQ+ youth. Since 2010, iHeartMedia has "gone purple" on Spirit Day, standing with GLAAD and its partners against bullying. For the seventh consecutive year, iHeartMedia expanded its efforts by launching an

on-air PSA campaign across all AC, Hot AC, CHR and Rythm CHR stations to encourage listeners to go purple and unite against bullying of LGBTQ+ youth. iHeartRadio also promoted Spirit Day across its social media channels as well as on iHeartRadio's editorial platform, featuring an interview with the band The Scarlet Opera about coming out and what advice they have for LGBTQ+ youth.

In addition, Tony Morrison, GLAAD's Senior Director of Communications, penned a guest post on the iHeartRadio blog on how to celebrate GLAAD's Spirit Day and iHeart's continued partnership with GLAAD, and Sarah Kate Ellis, President & CEO of GLAAD, joined iHeartMedia's national public affairs show to recap Spirit Day 2023 and talk about some of the issues LGBTQ+ youth face and how GLAAD is working to address those problems.

CAMPAIGN IMPACT

+250M
people reached across broadcast, radio and social media for #SpiritDay

655K
social media impressions



“

Today, LGBTQ+ youth, and especially trans and nonbinary youth, are experiencing a level of scrutiny in schools we have never seen before. iHeartMedia's partnership with GLAAD for Spirit Day tells LGBTQ+ youth that they are seen and celebrated in a time when anti-LGBTQ+ rhetoric and misinformation is at an all-time high. Reality tells us, however, that LGBTQ+ acceptance is at an all-time high too, and so we hope LGBTQ+ youth see Spirit Day participation and recognize that they are loved and supported just as they are. iHeartMedia's Spirit Day participation is crucial to accelerating acceptance for LGBTQ+ youth and the community at large.”

TONY MORRISON

SENIOR DIRECTOR OF COMMUNICATIONS, GLAAD

ABOUT

GLAAD

GLAAD.org

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

CAMPAIGN SNAPSHOT

10/17/23 - 10/19/23
dates running

66
iHeartMedia stations

739,100
impressions



FEDERAL TRADE COMMISSION FRAUD PROTECTION



Newly released Federal Trade Commission (FTC) data shows that consumers reported losing nearly \$8.8 billion to fraud in 2022, an increase of more than 30% over the previous year. The FTC received fraud reports from 2.4 million consumers last year, with imposter scams and online shopping scams as the top two most commonly reported types of fraud. Rounding out the top five fraud categories were prizes, sweepstakes and lotteries; investment-related reports; and business and job opportunities.

For the last several years, iHeart has helped the FTC distribute valuable information as part of the Commission's ongoing efforts to combat scammers and protect consumers in every community. In 2023, the Federal Trade Commission launched the ability to report fraud, scams and deceptive practices in multiple languages in addition to English and Spanish.

iHeart ran a series of 60-second micro-interviews and 15-minute interviews across select stations to reach consumers and educate them on how to report identity theft at IdentityTheft.gov, the federal government's one-stop resource to help people report and recover from identity theft. The FTC site provides step-by-step advice and helpful resources like easy-to-print checklists and sample letters.

CAMPAIGN IMPACT

+9.6M
total campaign impressions

+7.4M
donated impressions over a 12-week period

ABOUT

FEDERAL TRADE COMMISSION

FTC.gov

The Federal Trade Commission works to promote competition and protect and educate consumers. Learn more about consumer topics at consumer.ftc.gov, or report fraud, scams and bad business practices at ReportFraud.ftc.gov.



Getty Images



THE UNITED STATES DEPARTMENT OF AGRICULTURE



Invasive animals, plants and pathogens pose a persistent and growing threat to U.S. agricultural production, forest resources, global food security and rural economies. Hungry pests are invasive species that threaten to harm our crops and trees. Left unchecked, they can devastate entire agricultural industries, eliminating jobs, threatening our food supplies and costing billions. Invasive species impact our quality of life, human health and our ability to adapt to the changing climate.

USDA's Animal and Plant Health Inspection Service (APHIS) protects U.S. agricultural and natural resources from risks associated with the entry, establishment or spread of agricultural pests and diseases, as well as invasive and harmful weeds. The USDA is committed to helping educate the public about things we can all do to help stop

the spread and to ensure that we are not packing a pest when moving things outdoors, going camping or traveling internationally.

iHeart supported the USDA's Hungry Pests campaign with radio and digital media to raise public awareness about the many threats invasive species pose, and how U.S. residents can help protect U.S. resources from hungry pests. The spots highlighted the national impact of invasive plant pests and diseases on plants nationwide and informed Americans how they can help reduce their spread, especially in their own communities, by recognizing the signs of specific pests found in their area. All spots drove listeners to hungrypests.com to learn more about invasive plant pests and diseases in their communities and how to stop them.

“

Each year, invasive insects and plant diseases cause an estimated \$40 billion in damages to plants that sustain us. Invasive species threaten our food security, agricultural livelihoods and way of life. Luckily, there's a lot we can do to protect our resources.”

TOM VILSACK
AGRICULTURE SECRETARY, USDA



Getty Images

CAMPAIGN IMPACT

+1M
total campaign impressions

289,900
donated impressions

ABOUT

UNITED STATES DEPARTMENT OF AGRICULTURE

[USDA.gov](https://www.usda.gov)

USDA touches the lives of all Americans each day in so many positive ways. In the Biden-Harris administration, USDA is transforming America's food system with a greater focus on more resilient local and regional food production, fairer markets for all producers, ensuring access to safe, healthy and nutritious food in all communities, building new markets and streams of income for farmers and producers using climate-smart food and forestry practices, making historic investments in infrastructure and clean energy capabilities in rural America and committing to equity across the Department by removing systemic barriers and building a workforce more representative of America.



THE FEDERAL EMERGENCY MANAGEMENT AGENCY

(FEMA)



The Federal Emergency Management Agency (FEMA) supports citizens and emergency personnel to build, sustain and improve the nation's capability to prepare for, protect against, respond to, recover from and mitigate all hazards from natural disasters. FEMA provides resources including recovery roadmaps, community management toolkits and a recovery and resilience resource library to maintain whole community recovery.

FEMA and iHeart work closely together when a natural disaster hits to provide guidance to local communities about how they can start and follow through with a claim in the aftermath of natural disaster damage.

Through a series of local PSAs, iHeart drove listeners to specific resources that provided disaster survivors with information, support, services and a means to access and apply for disaster assistance. In 2023, iHeart ran spots directing listeners to FEMA's National Flood Insurance Program and offered support for communities impacted by Hurricane Ian and in flood-risk communities. The campaign was designed to guide listeners to various government resources that would help those in need and ensure the claims process was accessible to all.

CAMPAIGN IMPACT

+100M
unique visitors to Ready.gov since its launch in 2003

ABOUT

FEMA

FEMA.gov

The Federal Emergency Management Agency (FEMA) supports our citizens and first responders ensuring that as a nation we work together to build, sustain, and improve our capability to prepare for, protect against, respond to, recover from and mitigate all hazards.



Getty Images



CENTERS FOR DISEASE CONTROL AND PREVENTION GLOBAL HEALTH



Worldwide, bacterial antimicrobial resistance is estimated to cause more deaths than HIV or malaria and is recognized as a leading global public health threat. Disease knows no borders. In today's interconnected world, a disease threat anywhere can become a health threat in the U.S. We know that disease exploits even the smallest gap to spread and grow.

To help prevent the rise of bacterial antimicrobial resistance, in mid-2022 the Centers for Disease Control and Prevention (CDC) joined with , the Center for Public Health of Ukraine (UPHC), local clinical and public health authorities and international partners, including the World Health Organization regional office for Europe, ICAP at Columbia University and the European Society for Clinical Microbiology and Infectious Diseases, to improve laboratory detection, clinical treatment and infection control response for antimicrobial resistance.

iHeart partnered with the CDC in a global effort to prevent, detect and respond to the rise of infections caused by dangerous antimicrobial-resistant bacteria during wartime in Ukraine through a targeted social media campaign that promoted the findings of the CDC report.

Other partner organizations included United States Agency for International Development; World Health Organization; The Global Fund; United Nations Population Fund; UNICEF; Gates Foundation; Global Health Council; United Nations Foundation; The Carter Center; Task Force for Global Health; Kaiser Family Foundation; CDC Foundation; Pan American Health Organization; US Department of State; HHS Office of Global Affairs; American Red Cross; Global Health Technologies Coalition and ASTMH.

ABOUT

CENTER FOR DISEASE CONTROL

CDC.gov

For more than 70 years, CDC has used its scientific expertise to help people throughout the world live healthier, safer, longer lives. CDC's Global Health Center coordinates and manages the agency's resources and expertise to address global challenges such as HIV/AIDS, vaccine-preventable diseases, malaria, emergency and refugee health, non-communicable diseases, injuries and more..



Getty Images



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

MEASLES VACCINATIONS



Measles can be a dangerous, even life-threatening, disease – but it’s preventable with two doses of the measles vaccine. While a modest increase in global vaccination coverage occurred in 2022 from 2021, there were still 33 million children who missed a measles vaccine dose: nearly 22 million missed their first dose and an additional 11 million missed their second dose.

CDC and WHO urge countries to find and vaccinate all children against measles and other vaccine-preventable diseases and encourage global stakeholders to aid countries in vaccinating their most vulnerable communities. In addition, to help prevent outbreaks, all global health partners at the global, regional, national and local levels must invest in robust surveillance systems and outbreak response capacity to rapidly detect and respond to outbreaks.

In 2023, iHeart helped support the CDC and WHO’s “Measles & Rubella Partnership,” a global initiative to stop measles and rubella. Under the umbrella of “Immunization Agenda 2030” and guided by the “Measles and Rubella Strategic Framework 2030,” M&RP’s mission includes addressing the decline in national vaccination coverage, hastening COVID-19 pandemic recovery and accelerating progress towards creating a world free of measles and rubella. The partnership also included American Red Cross, Bill & Melinda Gates Foundation, Gavi, the Vaccine Alliance, United Nations Foundation and UNICEF.

Through a strategic social media campaign, iHeart helped generate awareness in priority countries in Africa, Southeast Asia and Eastern Mediterranean in alignment with World Immunization Week (April 24 to May 3) to support immunization education.

“

The increase in measles outbreaks and deaths is staggering, but unfortunately, not unexpected given the declining vaccination rates we’ve seen in the past few years. Measles cases anywhere pose a risk to all countries and communities where people are under-vaccinated. Urgent, targeted efforts are critical to prevent measles disease and deaths.”

JOHN VERTEFEUILLE
DIRECTOR OF GLOBAL IMMUNIZATION DIVISION, CDC



Getty Images

CAMPAIGN IMPACT

474
clicks and a CTR of 1.74% on Twitter/X

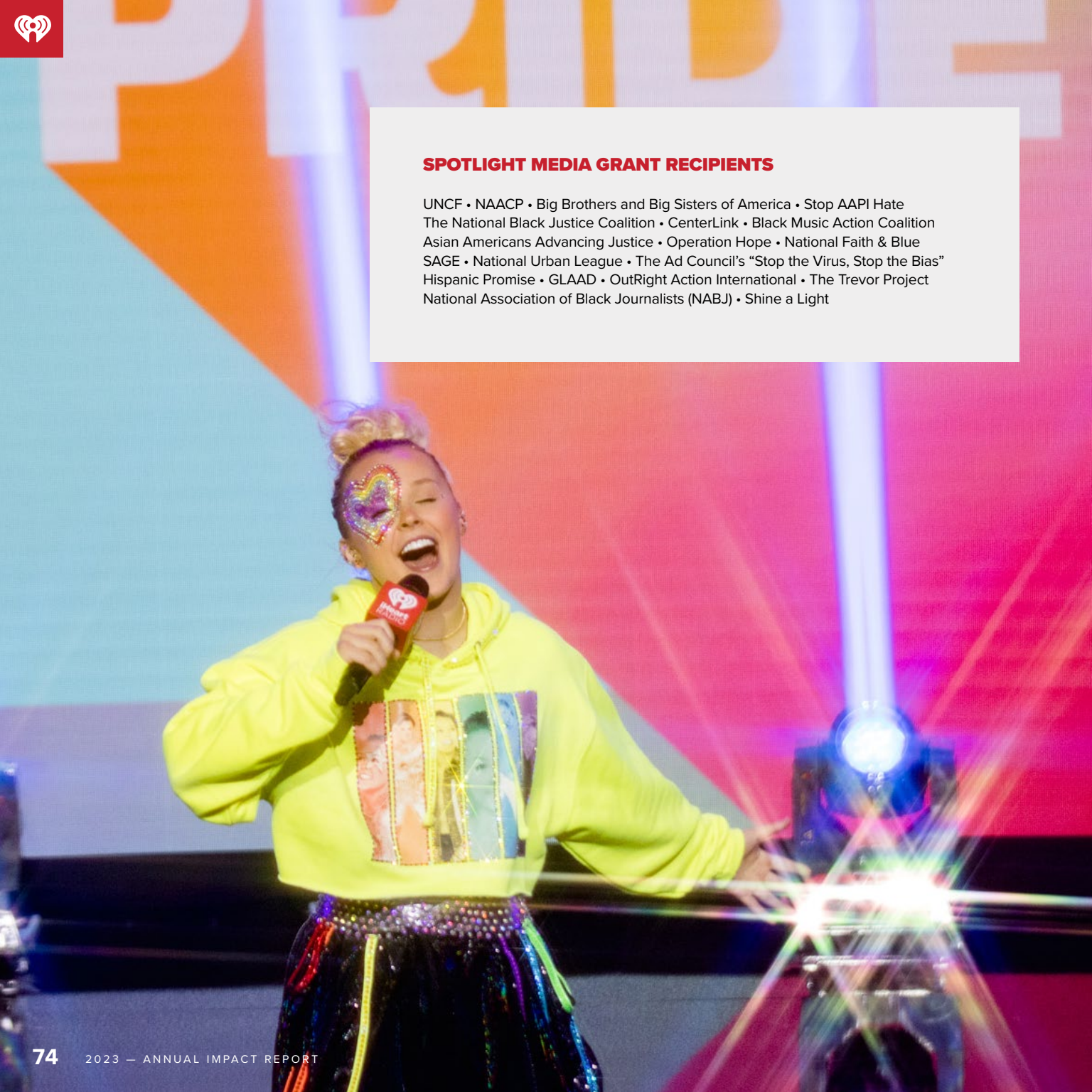
9%
engagement rate

ABOUT

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

[CDC.gov](https://www.cdc.gov)

CDC works 24/7 protecting America’s health, safety and security. Whether diseases start at home or abroad, are curable or preventable, chronic or acute or from human activity or deliberate attack, CDC responds to America’s most pressing health threats. CDC is headquartered in Atlanta and has experts located throughout the United States and the world.



SPOTLIGHT MEDIA GRANT RECIPIENTS

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

iHEARTRADIO COMMUNITIES SPOTLIGHT MEDIA GRANT PROGRAM

EFFECTIVELY SUPPORTING UNDERSERVED & IMPACTED COMMUNITIES

In December 2020, iHeart launched the "iHeartRadio Communities Spotlight Media Grant Program" — an initiative to support organizations that are making a positive impact within the communities iHeart serves — using iHeart's multiplatform media network to deliver messaging that is timely, relevant and hyper-targeted to most effectively support underserved and impacted communities.

The inaugural Spotlight Media Grants provided a nationwide platform for Black-focused community organizations to inspire, educate and empower listeners to take a stand against systemic racism and promote social justice; celebrate Black excellence, achievement and culture; help members of the Black community express themselves and address the unique needs of their communities; and invest in educational programs and individuals that are inspiring the next generation of Black journalists and leaders. To mark the launch of the grant program, long-time iHeart collaborator UNCF, an organization that helps fund 37 private historically Black colleges and universities (HBCUs), was named the initiative's first partner and received the first-ever Spotlight Media Grant.

In 2021 iHeart expanded its portfolio of Spotlight Grants to include several other at-risk groups. In response to the increasing number of violent incidents and hate crimes against members of the Asian American and Pacific Islander (AAPI) community,

iHeart issued its second wave of Spotlight Grants to AAPI-focused organizations including Stop AAPI Hate, Asian Americans Advancing Justice and the Ad Council's "Stop the Virus, Stop the Bias" campaign to ensure that their critically important messages are heard in our communities nationwide and to help foster the understanding that is so critical to ending injustice and racial violence.

Since launching the Spotlight Media Grant program, iHeart has issued additional media grants to Big Brothers Big Sisters to empower the potential of youth through one-to-one mentoring, and the organization's commitment to Justice, Equity, Diversity and Inclusion (JEDI); Operation HOPE, a nonprofit organization providing financial literacy empowerment and economic education to youth and adults; civil rights organization NAACP; Faith & Blue, an initiative focused on the reinforcement of connections between law enforcement professionals and the communities they serve through the reach of houses of worship; and Shine a Light, a comprehensive initiative to illuminate the dangers of antisemitism through education, community partnerships, workplace engagement, advocacy and media.

In 2022, iHeart worked to increase the visibility and inclusivity for LGBTQ+ communities by shining a spotlight on the most impactful organizations advocating for and improving the lives of the LGBTQ+ community, including CenterLink, GLAAD, National Black Justice Coalition, Outright International, SAGE and Trevor Project. Additionally, iHeart partnered with the

We Are All Human Foundation to raise awareness of the important and positive impact that Latinos have on the U.S. communities and fighting against hate and racism.

In 2023, we expanded our work with many of our founding partners, building on the already successful campaigns of the last two years, and also introduced several new organizations to the Spotlight Media Grant program including the Black Music Action Coalition (BMAC) and the National Association of Black Journalists (NABJ).

To date, iHeart has committed \$11 million worth of media to these organizations supporting our communities and fighting against hate, racism and racial injustices and social inequity. Future iHeartRadio Communities Spotlight Media Grant PSAs will address individual issue areas ranging from minority education, food insecurity and injustices in our health care and probation and parole systems; spotlight critical issues facing all of our listeners; and provide a platform to explore the issues that matter most to them both locally and nationally.

In 2023 iHeart contributed over \$251 million in media to thousands of national and local organizations. The "iHeartRadio Communities Spotlight Media Grant Program" is an extension of that commitment and is designed to enable the company to address the many facets of timely issues like social justice and structural racism facing our country, offering multiple outlets for action.



NAACP



The NAACP is an iconic organization working to disrupt inequality, dismantle racism and accelerate change in key areas including criminal justice, health care, education, climate and the economy. When it comes to civil rights and social justice, the NAACP has the unique ability to secure more wins than anyone else.

The NAACP is a grassroots organization fueled by local volunteers who drive culture and change in communities across the country and aim to amplify the voice of Black America to make sure solutions to the most pressing issues are equitable.

The organization is a driving force for good in Black communities across the country, and provides scholarships for students, grants for Black entrepreneurs and much-needed resources when disasters hit.

For the third consecutive year, iHeart teamed up with NAACP to inspire listeners to advocate for the changes they hope to see in their communities by pushing forward with strategic thinking, planning, organizing, policymaking and accountability to ensure that Black lives are a priority in all spaces.

This year's collaboration took place during Black History Month and the campaign was centered around the theme of "Thriving Together" to celebrate the Black community's collective power and the NAACP as a driving force for change in Black communities across the country. All radio spots encouraged listeners to become members of the NAACP or to donate via text to honor Black history and support Black futures.

ABOUT

NAACP

NAACP.org

Founded in 1909 in response to the ongoing violence against Black people around the country, the NAACP (National Association for the Advancement of Colored People) is the largest and most pre-eminent civil rights organization in the nation. We have over 2,200 units and branches across the nation, along with well over 2 million activists. Our mission is to secure the political, educational, social and economic equality of rights in order to eliminate race-based discrimination and ensure the health and well-being of all persons.



CAMPAIGN SNAPSHOT

2/24/23 - 2/28/23
dates running

320
iHeartMedia stations

13,317,800
impressions

CAMPAIGN IMPACT

+\$870K
in media grants issued
in the last three years

“

The partnership between the NAACP and iHeart signifies a powerful fusion of advocacy and influence, amplifying the voices of communities of color nationwide. Through our collaboration, we forge pathways of empowerment, resilience, and progress, driving forward the NAACP's mission to create a more just and equitable society for all."

TROVON C. WILLIAMS

SVP, MARKETING AND COMMUNICATIONS, NAACP



UNCF

(UNITED NEGRO COLLEGE FUND)



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

UNCF works to provide the support HBCUs need to help more students pursue their educational endeavors and graduate from college prepared for leadership roles, competitive employment and active participation in society. UNCF also works tirelessly to benefit HBCUs, in part by changing the narrative of HBCUs across the nation and helping equip minority students with the resources necessary to transition into and graduate from college and ultimately succeed in the workforce.

Longtime iHeart partner UNCF was named the company's inaugural iHeartRadio Spotlight Media Grant partner in 2020, and in 2023 was gifted a third grant to help reach its critical fundraising goals.

iHeart's 2023 media campaign ran in conjunction with Black History Month and highlighted the many ways that UNCF uplifts the history and culture of the African American community while saluting the past, present and future of excellence and high achievement at Historical Black Colleges and Universities. The PSAs encouraged support for the new generation of Black activists, leaders, artists, business owners and educators by making a financial donation.

“

UNCF is grateful to iHeart for your ongoing partnership and commitment to our mission of supporting HBCUs and their students, which is now in its 80th year of existence. The impact of your media campaign cannot be overstated. It's huge. We are fortunate to be in partnership with such an iconic brand. You truly get it."

MONIQUE LENOIR

NATIONAL DIRECTOR OF COMMUNICATIONS,
UNCF

CAMPAIGN SNAPSHOT

2/20/23 - 2/28/23

dates running

412

iHeartMedia stations

21,883,700

impressions



ABOUT

UNCF

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

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

CAMPAIGN IMPACT

+12K
scholarships and internships
awarded in 2023



NATIONAL URBAN LEAGUE



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

With 90 affiliates serving 300 communities in 37 states and the District of Columbia, the Urban League spearheads the development of social programs and authoritative public policy research, and advocates for policies and services that close the equality gap. At the community level, the National Urban League and its affiliates provide direct services that improve the lives of more than two million people annually.

The mission of the National Urban League is to help Black Americans and others in underserved communities achieve their highest true social parity, economic self-reliance, power and civil rights. The League promotes economic empowerment through education and job training, housing and community development, workforce development, entrepreneurship, health and quality of life.

In support of the National Urban League's 114th Annual Convention in Houston, Texas, iHeartRadio stations and iHeartMedia's BIN: Black Information Network stations ran a PSA to encourage listeners to join attendees such as policymakers and thought leaders, social media influencers and entrepreneurs to network, exchange ideas, gain insights and strategize next steps toward justice.

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

“

The 2023 National Urban League conference was one of the largest and most influential gatherings focused on civil rights and urban advocacy in the nation. Year after year, this event brings together leaders from various sectors including business, government and social advocacy, who are dedicated to exploring critical issues and initiatives that profoundly impact the communities served by the Urban League network of 92 affiliates across the country.”

MARC H. MORIAL
PRESIDENT AND CEO,
THE NATIONAL URBAN LEAGUE

CAMPAIGN SNAPSHOT

5/23/23 - 6/09/23
dates running

95
iHeartMedia stations

2,971,200
impressions

CAMPAIGN IMPACT

23.7M
people served by Urban League affiliates

92
affiliates across the country

6.1M
people mobilized in civic engagement and activism

ABOUT

NATIONAL URBAN LEAGUE

NUL.org

The National Urban League is a historic civil rights organization dedicated to economic empowerment in order to elevate the standard of living in historically underserved urban communities. The National Urban League spearheads the efforts of its 92 local affiliates through the development of programs, public policy research and advocacy, providing direct services that impact and improve the lives of more than 3 million people annually nationwide. Visit and follow us on Facebook, Twitter, and Instagram: @NatUrbanLeague.



National Urban League



STOP AAPI HATE



Over the last several years, reports of hate incidents and hate crimes against Asian American and Pacific Islander (AAPI) individuals have increased in communities across the country. Xenophobia and the rise of misinformation about COVID-19 have led to reports of harassment on public transportation, denial of services, verbal harassment and physical attacks. In response to the increasing number of violent incidents and hate crimes against members of the AAPI community, iHeart issued over \$1 million in Spotlight Grants to AAPI-focused organizations in 2021 including Stop AAPI Hate, Asian

Americans Advancing Justice and the Ad Council's "Stop the Virus, Stop the Bias" campaign to ensure that their critically important messages are heard in our communities nationwide to help foster the understanding so critical to ending injustice and racial violence.

At iHeart, we believe that consistent information, education and facts are critical to ending fears and misconceptions that can lead to violence and hate, and we believe in using our resources – our reach, our multiple platforms, our programming, our relationships with our audiences

and our commitment to serving all of our communities – to have the greatest possible positive impact.

This year, we issued a second \$650K media grant to Stop AAPI Hate – a coalition that runs the Stop AAPI Hate Reporting Center, which tracks incidents of hate and discrimination against Asian Americans and Pacific Islanders in the United States. All iHeart PSAs encouraged the reporting of anti-Asian crimes to this coalition and empowered listeners to find meaningful ways to support the Asian American and Pacific Islander communities.



“

With the iHeartMedia partnership, Stop AAPI Hate has raised the collective voice of diverse Asian American and Pacific Islander (AAPI) communities, succeeded in changing the national narrative on AAPIs, and catalyzed action across sectors. iHeartMedia's gift to help us amplify our mission on your platform and encourage community members to report hate acts is invaluable. We are deeply grateful for your continuous support and we hope to work with your team in the future."

LY NGUYEN
DIRECTOR OF CORPORATE ENGAGEMENT,
STOP AAPI HATE

CAMPAIGN IMPACT

UPTICK
of visitors to STOP AAPI
HATE website during iHeart
campaign period

CAMPAIGN SNAPSHOT

5/26/23 - 6/09/23
dates running

315
iHeartMedia stations

6,305,700
impressions

ABOUT

STOP AAPI HATE

StopAAPIHate.org

In response to the alarming escalation in xenophobia and bigotry resulting from the COVID-19 pandemic, AAPI Equity Alliance (AAPI Equity), Chinese for Affirmative Action (CAA) and the Asian American Studies Department of San Francisco State University launched the Stop AAPI Hate coalition on March 19, 2020. The coalition tracks and responds to incidents of hate, violence, harassment, discrimination, shunning and child bullying against Asian Americans and Pacific Islanders in the United States. Our mission is to advance equity, justice and power by dismantling systemic racism and building a multiracial movement to end anti-Asian American and Pacific Islander (AAPI) hate.



LGBTQ+ SPOTLIGHT MEDIA GRANT



In the U.S., 87% of adults know someone in the LGBTQ+ community — a family member, friend, neighbor or coworker. iHeartMedia is committed to serving its diverse audiences including the LGBTQ+ community and strives to provide the most relevant LGBTQ+ news and information to its listeners every day. Additionally, iHeart supports the most impactful organizations advocating for and improving the lives of the LGBTQ+ community.

In alignment with Pride Month and the return of “Can’t Cancel Pride 2023 – The Future Starts Now,” an iHeart-produced fundraiser which recognizes the LGBTQ+ community and celebrates organizations creating a more inclusive and equal world, iHeart issued a **\$2.9M Spotlight Media Grant over the course of two years** to the event’s complete slate of participating nonprofit partners, including CenterLink, GLAAD, National Black Justice Coalition, Outright International, SAGE and The Trevor Project. Each PSA created a unique opportunity to highlight the specific work of each organization and drove listeners to their respective websites for more information. Additionally, “Can’t Cancel Pride” has raised over \$14.1 million over the course of four years to benefit the six organizations.

The following organizations were the beneficiaries of the 2023 LGBTQ+ Spotlight Media Grant:

GLAAD

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

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



Can’t Cancel Pride continues to raise the bar for what it means to be an ally to LGBTQ+ people, bringing the community together to raise awareness, humanize the queer experience and raise funds to continue critical LGBTQ+ advocacy work. And for corporations, ‘Can’t Cancel Pride’ serves as a model for how to be effective, visible and vocal advocates of LGBTQ+ people, encouraging companies and their leaders to stand by their values and stand up for the LGBTQ+ community, giving way for the spirit of pride to shine bright well beyond Pride Month.”

TONY MORRISON

SENIOR DIRECTOR OF COMMUNICATIONS, GLAAD



SAGE

Since 1978, SAGE has been dedicated to making aging better for LGBTQ+ people nationwide. It is the world’s largest and oldest advocacy and services organization that offers supportive services and consumer resources to older LGBTQ+ people and their caregivers. Proceeds from the fundraiser enabled SAGE to support LGBTQ+ elders, especially through virtual support programs and assistance services.

The Spotlight Media Grant for SAGE promoted the organization’s advocacy work for LGBTQ+ aging policies and civil rights protections, as well as provided listeners with resources related to services, connection and care, offering opportunities for intergenerational connections throughout the LGBTQ+ community.



Can’t Cancel Pride’s generous annual funding helps ensure that SAGE is able to pursue key organizational priorities, among them encouraging LGBTQ+ and age-friendly communities via advocacy and training, creating ties across LGBTQ+ generations via intergenerational programming and helping LGBTQ+ older adults address their vulnerabilities via direct services.”

MICHAEL ADAMS

CEO, SAGE



THE NATIONAL BLACK JUSTICE COALITION

The National Black Justice Coalition (NBJC) is a leading civil rights organization dedicated to empowering Black lesbian, gay, bisexual, transgender, queer+ and same gender loving (LGBTQ+/SGL) people, including those living with HIV/AIDS. With the proceeds from “Can’t Cancel Pride,” NBJC supported Black LGBTQ+/SGL people impacted by the pandemic by sharing COVID-19, MPox and other critical information to increase connections to care. NBJC awarded more than 40 micro-grants to organizations supporting Black LGBTQ+/SGL children, youth and young adults and provided more than 200 Black LGBTQ+ youth and nearly 100 Black LGBTQ+ elders free culturally competent mental health services and support. iHeart PSAs encouraged listeners to get involved and support the National Black Justice Coalition in pursuing better public policy solutions that ensure equity and strengthen democracy.



The National Black Justice Coalition is an organization that prides itself on being unapologetic in our approach to supporting, mobilizing and advocating on behalf of Black LGBTQ+/Same-Gender Loving youth and adults. After the 2020 uprisings against anti-Black racism, many corporations made unfulfilled promises to the Black community. iHeartRadio’s commitment to supporting organizations challenging, reducing and preventing the inequities and injustices manifested by racism, anti-Blackness and anti-LGBTQ+ bias has been tremendous to witness and experience. The National Black Justice Coalition is grateful for iHeartRadio’s continued support of the Black LGBTQ+/Same-Gender Loving community.”

DAVID J. JOHNS, PH.D
NATIONAL BLACK JUSTICE COALITION, CEO

THE TREVOR PROJECT

The Trevor Project is the leading organization working to end LGBTQ+ youth suicide in the U.S. and beyond. The nonprofit operates several programs to help prevent and respond to the public health crisis of LGBTQ+ youth suicide, including 24/7 free crisis services, research, advocacy, education and peer support. Proceeds from “Can’t Cancel Pride” enabled The Trevor Project to continue providing support to LGBTQ+ youth through crisis counselor training and maintaining a safe space for LGBTQ social networking. Additionally, PSAs for The Trevor Project brought awareness to the organization’s free and secure services via phone lifeline, text and chat, and encouraged listeners in crisis to reach out.



Can’t Cancel Pride is empowering Trevor to expand and impact young people all around the country, some of whom may not be able to celebrate Pride in person. We know that seeing celebrities who are out—seeing members of the community being represented, being celebrated—really supports the mental health of LGBTQ+ young people. And that has this incredible impact on its own.”

MICHAEL MENDILLO
DIRECTOR OF CORPORATE PARTNERSHIPS,
THE TREVOR PROJECT

CENTERLINK

Founded in 1994, CenterLink is a coalition that supports the development of inclusive and sustainable LGBTQ+ community centers across the country and works to strengthen, support and connect these centers. CenterLink helps build their capacity to address the social, cultural, health and political advocacy needs of LGBTQ+ community members. With the proceeds from “Can’t Cancel Pride,” CenterLink was able to distribute \$291,500 in funds to nearly 200 LGBTQ+ community centers and organizations. iHeart’s CenterLink media campaign brought important awareness to the organization’s mission to strengthen, support and connect LGBTQ+ community centers across the United States.



Through Can’t Cancel Pride, we have celebrated visibility, inclusivity and the remarkable resilience of the LGBTQ+ community. With over 200 LGBTQ+ community centers joining the event in 2023, our network has expanded and strengthened, allowing us to touch the lives of even more individuals.”

DENISE SPIVAK
CENTERLINK, CEO

OUTRIGHT INTERNATIONAL

Outright works with the United Nations, regional human rights monitoring bodies and civil society partners around the globe to strengthen the capacity of the LGBTQI+ human rights movement, document and amplify human rights violations against LGBTQI+ people and advocate for inclusion and equality. Some of the impact achieved with proceeds from “Can’t Cancel Pride” include funding frontline LGBTQI+ organizations in Ukraine providing humanitarian support to LGBTQI+ people affected by the war; convening its annual LGBTQI+ global human rights conference, OutSummit, with participants from 80 countries; and bringing dozens of LGBTQI+ activists from the global South to New York to advocate for LGBTQI+ human rights at the United Nations. The iHeart PSA for Outright raised critical awareness for the organization and its fight for the human rights of LGBTQI+ people everywhere.



With Outright’s help, our team has not only survived but continues to help other LGBTQI+ refugees from Ukraine survive. We continue to provide consultations on legal ways of evacuation from hotspots for transgender people, humanitarian aid and psychological help as well as safe shelters in Ukraine and in the EU. Thank you for your great financial support, which is converted into saving lives!”

GENDER STREAM
UKRAINE FUND GRANTEE



NATIONAL FAITH & BLUE WEEKEND 2023



As the nation continues to grapple with discord between law enforcement and some of the communities they serve, National Faith and Blue works to reinforce the connections between them. Crime is rising while our country is suffering from police and community discord. Now more than ever, law enforcement and the people they serve must come together to resolve and reconcile differences. Changes are needed but the police cannot do it alone.

For the third consecutive year, iHeart helped promote the 2023 National Faith & Blue Weekend (Faith & Blue) and address an urgent and longstanding need for authentic collaboration between law enforcement and citizens. This public/private collaborative effort to build bridges and break biases aims to facilitate safer, stronger and more unified communities by connecting law enforcement officers and residents through local faith-based organizations.

From Friday, October 6 through Monday October 9, National Faith and Blue Weekend engaged officers, residents and faith-based and other community organizations to build positive relationships, reduce officer-involved tragedies and decrease violence.

The annual iHeart radio campaign was focused on encouraging local communities to create grassroots events and enticing citizens to come together and participate in organized events in their local communities.

This national effort is organized annually by Atlanta-based human and civil rights organization MovementForward, Inc., the U.S. Department of Justice and the U.S. Department of Homeland Security along with every major law enforcement group in the country, including the National Fraternal Order of Police, the International Association of Chiefs of Police, National Sheriffs' Association, the National Organization of Black Law Enforcement Executives, the Hispanic-American Police Command Officers Association and a long list of other national, regional, state and local law enforcement entities.

Faith & Blue involved 3,500 engagements in all 50 states and Washington, D.C., and over 175,000 participants. Activities included community discussions; peace, justice and unity marches; and service projects, along with over 100 other types of events that

facilitated reconciliation and mutual understanding. Surveying of officers and residents who took part in Faith & Blue revealed that participating led to an increased willingness to collaborate to address crime and reduce tensions along with greater feelings of empathy and understanding.

“
We are so grateful to iHeart for this third year of partnership. iHeart enables us to reach millions and amplify the mission of Faith & Blue in community after community.”

REV. MARKEL HUTCHINS
NATIONAL LEAD ORGANIZER,
NATIONAL FAITH & BLUE
WEEKEND



ABOUT

NATIONAL FAITH & BLUE

FaithAndBlue.org

National Faith & Blue Weekend (Faith & Blue) is a collaborative initiative that builds bridges and breaks down biases through activities and outreach amongst law enforcement professionals and the communities they serve. Faith & Blue is a program of MovementForward, Inc., a solutions-focused, social change organization based in Atlanta, Georgia, led by noted human and civil rights leader, the Rev. Markel Hutchins. Faith & Blue organizers represent every major national law enforcement group and faith tradition in the U.S.

CAMPAIGN IMPACT

3,500K
engagements in all 50 states

+175K
participants

CAMPAIGN SNAPSHOT

9/28/23 - 10/09/23
dates running

447
iHeartMedia stations

8,307,400
impressions

BIG BROTHERS BIG SISTERS OF AMERICA



Today, one in three kids in America are growing up without a sustained, positive adult mentor in their lives and over 30,000 kids are on the Big Brothers Big Sisters' wait list for a mentor. The gap between mentorship and youth who need it most continues to widen due to perceived barriers of the time and expertise needed to become a mentor.

During 2023, Big Brothers Big Sisters of America, the preeminent one-to-one youth mentoring organization in the United States, launched a bold new brand campaign, "It Takes Little to Be Big," to challenge the myths and shift perceptions of mentoring and why now, more than ever, mentorship is critical to the success of kids today.

As a longtime partner of Big Brothers Big Sisters of America, iHeart was enlisted to extend the campaign to audio and to bring to life the little moments of mentorship that can make a big impact on the lives of young people. iHeart created a series of PSAs that were made available to all media outlets and that ran across all iHeartRadio stations.

Tony Coles, President of iHeartMedia's BIN: Back Information Network and iHeartMedia's President of Multi-Cultural Business and Development, expanded his leadership role in 2022 on the Board of Directors for BBBSA when he accepted the role of Vice Chairman in June 2022. Additionally, Artis Stevens, President & CEO of Big Brothers Big Sisters of America, completed his third year on the BIN: Black Information Network Advisory Board in 2023 where he serves as a champion to help foster the common understanding necessary to create real, positive and lasting societal change.



"We teamed up with iHeart to redefine purpose-driven partnerships and combine our shared vision for social impact through the power of media and community. Our continued partnership with iHeart not only creates awareness around the critical need for mentorship but also empowers youth with access and opportunity to reach their full potential."

ADAM VASALLO

CHIEF MARKETING OFFICER, BIG BROTHERS BIG SISTERS OF AMERICA

CAMPAIGN IMPACT

18K
visitors to the BBBSA websites

5.7M
impressions to Aloe Blacc's 'Never Let You Down'

35M
public service announcement impressions calling for volunteers

40
Bigs and Littles attended the 2023 iHeartRadio Music Festival



ABOUT

BIG BROTHERS BIG SISTERS OF AMERICA

BBBS.org

Founded in 1904, Big Brothers Big Sisters of America is the largest and most experienced youth mentoring organization in the United States. The mission of Big Brothers Big Sisters of America is to create and support one-to-one mentoring relationships that ignite the power and promise of youth. Big Brothers Big Sisters' evidence-based approach is designed to create positive youth outcomes, including educational success, avoidance of risky behaviors, higher aspirations, greater confidence and improved relationships. Big Brothers Big Sisters has over 230 local agencies serving more than 5,000 communities across all 50 states.

CAMPAIGN SNAPSHOT

9/23/23 - 10/06/23
dates running

759
iHeartMedia stations

34,487,200
impressions



WE ARE ALL HUMAN FOUNDATION

THE HISPANIC PROMISE



Latinos are driving prosperity, power and progress in America, yet 77% of Hispanics don't know about their contributions to the country. From population growth to representation, economy and education, Latinos are advancing positively and driving American progress. At the same time, Latinos are often undervalued, underrepresented and misperceived in society, which affects how they feel about their place both in day-to-day life and in the workplace.

In 2019, iHeartMedia accepted an invitation from the We Are All Human Foundation, a nonprofit dedicated to promoting diversity and inclusion, to join "The Hispanic Promise," a collaborative effort with more than a dozen Hispanic associations and more than 320 corporations to advance and empower U.S. Hispanics as employees, customers and citizens. "The Hispanic Promise" asks employers to make the commitment to create inclusive workplaces and to take positive actions to prepare, hire, promote, retain, celebrate and buy from Hispanics through improved employee engagement, mentorship programs, employee or business resource groups and talent advancement, with the aim for Hispanic employees to feel they belong, are valued, enjoy equal access to opportunity and have a voice.

“

The We Are All Human Foundation is honored to partner with iHeart for the third consecutive year; it is media companies that change the narrative and positively impact our Hispanic community. Our mission is to join forces with companies to create step-change advances in Hispanic inclusion.”

CLAUDIA ROMO EDELMAN

FOUNDER AND CEO, WE ARE ALL HUMAN FOUNDATION

For the second consecutive year, iHeart awarded the We Are All Human Foundation a Spotlight Media Grant during Hispanic Heritage Month in September to speak with one voice to break through the noise and reach critical mass. The series of English and Spanish PSAs drove listeners to hispanicstar.org to find ways to meaningfully activate during Hispanic Heritage Month.

ABOUT

WE ARE ALL HUMAN

WeAreAllHuman.org

We Are All Human is a registered 501(c)(3) public charity devoted to advancing Equity, Diversity & Inclusion for all, with a particular focus on accelerating the progress of Hispanics in the United States. Its biggest platform - the Hispanic Star - was a finalist on the 2023 Collective Social Innovation Award of the Schwab Foundation for Social Entrepreneurship.



CAMPAIGN IMPACT

+335K
web visits to
HispanicStar.org

+150
companies used the
Hispanic Star Toolkit

+3.1K
meals were
distributed

+1K
children's books
donated to
schools in NYC

+23K
Hispanic Heritage
Month Toolkit
downloads

CAMPAIGN SNAPSHOT

9/28/23 - 10/15/23
dates running

474
iHeartMedia stations

13,359,300
impressions



THE BLACK MUSIC ACTION COALITION



The Black Music Action Coalition (BMAC) is an advocacy organization formed to address systemic racism within the music business. The Coalition advocates on behalf of Black artists, songwriters, producers, managers, agents, executives, lawyers and other passionate industry professionals.

In late 2023, The Black Music Action Coalition and the Rock & Roll Hall of Fame launched the BMAC Music Maker Guaranteed Income and Mentorship Program, which aims to promote economic empowerment and access for Black and female artists and industry professionals.

In addition to acknowledgment of the vast and vital role female and Black artists have played in music, BMAC and the Rock & Roll Hall of Fame are creating empowerment opportunities for the next generation. The newly launched program provided selected applicants a year of financial support and mentorship to kick off Black History Month.

Additionally, iHeart joined BMAC and Rock & Roll Hall of Fame and The Music Artist Coalition to produce an industry-wide summit during 2024 Grammy Week to discuss diversity, inclusion and the contributions female and Black Artists have made to music.

“

The immeasurable contributions made by Black artists and executives have led to the growth and expansion of our music industry and impacted bottom lines globally. However, those contributions have often been overlooked, appropriated and misrepresented. BMAC applauds the Rock & Roll Hall of Fame for partnering with us to launch a program that will directly address the longstanding inequities in the music industry. We're leveling the playing field and investing in the next generation of Black and female creatives and future executives, ensuring they have the access, resources and the network to continue to make those contributions and impact.”

WILLIE "PROPHET"
CO-FOUNDER & CHAIRMAN, BMAC



ABOUT

BLACK MUSIC ACTION COALITION

BMACoalition.org

BMAC is an advocacy organization formed to address systemic racism within the music business. Our Coalition advocates on behalf of Black artists, songwriters, producers, managers, agents, executives, lawyers and other passionate industry professionals.

CAMPAIGN SNAPSHOT

11/17/23 - 11/21/23
dates running

95
iHeartMedia stations

1,287,300
impressions



SHINE A LIGHT



According to the ADL (Anti-Defamation League) Q4 '23 report, antisemitic incidents increased by 337% year over year. Amid this sharp and widespread rise in antisemitism in North America, an unprecedented coalition of over 120 American and Canadian Jewish and non-Jewish organizations and over 280 corporations joined together in partnership with Shine A Light — a convening platform for organizations, companies, communities, elected officials and individuals to unite in shining a light on antisemitism in all its modern forms through education, community partnerships, workplace engagement and policy advocacy — and commit to effectuating societal change through education and a shared sense of communal allyship.

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

Now in its third year, Shine A Light partnered again with iHeartMedia which issued over \$1.6M in Spotlight Media Grants to the coalition to increase awareness and action against antisemitism. iHeart also produced a PSA that addressed the many forms of antisemitism and encouraged Jews and allies to speak up about antisemitism to send the message that one single light can dispel darkness. The series of spots aired across all iHeart radio stations leading up to and through Chanukah, the Festival of Lights, to catalyze conversations within and across communities, on school campuses and in the workplace so that people can better understand what constitutes antisemitism and take steps to respond.

Shine A Light launched during Chanukah in 2021, and in tandem with key inaugural partners, including iHeartMedia, the campaign was honored by the Shorty Awards, an international awards competition honoring excellence in digital and social content, as one of 2021's and 2022's most groundbreaking campaigns. In 2021, Shine A Light won in the Social Activism category and received bronze distinction in Multicultural Community Engagement and in 2022 were honored with silver distinction in Call to Action and bronze distinction in the Social Movement category.



iHeartMedia is a key partner for expanding Shine A Light's message even further, carrying and conveying this critical initiative. They donated time, production and thought leadership and continued their commitment to the fight against all hatred, racism and antisemitism that so infects our society. Their partnership is critical to our success."

DAVID SABLE
CO-FOUNDER / PARTNER, DOABLE



ABOUT

SHINE A LIGHT

ShineALightOn.com

Shine A Light is a comprehensive initiative to spotlight the dangers of antisemitism through education, community partnerships, workplace engagement and community advocacy. Fueled by an unprecedented coalition of over 100 North American Jewish and non-Jewish organizations from across the United States and Canada, and over 200 companies, Shine A Light draws from the inspiration of Chanukah, the Festival of Lights, to encourage Jews and allies to speak up and send a message that antisemitism, in all its modern forms, won't be tolerated in our communities.

CAMPAIGN IMPACT

207%
YOY growth in new businesses that participated

59%
YOY growth in total media impressions through a combination of radio, broadcast, cable, billboards and other out of home media (3.17B)

CAMPAIGN SNAPSHOT

11/30/23 - 12/25/23
dates running

841
iHeartMedia stations

61,394,400
impressions



OPERATION HOPE



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

Operation HOPE (HOPE) is a for-purpose organization working to disrupt poverty for millions of underserved, low- and moderate-income (LMI) youths and adults across America. For more than 30 years, HOPE's mission has been fueled by the vision of financial and economic inclusion and dignity, moving America from civil rights to "silver rights" through the award-winning HOPE Inside Financial Wellness Education Model. HOPE equips clients with financial tools, 1:1 coaching and group educational experiences, successfully stabilizing underserved communities and creating financial stakeholders.

HOPE impacts more than 56,000 people annually with services provided by more than 362 employees across the United States and Puerto Rico. HOPE Inside's impact has grown from one location on the West Coast to a defined network of more than 260 locations in both urban and rural communities.

HOPE Inside locations operate in more than 47 states, are connected with more than 150 partners, and impact millions of lives. HOPE's programming offers education on credit and money management, homeownership, disaster preparedness and recovery, small business, and youth financial literacy education.

HOPE offers tangible programs and initiatives, establishes audacious long-term goals for improvement, creates and tracks key performance indicators to measure progress and takes the lead in raising awareness of financial inclusion and dignity issues. HOPE partners with like-minded organizations to achieve the greatest impact.

For the last two years iHeart has partnered with Operation HOPE to help empower millions of adults and children through financial literacy messaging with its "Financial Literacy For All" initiative and as a Spotlight Media Grant recipient. In 2023, iHeart expanded its support by launching a brand campaign that highlighted the organization's many offerings including free local financial coaches that are available to individuals feeling the weight of financial stress.

“

We are grateful to iHeartMedia for their dedication to the Operation Hope movement. iHeartMedia has brought exactly the kind of passion, commitment and follow-through that we need to succeed in our mission.”

JOHN HOPE BRYANT
FOUNDER, CHAIRMAN AND CEO,
OPERATION HOPES



CAMPAIGN IMPACT

2,105,042
youth educated

3,394,473
adults educated

1,386,224
employees educated

ABOUT

OPERATION HOPE

OperationHOPE.org

Since 1992, Operation HOPE has been moving America from civil rights to "silver rights" with the mission of making free enterprise and capitalism work for the underserved—disrupting poverty for millions of low and moderate-income youth and adults across the nation. Through its community uplift model HOPE Inside, which received the 2016 Innovator of the Year recognition by American Banker magazine, Operation HOPE has served more than four million individuals and directed more than \$3.2 billion in economic activity into disenfranchised communities—turning check-cashing customers into banking customers, renters into homeowners, small business dreamers into small business owners, minimum wage workers into living wage consumers and uncertain disaster victims into financially empowered disaster survivors.

CAMPAIGN SNAPSHOT

12/29/23 - 12/31/23
dates running

702
iHeartMedia stations

4,490,600
impressions



AD COUNCIL MEDIA PARTNERSHIP

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

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

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

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

+\$100MM
IN MEDIA SUPPORT



PROJECT YELLOW LIGHT



The U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) reported that an estimated 42,795 people died in motor vehicle traffic crashes in 2022. In 2021 there were 3,522 people killed and an estimated additional 362,415 people injured in motor vehicle traffic crashes involving distracted drivers. Project Yellow Light's work is important now more than ever to continue to bring positive change in the community.

For the seventh consecutive year, iHeartMedia teamed up with the Ad Council to prevent distracted

driving in partnership with "Project Yellow Light," a national PSA contest and scholarship program.

By supporting the 12th annual "Project Yellow Light" contest, iHeart helped bring attention to the dangers of distracted driving, specifically the dangers of using a mobile device while driving. The contest, created by the family of Hunter Garner to honor his memory after his death in a car crash at age 16, called on high school and college students to submit PSAs to help raise awareness among their peers about the dangers of distracted

driving – creating their own radio, outdoor and television PSAs with the opportunity to win a scholarship and have their radio creative turned into a national PSA that iHeartMedia would distribute across the U.S.

The 2023 "Project Yellow Light" radio winners were high school student Jaden Nybakken (Minneapolis, MN) and college student Kambria Cook (Richmond, VA), each of whom received a \$2,000 scholarship and had their radio creative aired nationally across all iHeartMedia broadcast radio stations.



“

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

JULIE GARNER

FOUNDER, PROJECT YELLOW LIGHT

CAMPAIGN IMPACT

3.2B
impressions garnered by campaign

14K
submissions since 2017

+2.6K
submissions from students representing all 50 states

ABOUT

PROJECT YELLOW LIGHT

ProjectYellowLight.com

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

CAMPAIGN SNAPSHOT

03/03/23 - 04/3/23;
12/06/23 - 12/31/23
dates running

777
iHeartMedia stations

70,879,700
impressions



BRADY FOUNDATION END FAMILY FIRE



Family fire refers to a shooting caused by someone having access to a gun in the home when they shouldn't, including children and individuals displaying behavior that indicates they could harm themselves or others. Unfortunately, in America, 65% of gun owners have at least one unlocked firearm, allowing access that far too often results in preventable tragedies.

In 2023, the Ad Council and Brady, in partnership with advertising agency Dentsu, launched the newest addition to the life-saving End Family Fire program: "Safe Stories," a multimedia campaign and immersive digital

experience that shares the real stories of seven people who contemplated taking their own life by a firearm.

iHeart was tapped to create the official audio for the campaign and launched a month-long PSA audio program in an effort to change the way gun owners think about and store their firearms and to reduce preventable firearm deaths. The PSAs ran across all stations and focused on changing attitudes and behaviors around gun usage and safe storage through powerful stories of people impacted by gun suicide.

The "Safe Stories" campaign comes as gun suicide rates have reached a record high, with the largest one-year increase in over 40 years and accounting for more than half of all firearm deaths. In the U.S., 67 people a day die by gun suicide, more than those lost to firearm murders and unintentional shootings combined. Evidence shows that in a moment of crisis, having a firearm that is stored securely — locked, unloaded and away from ammunition — can help prevent those fatal outcomes.



ABOUT

END FAMILY FIRE

BradyUnited.org

End Family Fire, a joint effort from Brady and the Ad Council that first launched in August 2018, encourages safe gun storage by putting a name to the preventable tragedies that occur when guns in the home are misused. "Family fire," a term developed for the campaign, refers to a shooting caused by someone having access to a gun from the home when they shouldn't have it. This includes children as well as those who display behavior that indicates they could harm themselves or others. The campaign aims to bring awareness to the issue of family fire, give gun owners a role in gun violence prevention and encourage a national dialogue around safe storage practices—all of which can help prevent tragedies of family fire.

CAMPAIGN SNAPSHOT

12/06/23 - 12/31/23
dates running

566
iHeartMedia stations

10,828,700
impressions

CAMPAIGN IMPACT

59%
recognition of campaign PSA



THE HUNTSMAN MENTAL HEALTH INSTITUTE

LOVE, YOUR MIND



Nearly 70 million U.S. adults are struggling with their mental health but are unlikely to seek help.

The Huntsman Mental Health Institute and the Ad Council launched the all-new "Love, Your Mind" campaign designed to create a more open, accepting and proactive society when it comes to mental health. Through extensive market research, the new "Love, Your Mind" campaign was developed to resonate with the nearly 70 million adults across the U.S. who are likely to experience mental health challenges – while also holding attitudes and beliefs that may discourage them from seeking help.

The message of "Love, Your Mind" inspires individuals to nurture their relationship with their minds the same way they care for their closest personal relationships. "Love, Your Mind" offers free mental health resources on LoveYourMindToday.org, or ConAmorTuMente.org in Spanish. The campaign released multiple national PSAs designed to resonate with specific audiences among the 70 million adults

likely to experience mental health challenges, beginning with content tailored for Black men and for Hispanic men (in both English and Spanish), who are overrepresented among this group.

Building on the Huntsman Mental Health Institute and the Ad Council's long-term commitment to advancing mental health, this latest effort convenes experts, media platforms and influential voices to change the conversation around mental health at an unprecedented scale.

iHeart was enlisted to adapt the campaign audio for the collaboration and will make it available to all media outlets in early 2024. Additionally, to help launch the program, iHeart and the Ad Council teamed up to host a mental health summit at the iHeartMedia offices in New York City on November 9, which featured remarks from well-known personalities Charlamagne The God, Dramos, Q Ward and Ramses Ja, inviting talent, creators, brands and advertising and media industry leaders to create content on behalf of the campaign.

ABOUT

HUNTSMAN MENTAL HEALTH INSTITUTE

healthcare.utah.edu/hmhi

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





FEMA EMERGENCY PREPAREDNESS



In recent years, devastating earthquakes, tornadoes, floods and wildfires have highlighted the need for all Americans, regardless of background or location, to prepare for disasters. However, according to the Federal Emergency Management Agency (FEMA), half of all Americans have not discussed or developed a family emergency plan.

FEMA's Ready campaign aims to empower all people to take steps to become disaster resilient. In the campaign's 20th year, the new "Take Control" PSAs empower older adults and their caregivers to take three simple steps to prepare for an emergency: 1) asses needs, 2) make plan, 3) engage support networks. This is the first time FEMA has created a campaign to reach older adults with tailored messaging and information specifically for them.

Disasters can strike at any time, without warning. iHeart is a critical resource in the lives of its listeners when disasters strike, and its broadcast radio stations across the country also remain committed to helping communities prevent and plan for disasters by airing spots throughout the year that encourage emergency preparedness.

“

Disasters are a serious reality for many individuals and families, especially our most vulnerable populations. Together with FEMA, we are proud of our work to reach older adults and their caregivers with new PSAs and resources designed specifically to meet their needs. This new creative recognizes the unique circumstances older adults can experience when preparing for emergencies, and empowers them to be proactive with three simple steps.”

MICHELLE HILLMAN

CHIEF CAMPAIGN DEVELOPMENT OFFICER,
THE AD COUNCIL



ABOUT

FEMA

FEMA.gov

FEMA's mission is to help people before, during and after disasters. Follow FEMA online, on X @FEMA or @FEMAEspanol, on FEMA's Facebook page or Espanol page and at FEMA's YouTube account. Also, follow FEMA Administrator Deanne Criswell's activities @FEMA_Deanne. The social media links provided are for reference only. FEMA does not endorse any non-government websites, companies or applications.

CAMPAIGN IMPACT

\$1.8M

donated media to FEMA and the Ad Council's Ready campaign in 2023 alone

+100M

unique visitors to Ready.gov since its launch in 2003



HUMANE SOCIETY & MADDIE'S FUND®

PETS AND PEOPLE TOGETHER



There is nothing like the unique bond pets and their people share. 97% of pet owners consider their pet to be a member of the family. At any given time, anyone may experience a crisis that can temporarily impact their ability to care for their pets.

The Ad Council, the Humane Society of the United States and Maddie's Fund® launched "Pets and People Together," a fully integrated public service announcement (PSA) campaign to inspire pet lovers everywhere to #BeAHelper.

The Pets and People Together campaign highlights that the best place for pets is with their people, and communities have a vital role to play in preserving the human-pet

bond. The PSAs promote simple actions listeners can take to ensure pets in their communities can stay with their families, including reuniting lost pets, donating pet supplies or funds for families in need and offering short or long-term fostering. These actions ensure both pets and people can continue to benefit from the unique and powerful connection they share.

iHeart stations across the country ran hundreds of thousands of PSAs last year alone in support of the Pets and People Together campaign. The PSAs demonstrate how even small acts of generosity can help pets and families in local communities remain together.

CAMPAIGN IMPACT

+1.2M
visits in 2023 to the campaign website, PetsAndPeopleTogether.org

+\$484K
in donated media for the Pets and People Together "Family" PSAs



ABOUT

MADDIE'S FUND

MaddiesFund.org

Maddie's Fund® is a family foundation established in 1994 by Dave and Cheryl Duffield and is the fulfillment of a promise to their inspirational dog, Maddie. She provided them with much joy for over ten years and continues to inspire them today.

The Foundation has awarded over \$275.7 million in grants toward increased community collaborations and live outcomes, pioneering shelter medicine education and establishing foster care as a standard across the U.S.

Maddie's Fund proudly offers the industry a national voice, important funding opportunities for bold ideas, learning resources and access to collaborate and share innovative solutions. The Foundation invests its resources in a commitment to keeping pets and people together, creating a safety net of care for animals in need and operating within a culture of inclusiveness and humility. #ThanksToMaddie.

THE HUMANE SOCIETY OF THE UNITED STATES

HumaneSociety.org

Together with millions of supporters, the Humane Society of the United States takes on puppy mills, factory farms, the fur trade, trophy hunting, animal cosmetics testing and other cruel industries. Through our rescue, response and sanctuary work, as well as other hands-on animal care services, we help thousands of animals every year. We fight all forms of animal cruelty to achieve the vision behind our name: a humane society.

“

iHeart's media support is critical in helping us reach audiences across the country about the importance of keeping pets and their families together. Their radio stations have helped reinforce those strong bonds between people and their pets, helping to ensure they stay together rather than ending up in shelters.”

HEIDI ARTHUR

CHIEF CAMPAIGN DEVELOPMENT OFFICER, THE AD COUNCIL



LOCAL AD COUNCIL SPOTLIGHT

Local iHeart broadcast radio stations play a critical role in distributing life-saving Ad Council creative to their audiences through PSAs, social media and personality engagement. Below are examples of some additional impactful Ad Council campaigns that local iHeart stations have supported in 2023:

ADOPTION FROM FOSTER CARE

Thousands of teens in foster care are waiting for the love and support from a family, but unfortunately almost 20,000 young people leave foster care without a family every year. Families that adopt teens provide them with stability during a critical period in their lives. Teens who have been adopted are more likely to graduate, go to college and be more emotionally secure than their peers who have 'aged out' of foster care without the security and encouragement of family.

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

This successful campaign has contributed to the more than 900,000 children and youth that have been adopted from the U.S. foster care system since 2004.

CHILD CAR SAFETY

Motor vehicle crashes are a leading cause of death for children under 13. This campaign encourages parents and caregivers to correctly buckle up their kids in the right seat for their age and size by reminding them of the importance of getting the big stuff, like car safety, right.

To ensure parents and caregivers are properly securing their children in the best car seat restraint for their age and size, PSAs encouraged listeners to visit [NHTSA.gov/ TheRightSeat](https://www.nhtsa.gov/TheRightSeat) or [NHTSA.gov/Protegidos](https://www.nhtsa.gov/Protegidos).

BUZZED DRIVING PREVENTION

The Ad Council has focused on drunk driving prevention since 1983, with the release of the now-classic "Friends Don't Let Friends Drive Drunk" campaign. As the idea of a designated driver became the cultural norm, but alcohol-related driving fatalities began to increase, the Ad Council recognized the need for a new approach. In 2005, the Ad Council refreshed the classic campaign with a new message: "Buzzed Driving is Drunk Driving."

The most recent iteration of the Buzzed Driving Prevention campaign effort prompts young men to examine their own warning signs of impairment and take responsibility for their decisions behind the wheel by reminding them: If you need to do something to make yourself feel okay to drive, you're not okay to drive.

DISTRACTED DRIVING PREVENTION

Using your phone while driving is dangerous. According to the National Highway Traffic Safety Administration (NHTSA), over the ten-year period from 2012 to 2021, over 32,000 people died in distraction-affected crashes. And even though drivers know that using their phone while driving is dangerous, they're doing it anyway -- from sending messages or checking apps to creating content. The temptation for tech is visceral and ever-present, so drivers don't always realize when they shift into distracted driving.

To help address the disconnect between awareness and behavior, the campaign aims to name the problem and encourages drivers ages 18-34 to keep their eyes forward and avoid driving distracted.

MAKE SURE CUTIE PIE IS IN THE RIGHT SEAT.

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



ENDING HUNGER

Nearly 34 million people in America experience food insecurity. That's nearly one in 10 individuals facing hunger, including one in eight children. Food nourishes more than just our bodies—it also nourishes our futures. The Ending Hunger campaign highlights what we can achieve when we have reliable access to nutritious meals, inspiring audiences to join Feeding America in the movement to end hunger and ensuring that our neighbors facing hunger can access the nutritious foods we all need to thrive.

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

CAREGIVER ASSISTANCE

There are 40 million unpaid family caregivers in the United States. Most caregivers are family members or friends who are working, managing their own families and caring for their loved ones at the same time. For many, the caregiving role doesn't start all at once; it starts with simple things like scheduling a doctor's visit or helping with daily errands, but gradually expands over time until it becomes a major commitment in their lives. Many caregivers provide up to 20 hours of care a week, equivalent to the time commitment of an unpaid, part-time job.

Since 2011, AARP has partnered with the Ad Council on a multimedia, fully integrated public service advertising campaign encouraging caregivers to care not only for their loved ones, but also for themselves. The PSAs highlight AARP's Family Caregiving site, where caregivers can find free Care Guides, self-care tips, planning resources, legal and financial guidance and more.



FOCUS ON MENTAL HEALTH

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

iHeart's long-term commitment to mental health began in 2019 with the launch of the company's signature mental health program — iHeartMedia's "Let's Talk" — which includes elements like weaving a virtual support system through iHeartMedia's 860+ broadcast radio stations for people struggling with anxiety and depression to let

them know they are not alone, and encouraging listeners to check in on the people in their lives by starting a conversation around mental health.

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

Additionally, iHeart is especially focused on addressing the unique

mental health needs of young people through our deep relationship with the Child Mind Institute and, most recently, the Inspiring Children Foundation. According to a recent study, 171 million young people in the US will have a mental health disorder by age 18 — more than the number with AIDS, asthma, diabetes, cancer and peanut allergy combined. Common diagnoses include depression, anxiety, ADHD, dyslexia, autism and eating disorders.

In 2023, iHeart also teamed up with the Ad Council and Huntsman Mental Health Institute to host a mental health summit at the iHeartMedia offices in New York City featuring honest and thoughtful conversations with Charlamagne Tha God, Dramos, Q Ward and Ramses Ja to discuss mental health within the Black community.



iHEARTRADIO LET'S TALK



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

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

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

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

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

Since the program's inception, iHeartMedia has aired over \$10 million worth of diverse PSAs for "Let's Talk" that have educated the public on the wide-reaching impact of mental illness – such as the fact that over 280 million people of all ages around the world are dealing with depression – and described the signs and symptoms associated with the most common mental health concerns to help people understand what they may be seeing in themselves and in others.

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

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

concerns that they may be facing with the kids in their lives. iHeart, NAMI and The Child Mind Institute also work together to distribute important mental health information and resources focused on children and families in addition to the general population.

iHeart continues to forge partnerships with organizations and individuals that share the same mission of reducing the stigma surrounding mental health and that are making progress in varying aspects of this critical issue.

