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# COMPANY OVERVIEW



## ABOUT IHEARTMEDIA

With over a quarter of a billion monthly listeners in the U.S. and over 85 million social followers, iHeartMedia has the largest national reach of any radio or television outlet in America. As the leader in multiplatform connections, it also serves over 150 local markets through 858 owned radio stations, and the company's radio stations and content can be heard on AM/FM, HD digital radio, satellite radio, on the Internet at iHeartRadio.com and on the company's radio station websites, on the iHeartRadio mobile app, in enhanced auto dashes, on tablets, wearables and smartphones, and on gaming consoles.

iHeartRadio, iHeartMedia's digital radio platform, is the fastest growing digital audio service in the U.S. and offers users thousands of live radio stations, personalized custom artist stations created by just one song or seed artist and the top podcasts and personalities. With over a billion downloads, iHeartRadio reached 100 million registered users faster than any other radio or digital music service.

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

## ABOUT IHEARTMEDIA, INC. & IHEARTCOMMUNICATIONS, INC.

iHeartMedia, Inc. (PINK: IHRT), the parent company of iHeartCommunications, Inc., is one of the leading global media and entertainment companies. The company specializes in radio, digital, outdoor, mobile, social, live events, on-demand entertainment and information services for local communities, and uses its unparalleled national reach to target both nationally and locally on behalf of its advertising partners. The company is dedicated to using the latest technology solutions to transform the company's products and services for the benefit of its consumers, communities, partners and advertisers, and its outdoor business reaches over 35 countries across five continents, connecting people to brands using innovative new technology.

## ABOUT CLEAR CHANNEL OUTDOOR HOLDINGS, INC.

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

# EXECUTIVE LETTER

iHeartMedia, Inc. publishes an annual community impact report every year to provide a snapshot of the contributions made by iHeartMedia's 850+ broadcast radio stations and Clear Channel Outdoor Americas' out of home displays in the communities in which we live and work. As a company, we are very proud of our investment in the future of the thousands of neighborhoods in which we have a presence — using our unparalleled reach and local influence to address timely and relevant concerns facing our country and neighborhoods.

As America's leading media entertainment company with the largest reach of any radio and television outlet in the country, we believe we have an obligation to help shape the way media interacts, educates and connects with the public. All of iHeartMedia's 2016 national campaigns were developed with the goal of engaging our many diverse audiences and accurately representing what matters most to them.

In addition to the hundreds of millions of dollars' worth of media we donated to thousands of nonprofit groups in the form of PSAs and out of home displays, we focused even more this year on inclusion and creating a forum for open discussion of the most pressing issues facing our

communities. For example, through iHeartMedia broadcast radio stations' Local Advisory Boards (LABs) and our over 25,000 hours of public affairs programming annually, our radio stations connected community members to one another and to world issues, and Clear Channel Outdoor played an active role in honoring fallen law enforcement officers with a special memorial tribute on hundreds of digital billboards across the country during National Police Week. Our combined annual efforts helped fuel productive conversations and outcomes on a wide range of issues, including opioid addiction, the Zika virus, affordable housing and healthcare, education, crime and terrorism, homelessness, sex trafficking, economic development, immigration and more.

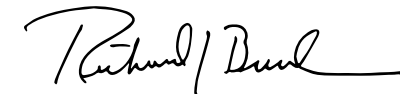
While iHeartMedia, Inc. will continue to develop new campaigns across our platforms that are relevant to the communities we serve, we are also committed to building on our longstanding partnerships, like our iHeartRadio Show Your Stripes campaign, our long-term effort to help guide veterans back into civilian life and find employment by highlighting their valuable training and experience. Since its launch, iHeartMedia Show Your Stripes has become the largest veteran employment program in the United States.

iHeartMedia, Inc. is also dedicated to enriching the lives of children and families in meaningful ways and working locally to improve the environment, education, health, music, the arts and many more areas of importance to our listeners. We continually leverage our broad array of assets — our deep social influence, on-air, digital, Outdoor media, live events and the strong relationships our talent and on-air personalities have with listeners — to make a profound impact. For example, our broadcast radio stations continue to raise tens of millions of dollars for local children's hospitals, and each year we grant a number of wishes to critically ill children through the nonprofit Make-A-Wish® Foundation at our signature music events; and similarly, through our deep and ongoing relationship with the U.S. Department of Justice and the National Center for Missing and Exploited Children, Clear Channel Outdoor Americas has helped recover a number of abducted children, reuniting them with their families, through the instant distribution of Amber Alerts.