CAMPAIGN IMPACT

+296K
spots aired

810MM
impressions

+10MM
in media value





MENTAL WEALTH ALLIANCE



In 2021, Charlamagne Tha God, a host of iHeart's nationally-syndicated "The Breakfast Club," launched the Mental Wealth Alliance (MWA), a forward-thinking foundation created to destigmatize, accelerate and center state-of-the-art mental health outreach and care across the U.S. while building an unprecedented long-term system of generational support for Black communities. A brainchild of Charlamagne himself, the groundbreaking effort is set to raise \$100 million over five years and will partner with Black-led organizations and experts to activate MWA's three major pillars of life-changing impact: train, teach and treat.

iHeart supports the important work of the Alliance by donating airtime, digital impressions and event production. Additionally, iHeartMedia joined

CURATED PANELS INCLUDED

- Trauma and Triumph: Stories of Healing in the Spotlight
- Sister, Sister: Navigating Mental Health as Black Women
- The Strong, Silent Stigma: Addressing Mental Health in Black Men
- Good, Bad, Breaking + Healing: Black Relationships
- Behind the Game: A Candid Conversation on Athlete Mental Health
- Rap Performance "Anxiety"
- Letters to My Father
- Metaphors for a Better World: Writing as a Tool for Communal Healing & Collective Liberation
- Partnership to End Addiction: The Opioid Epidemic and Black Families: Finding Hope
- The Professional Homegirl Presents: Honoring Your Inner Child
- The AAKOMA Project Presents: Black Youth and Young Adult Mental Health
- Lululemon Addresses the "Wellbeing Dilemma" for Diverse Audiences
- Feelings, Families, and Fun: Embracing Emotions Together
- Spoken Word

Charlamagne Tha God and the Mental Wealth Alliance for the third annual Mental Wealth Expo, a free event open to the public and held at the iHeart offices in New York City on World Mental Health Day.

The 2023 expo featured expert-led panels, live podcast sessions and breakout rooms to discuss topics like anxiety, depression, PTSD and child and teen mental health. The event also focused on addressing the challenges surrounding Black maternal health.

Among the experts and celebrities who participated in the expo were Dr. Alfiere Breland-Noble, MWA's Chief Mental Wealth Officer and AAKOMA project founder, television host Carson Daly; and clinical psychologist Dr. Rheedea Walker.



The Mental Wealth Expo was created for anyone who knows they need to start on their healing journey, but don't know the first place to begin. It's a day for folks to get exposed to mental health experts and resources that can get them on the right path, and they get to receive this information for free! It is truly a blessing to be able to do this for a third consecutive year."

CHARLAMAGNE THA GOD
CULTURAL ARCHITECT
AND CO-HOST, THE BREAKFAST CLUB RADIO SHOW



ABOUT

MentalWealthAlliance.com

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

CAMPAIGN IMPACT

8M
on-air impressions

+73.5M
digital impressions

7M
combined social media
followers from all the
participants and panelists



NAMI NATIONAL ALLIANCE ON MENTAL ILLNESS



In the United States, more than 59 million adults experienced a mental illness in 2022, yet only half of these individuals received the mental health services that they needed (SAMHSA, 2022 National Survey on Drug Use and Health). To help address these challenges, NAMI and iHeart are committed to providing credible information and resources to help people navigate through this crisis.

Throughout its more than 40-year history, NAMI has fought stigma and discrimination that marginalize people with mental illness and pose barriers to their wellbeing. To address the current and future mental wellbeing of our country and to reach listeners experiencing mental health challenges -- including anxiety, depression and feeling vulnerable, fragile or scared during these uncertain times -- iHeart has worked closely with NAMI to remind people that they are not alone.

In 2023, across the U.S., there was a growing demand for mental health and substance use disorder care, yet a significant shortage of mental health providers. With more and more people prioritizing their mental health, finding a therapist often feels difficult and sometimes overwhelming. iHeart's annual campaign highlighted NAMI's free peer support groups, education programs and a HelpLine to support those struggling with their mental health when the wait seems too long or affordable treatment is not available.

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

“NAMI celebrates iHeart’s ongoing dedication to reducing stigma with conversations about mental health and their focus on how asking for help is a sign of strength not weakness. We know getting help early makes a difference and finding the right support when symptoms emerge can be challenging. We value iHeart’s ongoing efforts to raise awareness for NAMI support and resources. Together we are striving to connect people to a community that cares so no one feels alone.”

DANIEL H. GILLISON, JR.
CEO, NAMI

CAMPAIGN IMPACT

+13.5M
website visits in 2023

+147M
social media impressions
in 2023



CAMPAIGN SNAPSHOT

5/09/23 - 5/17/23
dates running

843
iHeartMedia stations

20,212,800
impressions

ABOUT

**THE NATIONAL ALLIANCE
ON MENTAL ILLNESS**

NAMI.org

The National Alliance on Mental Illness is the nation's largest grassroots mental health organization dedicated to building better lives for the millions of Americans affected by mental illness.



CHILD MIND INSTITUTE



One in five adolescents struggle with a diagnosable mental health disorder. Today, the need for open conversations about mental health is greater than ever before; symptoms of depression and anxiety doubled during the pandemic and rates of youth suicide are at an all-time high. In 2023, the CDC reported that there are never-before-seen levels of hopelessness and suicidal thoughts among today's high school students. Almost two thirds of children with a mental health disorder don't get identified or treated.

When kids feel comfortable sharing, they have a better chance of receiving life-changing treatment. iHeart and Child Mind Institute have partnered since 2019 on numerous mental health awareness initiatives and media campaigns aimed to reduce stigma and normalize conversations about emotional, social and psychological wellbeing among youth. In 2023, the campaign focused on feelings of isolation and the need to talk about these challenges and how and when to seek help.

iHeart developed audio in both English and Spanish for the Child Mind Institute's 2023 May Mental Health Awareness campaign "You Got This!" utilizing young voices. The goal of the campaign was to

normalize speaking about mental health, encourage youth to speak up when they're struggling and most importantly – reassure kids that even if they're struggling now, better days are ahead. The radio spots drove listeners to the Child Mind Institute website for free resources to help young people start the conversation about their own mental health.

Additionally, to help accomplish the organization's mission, celebrities and influencers including Kevin Love, Lucy Hale and Alyssa Milano shared personal stories about their own struggles. The personalized videos were released daily via the Child Mind Institute's social channels, and to the media, throughout the month of May.

“

The Child Mind Institute is incredibly proud of our partnership with iHeart, which now extends more than half a decade. Together, we've been able to share crucial messages with the American public about youth mental health that provide hope and direct to evidence based resources on ChildMind.org. We are grateful for iHeart's continuing commitment to addressing youth mental health.”

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



CAMPAIGN IMPACT

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

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

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

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

CAMPAIGN SNAPSHOT

**3/28/23 - 3/31/23;
5/02/23 - 5/09/23**
dates running

335
iHeartMedia stations

9,805,400
impressions

ABOUT

THE CHILD MIND INSTITUTE

[ChildMind.org](https://www.childmind.org)

The Child Mind Institute is dedicated to transforming the lives of children and families struggling with mental health and learning disorders by giving them the help they need. We've become the leading independent nonprofit in children's mental health by providing gold-standard evidence-based care, delivering educational resources to millions of families each year, training educators in underserved communities and developing tomorrow's breakthrough treatments.



NOT ALONE CHALLENGE

INSPIRING CHILDREN FOUNDATION



Anxiety, depression and suicide rates are at a historic high, yet 50% of Americans who need proven tools and resources don't have access to them. During November 2023, and for the second consecutive year, iHeart teamed up with multi-platinum singer-songwriter and mental health pioneer Jewel for the #NotAloneChallenge. The challenges provided free mental health tools and raised awareness for mental health throughout the holiday season.

The mission of the #NotAloneChallenge was to remind people they are not alone during the holidays, offer free mental health resources and raise funds to make mental health available to those in need through Jewel's Inspiring Children Foundation. The #NotAloneChallenge brought together an extensive collaboration, one of the largest to date, of more than 120 thought leaders and executives in tech, finance, entertainment, music, sports and mental health, all banding together to participate in the campaign.

The #NotAloneChallenge inspired people to create a short video sharing their support and advocacy for mental health, then challenging and tagging friends to participate. iHeart participants included radio personalities Elvis Duran, Bobby Bones, Greg T, Ramses Ja and Q Ward, who each shared their personal connection to mental health challenges and encouraged others to participate via social media.

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

“

The power of iHeartRadio's platform is undeniable. I am very grateful to Bob Pittman, Tom Poleman and John Sykes for using this power to help solve our nation's mental health crisis.”

JEWEL

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

CAMPAIGN IMPACT

2.36B
campaign social reach

605M
press reach

+500
participants



CAMPAIGN SNAPSHOT

11/30/23 - 1/03/23
dates running

287
iHeartMedia stations

38,421,700
impressions

ABOUT

INSPIRING CHILDREN FOUNDATION

InspiringChildren.org

For 22 years Jewel's Inspiring Children Foundation (ICF) has been transforming the lives of at-risk youth in Las Vegas through a whole human approach to physical, emotional and mental health. ICF serves 2,500 youth in-person and millions online. 95% of students in their Leadership Program have earned college scholarships for academics & athletics (tennis) to some of the best colleges in the U.S. 100% of our last graduating class self-reported a full remission in their depression and suicidal ideation symptoms. Parts of the program are now being duplicated in 22 cities by other nonprofits.



THE MENTAL HEALTH COALITION



We all experience a range of emotions, but on social media, we often pretend we're happy when we could actually use support. In fact, one in four of us will experience a mental health condition at some point in our lives. The Mental Health Coalition (MHC) is on a multi-year journey to positively transform youth mental health in the digital space.

In 2023, during Mental Health Awareness Month, The Coalition launched "#RevealHowYouFeel," a digital campaign and social media challenge aimed to encourage people to feel comfortable sharing their real feelings on social media. The campaign challenged social media users to "reveal how they feel" in an effort to encourage young adults to open up about the struggles behind their smiles, creating a safe space for people to discuss their mental health online. The Coalition also provided resources to help educate participants about emotional regulation.

Over 500 participants joined the challenge throughout the month of May, including influencers and celebrities like Leah Remini, Hannah Brown, Delilah Belle Hamlin, Dorinda Medley, Kenneth Cole, Sheree Zampino, Lisa Ling, Iyanla Vanzant, Kendall Toole, Jinx Monsoon and many others.

iHeart, a long-time partner of the Coalition since its inception, produced and aired a series of PSAs to help listeners understand the importance of emotions and to help break the stigma surrounding mental health by accessing the MHC resources and by participating in the challenge. The spots encouraged listeners to accept and explore the importance of their emotions as a first step to improving their mental wellbeing.

ABOUT

THE MENTAL HEALTH COALITION

TheMentalHealthCoalition.org

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

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



CAMPAIGN SNAPSHOT

5/17/23 - 5/23/23
dates running

843
iHeartMedia stations

15,834,500
impressions

CAMPAIGN IMPACT

4 WEEKS
#RevealHowYouFeel was designated as an official 'trending audio' on Instagram

+63K
website visitors from the campaign

23M
people reached with #RevealHowYouFeel on social media



HAPPY JACK FOUNDATION



More than 57 million Americans struggle with mental illness and over 170 people die every day from accidental overdoses related to synthetic opioids like fentanyl.

Happy Jack was formed in 2020 by Jack Nathan as an apparel brand and outlet to creatively channel his anxiety and depression and to let people know they weren't alone in their thoughts. Tragically, Jack died suddenly and accidentally one month after launching Happy Jack due to fentanyl poisoning at the age of 19. In his memory, his parents David and Bradi and his sister Drew carry on his legacy by building the brand that meant so much to him, and by launching the Happy Jack Foundation.

Jack's company Happy Jack continues to create and sell inspirational t-shirts, hoodies, hats and other streetwear to raise awareness and a sense of community; to give back to kids battling all types of mental health issues; and to fuel grants for mental health-focused charities including Active Minds, Child Mind Institute, Born this Way Foundation, Runway of Dreams, Riley's Dance,

JaneStrong, Lean on Me, University of Denver, American Cancer Society and Release Recovery Foundation.

In 2023, iHeart launched a national PSA during mental health awareness month -- voiced by Jack's father David -- to celebrate Jack's vision of breaking the stigma surrounding mental illness. The Happy Jack Foundation donated 100% of its net sales to organizations set up to improve mental health nationally.

Additionally, throughout the year, local stations including New York City's Z100 have supported the Foundation. To close out 2023, Happy Jack and Danielle Monaro of "Elvis Duran and the Morning Show" created an exclusive Laughter collection and hosted "Laughter Heals" at Gotham Comedy Club. The event, which was hosted by Goumba Johnny, featured comedians Joe Gatto, Anthony Rodia and Tammy Pescatelli, and generated over \$20,000 which will be used to fund art scholarships at a few colleges and universities across the country as well as mental health education programs.

“*The partnership between iHeartMedia, Z100 and Happy Jack has been instrumental in building a resilient foundation for mental health in honor of our son Jack, creating a powerful message of mental wellbeing for everyone.*”

DAVID NATHAN
"HAPPY JACK" DAD



CAMPAIGN IMPACT

+\$100K
for mental wellness, education and mental fitness

+\$20K
raised by Laughter Heals event

CAMPAIGN SNAPSHOT

5/22/23 - 5/31/23
dates running

439
iHeartMedia stations

11,216,800
impressions



1 MILLION STRONG



There are 46.3 million Americans ages 12 and older facing a substance use disorder today. Addiction can be isolating, but there is strength in numbers and support is a powerful thing. iHeart is deeply committed to helping people in need of recovery seek help by taking steps that remove the stigma and shame surrounding addiction.

In 2023, iHeart launched a new partnership with 1 Million Strong that aimed to bring together the music industry, fans, listeners and musicians who are taking action to transform the way people think about addiction and recovery.

1 Million Strong is an initiative created through a partnership between Stand Together Foundation, which is committed

to breaking the cycle of poverty in America by driving change from within communities; Stand Together Music, an organization that believes that the music industry is uniquely positioned to amplify and accelerate addiction recovery; and The Phoenix, a free, nationwide community founded to help people who are experiencing addiction find their inner strength and build a new community to support their journeys.

To help support 1 Million Strong, iHeart donated over \$900K worth of media across all of its radio stations to reach listeners who may need to find support for themselves or a loved one, and connected them with valuable resources provided by The Phoenix.

CAMPAIGN IMPACT

+169K
new Phoenix members in 2023

12
1 Million Strong Wellness Retreats

+10K
fans served at festivals

+50
music industry open letter signers (Billboard Power Players issue Feb 2023)



“

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

COLETTE WEINTRAUB
HEAD OF STAND TOGETHER MUSIC

CAMPAIGN SNAPSHOT

1/23/23 - 2/17/23
dates running

843
iHeartMedia stations

66,381,200
impressions

ABOUT

1 MILLION STRONG
1MillionStrong.com

Together with the music industry, 1 Million Strong is committed to breaking down the barriers to sobriety for allies and their loved ones. We believe that the most powerful solutions are rooted in communities like The Phoenix, an organization that uses the transformative power of physical activity and social connection to help individuals impacted by substance use.



988 SUICIDE PREVENTION LIFELINE



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

The Federal Communications Commission has designated 988 as the new emergency service to connect with either the National Suicide Prevention Hotline or Veterans Crisis Line. The 988 number was launched in July of 2023 as a quick, easy-to-remember way to put people in crisis in touch with a mental health professional.

The hotline provides round-the-clock confidential support from mental health professionals trained to respond to such emergencies. The 988 dialing code operates through what was formerly known as the National Suicide Prevention

Lifeline. It is a network of over 200 locally operated and funded crisis centers around the country and serves as a universal entry point so that no matter where you live in the United States, people in need can reach a caring, trained counselor who can help.

To help support the launch of 988, iHeart created an audio identity for the 988 campaign in an effort to enhance message attention and improve listener recall. The sound logo and a series of PSAs were created by iHeart's creative team and was designed to feel empathetic yet hopeful and uplifting. The chime was also made available to all media companies to help listeners recall the number and to create a national sense of unity.

iHeart hosted Dr. Andrew Schramm from the Department of Surgery to discuss the 988 Suicide Prevention Lifeline on the iHeartRadio Local Communities Affair show.

CAMPAIGN IMPACT

1.7M
calls, texts and chats in its first five months



Getty Images



2023 LOCAL MENTAL HEALTH COMMUNITY SPOTLIGHT



iHeart has been committed to fostering a culture within communities that supports talking about mental health issues like anxiety and depression for several years through partnerships with leading mental health organizations, including the National Alliance on Mental Illness (NAMI) and the Child Mind Institute. In the last four years, amidst the pandemic, the topic has become even more relevant, with increased rates of mental health problems being reported across the U.S. In addition to the many national mental health programs that iHeart supports and develops, many stations worked locally to address the mental health crisis among their listeners.

COLUMBUS, OH 92.3 WCOL

The On Our Sleeves Movement For Children's Mental Health envisions a world where mental health is part of the upbringing of every child. The organization provides free expert-created resources to communities so everyone can understand and promote mental health for children. On June 4, 2023, 92.3 WCOL hosted a Russell Dickerson concert benefiting On Our Sleeves with Nationwide Children's Hospital. The event raised \$5,000 for the movement.

DAYTON, OH IHEARTMEDIA DAYTON

NAMIWalks is a Mental Health Awareness walk that brings together members of the community to combat stigma, promote awareness and celebrate hope and recovery. The goal of the walk is to provide an active display of support for people impacted by mental health conditions in hopes of changing how society view people with a mental illness. In 2023, iHeartMedia Dayton supported NAMI Montgomery

County for its local walk at River Scape MetroPark on Saturday, September 23. The event helped raise funds and brought awareness to the many free mental health programs and services in the community.

DENVER, CO 97.3 KBCO

Mental Health Colorado advocates for local residents who experience a mental health or substance use condition by engaging policymakers, providers, the public and the press to promote mental wellbeing, ensure equitable access to mental health and substance use care and end discrimination. iHeartMedia Denver's 97.3 KBCO launched "On Tap," a charity concert series supporting Mental Health Colorado. The concert series included performances by The Revivalists, Ruston Kelly, Josh Fudge, Nathaniel Rateliff & The Night Sweats, Leon Bridges, Cake, Dispatch, Big Head Todd and the Monsters, Marcus King Band, Caamp, Milky Chance, Michael Franti & Spearhead and more.

DETROIT, MI IHEARTMEDIA DETROIT

Kevin Fisher, Executive Director of NAMI Michigan, was a guest on "Light Up the D," iHeartMedia Detroit's public affairs podcast that provides valuable information about issues of concern specific to Detroit. The interview covered mental health topics following the Michigan State University shooting that took place on February 13, 2023 that killed three students and injured five others.

HARRISONBURG, VA IHEARTMEDIA HARRISONBURG

In 2023, iHeartMedia Harrisonburg partnered with American Foundation for Suicide to promote their annual "Out of the Darkness Walk." The event aims to bring hope to those affected by suicide by giving people the courage to open up about their own connections to the cause and build a platform to create a culture that promotes the importance of mental health. It brings friends, family members, neighbors and coworkers together to support each other, and in memory of those lost to suicide.

HOUSTON, TX IHEARTMEDIA HOUSTON

iHeartMedia Houston aired several interviews on its weekly 30-minute public affairs show with various respected speakers and experts in the mental health space discussing topics including talking about mental health with youth, veteran mental health challenges and general mental health concerns. The goal of the series was to provide resources for individuals and parents and to help reduce the stigma around mental health.

INDIANAPOLIS, IN REAL 98.3

In September 2023 for Suicide Awareness Month, iHeartMedia Indianapolis' Real 98.3 ran an on-air campaign to promote the new 988 hotline, which provides 24/7, free and confidential support for people in distress, prevention and crisis resources, as well as best practices for professionals in the United States.

MCALLEN, TX IHEARTMEDIA MCALLEN

iHeartMedia McAllen ran four mental health programs during their public affairs show programming. Additionally, the four stations in the market ran weekly PSAs to promote mental health resources. Partners included South Texas Health System and Valley Baptist Hospital.





2023 LOCAL MENTAL HEALTH COMMUNITY SPOTLIGHT



PORTLAND, OR iHEARTMEDIA PORTLAND

iHeartMedia Portland's local public affairs program, "Local Voices," dedicated several weeks of programming to explore mental health in their community. The show conducted interviews with Oregon Congresswoman Andrea Salinas about her efforts to bring attention to mental health issues in the state, as well as the Medical Director of Kaiser Permanente about the effects climate change is having on Oregonians' mental health and the steps employers can take to help employees deal with their mental health challenges.

POUGHKEEPSIE, NY Q92

Every week, iHeartMedia Poughkeepsie's Q92 hosts a "Mental Health Monday" segment that includes on-air personalities offering tips, reminders, resources and stories to help the local community with their own mental health. The weekly resources are posted on the station's social media channels after it airs.

PROVIDENCE, RI iHEARTMEDIA PROVIDENCE

Throughout 2023, all four iHeartMedia Providence stations ran PSAs promoting the Samaritans' hotline, aimed at suicide prevention.

READING, PA Y102

The Camel Project is a nonprofit that empowers individuals and organizations to recognize and change the culture of bullying and unacceptable behaviors that result in violence, trauma and abuse through education, advocacy and support. In 2023, iHeartMedia Reading's Y102 supported the organization with on-air media and hosted a live broadcast at the Berks Street Art Festival: Kindness and Creativity. The free event was held on Saturday, May 6, 2023, at the Reading Muhlenberg Career and Technology Center, and was a safe, non-judgmental day of inclusion and fun for the community celebrating the arts, dance, music, animals and most importantly to support underserved communities facing emotional and mental health challenges.

RIVERSIDE, CA 99.1 KGGI

Each week, 99.1 KGGI's morning on-air personality Evelyn Erives hosts a weekly podcast episode with a doctor or health professional to talk about health and wellness. The podcast promotes healthy lifestyles – both physically and mentally – and provides guidance on how to receive help and access mental health resources. In 2023, some of the participants included Dr. Rodney Borger, Chief of Emergency Medicine at Arrowhead Regional Medical Center; Diana Gutierrez, licensed marriage and family therapist and clinical counselor with Riverside University Health System; Luz Gallegos, Executive Director of Training Occupational Development Educating Communities (TODEC); and Letha Coughlin, fitness coach and vegan chef.





FOCUS ON RECOVERY & ADDICTION

iHeartMedia's commitment to combat substance misuse and overdose began with the launch of NOAC.org (National Opioid Action Coalition) in 2018 as a resource hub for the private and public sector to help communities and families combat the opioid epidemic. Additionally, for the past six years, iHeart's "Recovery Month" media efforts have supported those in recovery,

including their families and caregivers, and helped inspire interventions to start the recovery journey.

As part of this initiative, iHeart partnered with The Voices Project to support and promote "Mobilize Recovery," a national awareness and advocacy tour that brings together recovery advocates, nonprofit organizations, allies, business

leaders and brands, government partners and like-minded community-based organizations with an interest in creating sustainable change and community solutions.

In 2023, iHeartMedia leadership also participated in The White House Recovery Summit.



NATIONAL OPIOID ACTION COALITION



In response to the national opioid epidemic, which has killed tens of thousands of Americans and impacted millions more, advertising industry leader WPP, iHeartMedia and Fors Marsh Group launched the National Opioid Action Coalition (NOAC), an initiative focused on reducing stigma as a barrier to addiction prevention treatment and recovery. First launched in 2018, NOAC's work has become even more critical as the ripple effects of the COVID-19 pandemic continue to create a crisis collision that is impacting treatment and recovery.

Drug overdose deaths have reached record levels in the United States based on data from the U.S. Centers for Disease Control and Prevention. NOAC aims to help support local, state and federal opioid misuse and addiction prevention, treatment and recovery efforts by elevating the conversation; providing communications tools, including media donations, to reduce stigma; and harnessing the power of individuals, communities and companies to get engaged.

Since its inception, NOAC has launched targeted programs in several local communities highly affected by the crisis and brought together like-minded organizations that have offered expertise and tools to help address the opioid epidemic.

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

Additionally, iHeartMedia continues to launch multiple initiatives around National Recovery Month that recognize people in recovery and encourage people to share their recovery stories and create hope that recovery is possible. To date, the efforts have featured a number of pop culture icons and influencers, including Macklemore, Camila Cabello, Nikki Sixx, Dan & Shay, Cheryl Burke, City Girl Gone Mom, Melissa Etheridge and many others.

In 2019, the coalition launched "#TalkToMe" – a science-based public awareness initiative that aimed to reduce stigma as a barrier to opioid use disorder prevention, treatment and recovery. NOAC allows and invites government agencies and private sector companies to use and deploy its #TalkToMe creative to help combat substance use disorder and addiction stigma. iHeartMedia offers a media matching program for specific public outreach campaigns to help extend the reach and results of communications efforts to end the crisis and serve our communities.





IHEART'S NATIONAL ADDICTION AND RECOVERY MONTH



The opioid crisis is one of the most pressing human crises in our society today, with the CDC estimating approximately 107,600 overdose deaths for the 12-month period between July 2021 and June 2022. Additionally, there are over 23 million Americans who live in long-term recovery in the United States. When given support—without shame or judgment—we know empirically that people do get better, and that people do recover.

iHeart has been supporting National Recovery Month since 2018 and has launched several media campaigns and initiatives focused on reducing the stigma around addiction. Over the last five years, iHeart has enlisted influencers and subject matter experts to reach the most diverse and vulnerable populations in an effort to increase understanding that addiction is a disease, and that recovery is possible.

This year, iHeart, in partnership with The Voices Project's "Mobilize Recovery" once again launched a large-scale media effort with radio spots recorded by musicians and influencers including Macklemore, Melissa Etheridge, Noah Thompson, Dylan Scott, Lauv, City Girl Gone Mom and many others that ran across all iHeart radio stations. Additionally, five regional events across the U.S. and the 2023 national meeting held in Washington, D.C. were heavily promoted across iHeart and on the iHeart Recovery Month website.

iHeart also hosted Macklemore as a guest on Eric Zimmer's award-winning podcast "The One You Feed" and conducted an interview with The Voices Project and Mobilize Recovery Co-Founder, Ryan Hampton, on iHeart

Communities' Public Affairs show.

Over the last two years, as a leading media platform and to support those in recovery, their families and caregivers, and help inspire interventions to start the recovery journey, iHeart has expanded its reach on this front by launching a streamlined online destination to support iHeart's Recovery Month. The all-new website includes a location finder powered by the Substance Abuse and Mental Health Services Administration that matches users by zip code to substance abuse and/or mental health treatment facilities in the United States; detailed information about "Mobilize Recovery" and access to all iHeart-produced PSAs.

CAMPAIGN IMPACT

42M
On-air promotional impressions

17M
On-air artist PSAs

+830
Radio stations

1
Halo Award Winner for "Best Health Initiative"



CAMPAIGN SNAPSHOT

9/11/23 - 9/22/23
dates running

726
iHeartMedia stations

16,802,700
impressions

“

It is incredibly important to raise awareness, address stigma and bring people together to celebrate America's strong and resilient recovery community. Avenues of meaningful engagement and accessible treatment, prevention and recovery services and supports are needed now more than ever. SAMHSA remains committed to forging ahead with partners at all levels to lower barriers, create inclusivity and listen to the unique needs of those in, or seeking recovery. We want everyone across the nation to know that help is available, and recovery is possible.”

MIRIAM E. DELPHIN-RITTMON, PH.D.

ASSISTANT SECRETARY, MENTAL HEALTH AND SUBSTANCE USE AND THE LEADER OF THE SUBSTANCE ABUSE AND MENTAL HEALTH SERVICES ADMINISTRATION (SAMHSA)



MOBILIZE RECOVERY



Now in its 34th year, National Addiction & Mental Health Recovery Month is a month-long, federally recognized acknowledgment of substance use disorder, commonly known as addiction. September is designated as a time to celebrate the gains made by those in recovery, just as we celebrate improvements made by those who are managing other health conditions such as hypertension, diabetes, asthma and heart disease.

Continuing its mission to support, motivate and empower the 23 million Americans in long term recovery, Mobilize Recovery, one of America's largest advocacy groups focused on people seeking and living in recovery from substance use disorder, teamed up again with iHeartMedia and Meta. iHeart provided substantial promotional support highlighting the initiative and commitments — including broadcast radio, public service announcements with musicians and personalities and digital promotions throughout September and October.

On September 17, iHeartMedia and Mobilize Recovery hosted DC23 in Washington, D.C., a comprehensive summit bringing together people in recovery, advocacy groups, government leaders and policy makers, first responders and influencers at the historic Mayflower Hotel. Participants included The Second Gentleman, Douglas Emhoff; Secretary Xavier Becerra, U.S. Department of Health & Human Services; Patrick J. Kennedy, Founder of the Kennedy Forum;

Congresswoman Madeleine Dean; Theo Krzywicki, First Responder and End Overdose founder and CEO; and Macklemore.

Following DC23, iHeartMedia participated in the White House Recovery Summit to advocate for people in recovery and stigma reducing efforts, describing the ways in which companies and media can continue to play a role in advancing public communications and education.

iHeart has a longstanding partnership with Mobilize Recovery, helping to promote lifesaving resources while nurturing the recovery community through public awareness campaigns, social media amplification and by using its multiple platforms to support community and musical events, as well as a number of PSAs designed to provide local support and resources directly to listeners.

Over the last four years, iHeart has enlisted influencers and subject matter experts to increase understanding that addiction is a disease, and that recovery is possible. iHeart and Mobilize Recovery also partnered for the "Recover Out Loud" concert featuring headliner Macklemore, which was streamed exclusively on iHeartRadio and on iHeartRadio's Facebook / Meta and YouTube channels.



CAMPAIGN IMPACT

+600 attendees

ABOUT

THE VOICES PROJECT

MobilizeRecovery.org

The Voices Project is a grassroots recovery advocacy organization that is changing the way America thinks about recovery, one voice at a time. End the silence, end addiction. Learn more and get involved. Work Together.



WHITE HOUSE NATIONAL RECOVERY MONTH SUMMIT



In recognition of National Recovery Month, White House Office of National Drug Control Policy (ONDCP) Director Dr. Rahul Gupta hosted a National Recovery Month Summit to discuss the ways all Americans can work together to build a more recovery-ready nation, which is a key focus of President Biden's National Drug Control Strategy and support efforts to beat the overdose epidemic and save lives. There are currently more than 20 million Americans who are in recovery from substance use disorder. The Biden-Harris Administration is committed to making recovery possible for more Americans by eliminating stigma, increasing support services and ensuring that everyone has access to the resources they need.

At the Summit, Dr. Gupta highlighted key actions the Biden-Harris Administration has taken to expand treatment access, prevent substance use disorder and support the tens of millions of American in recovery. The Summit also featured remarks from U.S. Senator Jeanne Shaheen (D-NH), Congressman Paul Tonko (NY-20) and local spoken word artist Joseph LMS Green.

Additionally, iHeart participated in the panel "Strengthening Recovery-Ready Workplaces," which featured a discussion with executives from across the country, including iHeartMedia executive Greg Ashlock, Fors Marsh CEO Ben Garthwaite, Leidos Health Group President Liz Porter and Association of Flight Attendants President Sara Nelson. The panelists spoke about the critical need for recovery-ready workplaces to help support the millions of Americans currently in recovery and strengthen our economy.

“

We're grateful to be a part of the recovery efforts. It's a topic that everyone should be discussing. We're licensed by the FCC to serve our communities; we take that responsibility seriously, and this issue is one of real importance to our local communities and families. As the number one audio company in America, we can use our platforms both nationally and locally – from our broadcast hosts and influencers to our podcasts -- to reduce stigma around substance use disorders and recovery.”

GREG ASHLOCK

PRESIDENT, IHEART INFLUENCER NETWORK





DRUG ENFORCEMENT ADMINISTRATION

NATIONAL PRESCRIPTION DRUG TAKE BACK DAY



The drug overdose epidemic in the United States is a clear and present public health, public safety and national security threat. The Drug Enforcement Administration's (DEA) "National Prescription Drug Take Back Day" encourages the public to remove unneeded medications from their homes as a measure of preventing medication misuse and opioid addiction from ever starting.

For more than a decade, DEA's "National Prescription Drug Take Back Day" has helped Americans easily rid their homes of unneeded medications—those that are old, unwanted or otherwise no longer needed—that too often become a gateway to addiction.

For the last several years, iHeartMedia has helped inform its listeners of the thousands of local sites nationwide where

individuals can dispose of expired, unused and unwanted prescription medications as part of the "National Prescription Drug Take Back Day" and throughout the year. iHeart played an active role in supporting the official DEA "Take Back Day" in October, which yielded the disposal of 300 tons of unneeded prescription medications across the country. iHeart stations across the country helped promote "National Take Back Day" in 2023 by airing a series of radio spots meant to encourage participation in the campaign and to educate listeners about the importance of disposing of any unwanted, unused or expired prescription medications in their homes.

Since the first "National Prescription Drug Take Back Day," the DEA has collected more than 8,950 tons of expired, unused and unwanted prescription medication.

“

I encourage everyone across the country to dispose of unneeded medications to help keep our communities safe and healthy. The 'Take Back' campaign is part of DEA's continued efforts to combat the drug poisoning epidemic and protect the safety and health of communities across the United States.”

ANNE MILGRAM
ADMINISTRATOR, DEA



CAMPAIGN IMPACT

4,383
total law enforcement participation

4,675
total collection sites

599,897
lbs. (300 tons) total weight collected

17,900,351
lbs. (8,950 tons) total weight all time collected

47,962,193
donated impressions



RECOVERY CENTERS OF AMERICA

RECOVERY 360: CONVERSATIONS ON ADDICTION & RECOVERY



In 2023, iHeartMedia Philadelphia and Recovery Centers of America teamed up to launch “Recovery 360: Conversations on Addiction and Recovery,” an eight-part podcast dedicated to exploring pathways to treatment and recovery. The exclusive podcast was hosted by entrepreneur, musician, actor and mental health advocate Tony Luke Jr. and Loraine Ballard Morrill, iHeartMedia Philadelphia’s Director of News and Community Affairs, in an effort to raise awareness around how to help those with substance use disorder.

In each episode, Loraine and Tony sat down with experts, those in recovery and advocates in the field of treatment and recovery. The series features industry-leading clinical experts in addiction treatment from Recovery Centers of America, aiming to break down stigmas and provide real conversations about addiction and recovery.

Notable guests also included Grammy and Academy Award-winning singer and songwriter Melissa Etheridge, who discussed life and healing after the tragic death of her son following an opioid overdose. The special episode offered a thoughtful and honest conversation on substance abuse, mental health issues in families and strength and resilience in the face of loss.

Other guests included Recovery Centers of America’s Chief Medical Officer, Dr. Hyong Un, Dr. Peter Vernig, VP of Mental Health Services; Dr. Ashley Gardner, Corporate VP of Nursing; Pastor Jason Krall and more.

“

Recovery Centers of America’s mission is to save a million lives from the diseases of addiction, one neighborhood at a time. To reach our multiple audiences, we need an integrated approach to our marketing strategy and incorporated podcasts to our channel mix, allowing us to showcase our thought leaders, build our brand and reach new patients.”

SPOKESPERSON

RECOVERY CENTERS OF AMERICA



**CAMPAIGN
IMPACT**

+500
listens and downloads

+4.5M
audio impressions

ABOUT

RECOVERY CENTERS OF AMERICA

MobilizeRecovery.org

Recovery Centers of America is on a mission to help 1 million patients achieve lifelong recovery through evidence-based treatment for substance use disorder and co-occurring mental health conditions – one neighborhood at a time. The RCA Care Model features a clinically proven, full continuum of inpatient and outpatient services at 11 world-class facilities in Pennsylvania, New Jersey, Massachusetts, Maryland, Illinois, Indiana and South Carolina. RCA admits patients 24/7, accepts most commercial insurance and provides transportation and intervention services when needed. For inquiries or admissions call 1-844-25-RECOVERY. RCA is very proud to have six of our sites recognized atop Newsweek’s 2023 America’s Best Addiction Centers rankings for excellence.



LOCAL RECOVERY & ADDICTION COMMUNITY SPOTLIGHT



ANCHORAGE, AK 101.3 KGOT

Volunteers of America (VOA) offers Behavioral and Mental Health services to the community and works to prevent and eliminate substance use disorders through residential and outpatient services, from prevention to treatment to long-term support. In 2023, iHeartMedia Anchorage's 101.3 KGOT partnered with Volunteers of America Alaska to run a series of PSAs spreading awareness about the misuse of opioids and resources available to individuals and families.

AUGUSTA, GA 104.3 WBBQ

The Georgia Department of Behavioral Health and Developmental Disabilities Office of Behavioral Health Prevention is addressing the opioid crisis by further increasing access to treatment, reducing unmet treatment needs and reducing opioid overdose-related deaths through the provision of prevention, treatment and recovery activities. In 2023, iHeartMedia Augusta's 104.3 WBBQ partnered with the Georgia Department of Behavioral Health to run an awareness campaign regarding the opioid epidemic in the Georgia community.

IHEARTMEDIA DETROIT DETROIT, MI

In 2023, Crystal Dussia, Program Manager for Hegira Health's Oakdale Recovery Center, was a guest on iHeartMedia Detroit's "Light Up the D" public affairs show where she discussed substance abuse disorders and resources available for recovery in the community. The local center provides short-term residential treatment to adults with substance abuse or co-occurring mental health and substance abuse disorders who require intensive structure and 24-hour monitoring and support to abstain from substances of abuse.

WASHINGTON, DC HOT 99.5

In 2023, HOT 99.5 partnered with Shatterproof, a national nonprofit organization dedicated to reversing the addiction crisis in the United States, for its 2023 "Rise Up Against Addiction Walk." The station provided on-air, digital and social media support and was on-site at the event.

IHEARTMEDIA GRAND FORKS GRAND FORKS, ND

Safe Kids Worldwide is a nonprofit organization working to help families and communities keep kids safe from injuries, including accidental poisonings and overdoses. In 2023, iHeartMedia Grand Forks partnered with Safe Kids ND and Altru Health System Hospital to raise awareness. As part of the campaign, its weekly public affairs show hosted Safe Kids Worldwide spokesperson Carma Hanson to discuss opioid misuse and the importance of the local drug takeback program to help keep families and kids safe.

HEARTMEDIA MCALLEN MCALLEN, TX

In 2023, iHeartMedia McAllen partnered with South Texas Health System to run a local 30-minute segment exploring opioid addiction on all its stations as part of the weekly public affairs program.



RIVERSIDE, CA 99.1 KGGI

In 2023, the County of Riverside launched a public awareness campaign, known as "Faces of Fentanyl," to inform the community about the deadly drug and underscore how fentanyl deaths affect all races, ethnicities and socioeconomic groups. In 2023, iHeartMedia Riverside's 99.1 KGGI supported the campaign via on-air, social media and station websites.

SAN FRANCISCO, CA IHEARTMEDIA SAN FRANCISCO

The Foundation for a Drug-Free World is a nonprofit that empowers youth and adults with factual information about drugs so they can make informed decisions and live drug-free. In 2023, iHeartMedia San Francisco partnered with The Foundation for a Drug-Free World for the "They Said – They Lied" – a PSA campaign warning listeners on the misuse of drugs. The PSA ran across all iHeartMedia San Francisco stations.

MONTEREY, CA KPRC-FM 100.7/100.9 AND 102.5 KDON-FM

iHeartMedia Monterey's KPRC-FM 100.7/100.9 and 102.5 KDON-FM teamed up with the Monterey County Parks Department to help distribute 17 cases of naloxone hydrochloride nasal spray, the opioid overdose reversal medication, free of charge. This represents over 200 individual doses of Narcan that park rangers can administer to distressed individuals in Monterey's county parks who may be experiencing a drug overdose. The distribution of Narcan was part of the 2023 Virtual 5K/3K Recovery Run and Memorial Flag Ceremonies presented by Community Human Services in partnership with iHeart and others. The two stations were actively involved in distributing Narcan through the Recovery Run in five different communities: Salinas Hartnell, Salinas Sherwood, Seaside, Monterey and Soledad.

PORTLAND, OR 105.9 THE BREW

iHeartMedia Portland's 105.9 The Brew hosted 4D Recovery – a nonprofit offering peer-based services for young people seeking addiction recovery – on its "Local Voices" public affairs program. The show featured several segments on addiction and recovery, as well as discussions about the nation's fentanyl problem. In addition, Oregon Secretary of State Shemia Fagan discussed steps being taken by the Oregon Health Authority to implement the creation of addiction treatment centers around the state.



RESPONDING TO CRISIS

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

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

Getty Images



DISASTER ASSISTANCE & RESPONSE PLAN

During times of crisis, iHeartMedia is essential to the lives of local residents in communities across America. Our broadcast and digital platforms often serve as the sole information sources for disrupted areas — providing local news and critical information on everything from storm updates and evacuation routes to food banks, rescue and medical care. Because the ability to broadcast in times of emergency is a vitally important element of iHeartMedia's role in local communities, we have implemented a significant "Disaster Assistance and Response Plan," which includes reserves of radio transmitters, emergency power generators and other

news-gathering equipment positioned in locations around the country, ready to travel — before, during and after disaster strikes — to impacted communities as needed. This ensures that our stations can stay on the air, delivering critical news, updates and information to impacted areas during the most damaging hurricanes, floods, wildfires and other natural disasters. We are dedicated to continually improving our innovative procedures around disaster response efforts enabling our stations to be ready to react at all times, and to continue to serve the listeners and communities that depend on us.





FIRST INFORMERS: iHEARTMEDIA EMERGENCY RESPONSE TEAM

iHeartMedia has forged a deep ongoing partnership with the Federal Emergency Management Agency (FEMA), which recognizes that in times of emergency there is no more reliable source of information than local radio broadcasters. Pursuant to the federal “SANDy Act,” which helps ensure the resiliency of the nation’s communications networks during emergencies, iHeartMedia is recognized as an essential service provider and must be afforded access to disaster sites to restore and repair essential services in an emergency or major disaster. By giving broadcast radio stations official status during emergencies, the SANDy Act places iHeartMedia radio stations among a

statutorily-select group of “essential service providers” – also known as “First Informers” – for public safety purposes. This statute recognizes the unique and essential role of radio stations in providing critical and often lifesaving information before, during and after man-made and natural disasters. The iHeartMedia Technical Operations Center (iTOC) and its Emergency Response Team – made up of more than 300 iHeartMedia engineers and team members – monitors operations and coordinates emergency planning and response for the company’s 860+ radio stations across the U.S. to ensure that we can serve our local communities even in the most dire circumstances.





LOCAL & NATIONWIDE EMERGENCY ALERT & WARNING CAPABILITIES

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

AM broadcast radio stations are beacons of information for the public and are often the most listened-to stations for news and information, especially during emergencies. Class A AM stations operate at higher power levels and with FCC-mandated interference protections that enable their signals to be received reliably by millions of listeners and at great distances – especially at night, when changes in the ionosphere permit high-power AM signals to travel much farther distances, often hundreds of miles, than is possible during the day. iHeartMedia owns and operates 18 of the country's Class A AM radio stations and as a result covers most of the United States with these strong signals at night.

FEMA's Integrated Public Awareness and Warning System (IPAWS) relies heavily on Class A AM radio stations for rapid,

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

In 2018, FEMA collaborated with iHeartMedia to initiate an important PEP station modernization project at iHeartMedia's NewsRadio 700 WLW-AM in Cincinnati, Ohio, to improve alert and warning capabilities of FEMA's Class A AM PEP stations. WLW-AM is the second station in the country to complete the upgrade, which includes specialized sheltering capabilities, expanded broadcast transmission capacity and sustainable power generation to withstand virtually all types of hazardous events.





iHEARTMEDIA DISASTER RELIEF FUND

In times of greatest need, our employees act as first responders – often leaving their homes and living in broadcast studios for days, sometimes with family members and with limited food and rest, to serve their listeners and communities at times when it is needed most. Our teams' efforts during disasters truly highlight the commitment of our people and our company to the

communities they serve, and iHeartMedia established the iHeartMedia Disaster Relief Fund in 2005 to aid the families of our own team members who are impacted by natural disasters. The fund supports iHeartMedia employees who require assistance as the result of a declared natural disaster, such as a tornado, flood, earthquake or hurricane.





Getty Images

2023 NEWS EVENTS

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

weather and climate events in the U.S. According to NOAA's National Centers for Environmental Information (NCEI); in 2023, the U.S. experienced 28 weather/climate disaster events with losses exceeding \$1 billion in each instance. 2023 surpassed 2020's 22 events for the highest number of billion-dollar disasters in a calendar year.

2023'S BILLION-DOLLAR DISASTERS

17 SEVERE WEATHER/HAIL EVENTS

4 FLOODING EVENTS

2 TROPICAL CYCLONES

Idalia in Florida and Typhoon Mawar in Guam

2 TORNADO OUTBREAKS

1 WINTER STORM/COLD WAVE EVENT

1 WILDFIRE EVENT

Maui Island of Hawaii

1 DROUGHT AND HEAT WAVE EVENT



COVENANT SCHOOL SHOOTING NASHVILLE, TN

On March 27, 2023, the Nashville community was shaken when a mass shooter killed six people at a private Christian school, marking the deadliest school shooting in Tennessee history. The shooter -- a former student -- killed three nine-year old children and three adults before being shot and killed by two Metropolitan Nashville Police Department officers.

Local iHeart Nashville stations including WLAC Newstalk immediately began covering the event on-air and continually shared updates via social media, and 107.5 The River opened up its phone lines for the community to call in and offer support and discussion around this incredibly violent event. iHeart Nashville continued to provide information, resources and support following the shooting.

Additionally, nearly five months after the tragedy, the Nashville community came together for a special

night of music to honor those lost in the school shooting and to offer support for their families. Hosted by longtime country music radio and broadcast personality Storme Warren, "A Covenant Knight at the Grand Ole Opry House" took place August 7 and featured some of Nashville's biggest musical names in a two-hour evening of community support. Performers included Anne Wilson, Brandon Heath, Jason Aldean, Jeffrey Steele, Lee Brice, Maddie & Tae, Morgan Wallen, NEEDTOBREATHE, Old Dominion, Zach Williams and more special guests.

The relief benefit raised \$570,000 for The Covenant School Community Fund and has now raised over \$1 million to continue mental health support for healing, easing the transition back into the building and equipping the school for safe, successful future school years.





HURRICANE IDALIA

Hurricane Idalia was a powerful and destructive Category 4 hurricane that caused significant damage across parts of the southeastern United States, especially in North Florida, in late August 2023. Idalia was responsible for 12 U.S. fatalities., and according to the NOAA National Centers for Environmental Information (NCEI), the estimated damage from Idalia was \$3.6 billion, most of which occurred in Florida's Big Bend region.

During the hurricane, iHeartMedia Atlanta's 94.9 The Bull kept listeners informed on-air and on the station's social media channels. iHeartMedia Panama City's 92.5 WPAP provided on-air support and

awareness for the humanitarian aid collected and organized in Panama City that was distributed to hurricane victims in Florida in the aftermath of the storm.

iHeart Tampa Bay personalities rallied together to provide listeners in West Central Florida with comprehensive hurricane coverage, and iHeartMedia Tallahassee broadcasted 18 hours of on-air coverage before, during and after Hurricane Idalia, including a combination of local programming and iHeart Emergency Programming originating from iHeart Miami studios.

Getty Images





MAUI WILDFIRES

In early August 2023, a series of wildfires broke out in Hawai'i, predominantly on the island of Maui. The wind-driven fires prompted evacuations and caused widespread damage, killing at least 101 people and leaving two people missing in the town of Lahaina on Maui's northwest coast.

On the morning of August 9, iHeartMedia Honolulu's 92.3 KSSK morning personality Michael W. Perry kicked off coverage by informing listeners of the developing event. Many Maui radio stations were off the air due to the fires, making 92.3 KSSK one of the only reliable sources of information in Maui. NewsRadio 830 KHVH morning personality Rick Hamada was also on the air providing wall-to-wall coverage of the disaster, taking calls from listeners and informing the Maui community of available shelters and other critical information.

92.3 KSSK immediately teamed up with the American Red Cross of Hawai'i to raise funds for displaced residents, shelters and families of the victims via its "Kokua for Maui" online fundraiser that

raised more than \$100,000 to date.

iHeartMedia Honolulu also organized the "Maui Ola Benefit Concert for Maui" on August 20, 2023. The three-hour live concert broadcast featuring Hawaiian and Reggae artists was carried live on 92.3 KSSK AM/FM and Island 98.3 KDNN-FM as well as local television stations. Over \$1M was raised during the event to benefit the Hawai'i Red Cross for Maui.

Additionally, iHeartMedia Los Angeles's KFI AM 640 provided around-the-clock coverage of the devastation and recovery, and broadcasted a news special that recapped the tragedy hosted by on-air reporter and investigative journalist Steve Gregory; offered a place for people to directly connect to those in need; facilitated care kits for the thousands of residents displaced by the wildfires; and directed listeners to the best fundraising organizations.

Many iHeart stations across the U.S. provided additional support through fundraising relief efforts.





TOXIC TRAIN DERAILMENT EAST PALESTINE, OHIO

On Feb. 3, 2023, a 50-car freight train derailed on the outskirts of East Palestine, a small village in northeastern Ohio -- triggering a massive fire and releasing toxic smoke into the air. Twenty of the cars contained hazardous materials, including vinyl chloride, which was later set on fire in a controlled burn to prevent a larger explosion. Since then, there continue to be evacuations of nearby residents, and environmental testing is still underway.

iHeartMedia Youngstown ran ongoing on-air coverage and launched fundraising efforts for residents devastated by the catastrophic event. iHeart efforts included providing breaking news coverage, updates, fundraising, mobilizing supplies and the development of a resource center connecting the community to vital resources, information and supplies.

Getty Images





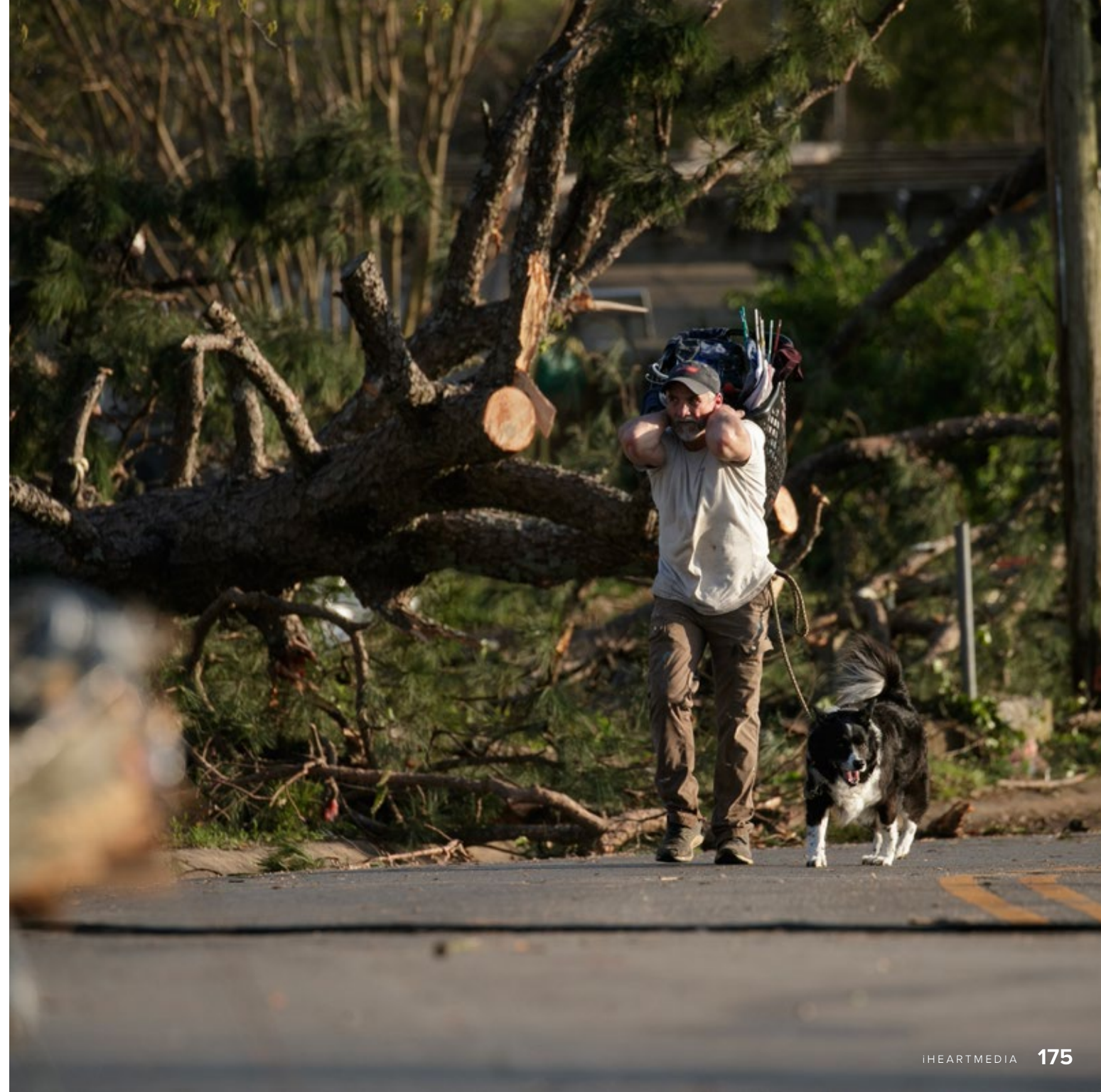
LITTLE ROCK, ARKANSAS TORNADO

On March 31, 2023, a tornado touched down in West Little Rock and traveled more than 34 miles – leaving destruction in its path – with approximately 50,000 people in Central Arkansas losing power, killing five people and injuring dozens.

Immediately following the March tornado in Little Rock, iHeartMedia Fayetteville stations ran a relief and recovery campaign supporting the American Red Cross and their efforts to provide food, shelter and clothing to those affected.

Additionally, iHeartMedia Little Rock partnered with a local venue and American singer and songwriter Justin Moore for the "To Little Rock with Love" benefit show supporting the Central Arkansas Tornado Recovery Fund. Performers included Justin Moore, Collin Raye, Matt Stell, Adam Hambrick, Heath Sanders and Tyler Kinch. Over \$110k was raised at the event and was granted to organizations working on recovery efforts in Pulaski and Lonoke counties.

Getty Images





CANADIAN WILDFIRES U.S. AIR QUALITY CONCERNS

In June 2023, New York City's air pollution ranked one of the worst of any city in the world as wildfire smoke from Canada drifted over the area, creating an orange haze over the city that lasted for several days. Most of New York state and several other neighboring states experienced similar poor air quality, putting many people's health at risk.

iHeart NYC took the lead in providing the most timely and relevant news and information through twice-hourly newscasts, on-air personality

discussions and prominent digital and social awareness. Local stations interviewed several leading experts, including Dr. Joshua Nogar, an emergency medicine and medical toxicologist from North Shore University Hospital in Manhasset, NY, regarding health concerns of the Canadian wildfire smoke and how people with compromised immune systems, lung and heart issues should protect themselves.

Getty Images





ENVIRONMENTAL

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

In 2020, iHeartMedia made a company-wide commitment to this effort with the launch of iHeartRadio Earth, a long-term sustainability initiative designed to inspire iHeart's millions of listeners to take action to positively impact the environment. Now in its fourth year, iHeartRadio Earth is rooted in the belief that millions of small actions have the potential to make a massive difference for the environment. Since the program's inception in April 2020, iHeart has contributed over \$11.6 million in donated media across all iHeartMedia stations for this campaign.

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

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



iHEARTRADIO EARTH



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

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

The series of PSAs developed in partnership with the National Environmental Education Foundation (NEEF), the nation's leading organization in lifelong environmental learning, provide useful tips and information about environmentally conscious actions and behaviors while also helping consumers save money.

The multi-year PSA campaign educates audiences across iHeart's broadcast radio stations and digital platforms about small steps they can take in their daily lives to make a positive impact in their own communities and on the planet. Since the program's inception, over 74 individual spots have been created to address important environmental issues, including consumers' behavioral changes

due to the COVID-19 pandemic and the pandemic's impact on energy and water usage; how families shop for, consume and dispose of food; waste reduction; energy optimization; reducing food waste and carpooling to reduce greenhouse emissions; and so much more. The spots run daily on iHeartRadio stations across the country. In 2023, the campaign emphasized sustainability and community involvement, targeting seasonal concerns like winter safety, holiday food waste, water conservation, volunteering and home cooling and heating.

All iHeartRadio Earth efforts lead listeners to an online destination to find more information on how to conserve and protect the planet in their own communities. The website also provides an opportunity to search for local virtual volunteer activities powered by VolunteerMatch.

“*iHeart's reach has taken this project further than anyone expected. We are so grateful for the iHeart team and their commitment to a meaningful partnership that enables us to connect with diverse audiences in their daily lives.”*

SARA ESPINOZA
PRESIDENT AND CEO, NEEF

CAMPAIGN IMPACT

+1M
aired spots since 2020

74
created spots

+\$11.6M
in media value

ABOUT

NATIONAL ENVIRONMENTAL EDUCATION FOUNDATION (NEEF)

NEEFusa.org

Congressionally chartered in 1990, NEEF is a non-partisan, non-advocacy organization working to make the environment more accessible, relatable, relevant and connected to people's daily lives. We build effective public-private partnerships and develop programs and initiatives that advance environmental education and engagement.





USDA FOREST SERVICE

DISCOVER THE FOREST



Over the last several years, we've seen the outdoors become a place of respite for families. In 2021 and beyond, iHeartMedia has teamed up with the USDA Forest Service and the Ad Council in support of the all-new "Discover the Forest" creative. Since 2009, the "Discover the Forest" campaign has encouraged parents and caregivers to take their families out to the forest to experience and reconnect with nature.

Through the power of storytelling, all the radio PSAs aired by iHeart showcased the value of the forest as a place where families can deepen their connection with each other and with the outdoors. The PSAs culminated in a singular ask: Make the forest part of

“

iHeart is a vital partner in helping parents and their children discover a mutual love for the outdoors. By exploring parks and forests, parents and caregivers can bond with their children, and partnerships like iHeart help make those memories happen."

MICHELLE HILLMAN

CHIEF CAMPAIGN DEVELOPMENT OFFICER, THE AD COUNCIL

your family's story. The creative aimed to reach all parents and caregivers, with an emphasis on fostering a sense of connection to and belonging in nature among Black and Latino families. Across all PSAs, audiences were directed to DiscoverTheForest.org and DescubreElBosque.org, where they could search for nearby forests, parks and trails and find ideas for outdoor focused activities.

In 2023, iHeartRadio stations across the country aired more than \$320K in donated media for the USDA Forest Service, and in the last three years have contributed \$650K worth of media towards the Discover the Forest campaign.

ABOUT

USDA FOREST SERVICE

fs.usda.gov

The USDA Forest Service has brought people and communities together to answer the call of conservation for more than 100 years. Grounded in world-class science and rooted in communities, the Forest Service connects people with nature and to each other. The Forest Service cares for shared natural resources in ways that promote lasting economic, ecological and social vitality. 193 million acres of national forests and grasslands contribute more than \$13 billion to the economy each year through visitor spending alone. The Forest Service also maintains the largest forestry research organization in the world and assists state and private landowners, helping to steward about 900 million forested acres in the U.S., including 130 million acres in urban areas, which most Americans now call home.



CAMPAIGN IMPACT

19,210,912
donated media impressions

CAMPAIGN SNAPSHOT

4/20/23 - 5/31/23
dates running

361
iHeartMedia stations

21,826,700
impressions



ENVIRONMENTAL 2023 LOCAL SPOTLIGHTS



BIG SHELL BEACH CLEANUP IHEARTMEDIA CORPUS CRISTI CORPUS CHRISTI, TX

iHeart's KRYS and KKTX are long-time supporters of Friends of Padre, an organization dedicated to the preservation of North Padre Island and the people and wildlife that call it home. On February 25, 2023, at the 28th annual Big Shell Cleanup, 2,500 volunteers removed 40 tons of trash from 32 miles of beach that comprises the Padre Island National Seashore. The stations played an active role in supporting the event through on-air promotion and its public affairs podcast promoting the cleanup. The 2023 event was the biggest cleanup to date.

KIDS FOR THE PLANET 97.3 KBCO DENVER, CO

On Earth Day 2023, 97.3 KBCO partnered with The Alliance Center to spread the message of reducing one-time use plastic and the effects it has on our environment. The campaign featured live mentions, social media posts and recorded public service announcements voiced by children to further stress the importance of taking care of the planet for the next generation.

HOUSTON BOTANIC GARDENS SUNNY 99.1 HOUSTON HOUSTON, TX

In July 2023, iHeartMedia Houston featured the Houston Botanic Gardens on its public affairs program to discuss Houston's endangered plant species and how to prevent extinction.

CALRECYCLE IHEARTMEDIA MONTEREY MONTEREY, CA

Used motor oil is a hazardous waste and dangerous contaminant. Just one quart of motor oil can pollute 250,000 gallons of ground water. That's enough water to cover a football field more than one inch deep. The County of Monterey Health Department's Environmental Health Bureau administers the countywide used motor oil and filter recycling program. The program is free and provides various outlets for proper disposal of used motor oil and filters through residential drop-off centers, residential curbside collection, agricultural and marine drop-off centers. In August 2023, iHeartMedia Monterey started a year-long campaign promoting on-air and on social media the recycling of motor oil in the community.

TANNER, DREW & LAURA'S TRASH BANDITS 105.9 THE BREW PORTLAND, OR

In 2023, 105.9 The Brew's morning show hosts Tanner and Drew recruited listeners to help clean up a Portland neighborhood during Earth Month in partnership with SOLVE Oregon, a local organization that brings Oregonians together to improve our environment and build a legacy of stewardship.

NATURAL DISASTER RESPONSE IHEARTMEDIA SAN FRANCISCO SAN FRANCISCO, CA

Currently, the American Red Cross is responding to twice as many disasters than a decade ago because of the climate crisis. Communities count on the Red Cross to be there, but they are in need of volunteers. In 2023, iHeartMedia San Francisco ran PSAs across all its stations to generate awareness for Red Cross' need for volunteers.

EARTH DAY IHEARTMEDIA WEST PALM BEACH WEST PALM BEACH, FL

In 2023, in honor of Earth Day, all iHeartMedia West Palm Beach stations promoted on-air the importance of recycling to save our planet. Some of the non-profits and events highlighted by iHeart's West Palm Beach stations included 4Ocean, The Earth Day Coastal Cleanup, Sustainable Palm Beach, Plastic Tides and more.



REMEMBERING 9/11

September 11, 2001 is a day we – as a country and as a company – will never forget. Twenty-two years ago, iHeart was called upon in ways we never imagined. Following the events of 9/11, the iHeart team rallied, with many stations forgoing their usual formats to provide continuing crucial information to devastated communities; provide much-needed connection and emotional support; and help with cleanup efforts. During and after the crisis, a number of our on-air personalities served as touchstones for their listeners in the cities attacked and around the country, helping people understand what

happened, what they could do to help and where they could find the assistance many of them desperately needed.

iHeart remains committed to commemorating the anniversary of the attacks on the World Trade Center, the Pentagon and flight UA 93 in Shanksville, PA, and the thousands of people who lost their lives as a result. We encourage listeners in every city across the country to remember by serving their communities and neighbors as part of our work with 9/11 Day and to support fundraising initiatives for the victims of 9/11.



SEPTEMBER 11

NATIONAL DAY OF SERVICE & REMEMBRANCE



For more than a decade, iHeartRadio has been an important national partner with the nonprofit 9/11 Day to annually promote and support the federally recognized September 11 National Day of Service and Remembrance. Working with 9/11 Day, iHeart stations across the United States encourage tens of millions of Americans to remember and pay tribute on the anniversary of the 9/11 tragedy by volunteering, donating to charities or performing other good deeds and acts of kindness, promoting a spirit of unity and compassion.

These efforts have helped transform the anniversary of 9/11 into the largest annual day of charitable engagement in America.

In 2023, iHeart aired 9/11 Day's inspiring national PSA campaign voiced by a cross-section of people directly affected by the 2001 terrorist attacks. All PSAs encouraged listeners to commemorate the day by volunteering in their own communities and engaging in other acts of kindness. Listeners could visit 911day.org to find lists of "good deeds" they could choose to do in observance of 9/11 Day. The 9/11 Day website also includes free, downloadable lesson plans for use by parents and teachers and video interviews with 9/11 family members, survivors, first responders, recovery workers, Gold Star parents and military veterans.

iHeart's broadcast radio campaign included a series of 9/11 Day PSAs that featured the voices of Will Jimeno, a former NY-NJ Port Authority police officer who was buried for 13 hours beneath the rubble of the World Trade Center; Jay Winuk, co-founder of 9/11 Day, who lost his younger brother Glenn J. Winuk, an attorney and volunteer firefighter and EMT who died in the line of duty responding to the attacks; Scott Strauss, a retired New York City Police Department officer who helped rescue survivors trapped under debris after the collapse; and Cait Leavey, who was just 10 years old when she lost her father, FDNY Lt. Joseph Leavey, on 9/11.

Additionally, 9/11 Day again hosted large-scale, in-person hunger relief volunteer events in 18 U.S. cities in collaboration with AmeriCorps – the federal agency which provides year-round investment in and support of service and volunteerism, and engages AmeriCorps members, volunteers, alumni, organizations and communities to serve in honor of 9/11 Day. iHeartRadio broadcast radio stations in New York; Los Angeles; Atlanta; Boston; Chicago; Cincinnati; Cleveland; Columbus; Dallas; Denver; Houston; Minneapolis – St Paul; Nashville; Philadelphia; Phoenix, St. Louis; Tampa and Washington, DC, played an active role in recruiting volunteers for 9/11 Day charitable service events by providing both on-air and digital media support.

“

iHeart's annual support of 9/11 Day is truly among the most impactful engagements we are fortunate to have. We are grateful to iHeart's of stations, employees and on-air talent who enthusiastically support our mission, encouraging people throughout America to fulfill the nation's promise to 'Never Forget,' promoting unity, and taking action to help people in need in their own communities.”