We look forward to continuing to using all of iHeartMedia, Inc.'s portfolio of assets to improve the lives of others and help communities in need.



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



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

# COMMITMENT TO COMMUNITY



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

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

## ENRICHING COMMUNITIES

We believe we have a responsibility to inform, inspire and support neighborhoods across the U.S. In an effort to elevate issues and raise awareness and/or funding, iHeartMedia spotlights thousands of local and nonprofit organizations each year that tackle critical issues and causes, primarily in

four core areas: family and social impact; health and wellness; education and literacy; and music and arts.

## PRESENTING DIVERSE PROGRAMMING & WORKFORCE

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

## SERVING LOCAL NEEDS

iHeartMedia invests in and partners with individuals and organizations that are relevant to local communities. While

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

## RESPONDING TO DISASTERS & CRISES

iHeartMedia plays a critical role in communities when disasters strike. Over the last few years, many natural disasters, from hurricanes to tornadoes and wildfires, have impacted our country; and we have seen local or world crises like school shootings, riots and even war. In times like these, iHeartMedia is essential to the lives of local residents, with

its broadcast and digital platforms often serving as the sole information source for disrupted areas — providing news and critical information on everything from evacuation routes to food banks and medical care. People depend on iHeartMedia in times of crisis and we are committed to continuing to serve our communities in both good times and bad.

## FOSTERING MUSIC DEVELOPMENT

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



# ABOUT IHEARTMEDIA

With over a quarter of a billion monthly listeners in the U.S. and over 85 million social followers, iHeartMedia has the largest reach of any radio or television outlet in America. iHeartMedia serves 150 markets through over 858 owned radio stations. iHeartRadio, iHeartMedia's digital radio platform, is the fastest growing digital audio service in the U.S. and offers users thousands of live radio stations, personalized custom artist stations created by just one song or seed artist and the top podcasts and personalities. With over a billion downloads, iHeartRadio reached 100 million registered users faster than any other radio or digital music service and even faster than Facebook.

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

As the leading media company in America by reach, iHeartMedia has a responsibility to connect listeners and consumers with relevant and timely news and information to help them make informed and educated decisions and serve as an outlet to educate and motivate. The importance of community involvement is embedded in every aspect of iHeartMedia's day-to-day business — from providing up-to-date news, storm and relief information in times of natural disasters, to informing communities where to get tested for HIV, how to help families in need, or where and when to vote on the local school budget. Radio is a lifeline for communication, and iHeartMedia has long led the media and entertainment industry in the quantity and scope of community service programs at the local, regional and national levels — and remains committed to continuing that mission.



# PROMOTING DIVERSITY THROUGH MULTI-CULTURAL PROGRAMMING

At iHeartMedia, Inc. we value diversity as a cornerstone of our business, our people, and how we recognize our differences to embrace diversity. We are committed to cultivating diversity throughout our company, including people of color, women and the LGBTQ community. As a company that scores very high on the Human Rights Campaign's Corporate Equality Index, we strive to create an inclusive culture which includes and supports gender identity and sexual orientation. We are dedicated to attracting and developing a diverse, talented workforce that creates and delivers a spectrum of content for our diverse audiences across multiple platforms and live events.