JAY S. WINUK

CO-FOUNDER & EXECUTIVE VICE PRESIDENT, 9/11 DAY



CAMPAIGN IMPACT

+20K
volunteers mobilized in 18 cities across the country

+6.7M
healthy, non-perishable meals donated to local Feeding America-affiliated food banks

CAMPAIGN SNAPSHOT

8/29/23 - 9/11/23
dates running

757
iHeartMedia stations

25,858,000
impressions

ABOUT

9/11 DAY

911day.org

9/11 Day is the respected nonprofit that founded and annually organizes the federally recognized September 11 National Day of Service and Remembrance. Launched in 2003 with broad support from the 9/11 community, the 9/11 Day observance has become a positive, permanent and nonpartisan tribute to the 9/11 victims, rescue and recovery workers, military personnel and others who rose in service in response to the attacks. In commemoration of the anniversary of the September 11, 2001, terrorist attacks, the 9/11 Day organization annually produces and hosts large-scale volunteer service projects, focused on hunger relief, in many cities around the nation. 9/11 Day also provides free educational materials and lesson plans to teachers that have inspired more than one million students to engage in service for 9/11. Additionally, 9/11 Day supports many other programs, including delivering free toolkits and resources to hundreds of employers, nonprofits and other groups, to further facilitate widespread participation in 9/11 Day.



TUNNEL TO TOWERS FOUNDATION



Stephen Siller, a young New York City firefighter, was one of thousands of people who lost their lives when the World Trade Center collapsed on September 11, 2001. He was off duty, about to play golf with his brothers, when he learned about the attack on the Twin Towers. Since the Brooklyn Battery Tunnel was closed to traffic, Stephen ran in full 60-pound firefighting gear through the tunnel to the Towers, only to lose his life with 342 other members of the Fire Department of the City of New York. Afterwards, his family, led by his brother Frank Siller, started the Tunnel to Towers Foundation with the mission of honoring his sacrifice.

The Foundation began by paying off the mortgages of fallen first responders, easing the financial burden of loved ones left behind. Since that time, they've expanded their scope to encompass Gold Star families and are building some of the most advanced "smart" homes for critically injured veterans and first responders. They also pay off the mortgages of families with young children of first

responders lost to 9/11 illnesses. Their mission has grown even more: Tunnel to Towers has declared it aims to end homelessness for veterans.

Shelli Sonstein, co-host of Q104.3's "The Jim Kerr Rock And Roll Morning Show," has led iHeart's partnership with the Tunnel to Towers Foundation for the last nine years. She's inspired thousands of Q104.3 listeners to join her in two of the organization's most successful events, including the "Tunnel to Towers Tower Climb NYC" at the One World Observatory, where participants climb 104 stories to celebrate the life and sacrifice of all 9/11 heroes including FDNY Firefighter Stephen Siller and FDNY Captain Billy Burke; and "The Tunnel to Towers 5K Run & Walk" in New York City, an event that symbolically recreated Stephen Siller's final footsteps from the foot of the Battery Tunnel to the Twin Towers and pays homage to the 343 FDNY members as well as law enforcement officers and civilians who lost their lives on September 11, 2001.

“

The Tunnel to Towers Foundation's primary mission has always been to ensure America never forgets the heroic actions that took place on September 11, 2001. The unwavering support we have received from iHeartMedia has allowed us to deliver this message to millions of people. iHeart's commitment to our nation's active service members, veterans and first responder families has been key to our continued growth. We are so grateful to have them in our corner.”

FRANK SILLER
CHAIRMAN & CEO,
TUNNEL TO TOWERS FOUNDATION



CAMPAIGN IMPACT

+\$100K
funds raised in the last nine years from the station's efforts

ABOUT

TUNNEL TO TOWERS FOUNDATION

T2T.org

The Tunnel to Towers Foundation is dedicated to honoring the sacrifice of FDNY Firefighter Stephen Siller, who laid down his life to save others on September 11, 2001. For more than 20 years, the Foundation has supported our nation's first responders, veterans and their families by providing these heroes and the families they leave behind with mortgage-free homes to hundreds of employers, nonprofits and other groups, to facilitate their participation in 9/11 Day.



9/11 LOCAL STATION HIGHLIGHTS



Many iHeart employees who assisted with 9/11 broadcast and recovery efforts that day are still a part of the iHeart team 22 years later, something that makes us immensely proud and speaks to their continuing dedication to serve our communities. In 2023, many iHeart stations commemorated 9/11 on-air and honored the heroes of the day with special broadcasts and periods of remembrance.

NEWSRADIO 790 WAEB ALLENTOWN, PA

From September 6, 2023, to September 11, 2023, NewsRadio 790 WAEB hosted a weeklong radiothon to raise awareness and funds for Folds of Honor, a nonprofit organization that provides educational scholarships to the spouses and children of military members who have fallen or been disabled while serving in the United States armed forces or as a first responder. The 2023 radiothon raised over \$114,000.

NEWS RADIO WTAM 1100 CLEVELAND, OH

In 2023, News Radio WTAM 1100 morning show ran special programming on September 11 to honor the lives lost and commemorate the day.

104.3 KCY COUNTRY HARRISONBURG, VA

In 2023, 104.3 KCY aired special vignettes to commemorate the anniversary of September 11.

SUNNY 99.1 HOUSTON HOUSTON, TX

On September 11, 2023, SUNNY 99.1 Houston aired news stories that ran throughout the day in remembrance of the tragedy.

iHEARTMEDIA LITTLE ROCK LITTLE ROCK, AR

On September 11, 2023, iHeartMedia Little Rock opened phone lines and encouraged listeners to share stories about where they were on September 11, 2001, how they felt at the time and what the day means to them.

105.9 THE BREW PORTLAND, OR

On September 11, 2023, 105.9 The Brew listeners were encouraged to call in to its radio shows and express their remembrances of the day and how it has impacted their lives.

106.1 KMEL SAN FRANCISCO, CA

On September 11, 2023, 106.1 KMEL's "Morning Drive" show covered the anniversary of the attacks and included local good news segments that related to the day.

iHEARTMEDIA WINCHESTER WINCHESTER, VA

On September 11, 2023, all iHeart Winchester stations aired content in recognition of the 9/11 attack and discussing what the day means to listeners now.

94.9 THE BULL ATLANTA, GA

In 2023, iHeartMedia Atlanta's 94.9 The Bull's on-air personalities Moote, Kimmie & Otis team partnered with 9/11 Day of Service to pack meals for those in need in the Atlanta community. The team volunteered over 30 hours collectively to pack meals that benefited Atlanta Food Bank.





ONGOING SPECIAL PROJECTS

Each year, iHeartMedia makes a company-wide commitment beyond media or financial support to address a specific issue or cause. In 2023, the company reacted to a number of timely and relevant concerns in addition to the ongoing growth and development of our most successful social impact programs.

For the last decade, iHeartMedia has been committed to addressing veteran unemployment and employment retention and launched what is still the largest public service campaign in the company's history – iHeartRadio 'Show Your Stripes' – to address the national veteran unemployment crisis. On Veterans Day 2021, iHeart unveiled an all-new 'Show Your Stripes' program that realigns with some of the most pressing issues facing veterans today, including a focus on wellness — from health and emotional wellness to environmental, financial, intellectual, occupational, physical, social and spiritual wellness.

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

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

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

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

As iHeart aims to expand our mentorship opportunities, we piloted a special shadow experience at the iHeartRadio Music Festival in partnership with Big Brothers Big Sisters. We hope to inspire the next generation of music and media industry leaders by providing access and conversation with iHeart team members and executives who can share personal insights and experiences with young and aspiring students.



iHEARTRADIO SHOW YOUR STRIPES



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

Launched eleven years ago to address the national veteran unemployment crisis, “iHeartRadio Show Your Stripes” realigned with some of the most pressing issues facing veterans today, including a focus on wellness — from health and emotional wellness to environmental, financial, intellectual, occupational, physical, social and spiritual wellness. The campaign promotes the eight dimensions of wellness — an effective framework for the pursuit of wellness — and drives veterans to programs and resources that provide ideas and examples for improving each specific area of wellbeing.

Additionally, iHeart produced a series of PSAs voiced by nationally recognized iHeart on-air personalities Ryan Seacrest, Bobby Bones, Elvis Duran, Enrique Santos, Steve Harvey and Woody, as well as recording artists Craig Morgan and Walker Hayes, to encourage veterans

facing challenges, or family and friends looking out for the wellbeing of a veteran, to visit showyourstripes.org for national and local support.

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

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

“

Veterans and their families may face difficult and unique challenges, some as a result of war trauma. However, just like on the battlefield, we’ve seen our veterans thrive when they are connected to the right support, at the right place, at the right time — where they live. They are amazing people. Get them started and they will shine.”

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

CAMPAIGN IMPACT

+7B
media impressions

2.6M
public service announcements
aired on iHeartMedia radio
stations nationally

AWARD-WINNING CAMPAIGN

2015 NABEF Service to America President’s Special Award
Cause Marketing Forum 2014 Halo Award: Best Message-Focused Campaign • Cause Marketing Forum 2014 Halo Award: Best Social Service Campaign • 2014 PR News’ CSR Award for Social Good • 2022 Dixon Center for Military and Veterans Service, Eugene and Ruth Freedman Leadership Award





THE GREENLIGHT FUND



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

In collaboration with the local community in each of Greenlight's 13 cities, the organization helps open opportunities for children, youth and families experiencing poverty by engaging deeply with residents, experts and leaders and running a consistent annual process to elevate priority issues not yet being addressed; invest in innovative, proven programs that have a significant, measurable social impact; and galvanize local support to accelerate the selected program's launch and ensure growth and long term viability.

Since 2019, iHeartMedia has made an annual media commitment to support new and existing GreenLight Fund sites that are working to bring effective programs to cities where they are needed.

To date, iHeart has launched media campaigns in Boston, Atlanta, Baltimore, Charlotte, Chicago, Cincinnati, Detroit,

Denver, the San Francisco Bay Area and the Twin Cities, with several other additional cities planned over the next few years.

In each city, GreenLight has the opportunity to raise awareness about its mission and focus while also spotlighting the work of the portfolio organizations GreenLight has brought to those cities. Here are just a few examples of iHeart collaborations:

- iHeartRadio supported GreenLight Boston fundraising events with raffle prize packages including concert tickets, helping the organization exceed its fundraising goals.
- In Baltimore, iHeartMedia shared the news about GreenLight's first local portfolio organization, Point Source Youth. The interview on the public affairs show with the GreenLight Baltimore Executive Director helped raise awareness of GreenLight and Point Source Youth, helping to build momentum for partnership development.
- Early in 2023, GreenLight announced its 12th site, GreenLight Chicago. The interview with GreenLight CEO Margaret Hall on the local public affairs shows helped introduce GreenLight to Chicago and raised awareness to fuel our local staff recruiting efforts.



“

We are grateful for iHeartMedia's commitment to supporting GreenLight Fund as we partner with communities across the country to remove barriers to inclusive prosperity by launching and scaling proven programs that meet community-identified needs. We launched our 13th site, GreenLight Denver in February 2024 and look forward to amplifying the work there in partnership with iHeartRadio while deepening campaigns in our other cities.”

CAMPAIGN IMPACT

388K
children and families reached across 53 portfolio organizations this past year alone

ABOUT

GREENLIGHT FUND

GreenLightFund.org

The GreenLight Fund helps open opportunities for children, youth and families experiencing poverty by engaging deeply with the community and running a consistent annual process to: elevate priority issues not yet being addressed; invest in innovative, proven programs that have a significant, measurable social impact; and galvanize local support to accelerate the selected program's launch and ensure growth and long-term viability. Started in Boston in 2004, the nonprofit organization is addressing critical needs in Atlanta, Baltimore, Boston, Charlotte, Chicago, Cincinnati, Detroit, Kansas City, Greater Newark, Philadelphia, the San Francisco Bay Area and the Twin Cities.



INTERNATIONAL WOMEN'S DAY



March is Women's History Month, and Wednesday, March 8 marked International Women's Day 2023. At iHeart, we continued to expand our International Women's Day activities -- we launched a countdown to International Women's Day across 600 of our broadcast radio stations, on our social media platforms and on our biggest podcasts beginning on March 1. The 2023 International Women's Day theme was "Celebrating Women Who Tell Our Stories" — past and present, who have actively devoted their lives and talents to producing art and pursuing truth in all forms of media and storytelling.

The weeklong countdown culminated on March 8, International Women's Day, with conversations about equality, inclusion, inspiration and what we can all do to help get more women heard. iHeartMedia's broadcast radio stations also devoted an hour to playing the biggest hits and new music from today's female artists and offered special playlists on the iHeartRadio App.

iHEARTRADIO SEEHER HEAR HER: CELEBRATING WOMEN WHO MAKE MUSIC & CULTURE

In celebration of International Women's Day on March 8, iHeartMedia presented the third annual "iHeartRadio SeeHer Hear Her: Celebrating Women Who Make Music & Culture," a celebration of women who make music, influence change and sew the fabric of our culture. The special event highlighted influential female artists in music through in-depth interviews with Gloria Estefan, Lainey Wilson, Latto and more with words of wisdom about equality, inspiring confidence and career building. This live one-hour special was streamed on iHeartRadio's YouTube and Facebook pages.

iHEARTRADIO: WOMEN TAKE THE MIC

For the second consecutive year, iHeart launched "Women Take the Mic" across iHeart's broadcast radio stations, where some of iHeart's most influential female personalities hosted popular iHeart radio shows during the day for conversations about equality, inclusion and inspiration, and shared their ideas and thoughts on how to help more women be heard. iHeart broadcast radio stations also devoted the hour to playing the biggest hits and new music from today's female artists, and offered special playlists on the iHeartRadio app.





THE RYAN SEACREST FOUNDATION



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

RSF builds broadcast media centers, named Seacrest Studios, in pediatric hospitals for patients to explore the creative realms of radio, television and new media. There are now studios in 14 cities across the United States including Atlanta; Philadelphia; Dallas; Orange County; Charlotte; Cincinnati; Denver; Boston; Washington, D.C.; Nashville; Memphis; Salt Lake City; Queens,

New York and Orlando. A new studio for Children’s Healthcare of Atlanta is scheduled to open in fall of 2024 in conjunction with the hospital’s new campus opening in September.

iHeartMedia supports the amazing work of RSF in a variety of ways throughout the year, including educational experiences for studio interns, assisting with talent bookings and executing national and local fundraising programs.

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

“
We are grateful for our partnership with iHeartMedia. Their support allows us to continue to expand our footprint in Children’s Hospitals across the country, as well as continue upgrading and providing one-of-a-kind experiences in our current 14 studios.”

MEREDITH SEACREST
EXECUTIVE DIRECTOR & COO,
RYAN SEACREST FOUNDATION



CAMPAIGN IMPACT

+\$1.87M
raised in the past ten years

+\$56K
raised in 2023 through
exclusive experiences

+\$104K
raised in cash donations from
the 2023 iHeartRadio Jingle Ball
Tour ticket proceeds

ABOUT

THE RYAN SEACREST FOUNDATION

RyanSeacrestFoundation.org

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



GRANTING YOUR CHRISTMAS WISH



For the 16th consecutive year, iHeartMedia granted Christmas Wishes to those in need and deserving of a special holiday gift. The 2023 annual "Granting Your Christmas Wish" program attracted over 38,000 entries with wishes ranging from plane tickets to visit family members, toys for children, assistance with bills, family vacations, housing repairs and more.

Beginning November 23 through December 15, 2023, iHeartMedia broadcast radio stations encouraged listeners to share their wish requests via participating radio station

websites during its annual "Granting Your Christmas Wish" campaign. All participants were required to submit a short paragraph stating why they should have their wish granted or to nominate someone worthy in their lives. The program is designed to share listeners' personal stories, with the goal of inspiring non-winners to give back and do something special for their own families or community. All 58 winning entries received a gift between \$1,000 - \$5,000.

Below are some recipients of iHeart's 2023's "Granting Your Christmas Wish" program:

DAN

WISH: TRIP TO SEE DAD FOR CHRISTMAS

"I would love for my family to visit my dad next month for Christmas. My mom just passed away this past month and he is extremely lonely, and since we live 12 hours by car from him it is difficult to visit. We would love to be there for our first Christmas without our Mom."

DAKOTA

WISH: NEW TIRES

"I need help getting new tires for my car. Between bills and child necessities for my children I just can't afford them. Hoping to get my Christmas wish granted so I can continue to work and transport my children. Thank you!"

MICHELLE

WISH: COMPUTER AND PRINTER

"My daughter is graduating high school a semester early and has been on the honor roll since elementary school. She will be starting college in January and will need a computer and printer and anything else that goes with it. We fell behind on our bills when I needed to take a medical leave from my job. Now I am a substitute teacher and work every school day, but we are getting caught up on past bills. Please help us. Merry Christmas!"

LISA

WISH: TRIP TO SEE GRANDMOTHER

"My grandmother is suffering from Parkinson's disease and my biggest fear is not ever seeing her again. This Christmas I want nothing more than to be able to fly home with my boys to Michigan to visit her and the rest of my family. Times are tough and it's been years since we have been able to visit home. This Christmas the only thing I am wishing for is a trip back home!"

JOAN

WISH: MONEY FOR KIDS SCHOOL PROGRAM

"My Christmas wish is to get food for the backpack program in Central Square school. The program sends food home for kids on the weekend to help families that are struggling."



GRANTING YOUR CHRISTMAS WISH

PRESENTED BY



HOLLY

WISH: CHRISTMAS DINNER FOR YOUTH GROUP

"I'm a social worker at a nonprofit. This year we had several youths who had nowhere to go for Thanksgiving. Christmas will be the same, as they have no family and no person to visit. Many do not even have a family holiday tradition. This year I would like to host a formal Christmas dinner for them as a reminder that they are loved, cared for and to give them that special memory of what the true meaning of Christmas and the holidays are about. Please help me make this happen."

ANNE

WISH: TOILET REPAIR AND OTHERS

"My mom has been struggling with money and our toilet broke, and it has been almost a week since we've had a working toilet in the house. We had to constantly go to a gas station to use the bathroom. This Christmas would be great if we were able to get our toilet fixed."





BIG BROTHERS BIG SISTERS SHADOW EXPERIENCE



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

Building upon iHeart's multi-faceted media campaign, iHeart introduced a new element to its partnership in 2023 by providing a backstage shadow experience at the iHeartRadio Music Festival for a local Big/Little match.

Shanerica, an FBI agent and Big, has been a part of the Big Brothers Big Sisters family since 2012 and has been matched with her Little, Antonella, for over five years. Antonella, 15, is a sophomore student at the Las Vegas Academy of the Arts. Shanerica and Antonella shadowed iHeart executives

at the 2023 iHeartRadio Music Festival in Las Vegas, where they experienced the inner workings of the production and execution of the event. The duo toured the iHeart House of Music, spent time with popular national iHeart personality Angela Yee, took a special photo with Public Enemy's Flava Flav and Foo Fighters' Dave Grohl, and enjoyed the show together as a celebration of their longstanding Big/Little connection.





HELPING SMALL BUSINESSES

Small businesses are the heart of America's economy and an important presence in communities across the country, but COVID-19 drove hundreds of thousands of these critical community resources out of business – and for nearly four years, many have continued to navigate through an unstable economy. While iHeart has supported Small Business Saturday for the past decade, in the last five years iHeart has launched several other public campaigns aimed at helping the hardest-hit small businesses stay afloat and keep local workers employed by helping them navigate the relief resources available to them, and by encouraging communities to shop local.

Additionally, iHeart remains committed to helping Black businesses and entrepreneurs as vital resources within local communities and economies that are critical to creating racial and wealth equity. Through iHeart-created programs like “Brilliantly Black” and “Building Black Biz” we are shining a light on the thousands of Black-owned businesses making a difference in some of the country's biggest cities, including New York and Chicago.



SMALL BUSINESS SATURDAY



The 2023 American Express Shop Small Impact Study emphasized the importance of shopping small with the majority of small business owners (88%) stating that small businesses needed the support of customers in their community given the current economic environment.

Saturday, November 25, 2023 was Small Business Saturday – a day to celebrate and support small businesses and all they do for their communities. This year’s Small Business Saturday campaign built on American Express’ goal of driving \$100 billion in reported consumer spending at small businesses from 2021 through 2025.

Founded by American Express in 2010 and officially cosponsored by the U.S. Small Business Administration since 2011, Small Business Saturday has become an important part of small businesses’ busiest shopping season. Based on data in the Small Business Economic Impact Study from American Express, if every Gen Z

and Millennial shopper spent \$10 at a small business on Small Business Saturday, it would support \$2 billion in local economic activity throughout the U.S. Additionally, 63% of small business owners said they want to grow their Gen Z and Millennial customer base this holiday season.

For the 13th consecutive year, iHeartMedia played a major role in American Express’ national initiative aimed at encouraging consumers to shop locally. iHeart helped American Express craft community-specific messaging that was targeted to Amex’s key audiences across multiple platforms, including broadcast radio, digital streaming radio and podcasting. As part of the larger seven-market local broadcast campaign, personalities in the New York, Los Angeles, and Chicago markets highlighted local small businesses and encouraged listeners to shop small during the holiday season -- with many sharing why they personally believe in the importance of shopping small.

“

It’s inspiring to see the enormous enthusiasm communities show as they get out to shop or dine at small businesses. Small Business Saturday truly brings people together, creating wonderful connections and driving spend at local businesses. For American Express, it’s a testament to why we continue to invest in and celebrate the day.”

ELIZABETH RUTLEDGE
CHIEF MARKETING OFFICER,
AMERICAN EXPRESS

CAMPAIGN IMPACT

\$201B
in estimated consumer spending at small businesses since 2010 when American Express created Small Business Saturday

\$17B
spent on estimated projections from U.S. consumer-reported spending in 2023



CAMPAIGN SNAPSHOT

+2.1K
local spots aired

13,900,000
impressions

ABOUT

SMALL BUSINESS SATURDAY

ShopSmall.com

November 26 was the 14th annual Small Business Saturday, proudly backed by American Express. Dedicated to supporting the diverse range of local businesses that create jobs, help boost the economy and enhance neighborhoods around the country, Small Business Saturday was created by American Express in 2010 in response to small business owners’ most pressing need: getting more customers.



SUPPORTING BLACK BUSINESSES

According to a report conducted in 2020 by the Federal Reserve Bank of New York, nearly half of Black-owned small businesses were wiped out by the end of April 2020 as the COVID-19 pandemic disproportionately ravaged minority communities. In fact, Black-owned businesses were more than twice as likely to shutter as their white counterparts. In response to these alarming statistics, many iHeart stations launched community resource initiatives to support local Black-owned businesses, restaurants and nonprofits. Among some of the biggest programs were iHeartMedia Chicago's "Brilliantly Black," which encouraged listeners to visit their

websites and enter keyword "brilliant" to get more information about over 800 Black-owned businesses, restaurants and community resources.

Additionally, iHeartMedia New York launched "Building Black Biz" – an initiative designed to support, sustain and grow local Black-owned businesses in the New York metro area. iHeart remains committed to helping build equitable growth for Black entrepreneurs and businesses through the growth and development of these programs, as supporting Black-owned businesses helps strengthen local economies, boosts community morale and helps close disparities in wealth.



BRILLIANTLY BLACK



An estimated 145,000 businesses in Illinois, or 12%, are Black-owned, according to the most recent U.S. Census data. iHeart recognizes that the advancement of minority-owned businesses is essential to the growth of our local and national economies.

In June 2020, iHeartMedia Chicago launched “Brilliantly Black” as a community resource initiative to support local Black-owned businesses, restaurants and non-profits. Each radio station encouraged listeners to visit its website and enter the keyword “brilliant” to get more information about local Black-owned businesses and community resources. Since its inception, iHeartMedia Chicago

has supported Black-owned businesses with more than \$7 million in promotion and in-kind advertising. In addition, they showcased nearly 1400 Black-owned businesses through digital, on-air features and the “Brilliantly Black” podcast.

In 2023, local businesses and listeners had the opportunity to nominate and vote for their favorite Black-owned business in Chicagoland and Northwest Indiana between June 29 and July 31. A total of 10 winners were selected to receive \$100,000 of in-kind media on iHeartMedia Chicago radio stations and a small business development cohort from the Chicago Urban League.

iHEARTMEDIA CHICAGO 2023 “BRILLIANTLY BLACK BUSINESS AWARD” WINNERS

- Couture Boss LLC
- Made Gentle, LLC
- Kribs 2 Kolleges Academy
- MJ's Boutique
- Procaffeinated CoffeeHouse
- Alliance Associates Realtors
- SkyRose Rejuvenation Clinic & Spa PLLC
- Mom-Care Oasis
- NO More Fatherless Kids LLC
- Reestablishing Hope Inc



The Chicago Urban League is dedicated to providing Black-owned businesses with the resources needed to grow, thrive and contribute to the economy. We commend iHeartMedia Chicago on the ‘Brilliantly Black Business Awards,’ and we are delighted to continue our partnership to support Black entrepreneurs.”

KAREN FREEMAN-WILSON
PRESIDENT AND CEO,
THE CHICAGO URBAN LEAGUE

CAMPAIGN IMPACT

+\$7M
in promotion and in-kind advertising since its inception

1.4K
black-owned businesses supported through digital, on-air features and the “Brilliantly Black” podcast





BUILDING BLACK BIZ



“Building Black Biz” is a long-term initiative designed to support, sustain and grow local Black-owned businesses in the New York metro area. Through the “Building Black Biz” initiative, listeners and aspiring business owners heard from successful entrepreneurs within the Tri-State area on how they started their business and what advice they would give to new entrepreneurs

Over the last four years, “Building Black Biz” has created an online educational guide that features the fundamentals of entrepreneurship to help start or grow a business. The resources include curated topics that range from business development skills to finding the right funding or mentorship program for a small business.

In addition, listeners are encouraged to shop and support local Black-owned businesses through the website’s vendor database including many local black-owned businesses. The initiative also features “The Building Black Biz Podcast,” a biweekly podcast hosted by prominent iHeart on-air personalities, including Maxwell, Helen Little and more. In the last two years, the podcast has featured over 40 successful Black business owners, executives and other notable trailblazers offering advice and business guidance.

“

The Greater New York Toyota Dealers Association, in partnership with iHeart’s Building Black Biz initiative, is proud to support Black-owned businesses in the New York metro area. Going into year four of this partnership, the GNY TDA is excited to help raise awareness of Black-owned businesses that make an impact in our local communities.”

SPOKESPERSON

THE GREATER NEW YORK TOYOTA DEALERS ASSOCIATION

CAMPAIGN IMPACT

1.2K
businesses in the database

+100M
media impressions





RADIOTHONS

At iHeartMedia, we are committed to using the power of our local broadcast stations and teams to give back to our communities and assist the organizations that help our neighbors in need. Over the last decade, iHeartMedia's radiothon program has leveraged the company's unparalleled reach and local influence to raise hundreds of millions of dollars for charitable organizations. A radiothon typically lasts between one and two days, during which stations press pause on their day-to-day programming to dedicate all attention and resources to the issue being addressed.

Through its many local radiothon programs, iHeartMedia is one of the biggest supporters of The Children's Miracle Network Hospitals and St. Jude Children's Research Hospital. 2023 also marked the 10-year anniversary between St. Jude and iHeartCountry. In addition, many iHeartMedia radio stations have established annual radiothon programs to address issues critical to their local communities, ranging from childhood diseases and homelessness to hunger, veteran wellbeing and

mental health. And for more than a decade, Los Angeles, CA's KFI AM 640's PastaThon has raised over \$7.2 million and 830,000 pounds of food for Caterina's Club, an organization that provides warm meals, affordable housing assistance and job training to homeless and low-income families throughout Southern California.

In 2023, iHeartMedia broadcast radio stations in markets across the U.S. continued their annual traditions and raised nearly \$28 million through the power, dedication, commitment and connection of their local radiothon programs.

\$28 MILLION
WAS RAISED THROUGH IHEARTMEDIA BROADCAST
RADIO STATIONS THROUGH RADIOTHON PROGRAMS

CHILDREN'S MIRACLE NETWORK HOSPITALS



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

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

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

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

“
At Children's Miracle Network Hospitals we are committed to meeting the critical funds needed by local member children's hospitals. We believe that through the power of our network, communities will unite to change kids' health to change the future. Thanks to our partnership with iHeartRadio stations, audiences rally across the country to show their support through donations that go to their local member hospital to allow each hospital to be flexible to their most urgent needs today, while also planning for the needs of tomorrow. The magnitude of our partnership with iHeartRadio can be measured not only by the funds raised but also by the awareness of the ever-expanding health needs addressed by children's hospitals.”

FLEUR VORUZ
 SENIOR DIRECTOR, PROGRAMS (MEDIA)



TREATMENT FACTS & STATS*

Every day, member hospitals treat:	Every hour, member hospitals treat:
12,721 kids for emergencies	530 kids for emergencies
1,890 kids with diabetes	79 kids with diabetes
1,718 kids for cancer	72 kids for cancer
814 newborns for neonatal intensive care	34 newborns for neonatal intensive care
2,827 kids for surgeries	118 kids for surgeries

*Based on data provided in response to the 2021 Children's Miracle Network Hospitals Member Hospital Census Survey

PARTICIPATING MARKETS

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

CAMPAIGN IMPACT

\$7.7M
 raised by 52 iHeartRadio stations for Children's Miracle Network Hospitals

\$91M+
 raised in 15 years

ABOUT

CHILDREN'S MIRACLE NETWORK HOSPITALS

ChildrensMiracleNetworkHospitals.org

Children's Miracle Network Hospitals was founded more than 40 years ago with the vision to Change Kids' Health, Change the Future. We've raised over \$8.5 billion for 170 children's hospitals by empowering and engaging with local communities and businesses – and we're not done yet. All donations benefit local member hospitals to fund what's needed most, like critical lifesaving treatments and healthcare services, innovative research, vital pediatric medical equipment, child life services that put kids' and families' minds at ease during difficult hospital stays and financial assistance for families who could not otherwise afford these health services. Together, we can change kids' health. Together, we can change the future.



ST. JUDE CHILDREN'S RESEARCH HOSPITAL



iHeartMedia has partnered with St. Jude Children's Research Hospital® for over 30 years, most notably through its radiothon programs which have raised an incredible \$170 million in pledges for St. Jude. Every year, the iHeartMedia radiothon program draws on the power of broadcast radio to tell the story of children and their families helped by St. Jude thanks to the generosity of iHeart listeners. In 2023, St. Jude and iHeartCountry celebrated their 10-year partnership at the 2023 iHeartCountry Festival on Saturday, May 13 in Austin, TX.

St. Jude Children's Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Their purpose is clear: "Finding cures. Saving

children.®" Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20% to 80% since the hospital opened in 1962.

By freely sharing discoveries, every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children. Families never receive a bill from St. Jude for treatment, travel, housing or food – so they can focus on helping their child live. Unlike other hospitals, the majority of funding for St. Jude comes from generous donors.

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

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

In 2023, 66 iHeartMedia radio stations aired annual radiothons raising more than \$12.8 million to help support the lifesaving mission of St. Jude.

Nationally-recognized iHeart syndicated personality Bobby Bones, host of the iHeartCountry Festival, has been a long-time champion for St. Jude. Bones has raised more than \$24.5 million since he began supporting St. Jude in 2014, bringing in more than 4,000 new pledges during his "Country Cares for St. Jude" radiothon event in December.



ABOUT

ST. JUDE CHILDREN'S RESEARCH HOSPITAL

StJude.org

St. Jude Children's Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Its purpose is clear: "Finding cures. Saving children.®" It is the only National Cancer Institute designated Comprehensive Cancer Center devoted solely to children. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20% to more than 80% since the hospital opened more than 50 years ago. St. Jude won't stop until no child dies from cancer. St. Jude freely shares the discoveries it makes, and every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children. Families never receive a bill from St. Jude for treatment, travel, housing or food – because all a family should worry about is helping their child live.

CAMPAIGN IMPACT

\$12.8M
raised through 66 stations

\$24.5M
total raised by Bobby Bones in nine years

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



KFI PASTATHON



According to the USDA, more than 44 million people in the United States, including 13 million children, are food insecure. In the wake of the COVID-19 pandemic, unemployment and inflation, food insecurity soared: In 2022, 50 million people turned to food banks and community programs for help putting food on the table.

2023 marked KFI-AM 640's 13th Annual KFI PastaThon, an on-air fundraising event in partnership with Caterina's Club, a local non profit helping to feed children in need in Southern California. The annual KFI PastaThon raised a record \$1,348,319 and 81,085 pounds of pasta and sauce to help children and families in the local community.

Through on-air, on-line and digital fundraising elements, all KFI AM 640 on-air personalities, including Amy King, Bill Handel, Gary

Hoffmann, Shannon Farren, John Kobylt, Ken Chiampou, Tim Conway Jr. and Mo Kelly, encouraged listeners to donate money along with pasta and pasta sauce to help feed underprivileged children who live in motels without access to a kitchen.

Since 2010, KFI PastaThon has raised more than \$7.2 million and 830,000 pounds of pasta and sauce to feed thousands of children in Southern California and help end the cycle of poverty. Caterina's Club serves 25,000 meals a week in more than 100 locations in 30 cities in four counties (Orange, L.A., San Diego and Riverside) with more than ten million meals served to date. The organization's work has extended far beyond the local California area to include Chicago, New York, Texas, Mexico and Italy.

“

Smart & Final has been honored for the last six years to partner with iHeart and KFI for the KFI PastaThon for Caterina's Club, giving customers the ability to donate in store any amount they'd like. Chef Bruno's effort for children in need across Southern California is something to be admired and replicated across the country, to make his dream of 'no child should go to bed hungry,' a reality.”

TINA-MARIE SQUIERI
DIRECTOR, SMART & FINAL
CHARITABLE FOUNDATION



CAMPAIGN IMPACT

\$1.3M and 81K
pounds of food raised in 2023

\$2.7M and 830K
pounds of food for
Caterina's Club raised
since inception

ABOUT

CATERINA'S CLUB

CaterinasClub.org

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



KAPI'OLANI RADIOTHON FOR KIDS



iHeartMedia Honolulu's 92.3 KSSK's 17th annual Kapi'olani Radiothon for Kids raised over \$820,000 to benefit Kapi'olani Medical Center for Women & Children, Hawai'i's only children's hospital. The event took place Tuesday, November 7 and Wednesday, November 8 from 5 a.m. – 7 p.m. local time live from the hospital.

The Kapi'olani Radiothon for Kids featured 92.3 KSSK's on-air personalities Michael W. Perry & The Posse, Sweetie Pacarro, John

Matthews and Curt Williams who broadcasted live from the event and encouraged listeners to donate during the two-day radiothon.

Over the last seventeen years, KSSK has raised over \$4.5 Million to benefit Kapi'olani. Funds raised from the radiothon will directly benefit Hawai'i children and their families with 100% of every dollar raised staying in the islands to support programs and services that would not otherwise be possible.

“

The 2023 Radiothon results speak volumes about the incredible support from our local community. We are honored to be long-standing partners with 92.3 KSSK, united in our commitment to making a positive impact in the lives of the patients and families we serve at Kapiolani.”

JOSEPH BLOCK
CMN PROGRAM DIRECTOR



ABOUT

KAPI'OLANI MEDICAL CENTER FOR WOMEN & CHILDREN

Kapiolani.org

Kapi'olani Medical Center for Women & Children is Hawai'i's only maternity, newborn and pediatric specialty hospital. With 253 beds, the not-for-profit hospital delivers more than 6,000 babies a year and provides numerous community and specialty services for patients throughout Hawai'i and the Pacific region and is home to the Kapi'olani Women's Center, the Women's Cancer Center and the Sex Abuse Treatment Center. Kapi'olani is an affiliate of Hawai'i Pacific Health, one of the state's leading health care systems and a not-for-profit health care organization with medical centers, clinics, physicians and other caregivers working together to create a healthier Hawai'i.

CAMPAIGN IMPACT

+820K
raised in 2023

+4.5M
raised in last 17 years



WARRIOR FOUNDATION FREEDOM STATION GIVE-A-THON



The Warrior Foundation Freedom Station (WFFS) is a volunteer-based organization that helps wounded vets recover both physically and mentally from service injuries. KOGO's 4th annual Warrior Foundation Freedom Station giveathon raised more than \$500,000 to send local military members who are ill or injured home for the holidays. The funds raised were used to purchase plane tickets for injured warriors so they could spend the holidays at home and with their families.

On Thursday 9, 2023, KOGO was on site from 6 a.m. to 7 p.m. at Warrior Station II, one of the transitional housing

residences of the Warrior Foundation in the South Park neighborhood of San Diego. KOGO hosts LaDona Harvey, Carl DeMaio, Mark Larson, Mike Slater and Lou Penrose featured interviews with various "warriors" who shared their stories of how The Warrior Foundation Freedom Station helped them overcome their challenges to encourage listeners to donate. In addition, the event was supported by San Diego Sports 760, The Patriot 1360 and for the first time, two iHeart San Diego FM stations, ROCK 105.3 and 101.5 KGB participated in the give-a-thon with interviews.

**CAMPAIGN
IMPACT**

\$500K
raised in 2023

+\$6M
raised in 4 years

“*We are incredibly grateful for our partnerships with iHeart San Diego. The collaborative support from the programming, sales and management teams is the reason for our successes during the past four years of the Give-A-Thon. The iHeart personalities' passion, patriotism and emotional storytelling has sparked a 'Firestorm of Giving' to meet our Warriors' needs.***”**

SANDRA LEHMKUHLER
CEO, FOUNDER



ABOUT

WARRIOR FOUNDATION FREEDOM STATION

WarriorFoundation.org

Founded in 2004, Warrior Foundation Freedom Station is a leading force in assisting, honoring and supporting the military men and women who have bravely served and sacrificed for our country. We are committed to providing injured warriors with quality-of-life items, support services and transitional housing designed to assist them and their families during recovery. Our Freedom Station transitional housing residence has been a particularly groundbreaking program, providing a place for warriors to heal and make the critical transition from military service to civilian life. Warrior Foundation Freedom Station is a San Diego based nonprofit 501(c)3 organization and has been designated a fourstar charity by Charity Navigator, the highest possible rating.

HOPE FOR THE HOLIDAYS RADIOTHON

BENEFITTING HASSENFELD CHILDREN'S HOSPITAL AT NYU LANGONE



iHeartMedia New York's 106.7 LITE FM raised over \$1,632,000 at the sixth annual "Hope for the Holidays Radiothon" to benefit Hassenfeld Children's Hospital at NYU Langone, one of the nation's premier children's hospitals providing exceptional care for every type of childhood condition.

"Hope for the Holidays Radiothon" took place on Thursday, December 14 from 6 a.m. – 8 p.m. During the event, 106.7 LITE FM's on-air personalities including Paul 'Cubby' Bryant, Christine Nagy, Helen Little, Rich Kaminski, Nina Del Rio and Jack Kratoville hosted

a live broadcast from iHeartRadio headquarters and encouraged listeners to donate in support of the hospital and the children undergoing treatment. The broadcast also prominently featured stories from patients of the hospital and their families, as well as interviews with hospital supporters.

Over the past six years, Hope for the Holidays has raised over \$6,300,000 to benefit Hassenfeld Children's Hospital at NYU Langone.

CAMPAIGN IMPACT

+6.3M
raised in the last six years

+1.6M
raised in 2023



“

Every year, the LITE FM team is thrilled to bring together our listeners, sponsors and community for the annual 'Hope for the Holidays Radiothon'... Funds raised this year will go directly to supporting the families of the Hassenfeld patients”

CHRIS CONLEY
PROGRAM DIRECTOR,
106.7 LITE FM

ABOUT

HASSENFELD CHILDREN'S HOSPITAL

Hassenfeld Children's Hospital at NYU Langone is home to more than 400 doctors representing more than 35 specialties, partnering with children and families to provide exceptional care for every type of childhood condition, from the most common to the most complex. Our extensive network of care locations extends from New York City to Long Island and New Jersey. From our hospitals to neighborhood doctors' offices to highly specialized programs and centers, we provide children of all ages with expert healthcare for any type of medical concern. Surgery for children takes place at Hassenfeld Children's Hospital—34th Street, which is a Level 1 Children's Surgery Center, a designation of the American College of Surgeons, one of only two children's hospitals in New York State to attain this top-level surgical verification.

Hassenfeld Children's Hospital is also highest ranked in New York for pediatric cardiology and heart surgery, according to U.S. News & World Report. The multidisciplinary team is invested in improving children's health through clinical, translational, and basic research programs, offering opportunities for children to participate in research studies and clinical trials for the treatment of certain conditions. Hassenfeld Children's Hospital's mission is guided by an unparalleled commitment to partnering with children and families, which is led by Sala Institute for Child and Family Centered Care.



LURIE CHILDREN'S RADIOTHON

BENEFITTING ANN & ROBERT H. LURIE CHILDREN'S HOSPITAL OF CHICAGO



iHeartMedia Chicago raised \$735,000 during the 13-hour annual "Lurie Children's Radiothon" in support of the patients and families at Ann & Robert H. Lurie Children's Hospital of Chicago.

Lurie Children's is one of the top children's hospitals in the nation, providing pediatric care, cutting edge treatments and advanced research. As a non-profit medical center, it relies on an engaged and supportive community to elevate the standard of medical care for more children, create innovative programs, accelerate research discoveries and work with community partners to make Chicago's neighborhoods safer for children.

The "Lurie Children's Radiothon" was broadcast live on Thursday, December 7 on 93.9 LITE FM, ROCK 95 FIVE, 107.5 WGCI, 103.5 KISS FM, V103 and Inspiration 1390 from 6 a.m. – 7 p.m. iHeartMedia Chicago's on-air personalities encouraged listeners to call or donate online to help fuel research, support families and provide much-needed care to children in the community. Additionally, iHeartMedia Chicago and Lurie Children's partnered with businesses in the Chicagoland community to support the radiothon.

CAMPAIGN IMPACT

+\$2.6M raised since 2020

+\$735K raised in 2023



“

We love having the radiothon as a way to share stories about some of our amazing patients as well as our care providers, who are so passionate about what they do. We are very grateful to iHeartMedia Chicago and all their listeners for helping us create healthier futures for every child, not just in Chicago but far beyond the hospital's walls."

DR. TOM SHANLEY
PRESIDENT & CEO, LURIE CHILDREN'S

ABOUT

ANN & ROBERT H. LURIE CHILDREN'S HOSPITAL OF CHICAGO

LurieChildrens.org

In the 2023-2024 U.S. News & World Report rankings of the best children's hospitals, Ann & Robert H. Lurie Children's Hospital of Chicago continues to be the top pediatric hospital in Illinois. Lurie Children's provides superior pediatric care in a state-of-the-art hospital that offers the latest benefits and innovations in medical technology, family-friendly design and research through the Stanley Manne Children's Research Institute. The main hospital is located in downtown Chicago on the campus of its academic partner, Northwestern University Feinberg School of Medicine. Lurie Children's has a network of more than 20 outpatient and primary care locations and 10 partner hospitals, providing top pediatric care across the greater Chicago area. As a nonprofit hospital, Lurie Children's relies on philanthropic support to care for more than 260,000 children each year.



LOCAL RADIOTHONS



In 2023, iHeartMedia radio stations across the country launched locally organized radiothon programs that yielded over \$7.7 million for various community organizations.

WAEB RADIOTHON ALLENTOWN, PA

Newsradio 790 WAEB

iHeart Allentown raised \$188,610 during the 2023 WAEB radiothon to benefit Children's Home of Easton, an organization that serves dependent, neglected and traumatized children who are unable to remain at home and/or with their family due to circumstances beyond their control.

NEWSRADIO 790 WAEB AM RADIOTHON FOR ANIMALS IN DISTRESS

Newsradio 790 WAEB

Animals in Distress is a local non-profit animal shelter that provides support and services for animals who have little or no hope elsewhere. The annual WAEB Radiothon raised nearly \$220,000 for the shelter, with 100% of donations going to the rescue and rehabilitation of some of the most desperate animals – those who would probably not be saved otherwise.

U.S. MARINES TOYS FOR TOTS RADIOTHON ASHEVILLE, NC

99.9 Kiss Country

U.S. Marines Toys for Tots collects and distributes toys, games and books to children in need for the holidays as well as other year-round initiatives. The annual 99.9 Kiss Country radiothon collected over 2,000 toys and over \$10,000 for the local U.S. Marines Toys for Tots program.

WRKO DAV RADIOTHON BOSTON, MA

WRKO-AM 680

iHeartMedia Boston's WRKO-AM 680 raised more than \$172,000 during its eighth annual Disabled American Veterans (DAV) Radiothon. The event, held on Friday, November 10, spanned 13 hours in support of DAV of Massachusetts. The funds raised benefitted the DAV of Massachusetts' homeless shelter and transportation programs. Since its inception in 2016, WRKO's DAV Radiothon has cumulatively raised more than \$1,058,000 for veterans.

ERNIE BLANKENSHIP MEMORIAL RADIO TELETHON CHILLICOTHE, OH

WSRW 101.5

iHeart's WSRW 101.5 raised \$150,434 during its "Ernie Blankenship Memorial Radio Telethon" to benefit Highland County Society for Children and Adults, which provides services to adults and children with chronic conditions, injuries or illnesses who need assistance with expenses not covered by insurance like transportation, medical devices and equipment, medicine and medical bills.

MAJIC 105.7 RADIOTHON CLEVELAND, OH

Majic 105.7

On Giving Tuesday 2023, "The Mark Nolan Show" hosted its third annual Radiothon benefiting Cleveland Clinic Children's Hospital. Over \$158,000 was raised to support patient care, as no child is turned away for medical care at the hospital.

RONALD MCDONALD HOUSE OF CHARITIES DAYTON RADIOTHON DAYTON, OH

MIX 107.7

The 15th annual Mix 107.7 Radiothon raised nearly \$60,000 for the local Dayton Ronald McDonald House Charities. The Ronald McDonald House has been providing a comfortable place to stay for families of sick or critically injured children since 1980.



DENVER RESCUE MISSION DENVER, CO

97.3 KBCO

The annual 97.3 KBCO "Give a Meal and Hope Radiothon" raised \$69,000 for the Denver Rescue Mission to help families struggling with hunger and homelessness in Denver during the Thanksgiving holiday season.

COATS FOR KIDS RADIOTHON DETROIT, MI

97.9 WJLB

97.9 WJLB teamed up with the Salvation Army of Metro Detroit for the "Coats for Kids Radiothon." The radiothon raised nearly \$24,000 to help provide coats and other winter accessories to children in need across metro Detroit. Additionally, 106 coats were collected during the event.

BOB-A-THON ERIE, PA

947 Bob FM

The annual "Bob-a-Thon" raised \$31,000 to benefit The Children's Care Fund at the Hamot Health Foundation. The Children's Care Fund is used to improve pediatric care in PA and covers the cost of the care and related expenses for families of pediatric patients who do not have the means to pay. Over the past 12 years, the event has raised \$200,000.

K9 FOR WARRIORS

iHeartMedia Jacksonville

iHeart Jacksonville's "K9's For Warriors Radiothon" helped raise over \$800,000 in partnership with the local TV news station to help the K9 for Warriors organization provide highly-trained service dogs to military veterans suffering from PTSD, traumatic brain injury and/or military sexual trauma.

RALLY FOR KIDS GREENSBORO, NC

HITS 100.3 and Mix 99.5

iHeartMedia Greensboro's Mix 99.5 and HITS 100.3 hosted the "2023 Rally for Kids Radiothon" live from Brenner Children's Hospital's Sophie's Place, a dedicated music therapy space. The event raised over \$110,000 to benefit the Brenner Children's Hospital Fund, which helps alleviate the financial burden on families navigating the illness of a child and contributes to expanding specialized programs; enhance medical equipment and technology; attract world-class medical providers; and invest in leading-edge research to discover new treatments and cures.



LOCAL RADIOTHONS

CONTINUED

MAKE-A-WISH RADIOTHON MANCHESTER, NH

News Radio 610

In 2023, iHeart Manchester launched its first Make-a-Wish Radiothon to help grant wishes to children with life-threatening illnesses in New Hampshire. The event raised over \$40,000 for the local Make-a-Wish chapter.

LEND A HELPING CAN RADIOTHON MANCHESTER, NH

iHeartMedia Manchester and iHeartMedia Portsmouth

Every year "Lend a Helping Can" raises money for 12 New England charities that are helping to feed the local homeless population. The 2023 event raised a record \$396,000, and has raised over \$2 million since 1990.

WISH-A-THON MILWAUKEE, WI

iHeartMedia Milwaukee

In December 2023, 95.7 BIG FM and 97.3 The Game in Milwaukee and Rewind 92.1 and 1070 The Game in Madison hosted the 15th annual "Make-A-Wish Wisconsin Wish-A-Thon." The two-day event featured stories from wish children and their families and raised \$215,000 for Make-A-Wish Wisconsin to help grant wishes for local kids with critical illnesses.

PAWS-A-THON MANSFIELD, OH

101.3 WNCO

The fourth annual "iHeartRadio Paws-a-thon" raised \$17,000 for the Humane Society of Richland County, a community resource that provides a second chance for local animals.

3WS WINTER WARM UP REQUEST-A-THON PITTSBURGH, PA

94.5 3WS

iHeart Pittsburgh helped local families stay warm with its "Winter Warm-Up Request-A-Thon." Listeners donated money for their chance to have a song request played on the radio. The unique event raised over \$150,000 for the Dollar Energy Fund to support households facing a utility crisis by providing assistance and other services.

HOPE FOR THE HUNGRY RADIOTHON OMAHA, NE

1110 KFAB

iHeart Omaha raised \$109,000 during its "Hope for the Hungry" radiothon to benefit Open Door Mission, an organization committed to breaking the cycle of homelessness and poverty by providing safe shelter beds to people experiencing homelessness; providing nutritious meals to feed the hungry; and offering homeless preventive

resources for people living in poverty. The event helped provide meals and care for over 2,200 families during the week of Thanksgiving.

CAMP + CARE RADIOTHON OMAHA, NE

1110 KFAB

iHeart Omaha teamed up with Open Door Mission and Boys and Girls Club for the "Camp + Care Radiothon." The event raised \$54,500 and provided one-year memberships to the local Boys & Girls Club for over 100 local kids in need.

IHEARTRADIO SCHOOLS OUT RADIOTHON 2023 PITTSBURGH, PA

iHeartMedia Pittsburgh

iHeart Pittsburg raised \$50,000 during the "2023 iHeartRadio Schools Out Radiothon" to benefit the Greater Pittsburgh Community Food Bank. The event funded more than 110,000 meals to feed local area kids during summer months.

105.9 THE BREW RADIOTHON PORTLAND, OR

105.9 The Brew

iHeart Portland raised \$70,000 during its annual Radiothon benefitting KEX Kids Fund, a nonprofit organization that provides students with free comprehensive eye exams, eyeglasses and/or hearing aids.

102.5 KZOK'S ROCK THE HARVEST RADIOTHON SEATTLE, WA

102.5 KZOK

102.5 KZOK hosted their 26th annual "Rock the Harvest" event in the fall of 2023 to benefit Northwest Harvest, a statewide hunger relief agency that supports 370 food banks, meal programs and high-need schools. During the 12-hour broadcast, hosted by "The Danny Bonaduce and Sarah Morning Show," the station asked listeners to donate to help local families in need. The 2023 Rock the Harvest radiothon raised over \$102,000 for Northwest Harvest.

2023 HUNGERTHON SPRINGFIELD, MO

Alice 95.5

iHeart Springfield raised \$253,000 during its "2023 Hungerthon" to benefit Ozarks Food Harvest's Weekend Backpack Program, a program that provides food-insecure children with a bag of child-friendly food items to take home every Friday of the entire school year. More than 1,700 children in 60+ schools in Springfield and across the Ozarks benefitted from this innovative, life-saving program that began in 2003.





iHEARTIMPACT

iHeartIMPACT is a community impact division of iHeartMedia designed to help corporate brands partner with nonprofits through their advertising spends with iHeartMedia. iHeartIMPACT works with brands to achieve marketing goals on iHeart platforms, and at the same time invest in community organizations addressing critical social causes. To date, this program has provided **nearly \$9M in funding to nonprofits across dozens of issue areas.**



ADVERTISING WITH PURPOSE

Brands with goals to give back to the community advertise with iHeartMedia.



COMMUNITY PARTNERSHIPS

iHeart reinvests a portion of an advertising spend back into the communities in which we live and work to help address pressing challenges within our communities.



STORYTELLING & AWARENESS

iHeartIMPACT creates awareness and recognition to showcase work being done in the community made possible by our advertisers.

90+ ORGANIZATIONS FUNDED TO-DATE SINCE THE LAUNCH OF iHEARTIMPACT IN 2019



AMERICAN HEART ASSOCIATION

POWERED BY BEYOND MEAT



On average, someone in the U.S. dies of cardiovascular disease every 34 seconds. Funds raised at the annual "American Heart Association's Heart and Stroke Walk" – a premiere walking and fundraising event that takes place in over 1,000 cities every year — support the American Heart Association's important work, including improving care and outcomes for heart disease and stroke patients, advocating for stronger public health policies and funding innovative scientific research to improve health outcomes and find cures.

The 2023 Greater Los Angeles Heart and Stroke Walk -- the culmination of a yearlong campaign that engaged local companies,

corporations and their employees to join the fight against heart disease and stroke, the leading causes of death in the U.S. and globally -- took place in the fall at the Rose Bowl in Pasadena. Through iHeartIMPACT, iHeartMedia donated \$30,000 in support of Beyond Meat's fundraising efforts for American Heart Association's Los Angeles Heart Walk.

iHeart's contribution helped Beyond Meat exceed their fundraising goal and helped the American Heart Association raise over \$1M in funds at the L.A. event alone. In their first year with the Los Angeles Heart Walk, Beyond Meat was the second highest fundraising team, raising over \$64K.

CAMPAIGN IMPACT

\$30K
in IMPACT funding provided to the American Heart Association in Los Angeles

+\$64K
funding raised for the American Heart Association Heart Walk initiative by Beyond Meat

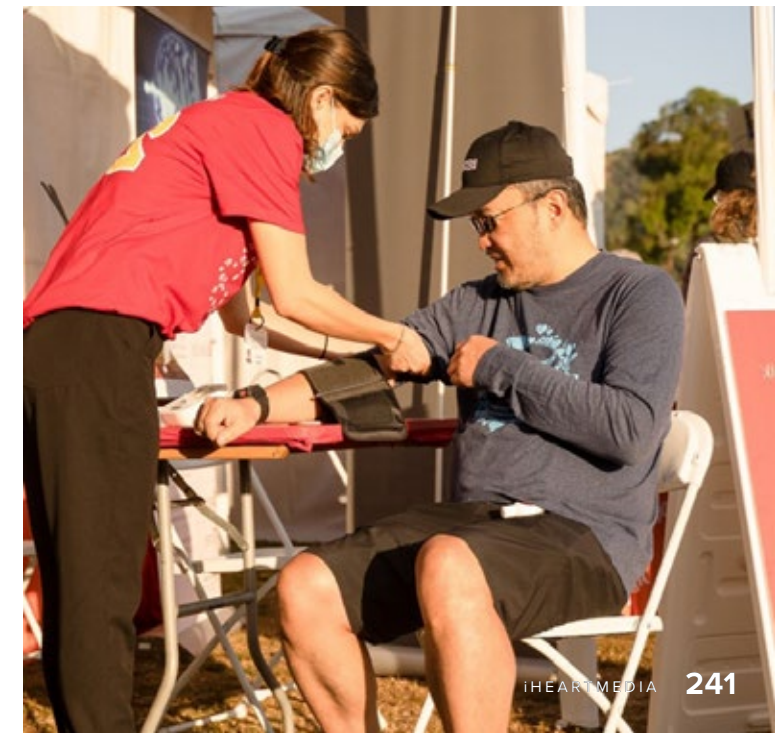


ABOUT

AMERICAN HEART ASSOCIATION

Heart.org

The American Heart Association is a relentless force for a world of longer, healthier lives. We are dedicated to ensuring equitable health in all communities. Through collaboration with numerous organizations, and powered by millions of volunteers, we fund innovative research, advocate for the public's health and share lifesaving resources. The Dallas-based organization has been a leading source of health information for a century. During 2024 - our Centennial year - we celebrate our rich 100-year history and accomplishments. As we forge ahead into our second century of bold discovery and impact, our vision is to advance health and hope for everyone, everywhere.





COMMON THREADS

POWERED BY ELEVANCE HEALTH



Students with a healthy balanced diet are more likely to live longer, have stronger immune systems and lower risk of diabetes and heart disease. A healthy diet is crucial for optimal learning because it can boost brain function and improve mood.

In 2023, iHeartIMPACT and Elevance Health expanded their multi-year partnership to combat food insecurity and improve health in marginalized communities by teaming up with nonprofit Common Threads to provide hands-on culinary programming focused on food as medicine in under-resourced schools.

As a continuation of Elevance Health's commitment to addressing access to healthy food and nutrition education for the Atlanta, Indianapolis, Los Angeles and New York communities, Elevance Health and iHeartMedia joined Common Threads to provide students, families and staff at select

schools with cooking and nutrition education designed to encourage lifelong healthy habits.

Elements of the curriculum included connecting core academic subjects such as science, math and language arts to food and nutrition and providing skills for preparing healthy recipes at home. Additionally, families who were in need of additional food resources were given a complimentary bag of produce and nonperishables as part of the school's Food Pantry program, funded by Elevance. The pantry was built in 2022 by Anthem (now Elevance) associate volunteers, who continue to assist the schools with stocking and distribution every month. Students were also invited to visit a local restaurant where Common Threads instructors facilitated interactive experiences focused on helping attendees understand restaurant dining etiquette.

“*Common Threads embodies food as medicine. We integrate healthy eating into schools and communities by taking an innovative approach to culturally responsive cooking and nutrition education because cooking is a joyful way to improve our relationships with food no matter what age we are. We understand that knowledge is power, and it creates a sense of ownership and capability to improve and sustain good health leading to life-long benefits. We are grateful to partner with Elevance Health, iHeartIMPACT and College Park to provide our programs to Atlanta students, families and teachers.”*

LINDA NOVICK O'KEEFE
EXECUTIVE DIRECTOR,
COMMON THREADS

CAMPAIGN IMPACT

7K
hours of cooking skills and nutrition education provided

+1K
kids and +500 parents supported with cooking education programs

+7.7K
participant-prepared healthy snacks and meals

\$289K
donated by iHeartIMPACT



ABOUT

COMMON THREADS

CommonThreads.org

Common Threads is a national nonprofit that provides children and families with cooking and nutrition education, equipping communities with the necessary information to make affordable, nutritious and appealing food choices wherever they live, work, learn and play. They have committed to serving 1.4M nutritious, student-made meals and snacks and leading 1.2M hours of nutrition education by December 2029. They aim to tackle the critical issues of limited access to healthy food and nutrition-related health disparities in communities nationwide by engaging over 260,000 participants in culturally relevant nutrition education and hands-on cooking skills programs in partnership with schools, community organizations and healthcare institutions.



FLORIDA AGRICULTURAL AND MECHANICAL UNIVERSITY FOUNDATION, INC.

POWERED BY FLORIDA A&M UNIVERSITY



Founded October 3, 1887, Florida Agricultural and Mechanical University (FAMU) is a public, historically Black university located in Tallahassee, Florida. From 1990 until now, the Black Male College Explorers Program at FAMU has encouraged middle and high school Black males to graduate from high school, pursue postsecondary education and achieve academic and personal success. The goals of the program are to improve academic performance; reduce chronic absenteeism; and increase the graduation rate in the state of Florida and beyond for young Black men.

In 2023, iHeartIMPACT collaborated with FAMU to help fund the University Foundation's Black Male College Explorers program, a scholarship initiative enabling students to complete their undergraduate education in the field of their choice. The partnership focused on the FAMU

School of Journalism, Media and Graphic Communications.

iHeart's \$100K donation to the FAMU Black Male College Explorers Program (BMCEP) will help provide intervention programming for Black male youth across the state of Florida with the goal of encouraging middle and high school Black males to not only graduate from high school and pursue post-secondary education, but also achieve academic and personal success.

Florida A&M University is committed to increasing the number of underrepresented minorities graduating with a bachelor's degree in four years. These funds will help to minimize the financial burden of the university's students, of whom 60% are Pell-eligible, as financial instability is one of the main impediments to their collegiate experiences.



Florida A&M University extends tremendous gratitude to iHeart for its generous donation. Your belief in our commitment to student success means the world to us. Your generosity has allowed us to make a real difference in the lives of our students during their journey at one of the top 100 public institutions in the nation."

SHAWNTA FRIDAY-STROUD, PH.D.

EXECUTIVE DIRECTOR,
THE FAMU FOUNDATION



CAMPAIGN IMPACT

\$100K
funding provided to Florida A&M's scholarship programs

ABOUT

FLORIDA A&M UNIVERSITY

Founded October 3, 1887, Florida Agricultural and Mechanical University (FAMU) is a public, historically Black university located in Tallahassee, Florida. What distinguishes FAMU from other universities is its legacy of providing access to a high-quality, affordable education with programs and services that guide students toward successfully achieving their dreams. FAMU is part of the State University System of Florida and is accredited by the Southern Association of Colleges and Schools Commission on Colleges.



UNIVERSITY OF ARKANSAS' FULL CIRCLE FOOD PANTRY

POWERED BY HELLMANN'S



University of Arkansas' Full Circle Food Pantry is a student-led emergency food assistance program that strives to serve clients with balanced meals through non-perishables and fresh produce from the university's garden. The food pantry serves students, staff, faculty and university retirees by providing a three-day supply of groceries and personal care items, up to two times per week, for the entire household.

Through iHeartIMPACT, iHeartMedia and Hellmann's provided \$50,000 to the University of Arkansas' Jane B. Gearhart Full Circle Campus

Food Pantry, helping to feed those who experience food insecurity and marking the largest single donation since the pantry opened in 2011. The donation was announced at the Arkansas Razorbacks homecoming football game and allowed the pantry to increase accessibility to fresh produce and a wider variety of culturally appropriate foods.

Additionally, Bobby Bones and Amy Brown from the "Bobby Bones Show" joined the celebration with an in-studio check presentation and social media highlights featuring Hellmann's and the pantry contribution.

“

This incredible donation is a meaningful investment in the work that student leaders have poured into Full Circle over the past 12 years and will help to ensure that Full Circle can continue to grow and provide services to our campus community. We are so grateful to Hellmann's and iHeartIMPACT for this funding and recognition of Full Circle's mission.”

CLAIRE ALLISON
DIRECTOR, UNIVERSITY OF ARKANSAS CENTER FOR COMMUNITY ENGAGEMENT



CAMPAIGN IMPACT

\$50K
in IMPACT funding provided to the University of Arkansas, including a \$25,000 gift from Hellmann's

+10K
people served annually

ABOUT

THE DIVISION OF STUDENT AFFAIRS AT THE UNIVERSITY OF ARKANSAS

The Division of Student Affairs supports students in their pursuit of knowledge, earning a degree, finding meaningful careers and connecting with the global community. We provide students housing, dining and health care and wellness resources, create innovative programs that educate and inspire and offer inclusive support for a diverse student body. We enhance the University of Arkansas experience and help students succeed, one student at a time.



GREATER GOOD CHARITIES

POWERED BY HILL'S PET NUTRITION



According to the American Society for the Prevention of Cruelty to Animals (ASPCA), approximately 6.3 million companion animals enter U.S. animal shelters nationwide every year. Currently, animal shelters are facing economic hardships and staffing and veterinarian shortages, restricting their ability to care for pets.

Through iHeartIMPACT, iHeart joined with Hill's Pet Nutrition to provide support for Greater Good Charities, an organization that works to help people, pets and the planet by mobilizing in response to need and amplifying the good. Greater Good Charities

programs operate under the belief that pets and people belong together. The partnership provided funding to help improve the lives of shelter and owned pets nationwide by supporting holistic programs that serve a network of over 9,000 animal welfare and human services organizations.

To date, Greater Good Charities has provided over \$28 million in cash grants, in-kind supplies and programmatic support. The organization also renovates shelter spaces and provides critical food and supplies, medical support, training, transport and more for pets nationwide.

“

Greater Good Charities is grateful for our partnership with Hill's Pet Nutrition and iHeartMedia, now in its third year! We are thrilled this donation will continue to help pets in need across the U.S.”

LIZ BAKER

CEO, GREATER GOOD CHARITIES



CAMPAIGN IMPACT

\$50K

in IMPACT funding provided to Greater Good Charities on behalf of Hill's Pet Nutrition

ABOUT

GREATER GOOD CHARITIES

GreaterGood.org

Greater Good Charities is a 501(c)(3) global nonprofit organization that works to help people, pets and the planet by mobilizing in response to need and amplifying the good. Greater Good Charities, with a 100/100 rating on Charity Navigator, has invested more than \$575 million in impact, including cash grants, in-kind supplies and programmatic support, to charitable partners in 121 countries since 2007.



ALZHEIMER'S ASSOCIATION

POWERED BY ALZHEIMER'S CLINICAL TRIALS CONSORTIUM AND THE ALZHEIMER'S THERAPEUTIC RESEARCH INSTITUTE



Alzheimer's is the most common form of dementia, causing problems with memory, thinking and behavior. The Alzheimer's Association is leading the way to end Alzheimer's and all other dementia by accelerating global research, driving risk reduction and early detection and maximizing quality care and support to end Alzheimer's and all other dementia.