# AFRICAN AMERICAN

## URBAN PROGRAMMING

iHeartMedia's urban and gospel stations reach more than 31.4 million African Americans monthly across the U.S. and stations feature a number of African American syndicated personalities including Reverend Jesse Jackson — a civil rights activist and political power player known for his outspoken nature and close working relationship with Dr. Martin Luther King Jr. His Keep Hope Alive show dispenses advice and outreach to urban communities and supports numerous charitable works.

## BLACK HISTORY MONTH & MARTIN LUTHER KING JR. DAY

Throughout the year, iHeartMedia features special programming that celebrates the achievements of African

Americans and recognizes the central role of African Americans in both pop culture and U.S. history. Each year, in celebration of Black History month, iHeartMedia's urban radio stations air a series of vignettes that celebrate influential black musicians from different decades of the twentieth century.

Additionally, dozens of iHeartMedia radio stations team up with their local cities and philanthropic organizations annually to support Martin Luther King Jr. parades across the country. Stations support these events with on-air and digital media and often broadcast live from local, large-scale community events.



# HISPANIC

## HISPANIC PROGRAMMING

iHeartMedia has the largest reach among Hispanic audiences of any other media company. The iHeartRadio Hispanic Network includes both Spanish and English-speaking stations that feature content and music curated to the interests of its Hispanic listeners. The company reaches 93% of all Hispanics, or 40 million people monthly, utilizing its 22 dedicated Spanish broadcast stations as well as its reach on English stations with high Hispanic awareness.

In 2016, iHeartMedia launched a multi-platform partnership with popular bilingual personality Enrique Santos, a 20-year radio personality known for his humor, social satire and political commentary. Santos was named the Chairman and Chief Creative Officer of iHeartLatino, a new Hispanic platform intended to activate iHeartMedia's Hispanic audiences, develop new Latino-focused programming and content and find and develop new Hispanic talent. In addition to creating new programming content, Santos also anchors mornings on TÚ 94.9, and his radio show is syndicated by Premiere Networks.

## HISPANIC HERITAGE MONTH

To celebrate Hispanic Heritage Month, which takes place September 15 — October 15, iHeartMedia radio stations across the country launched campaigns that included on-air programming, live events and digital tributes.

## IHEARTRADIO FIESTA LATINA

In 2014, iHeartMedia launched iHeartRadio Fiesta Latina, an annual mega-concert celebrating the wide variety of Latin music and artists its stations play every day on its Spanish and English radio stations throughout the U.S. Artists including Enrique Iglesias, Pitbull, Jennifer Lopez, Prince Royce, Becky G, Ricky Martin and others have played iHeartRadio Fiesta Latina, which has taken place in Miami for the last two years. In 2016, TELEMUNDO broadcasted the star-studded event which was also available live on iHeartMedia Spanish-Pop, Tropical, regional Mexican and Spanish Adult Hit radio stations nationwide.



# LGBTQ

## PRIDE RADIO

Pride Radio, iHeartRadio's digital entertainment destination for the LGBTQ community, expanded its reach into several new markets like St. Louis, Minneapolis and Philadelphia. The Pride Radio streaming station broadcasts the hottest dance remixes and pop hits, and features a line-up of popular on-air personalities with a refreshing take on entertainment and LGBTQ community news. In addition to its new markets, Pride Radio's programming and music is syndicated in 15 DMAs on HD signals.

## PRIDE CELEBRATIONS

In 2016, iHeartMedia supported many Pride celebration events across the country.

### MIAMI

Miami Beach Gay Pride honored Z100's Elvis Duran by naming him Grand Marshal.

### WASHINGTON, D.C.

In Washington, D.C., HOT 99.5 was instrumental in helping Capital Pride secure Charlie Puth and Meghan Trainor as

headliners for the 2016 Pride concert. The station also participated in the parade with its own float.

### NEW YORK CITY

In New York City, 103.5 KTU hosted the 2016 Pride Luminaries Brunch to celebrate business leaders who have made a positive impact on LGBTQ equality in the workplace.