The Alzheimer's Therapeutic Research Institute is dedicated to helping the nation and the world confront the problem of Alzheimer's Disease by rigorously

testing novel treatments and identifying reliable markers for early detection of the disease

Through iHeartIMPACT, Alzheimer's Clinical Trials Consortium and The Alzheimer's Therapeutic Research Institute provided \$25,000 to Alzheimer's Association. Funding from iHeart supported Alzheimer's Association's comprehensive continuum of direct services and care and support programs, and will help power several nationwide initiatives to increase access to care and support through community partnerships.

CAMPAIGN IMPACT

\$25K
in IMPACT funding provided to the Alzheimer's Association



ABOUT

THE ALZHEIMER'S ASSOCIATION

Alz.org

The Alzheimer's Association is a worldwide voluntary health organization dedicated to Alzheimer's care, support and research. Our mission is to lead the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support. Our vision is a world without Alzheimer's and all other dementia®.



READING IS FUNDAMENTAL

POWERED BY JACOBY & MEYERS



With reading scores at a 30-year low, based on the 2022 National Assessment of Educational Progress (NAEP) reading scores by state, there has never been a more critical time to focus on getting children excited to read. In 2023, iHeartIMPACT teamed up with law firm Jacoby & Meyers to provide \$50,000 to Reading is Fundamental (RIF), the nation's leading children's literacy nonprofit that connects children with the joy of reading, putting kids on a path of reading proficiency.

The donation from Jacoby & Meyers and iHeartIMPACT supported a special community

literacy event for over 400 children and their families and contributed to RIF's literacy efforts across the country. The event took place at the Boys & Girls Club of Hollywood and allowed each participant to select and take home three books to build their home libraries while exploring the various reading engagement activities offered throughout the day. The special event also featured readings by various authors, including Benson Shum, Carmen Rubin, CJ Charles, Latrice McGlothlin and Lisa Caprelli; opportunities for kids to create their own books.

“

Bringing reading joy to children in communities across our country is at the core of our mission and we could not be more thrilled to be partnering with Jacoby & Meyers and iHeartIMPACT to engage and motivate young readers and their families in the L.A. area.”

ALICIA LEVI
PRESIDENT & CEO,
READING IS FUNDAMENTAL



CAMPAIGN IMPACT

\$50K
in funding provided

+400
kids invited to the literacy event

ABOUT

READING IS FUNDAMENTAL

RIF.org

Reading Is Fundamental (RIF) is committed to creating a nation of lifelong readers by inspiring the joy of reading among all children, putting them on the path to becoming skilled readers. We provide free, high-quality content to engage children, educators, families and literacy advocates in the solution to the U.S. literacy crisis so that every child has the fundamentals for success. As the nation's leading children's literacy nonprofit, RIF has provided nearly 430 million books and reading resources to over 160 million children since 1966, impacting generations of children.



SAFE KIDS WORLDWIDE

POWERED BY KIDDE



At least one child dies from a home fire every day. In one hour, about 16 children will sustain injuries from fires or burns. Of all fire-related deaths, 88% are due to home fires which spread rapidly through the home, leaving families little time to escape. Fatal residential fires disproportionately affect Black communities where the risk of fire-related death is almost twice that of individuals of any other race.

In response to these statistics, Kidde, an iHeart partner and a trusted leader in fire safety for more than 100 years, created "Cause For Alarm," a fire safety awareness initiative addressing gaps in education and access to fire safety measures. The "Cause for

Alarm" campaign strives to provide access to education on home safety basics, product placement guides, emergency plans and more.

iHeartIMPACT and Kidde supported Safe Kids Worldwide by providing \$50,000 to help prevent childhood injury through research and community outreach, a perfect match with Kidde's dedication to bringing fire safety education to families across America. The funding allowed Safe Kids Worldwide to distribute dual smoke and carbon monoxide alarms to communities with a focus on families in underserved areas and families who have been tragically impacted by home fires.



We know working smoke alarms and carbon monoxide alarms greatly reduce the risk of serious injury and death; however, too many families do not have access to the education and resources they need to keep their kids safe. By collaborating with Kidde and iHeart to provide education and address inequities, we have a tremendous opportunity to reach more families with proven, life-saving solutions."

TORINE CREPPY
PRESIDENT,
SAFE KIDS WORLDWIDE

CAMPAIGN IMPACT

\$50K
funding provided to
Safe Kids Worldwide



ABOUT

SAFE KIDS WORLDWIDE

[SafeKids.org](https://www.safekids.org)

Safe Kids Worldwide® is a nonprofit organization working to reduce unintentional injuries to children ages 0-14 and build equitable and sustained systems that support injury prevention. Safe Kids is a go-to resource to help parents protect their kids from traffic crashes, drowning, sleep-related deaths, fires, falls, poisoning and more. Many people are surprised to learn that preventable injuries are the number one cause of death to children in the United States and around the world, a child dies from a preventable injury every minute. Millions more are injured in ways that can affect them for a lifetime.



KIDS IN NEED FOUNDATION

POWERED BY METRO BY T-MOBILE



According to Kids In Need Foundation's annual teacher survey, 90% of teachers said that at least three out of four students show up on the first day of school without the necessary supplies to learn. Because of this gap, many teachers spend two to three of their own paychecks per year to ensure their students have what they need to learn. Kids In Need Foundation is a national nonprofit that strategically focuses its efforts on schools in the nation's most underserved communities, where over 70% of students enrolled are eligible to receive free or reduced meals through the National School Lunch Program (NSLP).

Through iHeartIMPACT, Metro by T-Mobile donated \$127,500 to Kids In Need Foundation, providing underserved schools with the supplies, technology and resources needed for teachers to teach and students to learn. This collaboration aligns with T-Mobile's Project 10Million, a national initiative aimed at delivering internet connectivity to millions of underserved student households at no cost to them. Partnering with school districts across the country, the program offers free high-speed data and free mobile hotspots—and access to at-cost laptops and tablets.



“

Kids In Need Foundation values its partnership with T-Mobile's Project 10Million initiative and iHeartIMPACT. This collaboration has facilitated free high-speed internet connectivity and mobile hotspots to thousands of students facing challenges in staying connected outside the classroom. At Kids In Need Foundation, we advocate for equal opportunities and access to quality education for every child in the country. In today's digital age, internet connectivity at home is essential for education, and we applaud T-Mobile for making this resource available. We are proud to have partnered with them as our National Connectivity Sponsor this past year.”

PAUL WILSON

VP OF DEVELOPMENT, KIDS IN NEED FOUNDATION

CAMPAIGN IMPACT

\$127.5K

funding provided to Kids in Need Foundation

ABOUT

KIDS IN NEED FOUNDATION

Kinf.org

Kids In Need Foundation (KINF) believes every child in America deserves equal opportunity and access to a quality education. KINF partners with teachers in underserved schools to ensure students are prepared to learn in the classroom, providing essential school supplies and other much-needed resources. KINF is the only national nonprofit that strategically mobilizes its efforts on the country's most under-resourced schools, focusing on those with a student enrollment of 70% or more eligible for free and reduced meals through the National School Lunch Program. Through its programs and National Network of Resource Centers, comprised of more than 40 mission-driven organizations across the U.S., KINF in 2021 supported over 7.8 million students and 316,900 teachers in 13,808 under-resourced schools. More than \$162 million in free supplies and classroom resources were distributed nationwide at no cost to schools or teachers.



AMERICAN RED CROSS

POWERED BY iHEARTIMPACT



With the growing frequency and intensity of disasters, the Red Cross is racing to adapt its services and grow its disaster response capacity across the country. To close out 2023, iHeart and the Red Cross teamed up for a year-end campaign that will better equip the Red Cross with the funds they need to help those in need.

To support the Red Cross, iHeart donated \$175K to be used as a match for any donation made online on December 28, and all funds raised through the matching campaign were unrestricted. The Redcross.org home page and

regional home pages featured a match promotion banner to highlight iHeartMedia's matching gift and encourage donations. The funds from the campaign will be used for future disaster relief/preparedness programs and will help power emergency response vehicles as well as provide meals, shelter and relief supplies to those impacted by future disasters.

American Red Cross leveraged iHeartIMPACT's donation of \$175,000 to generate \$1.2M in donations over the course of just 24 hours in December 2023.

CAMPAIGN IMPACT

\$175K
iHeartIMPACT donation

\$1.2M
raised in funding for the American Red Cross through the matching campaign

7X
fundraising lift based on the iHeart match contribution



ABOUT

AMERICAN RED CROSS

[RedCross.org](https://www.RedCross.org)

The American Red Cross shelters, feeds and provides comfort to victims of disasters; supplies about 40% of the nation's blood; teaches skills that save lives; distributes international humanitarian aid; and supports veterans, military members and their families. The Red Cross is a nonprofit organization that depends on volunteers and the generosity of the American public to deliver its mission.



MEALS ON WHEELS AMERICA

POWERED BY MOLINA HEALTHCARE



Approximately 10 million seniors experience food insecurity, with many at greater risk of malnutrition due to decreased appetite, mobility issues and a myriad of other factors. One in two seniors live alone and those on fixed incomes are especially vulnerable.

The Meals on Wheels network is comprised of 5,000 community-based programs across the country dedicated to addressing senior hunger and isolation. Through iHeartIMPACT, Molina Healthcare gave \$50,000 to Meals on Wheels America programs throughout Southern Ohio, providing 5,000 meals and friendly visits to program members while also allocating funding to upgrade kitchen equipment and support pet and social service initiatives.

As part of this partnership, iHeart and Molina employees packed boxes of snacks and delivered meals to program recipients.



The COVID-19 pandemic and rapid inflation have created a crisis for seniors experiencing loneliness and hunger across the nation. We are so grateful for the support and partnership of Molina Healthcare of Ohio, iHeartIMPACT and iHeartMedia at a local, state and national level. Together, we can deliver on the promise of providing so much more than just a meal.”

JENNIFER STEELE

CEO, MEALS ON WHEELS SOUTHWEST OH & NORTHERN KY AND NATIONAL BOARD MEMBER, MEALS ON WHEELS

Getty Images



ABOUT

MEALS ON WHEELS AMERICA

MealsOnWheelsAmerica.org

Meals on Wheels America is the leadership organization supporting the more than 5,000 community-based programs across the country that are dedicated to addressing senior hunger and isolation. Powered by a trusted volunteer workforce, this network delivers a comprehensive solution that begins with a meal and is proven to enable independence and wellbeing through the additional benefits of tailored nutrition, social connection, safety and much more. By providing funding, programming, education, research and advocacy, Meals on Wheels America empowers its local member programs to strengthen their communities, one senior at a time.

CAMPAIGN IMPACT

\$50K
in IMPACT funding provided to Meals on Wheels America

5K
meals distributed in Southern Ohio



CRISIS TEXT LINE

POWERED BY PEDIATRIC ASSOCIATES



One in every four people in the world is affected by a mental health condition such as depression and anxiety. This is especially true of young adults, as 70% of teens say that anxiety and depression are significant problems (Pew Research Study), and suicide is the second leading cause of death in the U.S. for ages 10-34 (NAMI). Additionally, The Health Resources and Services Administration (HRSA) have designated shortage areas and medically underserved areas with a lack of access to primary care services.

iHeart teamed up with Crisis Text Line and Pediatric Associates to identify the areas in Texas and Florida where there is a disproportionately high rate of suicidal ideation and traffic to the Crisis Text Line. Through the funding of a comprehensive research study, Pediatric Associates was able to leverage the insights and help support young patients in these markets, identifying the need for community health centers and mental health clinicians.

“

We're impressed by Pediatric Associates and iHeart's commitment to providing parents, caregivers and patients the tools needed to keep young patients healthy and safe. Amidst an escalating and unprecedented mental health crisis in our country, we can work together more deeply to ensure your parents and caregivers feel supported and know they can connect with Crisis Text Line, in English or Spanish, during their urgent moments of need.”

DR. SHAIRI TURNER

CHIEF HEALTH OFFICER, CRISIS TEXT LINE

ABOUT

CRISIS TEXT LINE

CrisisTextLine.org

Crisis Text Line is a nonprofit organization that provides free, confidential, 24/7, high-quality text-based mental health support and crisis intervention in English and Spanish. Since its launch in 2013, Crisis Text Line has engaged in more than 9 million crisis conversations and trained over 65,000 volunteers to support people in their moments of need. Crisis Text Line is committed to creating an empathetic world where nobody feels alone.

CAMPAIGN IMPACT

\$50K

in IMPACT funding provided to Crisis Text Line





PLAN INTERNATIONAL USA

POWERED BY iHEARTIMPACT



COVID-19 has only increased inequality around the world and has set the fight for equal rights back decades. Now more than ever, girls around the world need support. Plan International USA, a global nonprofit organization partnering with adolescent girls, young women and children around the world to overcome oppression and gender inequality, has been an iHeart partner since 2022.

Plan's projects focus on gender and youth equality; skills and work; maternal and child health;

and education and humanitarian response, and partners with girls and young people to provide the support and resources they need to achieve their full potential.

iHeart's \$15K grant supported Plan International USA's "We Are the Girls" campaign – an innovative, world changing initiative that will raise \$200 million by 2024 to amplify the voices of girls in the U.S. and around the world and fight the root causes of gender inequality.

“

Gender inequality hurts all of us and the best people to solve this are the ones who are most affected: girls. We've been ignoring their voices for far too long. Plan's We Are the Girls campaign sees the power of what can happen when we listen to girls and support and implement their ideas. We are inspired that iHeartIMPACT is supporting Plan's work with a \$15,000 donation. Together we can help amplify girls' voices and fight for a more equal future for us all.”

SHANNA MARZILLI,
COO, PLAN INTERNATIONAL USA



CAMPAIGN IMPACT

\$15K
in iHeart
funding
provided

ABOUT

PLAN INTERNATIONAL USA

PlanUSA.org

Powered by supporters, Plan International USA partners with adolescent girls, young women and children around the world to overcome oppression and gender inequality, providing the support and resources that are unique to their needs and the needs of their communities, ensuring they achieve their full potential with dignity, opportunity and safety. Founded in 1937, Plan is an independent development and humanitarian organization that is active in more than 75 countries.



UNIVERSAL HIP HOP MUSEUM

POWERED BY REMY MARTIN



Anchored in the birthplace of the culture, The Hip Hop Museum in the Bronx celebrates and preserves the history of local and global Hip Hop to inspire, empower and promote understanding. The Museum is currently processing over 30,000 objects and actively expanding its collection through acquisitions and donations and is slated to open in 2025.

In anticipation of the museum's opening, iHeart and Remy Martin funded "The Universal Hip Hop Museum Research and Archiving Project" to help catalog the historical artifacts of Hip Hop culture by recruiting and engaging current or recent undergraduate and graduate students who wish to gain experience in archives or museum research. The goal of the project is to build the Universal Hip Hop Museum's archiving and research capabilities before the museum's opening.

As part of the newly-launched program, the student interns archived stories, party and event flyers; sound and video recordings; and hundreds of pieces of artwork, photographs, books, magazines and advertising to go along with the archives of Hip Hop's photographers, filmmakers, dancers, MCs, DJs, artists, journalists, producers and publicists and independent labels, managers and agencies.

The funding received by iHeartIMPACT and Remy Martin allowed the Universal Hip Hop Museum to archive and preserve thousands of stories of the origins of Hip Hop through current day history as well as engage interns with professional opportunities in the field.

“

The generous support of the iHeart and Remy Martin partnership will allow UHHM to further its educational mission and to preserve our collections representing the recorded history of the genre through music and oral records, which are unique and irreplaceable assets. By supporting this innovative archival program, we can meet the research needs of scholars and the general public.”

ADAM SILVERSTEIN,
DIRECTOR OF ARCHIVES &
COLLECTIONS,
UNIVERSAL HIP HOP MUSEUM



ABOUT

UNIVERSAL HIP HOP MUSEUM

uhhm.org

The aim of the Universal Hip Hop Museum (UHHM) is to teach, engage and inspire audiences around the world through the creativity and power of Hip Hop Culture. The UHHM carries out its mission by giving voice to the stories of the people, events and artifacts that shaped the five elements of Hip Hop. The UHHM gives multi-generational audiences worldwide access to an immersive cultural art, educational and entertainment experience that tells a comprehensive study of Hip Hop culture's past, present and future -- through digital collections, virtual exhibits, interviews, pop-up experiences, award shows and a wide array of innovative educational programs and activities, bringing new understanding, fresh interpretation and scholarship to the world's most popular culture of our time.



SURFRIDER FOUNDATION

POWERED BY SEPHORA



International Coastal Cleanup (ICC) is one of the world's largest annual preservation and protection events and volunteer efforts for our ocean, waves and beaches. Surfrider Foundation, a grassroots environmental nonprofit organization dedicated to the protection and enjoyment of our world's oceans, waves and beaches for all people, engages and motivates communities to take action at local beach cleanups.

In 2023, iHeartIMPACT teamed up with Sephora to support the Surfrider Foundation's efforts around International Coastal Cleanup Day

during September 2023. As part of the efforts, Surfrider activists engaged their community members to remove trash and plastic from beaches while also raising critical awareness through education initiatives.

iHeartIMPACT donated a \$50K grant to the organization in Los Angeles and San Francisco. The on-air and digital campaign focused on water quality at the beach and along our coasts; plastic pollution; and poorly-planned development and destructive responses to coastal erosion, such as shoreline armoring, for decades.

“

We are honored by the partnership with iHeartIMPACT as it directly supports the Surfrider Foundation in our fight to protect the world's ocean, waves and beaches from the threats of climate change, single-use plastics and pollution.”

MARY HERBRANSON
SR. PARTNERSHIPS MANAGER,
THE SURFRIDER FOUNDATION



ABOUT

THE SURFRIDER FOUNDATION

SurfRider.org

The Surfrider Foundation is a nonprofit grassroots organization dedicated to the protection and enjoyment of our world's ocean, waves and beaches for all people through a powerful activist network. Founded in 1984 by a handful of visionary surfers in Malibu, California, the Surfrider Foundation now maintains more than a million supporters, activists and members, with over 200 volunteer-led chapters and student clubs in the U.S., and more than 800 victories protecting our coasts.

CAMPAIGN IMPACT

\$50K
iHeartIMPACT funding provided

\$50K
worth of media donated



NEW VOICES FOUNDATION

POWERED BY SHEA MOISTURE



As part of the 2023 ESSENCE Festival of Culture, iHeartMedia and SheaMoisture announced a surprise gift of \$25,000 to the New Voices Foundation — a foundation committed to closing the disparity that women of color entrepreneurs face in revenue and funding by increasing their access to capital and providing vital funding, learning and networking opportunities that allow their businesses to grow, scale and thrive for generations to come.

The organization is focused on providing flexible funding, learning and networking opportunities to these entrepreneurs via pitch competitions, mobile accelerators, coaching and mentoring, online masterclasses

and communications outreach via social media, newsletters and other channels. The \$25,000 donation will go to support Black entrepreneurs through intentional investment, mentoring and other resources designed to ensure Black businesses can thrive.

iHeartMedia and SheaMoisture celebrated their donation with a check presentation following the premiere screening of “The Next Black Millionaires” docuseries at the SheaMoisture “A Great Day in Harlem” ESSENCE Festival pop-up in New Orleans. iHeartMedia also elevated SheaMoisture and “The Next Black Millionaires” program through on-air and social media supporting of Black businesses.

“

New Voices is honored to receive this generous donation from SheaMoisture and iHeartMedia to help us continue to support women of color entrepreneurs to grow their businesses. This corporate partnership support is essential to fueling our work of providing grants alongside learning, mentoring and networking opportunities for our New Voices Family of entrepreneurs.”

MARIE CLARK

DIRECTOR OF STRATEGY,
COMMUNICATIONS AND PARTNERSHIPS,
NEW VOICES FOUNDATION

CAMPAIGN IMPACT

\$25K
funding provided





SPACEFLIGHT RECORDS

POWERED BY WILD TURKEY



Spaceflight Records is a 501(c)(3) non-profit record label that aims to develop, promote and advance the careers of musicians and recording artists and improve representation and access to the industry while making economic equality a priority. The organization provides record label services including release management, distribution, public relations, radio promotion, legal counsel and artist development.

In 2023, iHeart joined forces with Wild Turkey to offer Spaceflight Records a donation of \$100K to help fund the Spaceflight Fellowship program, a debt-free record deal that offers comprehensive services. The program is designed for emerging artists to reach a wider audience and to help musicians release their music while providing education and opportunities to make the music business more accessible and diverse.

“

Our partnership with Wild Turkey and iHeartIMPACT will help provide an invaluable service to musicians. Because of everyone's efforts we can provide inclusion, equity and diversity in a business which inherently does not provide it. Our impact will be seen for years to come, not only through the legacy of music released, but through the careers and life experiences of working musicians.”

BRETT ORRISON
FOUNDER, SPACEFLIGHT RECORDS

ABOUT

SPACEFLIGHT RECORDS

Spaceflight Records is the first 501(c)(3) non-profit record label of its kind. The Spaceflight Mission is to develop, promote and advance the careers of musicians and recording artists. Spaceflight aims to improve representation and access to the industry while making economic equality a priority. We believe stripping down the economic barriers to promoting and distributing music will increase representation, diversity and access to the industry. This helps produce both cultural and artistic significance while promoting the financial stability of the musician. We provide record label services including release management, distribution, public relations, radio promotion, legal counsel, and artist development.

CAMPAIGN IMPACT

\$100K
funding provided





BOYS & GIRLS CLUBS OF AMERICA

POWERED BY DOVE



On International Day of the Girl, Oct. 11, girls between the ages of 11 and 16 from the Boys & Girls Clubs in Northwest Arkansas graduated from Dove's "Confidence Kit, a new program promoting healthy self-esteem by encouraging youth to appreciate themselves and their bodies. The program is based on world-leading research which shows that six out of 10 girls who take part in this type of program have better body confidence at least three years later. By offering this to Club members, Boys & Girls Clubs can help girls gain control of their lives and take advantage of the opportunities available to them.

As part of Dove's Self-Esteem Project and a partnership between Dove and the Boys & Girls Clubs of America, the

program was created to help young people deal with low body confidence and anxiety over their appearance so they can reach their full potential. Bridget Todd, host of the iHeartPodcast "There Are No Girls on the Internet," served as commencement speaker for the graduation.

Additionally, through iHeartIMPACT, Dove directed \$25,000 to Boys & Girls Clubs of America, sharing a united purpose to leave no child behind by building confidence, providing resources for success and being intentional through every activity and conversation.



“

There are forces out there that want you to forget how strong, capable, beautiful and talented you really are. They want you to forget that you have the power to change the world. And your life's work is to not listen. Take your place in the spotlight on the stage. Don't miss out on the fun of being an active participant in your own life because you've given into fear that you're not enough, because you're enough and so much more.”

BRIDGET TODD

IHEARTMEDIA PODCAST HOST,
'THERE ARE NO GIRLS ON THE INTERNET',

CAMPAIGN IMPACT

\$25K

iHeartIMPACT funding provided

ABOUT

BOYS & GIRLS CLUBS OF AMERICA

BGCA.org

For more than 160 years, Boys & Girls Clubs of America has provided a safe place for kids and teens to learn and grow. Clubs offer caring adult mentors, fun and friendship and high-impact youth development programs on a daily basis during critical non-school hours. Boys & Girls Clubs programming promotes academic success, good character and leadership and healthy lifestyles. Over 5,200 Clubs serve 3.3 million young people through Club membership and community outreach. Clubs are located in cities, towns, public housing and on Native lands throughout the country, and serve military families in BGCA-affiliated Youth Centers on U.S. military installations worldwide. The national headquarters is located in Atlanta.



LEAD4CHANGE

POWERED BY DAVID NOVAK



Lead4Change is the nation's fastest growing privately funded student leadership program. More than two million students across all 50 states have had the opportunity to grow as leaders through Lead4Change's free curriculum. The lessons align to educational standards, including literacy, social emotional learning and project-based learning.

The Lead4Change program is inspired by David Novak, founder & CEO of David Novak Leadership, co-founder, retired Chairman and CEO of Yum! Brands and leadership expert, and developed by the Foundation for Impact on Literacy and Learning and the Lift a Life Novak Family Foundation.

In 2023, iHeart teamed up with David Novak to help fund free access to the proven and researched leadership development curriculum; support for the educators and school districts; and the awards and opportunities that the students can win through the Lead4Change Challenge, a competition that showcases the growth of students as leaders and offers students a chance to win real dollars for their school or community.

The overall goal of the partnership is to empower educators to transform the lives of students by unlocking the leadership and team skills that they already possess and to make a difference in the world around them.

“

Through our partnership with iHeart, Lead4Change was able to create transformational leadership experiences for middle and high school students that would not have been possible without their generosity and support.”

JOHN HAMILTON

EXECUTIVE DIRECTOR, LEAD4CHANGE

CAMPAIGN IMPACT

\$25K
iHeartIMPACT funding provided

ABOUT

LEAD4CHANGE

Lead4Change is a free student leadership program that helps students realize that their life matters and that they can make a difference in their community. This program helps unlock the unique gifts of each student to create real, lasting change in their school and communities. Plus, when your students participate in the Lead4Change Challenge, you'll get a chance to earn real dollars for your school or community as you make a true impact that lasts.





CAPITAL PREPARATORY CHARTER SCHOOLS

POWERED BY REVOLT



The mission of Capital Preparatory Schools is to provide historically disadvantaged students with the college and career readiness skills needed to become responsible and engaged citizens for social justice. Capital Preparatory Charter Schools is a boutique network of free public charter schools that are actively working to close the achievement divide, ensuring that all students can do so by offering a rigorous college preparatory curriculum, an eclectic variety of athletic programs, project-based learning and multi-pronged faculty support.

Through iHeartIMPACT, REVOLT provided \$25,000 to Capital Prep Charter Schools at their first annual “Battle for the Crest” Homecoming football game at Central High School in Bridgeport, CT. The Capital Prep Network currently serves over 1,500 scholars and operates three schools across Connecticut

and New York — Capital Prep Harbor, Capital Prep Harlem and Capital Prep Bronx, — ensuring that as many children as possible benefit from the rigors of a Capital Prep education and the life skills it provides to succeed in college and beyond.

The \$25,000 will support their Critical Academic Enrichment, which encompasses their afterschool and weekend programming.

The “Battle for the Crest” football game, a Capital Prep tradition, is a contest for bragging rights between Capital Prep Harlem and Capital Prep Harbor where the two teams cross state lines and battle it out on the gridiron for the ultimate prize, the giant Capital Prep Crest.



ABOUT

CAPITAL PREPARATORY CHARTER SCHOOLS

WeAreCapitalPrep.org

The mission of Capital Preparatory Schools is to provide historically disadvantaged students with the college and career readiness skills needed to become responsible and engaged citizens for social justice.

“

Since its inception, Capital Prep has delivered a model with a simple goal in mind: That every child deserves access to quality education and a pathway to college, period. We are grateful for the support from our friends and partners at REVOLT and iHeartIMPACT, which is foundational to realizing our goals as an organization.”

DR. STEVE PERRY

FOUNDER & HEAD OF SCHOOLS, CAPITAL PREPARATORY CHARTER SCHOOLS

CAMPAIGN IMPACT

\$25K
iHeartIMPACT funding provided





LOCAL PUBLIC AFFAIRS SHOWS

In addition to airing millions of Public Service Announcements (PSAs) every year that address a number of national and local issues, iHeartMedia radio stations produce and air weekly 30-minute radio shows to address unique community interests and to connect community members to one another and to world issues. iHeartMedia radio stations across America dedicate this airtime every week to ensure their listeners are informed about the most relevant issues facing their particular communities.

Each show takes a deep look into important topics, ranging from health and wellness to foreign and domestic policies and local legislation, and features a variety of live interviews from top authorities in the related fields. Each 30-minute show, hosted by a local on-air personality, is designed to be an unbiased public forum for community leaders and experts in specific fields to openly discuss the many sides of key issues. iHeartMedia relies heavily on its listeners, its nonprofit partners and its Local Advisory Boards to identify the most relevant issues to discuss each week.

SOME OF THE MOST COMMON ISSUES OF 2023 THAT WERE ADDRESSED ACROSS A LARGE NUMBER OF STATIONS INCLUDED

Adoption • Affordable Housing • Affordable Housing/Health • Agriculture • AIDS & HIV • ALS • Animal Welfare • Arts and Culture • Blood Drives • Breast Cancer • Budgeting and Financial Literacy • Bullying • Business/Economy • Cancer Awareness and Research • Car Seat Safety • Child Abuse • Children Literacy • Civic Engagement • Clean Water • Community Development • Community Service • Consumer Taxes • Crime • Diabetes • Disaster Relief • Divorce • Domestic Violence • Drug & Alcohol Abuse • Economic Development • Education • Elderly • Emergency Preparedness • Environment • Family Services • Financial Assistance • Fundraising • Government Affairs • Gun Control/Violence • Health & Fitness • Health Care • Heart Disease • Highway Patrol • Hispanic Heritage Month • History • Homelessness • Homeownership • Hunger • Food Insecurity • Marriage Equality • Mental Health • Military and Veterans Affairs • Music and Entertainment • Opioid Addiction, Prevention and Recovery • Parenting • Politics • Poverty • Public Health and Wellness • Public Safety and Crime Prevention • Refugee Crisis • Religion • Social Justice • Suicide Prevention • Supporting Small Businesses • Supporting the Black Community • Tourism and Traveling • Traffic Safety • Unemployment and Job Market • U.S. Army • Volunteering • Voting • Youth and Family

22,800+ HOURS OF PUBLIC AFFAIRS PROGRAMMING WERE AIRED BY IHEARTMEDIA IN 2023 ACROSS MORE THAN 860 RADIO STATIONS NATIONWIDE



iHEARTMEDIA COMMUNITIES NATIONAL PUBLIC AFFAIRS SHOW

In addition to the locally-produced weekend public affairs shows designed to inform the public about the most relevant issues facing their communities, in 2020 iHeart launched two weekly national public affairs specials – “iHeartRadio Communities” and “Estamos Contigo” – to address the national pandemic crisis affecting the entire country and to connect community members to one another and to world issues.

Now in its fourth year, the show was initially created to provide a national platform and voice for the world’s top health experts, government leaders and nonprofit organizations as they discussed important topics around the COVID-19 pandemic and social justice efforts. Both programs have since evolved to include a robust platform of topics and issues that resonate with iHeartMedia audiences throughout the U.S.

The weekly shows are hosted by iHeartRadio on-air personality Ryan Gorman in English and Y100 Miami’s Claudia Mendoza in Spanish. The shows air on select stations nationally and are made available weekly on iHeartRadio.

Some of the most relevant guests and topics of 2023 included:

SOCIAL JUSTICE

SARAH KATE ELLIS

President and CEO of GLAAD, joined the show to recap GLAAD Spirit Day 2023, the country’s most visible anti-LGBTQ bullying campaign, along with some of the issues LGBTQ youth face and how GLAAD is working to address those problems.

ANTHONY ALLEN RAMOS

Vice President of Communications and Talent for GLAAD, joined the show for Pride Month to explain the challenges facing the LGBTQ community, along with the work GLAAD does promoting LGBTQ advocacy and cultural change.

KELLY NAVIES

Museum Specialist of Oral History at the Smithsonian National Museum of African American History and Culture, discussed the history of the Juneteenth holiday, from the period between the conclusion of the Civil War and the freeing of slaves in Texas to the events following that moment in history that led to Juneteenth becoming a federal holiday.

MARTIN LUTHER KING III

Co-Founder and Chairman of the Board of The Drum Major Institute, joined the show and reflected on the life and legacy of Dr. Martin Luther King Jr. following the 55th anniversary of his assassination, including how Dr. King’s work is inspiring a new generation of racial and social justice advocates.

ARNDREA KING

President of The Drum Major Institute, joined her husband Martin Luther King III to reflect on the life and legacy of Dr. Martin Luther King Jr. following the 55th anniversary of his assassination, including how Dr. King’s work is inspiring a new generation of racial and social justice advocates.

MENTAL HEALTH

JP LANE

Army Veteran and Spokesperson for Semper Fi & America’s Fund, joined the show to discuss his struggles after being struck by an improvised explosive device (IED) in Afghanistan and attempting suicide 12 times, along with the work Semper Fi & America’s Fund.

COLE LYLE

United States Marine Corps (USMC) Veteran & Executive Director of Mission Roll Call, discussed the latest Department of Veterans Affairs Veteran Suicide Report and ways to help prevent veteran suicide moving forward. Lyle also joined the show during PTSD Awareness Month to discuss trauma and its effects on mental health.

KRISTIN BRIDE

Social Media Reform Advocate, discussed the death of her 16-year-old son to suicide following relentless cyber-bullying by classmates, along with her work on the bipartisan Kids Online Safety Act bill currently before Congress.

DR. BOB MURRY

Chief Medical Officer of NextGen Healthcare, joined the show ahead of Mental Illness Awareness Week and World Mental Health Day to discuss the signs and symptoms of anxiety and depression, who’s most at risk for those conditions and resources available for those seeking mental health assistance.

JIM LORRAINE

President of America’s Warrior Partnership (AWP), joined the show on multiple occasions to talk about the work AWP does to combat veteran suicide and their Operation Deep Dive initiative designed to find answers to the issues driving veteran suicide to help save lives.

PHIL KRABBE

Marine Veteran, shared his personal experience with PTSD and suicidal thoughts.



DR. ERIN FLETCHER

Clinical Psychologist and Wounded Warrior Project Care Network Director, explained the Wounded Warrior Project’s work tied to suicide prevention.

KELSI SHEREN

Former combat veteran and artillery gunner and Author of “Brass & Unity: One Woman’s Journey Through the Hell of Afghanistan and Back,” described her experience serving as the only woman in her specific unit in Afghanistan, along with the trauma she’s dealt with and her battle with PTSD. She also discussed her work helping other veterans dealing with the same issues.

MAURINE MOLAK

Co-Founder of the David’s Legacy Foundation, discussed the loss of her 16-year-old son David to suicide following a continual cyber-bullying attack against him by fellow high school students, as well as the foundation’s work in changing laws to better protect kids from cyberbullying and provide the right resources and support for parents and schools to deal with the problem.

DR. JENNIFER STRAUSS

National Director for Women and Gender-Related Mental Health in the Veterans Health Administration Office of Mental Health and Suicide Prevention, discussed the work the VA does in helping women veterans deal with mental health issues, along with the unique mental health challenges women veterans face.

MEREDITH GRAU-PORTER

LMHC and Senior Director of Client Services at the Crisis Center of Tampa Bay, shared insight into America’s mental health crisis, with advice on when and how to seek help, how to manage mental health on a daily basis and what to watch for in others who may be dealing with mental health issues.

KATHY IRELAND

Former Supermodel and Presenter/ Executive Director of “Anxious Nation,” discussed her new documentary “Anxious Nation,” which focuses on the mental health crisis among youth and young adults across the country.



iHEARTMEDIA COMMUNITIES NATIONAL PUBLIC AFFAIRS SHOW

CONTINUED

LAURA MORTON

Co-Producer, Writer and Director of "Anxious Nation," discussed her new documentary "Anxious Nation," which focuses on the mental health crisis among youth and young adults across the country.

DR. JENNIFER KATZENSTEIN

Director of Psychology, Neuropsychology and Social Work & Co-Director of the Center for Behavioral Health at Johns Hopkins All Children's Hospital, discussed strategies to help parents communicate with children and young adults in the aftermath of a tragedy, like the school shooting in Nashville. She also explained signs to watch for in children who may be struggling with these kinds of events, and others who could be a harm to themselves for those around them.

DR. ALFIEE BRELAND-NOBLE

Internationally recognized Psychologist, Author and Founder of The AAKOMA Project, discussed the Ad Council's "Sound It Out Together" campaign, focusing on providing resources for parents and caregivers to talk with their kids about mental health and any issues they may be experiencing that are impacting their health and wellbeing. Dr. Noble also provides insight into the latest data on youth mental health, including an alarming new study done by the CDC.

DR. BARBARA KEVISH

Associate VP at UPMC Health Plan and Practicing Primary Care Physician, discussed Heart Health Month and steps everyone can take to limit the risk of cardiovascular disease. Dr. Kevish also explains some of the most common cardiovascular issues, like heart attacks and strokes.

DR. AMY GREEN

Head of Research at Hopelab, discussed a recent CDC report on youth mental health that found an alarming number of girls across the country are experiencing feelings of sadness and hopelessness, and named potential underlying reasons for the results.

DR. DAVID RUDD

Director of the Rudd Institute for Veteran and Military Suicide Prevention, discussed mental health around the holidays, the prevalence of suicide among veterans and strategies to address the country's suicide epidemic.

ADDICTION AND RECOVERY

LAURIE DHUE

Chief Branding Officer for RecoveryEducation.com and Former Fox News Anchor, discussed her personal battle with alcohol use

disorder, along with the work RecoveryEducation.com does to provide families with resources to help teens and young adults navigate substance use.

RYAN HAMPTON

Recovery Advocate and Founder of Mobilize Recovery, discussed his work as a partner in iHeartRadio's iHeart Recovery Month effort, along with the organization's efforts to reduce overdoses and end the stigma attached to substance use disorder.

BRIAN HOOKS

Chairman & CEO of Stand Together, discussed the work Stand Together does as a philanthropic community tackling the root causes of America's biggest problems. He also highlighted the 1 Million Strong campaign, an initiative that seeks to transform the way people think about addiction and recovery.

HEALTH AND WELLNESS

DR. ROBYN NEBLETT FANFAIR

Acting Director of CDC's Division of HIV Prevention, joined the show for World AIDS Day to discuss the progress made in combating the HIV epidemic, along with the latest information on the number of Americans impacted by the disease and which groups are most at risk.



ALISSA KANOWITZ

Co-Founder and Board Member for Families Fight Flu, discussed the death of her four-year-old daughter Amanda to the flu, along with the work her organization does to save lives and reduce hospitalizations by protecting children, families and communities against influenza through education and advocacy.

DR. DORRAYA EL-ASHRY

Chief Scientific Officer for the Breast Cancer Research Foundation, joined the public affairs show during Breast Cancer Awareness Month to talk about the latest advancements in breast cancer diagnosis and treatments, and the ongoing work towards finding a cure.

DR. WILLIAM DAHUT

Chief Scientific Officer at the American Cancer Society, joined the show for Breast Cancer Awareness Month, stressing the importance of women getting tested early and often along with the progress made over the past few decades in diagnosing and treating breast cancer.

DR. DON DIZON

Academic Medical Oncologist, joined a special edition of the show to discuss 'The Most Beautiful Sound,' a scientific breakthrough that, for the first time ever, has captured the sound of cancer cells being destroyed. Dr. Dizon talked about how the oncology field could use this sounds to help future cancer patients remain hopeful.

HEIDI FLOYD

Two-time cancer patient and advocate, joined a special edition of the show to discuss 'The Most Beautiful Sound' and described the impact the sound had on her as a two-time cancer patient.

ANKIT VAHIA

Chief Strategy Officer at GREY, joined a special edition of the show to discuss 'The Most Beautiful Sound' and explained how the sound was created.

KRISTEN NEESE

Chief Marketing & Communications Officer at the American Society of Clinical Oncology, joined a special edition of the show to discuss 'The Most Beautiful Sound' and shared the role the American Society of Clinical Oncology played in the process.

DR. LEANDRIS LIBURD

CDC spokesperson, discussed Ad Council's, American Medical Association's and CDC's annual "Get My Flu Shot" campaign, an initiative encouraging Americans to get their flu shot, along with an updated COVID-19 vaccine.

DR. WILLIE UNDERWOOD

MD on the American Medical Association (AMA), discussed Ad Council's, American Medical Association's and CDC's annual "Get My Flu Shot" campaign, an initiative encouraging Americans to get their flu shot, along with an updated COVID-19 vaccine.

JASON GLEASON

Board-Certified Nurse Practitioner and Member of the American Association of Nurse Practitioners, joined the show during National Nurses Week to explain the work nurses do in our health care system and the crucial need for nurses in communities across the country. Gleason also shared a personal story to raise awareness for National Stroke Awareness Month.



iHEARTMEDIA COMMUNITIES NATIONAL PUBLIC AFFAIRS SHOW

CONTINUED

MARY PARTIN

CEO of the Dan Marino Foundation, joined the show to discuss autism awareness, including the symptoms of autism, the prevalence of the condition throughout the U.S. and resources for parents of autistic children.

DR. MITCHELL ELKIND

Chief Clinical Science Officer for the American Heart Association, checked in for American Stroke Month to discuss the signs and symptoms of stroke, conditions that increase the risk of stroke and preventative measures one can take to lower the risks.

TERI NESTEL

President and CEO of Children's Miracle Network Hospitals, discussed the 40th anniversary of the founding of Children's Miracle Network Hospitals, including the work the organization does with children's hospitals across the country and the unique ways communities can support their mission.

DEVIN ALEXANDER

"The Biggest Loser" Chef and Author of "The Land of Secret Superpowers: Vegetables," explained the importance of vegetables for children and offered tips on how to make them more appealing. She also provides advice for those looking to become healthier in 2023.

CHRIS CARR

Former NFL Player, Concussion Advocate and Board Member for 'Brain Injury Services,' broke down the issue of

brain injuries and concussions, including how to spot them and what steps to take if you or someone you know is suffering from one.

CASE KENNY

Mindfulness Expert and Host and Founder of the Self-Help Podcast "New Mindset, Who Dis," offered strategies and tips for prioritizing mental and physical health in the new year, including ways to work yourself out of difficult times and achieve goals set for 2023.

DR. BAI LASKY

Medical Director for the American Red Cross, joined the show during National Blood Donor Month to explain the work the American Red Cross does involving blood donations across the country, along with important information on who can donate and how blood donations are utilized.

ANAHAD O'CONNOR

"Washington Post" Eating Lab Columnist, explained the health benefits of Dry January, how a simple change in diet can lead to tremendous health results and new data behind when we eat and how it impacts our body.

DR. RAQUEL HERNANDEZ

Medical Director for the Johns Hopkins All Children's Healthy Weight Initiative, broke down new guidelines released by the American Academy of Pediatrics for addressing childhood obesity, including changes to treatment recommendations and tips for parents to make sure their children get off to a healthy start in 2023.

DR. COMILLA SASSON

Practicing Emergency Medicine Physician in Denver and Vice President for Science and Innovation for Emergency Cardiovascular Care at the American Heart Association, discussed the cardiac event involving Buffalo Bills Safety Damar Hamlin, including steps everyone can take in an emergency situation like that to help save a life, and warning signs and symptoms associated with cardiac arrest, heart attacks and strokes.

TATUM HUNTER

Technology Writer for the "Washington Post," discussed how to break bad habits and sobriety apps for those looking to make changes in the new year, data privacy dos and don'ts and new scams to be aware of.

COVID-19 PANDEMIC

MAY MALIK

Senior Advisor for Public Education in the Department of Health and Human Services (HHS), discussed the work HHS has done during the COVID-19 pandemic and what comes next following the conclusion of the public health emergency.

KAMARA JONES

Acting Assistant Secretary for Public Affairs at HHS, joined the show for National Minority Health Month to discuss the latest guidance on the COVID-19 vaccines, along with the work her department is doing to keep Americans informed about the virus and measures that can be taken to stay safe.

DR. ALA STANFORD

HHS Regional Director for Region III, discussed the COVID-19 vaccines, including a shift to an all-bivalent approach, who should prioritize receiving one and women's health issues that have been affected by the pandemic.

JESSICA MALATY RIVERA

Infectious Disease Epidemiologist and Research Assistant at the Johns Hopkins University School of Public Health and Center for Health Security, discussed how scientists study and research emerging viral threats, what we've learned from the COVID-19 pandemic and what the latest data tells us about the safety and efficacy of the COVID vaccines.

MARVIN B. FIGUEROA

Director of the Office of Intergovernmental and External Affairs (IEA) at HHS, discussed HHS' efforts to reach Black Americans, specifically as it related to COVID-19, and the numerous other priorities that department is currently working on, such as mental health care and overall health equity.

ALISON BARKOFF

Acting Administrator and Assistant Secretary for Aging and Principal Deputy Administrator at the Administration for Community Living (ACL), explained the role of ACL in assisting older adults and those with disabilities, along with the importance of COVID-19 vaccines for those specific groups of individuals.



BCRF
BREAST
CANCER
RESEARCH
FOUNDATION



iHEARTMEDIA COMMUNITIES NATIONAL PUBLIC AFFAIRS SHOW

CONTINUED

DR. ROBERT OTTO VALDEZ

Director of the Agency for Healthcare Research & Quality (AHRQ), explained the work AHRQ does, including its role in the national response to the COVID-19 pandemic and the battle against Long COVID. Dr. Valdez also explained how the agency addresses issues of patient safety.

GENERAL TOPICS

BRYAN STERN

Founder & CEO of Project Dynamo, discussed how Project Dynamo, a veteran-led, donor-funded, international search, rescue, aid and assistance 501(c)(3) non-profit organization, works to rescue Americans from countries where the U.S. government is no longer operating, such as Afghanistan, Ukraine and Russia, along with their previous rescue work in disaster areas like Southwest Florida following Hurricane Ian.

KATHY STOKES

AARP's Director of Fraud Prevention Programs, talked about some of the top scams to watch out for during the holiday season, from gift card fraud to online shopping threats, along with what to do if you fall victim to a scam.

COMMISSIONER KENNETH HODDER

National Commander of The Salvation Army, discussed the services provided by The Salvation Army, the Red Kettle campaign and the need Americans are experiencing nationwide.

SUSANNE KOGUT

CEO of Petco Love, discussed the organization's work in facilitating pet adoptions nationwide, providing vaccines and affordable pet treatment options for pet owners and helping unify lost pets with their owners.

JENNIFER STREAKS

Senior Advisor for Public Education in the Department of Health and Human Services (HHS), discussed the work HHS has done during the COVID-19 pandemic and what comes next following the conclusion of the public health emergency.

ELLIOTT GASKINS

Acting Chief Resource Development and Growth Officer at Share Our Strength, discussed the No Kid Hungry campaign, a national initiative to end hunger in America, and ways to help support this effort during the holiday season.

COLONEL DUNCAN S. MILNE (RET.)

U.S. Marine Corps Veteran & President of the Dixon Center for Military and Veterans Services, joined a special public affairs episode in honor of Veterans Day and talked about the resources Dixon Center is providing to veterans and their families nationwide.

DAN CLARE

U.S. Marine & Air Force Veteran and Chief Communications & Outreach Officer at Disable American Veterans (DAV), joined a special public affairs

episode in honor of Veterans Day and talked about the resources DAV is providing to veterans and their families nationwide.

JIM WHALEY

U.S. Army Veteran & CEO of Mission Roll Call, joined a special public affairs episode in honor of Veterans Day and talked about the resources Mission Roll Call is providing to veterans and their families nationwide.

BRIGADIER GENERAL JACK HAMMOND (RET.)

U.S. Army Veteran & Executive Director of Home Base, joined a special public affairs episode in honor of Veterans Day and talked about the resources Home Base is providing to veterans and their families nationwide.

MATT PARRISH

Green Beret Veteran & Executive Director of Task Force Dagger, joined a special public affairs episode in honor of Veterans Day and talked about the resources Task Force Dagger is providing to veterans and their families nationwide.

CLAUDIA ROMO EDELMAN

Founder and CEO of the We Are All Human Foundation, joined the show for Hispanic Heritage Month to discuss the contributions of Hispanics to the U.S. economy and culture.

ANDREA VASTIS

Senior Director for Public Education at the National Fire Protection Association, shared numerous fire safety tips for Fire Prevention Week, with a focus on cooking safety ahead of the holidays.

TREVOR RIGGEN

President of Humanitarian Services at the American Red Cross, joined the show to discuss the critical blood supply shortage across the U.S., along with information on the relief programs the American Red Cross provides in the aftermath of extreme weather and major disasters.

ANNE CARLSON

Acting Administrator for the National Highway Traffic Safety Administration, joined the show during Child Passenger Safety Week to discuss the importance of properly installed child safety seats, along with the latest data on traffic crashes and fatalities nationwide.

DAVID PAINE

President and Co-Founder of 9/11 Day, discussed his experience on September 11, 2001, along with his efforts to create a day of service out of that horrific tragedy and the work the organization has done to get 9/11 Day recognized as a federal holiday.

JOHN FEAL

Founder of the Feal Good Foundation, described his experience on 9/11, along with his organization's work ensuring no responder gets left behind and his battles with Congress to get health care legislation passed for emergency responders suffering from the toxic aftermath of the attacks.

THOMAS TIGHE

President and CEO of Direct Relief, explained the work Direct Relief does in all 50 states and 80 countries worldwide to improve the health and lives of those impacted by poverty or emergencies, including efforts last year to help the victims of the deadly Hawaii wildfires.

RAY STAGICH

Weather Channel Meteorologist, discussed the record heat much of the country dealt with in the summer of 2023.

DR. JEAN TWENGE

Author of "Generations: The Real Differences Between Gen Z, Millennials, Gen X, Boomers and Silents," explained the differences between current generations, including the role technology has played in generational differences and what we should all keep in mind to help bridge those divides.

DR. BART KOSKO

Best-Selling Author, World-Renowned Scientist and AI Expert, discussed his 1993 international best-seller "Fuzzy Thinking: How AI Thinks in Shades of Gray" and addressed some key questions on current issues involving the rapid expansion of AI.

DR. GREG SKOMAL,

Shark Week Expert and Author of "CHASING SHADOWS: My Life Tracking the Great White Shark," talked about his life working with sharks, correcting public perceptions about the species and continued global conservation efforts.

HUGH EVANS

Co-Founder and CEO of Global Citizen, joined the show to discuss the work Global Citizen does to eradicate extreme poverty around the world, including the impact of their Global Citizen Festival, which features a call to action that pushes participants to make a difference in their local communities and brings artists together to raise funding for essential programs utilized in impoverished nations.

JULIE GARNER

Founder of Project Yellow Light, talked distracted driving, along with her organization's partnership with the Ad Council for an initiative in which high school and college students create TV, radio and billboard PSAs to educate their peers about the dangers of distracted driving, with an emphasis on not using your mobile device while driving.

KENNETH C. DAVIS

Historian and Best-Selling Author, joined the show during the 4th of July holiday week to talk about the Declaration of Independence, including the key players involved in the creation of the document, how it would shape the course of history and the impact it has had on the rest of the world.

BILL COURTNEY

American football coach featured in the Oscar-Winning Documentary "UNDEFEATED," discussed his work as an inner-city high school football coach, taking an underperforming team on and off the field and turning the young athletes into winners and successful students. Coach Courtney also explained the movement he's created and his podcast's goal to create small, positive change at the ground level in communities nationwide.

PAULA FARIS

Emmy-Award Winner of "Good Morning America Weekend" and "The View" and Author of "YOU DON'T HAVE TO CARRY IT ALL: Ditch the Mom Guilt & Find A Better Way Forward," discussed the challenges working moms face, along with tips and strategies to help navigate issues the come along with balancing a profession and family.

BONNIE CARROLL

Retired Air Force Reserve Major and founder of TAPS (Tragedy Assistance Program for Survivors), discussed the work her organization does assisting the families of service members who sacrificed everything for this country, along with a way for Gold Star families to honor their loved ones on Memorial Day.

TONY PORTA

Marine Veteran, honored the two marines who sacrificed their lives to save his 15 years ago. He also explained the work Semper Fi and America's Fund does for our nation's critically wounded, ill and injured service members, veterans and military families.



iHEARTMEDIA COMMUNITIES NATIONAL PUBLIC AFFAIRS SHOW

CONTINUED

MICHAEL BROWN

Former FEMA Administrator and Undersecretary of Homeland Security, discussed the importance of AM radio in emergency and natural disaster situations, as automobile makers look to remove AM radio from new cars and trucks.

JOHN KLEINDIENST

Disabled American Veterans (DAV) National Voluntary Services Director, joined the show during National Volunteer Month to discuss the work DAV does for disabled veterans nationwide, including volunteer services that have become a vital part of their effort to make sure veterans are receiving the support they deserve.

SARA ESPINOZA

Interim President for the National Environmental Education Foundation (NEEF), joined the show for Earth Month and Earth Day to discuss environmental education and how it can contribute to a sustainable future, along with simple ways everyone can help tackle environmental issues.

CHARLES BROWN

National President of Paralyzed Veterans of America (PVA), discussed the work PVA does to support paralyzed veterans across the country, from help with home accessibility to advocacy for safer and more accessible air travel.

HEATHER ANSLEY

Associate Executive Director of Governmental Affairs for PVA, discussed the work PVA does to support paralyzed veterans across the country, from help with home accessibility to advocacy for safer and more accessible air travel.

JENNIFER PIPA

Vice President of Disaster Programs for the American Red Cross, gave an overview of the work the American Red Cross does in response to a wide range of disasters and disaster preparation tips, and discussed the importance of donating blood.

SULTAN MEGHJI,

Former Chief Innovation Officer at the Federal Deposit Insurance Corporation and Duke University Professor, talked about the U.S. banking and financial systems following the collapse of Silicon Valley Bank, including the role of the Federal Reserve and the FDIC.

CHRISTINE GUILFOYLE

President of SeeHer, discussed Women's History Month, International Women's Day and the SeeHer mission to increase the representation and accurate portrayal of all women and girls in marketing, media and entertainment.

DR. THERESA PRICE

Founder and CEO of the National College Resources Foundation, discussed her organization's mission

to reduce the high school dropout rate, increase degree and certificate enrollment among disadvantaged and underserved communities and close the gap in educational achievement.

DR. ANA FISHER

Astronaut, discussed her career in the space program and the historic mission of becoming the first mom in space.

MEREDITH BAGBY

Author of "The New Guys: The Historic Class of Astronauts That Broke Barriers and Changed the Face of Space Travel," explained the importance of a group of astronauts that opened the door in the space program for a new generation of space explorers from all different walks of life.

BILL ALEXANDER

Executive Director of the National Law Enforcement Memorial (NLEM), provided info on how NLEM supports law enforcement nationwide and their families. Bill also discussed recent trends in members of law enforcement being killed in the line of duty and ways to help prevent that moving forward.

ESTAMOS CONTIGO

AXEL CHRISTENSEN

General Director and Head of Investments for Latin America and Iberia at BlackRock, gave information on investments and explained the economy, jobs and inflation.



FREDY WILES

Journalist with a focus in automotive content, discussed the analysis from the Pew Research Center which shows that seven out of 10 people feel more environmentally conscious. He also gave advice on what listeners can do to help the planet.

JESSICA PALACIOS

Talent Identification and Recruitment Efforts Lead at BlackRock, gave advice on the importance of saving for college and how to make it possible.

DR. LAURA CASTRO

Medical Epidemiologist at the Centers for Disease Control and Prevention, discussed how to stay healthy during the flu season.

DR. MAYRENE HERNANDEZ

Medical Director at United Health Care, spoke about heart disease and gave advice on life habits listeners can adopt to become healthier and prevent heart disease.

DR. SANDRA MUÑOZ

Psychologist and CEO of The Children's Healing Institute, offered tips to

help parents and children cope with disappointment and mental health challenges during the holidays.

GILBERTO CABRERA

AARP External Relations Advisor, gave listeners advice on how to detect and avoid scams.

DR. BERTHA HIDALGO

Associate Professor of Epidemiology at the University of Alabama, spoke about updated COVID-19 vaccines and how it's the best way to protect against COVID-19, including the latest variant of the virus.

ORLANDO AGUILERA

Security expert and retired Deputy Chief of the city of Hialeah, spoke on pedestrian and road safety near school zones and discussed the new statistic that shows 20 pedestrians are hit by a moving vehicle in the U.S. every day.

JESÚS GARCÍA

Google Spokesperson and Technology Expert, talked about how we can use Google tools to identify and book affordable travel such as airfare.

LILIAM LÓPEZ

President and CEO of the South Florida Hispanic Chamber of Commerce, talked about healthy eating habits for families and their children.

NELLY NELSON

University of Florida Family and Consumer Sciences Extension Agent in Manatee County, talked about food costs and ways to save money.

JACKIE GUTIÉRREZ

Virtual Community Manager for Community and Business Development at JPMorgan Chase, talked about how 5.9 million American households are unbanked.

MICHELLE SANDOVAL-ROSARIO

Spokesperson for US Department of Health and Human Services, joined the show on World AIDS Day to discuss the global fight to end HIV-related stigma.

MARTHA ROBLES

Living with HIV and Coordinator of the Peer Navigator Program at Christie's Place, joined the show on World AIDS Day to discuss the global fight to end HIV-related stigma and also addressed what the Hispanic community can do to join that fight.



iHEARTMEDIA COMMUNITIES NATIONAL PUBLIC AFFAIRS SHOW

CONTINUED

MICHELLE SANDOVAL-ROSARIO

Region 9 Director at the Office of the Assistant Secretary for Health, discussed HIV awareness and ways to mobilize the Hispanic community to raise awareness about HIV.

JOEY JAI

HIV Social Media Influencer for the National Minority Council on AIDS, discussed HIV awareness and ways to mobilize the Hispanic community to raise awareness about HIV.

ANA VALDEZ

Latino Donor Collaborative President and CEO, talked about how Latinos remain largely invisible on America's television and movie screens.

IVANETTE BONILLA

Director of Communications and Public Relations at Fire & Security Products at the Carrier Corporation, discussed Fire Prevention Week, including the importance of functioning fire alarms in homes and businesses and why fires spread more rapidly than ever before.

MICHAEL COZO

Captain and FDNY Foundation Representative, discussed Fire Prevention Week, including the importance of functioning fire alarms in homes and businesses and why fires spread more rapidly than ever before.

LEONARDO CAMPO

New York City Firefighter, talked about Kidde's program "Cause for Alarm," a campaign aimed at educating and training kids in case of fire emergencies.

DR. JORGE PARTIDA

Psychologist, Nature Defender and Healer, talked about Ad Council's campaign "Love, Your Mind," a campaign that aims to change the cultural conversation around mental health especially for Black and Latino men.

CAROLINA FORTÍN-GARCÍA

Bilingual Spokesperson for the Centers for Medicare and Medicaid Services, talked about the Medicare updates and Open Enrollment.

DR. CRISTINA DOMÍNGUEZ DE QUEZADA

Member of the Board of Directors of the National Association of Hispanic Nurses, talked about the effects of COVID-19 and the new treatments, especially in the winter months when the probability of contracting COVID increases.

DR. REGINA MIRANDA

Professor of Psychology at Hunter College and Mental Health Expert, joined the show multiple times to discuss mental health in children and teens and the role parents and guardians play in the emotional wellbeing of their children.

NASHA ADDARICH MARTÍNEZ

CNET-Certified Sleep Science Coach and Wellness Expert, shared sleep habits she's found beneficial and talked about CNET recently experimenting with AI-powered technology for a week to determine how it can be used to improve sleep.

CAROLINE TORRES MALDONADO

Lawyer, Notary and Uterine Cancer Survivor, joined the show to talk about what was happening in the Capitol as cancer advocates from across the country gathered at Capitol Hill to advocate for an increase for research funding and better access to early detection methods for cancer.

JOSÉ ALBERTO UCLÉS

Spokesperson for the National Highway Traffic Safety Administration (NHTSA), talked about the safety of children in the car and how to properly install car seats, as well as common mistakes and how to fix them.

RYAN KINAHAN

General Manager of Fixed Assets at RK Valuation Advisory, advised that finding a qualified and reputable appraiser is essential to ensure you get the best deal when selling or insuring your most prized possessions and talked about key things to look for in an appraiser.

FRANK FERNANDEZ

Retired Police Chief, offered key steps to be better prepared in case of unexpected medical bills.

DR. FELIX AGUILAR

L.A. Health Plan Medical Director of Quality Care and National Spokesperson for the American Lung Association, talked about how we can prepare for the upcoming flu season.

CAROLINA HERNANDEZ

Investment Product Strategist and Co-Host of BlackRock Financial Bit, gave tips on starting or switching careers into the financial industry.

NICHOLAS SUAREZ

Representative of the Campaign for Tobacco Free Kids, talked about the efforts to combat the teen e-cigarette crisis and explained why advocates are calling on the FDA to remove all flavored e-cigarettes, and what the community can do to help.

BRENDA DELGADO

Representative of the Centers for Medicare and Medicaid Services, highlighted the importance of having medical coverage using CuidaDeSalud.gov.

DR. BARBARA ROBLES

Academic Child Psychiatrist and Mental Health Consultant, joined the show multiple times to discuss mental health in the Hispanic community and referenced a recent survey that shows that about three in 10 Hispanic-Americans are concerned about the impact that social networks have on mental health.

RICHARD RAPOZA

Representative of Abbott, talked about the importance of promoting diversity in medical research and how this can improve care among minority communities.

PALOMA PEREZ

FCC Press Secretary, joined the show to talk about the new school year and the need for reliable internet in all households; Perez talked about FCC's internet discount program known as ACP.





iHEARTMEDIA COMMUNITIES NATIONAL PUBLIC AFFAIRS SHOW

CONTINUED

DR. RUBY CASTILLA PUENTES

Mental Health Ambassador for the American Psychiatric Association, gave advice on what parents can do to maintain good communication with their children and adolescents.

SOLEDAD CALVINO

Spokeswoman for the United States Department of Agriculture (USDA), talked about things to keep in mind regarding food safety as children start a new school year.

MIGUEL CORTINA

Editor of MotorTrend, gave tips that buyers can use during their search to buy a new car and the importance of choosing a car that fits your lifestyle.

JACKLYN GARCIA

Immigration Attorney with Lincoln-Goldfinch Law, joined the show multiple times to discuss immigration law and how the Biden administration has been transforming the way asylum seekers and migrants are processed along the southern border. She also discussed the new U.S. citizenship test how it may hurt people who are not proficient in English.

PATRICIA SOSA

Spokesperson for the Campaign for Tobacco Free Children, talked about the signs that tobacco companies must place in more than 200,000 retail stores in the United States, including warnings on the damage to health from smoking and secondhand smoke.

DR. CLINTON WRIGHT

Director of the Division of Clinical Research at the National Institute of Neurological Disorders and Stroke at the National Institutes of Health, gave more information about the RECOVER program, aimed to help fight persistent COVID-19 in minority populations, and current research efforts.

ABIGAIL ZAPOTE

Senior Advisor of the Social Security Administration, talked about the Supplemental Security Income program which provides monthly payments to adults who are disabled or below specific financial limits.

DR. JOSÉ ROMERO

Director of the National Center for Immunizations and Respiratory Diseases for the CDC, talked about the importance of children receiving the COVID-19 vaccine before the start of the school year.

DR. KATALINA FERNÁNDEZ MCINERNEY

A Neuropsychologist at the University of Miami, talked about Alzheimer's and some studies that are going to address disease in Black and Hispanic communities.

DR. SUSANA MORALES

Associate Professor of Internal Medicine at the Weill Cornell University of Medicine at New York Presbyterian Hospital, joined the show multiple times to talk about the state of COVID-19

three years after the start of the pandemic, the advances in the vaccine and insight on Long COVID.

FLORENCIA GUTIERREZ

Senior Associate in Research, Evaluation, Evidence and Data at the Annie E. Casey Foundation, talked about the issue that many parents face not being able to afford childcare, and what parents can do to make sure their children are safe.

RICARDO MARRUFO

Head of Research at Robert Walters, discussed a recent study conducted on diversity and inclusion in the workplace that surveyed more than 6,000 professionals in North America, where 39% of women reported that they earn a salary of \$55,000 or more, which is 28% less than men.

DR. SONIA VALDEZ

Director of Nursing for National Healthcare and Housing Advisors, gave an update on COVID-19 and tips for a COVID-free summer.

LISBETH ARIAS

Real Estate Agent, talked about the real estate market and gave tips on what to do when making the next big investment.

DR. DANIELLE MADRIL

Medical Director for UnitedHealthcare, talked about skin care and common misconceptions about sun protection.

EDGAR NUÑEZ, MD

Talked about the history of monkeypox, how we can stay safe this summer and how vaccines work today.

HEIDY JANTZEN

The Latin Ambassador for Fibroid Centers USA, talked about how fibroids affect the Latino community.

MIGUEL HORVATH

General Director and Private Wealth Advisor at Horvath Wealth Management, talked about a new study that found nearly eight in 10 people are taking steps to build generational wealth.

TERESA LUSK

Certified Counselor and Life Coach, talked about a new survey that shows a significant number of college students are struggling with their mental health and have considered dropping out. She gave tips on how to have open communication with children and how to be aware of our own mental health.

DIANA GUINTU

Life Coach, talked about how half of Gen Z professionals feel burnt out on a weekly basis, according to a new survey.

ANGEL HERNANDEZ

Certified Financial Analyst and Director of Product Strategy for BlackRock's Mexican asset management platform, talked about investment funds and why this is an excellent option to manage savings.

RICK SANCHEZ

Emmy-Award winner and first Latino to have a syndicated show on CNN, talked about his career and what Latinos can do to continue growing in this country.

DR. JUANITA MORA

Emmy-Award winner and first Latino to have a syndicated show on CNN, talked about his career and what Latinos can do to continue growing in this country.

DORIS P MOLINA-HENRY

Research Assistant Professor of Neurology at the University of Southern California Keck School of Medicine, talked about the web-based Alzheimer's Prevention Trials (APT) web study, and how it gives users the unique ability to monitor their own brain health at their convenience with just one 20-minute online test.