In addition, "Elvis Duran and the Z100 Morning Show" held a charity softball tournament to raise funds for the families and victims affected by the tragedy in Orlando.

### ST. LOUIS

Pride Radio St. Louis is the official media partner of the St. Louis Pride Parade and helped book live performances with artists including Jordin Sparks, Shawn Hook, Karmin and Melanie Martinez. DNCE rode the station's float throughout the parade to energize spectators.

### SAN FRANCISCO

For more than 16 years, iHeartMedia San Francisco radio stations have partnered with the SF LGBTQ Pride Parade and Celebration to help spread awareness and understanding of



# LGBTQ CONTINUED

the LGBTQ community. In addition to promoting the event on-air, iHeartMedia San Francisco provided its station vehicle at no cost to The Soul of Pride, a nonprofit group supporting members of the local African American LGBTQ community, to participate in the Pride march alongside proud listeners, supporters and other companies and sponsors.

## ATLANTA, CHICAGO, SAN DIEGO AND MINNEAPOLIS

Atlanta's Power 96.1, Chicago's 103.5 KISS-FM, San Diego's Channel 933, Minneapolis' 96.7 Pride Radio and 101.3 KDWB all participated in their local Pride parades and promoted the celebrations on-air and on-site with interactive booths and events.

## LGBTQ HISTORY MONTH

During the month of October and in celebration of LGBTQ History Month, iHeartMedia teamed up with Pepsi for an on-air and digital campaign that showcased positive stories

and inspiration from lesbian, gay, bisexual, and transgender people, history and events. To help commemorate the month of LGBTQ heritage, Katy Perry, DNCE and OneRepublic voiced a series of radio spots that aired across dozens of stations and generated over 11 million impressions.

## #SPIRITDAY

For the sixth consecutive year, iHeartMedia joined forces with GLAAD's Spirit Day, a day when millions go purple and join together to take a stand against bullying and show support for LGBTQ youth. In addition to "going purple" both on-air and online, the company launched an on-air PSA campaign across all of its CHR and AC stations featuring Lady Gaga, Troye Sivan, Elvis Duran, Andy Grammer and more to encourage listeners to go purple and unite against the bullying of LGBTQ youth. In addition, on-air personalities across the country discussed the importance of Spirit Day with listeners throughout their radio programs.



# LGBTQ CONTINUED

## **NATIONAL COMING OUT DAY**

October 11, 2016 marked the 28th anniversary of National Coming Out Day. In honor of National Coming Out Day, a day to celebrate coming out as lesbian, gay, bisexual, transgender, queer or as an ally, iHeartMedia worked with artists including Troye Sivan and Tegan & Sara and iHeartMedia talent Elvis Duran to create on-air audio highlighting the importance of LGBTQ coming out and living proudly.

## **COMMUNICATIONS GUIDE**

In partnership with GLAAD, iHeartMedia co-produced and distributed a communications guide to all on-air personalities discussing the appropriate way to reference members of the LGBTQ community. iHeartMedia's on-air talent and programmers use these best practices to tell fair, accurate and inclusive stories about LGBTQ topics across the country.

## **LGBTQ ANNUAL EVENTS**

In 2016, iHeartMedia sponsored The OUT & Equal's Workplace Summit, an annual gathering of over 3,000 business leaders, LGBTQ employers, LGBTQ employees and other participants to discuss best practices, network and take part in training sessions, and the National Gay and Lesbian Chamber of Commerce Conference, the largest national organization to support LGBTQ business owners.

## **HRC CORPORATE EQUALITY INDEX**

For 2017, HRC awarded iHeartMedia a score of 95 out of 100 on their Corporate Equality Index, a ranking of corporations' policies and practices aligning with LGBTQ employees.



# WOMEN

## FEMALE PROGRAMMING

iHeartMedia reaches 34 million — or 93% — of all women aged 18-34 across its radio stations and is committed to serving this audience by providing quality programming and delivering valuable information that will help improve women's health and wellbeing. Every year, iHeartMedia airs millions of PSAs specifically targeted to women that address critical female-focused initiatives such as Breast Cancer, Gender Equality, Heart Health, Women in Tech, Sexual Assault, Cervical Cancer, Pregnancy, Body Image, and Human Trafficking.