OSCAR PULIDO

General Director and member of the team that manages multi-asset portfolios at BlackRock, talked about the difference between saving and investing and gave advice on the best practices to keep for safe investing.

MIGUEL BURGOS

Certified Public Accountant (CPA) and TurboTax expert, gave tips to fill out a tax return and the errors to avoid when it comes to filling out forms.

DR. HÉCTOR COLÓN-RIVERA

President of the American Psychological Association (APA) Caucus of Hispanic Psychiatrists, gave advice on how we can save on food since inflation has been affecting our decisions, including how we eat.

DR. ADRIANA CADILLA, MD

shared more information about COVID-19 vaccines and if they can affect pregnant women and those who are breastfeeding.

DR. GRAZIE POZO CHRISTIE

Practicing Diagnostic Radiologist in Miami and an Associate Fellow at the Charlotte Lozier Institute, focused on research related to women's health care, including the new abortion pill that is causing controversy and how it could affect the body.

DR. JORGE RUIZ-MENJIVAR

Professor of Family and Consumer Economics, gave tips on how we can save and stay within our budget this 2023.

LORNA BRAVO

Director of the Broward County UF/IFAS Extension Department, gave advice on how to reduce the economic costs caused by using water, especially during the heat of summer when people may feel the need to water their lawns more often and take more showers.

DR. NESTOR DE LA CRUZ-MUÑOZ, MD

Discussed bariatric surgery for adolescents struggling with obesity and other associated health complications.

DR. GONZALO BEARMAN, MD

Gave updates on the state of the pandemic, boosters and vaccines for children.

KATHERINE MARIN

Extension Agent with the Department of Community Resource Development at the University of Florida, talked about the convenience and necessity of having a car, as well as ways to avoid incurring expensive repairs when it comes to our car.

DR. PABLO RODRÍGUEZ

Associate Professor at the Warren Alpert School of Medicine at Brown University, gave an update on the state of the COVID-19 pandemic, the vaccines and medicines available, as well as what we should do if we are not feeling well.



CORPORATE GIVING & VOLUNTEERISM

In 2023, iHeartMedia donated millions of dollars worth of media to nonprofit organizations helping children, families and communities through a combination of fundraising and in-kind media support. In addition, iHeartMedia employees have donated countless hours both locally and nationally to improve the lives of listeners through participation in thousands of community events across the country.

Volunteerism and community are the heart of broadcast radio, and on any given day iHeartMedia's 10,000 employees can be found lending their time, energy and passion to serve and support the communities in which they live and work.



LOCAL SPIRIT DAY OF SERVICE

In addition to the community volunteer work that takes place at all iHeartRadio stations every day as part of iHeartMedia's commitment to serve, every full-time iHeartMedia employee receives one additional paid leave day each year to participate in iHeartMedia's Local Spirit Day of Service. As part of iHeart's corporate volunteer policy, all employees may take off a work day as a group/team or individual to volunteer in the community for a nonprofit organization.

In 2023 iHeartMedia employees who took time off to serve their local communities spent over 11,600 hours volunteering, equating to an investment of over \$533,000 in those local communities.

The following pages include highlights of how some iHeartMedia employees spent their annual Local Spirit Day of Service in 2023:

AUTISM SPEAKS LEHIGH VALLEY, HABITAT FOR HUMANITY, AMERICAN CANCER SOCIETY AND PEDIATRIC CANCER FOUNDATION OF THE LEHIGH VALLEY ALLENTOWN, PA B104 Allentown

In 2023, B104 Morning Hosts Mike and Steph spent over 100 hours volunteering for community- and charity-focused events, including the Autism Speaks Walk (Lehigh Valley), the Ready Set GOLD walk / run to benefit the Pediatric Cancer Foundation, the Making Strides Against Breast Cancer Walk Lehigh Valley, the She Nailed It - Nail Hammering Competition and Tailgate with Habitat for Humanity and many more.

TAKING CARE OF EACH OTHER PROJECT MACON, GA iHeartMedia Macon

During Thanksgiving 2023, the iHeartMedia Macon team volunteered at the Taking Care of Each Other Project's Annual Feed the Homeless event to help serve meals to those in need in the community.

MIAMI RESCUE MISSION MIAMI, FL BIG 105.9 Miami

In 2023, during Easter and Passover weekend, BIG 105.9 Miami joined forces with The Caring Place, Miami Rescue Mission and Broward Outreach Center to help sponsor 20,000 meals to feed the homeless and hungry in South Florida.

PICK UP THE PARK MINNEAPOLIS, MN K102

The MBA (Minnesota Broadcasters Association) declared the week of August 7 "Broadcasters Week of Kindness" to help showcase the amazing work Minnesota radio and TV members do in their communities. To help celebrate, iHeartMedia Minneapolis utilized the 2023 volunteer spirit day to host the Pick Up The Park event on Thursday, August 10, 2023 at Minnehaha Creek in St. Louis Park, where employees spent a day cleaning up the park.

BROADWAY COMMUNITY SOUP KITCHEN NEW YORK, NY

iHeartMedia Communications Team
In December 2023, members of the iHeartMedia Communications team volunteered with Broadway Community Soup Kitchen to help prep food for their meal service. For nearly 40 years, Broadway Community has prepared warm, healthy and gourmet multicourse meals for all who hunger - whether in mind, body or spirit. During the best of times and the worst of times, their soup kitchen has been a life-giving island of stability for thousands of New Yorkers in need.

NEW HAMPSHIRE SPCA PORTSMOUTH, NH 100.3 WHEB

In 2023, The Morning Buzz's Kelly Brown helped promote the annual Pawswalk to benefit the New Hampshire SPCA and homeless and neglected animals. The station played numerous PSAs and live promos.

ANIMAL RESCUE LEAGUE OF BERKS COUNTY AND SAFETY NET SANCTUARY READING, PA iHeartMedia Reading

In 2023, iHeartMedia Reading's staff partnered with local animal rescue groups, including Animal Rescue League of Berks County and Safety Net Sanctuary, to help animals get adopted. iHeart staff volunteered over 50 cumulative hours to help pets get exercise and mental stimulation while they waited in the shelters to be adopted.

BUILDING UTAH YOUTH, AMERICAN CANCER SOCIETY, UTAH FOOD BANK, SAFE KIDS COALITION, THE LIVEON SUICIDE PREVENTION, THE BICYCLE COLLECTIVE, UTAH PRIDE ORGANIZATION, SALT LAKE COUNTY EDUCATION SALT LAKE CITY, UT iHeartMedia Salt Lake City

In 2023, iHeartMedia Salt Lake City staff volunteered for a number of local nonprofit organizations, including Building Utah Youth, American Cancer Society, Utah Food Bank, Safe Kids Coalition, LiveOn Suicide Prevention, The Bicycle Collective, Utah Pride Organization, Salt Lake County Education and more. In 2023, iHeartMedia Salt Lake City team volunteered a cumulative total of over 120 hours in the local community.

ON BIKES, INC TAMPA, FL Rumba 106.5 Tampa

In December 2023, iHeartMedia employees spent a Spirit Day volunteering at the On Bikes Bike Build event at Amalie Arena in downtown Tampa, FL. Tampa-based nonprofit On Bikes hosted hundreds of volunteers, turning the venue into Santa's workshop for its annual bike build. iHeartMedia Tampa employees cumulatively volunteered over 100 hours at the event.

BUFFALO SOLDIERS, LUCAS COUNTY CHILDREN SERVICES AND LUCAS COUNTY DRUG ABUSE RESPONSE TEAM TOLEDO, OH iHeartMedia Toledo

In 2023, iHeartMedia Toledo employees volunteered with several organizations including Buffalo Soldiers, Lucas County Children Services and The Lucas County Drug Abuse Response Team to give back to their community.

WASHINGTON COMMANDERS CHARITABLE FOUNDATION WASHINGTON, DC DC101

In 2023, DC101's on-air personality Tamo broadcasted live for the Washington Commanders Annual Harvest Feast. iHeartMedia Washington, D.C. staff helped pack Thanksgiving meal food baskets for 2,500 Prince George's County residents. The annual Harvest Feast event is a collaborative effort that brings together corporate, nonprofit and public sector partners to help ensure no family goes hungry during the holiday season.

SUNDAY BREAKFAST MISSION WILMINGTON, DE iHeartMedia Wilmington

In 2023, iHeartMedia Wilmington on-air personality Christa Cooper and 94.7 WDSB partnered with the Sunday Breakfast Mission to help pack holiday food boxes for families in need. Listeners were invited to volunteer with Christa on-site to pack the food boxes.





HOLIDAY GIFT DRIVES



During the holiday season, iHeartMedia radio stations participate in a series of grassroots gift and food drives that help brighten the holidays for children and families in need. Thanks to the generosity of iHeartMedia employees and listeners, the company has collectively been able to provide holiday gifts and essentials for thousands of disadvantaged children, teens and seniors, many of whom would not otherwise have received gifts or a nutritious meal during the holidays.

FILL THE TRUCK FOOD DRIVE ALBUQUERQUE, NM iHeartMedia

In November 2023, iHeartMedia Albuquerque hosted its inaugural Fill the Truck Food Drive to benefit food pantries in Albuquerque, Rio Rancho and Santa Fe. Throughout the month-long campaign, a Toyota truck was parked at various Albertson's locations throughout the metro area, collecting over 17 tons of food.

THANKS FOR GIVING FOOD AND SUPPLY DRIVE ALLENTOWN, PA iHeartMedia Allentown

In 2023, WAEB AM 790 was a proud supporter of the Thanks for Giving Food and Supplies Drive to benefit the Allentown Rescue Mission. From Tuesday, November 14 to Saturday, November 18, on-air personalities Bobby Gunther Walsh and Joel went on the road to collect funds and

non-perishable food donations for the Allentown Rescue Mission. The multi-day event collected 66,000 pounds of food and cleaning supplies.

2023 U.S. MARINE CORPS TOYS FOR TOTS MARATHON BROADCAST ASHEVILLE, NC 99.9 Kiss Country

99.9 KISS Country hosted another edition of what has become an annual staple in Western North Carolina – the U.S. Marine Corps Toys for Tots drive. On-air personalities from The Eddie Foxx Show broadcast live for three days, from November 16-18, collecting toys and donations. 99.9 KISS Country helped collect over 2,000 brand-new toys and \$10,154 in donations for underprivileged families in seven counties.

INGLES MAGICAL CHRISTMAS TOY DRIVE PROJECT ASHEVILLE, NC Star 104.3

Star 104.3 collected toys and cash for families in need in partnership with Ingles Market. Starting November 30, the station broadcast for three consecutive days to benefit The Saint Nicholas Project by Eblen Charities, where parents could come and “shop” at The Ingles Magical Toy Store to find free toys for their children. In 2023, 85 large boxes of new toys were collected and \$7,000 was raised.

KVET COATS FOR KIDS AUSTIN, TX 98.1 KVET

Every year, 98.1 KVET, Junior League of Austin and KVUE partner to collect warm winter coats for Central Texas children in need. The drive was promoted on-air, online and on social media. In 2023, 30,963 coats were collected.

MICHAEL J'S TOY MOUNTAIN BALTIMORE, MD 93.1 WPOC

On Saturday, December 9, 2023, 93.1 WPOC and on-air personality Michael J hosted the annual Michael J's Toy Mountain benefiting the U.S. Marine Corps Toys for Tots. Listeners were encouraged to come in person and donate toys through on-air mentions and social media. During the event, Michael J collected roughly 150 toys.



OPEN YOUR HEART BISMARCK, ND KFYR

For the 37th year, KFYR held an eight-hour broadcast from Kirkwood Mall for Open Your Heart, a local initiative organized by American Legion Lloyd Spetz Post #1. The event collected food and raised money for families in need in Bismarck and Burleigh County. This event took place on December 2, 2023, and raised over \$22,000 in cash, plus non-perishable food donations to feed families in the community.

THANKS4GIVING TURKEY DRIVE BINGHAMTON, NY iHeartMedia Binghamton

iHeartMedia Binghamton stations helped collect donations for the Thanks4Giving Turkey Drive. Local businesses came together with the

community to donate frozen turkeys and other Thanksgiving food items to stock the food pantry ahead of the Thanksgiving holiday. The drive collected 3,700 turkeys for families in the community.

TURKEY IN YOUR TRUNK BRUNSWICK, GA iHeartMedia Brunswick

For the fourth consecutive year, iHeartMedia Brunswick enlisted local businesses and individuals to help give 120 families a full Thanksgiving dinner. Excess funds raised were used to purchase and donate gift cards to the Glynn Community Crisis Center, which gives housing and support to victims of domestic violence. The campaign raised \$6,500 for the Glynn County community and \$12,000 in total.

28TH ANNUAL STUFF-A-BUS CAPE COD, MA 106 WCOD

For the 28th year, iHeartMedia Cape Cod hosted its annual Stuff-A-Bus, collecting toys for the Cape Cod division of the U.S. Marines Corps Toys for Tots program. 106 WCOD held a 60-hour live broadcast, helping collect over 30,000 toys to ensure that every child on the Cape had a present to open on Christmas morning. Over the last 28 years, 500,000 toys have been collected.



HOLIDAY GIFT DRIVES

CONTINUED

WEZI'S KINDNESS CREWS-AIDE ANNUAL TURKEY GIVEAWAY CHARLESTON, SC

103.5 The Weasel

On November 17, Ric Rush and 103.5 The Weasel held an annual turkey giveaway, donating 103 turkeys ahead of the Thanksgiving holiday. Listeners were able to wait in line in their cars to take a free turkey home for the holiday season.

CHRISTMAS 2023 TOY DELIVERY WITH Y102.5 CHARLESTON, SC

Y102.5 Charleston

iHeartMedia Charleston's Y102.5 partnered with the Hanahan Police Department to make Christmas wishes come true for ten children in the local community. Each child was asked to make a Christmas list and toys were delivered to every household two days before Christmas in 2023.

BIGGEST GIVE AND RECEIVE HOLIDAY JAM CHICAGO, IL

Inspiration 1390

On November 20, 2023, Inspiration 1390 held the 10th annual Biggest Give and Receive Holiday Jam. The event featured national recording artists Charles Jenkins, Pastor Mike Jr., Maurette Brown Clark, VaShawn Mitchel, Jekalyn Carr and local Chicago choirs. The night raised \$5,000 and collected toys for over 150 local Chicago families.

CARE AND SHARE FOOD BANK COLORADO SPRINGS, CO

My 99.9

From November 13 to December 22, 2023, with the help of live remotes and on-air mentions, My 99.9 directed listeners to donate non-perishable food items to Colorado Springs Safeway donation boxes. The station raised over two tons of food during the promotion to benefit Care and Share Food Bank.

TURKEY DRIVE COLUMBIA, SC

100.1 THE BEAT

In 2023, 100.1 The Beat gave away 100 free turkeys to Columbia residents the week before Thanksgiving.

US MARINE CORPS TOYS FOR TOTS COLUMBUS, OH

92.3 WCOL

92.3 WCOL and 93.3 The Bus partnered with ABC 6 for the 2023 Central Ohio Toys for Tots drive. The numbers of toys collected in 2023 exceeded its toy collection goal for the holiday season, with the final toy tally at 105,538. The Central Ohio Toys for Tots Drive, the area's largest toy collection, kicked off October 15, 2023, and consisted of a virtual Amazon Wishlist and an in-person toy collection.

THE DRIVEN FOUNDATION COLUMBUS, OH

610 WTVN

In 2023, 610 WTVN partnered with The Driven Foundation for their annual Beat Michigan Bucksline event. In just two hours, the event helped raise over \$5,000 to help feed local families in need.

KLINGER'S KARTS FOR COATS CHICAGO, IL

Rock 95.5 FM

ROCK 95.5 presented their second annual Klinger's Karts for Coats event at Accelerate Indoor Speedway in Mokena, IL. The event featured a coat drive and a grand prize finale race where 10 listeners went head-to-head for the \$1,000 grand prize. ROCK 95.5 donated over 200 coats to the community in need thanks to the event.

CHRISTMAS FOR KIDS DEFIANCE, OH

103.1 WNDH

For the last 30 years, 103.1 WNDH has helped the Christmas for Kids program raise funds to purchase food and distribute care packages for families in need located in Henry County. This year, WNDH teamed up with the Henry County Ministerial Association to raise funds and encourage families to sign up for care packages through the Hahn Center or local churches. The campaign raised over \$30,000 and helped 430 Henry County families.



COATS FOR KIDS CLEVELAND, OH

News Radio WTAM 1100

Now in its 43rd year, Coats for Kids has become one of Cleveland's most celebrated charities. Every year, WTAM provides office space and resources to Coats for Kids at no charge to the charity. In 2023, the Coats for Kids Campaign raised over \$500,000 and collected over 20,000 coats for the thousands of local children and families who are without warm coats in the winter.

STUFF THE TRUCK FOR PROVIDENCE HOUSE CLEVELAND, OH

News Radio WTAM 1100

On June 9, 2023, WTAM held the sixth annual Stuff the Truck event for Providence House in partnership with the Cleveland Guardians. Community members and listeners came together to help stuff the truck with new children's clothing, cleaning supplies, household items, non-perishable food,

water and more. Providence House is one of the nation's longest-operating crisis nurseries, offering free, voluntary, non-custodial emergency shelter for newborn through 12-year-old children actively living in crisis situations placing them at risk of abuse or neglect.

BOYS AND GIRLS CLUBS OF METRO DENVER DENVER, CO

97.3 KBCO

In partnership with CBS4, 97.3 KBCO hosted the 10th annual 2023 Together 4 Colorado Toy Drive to collect new toys for Boys & Girls Clubs of Metro Denver. Throughout December, listeners were directed to King Soopers to donate new, unwrapped toys. The promotion culminated with a live broadcast encouraging donations and the toy drive collected over 22,000 toys for the Denver community.

COATS FOR KIDS DETROIT, MI

97.9 WJLB

97.9 WJLB partnered with the Salvation Army in Detroit for the 42nd annual Coats for Kids drive to raise money and collect new coats to keep the children in the community warm in the winter months. The drive, which began on November 4, 2023, collected 106 coats and raised \$23,736 for children in the community.

U.S. MARINE CORPS TOYS FOR TOTS ERIE, PA

Star 104

In 2023, Star 104, Rocket 105 and 94.7 BOB FM promoted the U.S. Marines Toys for Tots drive. Listeners were encouraged on-air, and on social media to stop by Millcreek Mall all day to donate new unwrapped toys. In partnership with the Erie Metropolitan Transit Authority, the drive helped fill a bus full of toys to benefit children in the community.



HOLIDAY GIFT DRIVES

CONTINUED

STEVE HARVEY BIG TURKEY GIVE FLORENCE, SC

The Flo 102.9

Every year, Steve Harvey and The Flo 102.9 gift Thanksgiving turkeys to low-income households. In 2023, The Flo partnered with The Salvation Army and their homeless shelter and food pantry to place turkeys in low-income households for Thanksgiving. The event distributed over 1,500 turkeys.

SALVATION ARMY GRAND FORKS, ND

iHeartMedia Grand Forks

From November through the first week of December, iHeartMedia Grand Forks held Operation Christmas Morning. The station ran promos encouraging listeners to donate toys for children in need and drop them at the Salvation Army or other designated locations, including businesses who paid to be a part of the promotion with half of their fee going to the Salvation Army. The event collected over 6,000 toys.

U.S. MARINES CORPS TOYS FOR TOTS PROGRAM GREENSBORO, NC

iHeartMedia Greensboro

The 16th annual U.S. Marine Corps Toys for Tots drive kicked off on December 1 at Ward Black Law. All donated toys were delivered to children in need in the Triad area by volunteer Marines before Christmas

Day. iHeartMedia Greensboro stations were on site to collect toys, interview volunteers and donors and provide media support. In 2023, the toy drive collected 33,535 toys, served 10,189 local children and raised \$5,600 in monetary donations.

U.S. MARINE CORPS TOYS FOR TOTS GREENVILLE, SC

Whistle 100

The 17th annual Ellis & Bradley Stuff the Truck for Toys for Tots was held on December 2, 2023, as Whistle 100 morning team Bill Ellis and Beth Bradley and afternoon host Aaron Michael encouraged listeners to drop off a new unwrapped toy. The toy drive filled a seven-ton military truck with toys to be distributed by the U.S. Marine Corps for Toys for Tots.

WHISTLE 100'S ELLIS & BRADLEY 17TH ANNUAL TURKEY FRY GREENVILLE, SC

Whistle 100

For the 17th year, Whistle 100 hosted the Ellis & Bradley Turkey Fry benefiting Miracle Hill Ministries to support the homeless and less fortunate in Upstate South Carolina. On November 20, 2023, over 100 volunteers took part in frying 650 turkeys, which fed over 3,500 people at Miracle Hill Mission.

U.S. MARINES CORPS TOYS FOR TOTS DRIVE HUNTINGTON, WV

iHeartRadio Huntington

iHeartRadio Huntington promoted the U.S. Marines Toys for Tots Drive to bring the joy of Christmas to less fortunate children in the Tri-State area. The drive was promoted on-air, digitally and on social media, leading to 13,830 toys being distributed to 6,780 children in the community.

FEED THE VETERANS FOOD PANTRY LITTLE ROCK, AR

KSSN 96

Vetsgiving 2023 was KSSN 96's third year collecting turkeys and other nonperishable food items for the Feed the Veterans Food Pantry. The event collected over 250 turkeys and several thousand pounds of food to benefit Arkansas Veterans and their families.

TOY HILL DRIVE LITTLE ROCK, AR

iHeartMedia Little Rock

In 2023, 105.1 The Wolf and sister iHeartMedia Little Rock stations hosted the 51st annual toy drive. The three-day event collected over 26,000 toys and raised \$30,000 in cash donations for the U.S. Marine Corps Toys for Tots program.

JOSHUA'S WISH FOUNDATION MACON, GA

V101.7

97.9 WIBB and V101.7 ended the year helping bring joy to children with cancer. The stations provided toys for the Joshua's Wish Foundation's Christmas Party and volunteered at the Lois Taylor Institute for Excellence Christmas Toy Giveaway.

SAMI'S TOYS FOR KIDS DRIVE MANSFIELD, OH

101.3 WNCO

iHeartMedia Ashland/Mansfield stations came together for Sami's Toys for Kids drive, encouraging the community to donate toys or cash for kids in need. The drive helped distribute new or gently used toys to over 300 kids across Richland County and collected \$6,000 for additional items.

PEANUT PUSH MARION, OH

iHeartMedia Marion

iHeartMedia Marion stations came together for the 2023 Peanut Push benefiting Christmas Clearinghouse, which helps give kids in need a happier Christmas. The event raised \$53,000 for kids in the community.

KTEX TEN MAN JAM MCALLEN, TX

FM 100 KTEX

After a two-year hiatus, FM 100 KTEX returned with the KTEX Ten Man Jam to benefit Food Bank of Rio Grande Valley. The event invited 10 artists to perform at the Rio Grande Valley Livestock show and raise money for the food bank. The KTEX Ten Man Jam raised \$32,000 for the Food Bank of Rio Grande Valley, amounting to over 160,000 meals.





HOLIDAY GIFT DRIVES

CONTINUED

103.5 THE BEAT THANKSGIVING AND TOY DRIVE

MIAMI, FL

BIG 105.9 Miami

103.5 The Beat hosted their annual Thanksgiving and Toy Drive to benefit the South Florida community. The station promoted the drives on-air, digitally via the WMIB's website and on social media. The station gave out \$5,000 in toys and \$10,000 in turkeys to benefit the local community.

U.S. MARINE CORPS TOYS FOR TOTS MINNEAPOLIS, MN

KFAN 100.3

In 2023, in conjunction with the U.S. Marines Toys for Tots, KFAN 100.3 hosted an all-day broadcast at Scheels of Eden Prairie. KFAN's popular radio shows welcomed special guests, and listeners were invited to come out to the store, watch the show and donate a new or unwrapped toy to go toward the Toys for Tots program. The event collected 16 pallets of toys for Toys for Tots.

100 DREAMS TURKEY DRIVE NASHVILLE, TN

101.1 The Beat

For over a decade, Live2Aspire has partnered with 101.1 The Beat and a variety of community partners to make the 100 Dreams Turkey Drive a success. In 2023, L2A and WUBT partnered with Lead Brick Church to support their families. To date, the event has helped feed over 1,000 families.

Q93 AND WYLD-FM TOY DRIVE NEW ORLEANS, LA

98.5 WYLD - New Orleans

iHeartMedia New Orleans' Q93 and 98.5 WYLD partnered with Morris Bart Attorneys for the 2023 Annual Toy Drive. Over 250 families benefitted from toys donated from all around the New Orleans listening area.

CHANGE4CHANGE NEW YORK CITY, NY

Power 105.1

Power 105.1's "The Breakfast Club" held Change4Change, a campaign sponsored by Amazon focusing on generating awareness for Black owned businesses on Amazon. The giveback program, led by The Breakfast Club on-air personalities Charlamagne The God and DJ Envy, granted 24 listeners in need their Amazon wish list live on the air. Additionally, The Breakfast Club hosted a live morning show podcast and invited local listeners who shared their wish list. As a surprise, each listener and their guest received a \$1,000 Amazon gift card.

STUFF A BUS PITTSBURGH, PA

96.1 Kiss

For 2023, 96.1 KISS hosted their 20th annual Stuff a Bus/Toys for Tots drive to support the U.S. Marines Toys for Tots Program. The station also partnered with the Pittsburgh Penguins Foundation to raise funds, as well as

promote an Amazon Wish List where listeners could purchase toys that were directly sent to the U.S. Marine Corps Toys for Tots organization. Overall, the 2023 Stuff a Bus effort helped collect 68 buses full of toys, including hundreds of bikes, and over \$21,000 in monetary donations to give to local children during the holidays.

SALVATION ARMY PORTLAND, OR

105.9 The Brew

Throughout the month of December, all eight iHeartMedia Portland stations collaborated with La-Z-Boy to collect new coats, hats, gloves, socks and other items, which were then distributed to local families in need. The drive collected over \$40,000 worth of items to benefit the Salvation Army.

STUFF THE BUS 2023 POUGHKEEPSIE, NY

iHeartMedia Poughkeepsie

iHeartMedia Poughkeepsie held a food drive at three Stop & Shop locations around the community. Listeners helped fill a school bus full of food every day, directly contributing to those in need in our community.



GREATER HUDSON VALLEY TOY DRIVE

POUGHKEEPSIE, NY

Q92

Q92 hosted its annual Greater Hudson Valley Toy Drive with Mid-Hudson Valley Federal Credit Union. The station received over \$20,000 worth of toys which were distributed to 15 local agencies that serve the community.

U.S. MARINE CORPS TOYS FOR TOTS PROVIDENCE, RI

iHeartMedia Providence

In 2023, all four iHeartMedia Providence stations partnered with local furniture retailer Cardi's Furniture to collect new unwrapped toys for the U.S. Marines Corps Toys for Tots program. Generous listeners dropped off toys at stores for several weeks. Additionally, the morning shows of each station broadcast live on Saturday December 2, promoting specific store locations. The toy drive collected 15 trailers full of toys.

STUFF-A-BUS TOY DRIVE RALEIGH, NC

iHeartMedia Raleigh

All five iHeartMedia Raleigh radio stations teamed up for the second year in a row to collect busloads of toys benefiting the U.S. Marines Corps Toys for Tots Program. On-air talent lived on a bus for three days, broadcasting live and encouraging listeners to donate what they could for kids in need. The event was promoted on-air, online and via social media, helping the cluster collect over 6,000 toys - the largest single donation Toys for Tots Raleigh received in 2023.

THE GREAT BREAKFAST TOYFEST READING, PA

Y102

Y102's The Great Breakfast Toyfest is an annual event where listeners can bring a new, unwrapped toy for kids in need and receive a free breakfast in exchange. The thousands of toys collected were donated to Keystone Military Families, an organization supporting local veteran families and active-duty military families.

WSS TOY GIVEAWAY EVENT RIVERSIDE, CA

99.1 KGGI

99.1 KGGI helped host a toy giveaway at a WSS store in Riverside on December 5, 2023. All individuals who brought their children to the event received a free toy with no purchase needed.



HOLIDAY GIFT DRIVES

CONTINUED

U.S. MARINES TOYS FOR TOTS DRIVE ROANOKE LYNCHBURG, VA 96.3 ROV

96.3 ROV once again joined with the U.S. Marine Corps Reserve to help promote the annual Toys For Tots Campaign, with support from all of the Roanoke, Lynchburg and New River Valley cluster through on-air, social media and website promotion of local drop-off locations throughout the area. 96.3 ROV also participated in several live, on-site toy drives to provide on-the-scene music and visibility, encouraging listeners to stop by and donate toys. In total, Roanoke's drive collected 17,109 toys that were distributed to 4,834 children while Lynchburg's drive collected 7,753 toys distributed to 2,553 children.

U.S. MARINES TOYS FOR TOTS SOUTHEAST MINNESOTA ROCHESTER, MN iHeartMedia Rochester

In 2023, iHeartMedia Rochester stations ran a toy drive to benefit children in need in the community. With the help of U.S. Marines Toys for Tots of Southeast Minnesota, the stations distributed 32,790 toys helping 9,742 children in Southeast Minnesota.

93.7 THE BULL'S BOATLOAD OF TOYS SAINT LOUIS, MO 93.7 The Bull

On December 1, 2023, 93.7 The Bull kicked off the 14th annual Boatload of Toys drive to benefit Youth In Need. The three-day event collected new toys, clothes, hygiene supplies and other items to benefit more than 12,000 at risk youth in the area. The event was promoted on-air, online and through all social media platforms.

UTAH FOOD BANK SALT LAKE CITY, UT Rock 106.7

During the 2023 holiday season, iHeartMedia Salt Lake City partnered with Utah Toyota Dealers for Fill-The-Truck Food Drive. Between November 13 and December 17, a Toyota Tundra was stationed at various Smiths locations to be filled up with nonperishable food donations. Overall, the drive collected over 6,545 pounds of food to benefit Utah Food Bank and people in need in the community.

SANA CLAUS TOY AND FOOD DRIVE SAN FRANCISCO, CA 106.1 KMEL

The 10th annual Sana Claus Toy & Food Drive returned on December 15 to collect donations for families in need during the holiday season. To promote the live broadcast, on-air pre-recorded promo spots were run as well as live

mentions and digital posts via the KMEL website and social media. At the four-hour event, 900 new toys and \$200 in monetary donations were collected to benefit the Alameda County Fire Department's Toy Program. To support families experiencing food insecurity, 186 pounds of non-perishable food items were collected, which provided about 155 meals.

SALVATION ARMY ANGEL TREE TAMPA, FL Rumba 106.5 Tampa

In 2023, 93.3 FLZ's "The Joe Show" hosted a two-week awareness campaign for a nonprofit that has collected toys for children in need since 1979. The campaign helped collect over \$500,000 worth of toys benefiting kids and families in the Tampa Bay Area.

TOYATHON TOY DRIVE TOLEDO, OH iHeartMedia Toledo

iHeartMedia Toledo stations partnered hosted its 2023 Toyathon Toy drive to provide toys for local children during the holidays. The 2023 Toyathon collected hundreds of toys for Lucas County Children Services, the agency responsible for leading the community in the protection of children throughout Lucas County.

12 GUITARS OF CHRISTMAS WEST PALM BEACH, FL 98.7 The Gater

98.7 The Gater rocked the holidays with the 20th annual 12 Guitars of Christmas. This free, four-hour end-of the year celebration featured live music, special celebrity guests, photos with Santa, vendors and more. Toys were collected on-site for the U.S. Marines Corps Toys For Tots toy drive, and each person in attendance had a chance to win one of 12 autographed guitars signed by some of Rock's biggest names. The 2023 12 Guitars of Christmas collected nearly 5,000 toys and raised nearly \$3,000 in cash donations.

GIFTS AND GUITARS WEST PALM BEACH, FL Wave 92.7

In 2023, Wave 92.7 FM kicked off a new holiday tradition with the first Gifts & Guitars event. The celebration featured a live musical performance by Carl Owens & Whiskey Trip and an onsite toy drive for U.S. Marines Corps Toys For Tots. Each person in attendance also received a chance to win one of 12 autographed guitars signed by some of Country's biggest names. The 2023 Gifts & Guitars event collected nearly 2,000 toys and raised nearly \$1,500 in cash donations.

LOCAL COMMUNITY WEST PALM BEACH, FL Real Radio 92.1

In 2023, Real Radio 92.1 WZZR hosted its 15th annual Families First Turkey Bowl in partnership with De'Martino Produce and Miller's Ale House. The event offered 92 families in need a frozen turkey and produce so they could celebrate the holidays.

MO & SALLY TOY DRIVE WEST PALM BEACH, FL KOOL 105.5 Palm Beach

The Mo & Sally Toy Drive has been a long-standing tradition for KOOL 105.5 Palm Beach. In 2023, The Mo & Sally Morning Show collected toys from listeners to help benefit the U.S. Marines Toys For Tots. The show was on site to give listeners hot cocoa and food during the collection event. The results were phenomenal, as the show collected 3,500 toys to be distributed through the Palm Beach County U.S. Marines Toys For Tots.

SALVATION ARMY OF PALM BEACH COUNTY WEST PALM BEACH, FL 1290 WJNO

WJNO partnered with the Salvation Army of Palm Beach County during 2023 to support their series of holiday programs by providing significant media. The program contributed to the delivery of 112,020 meals, 33,790 nights of lodging and 5,759 toys to those in need in the Palm Beaches.

SALVATION ARMY WHEELING WHEELING, WV iHeartMedia Wheeling

In 2023, iHeartMedia Wheeling partnered once again with the Salvation Army for a toy drive benefitting children in need in the community. The community donated more than \$99,800 -- a 13% increase over the prior year. There was also a 67% increase in volunteers in 2023, with an additional 300 hours donated.

SUNDAY BREAKFAST MISSION WILMINGTON, DE iHeartMedia Wilmington

In 2023, iHeartMedia Wilmington's on-air personality Christa Cooper from 94.7 WDSB hosted the annual Christa's Coat Drive to benefit the Sunday Breakfast Mission in Wilmington, Delaware. Listeners were encouraged

to donate new or gently used coats and winter items for men, women and children in the community. The drive collected over 320 coats and a total of 550 coats in the past three years.

TURKEY ROUND UP WILMINGTON, DE iHeartMedia Delaware

iHeartMedia Delaware hosted the 26th Annual Turkey Round Up to benefit the Food Bank of Delaware. The station cluster set up live broadcasts at multiple Food Lion locations across Delaware to collect non-perishables, turkeys and monetary donations to benefit the Food Bank of Delaware. This year's event raised 3,763 pounds of non-perishable items, 58 turkeys and over \$3,000 in donations.

STUFF A TRUCK WINCHESTER, VA iHeartMedia Winchester

In 2023, iHeartMedia Winchester hosted Stuff A Truck -- a food drive supporting the Blue Ridge Food Bank. The campaign was promoted on-air and on social media and helped collect enough food and funds to supply 2,000 meals for families in the community.

SALVATION ARMY YOUNGSTOWN, OH iHeartMedia Youngstown

In 2023, iHeartMedia Youngstown partnered with Eastwood Mall to host its annual holiday toy drive. The event collected thousands of toy donations for children in need in the community.



iHEART PROGRAMMING & EVENTS

Every day, iHeart broadcast radio stations play an essential role in the lives of the communities in which we and our listeners live and work, especially in times of crisis – and that has never been more critical than in the face of emergencies like the COVID-19 pandemic and its aftermath, or during the many natural disasters our country has seen over the last several years.

iHeart is dedicated to being a force for understanding and support for our entire listening population and we reach our diverse audiences through over 20,000 local events every year. All of our events represent the members and voices of the many different communities we serve and are often an opportunity to embed social impact messaging. From

fundraising to serving as a vehicle to deliver positive and inspiring messages, our events often mobilize communities to create positive, lasting change in their lives and the lives of others.

At iHeart, we have a responsibility to uplift and support the people making up our local communities, especially the most marginalized and vulnerable. We strive to provide a safe space for these communities and offer programming that is validating, inspiring and uplifting, and connects individuals to their communities and to one another. Every year, we reach these communities through special event programming that brings more awareness and attention to their causes and celebrates their individuality.



iHEARTRADIO PRESENTS 50 YEARS OF HIP-HOP



In February 2023 iHeart launched “iHeartRadio Presents: 50 Years of Hip-Hop,” a year-long celebration of Hip-Hop and its impact on today’s society and culture. iHeart dedicated its multi-platform assets, including broadcast radio, streaming, podcast and nationally recognized events, and its massive national reach to share the story of artists and creators who pioneered the Hip-Hop sound – and the iconic superstars who followed, creating the sounds that dominate music and culture today

Additionally, iHeartRadio launched a year-long, 12-part iHeartPodcast series, “50 Years of Hip-Hop,” with iconic Hip-Hop pioneer Fab 5 Freddy, sharing the stories of the people and events that changed American culture forever

iHeart’s celebration of Hip-Hop’s anniversary continued all year long with memorable moments throughout 2023 across its platforms and live events, including:

In February and in conjunction with Black History Month, iHeartRadio created custom vignettes with top recording artists including 50 Cent, Diddy, E-40, French Montana, GloRilla, Ice Cube, NLE Choppa, T.I., Toosii, Young Dro and more, sharing personal stories of what made them fall in love with Hip-Hop, that aired across its broadcast stations and on the iHeartRadio App.

In March, during the 2023 iHeartRadio Music Awards, iHeartRadio paid a special tribute to Def Jam Records, the world’s first Hip-Hop record label. iHeartRadio also shined a light on the women of Hip-Hop as part of its celebration of International Women’s Day, on March 8, 2023.

Throughout the spring and summer, and in conjunction with Black Music Month in June, iHeartRadio produced vignettes highlighting how Hip-Hop has inspired some of today’s biggest artists to air across broadcast stations and the iHeartRadio App.

This year-long celebration of the 50th anniversary of Hip-Hop culminated with special tributes to the genre and once-in-a-lifetime performances at the 2023 iHeartRadio Music Festival in September and at the iHeartRadio Jingle Ball Tour 2023 in December.





CAN'T CANCEL PRIDE PRIDE MONTH



For the fourth consecutive year, iHeartMedia and P&G joined forces during Pride Month for Can't Cancel Pride 2023 – The Future Starts Now, a fundraiser for the LGBTQ+ community celebrating visibility and inclusivity for all. Hosted by singer, actress and social media phenom JoJo Siwa, the event featured performances from Elton John, Impact Award Recipient Brandi Carlile – who was honored for her humanitarian work with the Looking Out Foundation – Adam Lambert, Big Freedia and Ciara, Billy Porter, GLAAD Media Award Recipient FLETCHER, Hayley Kiyoko, Kesha, Kelsea Ballerini and more.

Can't Cancel Pride began during the COVID-19 pandemic when most Pride events around the world were forced to cancel; since then, the event has raised over \$14 million for six participating LGBTQ+ charitable organizations including GLAAD, The Trevor Project, National Black Justice Coalition, SAGE, CenterLink and Outright International. In 2023 alone, the Can't Cancel Pride livestream and broadcast reached 23.4 million viewers.

In addition to bringing together some of today's hottest artists and appearances from influential voices in the LGBTQ+ community, the event focused on the achievements of the past, the urgency of the present moment and the hope for the future of the LGBTQ+ community. The show explored how leaders of the past addressed LGBTQ+ issues and provided the foundation for change; how advocates are expanding opportunities today; and how the next generation is building the groundwork for a safe, equitable and joyous future.

The event was a month-long Pride celebration throughout June 2023. iHeartMedia radio stations aired spots encouraging listeners to tune into the livestream on June 15 and watch the event on demand. Fans could also follow along on social media using the hashtag #CantCancelPride and support the participating nonprofits by visiting cantcancelpride.com or texting "RAINBOW" to 513-654-2622.

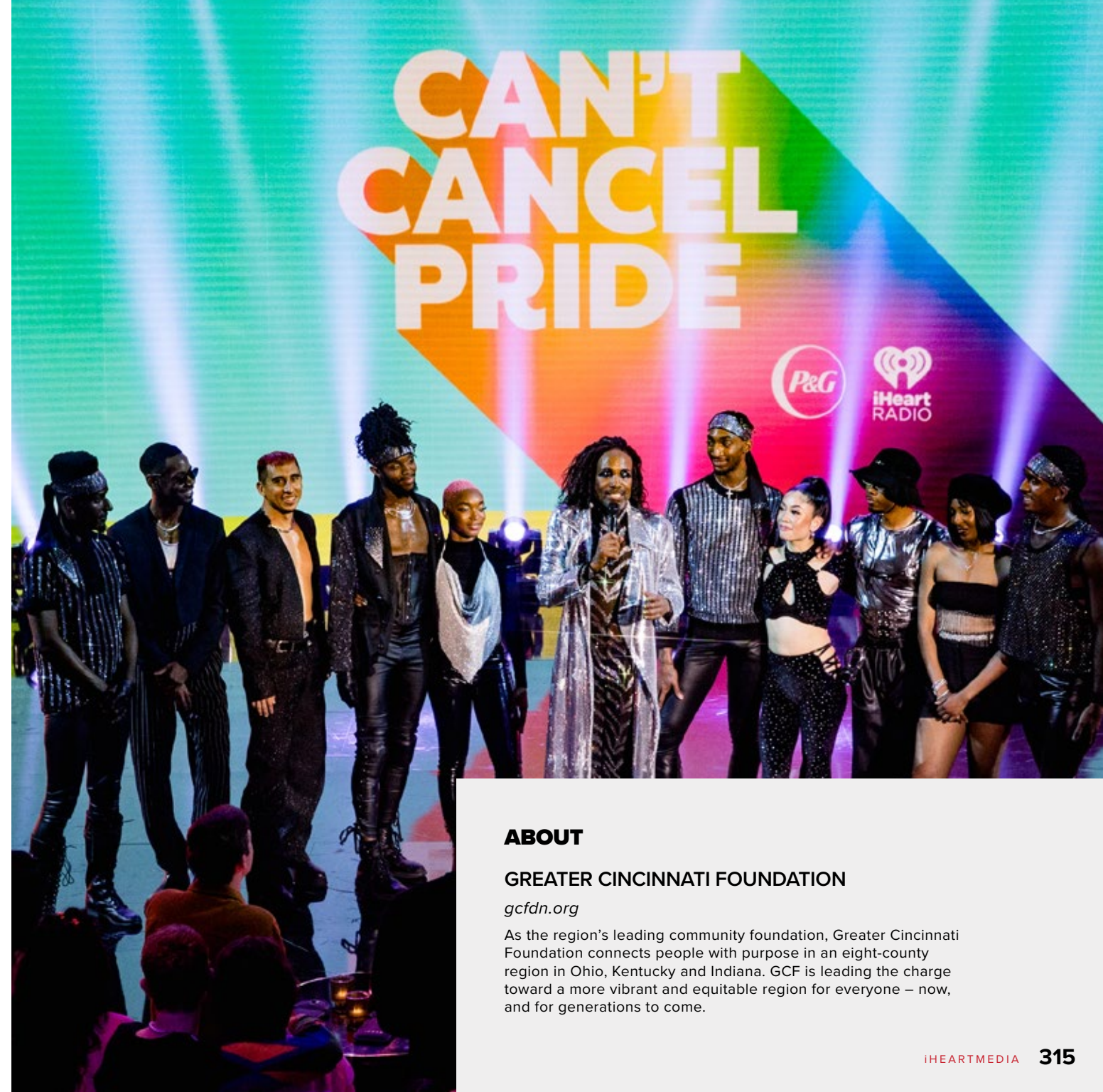
CAMPAIGN IMPACT

+\$2.8M
was raised by Can't Cancel Pride in 2023 to benefit the LGBTQ+ communities

+\$14.1M
raised in the last four years

23M
viewers for Can't Cancel Pride in 2023

9B
social impressions



ABOUT

GREATER CINCINNATI FOUNDATION

gcfdn.org

As the region's leading community foundation, Greater Cincinnati Foundation connects people with purpose in an eight-county region in Ohio, Kentucky and Indiana. GCF is leading the charge toward a more vibrant and equitable region for everyone – now, and for generations to come.



iHEARTRADIO'S LIVING BLACK!



For the third consecutive year, iHeart hosted “iHeartRadio’s Living Black!” – a month-long on-air celebration that culminated with a special event featuring performances by Usher, Miguel, GloRilla, Coco Jones and NLE Choppa on Market Street in Inglewood, California, a hub for Black art, music and culture in Los Angeles. The event also featured special appearances from LL COOL J, Jeezy, Ty Dolla \$ign, Roddy Ricch, Warren G, Chlöe, Lola Brooke, D Smoke, Kash Doll, SleazyWorld Go, DDG, ScarLip and more.

“iHeartRadio’s Living Black!” 2023 Block Party was exclusively streamed on iHeartRadio’s YouTube and Facebook channels and broadcast on iHeartMedia Hip-Hop and R&B stations and

the iHeartRadio app on August 2, available through August 30, 2023. The event also featured nationally-recognized iHeartRadio personalities, including The Breakfast Club’s DJ Envy and Charlamagne Tha God, Angela Yee, Big Boy and Nyla Symone.

“iHeartRadio Living Black!” spotlighted the power of Black culture – past, present and future – throughout Black History Month in February. The month-long celebration featured conversations that educated, inspired and celebrated the Black experience through a mix of custom audio tributes from artists, influencers and thought leaders that aired across iHeartMedia broadcast radio stations in every format.

“

iHeartRadio Living Black is a bold celebration of Black culture, and showcases the beauty and influence of the Black experience.”

THEA MITCHEM
EXECUTIVE VP OF PROGRAMMING
HIP HOP AND R&B STRATEGY,
iHEARTMEDIA

CAMPAIGN SNAPSHOT

+\$5M
on-air media value

3M
fans watched
and listened





iHEARTRADIO PRESENTS:
**SEEHER HEAR HER
 CELEBRATING
 WOMEN IN MUSIC**



In celebration of International Women's Day on March 8, iHeartMedia and SeeHer, the largest global movement to eliminate gender bias in marketing, advertising, media and entertainment, hosted the third annual "iHeartRadio SeeHer Hear Her: Celebrating Women Who Make Music and Culture," a celebration of women who make music, influence change and sew the fabric of our culture.

The iHeartRadio SeeHer Hear Her special was designed to honor the women who are shattering stereotypes with their accomplishments, creating opportunities and inspiring generations to trust their own voice and share it with the world. The special event also highlighted successful and influential female artists in music through in-depth interviews with Gloria Estefan joined by her daughter Emily Estefan, Lainey Wilson, Latto and more during a live one-hour special that streamed on iHeartRadio's YouTube and Facebook pages on March 8.

The "iHeartRadio SeeHer Hear Her: Celebrating Women Who Make Music and Culture" streamed event explored the lives of leading female artists, their influence and their continued efforts to flip the status quo. In addition to interviews from Gloria Estefan, Lainey Wilson and Latto, the special featured inspiring thoughts from women throughout the entertainment industry. It also shared a moment of celebration for the 50th anniversary of Hip-Hop and highlighted emerging female talent from SeeHer's new artist accelerator platform, Hear Her Music, in partnership with Breakr.

To kick off the celebration, iHeart launched a weeklong promotion for International Women's Day across 660 iHeartMedia broadcast stations in every format, on social media platforms and on iHeart's biggest podcasts. On March 8, from 5 – 6 p.m. local time, iHeartMedia radio stations also devoted the hour to playing the biggest hits and new music from today's female artists and offered special playlists on

the iHeartRadio app. The celebration culminated with an hour-long special with words of wisdom about equality, inspiring confidence and career building. Listeners were encouraged to join the conversation online by using #iHeartWomensDay and #SeeHer throughout the day and during the one-hour special.

“*Music has the power to influence, connect and inspire in a way that few things can. We are honored and excited to join iHeartMedia again to amplify the voices of women in music because our work is not done yet.***”**

CHRISTINE GUILFOYLE
 PRESIDENT, SEEHER



ABOUT

SEEHER

SeeHer.com

SeeHer is the leading global movement of media, marketing and entertainment leaders committed to the accurate depiction of women and girls in advertising and media. Launched in 2016 by the Association of National Advertisers (ANA) in partnership with The Female Quotient (The FQ), SeeHer is changing how women are portrayed in media. To help members benchmark success, SeeHer spearheaded the development of the Gender Equality Measure® (GEM®), the first research methodology that quantifies gender bias in ads and programming. GEM® proves that content accurately portraying women and girls dramatically increases both purchase intent and brand reputation. The GEM® methodology quickly became the industry standard, winning the prestigious ESOMAR Research Effectiveness Award, leading to its global rollout in 2018. The movement has expanded its verticals to include sports (SeeHer In Sports), music (SeeHer Hear Her) and health (SeeHer Health.)

CAMPAIGN IMPACT

247M
 social media impressions across iHeartRadio social handles, local station handles and talent social handles

2.7M
 streaming views across iHeartRadio's Facebook & YouTube channels



iHEARTRADIO FIESTA LATINA



iHeartMedia reaches our diverse audiences through over 20,000 local events every year that represent the members and voices of the many different communities we serve. The tenth annual iHeartRadio Fiesta Latina returned to the Kaseya Center in Miami, Florida, on Saturday, October 21, honoring Hispanic Heritage Month with a non-stop celebration of Latin culture and music. The event featured performances by Yandel, Ricardo Montaner, Olga Tañón, Fonseca, Servando y Florentino, Luis Figueroa, GALE, Menudo and iHeartRadio Corazón Latino Award recipient Chayanne. Enrique Santos, President and Chief Creative Officer of iHeartLatino and on-air talent for iHeartRadio, hosted the event celebrating the power of Latin music in popular culture.

This year, iHeartMedia and Enrique Santos presented Chayanne with the iHeartRadio Corazón Latino Award. The award honors an individual who exemplifies their big heart through their selfless work enhancing the lives of the Latin community and beyond. Chayanne, a world-renowned Puerto Rican singer-songwriter, TV star and actor, has solidified his success with more than 50 million albums sold, sold-out tours and hundreds of music industry awards. Outside of his work in music, Chayanne uses his voice to shine a light on organizations he is passionate about. He was a spokesperson for the United Nations High Commissioner for Refugees and has been involved in the Make-A-Wish Foundation, United Nations Human Rights for Climate Change, Women Refugees Commission, Heroes Por la Vida campaign promoting

the importance of being an organ donor and Teleton in Mexico, Chile and the U.S. Additionally, he is an active member of the cabinet for the American Red Cross, from which he received the Crystal Cross Award in 2018. Chayanne has also participated in the American Red Cross' 100 Days of Summer campaign since 2014 to encourage the Latin community to donate blood.

iHeartMedia's Spanish Contemporary Hits, Tropical, Regional Mexican, Tejano and Spanish Oldies radio stations broadcasted the event live in their local markets and on iHeartRadio.com. Additionally, the iHeartRadio Fiesta Latina broadcasted across iHeartRadio digital stations. For the first time, Hulu served as the official streaming destination of the iHeartRadio Fiesta Latina.



“

We're honored to once again bring together incredible artists, electrifying music and a vibrant community. Here's to a decade of unforgettable moments, unity and the power of Latin music!”

ENRIQUE SANTOS

PRESIDENT AND CHIEF CREATIVE OFFICER OF IHEARTLATINO AND ON-AIR TALENT, IHEARTRADIO

CAMPAIGN IMPACT

4.7B
social impressions

519M
on-air promo impressions



iHEARTCOUNTRY FESTIVAL ST. JUDE PARTNERSHIP



This year, the tenth annual iHeartCountry Festival celebrated Country music's hottest artists, including Luke Bryan, Kane Brown, Carly Pearce, Sam Hunt, Elle King, Parker McCollum, Justin Moore, Jordan Davis, Mitchell Tenpenny, special guest Bailey Zimmerman and surprise guest Brothers Osborne on May 13 at Moody Center in Austin, Texas. iHeartMedia's Country music radio stations broadcast the event live in their local markets and on iHeartRadio.com.

St. Jude Children's Research Hospital® and iHeartCountry also celebrated their 10-year partnership at the 2023 iHeartCountry Festival. This partnership is an extension of iHeartMedia's strong commitment to the St. Jude mission: "Finding cures. Saving children.®"

This year's iHeartCountry Festival featured an on-stage moment with Ian, a 15-year-old St. Jude patient who received lifesaving treatment from the hospital after being diagnosed with a brain tumor

in 2009. Ian and Amy Brown, co-host of "The Bobby Bones Show," encouraged fans in the audience, as well as listeners tuning in, to donate to St. Jude and become Partners in Hope by making a monthly donation of \$19 or more.

Nationally-recognized iHeart syndicated personality Bobby Bones, host of the iHeartCountry Festival, has been a long-time champion for St. Jude. Bones has raised more than \$21.8 million since he began supporting St. Jude in 2014, bringing in more than 4,000 new pledges during his "Country Cares for St. Jude" radiothon event in December.

St. Jude has partnered with iHeartMedia for more than 30 years – most notably through its radiothon programs. Every year, the iHeartMedia radiothon program draws on the power of radio to tell the story of children and their families helped by St. Jude, thanks to the generosity of iHeart listeners.



The country music community has long been a part of the St. Jude family, and we are so very grateful for partners and ambassadors like iHeartMedia and Bobby Bones. Through sharing the St. Jude story on national radiothons to fan engagement, more and more generous people are joining our mission all the time to help save more lives around the world."

RICHARD C. SHADYAC JR.
PRESIDENT AND CEO OF ALSAC,
FUNDRAISING AND AWARENESS
ORGANIZATION FOR ST. JUDE

CAMPAIGN IMPACT

724M
social impressions



ABOUT

ST. JUDE CHILDREN'S RESEARCH HOSPITAL

StJude.org

St. Jude Children's Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Its purpose is clear: Finding cures. Saving children.® It is the only National Cancer Institute-designated Comprehensive Cancer Center devoted solely to children. When St. Jude opened in 1962, childhood cancer was considered largely incurable. Since then, St. Jude has helped push the overall survival rate from 20% to more than 80%, and it won't stop until no child dies from cancer. St. Jude shares the breakthroughs it makes to help doctors and researchers at local hospitals and cancer centers around the world improve the quality of treatment and care for even more children. Because of generous donors, families never receive a bill from St. Jude for treatment, travel, housing or food, so they can focus on helping their child live.



2023 BLACK EFFECT PODCAST FESTIVAL



The Black Effect Podcast Network is the leading platform for Black creators to raise their voices and be heard in the podcast space. It brings together the most influential and trusted voices in Black culture for stimulating conversations around social justice, pop culture, sports, mental health, news, comedy and more. Launched in September 2020, the Black Effect Podcast Network has since debuted 29 shows, featuring a luminous roster of marquee talent and culture-shifting voices committed to enlightening, educating and entertaining audiences, curated by Charlamagne Tha God, nationally-syndicated host of "The Breakfast Club" and co-founder of The Black Effect Podcast Network.

In 2023, Charlamagne Tha God and iHeartMedia teamed up for the 2023 Black Effect Podcast Festival to celebrate, uplift and amplify Black voices in the podcast industry. The event took place Saturday,

April 22 at Pullman Yards in Atlanta, GA. Charlamagne Tha God joined the festival alongside some of The Black Effect Podcast Network's most popular personalities for a day full of live podcast tapings and informative discussions aimed at aspiring podcasters in the Black community.

The festival was hosted by Charlamagne Tha God and "Carefully Reckless" host and comedian Jess Hilarious and featured live podcast tapings from The Black Effect's most popular shows. Additionally, the event featured thought-provoking and informative discussions during the event's Women in Podcasting Panel and The Business of Podcasting Panel featuring Black Effect Podcast Network hosts Chad Oubre ("85 South Show"), Coline Witt ("Eating While Broke"), Jess Hilarious ("Carefully Reckless" and event co-host), Tamika Mallory ("Street Politicians"), Tezlyn Figaro ("Straight Shot, No Chaser") and more.

“

In 2023, Black creators are at the forefront of a movement reverberating across today's cultural landscape, and we're excited to bring this to life for the community at The Black Effect Podcast Festival in Atlanta this spring. With this festival we want to inspire and uplift new and aspiring podcasters while also showcasing the incredible voices on The Black Effect Podcast Network.”

CHARLAMAGNE THA GOD
CULTURAL ARCHITECT
AND CO-HOST, THE BREAKFAST CLUB RADIO SHOW



CAMPAIGN IMPACT

269M
on-air promo impressions

3K
fans on-site

82
stations played over 8 weeks

ABOUT

BLACK EFFECT PODCAST NETWORK

BlackEffect.com

The Black Effect Podcast Network is a transformative network founded by renowned cultural architect, executive producer, bestselling author and media mogul Charlamagne Tha God. In a historic joint venture with the world's number one commercial podcast publisher, iHeartMedia, Charlamagne and iHeartMedia created the groundbreaking first-ever Black Effect Podcast Network, celebrating the most important Black culture-shapers on the planet—in education, politics, entertainment, sports and pop culture. The Black Effect Podcast Network gives rise to emerging and established content creators and storytellers whose perspective and creative vision have been marginalized and overlooked while serving an audience that has been underserved. The Black Effect Podcast Network helps its partners define their place in podcast culture through influence, ideas and experiences that engage, inspire, inform and empower.



PRIDE RADIO



iHeartRadio is proud to support the LGBTQIA+ community and strives to provide the most relevant LGBTQIA+ news and information to its listeners every day. PRIDE Radio – iHeartRadio’s digital entertainment destination for the LGBTQIA+ community – brings the best of music and programming to the LGBTQIA+ community and its allies around the country and is featured on the iHeartRadio app as well as on 29 iHeart stations via HD Radio.

The station, hosted by leading LGBTQIA+ on-air personalities, features a dynamic blend of music alongside

its signature LGBTQIA+ Audio Vignette series with top LGBTQIA+ music artists and allies such as Kim Petras, Kylie Minogue, Taylor Swift, Elton John, Dua Lipa, Bebe Rexha, Lil Nas X, Troye Sivan, Miley Cyrus and Ariana Grande, as well as influencers from within the community.

iHeartMedia proudly supports the LGBTQIA+ community and annually participates in LGBTQIA+ events and initiatives across the country, and is very active in promoting, supporting and developing the biggest Pride celebrations of the year across the country.



PRIDE RADIO ACTIVATIONS:

PRIDE Radio was the lead station promoting iHeartRadio’s annual “Can’t Cancel Pride” event, featuring performances by Kesha, Big Freedia, Adam Lambert, Ciara and more. Hosted by JoJo Siwa, the event raised millions of dollars for local and national LGBTQIA+ charities and organizations.

PRIDE Radio was the official radio partner for the “Capital Pride Concert” in Washington, DC, hosted by PRIDE Radio personality Houston and local personalities from iHeart Washington, DC’s HOT 99.5. The Concert featured performances by Idina Menzel, Hayley Kioko, Rina Sawayama, Debbie Gibson, Shanice and Monét X Change from the 10th season of “RuPaul’s Drag Race.”

PRIDE Radio personality Houston was featured in a live interview on “Good Morning Washington” in Washington, DC on ABC7 talking about PRIDE Radio, the importance of Pride celebrations and how PRIDE Radio was bringing awareness to LGBTQIA+ causes and the Capital Pride Concert.

PRIDE Radio broadcast live from multiple local Pride events in June: PRIDE Radio personality Josser broadcast live from LA Pride, and PRIDE Radio’s Houston broadcast live from the Capital Pride Parade in Washington DC, on corresponding iHeartRadio floats.

PRIDE Radio was the official media sponsor of “One Magical Weekend” at Walt Disney World Resort. This event, our annual kick-off of Pride Month during the first weekend in June, featured live broadcasts from PRIDE Radio personality Houston at

the event and featured messaging in resistance to Florida’s harmful anti-LGBTQIA+ bills. The event created a safe space for the LGBTQIA+ community and included an expo for brands, entertainers and LGBTQIA+ professionals to connect.

Furthering a message of equality and acceptance in Florida, PRIDE Radio partnered with Visit Orlando to promote LGBTQIA+ tourism across the region supporting the local tourism economy that is home to thousands of LGBTQIA+ hospitality workers that depend on tourism for their livelihood.

PRIDE Radio joined forces with Key West Tourism to promote the love and acceptance that can be found throughout the city, as a safe space for LGBTQIA+ in Florida and beyond.

PRIDE Radio’s Houston broadcast live from the first-ever “Unleashed LGBTQ” networking event for LGBTQIA+ professionals in Dallas, TX, that drew attendees from around the country with seminars led by experts in various fields along with celebrity speakers like Billy Eichner.

PRIDE Radio’s Houston broadcast live two days in Provincetown, MA, in the heart of the city as it celebrated “Holly Folly,” a massive LGBTQIA+ holiday weekend featuring performances, a street festival and LGBTQIA+ holiday marketplace.

Throughout the year, PRIDE Radio highlighted hundreds of local Pride celebrations on-air in 60-second “PRIDE Guide” updates that ran multiple times per day.

PRIDE Radio published a “PRIDE Guide” online directory of Pride celebrations throughout the country, complementing the on-air feature, listing events happening in all 50 states.

Participated in local pride parades across the country including New York, Los Angeles, Dallas, San Francisco, Chicago, Atlanta, Washington DC, San Diego, Miami/ Ft. Lauderdale, Tampa/St. Petersburg, Orlando, Cincinnati, Oakland, Palm Springs and Silicon Valley.

LGBTQIA+ artists and allies Billy Porter, Kim Petras, Demi Lovato, Adam Lambert, Cyndi Lauper and more were featured in Pride Month vignettes that ran throughout June across all @PRIDERadio social channels and on-air.

Celebrated “National Coming Out Day” in October with special on-air and online celebrity greetings and coming out stories from artists like Sam Smith and Lil Nas X.

Honored World AIDS Day on December 1 through on-air promos and discussion, as well as other HIV Awareness campaigns throughout the year with periodic interviews featuring Dr. Laura Cheever from the Ryan White HIV/AIDS Program and the Health Resources and Services Administration.

PRIDE Radio partnered with Murray & Peter Presents to provide experiences at drag queen shows across the country, supporting this important art of the LGBTQIA+ community and bringing awareness to the significant increase of threats, protests and violence against drag performers.



MUSIC DEVELOPMENT

DIGITAL ARTIST INTEGRATION PROGRAM

In 2012, iHeartRadio extended its Artist Integration Program to the iHeartRadio digital platform. Each month, four new tracks per format are featured in new music spots that run in national inventory across format-appropriate iHeartRadio digital stations. The songs run in their entirety 3-4 times per day across all format-relevant digital streams online, helping to build impressions and artist familiarity. In 2023, the iHeartRadio Digital Artist Integration Program accumulated 102MM+ impressions and featured over 437 DAIP custom spots throughout the year.

2023 AIPS

Flo Rida	Burna Boy
Måneskin	Dan + Shay
John Legend	Diddy
Tyga	Thomas Rhett
Morgan Wallen	The Black Crowes
Luke Combs	Chayanne
Ed Sheeran	Shaggy
Jonas Brothers	Shinedown
Parker McCollum	2 Chainz & Lil Wayne
Jelly Roll	Lauren Daigle
Niall Horan	Becky G
Kelly Clarkson	Big Time Rush
Fall Out Boy	
Travis Scott	

ON THE VERGE

iHeart’s “On The Verge” artist program promotes key tracks and artists that iHeartMedia programmers are excited about and know their listeners will love. Each quarter, iHeartMedia selects an artist in each format based on surveys and feedback from these programmers and launches an eight-week program that includes on-air exposure as well as significant digital and social support across iHeartMedia’s entire platform. In 2023, “On The Verge” helped kickstart the careers of Little Image, Doechii, Melanie Martinez, Tim Montana, Victoria Monét, Kenya Vaun, Teddy Swims and Ashley Cooke.

2023 ON THE VERGE ARTISTS

Little Image	Victoria Monét
Doechii	Kenya Vaun
Melanie Martinez	Teddy Swims
Tim Montana	Ashley Cooke





iHEARTMEDIA'S INDUSTRY-LEADING ON-AIR PERSONALITIES

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

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



RYAN SEACREST

Each year, more than five million pediatric patients are hospitalized in the United States. The Ryan Seacrest Foundation (RSF) contributes positively to the healing process of these patients by building broadcast media centers in children's hospitals across the country – providing a respite for patients and families while being treated. The Ryan Seacrest Foundation builds broadcast media centers, named Seacrest Studios, in pediatric hospitals for patients to explore the creative realms of radio, television and new media.

There are now studios in 14 cities across the United States including Atlanta, Philadelphia, Dallas, Orange County, Charlotte, Cincinnati,

Denver, Boston, Washington D.C., Nashville and Orlando. 2023 marked the debut of three new Seacrest Studios: Le Bonheur Children's Hospital in Memphis, TN; Cohen Children's Medical Center in Queens, NY; and Primary Children's Hospital in Salt Lake City, UT. iHeartMedia supports the amazing work of the Ryan Seacrest Foundation in a variety of ways throughout the year, including educational experiences for studio interns, assisting with talent bookings and executing national and local fundraising programs. The iHeartRadio Jingle Ball tour continues to benefit RSF with a portion of all ticket sales going to support the Foundation.





MAXWELL & CRYSTAL

Maxwell is a hybrid radio personality and pop culture correspondent with a unique conversational interview style, coupled with the demeanor of a veteran journalist, creating genuine exchanges that both inform and entertain audiences worldwide, and he has proven to be one of the most sought-after interviewers in the industry. Maxwell is featured on the world famous Z100 in New York and on iHeartRadio's heritage Top 40 radio station WNCI 97.9, Columbus' Hit Music Station, in Columbus, Ohio. He is also heard across the country as a member of iHeartRadio's national on-air team and as an iHeartRadio Digital Content Host.