## THE IHEARTMEDIA WOMEN'S INITIATIVE NETWORK (WIN)

iHeartMedia is committed to the professional growth and development of its female employees. Launched in November 2015 with a panel of executives speaking on various topics ranging from work life balance, advocating for yourself in difficult conversations, and building your brand, the goal of the Women's Initiative Network (WIN) is to foster growth for women at iHeartMedia by providing a platform to empower, network, learn and develop deeper professional relationships with the company's dynamic and engaged female leaders. Led by a team of iHeartMedia's most seasoned female executives, WIN hosts a number of events, workshops and seminars that aim to engage and inspire iHeartMedia's female employees at all professional levels.

# NATIONAL RADIO CAMPAIGNS

iHeartMedia and all of its broadcast radio stations are dedicated to inspiring and creating positive change that improves the lives of others. The company's community programs are built on the idea that through public awareness and education we can drive attention and action to bring deeper understanding of both world issues and individual community matters. In 2016, iHeartMedia supported thousands of local and nonprofit organizations nationwide and raised hundreds of millions of dollars for critical issues both in the United States and globally. The following pages showcase some of the most impactful national programs of the year.

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



FAMILY  
& SOCIAL  
IMPACT



EDUCATION  
& LITERACY



HEALTH &  
WELLNESS



MUSIC  
& ARTS

# DOSOMETHING.ORG



**Getting older can be lonely. In fact, over 15.5 million seniors live alone and face isolation due to location, disability or language barriers. Studies show that 6.5 million older people suffer from depression.** For the third consecutive year, iHeartMedia teamed up with DoSomething.org to help lift the spirits of older adults and combat social isolation around Valentine's Day.

iHeartMedia is a longtime supporter of DoSomething.org, the largest organization for young people and social change, and continually looks for exciting ways to promote citizenship among young listeners. During February 2016 iHeartMedia joined forces with DoSomething.org and the AARP Foundation to encourage teens to make handmade Valentine's Day cards in an effort to lift the spirits of older

adults during a peak time of isolation and depression. Handmade cards were delivered to Meals on Wheels clients across the country.

As part of the Love Letters campaign, select iHeartMedia radio stations aired an exclusive PSA to entice participation and to encourage young people to learn more about social isolation. As an added incentive for listeners, scholarships were awarded to select teens who participated in the annual drive.

Additionally, over the last six years iHeartMedia has supported a number of other DoSomething.org initiatives ranging from computer education for seniors to homelessness among teens.



## CAMPAIGN IMPACT



**153,208**

CARDS WERE MADE AND DELIVERED TO THE ELDERLY AS PART OF THE LOVE LETTERS CAMPAIGN



**29,373**

TOTAL CAMPAIGN SIGNUPS



**85%**

OF SIGNUPS WERE NEW MEMBERS



DoSomething.org is grateful for iHeartMedia's in-kind support to connect their listeners to Love Letters, a DIY card-making campaign where we send elderly people Valentine's Day cards through Meals on Wheels. In the past, iHeartMedia has also supported our Grandparents Gone Wired (teaching technology to older adults to help fight feelings of isolation) and Teens for Jeans (one of the largest clothing donation campaigns for homeless teens) campaigns. We are excited to continue this partnership in 2017!

MICHELE FINO, CMO OF DOSOMETHING.ORG



## ABOUT DOSOMETHING.ORG

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

## CAMPAIGN SNAPSHOT

DATES: 01.29.16 - 02.10.16 | # OF STATIONS: 308 | ESTIMATED IMPRESSIONS: 11.4 MM



# THE AMERICAN HEART ASSOCIATION

**Heart disease is the leading cause of death in the United States, striking someone in the U.S. every 42 seconds.**

Additionally, more women die of heart disease than all forms of cancer. Over the last five years, iHeartMedia has committed over \$3.25 million worth of on-air media to help educate the public on the signs and risk factors associated with heart disease and stroke as part of its collaboration with the American Heart Association and in support of American Heart Month.

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

From February 1 through March 1, 2016, iHeartMedia hosted a month-long PSA campaign across select radio stations to

educate listeners about the risks associated with uncontrolled high blood pressure, which often leads to stroke, heart attack or death, and offered information on how to regulate blood pressure. During the same timeframe, iHeartMedia's female-targeted stations — which reach 34 million female millennials monthly, and 39 million moms monthly — launched an educational campaign to raise awareness of heart disease and its specific impact on women. The PSAs recognized that more women than men die every year from heart disease and stroke, but that 80 percent of cardiac events can be prevented with education and lifestyle changes.

Additionally, since its launch about ten years ago, iHeartMedia has been a founding media partner of Go Red For Women®, the American Heart Association's national movement to end heart disease and stroke in women. For the last five years iHeartMedia has supported the American Heart Association's Go Red For Women® Red Dress Collection™ fashion show.

**CAMPAIGN IMPACT**



**2.04 B**  
TOTAL NATIONAL MEDIA IMPRESSIONS FOR AMERICAN HEART MONTH



**3 MM**  
TOTAL SOCIAL MEDIA IMPRESSIONS, UP 5% YR/YR



**1.4 MM**  
TOTAL SOCIAL MEDIA ENGAGEMENTS, UP 123% YR/YR



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

**AL ROYSE**, CHAIRMAN OF THE NATIONAL BOARD OF DIRECTORS OF THE AMERICAN HEART ASSOCIATION



**ABOUT THE AMERICAN HEART ASSOCIATION**

The American Heart Association is devoted to saving people from heart disease and stroke – the two leading causes of death in the world. The Dallas-based association is the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke. To learn more or to get involved, call 1-800-AHA-USA1, visit heart.org or call any of its offices around the country.

**CAMPAIGN SNAPSHOT**

DATES: 02.01.16 - 03.01.16 | # OF STATIONS: 858 | MEDIA IMPRESSIONS: 22.1 MM

# SALUTE THE FLAG LEGISLATION

**There are approximately 19 million veterans living in the United States. However, only a small number of them are aware that it is acceptable to salute the flag when not in official uniform.** iHeartMedia helped inform the public — especially veterans — of the recent Salute the Flag Legislation which no longer requires veterans to be in full uniform.

Traditionally, members of the nation's veterans' service organizations have rendered the hand-salute during the national anthem and at events involving the national flag only while wearing their organization's official uniform. Recently, an amendment was signed into law establishing that all current members of our armed

forces and veterans — uniformed or not — may render the military-style salute to our flag when it is raised or lowered, passes by, and/or the national anthem is played.

In an effort to inform the public of this new legislation and to invite active duty service men and women and veterans to salute the flag as our national anthem is played, all sports and news talk stations aired a PSA produced by iHeartMedia. This campaign was designed to raise awareness and to inspire proper salutation of the American flag during events, most commonly sporting events. While the campaign was targeted to American veterans it was also intended to set an example for the general public, especially youth.



There are a lot of veterans who don't know that they can now salute the flag. Salute the Flag Legislation has helped set an example for future generations, so kids can know how many served in uniform to protect our freedom.

**BRUCE WHITMAN, PRESIDENT & CEO FLIGHTSAFETY INTERNATIONAL**



## CAMPAIGN IMPACT



**5.8 MM**  
ESTIMATED NUMBER  
OF IMPRESSIONS



## CAMPAIGN SNAPSHOT

DATES: 02.01.16 - 03.01.16 | # OF STATIONS: 221 | ESTIMATED # OF IMPRESSIONS: 5.8 MM

# AMERICAN RED CROSS

**7 people die every day from a home fire. Every year, the Red Cross responds to nearly 66,000 disasters, the vast majority of which are home fires.** iHeartMedia teamed up with What's Trending to create a millennial focused radio and digital campaign to promote Home Fire Awareness and to provide funding for urgent relief, such as a day's worth of food, blankets, and other essentials.