Through her career on and off the air, Crystal has solidified her role as a multimedia personality across radio, television and social media. She is currently a host of "Maxwell & Crystal" on the world-famous Z100 in New York City and is heard in over 80 markets nationwide as the host of her own syndicated night show, "The New Hit List." Outside of radio, Crystal is passionate about media and continues to create as a video producer, blog writer and social media editor with over 10 years of experience. She frequently appears

as guest host on television programs like "Dick Clark's Rockin' New Years with Ryan Seacrest," "Good Day New York" on Fox 5 and Extra TV, while her podcast, "Crystal's Nightcap," has garnered national recognition.

In December 2023, Maxwell connected with the community through the "Max vs. Martinez Celebrity Teacher Challenge" at Union High School, where he battled against fellow DJ Josh Martinez to see who the kids thought would make a better substitute teacher. Though he lost, Maxwell spent the day connecting with students and building a stronger bond with the community.

Every Sunday, Crystal connects with her community by leading and hosting fellowship after mass at Holy Cross Church on W 42nd St. for any New York City residents who would like to join for coffee, tea and light snacks. She also builds connection with the youth in the community by participating in Career Day for PS 111 elementary schoolers and serving as a mentor for women in radio by empowering young female journalists who hope to break into the entertainment world.



Getty Images



BOBBY BONES

Given his affinity for helping others, Bobby Bones is involved in multiple charitable initiatives and supports an array of philanthropic causes. Since April 2014, Bones and his national radio show have helped raise more than \$22 million for St. Jude Children’s Research Hospital with various events and fundraisers, including “The Bobby Bones Show” St. Jude Radiothon, which raised \$2.5 million in two days in 2023. The event featured support and live performances from some of Country music’s biggest superstars.

Bones is also an avid supporter of The MusiCares Foundation, a nonprofit organization that provides a safety net of critical assistance for musicians in times of need, and he serves on the Board of Directors for Musicians On Call, an

organization that brings live and recorded music to the bedsides of patients in healthcare facilities.

“The Bobby Bones Show” also continues to raise funds through the sale of #PIMPINJOY merchandise to benefit many worthy causes, including ending the orphan cycle, medical care and cancer treatment, veteran support, serving the homeless, disaster relief efforts and more. In 2023, “The Bobby Bones Show” promoted limited-edition, patriotic #PIMPINJOY merchandise to benefit Building Homes for Heroes. Nearly \$100,000 was raised to help make a home more accessible for USMC Corporal Aaron Mankin in Rodgers, Arkansas, who sustained life-altering injuries during his military deployment.





SEAN HANNITY

Sean Hannity, one of the most-listened-to talk radio hosts in America and host of “The Sean Hannity Show,” continued supporting several nonprofit organizations in 2023, including Building Homes for Heroes, a national nonprofit organization that builds or modifies homes and gifts them, mortgage-free, to veterans and their families; Samaritan’s Purse, a non-denominational evangelical Christian organization providing spiritual and physical aid to hurting people around the world; and Operation 300, which provides mentorship to children of fallen soldiers. The National Radio Hall of Famer also champions The

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





THE BREAKFAST CLUB

Throughout the year, “The Breakfast Club” uses the strength of their platform to help those in need and raise awareness for worthy causes, while inspiring positivity, hope, togetherness and love to everyone listening.

On October 7, 2023, “The Breakfast Club” host Charlamagne Tha God, iHeartMedia NYC and The Mental Wealth Alliance celebrated World Mental Health Day with the 3rd annual Mental Wealth Expo. Held at the Marriott Marquis in New York City’s Times Square, this event was free and open to the public and featured curated panels covering a wide range of topics including healing trauma; navigating mental health as black women, men, youth and athletes; dealing with anxiety; communal healing; the opioid epidemic and ending addiction; embracing emotions and much more.

The Mental Wealth Expo also included the MEternal breakout room, sponsored by Sorin Medical, dedicated to mothers of color with topics covering building strength and healing; justice; strengthening family bonds; balancing motherhood and mental health; and more.

Also in the fall, the 2023 The Thrill of Possibility Summit brought together

the best of The Black Effect Podcast Network -- founded by Charlamagne Tha God -- Nissan USA and ambitious HBCU scholars in Nashville to encourage learning, engaging and making connections. The early November Summit featured hosts from Black Effect shows, Nissan USA thought leaders and entrepreneurs from a variety of STEAM (Science, Technology, Engineering, Arts and Mathematics) industries to create super panels, breakout sessions and mentoring opportunities that tackled topics most relevant, current and necessary to scholars today.

iHeart searched nationwide for 50 HBCU scholars who major in STEAM for their chance to attend The Thrill of Possibility Summit. The students received exclusive career insights and networking opportunities for the job market and built on their post graduate success.

Additionally, Charlamagne Tha God hosted community outreach events at his former high school in Moncks Corner, S.C., including the 8th annual Back 2 School Drive & Fish Fry, where the community received backpacks, school supplies, haircuts and free food; and the 10th annual Turkey Giveaway.





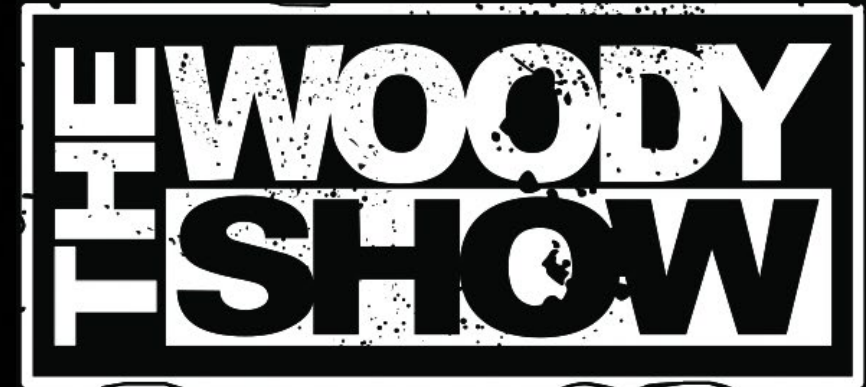
THE WOODY SHOW

"The Woody Show" is dedicated to giving back to the community and supports many worthy causes throughout the year.

The popular nationally-syndicated program donated to The Special Olympics, which provides year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage and experience joy. The Woody Show also spent time at a large pet adoption event in Downtown L.A. to benefit Best Friends Animal Society, where they encouraged people to adopt the animals both on-air and at the event. Best Friends Animal Society makes sure that everyone has the

same access to loving pets and that every adoptable pet has access to the comfort of a foster home instead of a kennel in a shelter. They're also on a mission to make all animal shelters no-kill by 2025.

Additionally, The Woody Show provided music for a "Rock 'N Polo" event that was held at Rogers State Park in Pacific Palisades. It was a day full of horses and music with proceeds benefitting Teen Cancer America, which is led by Roger Daltrey and Pete Townshend of legendary rock band The Who. Their mission is to increase survival and improve the lives of teens and young adults with cancer, helping to transform hospitals to better serve their needs.





DELILAH

Delilah continues to lend her name and considerable resources to Point Hope, a 501(c)(3) nonprofit organization founded in 2004. Twenty years into her commitment, the organization is a voice for forgotten children, both in the United States and in Ghana.

In Ghana, Point Hope continues to provide meals and nutritional information to hundreds of children and their families who have no other support from charitable or philanthropic organizations. Point Hope also provides vocational training for women, as well as gardening instruction to communities in search of information. In 2023, Point Hope continued The Living Water project, providing fresh water to tens of thousands of Ghanaian residents living in poverty. Point Hope also opened a vision clinic in Ghana in October 2023, in a partnership with One Sight Foundation, providing hundreds of Ghanaian residents optical assistance, visits with an eyecare professional, eyeglasses and improved eyesight for the first time in their lives.

Delilah also uses select speaking engagements, her nationally syndicated radio program and social media to inform audiences of the plight and effects of the broken foster care program in the United States, encouraging families to adopt children into forever homes. In 2023, she once again served as a spokesperson for the National Council for Adoption, which provides resources and education for all people and organizations in the adoption world and advocates for sound policies so that every child can thrive in a nurturing, permanent family.

Delilah continues to serve as an Air Force Reserve advisor, a role she shares with five other board members, reporting to the Air Force Reserve Commander. She helps guide best practices for supporting families who have members enrolled within the U.S. Air Force and the Air Force Reserve.

Additionally, Delilah supports KDUN-AM in Reedsport, OR, the station where she got her start in radio. 2023 marked the second anniversary of Delilah using proceeds from her radio program to purchase the formerly defunct AM radio station in her hometown and put it back on the air, providing investment for broadcast equipment and local area on-air and off-air staffing to serve the community with a local media outlet. The town does not have another radio station or newspaper as a local source of information. The station management, led by Delilah, has made focused efforts to involve all members in the community, from broadcasting high school sports and being a conduit for elected and volunteer officials, to spreading news of events, helping community members in need and serving as a forum for public discussion.

Delilah closed out 2023 by granting a Make-A-Wish Foundation request for a 14-year-old boy named Xerxes, who is blind and relies on kidney dialysis several times a week and is a big fan of Delilah. Xerxes and his family were invited to meet her at the iHeartMedia HQ offices in New York City, where they experienced some of the state-of-the-art radio studios.





ENRIQUE SANTOS

Enrique Santos, the President and Chief Creative Officer of iHeartLatino, not only excels in his professional roles but also prioritizes community engagement. Santos has an unwavering commitment to giving back to his community and is deeply involved in philanthropic endeavors. He remains dedicated to helping others and raising awareness for important issues and extends his support of worthy causes through local radiothons for organizations such as St. Jude Children's Research Hospital and Autism Speaks.

Going above and beyond his duties, he volunteers his time and actively participates in annual events such as the Autism Bike Ride and the Autism Awareness and Acceptance Police Caravan; "Operation Christmas Joy," a community engagement program that surprises good drivers with gift cards and prizes to celebrate the holiday; the Hometown Heroes Parade for National First Responder Day; Miami Police National Night Out; Faith & Blue; and "The Love Fund," which supports fallen soldiers and their families. Santos also serves as a Reserve Police officer in the community relations department of The City of Miami Police Department.

In 2023, Enrique received a certificate of appreciation from the City of Miami for his work in creating and funding the first-ever Miami Police Department Memorial Badge, the National Law Enforcement Officers

Memorial Fund and the Police Officer Assistant Trust challenge coins honoring fallen officers and K9s.

In October 2023, Enrique was invited to the White House to celebrate Hispanic Heritage Month. During his visit and remote broadcasts, he interviewed John F. Kirby, Coordinator for Strategic Communications at the National Security Council in the White House and retired United States Navy rear admiral, and Karine Jean-Pierre, the first black and openly gay White House Press Secretary.

Enrique also supported His House Children's Home, an organization that restores the lives of children in foster care, by working with WSS to donate new backpacks for kids to prepare for the school year. Additionally, he collaborated with flagship station TU 94.9, along with Brickell Motors, Chick-fil-A and the Hialeah Police Department, to host a back-to-school giveaway for those in need.

Further philanthropic efforts include hosting the "Amigos Night Out" fundraising event in support of Amigos for Kids' mission to end child abuse; raising awareness for the 18th Annual Imagine Gala, which works to ensure every child finds a safe and nurturing home; and distributing gas cards to members of the community to alleviate the impact of rising gas prices.





GLENN BECK

The nationally syndicated “Glenn Beck Program” reaches millions of listeners across the country. Glenn Beck’s vision is not only to provide a great show but also to equip his audience with opportunities to impact the world in service to others. In 2011, Beck founded Mercury One to be that opportunity. The nonprofit organization reflects his belief in the individual, self-determination, free enterprise and the essential need for faith. Over a decade later, Mercury One embodies those beliefs by providing disaster relief, offering education programs through The American Journey Experience and leading the charge of humanitarian initiatives, including efforts to fight human trafficking and protect persecuted religious minorities all over the globe.

Mercury One’s The Nazarene Fund, which Beck founded in 2015, rescues persecuted religious and ethnic minorities worldwide. When tragedy struck Afghanistan in 2021, Mercury One raised more than \$30 million to help save Americans and American allies in Afghanistan. To date, more than 14,500 individuals have been rescued from

Afghanistan and are now rebuilding their lives. Mercury One assisted Israel after the devastating terrorist attacks on October 7, helping charter two planes to get over 400 individuals safely to America. The passengers included Americans, young families who survived the October 7 attacks and a Holocaust survivor.

Mercury One also supported domestic communities in 2023. When Maui was overtaken by historic wildfires, Mercury One was one of the first to respond and continues to work in Maui providing housing and mental health resources to Maui residents. Mercury One also provided vital aid through its disaster relief initiatives in response to tornadoes in over seven states, Hurricane Idalia and historic earthquakes in Turkey. Mercury One consistently supports veteran, anti-human trafficking and abuse and educational initiatives throughout the year. Now in its 13th year of service, Mercury One continues to reach more individuals across the world and inspire all to do their part in restoring the human spirit.





ELVIS DURAN

Elvis Duran is a committed philanthropist with several causes close to his heart. As an advocate for the LGBTQIA+ community, Duran works closely with GLAAD and takes part in their national Spirit Day campaign. In addition, Duran supports St. Jude Children's Research Hospital and participates in the St. Jude Walk/Run to End Childhood Cancer. He is also a partner to Musicians On Call, which brings live and recorded music to the bedsides of patients in healthcare facilities.

In 2023, Duran received the first-ever Good Cookie of the Year Award given by Cookies for Kids Cancer, a charity that he has helped raise over \$1,000,000 for since 2014. The award recognizes the person who embodies the Good Cookie spirit of always being there for the organization and going above and beyond.

Elvis also continues to raise funds and awareness for many organizations, including New York's LGBTQIA+ Community Center; The Trevor Project, the leading national organization providing crisis intervention and suicide prevention services to LGBTQIA+ young people under 25; the Born This Way Foundation, which is committed to supporting young people and empowering them to create a kinder, braver world; and DonorsChoose.org, which makes it possible for anyone to support a classroom in need.





ANGELA YEE

Angela Yee, host of the nationally-syndicated “Way Up with Angela Yee” and “Angela Yee’s Lip Service,” has always had a desire to give back to her community. Her dedication to providing information and access to nutrition, financial literacy, education and culture is reflected in her philanthropic associations.

Angea is the first ever Global Ambassador for Diversity, Inclusion and Community Engagement for Brooklyn Sports and Entertainment (BSE) and the New York Public Library. She sits on numerous boards, including the American Foundation for the University of the West Indies (AFUWI), Nile Rodgers’ We Are Family Foundation, the Fund for NYC Housing Authority and The Shirley Chisholm Cultural Institute. Additionally, she has channeled her early love for reading into the “Angela Yee’s Book Club” literacy initiative to encourage her followers to read more and to support authors with unique stories to tell.

In 2018, the Mayor of New York City officially designated August 28th as Angela Yee Day. To celebrate the honor in 2023, Power 105.1 and Angela partnered with the Social Justice Fund to create a Community Day on the Plaza at Brooklyn, NY’s Barclays Center featuring live performances, food, small business services, games, prizes and other surprise announcements -- all benefiting the community. Also in 2023, Angela partnered with some friends, including Dr. Topeka K. Sam of Ladies of Hope Ministries, to buy a 30-unit building in Detroit where 10 units will be dedicated to housing formerly incarcerated women who need a fresh start. In November, she hosted the “Angela Yee + Friends Bowl for a Cause” fundraiser for Maimonides Children’s Hospital.





JOHNJAY & RICH

The Johnjay and Rich #LoveUp Foundation, established in 2008, began as a movement started by Johnjay Van Es to remind people to pay it forward and spread the love. The Foundation aims to support Arizona's approximately 12,000 foster children by providing a sense of normalcy for these vulnerable youths. #LoveUp works tirelessly to raise private and corporate donations to create and host memorable experiences across the Valley for children living in the foster care system via three main programs: #LoveUp Moments, Children's Heart Gallery and Christmas Wish.

In 2023, Johnjay & Rich #LoveUp Foundation community contributions included:

Community Contributions - In 2023, community contributions included hosting a roller derby night for foster kids, donating money for foster kids to go to summer camp, supporting a local water drive for the homeless, participating in the Phoenix Pride Parade, making donations to the Jerry Colangelo Classic and the Jesus M. Cordova Memorial Golf Tournament and providing Walmart gift cards to a family who lost their home in the Sunnyside Farm flood.

Fun with the Fuzz - Recognizing the alarming statistic that a significant portion of foster children encounter the legal system by age 17, #LoveUp instituted the "Fun with the Fuzz"

initiative. This program facilitates positive interactions between foster youth and law enforcement officers, aiming to bridge gaps and dispel misconceptions. In 2023, #LoveUp invited nearly 50 foster youth to interact with 14 off-duty police officers at several different gatherings.

Arizona Friends of Foster Care Foundation (AFFCF) - Teaming up with the Arizona Friends of Foster Care Foundation, #LoveUp celebrates the accomplishments of foster youth through the Keys to Success Graduation program. This initiative provides career development services, aiming to equip youth with skills for employment and independent living. As a graduation gift, each youth received a generous package on behalf of the #LoveUp Foundation, including a gift card, messenger bag, tablet/laptop and Apple AirPods to advance their individual career goals beyond the program. In 2023, 44 adults were served by the Keys to Success Program; 60 program graduates transitioned into adulthood and out of the foster care system; and 349 foster youth were served by the Keys to Success Program.

Arizona Department of Child Safety (DCS) - #LoveUp partnered with DCS for the "Fashion Week 4 Kids" children's fashion show featuring several kids from various group homes. #LoveUp was able to sell merchandise and help encourage patrons to pick from the DCS Angel Tree, which

benefited foster youth during the holidays. #LoveUp purchased gifts for 100 of the foster kids.

Roadhouse Cinema YAP Christmas Party - #LoveUp hosted 60 kids from the Young Adult Program at the movies, where they also received a meal and a \$50 gift card for Christmas.

Children's Heart Gallery - #LoveUp was awarded the national Children's Heart Gallery in 2015. DCS chose the #LoveUp Foundation to underwrite and host six large-scale Heart Gallery photo shoots each year to capture each child's unique spirit and help them find their forever homes through the website childrensheartgallery.org. 153 foster youth were served by the Children Heart Gallery program in 2023. Each foster kid that attends Children's Heart Gallery gets breakfast, lunch and a backpack full of essential items and toiletries. #LoveUp goes the extra mile to secure memorable and fun venues for the foster youth to enjoy during their visit.

DCS Welcome Center Opening - In 2023, #LoveUp played a pivotal role in the opening of the DCS Welcome Center, donating \$20,000 towards the design of a playroom. The center serves as a crucial resource for children entering the foster care system, providing support and assistance during their journey.

Christmas Wish - For more than 20 years, Johnjay and Rich have been granting elaborate Christmas wishes to children and families in need. The Christmas Wish program, the #LoveUp Foundation's signature program, focuses primarily on families with foster or adopted children. #LoveUp grants a total of \$27,000 in Christmas wishes each year, and each wish is personalized to

the recipient's needs. On average, these families have two to five children and often need financial assistance due to unforeseen circumstances. In 2023, the Foundation took care of six families in three Johnjay & Rich markets (Phoenix, Tucson and Portland).

The #LovePup Foundation - Johnjay and Blake Van Es started #LovePup 10 years ago. The #LovePup Foundation is a 501c(3) that believes all dogs deserve the best possible home. Their programs focus on placement, shelter prevention and community partnerships. Donations come through generous individuals, corporations, grants, t-shirt/merchandise sales and event fundraising.





JOHNJAY & RICH

CONTINUED

#LOVEPUP PROGRAMS:

The #LovePup Shelter - #LovePup opened a shelter in February of 2021 that was built almost entirely on in-kind donations. The shelter houses approximately 20 dogs at a time, is the home base for Johnjay's "Hanging with his Dogs" segment, has a comprehensive volunteer/junior volunteer program, training for adoptive families and incoming dogs and enrichment. In 2023, 93 dogs were adopted from the shelter.

A Dog is Forever - A Dog is Forever is designed to help families keep their beloved pets. People who genuinely love their dogs sometimes find themselves in a situation where they want to relinquish their dog because of a medical or behavioral issue, so #LovePup takes care of the vet bill or training so they can keep their dog. In addition, they work with homeless shelters to help keep dogs with their companions. In 2023, #LovePup helped six dogs with major medical issues.

It's Hip to Chip - #LovePup microchips every dog that is adopted at Maricopa County Animal Care & Control (MCACC). In 2023, more than 6,000 dogs received microchips before leaving the shelter. #LovePup's goal is shelter prevention and this program, over the

last five years, has had a huge impact on the return rate to owners. In addition to microchipping all dogs adopted at MCACC, #LovePup partnered with them for a wellness event called "Care on the Go" on March 25, 2023, where 559 dogs were served. It was a drive-through event for low-income families that provided vaccines, microchips and spay/neuter certificates. #LovePup plans to expand this program in 2024.

#LovePup Family Fest - One of #LovePup's signature events, #LovePup Family Fests are currently held in four cities nationwide: Dallas, Tucson, Colorado Springs and Phoenix. #LovePup partners with iHeartMedia and Johnjay & Rich affiliates to create awareness for rescues by putting on a concert event with local dog adoptions in each city. In 2023, #LovePup and iHeart raised nearly \$300,000, and the events were supported by partnerships with Discover, F3 and AZ Pet Vet.

Johnjay's Hanging with His Dogs YouTube Series - Johnjay has interviewed more than 35 celebrities with puppies as the focus of this series. A room was built for celebrities to visit the shelter and help promote awareness for homeless dogs.

SIGNATURE EVENTS:

Dog Mom's Day (Tea, Treats & Tails) - #LovePup held its Second Annual Dog Mom's Day the day before Mother's Day to give all the dog mommas a chance to celebrate. #LovePup hosted a brunch for invitees and their dogs

Cars & Canines - In its sixth year, #LovePup and DPet Hotel teamed up to showcase luxury cars and rescue dogs. In partnership with Luxury Auto Collection and DPet Hotels, #LovePup was able to raise \$29,000.

Community Events - In 2023, #LovePup brought adoptable dogs and merchandise booths to several community events, including: Ruff Ruff Rescue with Paw Patrol, Kiwanis Car Show, Pat Tillman Foundation Run, a Roller Derby Tournament, PSA for Parks & Recreation, Superstar Car Wash Employee Appreciation Day and West Valley Wonderland.





EL GATO

Colombia native Humberto "El Gato" Rodriguez supports a number of causes that help his home country, especially Colombianitos, an organization that supports children's education and sports in Colombia. A supporter of the organization since 2003, Humberto helps raise both awareness and resources for underprivileged children. Additionally, Humberto and his wife Verónica Segrera competed on the game show "Minuto Para Ganar" (Minute to Win It) against presenter Mario Lopez and New York Yankees catcher Jorge Posada; the couple won \$25,000, which went directly to The Colombianito Foundation.

Humberto, along with his wife and daughters, is part of the "Plan Padrino" (godfather plan), sponsoring underprivileged kids on the

outskirts of Colombia's capital city Bogotá, where he was born. They are all committed to giving back to society and supporting various causes that improve the wellbeing of individuals and communities.

Additionally, Humberto has taken part in various health and wellness campaigns and TV shows that support health-related causes, including on-site programs to raise awareness about important health issues and provide medical assistance for children in the Bolívar department near Cartagena.





VALENTINE

Valentine started his radio career when he was just fifteen years old thanks to an internship opportunity at a local radio station. For more than a decade, he's entertained and connected with millions of loyal listeners with his humor, versatility and candid style. Outside of radio, Valentine spends time with his wife and son Colin.

He is proud to be from a military family and is an avid supporter of the United Service Organizations (USO) at home and abroad. Valentine has hosted over 10 overseas

USO shows for the troops and expands his support through "Valentine in the Morning's \$5,000 Girl Scout Cookie Buy," in which he buys cookies from the winning Girl Scout troop and then donates to the Bob Hope USO at LAX for troops and their families. In addition, Valentine continues to work in various capacities in support of Children's Hospital of L.A., Susan G. Komen, SOS Ministries and Val's Pals. He also supports the MultipleSclerosis Society's Walk MS Los Angeles every year on behalf of his co-host Jill Escoto, who is currently living with MS.





STEVE HARVEY

The Steve and Marjorie Harvey Foundation is committed to giving back, which is embedded in its organizational values and mission. Since its establishment in 2009, the organization has devoted time and resources to transforming the lives of youth, families and communities nationwide, and strives to cultivate the next generation of responsible leaders by fostering excellence in the areas of education, social wellbeing and mental health and wellness in urban and diverse communities, ensuring that the needs of the whole child and family are met. In 2023, the organization made a tremendous impact with several of its programs.

The Steve and Marjorie Harvey Virtual Mentoring Program convened monthly via Zoom, gathering 100 boys aged 13-19 from diverse backgrounds across the United States and internationally every Saturday. The sessions, which featured different accomplished speakers each month, allowed participants to engage with guest speakers, pose questions and gain insights.

In January 2023, the Harvey Foundation extended its support to 100 Girls of Code for their annual programs and hosted the Girls Who Rule the World Mentoring Camp at the new Steve and Marjorie Legacy Ranch, where more than 100 young girls experienced a weekend brimming with mentoring sessions and life-changing encounters.

Throughout the year, the Foundation continued its commitment to initiatives

promoting education and social impact, including the Renew Today “We Deliver Period” Impact Fellowship; Musiq Soulchild’s Music Soulchild Day; Next Step Education Foundation’s College Readiness Bootcamp and College Fair; College Gurl Tour; the Martin Lawrence Holiday Event; the commemoration of Project I AM’s 7th anniversary with the ‘Path to Purpose Summit’; and collaborations with various organizations, including Microsoft, to provide enrichment opportunities for students.

In June 2023, the annual Steve Harvey Charity Golf Classic celebrated 15 years of fostering healthy competition while supporting the Steve Harvey Mentoring Camp for Young Men, while the boys camp provided dynamic speakers and activities, nurturing holistic growth among participants.

The Foundation also prioritized community engagement by supporting initiatives such as the National Basketball Wives Association Hashtag Lunchbag Event; Musiq Soulchild and Utopian Academy Recording Session; and the Empowering Minds of Maryland Youth (EMMY) Suitcase Drive, among others.

As 2023 concluded, the Foundation's endeavors extended to hosting Scholarship Saturday; Harvey Legacy Ranch Holiday Giveaway; Hosea Helps Annual Christmas Event; and Trae the Truth x Relief Gang Holiday Giveaway, spreading joy and support to underserved communities nationwide.





CLAY & BUCK

The Clay Travis and Buck Sexton Show is an ardent supporter of the Tunnel to Towers Foundation. Born from the tragedy of 9/11, Tunnels to Towers provides a variety of services for veterans, first responders and their families. Throughout the year, founder Frank Siller joins the program to generate awareness for the organization and Clay and Buck participate in various fundraising efforts.

During one of his on-air appearances in 2023, Siller announced the Houston Veterans Village, a fully converted 161-

room hotel which provides permanent and transitional housing for hundreds of veterans in Houston and the surrounding areas. The property is equipped with a comprehensive living center on the first floor, offering veterans a litany of supportive services provided by U.S. VETS.

Clay and Buck also led a fundraising effort over the summer with Fox's Will Cain to help raise over \$1.5 million for wildfire relief in Maui.





AMY BROWN

Inside and outside the studio, Amy Brown is passionate about giving back. She currently co-hosts the nationally-syndicated Country radio programs “The Bobby Bones Show” and “Country Top 30 with Bobby Bones,” and hosts “Women of iHeartCountry.” She also hosts the “4 Things with Amy Brown” and “OUTWEIGH with Amy Brown” podcasts, in addition to overseeing and producing the Amy Brown Podcast Network. When she’s not on-air, Amy is busy being a mom to her two adopted children from Haiti, a place that will forever have her heart. In 2015, she co-founded Espwa®, which means “hope” in Haitian Creole. She co-created branded merchandise and other items, including the signature 4 Things® Tote, to support numerous organizations in Haiti, including the orphanage where her kids lived.

In 2013, Brown launched #PIMPINJOY, a movement promoting random acts of joy, which was created to honor her late mother Judy and the positive way she battled cancer. Growing rapidly and garnering national attention, the movement spurred the launch of the #PIMPINJOY clothing line, which has raised millions of dollars for various charities including St. Jude, The Red Cross, Epic Girl, Musicians on Call and more. Every 4th of July, “The Bobby Bones Show” creates limited-edition patriotic #PIMPINJOY merchandise to benefit Building Homes for Heroes. In its seventh year, listeners helped raise nearly \$100k to help make a Rodgers, Arkansas, home more accessible for USMC Corporal Aaron Mankin, who sustained life altering injuries during his military deployment. #PIMPINJOY apparel also contributed to the \$2.5 million raised at the Bobby Bones Show’s 2023 St. Jude radiothon.





MOJO

Mojo has been a Detroit mainstay since 2000, hosting “Mojo In The Morning” on iHeart’s Channel 955. Mojo started at WBBM in Chicago fresh out of college before heading to Tucson, where he succeeded Jimmy Kimmel on 93.7 KRQ, and then heading to Detroit. He’s also heard on 92.5 KISS FM in Toledo and 1045 SNX in Grand Rapids-Muskegon, extending the show’s massive appeal through the region as the most listened-to show in the state of Michigan. In 2020, the show became the longest-running FM morning program in Michigan history.

The show actively supports various charities and launched its own local initiative with the “Breaking & Entering Christmas Wish,” where they surprise the recipient by showing up on their doorstep with clothing, food, toys and Christmas trees. Each year, the show partners with friends and clients to raise over \$100,000 to give back to the community. Mojo and crew also support their listeners by helping organizations throughout metro Detroit gain staffing and financial assistance through Time Team Detroit.





ANGIE MARTINEZ

Angie Martinez, widely recognized as “The Voice of New York” for her influential career in radio, is equally celebrated for her philanthropic endeavors. Passionate about youth empowerment and education, Angie actively supports initiatives that uplift underprivileged communities. She is a dedicated advocate for the Boys & Girls Clubs of America, frequently participating in events and campaigns to enhance the lives of young people. Additionally, Angie partners with Pencils of Promise, a global organization committed to increasing educational opportunities in developing countries. Her involvement extends to local community projects, where she mentors aspiring artists and entrepreneurs, providing guidance and resources to help them

succeed. Angie’s philanthropic work is driven by a deep belief in the potential of every child to achieve greatness, regardless of their background. Her unwavering commitment to giving back has made a significant impact, inspiring others to join her in making a difference.

In 2023 Angie combined her love for golf and youth education by competing in several golf tournaments to support organizations including Derek Jeter’s Turn 2 Foundation, which aims to inspire young people to “turn 2” healthy lifestyles and academic achievement, and The PitCCh In Foundation focusing on enriching the lives of inner-city youth.





BIG BOY

Los Angeles icon Big Boy continues to be a long-time supporter of Together in His Arms, which provides support for families who have lost a child and helps pay the family's bills during their time of mourning. Big also made his much-anticipated annual appearance at the Kingdom Day Parade, which celebrates the life and legacy of Dr. Martin Luther King, Jr.

Big is dedicated to giving back to his community and is especially busy during the holiday season. In 2023, Big partnered with Nissan of Gardena for a Thanksgiving giveaway, which provided free turkeys,

gift cards, prizes and more, in addition to a meet and greet with Big. In December, "Big Boy's Comedy Kings" with friends and comedians Paul Rodriguez, Cedric the Entertainer, DL Hughley and Eric Blake and singer Mario was an epic night of comedy that also encouraged attendees to donate a toy in exchange for credits at Yaamava' Casino and a chance to meet Big. He also teamed up with Dhar Mann for Toyz in the Hood, one of the biggest free toy giveaways in Los Angeles, which was held at Nissan of Gardena. Additionally, Big participated in the Hip-Hop & Ball Celebrity Charity Game and Toy Drive at Santa Monica College.





ELLEN K

Ellen K holds the distinction of being the first woman in Los Angeles radio history to anchor a morning radio show, The Ellen K Morning Show on iHeart's KOST 103.5, and is the longest continuously airing morning radio personality in the market. In addition to her work in radio, Ellen has voiced awards shows including the Grammys, Oscars, Emmys and several other ABC and CBS TV projects.

Ellen also lends her voice and star power to a number of worthy charities and causes to uplift the community she serves and loves.

Ellen K has been a longtime supporter and partner of Children's Hospital Los Angeles (CHLA), which delivers care to one out of every five children in L.A. In 2023, her eighth annual Giving Tuesday fundraiser for CHLA raised over \$500,000, bringing the total to over \$2.5 million since its inception. She also hosts their annual Walk n Play event and has been named a CHLA

Honorary Ambassador. In addition, she is currently a CHLA Executive board member.

Ellen K is passionate about caring for animals. She has three rescue dogs and is committed to finding homes for dogs each week through her "Wet Nose Wednesday" radio feature spotlighting dogs living in shelters.

Off the mic, Ellen is an active participant in the community. She is an Executive Board Member for Loyola High School and serves as the President of the Hollywood Walk of Fame selection committee. She also volunteers with Homeboy Industries, a youth program in Los Angeles. Ellen also dedicates her time to uplifting women with cancer, supporting the annual Susan G. Komen More Than Pink Walk and serving as an ambassador for Thrive Causemetics, a beauty brand that supports women battling cancer.





iHEARTPODCASTS

Through its iHeartPodcasts platform, iHeart uses its network of podcasts to help raise awareness for a range of causes while sparking conversation and activism on some of the most critical issues our communities are facing. The growing popularity and success of podcasts have allowed iHeart to create a positive impact on the world through the power of audio by using our multiple platforms and diverse content to connect people through companionship, compelling storytelling and service to our communities.

Additionally, over the last several years iHeart has launched new podcast networks, including The Black Effect Podcast Network, majority-owned by leading media personality Charlamagne Tha God of iHeart's Power 105.1 and the nationally syndicated "The Breakfast Club." The Black Effect

Podcast Network is the world's largest podcast publisher dedicated to Black listeners, bringing together the most influential and trusted voices in Black culture for stimulating conversations around social justice, pop culture, sports, mental health, news, comedy and more.

The following pages include a spotlight of iHeart's most impactful cause-related podcasts that focused on the following critical issues in 2023: environment, mental health, race, equality and social justice and women and girls.



THE BLACK EFFECT PODCAST NETWORK



In 2023 The Black Effect Podcast Network celebrated three years of creating and housing podcasts specifically for Black listeners. In 2020, iHeartMedia and Charlamagne Tha God, Power 105.1 personality and co-host of iHeartRadio's nationally syndicated radio show "The Breakfast Club," launched a historic joint venture partnership: The Black Effect Podcast Network. The Black Effect Podcast Network is the world's largest podcast publisher dedicated to Black listeners, bringing together the most influential and trusted voices in Black culture for stimulating conversations around social justice, pop culture, sports, mental health, news, comedy and more. Since its launch three years ago, the Network has garnered 12M+ monthly downloads and nearly 900 million total network downloads.

The Black Effect Podcast Network has emerged as the leading platform for Black creators to raise their voices and be heard in the podcast space, giving rise to emerging and established content creators and storytellers whose perspective and creative vision have been marginalized and overlooked, and serving an audience that has been underserved.

Black Effect has launched more than 40 podcasts, including "Carefully Reckless," "All The Smoke" and "Reasonably Shady," that cover a wide range of topics and amplify diverse voices and perspectives.

“As we celebrate three years of The Black Effect Podcast Network, we honor the power of representation, the resilience of our community and the unwavering commitment to truth and excellence. Together, we've amplified voices and paved the way for a future where our narratives flourish.**”**

CHARLAMAGNE THA GOD

12M+ monthly downloads

+900M total network downloads

40+ podcasts



MY CULTURA PODCAST NETWORK



iHeartMedia's My Cultura podcast network is dedicated to elevating Latinx voices and stories in collaboration with actor, producer and activist Wilmer Valderrama and Enrique Santos, iHeartMedia's top-rated on-air personality and President and Chief Creative Officer of iHeartLatino.

In 2023, the My Cultura Podcast Network celebrated its two-year anniversary and continues to share inclusive Latinx content for both English and Spanish speaking audiences. The network is home to hit podcasts including "Connections with Eva Longoria," "Princess of South Beach" starring Rachel Zegler ("West Side Story") and Sheryl Rubio ("Casa de las

Flores"), "Wrestling with Freddie" with Freddie Prinze, Jr., "Sisters of the Underground" executive produced by Eva Longoria and Dania Ramirez, "Chiquis and Chill," "Escuela Secreta," "Sacred Scandal," "Overcomfort with Jenicka Lopez," "Ay Por Favor," "Essential Voices with Wilmer Valderrama," "Date My Abuelita, First!," "Enrique Santos Podcast" and many more.

“

I'm beyond proud of the incredible work My Cultura has done to share our experiences, elevate our voices and tell our stories. We have built a network of trusted creators and partners that are essential in keeping with our mission of community and culture.”

GISSELLE BANCES

SVP, HEAD OF PRODUCTION AND DEVELOPMENT,
iHEARTMEDIA'S MY CULTURA



THE SENECA WOMEN PODCAST NETWORK



In 2020, Seneca Women Podcast Network and iHeartMedia announced the launch of a multi-year partnership to co-produce and distribute a slate of high-quality, women-focused podcasts in the areas of women in business, leadership, current events, health and more, providing inspiring, purpose driven and actionable content from a diverse range of women's voices.

THE PODCAST SERIES INCLUDES:

GROUND CONTROL PARENTING: Parenting advice and inspiration for raising smart, confident Black children. Host and Ground Control Parenting founder Carol Sutton Lewis provides weekly conversations with guests about the joys and real work of parenting.

LATINAS TAKE THE LEAD: "Latinas Take The Lead," hosted by Emmy award-winning journalist Naibe Reynoso, dives into issues modern Latinas face.

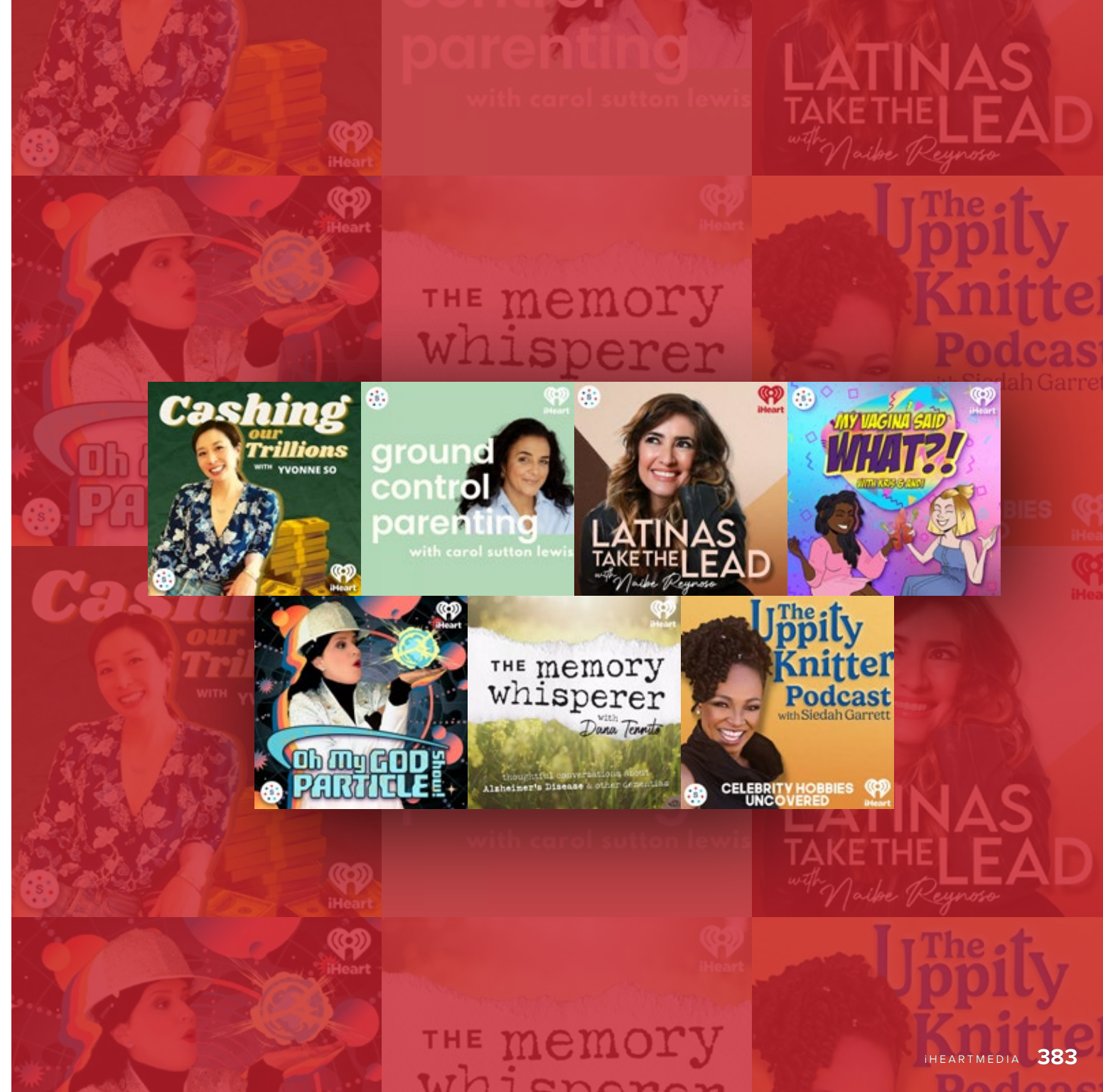
CASHING OUR TRILLIONS: "Cashing our Trillions" spotlights moms, the work they do to sustain the economy of unpaid female work and the spaces that exist outside of "mom."

OH MY GOD PARTICLE SHOW!: Dahlia Wilde, Walt Disney Writing Fellow, New York Foundation for the Arts Playwright, CERN Atlas Large Hadron Collider Creative Fellow, iHeart Next Great Podcaster and Truman Scholar, presents a podcast about science, art, creativity, particle physics and the responsiveness of the universe.

MY VAGINA SAID WHAT?: Hosts Kris and Andi invite their listeners to pull up a seat to the best friend table as they share their most personal and humiliating body stories. Kris and Andi believe that by talking about woman's health and all the weird and confusing things women experience with their bodies, we will be able to better care for them.

THE UPPITY KNITTER PODCAST WITH SIEDAH GARRETT: A celebrity interview show featuring host Siedah Garrett's musician friends discussing their interesting and unusual hobbies.

THE MEMORY WHISPERER: Host Dana Territo presents thoughtful conversations about Alzheimer's disease and other dementias, with topics ranging from research and the power of music to learning how to deal with every day stresses.



OUTSPOKEN PODCAST NETWORK



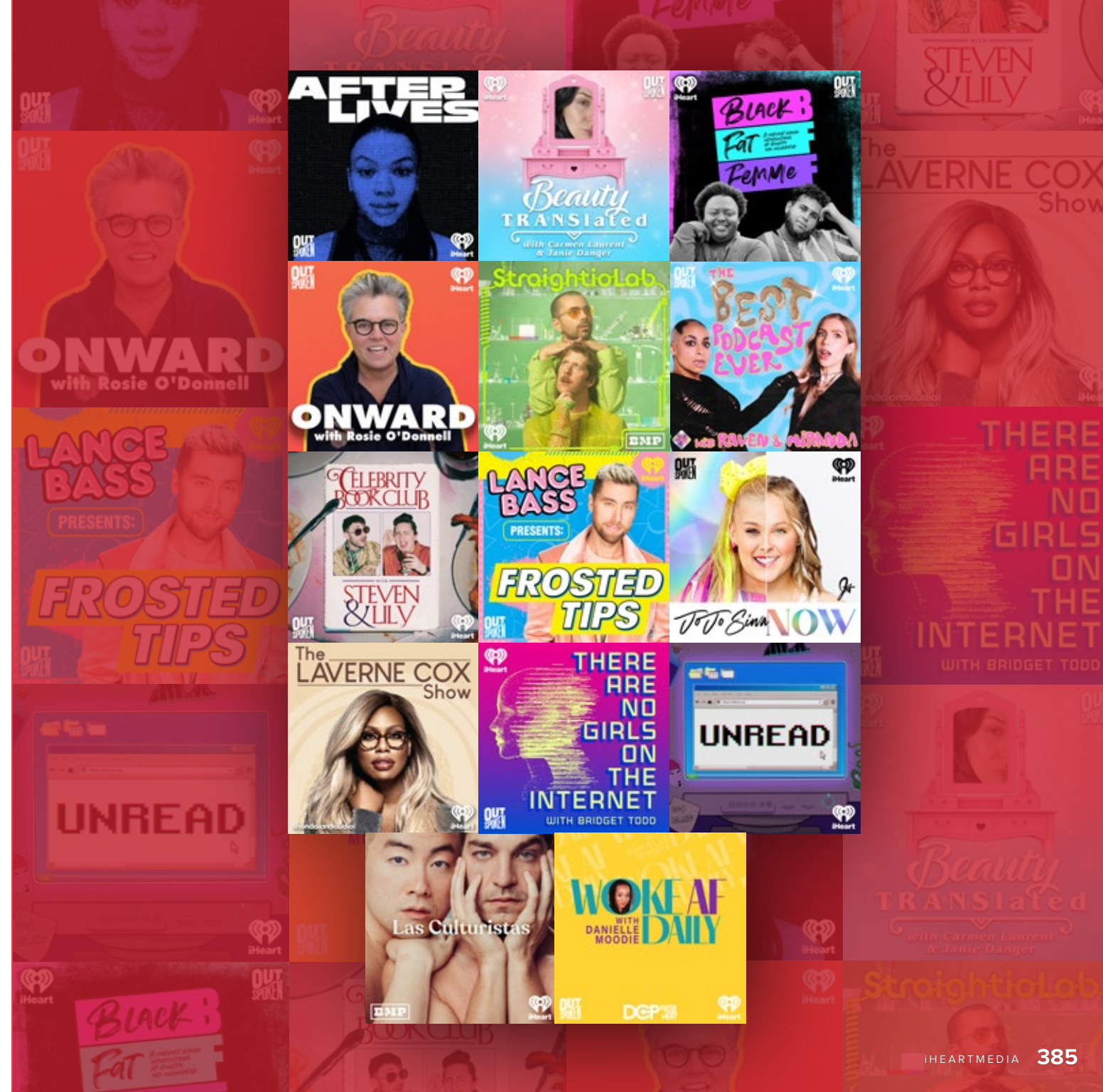
In 2023, iHeartPodcasts launched Outspoken, an all-new podcast network distributed by iHeartPodcasts that amplifies, elevates and reflects the diversity, richness and humanity of the voices throughout the LGBTQ+ community. Outspoken features programming from talent including Lance Bass, Laverne Cox, Bowen Yang, Matt Rogers, Bridget Todd and more; JoJo Siwa also joined Outspoken as a proud supporter and collaborator on a full slate of upcoming network programming as well as serving as executive producer and host of her own podcast.

The Outspoken Podcast Network is executive produced by Award-winning activist and media strategist Raquel Willis alongside Jay Brunson, iHeartMedia's Creative Development and Marketing Director. As part of Willis' work with Outspoken, she developed two original podcasts for the network—the first, titled “Queer Diaries,” shines a light on the experiences of LGBTQ+ youth living in Queer legislative battleground states, while the second show, “Afterlives: The Layleen Polanco Story,” featured an extended take on her investigative work as executive editor at Out magazine and expands the narrative on the epidemic of violence against Black trans women.

The Outspoken Podcast Network mirrors the richness of the LGBTQ+ community, covering a wide range of topics, genres, stories and perspectives. iHeartPodcasts featured on the network include Lance Bass' “Frosted Tips”; “Las Culturistas” with Bowen Yang and Matt Rogers; and “Celebrity Book Club” with Steven Phillips-Horst and Lily Marotta. Programming also includes NextUp initiative podcasts “Beauty Translated” with Carmen Laurent and “BFF: Black, Fat, Femme” with Jonathan Higgins and Jordan Daniels, “There Are No Girls on The Internet” with Bridget Todd, “Straightiolab” from comedians Sam Taggart and George Civeris and “Woke AF Daily” with Danielle Moodie.

SEE THE CURRENT OUTSPOKEN PODCAST NETWORK LINEUP OF SHOWS BELOW:

Las Culturistas with Matt Rogers and Bowen Yang • Queer Chronicles • JoJo Siwa Now • Afterlives: The Layleen Polanco Story • The Laverne Cox Show • Onward with Rosie O'Donnell • Unread • Beauty Translated • Squirrel Friends: The Official RuPaul's Drag Race Podcast • Straightiolab • The Roxanne Gay Agenda • Like a Virgin • Pridecast with Jonathan Bennett • BFF: Black, Fat, Femme • There Are No girls on the Internet • Frosted Tips with Lance Bass • Woke AF Daily • Celebrity Book Club with Steven & Lily



NEXTUP INITIATIVE



Launched in 2022, The NextUp Initiative for iHeartPodcasts gathers creators from all backgrounds, including members of historically underrepresented groups, in a unique podcasting mentorship program that provides creators with an opportunity to learn from the best in the industry and develops podcasts centered around their distinct voices.

NextUp aims to empower participants of all backgrounds by giving them the tools to succeed in the podcast industry, from developing and marketing a podcast to using industry-leading software. In 2023, iHeartPodcasts welcomed its second class of NextUp fellows, covering a range of important topics from adoption to Native American identity.

2023 NEXTUP FELLOWS SPOTLIGHT:



ROYA RAMENZANKHANI: Roya's podcast will be focused on conversations with displaced Iranian

artists, historians and activists and how they stay connected with their heritage. Middle Eastern people are extremely underrepresented in American media and she hopes to provide a platform where other people like her are seen and celebrated.



LEATRA B. TATE, PH.D.: Leatra's show focuses on providing a platform for other Black women survivors of campus sexual

assault and sexual victimization to share their unique stories of survival, healing and power as a means for creating community. Her idea came about after hearing countless survivors during her dissertation research share that they would have benefited from hearing from other Black women survivors as they navigated their lives post-sexual assault. Through this podcast, Leatra intends to create the space those survivors were seeking using storytelling for connection and community that centers on the unique experiences of Black women.



JOSEPH: Joseph is an elder millennial who still has some pep in their step and is excited to join the iHeart family with

"The Juss Joseph Podcast." This show is a hella Black, hella queer and hella Christian take on society and culture. Joseph seeks to use their platform to disrupt, dismantle and illuminate for the greater good of all. A native New Yorker who has grown up during their 15-year Oz-like journey in Washington, D.C., Joseph truly believes their time is now and that it couldn't have happened a second sooner or a second later. In their

free time, Joseph enjoys daydreaming about whether Heaven has a happy hour and celebrating their favorite divas and musical artists' birthdays, deaths and album anniversaries.



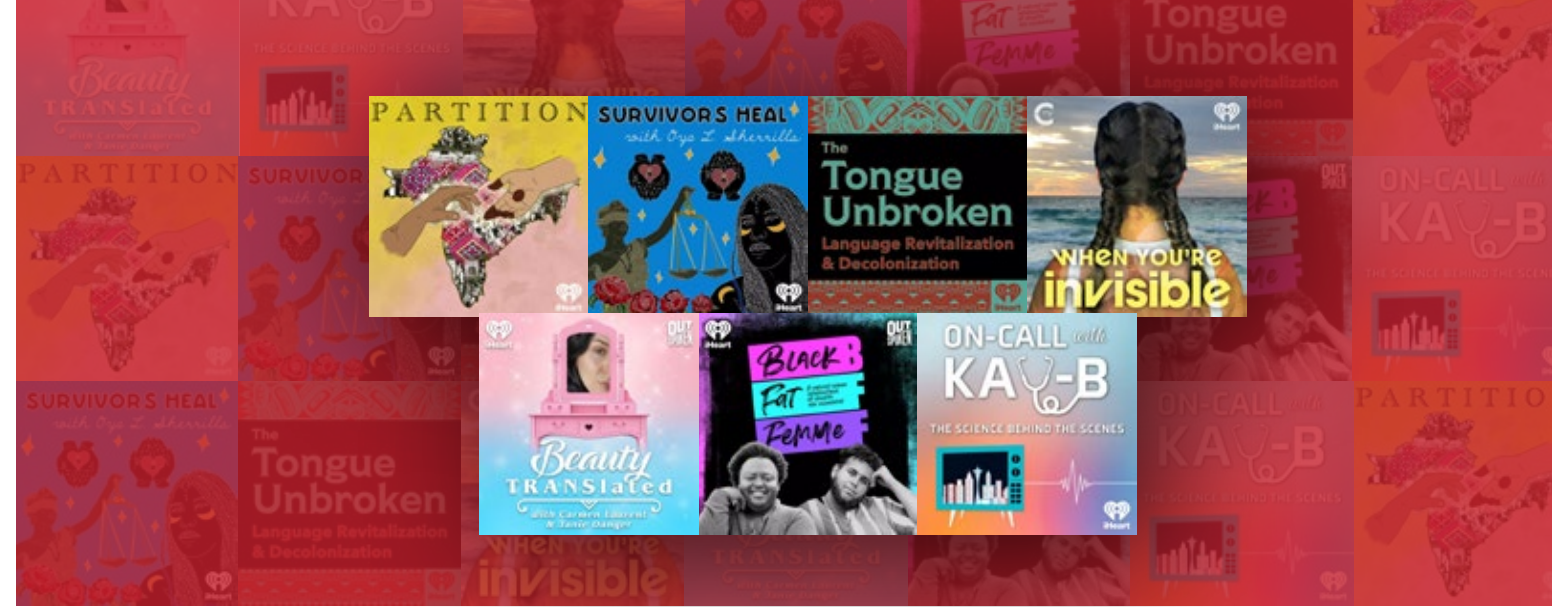
DEVARAH 'DEE' BORREGO: After taking a multiyear break from HIV advocacy, she is honored and thrilled

to be a part of the NextUp Initiative at iHeart, where she's developing a podcast discussing the reality of living with HIV in the 21st century.



NICOLE GARCIA: Join Nicole on the "Burning Sage and Burning Bridges" podcast where she will explore the realities

of modern Native life. Gone are the days of romanticized depictions of her people riding bareback through the plains. Instead, they live in a world of conflicting values and pressures, where tradition and heritage often take a back seat to the convenience of modern life. Through candid conversations and personal stories, we'll shed light on the struggles and triumphs of living in two worlds and how we can strive to honor our roots while navigating the challenges of modern society.



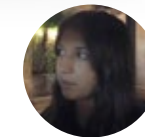
AUTUMN HARRIS: Autumn is a radio journalist from Queens, New York, and a Comparative Women's Studies

scholar at Spelman College. She created and hosts the "Cardiology" podcast, which uses Cardi B's archived experience as a dancer in NYC to narrate a larger story about race, gender, labor and desirability in America. She hopes to sculpt dynamic sound with compelling stories that leave listeners knowledgeable of the past and informed about the future. When she's not working on the show, she can be found visiting new art spaces, watching "Real Housewives" or researching food trucks with the hopes of starting her own.



SHIANNE SALAZAR: Shianne's experience as a first-generation American woman has greatly informed her approach to

cultural studies, primarily through her passion for music and pop culture. Her background in entertainment journalism and nerdy obsession with music, film and television stats, trends and innovations have motivated her perspective for iHeart's NextUp initiative. Shianne's podcast will be a talk show with musical components that is focused on the creative alterations of popular music trends including samples, covers, remixes, interpolations and revival; across genres and decades with a special emphasis on Black and feminist works.



PATTY MULLOY: In "Finders Keepers: An Adoption Podcast," Patty revisits her personal experiences as the brown child of

a white parent in the Deep South and embarks upon a complex journey to discover her roots and herself. Along the way, she explores how adoption has shaped her mind, relationships and sense of humor, comparing and contrasting her experiences with those of other adoptees. "Finders Keepers" will offer an animated roadmap to help anyone with any relationship with adoption, from adoptees to their adoptive or soon-to-be adoptive parents to their friends, neighbors, worst enemies and accountants. In her spare time, she enjoys writing, playing music, experimental cooking, thunderstorms and raking the lawn.



RACE, EQUALITY & SOCIAL JUSTICE



iHeartMedia stands against racism and injustice, and iHeartPodcasts offers an open forum to explore topics such as race, equality and social justice. Here are just a few of iHeart's most popular podcasts addressing these critically important issues:

TMI: TMI is a dynamic new videotaped podcast featuring social activists Tamika D. Mallory and Mysonne, the General. Their show takes an uninhibited look at social and civil rights issues, pop- culture and politics. Together, they underscore the importance of social activism, awareness, knowing your rights and having a voice. They want you to know that being in service to one's community isn't old school; it's real, it's happening and it's needed now more than ever. Their aim is to push our culture forward so that together, we can make the world a better place now and for generations to come.

WRONGFUL CONVICTION: Hosted by celebrated criminal justice reform advocate and founding board member of the Innocence Project Jason Flom and Pulitzer prize-winning podcast host and producer Maggie Freleng, "Wrongful Conviction" features intimate conversations with men and women who have spent years in prison for crimes

they maintain they did not commit. Some have been fully exonerated and reunited with family and friends while others continue to languish, with some even facing execution. Each episode peels back the layers behind the stories of those who have found themselves caught in the legal system, with illuminating insights from lawyers and leading experts sharing their in-depth knowledge about each case -- from prison visits and courtroom battles to reexamined crime scenes and witness interviews.

HOOD POLITICS WITH PROP: The political landscape can be confusing, but it doesn't have to be. If you've survived junior high, lived in an urban city or understand gang life, you can understand geopolitics. Hosted by rapper and author Propaganda and his friends, this podcast uses their "hood-knowledge" to break down the political scene.





MENTAL HEALTH



As mental health continues to be a major focus of iHeart’s community efforts, iHeartPodcasts has been expanding its catalog of mental health podcasts with many of the shows covering important areas like grief, anxiety, depression, addiction, trauma and a variety of other issues affecting listeners or their loved ones. Many of the shows provide practical strategies for taking care of your wellbeing, and afford listeners the opportunity to learn from renowned psychologists, authors, lecturers and everyday people.

THE HAPPINESS LAB WITH DR. LAURIE SANTOS: In "The Happiness Lab," Yale professor Dr. Laurie Santos takes listeners through the latest scientific research, sharing surprising and inspiring stories. Based on the psychology course she teaches at Yale — the most popular class in the university’s 300-year history — "The Happiness Lab" with Dr. Laurie Santos helps listeners change the way they think about happiness.

ON PURPOSE WITH JAY SHETTY: Hosted by Jay Shetty, a former monk turned author and motivational speaker, "On Purpose" has become a popular platform for high profile talent to discuss issues related to mindfulness and mental health. Past guests have included Drew Barrymore, Kevin Hart, Trevor Noah, Selena Gomez, Kendall Jenner, Will Smith and Jennifer Lopez.

THERAPY FOR BLACK GIRLS: The "Therapy for Black Girls" podcast is a weekly conversation with Dr. Joy Harden Bradford, a licensed psychologist in Atlanta, Georgia, about all things mental health, personal development and all the small decisions we can make to become the best possible versions of ourselves.

DEEPLY WELL WITH DEVI BROWN: Hosted by Devi Brown, "Deeply Well" helps listeners nourish their whole being through conscious conversations, soul work, guided meditations and connecting to the tools needed on a path

towards healing and self-discovery. The podcast includes conversations with leaders and radical healers in wellness around the topics meant to expand and support listeners of all backgrounds on their wellbeing journeys; offering expertise in self-care practices and trauma, psychology, spirituality astrology and alternative healing practices such as psychedelics and intimacy coaching. Devi Brown is a master wellbeing educator, multi-disciplinary healer and wellness advisor to Fortune 500 companies and high-impact leaders. She is also the Founder of the wellness company, Devi Brown Well-Being.

UNBREAKABLE WITH JAY GLAZER: A MENTAL WEALTH PODCAST: In this all-new podcast, which is an extension of his widely-acclaimed best-selling book "Unbreakable," Fox NFL Insider Jay Glazer shares his personal mental health journey with the audience, including the tools and techniques he’s developed to "live in the gray" — his term for living and thriving with anxiety, depression and attention-deficit/hyperactivity disorder. Welcoming mental health experts, athletes, coaches, A-list celebrities and others, Glazer and his special guests discuss tips for maintaining an unbreakable mindset and overcoming any obstacle to succeed despite living in the gray.





ENVIRONMENTAL



iHeart is committed to addressing environmental concerns and issues across its multiple platforms. Podcasts offer an opportunity to explore the many challenges facing our planet and wildlife through deep and investigative conversations with conservationists, researchers and experts in an effort to raise awareness and drive change.

AMAZING WILDLIFE: A SAN DIEGO ZOO PODCAST:

"Amazing Wildlife" gives a behind-the-scenes look inside the San Diego Zoo and San Diego Zoo Safari Park to give listeners insight on rare species and to explore the ongoing conservation efforts to save endangered wildlife no matter how big or small. Hosts Rick Schwartz and Ebone Monet transport listeners around the globe to highlight the San Diego Zoo Wildlife Alliance's collaborative efforts with local communities to drive positive change for the future of animals and plants. Through one-of-a-kind stories, listeners learn what it takes to create a healthy next chapter not only for wildlife, but also for the people who share their habitats.

BAD SEEDS: Hosted by plant expert Summer Rayne Oakes, "Bad Seeds" explores a variety of cases involving illegal plant poaching -- featuring the buyers, the sellers, the obsessives and those who came face-to-face with the criminals behind

an underworld few know exist. Along with telling these stories, the show also focuses on the larger environmental impact of plant smuggling.

UNF*CKING THE FUTURE: "Unf*cking the Future" is not your average science podcast -- it's a rollercoaster ride of hope and hard facts. Hosted by the ever-engaging and slightly irreverent climate scientist Chris Turney, each episode is a journey from despair to repair. The podcast series begins with the alarming truths about our planet's health and then pivots to the bright side -- the innovative, sometimes bizarre, but always brilliant solutions that give us a fighting chance at a brighter and greener future. The series features interviews with experts and Chris's own tales from the front lines of climate research. It's the podcast that makes saving the world feel like it's achievable.





WOMEN & GIRLS



For the last several years iHeart has pledged that 50% of the new podcasts the company launches on the iHeartPodcast network will be from women and diverse creators, and today that number is close to 70%. This means partnering with the best and brightest creators to support their vision in podcasting, whether it's shows they host themselves or giving them a platform to discover and launch new talent.

Here is a spotlight of a few of iHeart's top-rated women-led podcasts:

WOMANICA: Historically, women have been told to make themselves smaller, to diminish themselves. Thinking back to our history classes growing up, we had one question: Where the ladies at? In just 5 minutes a day, "Womanica" tells the story of different incredible women from throughout history. This award-winning podcast tells the stories of women you may or may not know — but definitely should.

STUFF MOM NEVER TOLD YOU: Through an intersectional feminist perspective, hosts Anney and Samantha dive into science, history and culture to make sense of the everyday and unpack the stories that brought us to where we are today. This podcast aims to better understand the challenges facing women and marginalized folks all over the world and highlights the tools we can use to tackle them head on.

THERE ARE NO GIRLS ON THE INTERNET: "There Are No Girls on the Internet" chronicles what the online experience looks like for women, and the overlooked ways women and other marginalized voices have been at the heart of

technology and the internet from the very beginning. This groundbreaking show, hosted by veteran podcaster Bridget Todd, shines a light on the inspiring, the enraging and the empowering of our online experiences.

THE PSYCHOLOGY OF YOUR 20S: "The Psychology of your 20s" explores the psychology behind the confusing and wonderful transitions and major life events of our first decade of adulthood -- from imposter syndrome to the myth of the dream job, friendship breakups, career anxiety, therapy and attachment styles. Every week, Jemma Sbeg breaks down the science, research and concepts behind the defining experiences of this decade to show how everything is psychology, even our 20s.





2023 HONORS & AWARDS

Each year iHeartMedia, its key executives and local iHeartMedia radio stations are honored by various groups and organizations for their charitable contributions to a wide variety of causes and initiatives.



BILLBOARD'S WOMEN IN MUSIC

Billboard's annual Women in Music honors the most influential women -- including artists, creators, producers and executives -- in music today who are contributing to the industry and community.

The Billboard Women in Music 2023 honorees included three executives from iHeartMedia: Thea Mitchem, iHeartMedia Executive VP of Programming, Power 105.1 New York PD;

Marissa Morris, iHeartMedia Senior VP of Artist Relations; and Alissa Pollack, iHeartMedia Executive VP of Global Music Marketing and Strategy. The music industry publication recognized these influential women for their leadership, activism and philanthropy.

The 2023 ceremony took place at the YouTube Theater at Hollywood Park in Los Angeles and was hosted by award-winning writer-actress Quinta Brunson.



Getty Images





48TH ANNUAL GRACIE AWARDS

THE ALLIANCE FOR WOMEN IN MEDIA FOUNDATION

The Alliance for Women in Media Foundation presented the 48th Annual Gracie Awards at the Beverly Wilshire Hotel in Beverly Hills, CA. Hosted by award-winning television journalist Elizabeth Vargas, the awards recognized exemplary programming created by women, for women and about women in all facets of media and entertainment.

Among the national winners were iHeart's Danielle Monaro, co-host of the Premiere-syndicated "Elvis Duran & The Morning Show," and Alice

Mroczkowski from "The Clay Travis and Buck Sexton Show" who won a 2023 Gracie Award in the National Radio Producer/Talk category.