What's Trending, an online destination that curates the best of "what's trending" on the web, and iHeartMedia launched the 2016 TUBEATHON, a live streamed music event featuring social media influencers, musical performances, live entertainment and celebrity appearances to increase public emergency preparedness awareness and to raise funds for the Red Cross and its mission to help families who have been affected by disasters such as home fires. The one-of-a-kind social influencers' telethon kicked off the American Red Cross' 2016 Giving Day, which took place on April 21, 2016.

Hosted by Shira Lazar with co-host Bart Baker, TUBEATHON was produced live and streamed from the iHeartRadio Theater in Los Angeles. Participating celebrity guests and social media influencers — who traditionally generate more than 200 million social media impressions combined — encouraged viewers throughout the live stream to participate and donate to the Red Cross by using the hashtag #helpfamily.

Additionally, leading up to TUBEATHON, iHeartMedia leveraged the company's spectrum of multiplatform assets to address key aspects of fire safety and prevention. iHeartMedia launched an on-air and online campaign across its more than 850 radio stations, station websites and iHeartRadio.com, designed to build awareness and drive tune-in to TUBEATHON.



## CAMPAIGN IMPACT



**95 MM**  
REACH



**+39.8 MM**  
TWITTER IMPRESSIONS



**18**  
PERFORMANCES



**+28,000**  
FAMILIES AIDED



**100+**  
TALENT PARTICIPATED

### CAMPAIGN SNAPSHOT (DONATED PSAS ONLY)

DATES: 02.10.16 - 04.28.16 | # OF STATIONS: 858 | MEDIA IMPRESSIONS: 50.6 MM

# GREAT NATIONS EAT

**The U.S. Department of Agriculture estimates 14 percent of Americans, or more than 17 million people, are uncertain of being able to acquire enough food for their household.** As part of a coalition of media partners, iHeartMedia is committed to helping end hunger, and in 2016 focused on the massive amount of food waste in the United States.

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

The campaign is a five-year partnership among some of the largest media companies in the world, created to build upon decades of anti-hunger advocacy. In the last two years, thousands of PSAs, voiced by popular on-air personalities, have run across hundreds of iHeartMedia radio stations and addressed hunger as a serious economic, social and cultural crisis facing our country

In 2016, iHeartMedia launched a unique digital campaign across all of its stations that included pre-roll video on all 850+ radio stations that drove users to scrapedplate.com to view a playful video that drew attention to food waste in the United States and encouraged visitors to ask U.S. presidential candidates through social media what they will do to combat hunger.



## CAMPAIGN IMPACT



**+65%**

YOY FOR THOSE JOINING THE MOVEMENT (SIGNUPS)



**+800%**

YOY FOR SOCIAL FOLLOWING



**RADIO**

WAS A KEY DRIVER IN RECALL FOR THE CAMPAIGN IN 2016

## CAMPAIGN SNAPSHOT

DATES: 02.17.16 - 03.31.16 | # OF MARKETS: 858 | MEDIA IMPRESSIONS: 5.5 MM

# LET GIRLS LEARN

**There are 62 million girls around the world who are not in school — half of whom are adolescents. These girls have diminished economic opportunities and are more vulnerable to HIV/AIDS, early and forced marriage, and other forms of violence.** In 2016, iHeartMedia helped distribute an uplifting anthem for the nonprofit Let Girls Learn in conjunction with former First Lady Michelle Obama.

Let Girls Learn is an initiative launched by former President Barack Obama and former First Lady Michelle Obama that seeks to help girls around the world who are not in school, go to school and stay in school. A key part of Let Girls Learn is to encourage and support community-led solutions to reduce barriers that prevent adolescent girls from completing their education.