Local radio winners also included several iHeart on-air producers, executives and producers: Carolina Bermudez ("Carolina with Greg T in the Morning," 103.5 WKTU-FM); Christine Nagy ("Cubby and Christine in the Morning"); Jenny Luttenberger ("The Dave Ryan Show"); Mandy Connell ("The Mandy Connell Show").

Additionally, The Alliance for Women in Media honored radio legend Delilah with the inaugural Gracies Icon Award at the 2023 Gracies Leadership Awards. Delilah was celebrated for her outstanding contributions to the world of radio and her unwavering commitment to uplifting and empowering listeners.

“

There are so many strong, powerful women in media and I was so honored to be recognized with so many of them last year at the Gracie Awards. Being there for the gala at the Beverly Wilshire was very special. The energy in the air was magnetic. Women empowering Women! It's an incredible feeling.”

DANIELLE MONARO





NATIONAL ASSOCIATION OF BLACK JOURNALISTS HALL OF FAME

iHeartRadio's Rob Parker, co-host of "The Odd Couple with Chris Broussard and Rob Parker," was inducted into the National Association of Black Journalists (NABJ) Hall of Fame in 2023. NABJ's Hall of Fame pays homage to legendary Black journalists and communicators who have made outstanding contributions to the industry.

Rob Parker is a pioneer in sports journalism. In his 37-year career, Parker has both broken barriers and reached back to lift up younger sports writers coming behind him. He was named the NABJ Sports Task Force Journalist of the Year in 2018. Currently, Parker is co-host of a nightly national show with Chris Broussard called "The Odd

Couple" on FOX Sports Radio, a division of Premiere Networks and iHeartMedia. He is also an Analyst for MLB Network and Founder and Editor of MLBbro.com.

“

Thank you to NABJ. There's nothing better than being honored by your own people, your peers, so this is very special to me. I want to thank my family, my friends, all the people who have supported me throughout the years. All my mentees - they fuel me, they inspire me every day. I got here because plenty of people helped me along the way, and that's what it's all about.”

ROB PARKER





COUNTRY RADIO SEMINAR / COUNTRY AIRCHECK AWARD

"The Bobby Bones" Show won the 2023 Country Radio Seminar/Country Aircheck Award in the National/Syndicated Personality/Show category. Presented annually at the Country Radio Seminar during the "New Faces Show," these awards recognize outstanding achievement among broadcasters and record company executives in 21 categories. Industry professionals voted to decide the winners, and the awards were presented in Nashville at the 2023

Country Radio Seminar. This award represents "The Bobby Bones Show's" fifth win in the category.

This is yet another major accolade for the "The Bobby Bones Show," which has been honored with three CMA Awards (2022, 2019 and 2017) and four ACM Awards (2020, 2018, 2016 and 2014). Bobby Bones also joined the National Radio Hall of Fame in 2018 as the youngest-ever inductee.





NAB CRYSTAL AWARDS

THE NATIONAL ASSOCIATION OF BROADCASTERS

Established in 1987, the NAB Crystal Radio Awards bring national recognition to radio stations for their year-round commitment to serving communities. A panel of judges representing the broadcast industry and community service organizations review applications and select 50 finalists and 10 winners. In 2023, iHeart's WUSL-FM in Philadelphia, PA and KBCO-FM in Denver, Colo. were recipients of prestigious NAB Crystal Awards.

iHeartMedia Philadelphia won a Crystal Award for its robust prosocial community efforts, including its "Increase the Peace" station, which used its resources to address the increase in local

violence; worked to improve education, homelessness and unemployment; and provided support for local families experiencing hardship. Additionally, Power 99 received an NAB Crystal Heritage Award, a prestigious award that recognizes broadcast radio stations that have won a total of five Crystal Radio Awards for exceptional year-round community service efforts. Only 11 radio stations have ever received this honor.

All finalists were celebrated, and the winners were announced, during the We Are Broadcasters Awards ceremony held at the NAB Show in Las Vegas.

iHEART CRYSTAL AWARD FINALISTS INCLUDED	
KBCO-FM	Denver, CO
KDWB-FM	Minneapolis - St. Paul, MN
KFI-AM	Los Angeles, CA
KJEB-FM	Seattle-Tacoma, WA
KPRR-FM	El Paso, TX
KSNE-FM	Las Vegas, NV
WALR-FM	Atlanta, GA
WHO-AM	Des Moines, IA
WLIT-FM	Chicago, IL
WTAM-AM	Cleveland, OH
WUSL-FM	Philadelphia, PA
WYHT-FM	Mansfield, OH





MARCONI RADIO AWARDS

THE NATIONAL ASSOCIATION OF BROADCASTERS

The National Association of Broadcasters (NAB) presented the 2023 NAB Marconi Radio Awards during a dinner celebration held at the Javits Center at NAB Show New York. The ceremony was hosted by acclaimed sportscaster Rich Eisen with entertainment from VERZUZ host DJ Scratch.

Established in 1989 and named after inventor and Nobel Prize winner Guglielmo Marconi, the NAB Marconi Radio Awards are given to radio stations and outstanding on-air personalities to recognize excellence in radio. In 2023, Dave Ryan with Falen, Jenny and Drake of iHeartMedia's KDWB/101.3 (Richfield-Minneapolis) won a Marconi

in the category of Large Market Personality of the Year.

Marconi finalists were selected by a task force of broadcasters, and the winners were voted on by the NAB Marconi Radio Awards Selection Academy.

iHeart NAB Marconi Radio Awards Finalists Included:

LEGENDARY STATION OF THE YEAR

WDAS-FM, Philadelphia, PA.
WLW-AM, Cincinnati, Ohio

NETWORK/SYNDICATED PERSONALITY OF THE YEAR

Enrique Santos, WZTU-FM Miami-Ft. Lauderdale, FL.

LARGE MARKET PERSONALITY OF THE YEAR

The Billy Madison Show, KISS-FM, San Antonio, Texas
Chris Carr, Kia Becht and Sam Sansevere, KEEY-FM, Minneapolis-St. Paul, MN.
Dave Ryan with Falen, Jenny and Drake, KDWB-FM, Minneapolis-St. Paul, MN.
Paul Castronovo, WBGG-FM, Miami-Ft. Lauderdale, FL.

BEST RADIO PODCAST OF THE YEAR

"Deadly Pill," KFI-AM Los Angeles, CA.

NEWS/TALK STATION OF THE YEAR

KFI-AM, Los Angeles, CA.

ROCK STATION OF THE YEAR

WXTB-FM, Tampa-St. Petersburg-Sarasota, FL.

AC STATION OF THE YEAR

KBIG-FM, Los Angeles, CA.
KODA-FM, Houston, TX

CLASSIC HITS STATION OF THE YEAR

KJEB-FM, Seattle-Tacoma, WA.
WAXQ-FM, New York, NY.

MEDIUM MARKET STATION OF THE YEAR

WHO-AM, Des Moines-Ames, IA

URBAN STATION OF THE YEAR

WDAS-FM, Philadelphia, PA.
WMIB-FM, Miami-Ft. Lauderdale, FL.

MAJOR MARKET STATION OF THE YEAR

WLTW-FM, New York, NY.
WWPR-FM, New York, NY.

CHR STATION OF THE YEAR

WHTZ-FM, New York, NY.
WWPW-FM, Atlanta, GA.

SPORTS STATION OF THE YEAR

KFXN-FM, Minneapolis-St. Paul, MN.



Getty Images



HALO AWARDS ENGAGE FOR GOOD

For over 22 years, Engage for Good has been at the forefront of corporate social impact initiatives, and the Halo Awards are the highest recognition for outstanding corporate social impact initiatives. Each year Engage for Good honors corporate and nonprofit partnerships that skillfully intertwine their resources to have a measurable impact on the cause and the business,

and highlight corporations and nonprofits that work together to create impact at their annual conference.

iHeart has received nine Halo Awards since 2013, including a Gold Halo for its “A Very Special Christmas” partnership with the Special Olympics. In 2023, iHeart received a Silver Award for iHeart’s Recovery Month efforts in the

Best Health Initiative category, which aims to expand policy to support recovery and create connections to supportive services that are vital and lifesaving to those in recovery.

CATEGORY	IHEART WINNING CAMPAIGNS TO DATE
Best Transactional Campaign	A Very Special Christmas & Special Olympics International
Best Education Campaign	Tools for Classrooms benefiting DonorsChoose.org
Best Message-Focused Campaign	iHeartRadio’s Show Your Stripes
Best Social Service Campaign	iHeartRadio’s Show Your Stripes
Best Message-Focused Campaign	The iHeartMedia Radiothon program in partnership with Children’s Miracle Network Hospitals
Best Message-Focused Campaign	Rock the Vote: iHeartMedia and Funny or Die, Rock the Vote
Best Consumer Donation Initiative	Fox Presents The iHeart Living Room Concert For America campaign
Best Inclusion Initiative Category	Can’t Cancel Pride: A COVID-19 Relief Benefit for the LGBTQ+ Community
Best Health Initiative	iHeart National Recovery Month – iHeartMedia & The Voices Project





ANTHEM AWARDS

PRESENTED BY THE WEBBY AWARDS



iHeart and The National Environmental Education Foundation (NEEF) were honored with a bronze award at the 3rd Annual Anthem Awards -- presented by The Webby Awards -- for iHeartRadio Earth, which debuted on Earth Day 2020. The honor is given to organizations that focus on sustainability, climate and environmental issues including concerns for environmental conservation and the improvement of the state of the environment. iHeartRadio Earth aims to educate audiences in communities across America about simple activities they can take for the environment, emphasizing the power of small actions for a significant impact.

Launched in 2021, The Anthem Awards celebrate the purpose and mission-driven work of individuals, companies and organizations worldwide. The 2023 finalists, including NEEF and iHeart, were selected from over 2,000 submissions from 44 countries by the International Academy of Digital Arts and Sciences (IADAS), placing the program among esteemed organizations like Doctors Without Borders, Black Women's Health Imperative and the United Nations Development Programme.

“

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

SARAH ESPINOZA
PRESIDENT & CEO, NEEF





2023 GOOD SAMARITAN AWARD IN PHILANTHROPY VOLUNTEERS OF AMERICA



Volunteers of America (VOA), one of the nation's largest and oldest human services organizations, presented its 2023 Good Samaritan Award in Philanthropy to iHeartMedia in recognition of its support of those most in need nationwide. The award was presented on June 5 to iHeartMedia President, COO and CFO Rich Bressler during Volunteers of America's national conference in Nashville.

VOA's Good Samaritan Award honors an individual or organization that exemplifies the American spirit of community service and civic involvement. iHeart and VOA have been partners for over four years, most recently partnering through iHeartIMPACT.

As part of this longstanding partnership, VOA has been featured in national marketing campaigns across iHeart broadcast radio stations with celebrity spokespeople including actress Jennie Garth. iHeart's broadcast radio campaigns have also helped support VOA programming, reaching caregivers and community health workers and addressing job readiness, all of which are critical to the organization's "Healthy Communities for All" efforts.



The scope and diversity of iHeart's support embodies the spirit of the Good Samaritan Award. The people we serve have greatly benefited from our partnership, and we hope to have iHeartMedia as part of the VOA family for years to come."

MIKE KING
PRESIDENT, VOLUNTEERS OF AMERICA NATIONAL PRESIDENT





THE GENESIS FOUNDATION FOR CHILDREN



iHeartMedia Boston's Kiss 108 received the 2023 Dr. Murray Feingold Distinguished Service Award for 40 years of support for the Genesis Foundation for Children, a nonprofit which provides funding for clinical, informational and therapeutic programs for children born with rare diseases and genetic disorders. The award was presented to Boston Market President Alan Chartrand at The Genesis Foundation For Children's Founder's Gala on Friday, April 28.

The Genesis Foundation has been the charitable beneficiary of the Kiss

Concert since the early '80s, raising hundreds of thousands of dollars for the organization.

For over 40 years, The Genesis Foundation has provided children born with a rare disease or genetic disorder and their families with access to compassionate, wrap around care. Together with Mass General for Children and other specialized, targeted providers, the Foundation helps thousands of people yearly obtain answers, effective diagnosis and treatment and peace of mind.

“

Kiss 108 and The Genesis Foundation for Children have had a partnership for almost 40 years, spanning generations of leadership, all of whom have been closely involved with and dedicated supporters of the Foundation. Kiss 108 has been instrumental in the fulfillment of the Foundation's mission and will continue to be a champion of the cause for generations to come.”

MATTHEW HOFFMAN
PRESIDENT, THE GENESIS FOUNDATION FOR CHILDREN





iHEARTMEDIA LOCAL MARKETS RECOGNIZED FOR DOING GOOD



iHeartMedia has long led the media and entertainment industry in the quantity and scope of community service programs at the local, regional and national levels. In 2023, iHeartMedia drew attention to a variety of important issues supporting thousands of local nonprofits. Below is a snapshot of individual iHeartMedia stations that were recognized for their community related contributions.

MARKET	RECIPIENT	ORGANIZATION	AWARDS
Albuquerque, NM	100.3 The Peak	New Mexico Broadcasters Association	Best Community Service Campaign Award
Asheville, NC	Eddie Foxx of 99.9 Kiss Country	Mountain Xpress Magazines	"Best of 2023" Award for Local radio personality
Binghamton, NY	iHeartMedia Binghamton	New York State Broadcasters Association	Serving New York Award
Harrisonburg, VA	iHeartMedia Harrisonburg	Harrisonburg Downtown Renaissance	Community Connector Award
Manchester, NH	Rock 101 and 100.3 WHEB	New Hampshire Association of Broadcasters (NHAB)	Merit Award - Public Service Campaign of the Year
New Orleans, LA	98.5 WYLD - New Orleans	Louisiana Association	Broadcasters Community Service Award
New York City, NY	Power 105.1	New York State Broadcasters Association	Serving New York Award
Poughkeepsie, NY	Q92	New York State Broadcasters Association	NYSBA Crystal Bowl for Police Week Sponsorship
Roanoke Lynchburg, VA	New Country 107.9 YYD	ALSAC Virginia - St. Jude Children's Hospital	Appreciation Award
Rochester, NY	Mix 100.5	New York State Broadcasters Association	Serving New York Award
Savannah, GA	NewsRadio 1290 WTKS	Ronald McDonald House Charities	2023 RMHC Community Impact Award
Syracuse, NY	Y94	New York State Broadcasters Association	Serving New York Award
Tulsa, OK	106.1 The Twister	Oklahoma Association of Broadcasters	Community Service Award





LOCAL ADVISORY BOARDS

Local Advisory Boards (LABs) play an integral role in guiding iHeartMedia's support for the most relevant issues impacting individual communities. iHeartMedia's LABs bring together community representatives with broad-based expertise, and quarterly meetings serve as a forum for iHeartMedia executives, local communities, government and educational leaders to discuss issues and solutions in an open, collegial environment. The diverse boards carefully monitor public

opinion and assist iHeartMedia teams in identifying and implementing projects that enable meaningful public service in each community. For over 18 years, LABs have improved iHeartMedia's ability to effectively collaborate with community partners to meet important local needs. Below are comments from some representatives of iHeart's Local Advisory Boards about their participation and the impact the boards have within the communities in which they live and work.



LOCAL ADVISORY BOARDS



ROY WEST
DIRECTOR - CRIMESTOPPERS OF SOUTHEAST TEXAS
Beaumont, TX
Lab Member Since 2021

"Working with iHeart Beaumont has helped me highlight the critical needs of our community."



MONIQUE RILEY
DIRECTOR OF MARKETING - MATRIX HUMAN SERVICES
Detroit, MI
Lab Member Since 2023

"We help people to have a better quality of life. Thank you iHeartMedia Detroit for continuing the conversation on these important issues."



PAUL HUTTLIN
EXECUTIVE DIRECTOR & CEO - RECREATION UNLIMITED FOUNDATION
Columbus, OH
LAB Member Since 2012

"iHeartMedia has been a fantastic supporter of the Recreation Unlimited Foundation through their media support and promotion of the Flavors of the Vine Wine Tasting and Auction which raises funds for the Recreation Unlimited camps and camper scholarship fund in support of individuals with disabilities. The friendship with iHeartMedia over these past many years has been genuine and consistent for the good of helping individuals with disabilities. Thank you iHeart Columbus!"



JULIE JUEY
PRESIDENT - VOLUNTEERS OF AMERICA - ALASKA
Anchorage, AK
LAB Member Since 2022

"As a behavioral health non-profit, VOA Alaska is grateful for the support of the Local Advisory Board. iHeart listeners around Alaska hear PSAs on local radio stations that encourage them to reach out for help, share opportunities to get involved in supporting their community, and raise awareness of the life-saving services VOA Alaska offers to our state's youth, young adults, and families."



MIKE TESTA
CEO - VISIT SACRAMENTO
Sacramento, CA
LAB Member Since 2023

"I enjoyed joining the iHeartMedia Sacramento LAB group to discuss issues that are affecting the Sacramento Region."



JIM "MATTRESS MACK" MCINGVALE
OWNER - GALLERY FURNITURE
Houston, TX
LAB Member Since 2012

"iHeartMedia is an essential marketing partner for us and they continue to be an essential partner in Gallery's efforts to give back to the community."



VINCE AZZARELLO
COMMITTEE MEMBER - FIRST WESTERN BANK & TRUST
Minot, ND
LAB Member Since 2020

"iHeartMedia inspires a passion and diligence to get to know the community I serve better. Their work ethic and passion to connect with the listener makes them an invaluable resource to the community."



DARLENE CUSANZA
PRESIDENT & CEO - NEW ORLEANS CRIMESTOPPERS
New Orleans, LA
LAB Member Since 2011

"iHeart New Orleans has been a great partner in our fight to prevent drug use and abuse before it starts. With kids, this is an opportunity to teach them at an early age and get them engaged."



RACHEL SOCORRO
EXECUTIVE DIRECTOR - TOTAL LIFE WELLNESS
Youngstown, OH
LAB Member Since 2023

"It has been an absolute pleasure to partner with iHeartMedia. Their presence is an impactful and powerful tool in helping us in the fight against heinous crimes to humanity and to provide holistic recovery. iHeart's sincere commitment is making a difference in the lives they change."



FABIOLA BRUMLEY
MARKET PRESIDENT - BANK OF AMERICA
West Palm Beach, FL
LAB Member Since 2018

"I really enjoy being part of such a diverse and important group of community leaders. Being able to share our thoughts on the most pressing issues facing our community and how iHeartMedia can help with its huge reach is truly valuable and appreciated."



LOCAL ADVISORY BOARDS

CONTINUED



JEFFREY L. JACKSON
BOARD CHAIRMAN – 100 BLACK MEN OF CHICAGO, INC.

Chicago, IL
LAB member since 2022

“Participation in the iHeartMedia Chicago Local Advisory Board has been an invaluable experience! Our volunteer nonprofit organization is dedicated to servicing the community through youth-oriented programming along with health and wellness and economic empowerment initiatives. The LAB has afforded opportunities to collaborate with a phenomenal network of like-minded organizations, and with the support of iHeartMedia Chicago, we have significantly enhanced our ability to inform, attract and most importantly serve our target audiences and stakeholders.”



TERRI DEBOER
DIRECTOR OF COMMUNICATIONS - JACOBS FINANCIAL SERVICES

Grand Rapids, MI
LAB Member Since 2023

“As a retired media professional turned business leader, I welcome the opportunity to connect with other community-focused leaders through the iHeartMedia Local Advisory Board. The creative energy, vision and passion for making a difference has quickly become the common glue that holds our group together. I’m excited to see the impact our group will make on the current and future challenges our neighbors are facing in West Michigan.”



ROBERT PATTERSON
CHIEF EXECUTIVE OFFICER - KIDS CAN COMMUNITY CENTER

Omaha, NE
LAB Member Since 2020

“Being a member of the iHeartMedia Local Advisory Board has been such a rewarding experience. Not only does it provide a platform for nonprofits to amplify the voices of our community, but it gives us a chance to connect and learn from each other. I look forward to our meetings and seeing the great impacts being made in our city.”



SCOTT FITZMAURICE
EXECUTIVE DIRECTOR - WE THRIVE-CIGYA

Cape Cod, MA
LAB Member Since 2021

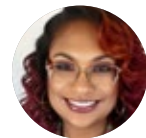
“I’ve been involved on the advisory board for iHeart Cape Cod since 2021. Many people at iHeart have been in the business for many years and by working together, we’ve been able to increase visibility for mood, elevation, suicide prevention, and other important causes, while getting the word out more effectively about our organization’s events.”



LINDA CALHOUN
FOUNDER, BOARD PRESIDENT AND EXECUTIVE DIRECTOR - CAREER GIRLS

San Francisco, CA
LAB Member Since 2020

“As a member of the iHeartMedia Advisory Board, I am steadily amazed by the support and opportunities for engagement we receive from iHeart management and my fellow advisory board members. I love that there is this community to share and learn more about the work of my fellow nonprofits and how we can collaborate and amplify our stories of impact.”



DR. FELISA BRYANT
EXECUTIVE DIRECTOR - THE IF PROJECT SEATTLE

Seattle, WA
LAB Member Since 2023

“The iHeart Local Advisory Board understands the importance of helping communities that are the least resourced and most stigmatized, such as the homeless, the incarcerated, people battling addiction, trauma and more. I look forward to continuing to participate in the important conversation and seek solutions for our community.”



JANELLE MCGREGOR
DIRECTOR OF COMMUNITY ENGAGEMENT AND PARTNERSHIPS, NEIGHBORHOOD & COMM AFFAIRS - CITY OF TAMPA

Tampa, FL
LAB Member Since 2023

“Thank you so much for inviting me to be part of the exciting and important work iHeartMedia is doing in our community. From emergency responses to general community outreach, radio broadcast has served as an invaluable tool for City staff to inform and engage our diverse community. I look forward to sharing and listening to how we can leverage our collective resources to have an even greater impact on listeners across the Tampa Bay.”



LOCAL STATION HIGHLIGHTS

At the heart of our company is our deep connection to the local communities we serve and in which we live and work. iHeart's community outreach and engagement efforts are embedded into every aspect of our corporate culture and have always been authentically tied to our business purpose. iHeart works with over 2,000 local and nonprofit organizations each year and supports countless causes across all our platforms.

Over the course of every year, each iHeartMedia broadcast radio station supports hundreds of local nonprofit organizations through initiatives including: MEDIA INVENTORY,

in the form of radio and digital PSAs to help communities take action following disasters; CHAMPIONING THE MISSIONS of various nonprofit groups; ADVOCATING THE ISSUES, by engaging local officials and decisionmakers through their Local Advisory Boards; and SUPPORTING LOCAL EVENTS like walkathons, fundraising events and supply drives -- supporting initiatives throughout the year that affect communities across the country.

The following pages provide a spotlight of some of the biggest and most successful local station campaigns and programs of 2023.



STATION SPOTLIGHT

iHEARTMEDIA CHICAGO

WOMEN INSPIRE CHICAGO



In 2023, iHeartMedia Chicago launched “Women Inspire Chicago,” a platform designed to inspire the women of iHeart Chicago through storytelling, networking and mentoring with women executives. The one-hour discussions are held every two months and include some of Chicago’s top women executives who share their success stories. The discussions are moderated by iHeart Chicago on-air talent and are held in the iHeart Sound Studio.

The featured executive is also invited to bring 15 women from their own organization to the discussion and enjoy a networking lunch with the women of iHeart Chicago.

Additionally, iHeartMedia Chicago launched the “Women Inspire Chicago” podcast hosted by Angela Ingram, iHeart Chicago’s Senior Vice President of Public Engagement and produced by iHeart Chicago’s Jasmine Bennett.

Angela hosts inspiring conversations every two months with some of Chicago’s top women executives as they share their personal stories of success, including their triumphs, detours, pitfalls and challenges. The podcast is available on iHeartMedia Chicago station websites and nationwide on the iHeartRadio app.





STATION SPOTLIGHT

iHEARTMEDIA PITTSBURGH

“STUFF A BUS” TOY DRIVE



iHeartMedia Pittsburgh's 96.1 KISS celebrated its 20th annual Stuff A Bus toy drive, which collected 68 school buses worth of toys to benefit the U.S. Marines Toys for Tots program providing new, unwrapped toys for families in western Pennsylvania. The drive ran from Monday, November 27 through Friday, December 1 at the Robinson Town Center.

“Stuff A Bus” featured 96.1 KISS on-air personalities Mikey, Bob, Tall Cathy and Justin, who encouraged listeners to bring toys to the parking lot of the Robinson Town Center shopping center. The team collected over 250 new bicycles, large donations from businesses and a monetary donation from the Pittsburgh Penguins' hockey team's Penguins Foundation and Lady Pens, the organization of Penguins

player wives and girlfriends who raise funds that matches monetary donations that the Pens foundation collects. The event featured appearances from the Steelers' Pat Freiermuth and Christian Kuntz and the Pirates' David Bednar. Over the last 20 years, the station has stuffed 791 buses worth of toys to benefit the U.S. Marines Toys for Tots program.





STATION SPOTLIGHT

iHEARTMEDIA NASHVILLE

FRIENDSGIVING AT THE GRAND OLE OPRY



iHeartMedia Nashville's The BIG 98 hosted Friendsgiving at the Grand Ole Opry benefiting St. Jude Children's Research Hospital for a night full of Country music performances and surprises. Headlining the show were popular artists Jelly Roll, Chris Janson, Riley Green and Anne Wilson, who

all delivered performances for a packed audience at the historic venue. The event also included a surprise performance by star rapper Nelly.

The inaugural event gathered the Country music industry's biggest names and its fans for a night of record-

breaking fundraising and giving back surrounded by uplifting performances, hosted by The BIG 98 on-air talent, including Wayne D, Tay, Brooke Taylor and McKiddy. The evening was centered around the importance of the St. Jude mission and featured stories of St. Jude cancer survivors.





STATION SPOTLIGHT

iHEARTMEDIA DETROIT

SISTA STRUT BREAST CANCER WALK



iHeartMedia Detroit's Mix 92.3 celebrated its 24th annual Sista Strut Breast Cancer Walk that aims to support women during their breast cancer treatment. The charity walk took place Saturday, October 14 at Spirit Plaza in Detroit with funds raised benefiting Henry Ford Health's support services for breast cancer patients in Metro Detroit through the Game On Cancer initiative.

Hosted by the station's very own breast cancer survivor, Ya Girl Cheron, the event celebrated survivors and honored the memory of loved ones. Sista Strut encouraged participants to take advantage of the community resources that help prevent, detect and treat breast cancer, and taught attendees about breast cancer's effects on the Black community.

“

I know firsthand the level of support that is needed during breast cancer treatment. This year, I celebrate my five-year breast cancer remission and I am hopeful that our 24th Annual Sista Strut will make a difference in the lives of women who are battling this disease by providing critical services at no cost,”

CHERON SANDERS
PROGRAM DIRECTOR, MIX 92.3





LOCAL STATION HIGHLIGHTS



100.3 THE PEAK'S RADIOTHON ALBUQUERQUE, NM 100.3 The Peak

100.3 The Peak hosted its 19th annual radiothon to benefit the University of New Mexico Children's Hospital on March 3, 2023. The Peak shared stories of loss, joy, hope and healing in an attempt to take its listeners inside the walls of the hospital to get them to donate to New Mexico's Children. 2023's radiothon raised \$156,357 for a total of over \$3.3 million in the last 19 years.

NEWSRADIO 790 WAEB AM RADIOTHON FOR ANIMALS IN DISTRESS ALLENTOWN, PA Newsradio 790 WAEB

For almost 40 years, WAEB AM 790 Morning Show's Bobby Gunther Walsh has been hosting his annual on-air radiothon to benefit the Animals in Distress Shelter in Coopersburg, PA. The 2023 radiothon ran from July 10 - July 16, raising an all-time high of \$218,332 and providing life-saving funds for animals who have little or no hope elsewhere.

95.1 WZZO PRESENTS TRANS- SIBERIAN ORCHESTRA ALLENTOWN, PA 95.1 WZZO

95.1 WZZO is the exclusive media partner of the Trans-Siberian Orchestra

concert at the PPL Center in Allentown, PA, with 50 cents from each ticket sold going to the charity of WZZO's choice. In 2023, The Love Ran Red Foundation, a nonprofit foundation dedicated to helping adults with autism spectrum disorder, received \$3,219 from the November 22 concert.

MILLER KEYSTONE BLOOD DRIVES 2023 ALLENTOWN, PA B104 Allentown

For over 15 years, B104 has partnered with the Miller Keystone Blood Center to increase awareness for blood donations and blood product donations. In 2023, B104 hosted three blood drives: Love of Life on February 14, World Blood Donor Day on June 14 and a Halloween Blood Drive on October 31. Each drive was promoted onsite, on-air and on social media, resulting in over 300 donors reached.

FIRST WEDNESDAY BREAKFASTS ALLENTOWN, PA Real Oldies 1470

Starting in January of 2023, Real Oldies 1470 partnered with St. Luke's University Health Network to kick off "First Wednesday Breakfasts," providing listeners a free meal, fellowship and conversation with fellow listeners, as well as our on-air talent Mike Mittman, every month. During the events, listeners have the chance to informally chat across the breakfast table with

doctors from the community. "First Wednesday Breakfasts" were promoted on-air, online and through social media.

CLOTHESLINE PROJECT WITH COPS 4 COMMUNITY ANCHORAGE, AK 101.3 KGOT

Every summer, AC4C (Anchorage Cops 4 Community) asks the public to donate new and gently used clothing for the Clothesline Project, a back-to-school clothing drive that strives to dress Anchorage students for success. In 2023, iHeartMedia Alaska teamed up with restaurant chain Raising Canes Chicken Fingers to raise money and awareness for the program, promoting the event on four iHeartMedia Alaska stations in the month leading up to the date. On August 5, 101.3 KGOT was onsite as the Clothesline Project and took over Clark Middle School allowing children to shop for free for back-to-school.

ST. JUDE PARTNERSHIP ATLANTA, GA 94.9 The Bull

94.9 The Bull held multiple events to benefit St. Jude Children's Research Hospital® throughout 2023, including 94.9 The Bull's Georgia Country Jam, St. Jude Walk & Run, Dream Home and the St. Jude Radiothon, which raised \$501,928. Overall, 94.9 The Bull raised almost \$750,000 in 2023 for St. Jude and raised awareness of the cause.

CARES FOR KIDS RADIOTHON AUGUSTA, GA 104.3 WBBQ

The 23rd annual iHeartMedia Cares for Kids Radiothon was the largest fundraiser for the Children's Hospital of Georgia, with a three-day multi-station broadcast from the hospital. 104.3 WBBQ and 96.3 Kiss FM took the lead, with support from Power 107, 105.7 The Bull, WLUB HD2 and the market's news partner WRDW News 12/ NBC 26. In 2023, Cares for Kids Radiothon raised over \$263,000 to support the hospital, with all the money going toward quality of care for children in community.

COUNTRY CARES FOR ST. JUDE KIDS RADIOTHON BALTIMORE, MD 93.1 WPOC

On December 7 and 8, 2023, 93.1 WPOC hosted its annual Country Cares for St. Jude Kids Radiothon in support of St. Jude Children's Research Hospital. From 6:00 AM to 7:00 PM local time, listeners were encouraged on-air, online and on social media to become a partner in hope and support St. Jude year-round. The radiothon raised \$413,092 in 2023.

CHILDREN'S HOSPITAL RADIOTHON BATON ROUGE, LA 96.1 The River

Our Lady of the Lake (OLOL) Children's Hospital and 96.1 The River, with the support of iHeartMedia Baton Rouge sister stations, raised over \$107,000 during its 2023 radiothon. Anchored by the syndicated "Murphy, Sam and Jodi Morning Show," which is based in Baton Rouge, the two-day radiothon engaged the community on-air and on social media and included point-of-purchase partnerships in addition to text-to-give and the traditional call center. Today's freestanding hospital is a direct result of the community support from the radiothon. The 13-year partnership has helped raise over \$2.7 million since 2010.

SOUTHEAST TEXAS BLOOD DRIVE BEAUMONT, TX News Talk 560 KLVI

iHeartMedia Beaumont's New Talk 560 KLVI teamed up with LifeShare Blood Centers of Southeast Texas and Southwest Louisiana to encourage listeners to help with the severe blood shortage in the region. Over 160 units of blood were collected in the drive that took place on February 14, 2023 – a significant increase over the average 30 to 50 units collected daily.

WRKO DISABLED AMERICAN VETERANS RADIOTHON BOSTON, MA WRKO

On November 10, 2023, in honor of Veterans Day, WRKO held a 13-hour radiothon to benefit the Disabled American Veterans of Massachusetts. The radiothon featured on-air guests and interviews throughout regular programming, ultimately raising \$172,852 to benefit disabled veterans in the community.

101.7 THE BULL FOR ST. JUDE BOSTON, MA 101.7 The Bull

In 2023, 101.7 The Bull held three events in benefit of St. Jude, including its annual St. Jude radiothon. The two-day radiothon was held on December 7 and 8, where listeners were encouraged on-air, online, on social media and through newsletters to donate to St. Jude and become partners in hope. The 2023 radiothon raised over \$463,000, while the two other events, both Songs & Stories concerts, raised approximately \$25,000 in total.





LOCAL STATION HIGHLIGHTS

CONTINUED

PUERTO RICAN FESTIVAL 2023 **BOSTON, MA** Rumba 97.7

Rumba 97.7 helped attract thousands to City Hall Plaza for the 2023 Puerto Rican Festival, a two-day outdoor festival celebrating Puerto Rican heritage and culture. Rumba talent Chocolate, Anabel and Rico were on stage to DJ and introduce performers, deepening the station's connection with the audience.

HABITAT FOR HUMANITY BRYAN, TX **BRYAN, TX** iHeartMedia Bryan

iHeartMedia Bryan put a focus on helping Habitat for Humanity Bryan/ College Station with all four market stations running PSAs to drive awareness and donations for their annual fundraisers. Over 475 PSAs were aired to promote the pumpkin patch and bowling tournament.

BATTLE OF THE BADGES IV **CAPE COD, MA** WXTK

Battle of the Badges is a bowling, axe throwing and cornhole tournament and competition event held for first responders each year to give local heroes a chance to socialize and raise money for local charities. The fifth annual event was held on May 21, 2023, where the winning team received a check for \$1,000 to donate to their

favorite charity. The chosen charity was Plymouth County Outreach.

19TH ANNUAL TROOPS IN THE SPOTLIGHT **CAPE COD, MA** iHeartMedia Cape Cod

For the 19th year, iHeartMedia Cape Cod teamed up with Cape Cod Cares For The Troops for the annual Troops In The Spotlight. This Memorial Day weekend event – in which military members take an hour-long shift to stand on a flatbed truck to honor the memory of our fallen soldiers over a 24-hour period – raised both funds and care package items that were shipped to troops serving our country all over the world. This year's event raised enough money for 500 boxes of care package items for those serving in our military, giving them a piece of home.

VETERANS TRIBUTE BREAKFAST BUFFET **CAPE COD, MA** WXTK

iHeartMedia's Newsradio 95 WXTK ran a two-week promotional campaign to promote a free breakfast for veterans and their families for Veterans Day. On November 10, on-air personality Ed Lambert broadcasted his show live from the event and welcomed veterans to join him on the mic to tell stories about their service as well as thank them for their sacrifices. 250 veterans were served free breakfast at the event.

COASTAL CAROLINA FAIR **CHARLESTON, SC** iHeartMedia Charleston

Exchange is an all-volunteer, national service organization for men and women who want to serve their community, develop leadership skills and enjoy new friendships. Each station in the Charleston market partnered with the Exchange Club for the annual Coastal Carolina Fair, raising money for smaller local charities in the Lowcountry. Over \$419,000 was awarded to more than 60 local charities and students in the Lowcountry in 2023.

96.9 THE KAT'S ST JUDE RADIOTHON **CHARLOTTE, NC** 96.9 The Kat

96.9 The Kat's St. Jude radiothon is the station's marquee fundraiser and community event since its inception eight years ago, inspiring listeners to donate to the lifesaving work of the St. Jude Children's Research Hospital. In 2023, the community donated \$217,312, and over the years, they have contributed over \$5 million to St. Jude.

ISABELLA SANTOS FOUNDATION CHARITY AUCTION **CHARLOTTE, NC** 106.5 The END

106.5 The END and "The Woody & Wilcox Show" donated several exciting items – like concert tickets and backstage passes – to the 2023 charity auction for the Isabella Santos Foundation (ISF). The ISF is dedicated to improving rare pediatric cancer treatment options to increase survival rates of kids with cancer, and the 2023 auction helped raise over \$50,000 for the foundation.

MIGUEL & HOLLY'S SECOND ANNUAL MIRACLE MAKERS RADIOTHON **CHARLOTTE, NC** HITS 96.1

iHeartMedia's Charlotte's HITS 96.1 hosted their second annual "Miracle Makers Radiothon" on November 29 and November 30 to help raise funds for Atrium Health Levine Children's, an award-winning hospital in Charlotte offering specialized pediatric medicine and 24-hour emergency care. On-air personalities Miguel & Holly led the broadcast both days, encouraging listeners to become Miracle Makers by making monthly donations to Levine Children's Hospital. With the community's continued support and a very generous donation of \$300,000 from iHeartMedia and Levine Children Hospital's community partner, The Wells Fargo Championship, the event raised over \$345,000 in 2023.

MELISSA FORMAN AND VISIT FLORIDA TEACHER'S SALUTE **CHICAGO, IL** 93.9 Lite FM

In 2023, 93.9 LITE FM and on-air personality Melissa Forman showed appreciation for Chicagoland educators throughout the school year by giving teachers and staff a chance to win an all-expenses paid vacation to Universal Orlando Resort. In 2023, the station

honored 40 teachers with \$250 each, equaling \$10,000, and awarded nine all-expenses paid trips to Florida.

WGCI & AMY WITHERITE 1-800-TRUCK WRECK PEACE IN THE STREETS BACK TO SCHOOL CELEBRATION **CHICAGO, IL** 107.5 WGCI Chicago

In 2023, 107.5 WGCI partnered with Amy Witherite 1-800-Truck Wreck for Peace In The Streets Back to School Celebration, designed to bring the Chicago community together in a safe space with entertainment, food and fun for families. The event took place on August 19 at St. Sabina Catholic Church. WGCI and Amy Witherite 1-800-Truck Wreck gave over 1,200 backpacks filled with school supplies such as pens, pencils, notebooks, binders and more. The supplies helped relieve some of the financial burdens a new school year puts on families.

V103 SISTA STRUT 3K 2023 **CHICAGO, IL** V103

On October 7, 2023, V103 partnered with Ford to hold the seventh annual Sista Strut Breast Cancer Walk to benefit the Sisters Network Chicago Chapter. The station promoted the walk on-air, online and via social media. The annual walk helped raise over \$25,265 to aid the Sisters Network's mission to provide a strong support base and emotional safe haven for women diagnosed with breast cancer, become involved in our communities through advocacy and educational outreach programs and educate women and our communities about the early detection of breast cancer.





LOCAL STATION HIGHLIGHTS

CONTINUED

THE FRED SHOW HOLIDAY WISH CHICAGO, IL 103.5 KISS FM

December 2023, 103.5 KISS FM launched the Holiday Wish, their annual holiday program asking listeners to nominate themselves or someone they know in need of financial help for the holidays. The 2023 Holiday Wish awarded five winners with \$1,000 each to help with various expenses and holiday needs.

IHEARTMEDIA CHICAGO WOMEN WHO WIN 2023 CHICAGO, IL iHeartMedia Chicago

Throughout the month of March, iHeartMedia Chicago, YWCA Metropolitan Chicago and Chicago Foundation for Women paid tribute to eight incredible women leaders who have shaped Chicago's history through dedication and perseverance.

ERNIE BLANKENSHIP MEMORIAL RADIO TELETHON CHILLICOTHE, OH WSRW 101.5

The 51st annual Ernie Blankenship Memorial Radio-Telethon took place on March 29, 2023 and brought in \$150,434 in pledges, the most in 15 years. The event benefited the Highland County Society for Children and Adults, which provides services to adults and children with chronic conditions, injuries

or illnesses who needed assistance with expenses not covered by insurance like transportation, medical devices and equipment, medicine and medical bills.

JIMMY MALONE SCHOLARSHIP GOLF CLASSIC CLEVELAND, OH News Radio WTAM 1100

WTAM and the Malone Scholarship Fund, which was created by Jimmy Malone from the station's "The Jimmy Malone Show," held and promoted the 26th annual Jimmy Malone Scholarship Golf Classic on July 10, 2023. The event raised \$200,000 to help provide college scholarships to deserving Northeast Ohio students. These scholarships are awarded to students with financial need who have a positive outlook on life and who have been accepted at an accredited college. With the support of generous donors and sponsors, over 300 students have been helped by the scholarship program since its inception.

ST. JUDE JAM CLEVELAND, OH 99.5 WGAR

99.5 WGAR held two acoustic concert events to benefit St. Jude Children's Research Hospital on April 14 and May 31 featuring Russell Dickerson and Dylan Scott. The concerts, both held at The Thirsty Cowboy in Medina, raised \$15,927 to help fight childhood cancer at St. Jude.

WGAR – GUITARS FOR GIRLS CLEVELAND, OH 99.5 WGAR

99.5 WGAR held their 22nd annual Guitars for Girls concert to benefit the Susan G. Komen foundation on October 25, 2023. The benefit featured performances by country artists Matt Stell and Meghan Patrick and raised \$13,270 for breast cancer research and awareness.

ST. JUDE RADIOTHON CLEVELAND, OH 99.5 WGAR

On December 7 and December 8, 99.5 WGAR held their annual St. Jude Radiothon to raise funds and awareness for St. Jude Children's Research Hospital. The station interviewed families, patients and St. Jude staff during the event, which ran for 13 hours each day for 26 total hours and was hosted exclusively by WGAR's "Wazz & Carletta Morning Show." The total raised in 2023 for St. Jude was \$255,045.

MAJIC 105.7 RADIOTHON CLEVELAND, OH Majic 105.7

Majic 105.7 celebrated Giving Tuesday, November 28, in grand fashion by raising \$158,326 in a single day for Cleveland Clinic Children's Hospital. "The Mark Nolan Show" did a marathon 13-hour broadcast sharing stories

of amazing miracles performed in Cleveland every day. All the money raised went towards patient care, as no child is turned away for medical care thanks to donors.

TRAVIS MILLS FOUNDATION CASH RAFFLE CLEVELAND, OH News Radio WTAM 1100

On Friday, November 10, just before Veteran's Day, WTAM dedicated ten continuous broadcast hours to raising \$100,000 to benefit the Travis Mills Foundation through an all-day cash raffle. The Travis Mills Foundation supports recalibrated veterans and their families through long-term programs that help these heroic men and women overcome physical obstacles, strengthen their families and provide well-deserved rest and relaxation. WTAM personalities Bill Wills, Bloomdaddy, Carmen Angelo and Dennis Manaloff hosted the raffle, including a \$20,000 grand prize.

LOVEPUP AT FAMILY FEST COLORADO SPRINGS, CO My 99.9

My 99.9 hosted a one-day LovePup at Family Fest event on September 30 featuring six rescue organizations with adoptable dogs onsite. The event, promoted with live and recorded mentions and social media in the month leading up to the date, encouraged listeners to adopt a dog or donate pet supplies for local shelters. Over 20 dogs were adopted and nearly 800 pounds of food and supplies were collected to benefit local shelters.

BIG RED BARN RETREAT COLUMBIA, SC 97.5 WCOS

97.5 WCOS and its iHeartMedia Columbia sister stations helped promote the Big Red Barn Retreat's benefit concert featuring Chris Janson. The event raised \$10,000 to support veterans and first

responders through the Big Red Barn Retreat's programs and services.

KUTZ FOR KIDS COLUMBIA, SC 100.1 The Beat

100.1 The Beat presented the third annual The Beat's Kutz For Kidz at the Columbiana Mall in Columbia, SC. Kids ages 5-17 were offered free haircuts and school supplies before the new school year in an effort to alleviate the back-to-school pressure for students and parents.

DAVE & JIMMY'S CELEBRITY SOFTBALL CLASSIC COLUMBUS, OH WNCI 97.9

WNCI Morning Show hosts Dave & Jimmy brought back The Dave and Jimmy Celebrity Softball Classic for the third consecutive year to raise awareness and funds for On Our Sleeves, a movement for children's mental health developed by behavioral health experts at Nationwide Children's Hospital. The 2023 celebrity softball game player lineup included Twenty One Pilots, The Band Camino and Johnny Damon along with Columbus sports stars Sean Kuraly, Zach Werenski and more. The game was held at Huntington Park in Columbus on Saturday, July 22 at 7pm under the lights, ending the night with a firework display. Between ticket sales and a silent auction, the event raised over \$50,000.

WCOL SUPPORTS ST. JUDE COLUMBUS, OH 92.3 WCOL

92.3 WCOL has been a St. Jude partner for over 25 years. In 2023, the station proudly raised a new all-time high of \$473,722, thanks to other local partners brought together by WCOL to create more opportunities to raise money. The total also included a \$15,000 donation from ongoing partner Flannangan's Dublin.





LOCAL STATION HIGHLIGHTS

CONTINUED

COLUMBUS METROPOLITAN LIBRARY SUMMER READING COLUMBUS, OH

iHeartMedia Columbus

During summer 2023, iHeartMedia Columbus was once again a proud media partner of the Columbus Metropolitan Library Summer Reading Program for the third consecutive year. The Summer Reading Challenge is an annual reading program that encourages children, teens and families to read during summer break to help prevent summer reading loss and keep reading skills sharp for the fall. Promotional mentions ran on all stations starting in May through July to encourage registration and participation at any of the 23 locations around Columbus, along with registration information on all of our station websites. The 2023 Summer Reading Challenge participation increased with a total of 48,098 participants.

93.3 THE BUS LIGHTS UP THE LAWN COLUMBUS, OH

93.3 The Bus

93.3 The Bus was a proud partner for the second year of Nationwide Children's Hospital's Light Up The Lawn campaign, an interactive initiative that transformed Nationwide Children's Hospital's front lawn into a butterfly-themed light display that illuminates with a flutter effect each time a donation is made, creating a joyful, impactful

experience during the holiday season. In addition to running promotional mentions on all iHeartMedia Columbus stations, the cluster brought illuminated butterflies to all station events to raise awareness of the campaign.

BADGES & BEARS CORPUS CHRISTI, TX

K99

K-99 teamed up with the Corpus Christi Police Department to collect teddy bears and stuffed plush animals for officers to keep in their patrol units to give to the children they encounter during difficult situations. These toys are important tools for officers to connect with and comfort the people they serve. Together with partners, over 1000 teddy bears and dolls were collected, as well as a \$1,000 donation from the CC Police Foundation to purchase more.

CONCERT FOR A CURE 2023 DAYTON, OH

MIX 107.7

Each year during Breast Cancer Awareness Month, Mix 107.7 hosts Concert for A Cure to benefit the Noble Circle Project, an organization committed to creating an intimate and caring community of women thriving beyond cancer by providing hope, inspiration, empowerment and wellbeing through nutritional education, complementary energy techniques and peer support. In 2023, Phillip

Phillips, Sarah Reeves, Michael Williams and ZNels performed and an auction was held with items like autographed guitars, premium concert tickets and more. The show raised \$5,835 for the Noble Circle Project.

ACOUSTIC CHRISTMAS DENVER, CO

106.7 The Bull

106.7 The Bull, along with Jack Daniels and Elway Auto Group, held the 2023 Acoustic Christmas show benefiting Operation Ride Home, which helps junior enlisted military families travel home for the holidays by offering free flights home for military members and their immediate family or providing prepaid gift cards for vehicle travel. The 2023 event raised \$17,244 for Operation Ride Home.

STUDIO C CD DENVER, CO

97.3 KBCO

For the 35th year, 97.3 KBCO produced and sold the Studio C CD with a portion of the proceeds benefitting the Boulder County Aids Project and Food Bank of the Rockies. The annual CD features songs performed by artists in the Studio C performance lounge at KBCO, and this year's edition sold a record-breaking 15,000 copies in one weekend. A total of \$67,000 was split between the two charities.

PINKY SWEAR RADIOTHON DES MOINES, IA

1040 WHO

On December 8, 2023, 1040 WHO held the ninth annual radiothon on behalf of the Pinky Swear Foundation to help pay the mortgages, utility bills and other financial needs of local families who have a child with cancer. The station promoted the event on-air, online and via newsletter to encourage listeners to donate. The 2023 radiothon broke its fundraising goal and raised over \$376,000 for the Pinky Swear Foundation.

JAY'S JUNIORS DETROIT, MI

100.3 WNIC

Jay's Juniors is an annual program in Detroit that takes kids with life-threatening or life-altering diseases and their families to Walt Disney World during Christmas time, giving them a chance to create memories that will last a lifetime. In 2023, 100.3 WNIC raised \$673,000 and secured a chartered flight for 29 kids and their families, with all expenses covered.

FURY FOR A FEAST DETROIT, MI

106.7 WLLZ

106.7 Detroit's Wheels partnered with Witch's Hat Brewing Company for Fury for a Feast, an event held on August 19 to benefit local food banks and the community in need. Together we were able to raise \$23,990 and gathered 1,043 pounds of food for local food banks.

PINK GALA & SISTA STRUT DETROIT, MI

Mix 92.3

In 2023, Mix 92.3 supersized their Breast Cancer awareness initiatives with two events dedicated to the cause. Mix 92.3 held the Pink Gala on June 4, raising over \$8,000, and the 24th annual Sista Strut event at Spirit Plaza in

Detroit on October 14, raising \$27,635. In total, the station collected \$35,640 for Henry Ford's Game on Cancer.

MOJO'S BREAKING AND ENTERING CHRISTMAS

DETROIT, MI

Channel 95.5

In 2023, Channel 955's Mojo's Breaking and Entering Christmas asked listeners to nominate families in need in the Detroit, Grand Rapids and Toledo area. Channel 95.5 picked nine families going through tough times to receive a special Christmas delivery, with prizes ranging from new appliances to toys for their kids and even new furniture and TVs. In all, Mojo's Breaking and Entering Christmas raised over \$130,000.

MIDWEST CARES FOR ST JUDE KIDS EAU CLAIRE, WI

Hot Country B95

Hot Country B95 held its 22nd annual St Jude Radiothon, this time partnering with fellow iHeart stations Moose County 106.7 (Eau Claire, WI), 102.5 The Fox (Rochester, MN) and K102 (Minneapolis, MN) for Midwest Cares for St Jude Kids, the largest St Jude radiothon in the country. Over two days, our stations raised \$1,238,976.

LIGHT UP A CHILD'S LIFE ERIE, PA

Star 104

On December 15, Star 104 held an on-air fundraiser for the Make-A-Wish Foundation, raising \$6,641 to fulfill children's wishes by sharing some of them with listeners.





LOCAL STATION HIGHLIGHTS

CONTINUED

BOB-A-THON **ERIE, PA** 94.7 Bob FM

94.7 Bob FM hosted its annual Bob-A-Thon on June 21, 2023 to benefit "The Children's Care Fund" at the Hamot Health Foundation. Proceeds from the Bob-A-Thon help families with pediatric illnesses and NICU patients with specialized equipment, travel expenses, housing for families and much more. The station raised \$31,000 in 2023 and \$200,000 over the last 12 years.

COUNTRY CARES FOR ST. JUDE **KIDS RADIOTHON** **FAYETTEVILLE, AR** Kix 104

Kix 104 continued its partnership with St. Jude Children's Research Hospital to raise funds for childhood cancer research. The two-day radiothon event, promoted on-air, digitally and on social media, raised \$110,895 in 2023.

BLEED BLUE BLOOD DRIVE **FAYETTEVILLE, AR** iHeartMedia Northwest Arkansas

iHeartMedia Northwest Arkansas partnered with Community Blood Center of the Ozarks and the Northwest Arkansas Naturals, a local minor league baseball team, for a two-month blood collection initiative starting May 1, 2023. The campaign was promoted on-air, digitally and on social media and helped collect 1,617 units of blood.

CELEBRITY BELL RINGING WITH THE **SALVATION ARMY** **FLORENCE, SC** Eagle 92.9

During the 2023 holiday season, iHeartMedia Florence on-air personality Denis Davis participated in a celebrity bell ringing to raise funds for the Salvation Army. Denis volunteered eight hours of his time and helped raise \$304.

COMMUNITY SERVICES CLEARING **HOUSE FOOD DRIVE** **FORT SMITH, AR** iHeartMedia Fort Smith

iHeartMedia Fort Smith partnered with Community Services Clearing House for a day-long food drive benefiting Meals For Kids on November 4, 2023. The market promoted various drop off locations where listeners could contribute donations, leading to 750 Meals for Kids bags for children in need.

BACK TO SCHOOL BACKPACK **GIVEAWAY** **FRESNO, CA** iHeartMedia Fresno

iHeartMedia Fresno teamed up with the Blackstone Auto group for a backpack drive held at several Blackstone Auto group locations on August 5 and 6. In total, the drive collected and donated 500 backpacks filled with supplies, including pens, pencils, erasers, scissors, rulers, folders, notebooks and hand sanitizer.

STUFF THE BUS **GRAND FORKS, ND** iHeartMedia Grand Forks

In August 2023, during back-to-school season, iHeartMedia Grand Forks held a two-day Stuff the Bus event to collect school supplies for over 600 needy families in the region. The cluster filled a school bus full of supplies and money to be distributed by the Salvation Army, raising over \$1,000 in cash and over \$5,000 in supplies for the community.

THINK OUTSIDE **YOURSELF RADIOTHON** **GRAND RAPIDS, MI** Star 105.7

Think Outside Yourself was a two-day radiothon that ran across all iHeartMedia West Michigan stations to raise funds for the Helen DeVos Children's Hospital, specifically for programs, treatments and equipment that isn't traditionally covered by insurance. Through cross-station promotion, including with TV partner WOOD-TV, the radiothon helped raise \$601,374 in 2023 for the cause.

KIDS COUNT RADIOTHON **GRAND RAPIDS, MI** B-93

On December 8, B-93 hosted the Kids Count radiothon benefiting the Helen DeVos Children's Hospital. The station broadcast live for more than 24 hours and encouraged listeners to donate

via phone or online to help the local pediatric medical and surgical center for children. The stations' efforts raised \$601,374 in 2023 for the hospital.

TURKEY DROP **GRAND RAPIDS, MI** WOOD Radio 106.9 & 1300 AM

Turkey Drop is an annual tradition in West Michigan run by WOOD Radio 106.9 and 1300 AM in partnership with Mel Trotter Ministries and Celebration Cinema. The stations devoted an entire day to collecting frozen turkeys for their neighbors in need in the Grand Rapids area. Listeners were encouraged to either make a cash donation online or drive by and drop a turkey off. Through the on-air, online and social media promotions, 5,500 turkeys were donated.

RALLY FOR KIDS **GREENSBORO, NC** 100.3 KISS FM

HITS 100.3 broadcasted live on December 15, 2023, from Brenner Children's Hospital's Sophie's Place, a dedicated music therapy space made possible by generous philanthropic contributions. The station raised \$110,726 with our first Rally for Kids, with all funds directed to the Brenner Children's Hospital Fund. The event was supported online, on-air and on our social media pages.

ST. JUDE RADIOTHON AND CONCERT **FOR THE KIDS** **GREENSBORO, NC** Q104.1

Since 1998, Q104.1 has raised \$5.7 million for St. Jude Children's Research Hospital. In 2023, Q 104.1 held back-to-back events for St. Jude, including a two-day radiothon on December 7 and December 8, and a Concert for Kids, featuring Chris Lane, on December 9. After three days of broadcasting,

streaming on the station's website and social media outreach, the radiothon raised \$137,580 while the Concert for Kids raised around \$33,000 for a total of \$170,746 in donations to the St. Jude Children's Research Hospital.

VETERANS DAY BREAKFAST **HARRISBURG, PA** WHP 580

WHP 580 celebrated the veterans of Central PA and surrounding areas by hosting a live show at a local convention center on veterans Day. During the show, veterans and their families were invited to enjoy a free breakfast, interact with the morning show's RJ Harris and talk about how serving in the military shaped their lives. In 2023, 400 veterans and their families were served breakfast through our event.

STUFF A BUGGY **HARRISBURG, PA** FM97

The 11th annual Stuff-a-Buggy was a food drive to benefit Water Street Mission, a local organization which offers a range of services to people dealing with homelessness in the Lancaster area. Utilizing on-air, digital and social media promotion, the station asked listeners to make donations and help fill an authentic Amish buggy full of food. The event was a huge success, raising 2,543 pounds of food.

COUNTRY CARES FOR ST. JUDE **KIDS RADIOTHON** **HARRISONBURG, VA** 104.3 KCY Country

104.3 KCY participated in its 26th annual Country Cares For Kids St. Jude radiothon. Each year the station dedicates two broadcast days to the event. In 2023, the event raised almost \$73,000 to benefit St. Jude Children's Research Hospital.





LOCAL STATION HIGHLIGHTS

CONTINUED

GREAT COMMUNITY GIVE HARRISONBURG, VA

iHeartMedia Harrisonburg

For the fourth year, iHeartMedia Harrisonburg's cluster of stations – including 98 ROCK, 93.7 NOW, NewsRadio WKCY - 107.9 FM, AM900 WKDW and Mix 93.1 – continued their partnership with the Community Foundation of Harrisonburg and Rockingham County for the Great Community Give, a community-wide giving day for local partner nonprofit organizations. The April 19, 2023, the event was promoted on-air, digitally and on social media and helped raise over \$2 million for local nonprofits.

COUNTRY 92-5 CARES FOR ST. JUDE KIDS RADIOTHON HARTFORD, CT COUNTRY 92.5

The 31st annual Country 92-5's Country Cares for St. Jude Kids Radiothon was a two-day live broadcast encouraging listeners to donate to St. Jude and its research and treatments for kids with cancer and other life-threatening diseases. The 2023 radiothon raised \$313,555 to benefit St. Jude.

ST. JUDE HOSPITAL RADIOTHON AND GOLF TOURNAMENT HOUSTON, TX SUNNY 99.1 Houston

For the seventh consecutive year, Sunny 99.1 continued their partnership with St.

Jude Children's Hospital by conducting an on-air radiothon for two days and a one-day golf tournament. Volunteers from St. Jude's and iHeartMedia staff manned the phone lines while KODA Morning Show's Dana Tyson and on-air staff from other stations worked on-air each day promoting the radiothon and encouraging listeners to become donors. The events raised a total of \$1,018,715, with the golf tournament contributing \$435,556 and the radiothon adding \$535,159.

ST. JUDE RADIOTHON HUNTINGTON, WV 103.3 TCR

In 2023, 103.3 TCR hosted a two-day virtual radiothon to benefit and raise money for St. Jude Children's Research Hospital. Listeners could donate on the station website, via text or by calling. The 2023 radiothon raised over \$12,000 for St. Jude.

SISTA STRUT INDIANAPOLIS, IN Real 98.3

On October 21, 2023, REAL 98.3 hosted the second annual Sista Strut breast cancer charity walk aiming to heighten awareness about the issues of breast cancer among women of color and provide information on community resources in Indiana. Listeners were encouraged to sign up online to take part in the walk or donate, helping the

station raise nearly \$16,000 to benefit Cancer Support Community, a local community partner.

ST. JUDE FUNDRAISERS JACKSONVILLE, FL 99.1 WQIK

iHeartMedia Jacksonville's 99.1 WQIK, 93.3 THE BEAT, V 101.5 and RUMBA 106.9 partnered with St. Jude Children's Research Hospital on a series of events to help raise money for the organization. The stations held their seventh radiothon and partnered with businesses to help raise awareness and money for St. Jude's mission. In 2023, cluster efforts helped raise over \$220,731 for St. Jude Children's Research Hospital.

SISTA STRUT 2023 JACKSONVILLE, FL 93.3 The Beat & V101.5

V101.5 & 93.3 THE BEAT held their eighth Sista Strut on October 7, 2023. Sista Strut aims to heighten awareness about the issues of breast cancer in women of color, as well as provide information on community resources. A portion of the proceeds from The Law Offices of Ron Sholes P.A. Sista Strut were donated to Sisters Network® Inc., The Edith Marie Foundation and the Pink Queen B Foundation, all of which help those currently battling breast cancer, survivors and their families. This event raised over \$40,000 in 2023.

FROGGY'S DRIVE FOR RESEARCH CHARITY GOLF TOURNAMENT JACKSONVILLE, FL 99.1 WQIK

In 2020, Froggy from the Elvis Duran Morning Show & 99.1 WQIK developed a brain aneurysm and had surgery to have it clipped. To help raise awareness about brain aneurysms, Froggy started the Froggy's Drive For Research Charity Golf Tournament, benefiting the Brain Aneurysm Foundation. The third annual Froggy's Drive for Research Charity Golf Tournament took place on November 20, 2023. With the help from 97.9 KISS FM, 107.3 PLANET RADIO, 99.1 WQIK and sponsors, the tournament helped raise \$98,000 in 2023.

THE AMERICAN FOUNDATION FOR SUICIDE PREVENTION OUT OF DARKNESS WALK JACKSONVILLE, FL 107.3 Planet Radio

107.3 Planet Radio was a proud supporter of The American Foundation for Suicide Prevention's Out of the Darkness Jacksonville Walk, which took place on October 28 at the Seawalk Pavilion in Jacksonville Beach. The Out of the Darkness Community Walk is a journey of remembrance, hope and support, uniting our communities and providing an opportunity to acknowledge how suicide and mental health conditions have affected our lives and the lives of those we love and care about. The walk had over 1000 walkers and raised close to \$90,000.

THE 26.2 WITH DONNA- BREAST CANCER MARATHON JACKSONVILLE, FL 97.9 KISS FM & 99.1 WQIK

97.9 KISS-FM & 99.1 WQIK teamed up with The DONNA Foundation for The 26.2 With DONNA, a charity marathon dedicated to breast cancer research and care. The DONNA Foundation, a private non-profit organization in Northeast Florida, provides financial assistance and support nationwide

to those living with breast cancer and funds groundbreaking research to finish the disease once and for all. This year's event had over 19,000 participants, securing more than \$500,000 to help financial services and debt relief each year.

LAS VEGAS' LARGEST BABY SHOWER LAS VEGAS, NV Sunny 106.5 Las Vegas

Las Vegas' Largest Baby Shower returned in 2023 to benefit Baby's Bounty. Led by Joanna Baumann from Sunny 106.5 and Presented by Women's Health Associates of Southern Nevada, the event encouraged diaper donations for Baby's Bounty, an organization supporting and empowering at-risk families by providing education and essential tools to ensure a good start for every baby in Clark County. Listeners donated more than 45,000 diapers and \$8,600 in cash, leading to an additional 35,000. The total 80,000 diapers helped 1,600 local families.

ST. JUDE RADIOTHON & SANTA JAM LAS VEGAS, NV 95.5 The Bull

95.5 The Bull held their annual St. Jude Radiothon and Santa Jam concert benefiting St. Jude Children's Research Hospital. Assembling an all-star lineup – including Chris Janson, Parmalee and Elle King – 95.5 The Bull packed the Pearl Theater at Palms Casino and altogether raised nearly \$175,000 in 2023.

SISTA STRUT LEXINGTON, KY Real 103.9

On October 21, Real 103.9 held a Sista Strut walk benefiting Kentucky African Americans Against Cancer, a volunteer group of citizens, health care providers and cancer survivors seeking to reduce cancer health disparities in the African American population. The event raised \$3,236 for Kentucky African Americans Against Cancer.





LOCAL STATION HIGHLIGHTS

CONTINUED

EASTER EGG HUNT

LIMA, OH

93.9 KissFM

iHeartMedia Lima supported its local community with a free community Easter Egg Hunt at the local football stadium. The event featured 20,000 prize-filled Easter eggs placed on the field, which was broken down into three different age groups, including the grand prize: a family trip for four to Disney World.

ELLEN K'S GIVING TUESDAY

LOS ANGELES, CA

KOST 103.5 Los Angeles

Ellen K has been a longtime supporter and partner with Children's Hospital Los Angeles (CHLA), that delivers care to one out of every five children in L.A. Ellen launched an annual fundraiser for Children's Hospital Los Angeles on Giving Tuesday on KOST 103.5 which in its eighth year raised over \$500,000 in 2023 and has raised over \$2.5 million for CHLA since its inception.

ST. JUDE RADIOTHON

LOUISVILLE, KY

97.5 WAMZ

For the 34th year, 97.5 WAMZ continued their partnership with St. Jude Children's Research Hospital with their Country Cares radiothon in early December 2023. The station dedicated two full days to help raise funds for childhood cancer, which featured WAMZ

personalities encouraging listeners to donate and St. Jude's patient and family stories about the wonderful things St. Jude Children's Research Hospital does for those who have to be there. The radiothon was promoted on-air, online and via social media. Collectively, the station efforts, listeners and local partners raised \$127,932 for the hospital.

STOP THE KILLING

MACON, GA

V101.7

V101.7 and the Macon-Bibb Coroner's Office participated in the Stop the Killing campaign, which was started by Chief Bibb County Corner Leon Jones and Bob Fickling, a community activist, to raise awareness about gun violence. Every weekend, for nearly 70 weeks, the station held up signs reading "Stop the Killings" and "Put the Guns Down" on a different street corner in Macon, and promoted the campaign on-air, digitally and on social media. Homicide and murder rates declined in 2023 with only 40 reported, marking the lowest homicide rate in Macon since 2019.

MAKE-A-WISH NEW HAMPSHIRE RADIOTHON

MANCHESTER, NH

NEWS RADIO 610

iHeartMedia New Hampshire's News & Talk stations partnered with the New Hampshire Credit Union for a six-hour

radiothon on March 21, 2023, benefiting Make-A-Wish New Hampshire. The radiothon was promoted on-air and on social media, and Credit Union locations around New Hampshire. In total, the event raised \$40,000 in 2023.

PAUL CASTRONOVO 50-50 DRAW IN SUPPORT OF FARM SHARE

MIAMI, FL

BIG 105.9 Miami

The second annual Paul Castronovo's 50-50 Draw in Support of Farm Share took place December 11, 2023, with one listener winning half the jackpot and the other half going to Farm Share, Florida's largest food bank. The fundraising event featured Big 105.9 on-air personalities led by iconic morning show host Paul Castronovo encouraging listeners to go online and buy tickets to the 50-50 draw. The event in 2023 raised \$188,000 and Josh Wells, a local firefighter, won the draw and took home a check for more than \$94,000. The funds raised by this raffle allowed Farm Share to distribute more than 750,000 meals to food-insecure individuals and families across Florida.

IHEARTMEDIA WISCONSIN WISH-A-THON

MILWAUKEE, WI

iHeartMedia Wisconsin

On December 7 and 8, 2023, 95.7 BIG FM and 97.3 The Game in Milwaukee and Rewind 92.1 and 1070 The Game in

Madison hosted the 15th annual Make-A-Wish Wisconsin Wish-A-Thon, where 23 kids and their families came to the studios to share their story. A total of \$215,000 was raised for Make-A-Wish Wisconsin to help grant wishes for kids with critical illness in the state.

IHEARTMEDIA WISCONSIN ST. JUDE RADIOTHON

MILWAUKEE, WI

iHeartMedia Wisconsin

On December 7 and 8, 2023, FM106.1 in Milwaukee and 96.3 Star Country in Madison hosted the eighth annual St. Jude Radiothon in support of St. Jude Children's Research Hospital. The radiothon was promoted on-air, online and through all social media platforms, and a total of \$272,378 was raised for St. Jude Children's Research Hospital.

ST. JUDE RADIOTHON

MINNEAPOLIS, MN

K102

Over the course of two days, K102 hosted their 31st annual radiothon to raise money for the kids at St. Jude Children's Research Hospital. The radiothon took over the station for 14 hours each day to raise money to help eliminate cancer in kids, asking listeners to become Partners in Hope and donate any amount per month for a year. In 2022, listeners raised \$1,238,976 million for St. Jude Children's Research Hospital.

HUG A HERO

MINOT, ND

iHeartMedia Minot

iHeartMedia Minot partnered with the Minot Public School Foundation for the Hug A Hero campaign, aimed at helping school-age children with a military deployed parent. The campaign raised \$7,000 to give each child a pillow version of their parent to hug while missing them.

2023 ST. JUDE RADIOTHON

MOBILE, AL

95-KSJ

94-KSJ held their annual St. Jude Radiothon on December 7 and 8, the culmination of year-long efforts to raise money for St. Jude Children's Research Hospital, including a Mardi Gras parade that raised \$30,000 earlier in the year. The station's efforts raised a total of \$253,000 for St. Jude in 2023.

BACK TO SCHOOL BACKPACK GIVEAWAY

MODESTO STOCKTON, CA

iHeartMedia Modesto/Stockton

iHeartMedia Modesto Stockton set up a drive-thru style backpack drive at the Sylvan Learning Center in Modesto on July 29, 2023, to help the community in need during the back-to-school season. The market distributed 200 backpacks full of school supplies to school-aged children.

KTOM'S ST JUDE'S FUNDRAISER

MONTEREY, CA

92.7 K-TOM

92.7 K-TOM held a two-day fundraiser to raise awareness and funds for St. Jude's Music Gives campaign. The station promoted the event on-air, social media and through sponsored promotions, raising \$72,576 for St. Jude Children's Research Hospital.

FILL THE BUS

MYRTLE BEACH, SC

iHeartMedia Myrtle Beach

iHeartMedia Myrtle Beach stations teamed up with the local Harley Davidson dealership and Horry County schools to raise school supplies for children in need. The event collected school supplies for over 2,000 kids and \$4,500 in monetary donations.





LOCAL STATION HIGHLIGHTS

CONTINUED

RIVER OF HOPE RADIOTHON NASHVILLE, TN 107.5 The River

107.5 The River hosted the annual The River of Hope Radiothon to benefit Monroe Carell Jr. Children's Hospital at Vanderbilt, Nashville's Children's Miracle Network hospital. The 2023 event took place on December 14 and December 15, raising \$85,299. Since 2005, the River of Hope Radiothon has raised more than \$2 million.

JALEN RAMSEY'S BACK TO SCHOOL BASH NASHVILLE, TN 101.1 The Beat

101.1 The Beat worked with NFL star Jalen Ramsey and his nonprofit organization Ramsey's Reach and Purpose Prep Academy in Nashville for his inaugural Back to School Bash, bringing together over 400 kids. 101.1 The Beat helped distribute school supplies, backpacks, haircuts and uniforms.

SISTA STRUT NEW ORLEANS, LA 98.5 WYLD

On March 18, 2023, iHeartMedia New Orleans, led by 98.5 WYLD and Q93, hosted the annual 3K walk for Breast Cancer, raising awareness of the importance of screenings within the African American community. Proceeds from Sista Strut benefit the

American Cancer Society. Survivors were honored and recognized along the walking route, ending with classic New Orleans live entertainment and food. The event raised \$14,000 for the American Cancer Society.

ANGIE'S SUMMER BBQ NEW YORK CITY, NY POWER 105.1

In 2023, Power 105.1's Angie Martinez returned to Brooklyn Boardwalk with Angie's Summer BBQ, featuring food, drinks, a spades tournament and live performances from Coco Jones, Kaliiii, Lola Brook and more. Keeping with tradition, Angie invited all her celebrity friends to the party including Lil' Cease, Bobby Brown, C. J. Wallace, T'Yanna Wallace, HoodCelebrity, Nems and many more. For the first time, a portion of the proceeds benefited The Brooklyn Rescue Mission Urban Harvest Center, an emergency food program that feeds hungry families faced with financial hardships. The event raised \$3,090.

BACK TO CLASS NEW YORK CITY, NY Power 105.1

Power 105.1 and Lincoln Tech partnered up to give much needed relief to students getting ready to get back to class. The on air and digital campaign gave five students \$1,000 to acquire whatever they needed to get ready for the 2023 school year.

BROOKLYN PROM PROJECT NEW YORK CITY, NY Power 105.1

Power 105.1 and Lincoln Tech partnered up with the Brooklyn Prom Project for a month-long campaign during prom season, encouraging listeners to learn more about how they could donate gently used or new prom wear. Additionally, the campaign provided information about how students could attend the Promwear Giveaway event at the Urban Assembly Institute of Math and Science for Young Women in Brooklyn and receive free prom supplies. \$1,500 was donated to Operation Prom National Network.

105 DAYS OF SUMMER NEW YORK CITY, NY Power 105.1

For the ninth year, Power 105.1 once again hosted 105 Days of Summer in partnership with The Hip Hop Summit Youth Council in an effort to improve public safety and end gun and gang violence. Through the partnership, Power 105.1 and The Hip Hop Summit Youth Council created events on NYCHA campuses where listeners could gather in a peaceful positive setting and enjoy music, fun, games and prizes throughout the day.

DAILY BREAD NEW YORK CITY, NY Power 105.1

Power 105.1's "The Breakfast Club" gave away \$1,000 cash every day to help with someone's dreams. The online contest encouraged listeners to tell the team why they deserve the money, and The Breakfast Club called them and awarded them with the money on the air once a day.

STUFF-A-TRUCK NEW YORK CITY, NY 103.5 KTU

103.5 KTU once again joined in the season of giving and partnered with Associated Supermarkets Group for Stuff-A-Truck 2023. Listeners were encouraged to join 103.5 KTU at Met Foods on November 4 to donate food items to benefit the Food Bank For New York City. KTU's Wendy Wild was onsite to help to collect over 19,000 lbs. of food for the Food Bank For New York.

TRANS-SIBERIAN ORCHESTRA – GOD'S LOVE WE DELIVER NEW YORK CITY, NY Q104.3

Every year, the Q104.3 Trans-Siberian Orchestra Christmas concert donates a portion of ticket sales to help God's Love We Deliver, an organization founded in 1985 that prepares and delivers meals to ill New York City residents. This year, the Trans-Siberian Orchestra performed one show at UBS Arena on December 20, 2023 with \$10,594 raised for God's Love We Deliver.

WRITE 4 TEACHERS NEW YORK CITY, NY Z100

"The Elvis Duran Morning Show", Z100 and BIC partnered to give much needed funds for teachers to keep their classrooms stocked with all the essentials that their students need to succeed. The on-air and digital campaign gave five teachers \$1,000 to

acquire whatever they needed to get ready for the 2024 school year.

DANIELLE MONARO'S HALLOW SCREAM NEW YORK CITY, NY Z100

"The Elvis Duran Morning Show", Z100 and Blood Manor NYC partnered to raise money for St. Jude's Childrens Research Hospital. The on-air and digital campaign encouraged listeners to purchase tickets for this one-night event, or donate money if they can't attend, with proceeds benefitting St. Jude's. Over \$20,000 raised for St. Jude's Childrens Research Hospital.

KAT 103.7 BOOK TOUR OMAHA, NE Kat 103.7

Kat 103.7 developed the KXKT Book Tour program to promote childhood literacy in the community. Each week, "Steve & Gina in the Morning" read to a different classroom in the Omaha metro area and talked about the importance of reading. The station also donated a book to each child in the class during the visit. In 2023, Steve and Gina read to over 800 students and donated over 800 books.

DAY OF FIVE THOUSAND THANK YOU'S OMAHA, NE Kat 103.7

With so many stressors impacting communities around the country, the Kat 103.7 team came up with a way to bring some joy to their listeners with the Day of a Thousand Thank Yous program. The station asked Kat Country listeners to write a thank you card for veterans ahead of Veterans Day to be delivered to the local V.A. Hospital and Veterans Homes. In 2023, Kat 103.7 listeners wrote 5,000 thank you cards to area veterans.





LOCAL STATION HIGHLIGHTS

CONTINUED

16TH ANNUAL REAL RADIO CHARITY POKER TOURNAMENT

ORLANDO, FL
Real Radio 104.1

In 2023, hundreds of listeners joined the staff of Real Radio and other local celebrities for a night of casino games and Texas Hold'em Poker to help raise money for The Mustard Seed of Central Florida, an organization that helps rebuild the lives of families and individuals who have suffered disaster or personal tragedy by providing household furnishings and clothing. On August 18, the event raised \$32,000 for the nonprofit.

ANNUAL TOY DRIVE

ORLANDO, FL

XL106.7

In December 2023, with the support of the Central Florida community, sponsors and volunteers, Baby DJ's 2023 Holiday Toy Drive Program assisted over 4,500 children in the community with toys and other needed holiday items. Baby DJ volunteers helped collect and distribute resources to assist families in need.

LIFEBOAT PROJECT GALA

ORLANDO, FL
Magic 107.7

In 2023, Chad and Leslye from Magic 107.7 hosted the third annual Lifeboat Project Gala in Winter Park with a Yacht Rock theme, raising thousands of dollars for victims of human trafficking

in Central Florida. The mission of The Lifeboat Project is to raise awareness of the issue of human trafficking and to empower the lives of survivors through long-term aftercare, residential programs, trauma counseling, housing, personal development, and educational resources.

ORANOLE FOUNDATION FOOD DRIVE

ORLANDO, FL
101.1 WJRR

In 2023, 101.1 WJRR and Give.Local.Love teamed to host a food drive to benefit the Oranole Foundation to help local families with food for the holidays. The station had a drive-by food drive event in the iHeartMedia Orlando parking lot. The event helped collect 872 items, 654 pounds of food and helped feed 45 large families.

BUDDY CLAUS

ORLANDO, FL

96.9 The Game

On December 19, 2023, 96.9 The Game's on-air personality Mike Bianchi in partnership with Orlando's Mayor Buddy Dyer who dressed up as Santa (Buddy Claus) hosted a live broadcast to benefit the Boys and Girls Club of Central Florida. This event encouraged listeners to call in and donate, resulting in raising a record \$17,900 to benefit the local nonprofit.

COUNTRY CARES FOR KIDS ST. JUDE RADIOTHON

PANAMA CITY, FL
92.5 WPAP

92.5 WPAP dedicated two days of programming to raise money for St. Jude Children's Research Hospital. The on-air talent told moving stories of patients and their families and explained the importance of continuing the fight to end childhood cancer. 92.5 WPAP raised over \$73,000, beating their total from last year by over ten thousand dollars

MAKING STRIDES AGAINST BREAST CANCER

PANAMA CITY, FL
Sunny 98.5

Sunny 98.5 supported the American Cancer Society's annual Making Strides Against Breast Cancer walk. The station ran PSAs encouraging people to join the walk and were on-site the day of the event to serve as emcees of the walk. The Making Strides walk raised \$47,910 in 2023.

MID-OHIO VALLEY WALK FOR THE AMERICAN HEART ASSOCIATION

PARKERSBURG, WV
iHeartMedia Parkersburg

iHeartMedia Parkersburg promoted the Mid-Ohio Valley Walk for the American Heart Association, encouraging listeners to participate in the walk and donate money. The

2023 walk was promoted on-air and digitally and raised \$48,000 for the American Heart Association.

ALT 104.5 FRIENDSGIVING

PHILADELPHIA, PA

ALT 104.5

iHeartMedia Philadelphia's ALT 104.5 produced ALT 104.5 Friendsgiving: A Concert for a Cause on November 16, 2023, with all ticket proceeds benefiting two important Philly charities: Morris Animal Refuge, America's First Animal Shelter and Mural Arts Philadelphia, the nation's largest public arts program. The concert raised \$51,060 which was evenly divided between the two organizations.

BEX & BUSTER'S CHRISTMAS KICKS FOR KIDS

PHILADELPHIA, PA
Q102

In 2023, Q102 Philly held the second annual Bex & Buster's Christmas Kicks for Kids campaign to collect new sneakers for kids in need. Bex and Buster encouraged listeners to donate new sneakers for children all around the tri-state area. The Q102 community donated 1,000 new pairs of sneakers to be distributed by Cradles to Crayons.

105.3 WDAS FM'S SISTA STRUT

PHILADELPHIA, PA
105.3 WDAS FM

105.3 WDAS FM held the annual Sista Strut Breast Cancer Walk where a portion of the proceeds go to the American Association for Cancer Research. The walk was held on June 17, 2023, with 3,000 people in attendance raising \$3,500.

#LOVEPUP FAMILY FEST

PHOENIX, AZ
104.7 KISS FM Phoenix

iHeartMedia Phoenix hosted the fourth annual #LovePup Day Celebration in 2023. The free family festival featured live music, food and onsite pet

adoptions. The festival ended with over 40 dogs adopted and over \$27,000 donated to the LovePup Foundation, an organization that believes all dogs deserve the best possible home.

DVE ROCKS CHILDREN'S HOSPITAL RADIOTHON

PITTSBURGH, PA
102.5 DVE

Each fall, Pittsburgh's own 102.5 WDVE hosts the annual DVE Rocks Children's radiothon, beginning September 13 and ending September 15. The radiothon raises vital funds that enable UPMC Children's Hospital of Pittsburgh to provide the highest level of care to each patient when they need it most. 2023 marked the 16th annual DVE Rocks Children's radiothon and raised \$1,062,178 over three days for the UPMC Children's Hospital of Pittsburgh.

3WS WINTER WARM UP REQUEST-A-THON

PITTSBURGH, PA
94.5 3WS

94.5 3WS partnered with Dollar Energy Fund to help families in the Pittsburgh region stay warm with the Winter Warm-Up Request-A-Thon. Listeners participated in the request-a-thon by donating money for the chance to have ANY song they request played on the radio. In 2023, over \$150,000 was raised for the Dollar Energy Fund.

TANNER, DREW & LAURA'S TRASH BANDITS

PORTLAND, OR
105.9 The Brew

Tanner, Drew & Laura from the 105.9 "The Brew Morning Show" invited listeners to join them on Earth Day to clean up a local park and the surrounding neighborhoods. Over 200 listeners showed up to help clean the park and share a post clean up pizza party.





LOCAL STATION HIGHLIGHTS

CONTINUED

FOOD & FUNDS DRIVE FOR WE SHARE HOPE PROVIDENCE, RI iHeartMedia Providence

All four iHeartMedia Providence stations promoted the annual Food and Funds Drive to benefit We Share Hope, which supplies food pantry programs with nonperishable food items for families experiencing food insecurity. The stations broadcast from Narragansett Brewery on November 10, encouraging listeners to bring non-perishable food donations and monetary donations. The event collected 2,000 pounds of food and \$4,000 in monetary donations, with the brewery also donating a portion of sales to the cause.

RUMBA READING'S ST. JUDE'S RADIOTHON READING, PA RUMBA 92.3

Rumba 92.3's St. Jude's Radiothon is an annual event raising funds to help sick children and their families. Each year, the Rumba 92.3 Reading team dedicates two days on-air to raising money and awareness for St. Jude's and the families they help. In 2023, the radiothon raised \$37,468.

BIG BROTHERS BIG SISTERS OF THE INLAND EMPIRE ANNUAL CORNHOLE FOR KIDS TOURNAMENT RIVERSIDE, CA 99.1 KGGI

On September 21, 2023, 99.1 KGGI partnered with Big Brothers Big Sisters of the Inland Empire to host their third annual Cornhole for Kids tournament at OctoClean in Riverside. Funds raised at the event support our year-round initiatives to increase mentorship programs in the Inland Empire. Statistics are that one in three youth in the IE are growing up without a mentor or positive role model, and we aim to change that stat. At the 2023 event, over 250 people attended and 50 teams battled to be named Cornhole Champions. The event helped raise over \$110,000.

2023 CENTRAL VIRGINIA ST. JUDE DREAM HOME ROANOKE LYNCHBURG, VA New Country 107.9

New Country 107.9 YYD joined with local TV partner ABC 13 for the fifth consecutive year to promote the 2023 Central Virginia St. Jude Dream Home Giveaway. With the help of the cluster's extensive on-air and social media promotion on all stations, 12,000 tickets were sold at \$100 each for the chance to win the newly constructed three-bedroom home valued at \$500,000. Tickets sold out in just eight days, raising \$1.2 million for St. Jude

Children's Research Hospital.

93.5/102.7 JJS PACKS & PILLOWS CAMPAIGN ROANOKE LYNCHBURG, VA 93.5/102.7 JJS

In October 2023, 93.5/102.7 JJS spearheaded the inaugural Packs & Pillows Campaign with Extra Special Parents of Virginia to help foster kids in the Roanoke area. JJS provided bins at local high schools, businesses and community colleges to collect new or gently used backpacks, suitcases, duffle bags and brand-new bed pillows for area foster kids, many of whom need to change residences quickly and have to carry their belongings in trash bags. JJS personality Ryan O'Bryan made appearances at several local high school football games to collect packs and pillows. All four stations in the cluster helped promote the event, leading to dozens of bins full of supplies for the area's foster kids.

HIGH FIVES FOR SUICIDE PREVENTION ROANOKE LYNCHBURG, VA New Country 107.9 YYD

Starting June 30 through July 1, 2023, New Country 107.9 YYD's Scott Stevens stood outside the entrance to the Salem Fair for 24 hours straight, receiving High Fives from fair goers to bring awareness to the cause of suicide prevention and to the mission of the American

Foundation for Suicide Prevention. Scott Stevens Scored 5,621 high fives for suicide prevention and awareness at the Salem Fair.

COUNTRY CARES FOR ST. JUDE KIDS RADIOTHON ROANOKE LYNCHBURG, VA New Country 107.9 YYD

For more than 20 years, New Country 107.9 YYD has been hosting the annual Country Cares For St. Jude Kids Radiothon. This two-day event was held on December 7 and 8, 2023, providing listeners a chance to become a Partner in Hope to help support St. Jude Children's Research Hospital in their fight against childhood cancer. The radiothon gave listeners a chance to hear from patients, their families, doctors and today's top Country Music Stars about the work St. Jude is doing. Listeners raised \$53,255.

AFSP OUT OF THE DARKNESS WALK ROANOKE LYNCHBURG, VA iHeartMedia Roanoke Lynchburg

With New Country 107.9 YYD as the lead, iHeartMedia Roanoke/Lynchburg promoted and participated in the AFSP's Out Of The Darkness walks in October 2023 to bring suicide prevention awareness. iHeartMedia Roanoke Lynchburg stations utilized extensive on-air and social media promotion to highlight the events. With over 500 participants, the Lynchburg OOTD Walk raised \$60,000 for the American Foundation For Suicide Prevention.

DRIVE FOR MIRACLES ROCHESTER, NY Mix 100.5

Mix 100.5 held a two-day Drive for Miracles radiothon on February 9 and 10 to benefit the local Golisano Children's Hospital. The radiothon featured interviews with patient families, staff and

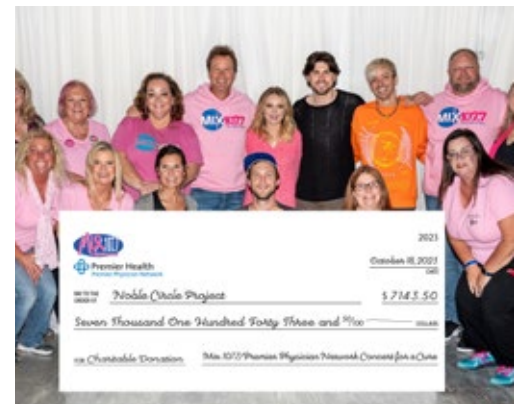
faculty sponsors to encourage listeners to donate. Mix 100.5 helped collect \$185,000 in 2023, all of which stays in the area to benefit programs and equipment needed by the hospital.

SPREAD THE LOVE SACRAMENTO, CA iHeartMedia Sacramento

iHeartMedia Sacramento and KISS 107.9 teamed up with Knight Elk Grove Subaru to shine a spotlight on Sacramento nonprofits with the 2023 Spread The Love campaign. KISS provided over \$150,000 of airtime to promote the campaign and over \$10,000 worth of items for local nonprofits. Additionally, the market provided support for several events including the river cleanup, backpack collection drives, pet and animal fundraisers, food collection, holiday toy drives and the Sacramento Pride Festival as a way to shine a spotlight on champions doing good in the community.

MILES FOR MILITARY SALISBURY, MD iHeartMedia Salisbury

On September 10, 2023, iHeartMedia Salisbury hosted the motorcycle ride Miles for Military to benefit Operation We Care, a nonprofit all-volunteer organization supporting our military and First Responders all over the world since 2007. The event was promoted on-air, online and through social media, helping raise over \$5,000 for Operation We Care.





LOCAL STATION HIGHLIGHTS

CONTINUED

LIVEON UTAH SALT LAKE CITY, UT iHeartMedia Salt Lake City

As Utah struggled with a devastating high rate of suicides, iHeartMedia Salt Lake City and local government agencies created “Live On,” an ongoing awareness campaign focused on fighting the stigma of mental health. In 2023, the campaign connected thousands of employees of Utah businesses with the education and tools necessary to recognize the dangerous signs pointing to a fellow co-worker, family member or friend in trouble. The high-impact campaign encourages business leaders to access a complete toolkit at liveonutah.org/workplace for more.

SUMMER SNACKS FOR KIDS SAN ANTONIO, TX iHeartMedia San Antonio

iHeartMedia San Antonio partnered with Broadway Bank and the San Antonio Food Bank to provide summer snacks for children. From July 1 to August 11, the stations invited employees, customers and the community to donate nutritious kid-friendly snacks for the more than 200,000 students living in low-income households in the San Antonio area at risk for food insecurity over the summer months.

FURRY FRIDAYS SAN FRANCISCO, CA STAR 101.3

Star 101.3 hosts Furry Fridays all year long, where every Friday morning on-air personalities Marcus & Corey team up with a different Bay Area pet adoption partner to help deserving pups and kitties find a loving forever home. Furry Fridays partners include The Humane Society Silicon Valley, Berkeley Humane, Muttville, The Marin Humane Society, The San Francisco SPCA, Hop-A-Long and The Peninsula Humane Society. Now in its fifth year, Furry Fridays helps over 200 pets get adopted every year.

98.7 THE RIVER CHRISTMAS WISH SAVANNAH, GA 98.7 The River

Every year, 98.7 The River receives letters from nurses and social workers at The Children’s Hospital of Savannah at Memorial about specific families who are impacted by a cancer diagnosis or treatment. For two weeks before the holidays, 98.7 The River showcased the families on-air and asked listeners to help donate to these local families in crisis. In 2023, the 26th annual donation drive raised over \$25,000 to be split among 10 families.

BEAT THE TEST PREP RALLY TOUR SAVANNAH, GA 94.1 The Beat

94.1 The Beat brought back the Beat The Test Prep Rally Tour in Spring of 2023 to promote education in the community, especially the youth, and help students prepare for the Georgia Milestones Assessment System test, which measures how well students have learned the knowledge and skills outlined in the state-adopted content standards. From April 10 to April 21, The Beat’s CJ The DJ made 15 stops at various middle and elementary schools in the Coastal Empire and rallied students with games, music and more to help them get prepped for the test. 94.1 The Beat was joined by sponsors Amerigroup and 520 Wings at each event.

WTKS SHOP WITH A COP 2023 SAVANNAH, GA NEWSRADIO 1290 WTKS

iHeartMedia Savannah’s NewsRadio and The Dewitt Tilton Group teamed up with local officials and law enforcement for WTKS’s fifth annual Shop With A Cop, providing children and families of the Ronald McDonald House of the Coastal Empire with a Christmas they will never forget. WTKS collected letters from 10 different families who stayed at the Ronald McDonald house and read their stories on air while asking listeners to donate and fund their shopping trips

Local law enforcement then escorted the families to shop for Christmas, with a total of \$13,000 raised for their spree.

PLAYING WHAT YOU WANT SO THEY CAN EAT WHAT THEY NEED SEATTLE, WA 96.5 JACK-FM

During June 2023, 96.5 Jack FM emphasized the importance of supporting Food Lifeline so that kids who were without their school lunch programs would still be fed over the summer. Taking a radical departure from Jacks slogan, ‘Playing What WE Want,’ Morning Show Host Lee Callahan played what the listeners wanted for an entire day in exchange for donations, raising \$65,000 for Food Lifeline.

BENDER'S ONE BIG GIVE SEATTLE, WA 95.7 The Jet Seattle

95.7 The Jet Seattle’s Bender’s One Big Give is an all-day radiothon hosted by on-air morning personalities Bender and Jodi encouraging listeners to call in and donate to Seattle’s Children’s Hospital. The 2023 radiothon raised a remarkable \$560,000 in just 13 hours for Seattle Children’s Hospital, and over the past 21 years, Bender’s event has generated nearly \$18 million for the hospital’s Uncompensated Care Fund, a fund set up to ensure that no family is ever turned away based on their inability to pay for the care they desperately need.

102.5 KZOK'S ROCK THE HARVEST RADIOTHON SEATTLE, WA 95.7 The Jet Seattle

Sports Radio 93.3 KJR-FM partnered with the Seattle Kraken and Virginia Mason Franciscan Health to help raise funds for Hockey Fights Cancer. On November 16, from 6 – 7 p.m., 93.3 KJR-FM broadcast live from the Kraken Community Iceplex to help raise awareness. The event raised over \$5,000 for Hockey Fights Cancer.

HUNGERTHON SPRINGFIELD, MO iHeartMedia Springfield

iHeartMedia Springfield’s five stations came together once again for the 25th annual Hungerthon radiothon. The stations broadcast live in front of the iHeartMedia Springfield office to raise money for Ozarks Food Harvest’s Weekend Backpack program, which provides food-insecure children with a backpack full of nutritious meals to take home on the weekends when they might otherwise have gone hungry. Listeners were asked to call in or donate online to sponsor a backpack. In 2023, the radiothon raised \$252,900 for the 1,600 children across Southwest Missouri who benefit from the program.

BACKPACK SNACKS FOR KIDS SUSSEX, NJ 102.3 WSUS

102.3 WSUS’s Backpack Snacks for Kids campaign encouraged listeners to donate non-perishable food items. The station helped collect two buses full of food to be distributed through the Sussex County Division of Social Services food pantry, which serves Sussex County residents in need.

RADIOTHON FOR KIDS SYRACUSE, NY Y94

iHeartMedia Syracuse’s Y94, with help from sister station News Radio 570 WSYR, held a two-day radiothon on February 14 and 15 to benefit Upstate Golisano Children’s Hospital. The station broadcast live from the hospital lobby and featured interviews with patient families, staff and faculty, as well as sponsors. The radiothon raised \$171,000 in 2023, with all proceeds staying in Syracuse to benefit programs and equipment needed by the hospital.





LOCAL STATION HIGHLIGHTS

CONTINUED

94.9 TNT COUNTRY CARES FOR THE KIDS OF ST. JUDE RADIOTHON TALLAHASSEE, FL 94.9 TNT

94.9 TNT hosted its annual two-day Country Cares radiothon benefitting St. Jude's Children's Research Hospital December 7 and 8. The radiothon featured a variety of songs and stories, from the uplifting to the heart wrenching, to convey the importance of funding cancer research for children, raising \$36,910 for St. Jude.

X101.5 P.A.C.T. CHRISTMAS TALLAHASSEE, FL X101.5

X101.5 partnered with P.A.C.T. Christmas, a local music concert sponsored by the Performing Arts Collective of Tallahassee, to benefit the Pace Center for Girls. Pace provides girls and young women an opportunity for a better future through education, counseling, training and advocacy. Through on-air, onsite and social media promotion, X101.5 raised \$4,000 for Pace.

TOLEDO BUFFALO SOLDIERS TOLEDO, OH News Radio 1370 WSPD

News Radio 1370 WSPD morning show host Fred LeFebvre is part of the Toledo Buffalo Soldiers, a community outreach motorcycle club honoring the legacy and rich history of the United States

Army's Cavalry and Infantry Buffalo Soldiers, enacted in 1866 after the Civil War. The group holds events and community outreach throughout the year, including training for drivers and passengers of high school age through the "What To Do When Stopped By Police" program for over 200 students to ensure both the driver and officer go home safely following a traffic stop; hosting gun safety and anti-bullying programs for elementary schools students; connecting with senior groups on emergency preparedness; acting as surrogate dads for girls from the Ella P Stewart Girls Academy during their annual father-daughter dance; and taking over 50 kids to see a local Harlem Globetrotters performance. The Toledo Buffalo Soldiers also awarded three scholarships to deserving graduating high school seniors and delivered over 300 meals to veterans on Veterans Day.

OPERATION BIKES FOR KIDS TULSA, OK 106.1 The Twister

106.1 The Twister's Operation Bikes For Kids is a radio campaign designed to collect bicycles for kids in need throughout Northeast Oklahoma during the holiday season. In 2023, 106.1 The Twister's on-air personality Natalie Cash stayed on top of a local high school football team stadium for multiple days, vowing to only come down when she

reached her goal of collecting bikes for kids in need in the Tulsa area. The community rose to the challenge and donated 1,061 bicycles.

ZACK & JIM 30TH ALL AMERICAN HEROES GOLF TOURNAMENT WACO, TX WACO 100

The 30th annual Zack & Jim All American Heroes Golf Tournament, hosted by the WACO 100 Morning Team, took place on April 29, 2023. The station paired teams of four with an active or retired military member or a first responder to raise money for the Chris Kyle American Valor Foundation. The tournament raised \$50,000 for the charity.

DC101 TEAM ONE MORE LIGHT WASHINGTON, DC DC101

On October 22, 2022, DC101 continued their partnership with the American Foundation for Suicide Prevention for the seventh annual Out of the Darkness Walk. Since 2017, the DC101 One More Light team, now led by DC101's Mike Jones, has recruited more than 500 team members and raised over \$300,000 in support of AFSP's mission to save lives and bring hope to those affected by suicide.

98.7 WMZQ COUNTRY CARES ST. JUDE RADIOTHON WASHINGTON, DC 98.7 WMZQ

On December 7 and 8, 2023, 98.7 WMZQ hosted the yearly Country Cares for St. Jude Radiothon to raise

money for the treatment of childhood cancer and other pediatric diseases. 98.7 WMZQ on-air personalities shared patient stories and interviews during the event and encouraged listeners to join in the fight against childhood cancer and diseases by becoming Partners in Hope. In 2023, 98.7 WMZQ raised \$618,401, bringing the station's 31-year radiothon total to over \$19 million.

97.1 WASH-4-KIDS RADIOTHON WASHINGTON, DC 97.1 WASH-FM

97.1 WASH-FM's annual WASH-4-Kids Radiothon benefitting the Children's National Hospital in Washington, D.C. took place on December 14 and 15, 2023. 97.1 WASH-FM staff encouraged listeners to donate money to help young children in need. During the radiothon, the station shared live interviews from patients and personal stories. In 2023, the WASH for Kids Radiothon raised \$478,295 for the hospital, bringing their collective radiothon grand total to more than \$4.7 million.

INTERN JOHN'S COMEDY TOUR WASHINGTON, DC HOT 995

Intern John's Comedy Tour has raised over \$100,000 in the past seven years to benefit Fisher House Foundation, an organization that builds comfort homes where military and veteran families can stay free of charge while a loved one is in the hospital.

PROTECTING THE PALM BEACHES WEST PALM BEACH, FL 1290 WJNO

Every Friday in 2023, the 1290 WJNO morning show promoted Protecting the Palm Beaches campaign aimed to create safer communities, highlight the heroic efforts of local law enforcement, create and improve community relationships with the police and honor the sacrifice of the fallen. The feature included honoring a weekly local hero, interviewing leaders in local law enforcement highlighted in the local news and recognizing sacrifices by officers and their families.

THE CARING PLACE WEST PALM BEACH, FL 1290 WJNO

WJNO partnered with The Caring Place on a weekly 30-minute show on Sunday mornings and messages throughout the year to support key initiatives. The partnership also included WJNO broadcasting live in support of the Thanksgiving on Good Friday event, which helped raise over \$30,000 in donations and helped over 1,000 homeless individuals.

ST. JUDE RADIOTHON WEST PALM BEACH, FL Wave 92.7

For 13 hours over two days, Wave 92.7 told stories of patients at St. Jude Children's Research Hospital, played songs with those stories woven in and asked listeners to become Partners of Hope with a monthly donation to the hospital. The annual radiothon raised \$40,325 in 2023.





LOCAL STATION HIGHLIGHTS

CONTINUED

TACOS, BEER & DOGS WEST PALM BEACH, FL Wave 92.7

The Farm Dog Rescue is a network of families that foster dogs in their homes until they find a new “forever family.” They cover all medical bills for the dogs until they find a new home. On February 26, 2022, 103.7 WQOL and 92.7 WAVW held Tacos, Beer & Dogs, a Country concert to benefit The Farm Dog Rescue, raising \$93,000.

JAKE OWEN FOUNDATION WEST PALM BEACH, FL Wave 92.7

Country star Jake Owen returns to his hometown of Vero Beach, Florida every year to support local charities that support children, as well as St. Jude Children’s Research Hospital. Wave 92.6 supports and hosts various events with the singer and his Jake Owen Foundation, from golf tournaments and comedy shows to acoustic songwriter performances and full-band concerts. This year’s attendees included Bobby Bones, Darius Rucker, John Daly and more. The Jake Owen Foundation raised \$1 million for local children’s charities and St. Jude.

OHIO VALLEY MEDIA BLOOD DRIVE WHEELING, WV iHeartMedia Wheeling

In 2023, The American Red Cross experienced an emergency blood shortage as the nation faces the lowest

number of people giving blood in 20 years. iHeartMedia Wheeling helped promote the 31 Annual Ohio Valley Media Day and encouraged listeners to donate blood. The event, which took place January 23 at WesBanco Arena, saw more than 200 generous donors roll up a sleeve to give blood. By the end of the day, 246 units of blood were collected.

OHIO VALLEY WALK FOR AMERICAN HEART ASSOCIATION WHEELING, WV iHeartMedia Wheeling

For 100 years the American Heart Association has made a profound impact through bold moves. Throughout the past century, the American Heart Association has been recognized that we’re all tied to heart disease and stroke in some way, and we must change that. iHeartMedia Wheeling promoted this event via on air and digital ads to raise money and bring people out to participate in the walk. The campaign helped raise \$78,000 for the American Heart Association.

WICHITA PRIDE EVENT WICHITA, KS Channel 96.3

iHeartMedia Wichita stations, led by Channel 963, held the biggest Pride Celebration Wichita has ever seen as donors from the community rallied together to support this event and Proud of Wichita, Inc, an initiative by

the LGBT Chamber of Commerce advocating for LGBTQ+ professionals in Wichita. The cluster held a concert at the park across from iHeart studios, with its rooftop serving as the VIP area for large corporate donors. The station’s promotion efforts served as a huge way to spread awareness of Proud of Wichita, Inc and everything they do to serve the Wichita community.

KISS FOR KIDS HOLIDAY RADIOTHON WILLIAMSPORT, PA Kiss 102.7

The KISS for Kids Holiday Radiothon is two-day event held for the kids of Central Pennsylvania. On December 7 and 8, KISS raises funds for Geisinger Janet Weis Children’s Hospital. Proceeds from this radiothon go to Janet Weis Children’s Hospital and help provide equipment, programs and services for children treated at the Children’s Hospital as well as Geisinger Pediatric Services throughout the state. The event raised \$70,108 in 2023.

Q102 CARES FOR KIDS RADIOTHON WINCHESTER, VA Q102

The Q102 Cares for Kids campaign is a week-long event collecting donations online or through text to support Children’s National Hospital. Q102 encouraged listeners to become a Miracle Maker for just \$20 a month. Every dollar donated helped local kids in the community, and the event collected over \$88,000 in 2023.





BIN: BLACK INFORMATION NETWORK

iHeartMedia's BIN: Black Information Network, is a 24x7 national and local all news audio service dedicated exclusively to providing an objective, accurate and trusted source of news coverage with a Black voice and perspective, and focused on service to the Black community.

BIN includes both a national digital and streaming footprint and an increasing number of broadcast radio stations, with the flagship station in Atlanta, GA. BIN is also the news source for iHeartMedia's 95+ R&B, Hip Hop and Gospel stations, and is provided as a service to other radio operators, including

Black-owned stations. BIN: Black Information Network is run by Tony Coles, President of BIN, and Chris Thompson, Senior Vice President of News and Programming.

Additionally, BIN was founded on an innovative business model; instead of being supported by traditional advertising, BIN is enabled by a group of well-known brands as National and Founding Partners who provide long-term support to allow BIN to focus solely on its mission of building this important platform for Black journalism and trusted news.



BIN EXECUTIVE LETTER

Just as we began to assemble our 2023 Impact Report, Merriam-Webster Dictionary released their Word of the Year – Authentic. What an appropriate word to sum up the year overall and our focus at the Black Information Network. When stories about Artificial Intelligence (AI), celebrity drama, social media and political scandals filled the news cycles, consumers were searching for authenticity.

Our 2023 was filled with original reporting about the stories affecting the Black community from reporters who have the freedom to bring their authentic selves to work every day. It was also the year our BIN Local Roundtable members shared their challenges and triumphs, which allowed authentic connections to be formed and amplified. It was also a year where we continued our commitment to ensuring you hear authentic voices in our interviews, reflecting the true diversity of Black America. More women, more success stories, more representation from rural Black citizens, and the religions, political views and social backgrounds that make us unique.

Black journalists are the engine that drives BIN, which is why we are proud of our growing partnership with the National Association of Black Journalists (NABJ). This organization is a champion of job creation, development and advancement of Black journalists. In 2024 we will welcome the NABJ annual conference to Chicago, the home of BIN 640 AM.

Our commitment to the Congressional Black Caucus Leadership Foundation's Annual Legislative Conference continues to grow. In 2023, we were proud to give a voice to

Black legislators and community leaders during our expanded coverage on the BIN Leadership Stage.

The National Urban League has been a trusted partner of the Black Information Network since our launch. We were honored to be in Houston last summer to be a part of their annual conference, and we look forward to welcoming the conference to the home of BIN 1280 AM in New Orleans this year.

Our work with the incredible Founding and National Partners who support BIN enabled us to drive social change and impact future generations. The groundbreaking 100,000 Careers initiative with Career Builder helped listeners find jobs, reskill into new careers and acquire the skills needed to advance in their current professions. Our ongoing work with the non-profit organization Direct Relief addressed health inequity in the Black community. We were proud to announce renewed financial support from Bank of America, CVS Health, GEICO, Lowe's and Sony to hire more Black journalists, give Black college students exposure to career pathways and create opportunities for Black podcasters.

At a time when "fake news" and AI continue to make it increasingly difficult to understand what is real and what is not, truth and authenticity are at the foundation of all that we do and are reflected in our actions. As we present our 2023 Impact Report, we hope that you will see and understand that our work in the communities where we live and serve is more than a responsibility. This work is our passion and commitment to better serve you in the only way we know how – 100% authentically Black.

ABOUT

BIN NATIONAL COMMUNITY PARTNERSHIPS

BIN: Black Information Network is focused on service to the Black community and providing an information window for those outside the community to help foster communication, accountability and a deeper understanding. To help provide ongoing support for the issues and concerns affecting its listeners, BIN: Black Information Network collaborated with key national organizations to lend support and further amplify the critical issues, solutions and resources important to the Black community in America today.

TONY COLES
PRESIDENT,
BIN: BLACK INFORMATION NETWORK





BIG BROTHERS BIG SISTERS OF AMERICA (BBBSA)

BIN: Black Information Network continued its growing partnership with Big Brothers Big Sisters of America (BBBSA), the country's preeminent leader in one-to-one youth mentoring. Tony Coles, iHeartMedia's President of Multi-Cultural Business and Development and President of BIN: Black Information Network, serves as the Vice Chair on the National Board of Directors of BBSA.

Additionally, participating BIN radio stations aired a series of PSAs focusing on the need for Big Brothers Big Sisters mentors, especially Black men. Through its partnership with Big Brothers Big Sisters of America, BIN hopes to increase equity for all youth, especially those lacking male role models. In 2023, iHeart and BIN hosted a group of Bigs and Littles at the iHeartRadio Music Festival in Las Vegas.

ABOUT

BIG BROTHERS BIG SISTERS OF AMERICA

bbbs.org

Founded in 1904, Big Brothers Big Sisters of America is the largest and most experienced youth mentoring organization in the United States. The mission of Big Brothers Big Sisters of America is to create and support one-to-one mentoring relationships that ignite the power and promise of youth. Big Brothers Big Sisters' evidence-based approach is designed to create positive youth outcomes, including educational success, avoidance of risky behaviors, higher aspirations, greater confidence and improved relationships. Big Brothers Big Sisters has over 230 local agencies serving more than 5,000 communities across all 50 states.





100,000 CAREERS

IN PARTNERSHIP WITH CAREER BUILDER



Employment, career advancement and the quest for financial stability are some of the highest priorities for the Black community. A critical step toward building wealth within the Black community is providing the resources needed to secure a career that offers stability, important benefits and a higher income that can grow over time.

Beginning in 2022, BIN: Black Information Network partnered with Career Builder for "100,000 Careers," a first-of-its-kind career initiative platform that aims to connect employers who are seeking a highly qualified and diverse workforce with Black American job seekers who are looking to advance to higher levels or start a career.

The mission of the "100,000 Careers" initiative is to help people in the Black community find a job and build the career of their dreams – all the while giving recruiters access to a vibrant pool of qualified candidates.

The platform includes tools to help candidates get started, such as job listings, easy resume building tools and custom content designed to help Black listeners identify their transferrable skills and discover new careers. The "100,000 Careers" platform is a one stop-shop for connecting employers with Black career-seekers looking to advance.

The platform leverages the scale of BIN: Black Information Network to promote opportunities across iHeart's broadcast, podcast, digital and social platforms. Additionally, more than 100 iHeartMedia Hip Hop, R&B and Gospel stations supported this effort by broadcasting daily career spotlights, real-life testimonials and high-frequency broadcast messaging, as well as podcasting and streaming mentions.

“

This strategic partnership directly aligns with our mission of building personal success for all and will guide Black Information Network listeners to a host of tools that connect them to roles that best suit their skills, leading to more meaningful careers. This partnership and the '100,000 Careers' platform are both vital in bringing a valuable resource and job search experience to the Black community, and employers can now access a larger group of diverse candidates and talented workers."

KRISTIN KELLEY

CHIEF MARKETING OFFICER,
CAREERBUILDER



Getty Images



RAINBOW PUSH COALITION ANNUAL CONFERENCE



The Rainbow PUSH Coalition (RPC), headed by founder and president Rev. Jesse L. Jackson, Sr., is a multi-racial, multi-issue, progressive, international membership organization fighting for social change. The mission of the Rainbow PUSH Coalition (RPC) is to protect, defend and gain civil rights by levelling the economic and educational playing fields, and to promote peace and justice around the world.

In support of The Rainbow PUSH Coalition 57th International Annual Conference in Chicago, BIN: Black Information Network stations ran a series of PSAs to encourage listeners to attend RPC, workshops, keynote speakers, breakout sessions and events.

ABOUT

THE RAINBOW PUSH COALITION

RainbowPush.org

The Rainbow PUSH Coalition (RPC) is a multi-racial, multi-issue, progressive, international membership organization fighting for social change. RPC was formed in December 1996 by Reverend Jesse L. Jackson, Sr. through the merging of two organizations he founded earlier, People United to Serve Humanity (PUSH, 1971) and the Rainbow Coalition (1984). With headquarters in Chicago and offices in Washington, D.C.; Atlanta; Detroit; Houston; Los Angeles; New York; and Oakland, we work to make the American Dream a reality for all our citizens and advocate for peace and justice around the world. RPC is dedicated to improving the lives of all people by serving as a voice for the voiceless.





NAACP



The vision of the NAACP is to ensure a society in which all individuals have equal rights and there is no racial hatred or racial discrimination. The NAACP is leading the fight for equity, equality and justice to ensure that Black lives are a priority in all spaces. The NAACP works to disrupt inequality, dismantle racism and accelerate change in key areas including criminal justice, health care, education, climate and the economy. Each year, the NAACP provides a platform for concerned citizens to step away from the front lines of the fight for civil rights

to reflect, learn from each other and plot the path forward.

In support of the NAACP's 114th Annual Convention in Boston, MA, BIN: Black Information Network stations ran a series of PSAs to encourage listeners to join NAACP, thought leaders, educators, policymakers, activists and entertainers at the Convention to network, engage and brainstorm solutions to the Black community's most pressing issues, including voter suppression, student debt, police brutality and reproductive rights.

ABOUT

NAACP

NAACP.org

Founded in 1909 in response to the ongoing violence against Black people around the country, the NAACP (National Association for the Advancement of Colored People) is the largest and most pre-eminent civil rights organization in the nation. We have over 2,200 units and branches across the nation, along with well over two million activists. Our mission is to secure the political, educational, social and economic equality of rights in order to eliminate race-based discrimination and ensure the health and wellbeing of all persons.

Getty Images





CONGRESSIONAL BLACK CAUCUS FOUNDATION, INC.



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

The CBCF's Annual Legislative Conference (ALC) is the nation's leading public policy conference on issues impacting Black communities across the country and around the world. At the conference, BIN: Black Information Network Senior National Anchor Vanessa Tyler spoke with more than two dozen Black legislators and community leaders about issues of importance to the Black community.

ABOUT

CONGRESSIONAL BLACK CAUCUS FOUNDATION, INC.

cbcfinc.org

Established in 1976, the Congressional Black Caucus Foundation, Inc. (CBCF) is a non-partisan, nonprofit, public policy, research and educational institute committed to advancing the global Black community by developing leaders, informing policy and educating the public.



NATIONAL URBAN LEAGUE



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

With 90 affiliates serving 300 communities in 37 states and the District of Columbia, the National Urban League spearheads the development of social programs and authoritative public policy research, and advocates for policies and services that close the equality gap. At the community level, the National Urban League and its affiliates provide direct services that improve the lives of more than two million people annually.

The mission of the National Urban League is to help Black Americans and others in underserved communities achieve their highest true social parity, economic self-reliance, power and civil rights. The League promotes economic empowerment through education and job training, housing and community development, workforce development, entrepreneurship, health and quality of life.

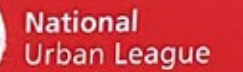
In support of the National Urban League's 114th Annual Convention in Houston, BIN: Black Information Network stations ran a series of PSAs to encourage listeners to join policymakers, thought leaders, social media influencers and entrepreneurs to network, exchange ideas, gain insights and strategize next steps toward justice. BIN President Tony Coles hosted a panel, "Leveraging Black Media to Increase Reach, Relevance and Revenue with BIN: Black Information Network." Panelists included Chris Thompson, BIN's Senior Vice President of News and Programming; Angela Ingram, BIN's Senior Vice President of Public Engagemen; and Andrea Coleman, BIN's Senior National Anchor and Special Projects Editor. Additionally, National Urban League President and CEO Marc Morial provides regular commentary to BIN, providing a voice to discuss the most pressing issues affecting the Black community.

ABOUT

NATIONAL URBAN LEAGUE

nul.org

The National Urban League is a historic civil rights organization dedicated to economic empowerment in order to elevate the standard of living in historically underserved urban communities. The National Urban League spearheads the efforts of its 92 local affiliates through the development of programs, public policy research and advocacy, providing direct services that impact and improve the lives of more than 2 million people annually nationwide.





NATIONAL ASSOCIATION OF BLACK JOURNALIST (NABJ)



The NABJ Convention & Career Fair is the premier conference for journalism education, career development, networking and industry innovation, attracting leaders and influencers in journalism, media, technology, business, health, arts and entertainment.

The nation's top journalists, media executives, journalism educators, public

relations professionals and students gathered on Aug. 2-6 in Birmingham, AL. BIN: Black Information Network ran a series of PSAs to encourage conference participation and conducted a pre-conference interview with NABJ President Dorothy Tucker. BIN was also the proud co-sponsor of the NABJ Chicago Chapter 2024 Kickoff Celebration held the last night of the conference.





RETIREMENT OF REV. JESSE L. JACKSON



In July of 2023, renowned civil rights leader Reverend Jesse Jackson, Sr., announced his retirement as head of the Rainbow PUSH Coalition. Jackson founded the organization in Chicago, Illinois in 1971 to help advance communities of color and to pursue civil rights and social justice issues.

BIN: Black Information Network and iHeartMedia Chicago have been long-time supporters of the organization and

ran a number of stories highlighting Rev. Jackson's relentless fight for equality and racial justice in America.

Jackson served in Congress as a shadow delegate from the District of Columbia from 1991 to 1997 and twice ran for the U.S. Presidency. Jackson, who is a highly esteemed and revered leader in the Black community, is one of the last living civil rights leaders who marched with Dr. Martin Luther King, Jr.





2023 NEWS HIGHLIGHTS

BIN: BLACK INFORMATION NETWORK

BIN: Black Information Network is the first and only 24/7 national and local all news audio service dedicated to providing an objective, accurate and trusted source of continual news coverage with a Black voice and perspective. BIN is focused on service to the Black community and providing an information window for those outside the community to help foster communication, accountability and a deeper understanding. In 2023, BIN expanded its services and was at the forefront of covering some of the country's most critical social and racial justice news stories, natural disasters and historic moments.

BREAKING NEWS COVERAGE

BIN interrupted regularly scheduled programming for two major events in 2023.

The first was the death of Tina Turner on May 24, 2023 in Switzerland following a long illness. Turner, known as the "Queen of Rock 'n' Roll," rose to prominence as the lead singer of the Ike & Tina Turner Revue from 1960 to 1976. She left Ike after years of well-documented abuse and launched her own wildly successful career as a solo performer that spanned decades. Turner was 83 years old.

BIN interrupted regular programming a second time to inform listeners of former President Donald Trump's surrender to law enforcement authorities in Georgia. The former President turned himself in to face criminal charges for his alleged efforts to overturn the state's 2020 election, and was charged along with 18 other co-defendants for breaking state election laws in an effort to remain in power. The charges center around actions that include allegedly making false claims of ballot fraud and pressuring local officials to find him more votes to overturn the 2020 election.

SPECIAL NEWS COVERAGE

BIN provided special coverage of several major events in 2023:

2023 STATE OF THE UNION ADDRESS:

BIN started the year with special live coverage of President Joe Biden's State of the Union Address, which took place on February 7, 2023. BIN's coverage started 30 minutes before the address with a pre-taped program featuring a discussion with a Black political scientist about the President's handling thus far of national issues of special interest to the Black community.

THE TYRE NICHOLS CASE

Throughout 2023, BIN followed developments in the investigation of and legal proceedings stemming from the police beating of Tyre Nichols on January 7, 2023, when a group of Black police officers in Memphis, Tennessee, allegedly beat Nichols unconscious. The 29-year-old Black man died days later in a local hospital. Five former Memphis police officers face state and federal charges in connection with his death. Along with coverage of the legal proceedings, BIN also provided extensive coverage of protests following Nichols' death as well as memorial services held in his honor in Memphis, Tennessee, and Sacramento, California, where he spent his childhood.



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SUPREME COURT RULING ON AFFIRMATIVE ACTION

On June 29, 2023, the U.S. Supreme Court announced its ruling limiting affirmative action on the college level. The court ruled against race-based admissions practices, saying they violate the 14th amendment, which safeguards equal protection of all people. BIN: Black Information Network dedicated hours of news coverage to the story and talked to Black educational leaders and scholars about the impact the ruling will have on Black students for years to come. BIN also spoke with leaders of Historically Black Colleges and Universities (HBCUs) who fear the ruling will increase enrollment demands at their schools, possibly without additional financial assistance from the government.

LAWSUIT AGAINST THE FEARLESS FUND

Shortly after the Supreme Court's ruling on affirmative action, the American Alliance for Equal Rights filed a lawsuit against a Black woman-owned capital venture firm in Atlanta, Georgia named The Fearless Fund. The American Alliance for Equal Rights was founded by Edward Blum – the conservative white man who initiated the lawsuit leading to the ruling on affirmative action on the college level. In its lawsuit against the Fearless Fund, the American Alliance for Equal Rights claimed the Fund's 'Fearless Striver Grant Contest' is discriminatory because it primarily helps Black-women owned businesses. BIN continues to cover the story closely, as the outcome of the case could drastically decrease sources of funding for Black-focused programs and businesses for decades to come.



2023 NEWS HIGHLIGHTS

BIN: BLACK INFORMATION NETWORK

GUN VIOLENCE

Incidents of gun violence, many of them fatal, were often in the news in 2023. Gun Violence Archive shows 657 mass shootings took place throughout the year. BIN: Black Information Network closely covered a number of them, including:

- A shooting at a bank in Louisville, Kentucky, on April 10, 2023, where five people were killed and eight others were injured. The city would witness four more mass shootings by year's end.
- Another in Atlanta, Georgia, on May 3, 2023, where one person was killed and four injured when a gunman opened fire in a medical center. BIN provided updates on the situation until the gunman was caught and arrested in a neighboring community.
- The shooting on May 6, 2023, at a mall in North Dallas, Texas, that claimed the lives of eight people and left seven others injured.

JACKSONVILLE MASS SHOOTING

BIN also provided extensive coverage of a shooting in Jacksonville, Florida, on August 26, 2023. Three Black people were killed after a white gunman opened fire in a Dollar General store. The shooting was described as "racially motivated." Jacksonville Sheriff T.K. Waters, who is Black, said the shooter sent a manifesto to law enforcement, media and his parents detailing "racial hatred" before the shooting.

HBCU MASS SHOOTINGS

In October of 2023, BIN: Black Information Network ran a series of reports about shootings on three HBCU campuses. On October 3, 2023, four students were shot at Morgan State University in Baltimore, Maryland, and a few days later on October 7, 2023, two students were shot at Bowie State University in Bowie, Maryland. After each shooting, school officials quickly cancelled all homecoming activities on their respective campuses. On October 15, 2023, Jaylen Burns, a student at Jackson State University in Mississippi, was shot and killed on school grounds. Collectively, BIN dedicated hours of coverage to the shootings, their investigations and the increased concerns about gun violence they spurred in the Black community. On Election Day, the Black Information Network aired specially written and produced newscasts highlighting issues of most importance to the Black community and key races involving Black candidates.

OBAMA FOUNDATION DEMOCRACY FORUM

In November, BIN: Black Information Network attended the Obama Foundation Democracy Forum honoring the 15th anniversary of former President Barack Obama's first election as President of the United States in 2008. BIN Senior National Anchor Vanessa Tyler filed reports from the Forum and interviewed several high-level Obama Foundation officials and guests, including Valerie Jarrett, the Foundation's CEO, and Emma Grede, international businesswoman and chairwoman of the Fifteen Percent Pledge.



POLITICS

BIN is committed to maintaining a neutral political position, offering unbiased reporting and coverage of all political topics affecting the Black community. The network ran several stories in 2023 highlighting historic political moments involving Black people.

On January 7, 2023, Congressman Hakeem Jeffries (D-NY 8th District) gave his first speech as the first Black person to serve as House Minority Leader. Jeffries was elected to the position in November 2022 after the retirement of then-Speaker Nancy Pelosi.

On September 28, 2023, California Governor Gavin Newsom signed legislation creating the Ebony Alert, the nation's first emergency alert system for missing Black women and children. California State Senator Stephen Bradford, who is Black, sponsored the bill and championed its passage into law. BIN spoke with Senator Bradford several times in 2023, as well as other community leaders supporting the bill.

On October 3, 2023, Vice President Kamala Harris presided over the U.S. Senate's swearing-in of Laphonza Butler, marking the first time in U.S. history that a Senate swearing-in involved two Black women. Butler was selected by Governor Gavin Newsom to fill the Senate seat vacated by the death of Senator Dianne Feinstein on September 29, 2023. Butler is the first openly Black lesbian Senator to serve in Congress, and she was the only Black woman in the U.S. Senate in 2023.

In November of 2023, in cities across the U.S., several Black women were elected mayors of their respective communities. Many of them, like Cherelle Parker of Philadelphia, are the first Black women elected to that office.

BIN also provided hours of news coverage on stories regarding voting rights, redistricting maps and the push to protect Black history being taught in the nation's public schools.

BIN also aired daily reports offering listeners tips on how to stay healthy and manage personal wealth.



LONG-FORM PUBLIC AFFAIRS PROGRAMMING



BIN: Black Information Network has an ongoing commitment to service affiliates with programming dedicated to shining a light on important local issues affecting the Black community. As a 24/7 news station, BIN is continually providing the public with relevant, issue-focused programming and information that is timely for all BIN listeners. Each show features interviews with experts and authorities, discussing topics of interest that dominate the news.

“THE BLACK PERSPECTIVE” PUBLIC AFFAIRS SHOW

“The Black Perspective” is a one-hour weekly public affairs program dedicated to highlighting awareness of important local community issues. The commercial-free program is hosted by BIN Anchor Mike Eiland and recaps the biggest news stories of the week. The program also highlights additional topics and features in-depth interviews with business and civic leaders, members of Congress and White House Administration officials conducted by BIN news anchors.

“LEADING WHILE BLACK” MONTHLY SERIES

The “Leading While Black” 30-minute monthly series hosted by BIN anchors continued in 2023, focusing on more in-depth conversations spotlighting Black leaders in the fields of business, politics, community engagement and education.

Some of the guests included Kenneth Blakeney, Howard University Men’s Basketball Coach; Angela Yee, Nationally Syndicated Radio Host and Entrepreneur; James Hampton, Attorney/Co-Founder of the Turn Signal; Monica Kaufman Pearson, Award-Winning Journalist/TV News Host; California State Senator Stephen Bradford; and Stephen Benjamin, Director of Office of Public Engagement and Senior Advisor to the President of the United States.

“CIVIC CIPHER” PUBLIC AFFAIRS SHOW

BIN: Black Information Network expanded its commitment to public affairs programming in 2023 with the addition of the “Civic Cipher” Public Affairs show. The weekly 30-minute radio program is hosted by Ramses Ja and Q. Ward and focuses on empowering Black and brown voices to engage directly with their communities through long-form conversations and productive civil discourse.

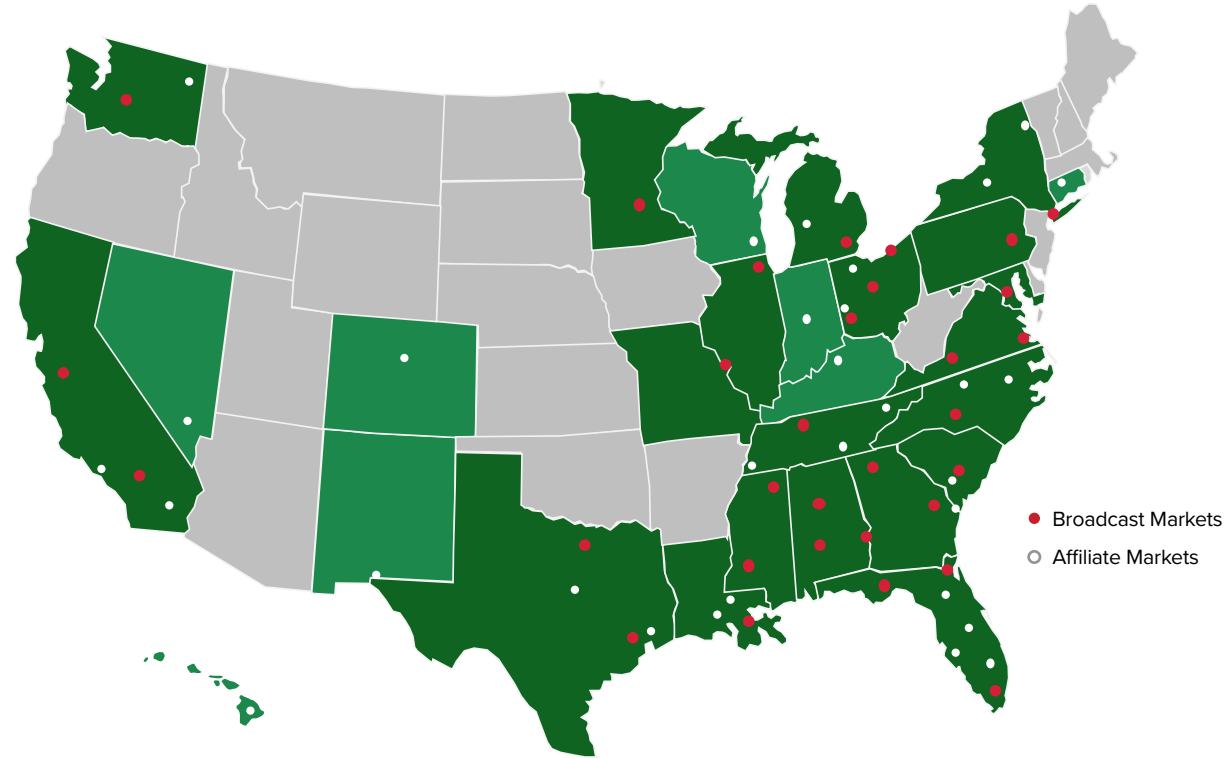


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BIN: BLACK INFORMATION NETWORK OPERATIONS, AUDIENCE FOOTPRINT AND LOCAL AFFILIATES

BIN: Black Information Networks' 24/7 all news format is heard nationwide in 34 broadcast markets and 31 affiliate markets. Along with our broadcast footprint, BIN also broadcasts digitally on the iHeartRadio app and online at binnews.com.



BIN MARKETS/AFFILIATES BELOW

MARKET	FREQUENCY	BAND
New York	1600	AM
Chicago	640	AM
San Francisco	910	AM
Dallas	970/1630/95.3	AM/FM
Houston	1320	AM
Washington	1120	AM
Atlanta	640	AM
Philadelphia	610	AM
Miami	880	AM
Seattle	850	AM
Detroit	1130	AM
Minneapolis	93.3	FM
Baltimore	1370	AM
Charlotte	98.7	FM
St. Louis	103.7	FM
Riverside	1440	AM
Cleveland	99.1	FM
Columbus, Oh	1230	AM
Nashville	97.5	FM
Norfolk	105.3	FM
Jacksonville	104.1	FM
New Orleans	1280	AM
Greenville, Sc	1440	AM
Birmingham	92.7	FM
Dayton	1340	AM
Columbia, Sc	105.5	FM
Augusta, Ga	1340	AM
Roanoke	96.7	FM
Jackson, Ms	98.1/930	FM/AM
Macon, Ga	1670	AM
Montgomery	99.3	FM
Tallahassee, Fl	100.3	FM
Columbus, Ga	94.7	FM
Tupelo, Ms	107.7/1490	FM/AM





BIN: BLACK INFORMATION NETWORK LOCAL ROUNDTABLE

BIN: Black Information Network understands the benefit of staying close to those who work tirelessly in our local communities. The BIN Local Roundtable (BLR) quarterly virtual forum allows BIN to stay on the pulse of issues and solutions that affect local Black communities, while amplifying the mission of BLR members and their respective organizations and businesses. The members include business and civic leaders from some of BIN's local affiliate markets along with network executives.



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BRENDA GOSS ANDREWS
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NATIONAL ORGANIZATION
OF BLACK LAW
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