In support of this global initiative, iHeartMedia teamed up with former First Lady Michelle Obama, Apple, AOL, Full Picture and Motown Records to record and distribute “This

Is For My Girls,” a song written by Grammy® winner and 8-time Oscar® nominee Diane Warren that featured vocal performances from Kelly Clarkson, Chloe & Halle, Missy Elliott, Jadagrace, Lea Michele, Janelle Monáe, Kelly Rowland and Zendaya.

The exclusive world premiere of “This is For My Girls” launched ahead of Michele Obama’s appearance at the 2016 SXSW Music Festival across iHeartMedia radio stations nationwide and on iHeartRadio. After the exclusive world premiere, iHeartMedia stations encouraged listeners to download the song exclusively on iTunes where 100% of the proceeds supported the Peace Corps Let Girls Learn Fund.

The lyrics had a positive message, with the chorus reading: “This is for my girls, all around the world/ Stand up, put your head up, don’t take nothing from nobody/ This is for my girls, stand up and be heard/ This is for my ladies, my sisters all over, this is for my girls.”



## CAMPAIGN IMPACT



**54.1 MM**  
UNIQUE TWITTER USERS



**7,000**  
TWEETS



**+50,000**  
DOWNLOADS



iHeartMedia’s support of “This is For My Girls” was mission critical and we were honored to call iHeartMedia our world premiere launch partner. With no real launch budget and with 100% of the proceeds of the song supporting the work of Let Girls Learn, the entire campaign was predicated on alignment with best-in-class companies like iHeartMedia who believed in the mission and were willing to leverage their influence on behalf of the 62 million girls around the world who are denied their right to learn. We are eternally grateful.

**ARIEL NATHANSON**, DIRECTOR OF CONSULTING, EXECUTIVE PRODUCER OF “THIS IS FOR MY GIRLS”



# THE PEACEMAKER CORPS



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

The Peace in the Streets Global Film Festival is a worldwide program from The Peacemaker Corps — an organization whose mission is to promote peace, tolerance, and nonviolent conflict resolution. Over 30% of high school students have reported being in at least one physical fight and nearly 20% reported being bullied on school property. In a world where violence is a part of so many young people's lives, the film

festival offers an outlet for youth from the Americas, Africa, Asia, and Europe to submit an original 1-5 minute video that expresses what peace means to them and illustrates how they influence peace and love in their own neighborhoods.

For the last two years, iHeartMedia has played an active role in sharing information about the festival and has aired thousands of PSAs across all of its radio stations to encourage submissions. Additionally, stations have conducted interviews with past festival winners and continue to find innovative ways to empower young people to get involved and participate. The 2016 Peace in the Streets Global Film Festival entries came from communities across the United States, eight countries internationally and four continents worldwide.

## CAMPAIGN SNAPSHOT

DATES: 03.14.16 – 04.04.16 | # OF STATIONS: 835 | ESTIMATED IMPRESSIONS: 33.5 MM

## CAMPAIGN IMPACT



**+300%**  
SOCIAL MEDIA GROWTH  
FROM 2015 TO 2016



**1,000'S**  
OF ENTRIES ACROSS THE UNITED  
STATES, EIGHT COUNTRIES  
INTERNATIONALLY AND  
FOUR CONTINENTS WORLDWIDE



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

**CAROLE KRECHMAN**, PRESIDENT, THE PEACEMAKER CORPS



# IT'S ON US

**1 in 5 women and 1 in 16 men are sexually assaulted in college. Research shows that bystander intervention can be an effective way of stopping sexual assault before it happens.** For the last two years, iHeartMedia partnered with the Obama White House on It's On Us, a public awareness campaign to help prevent sexual assault, particularly on college campuses.

It's On Us — launched in September of 2014 by President Obama and Vice President Biden — is a movement aimed at shifting the culture around sexual assault. The campaign works to educate, engage, and empower students and communities across the country to do something, big or small, to end sexual assault.

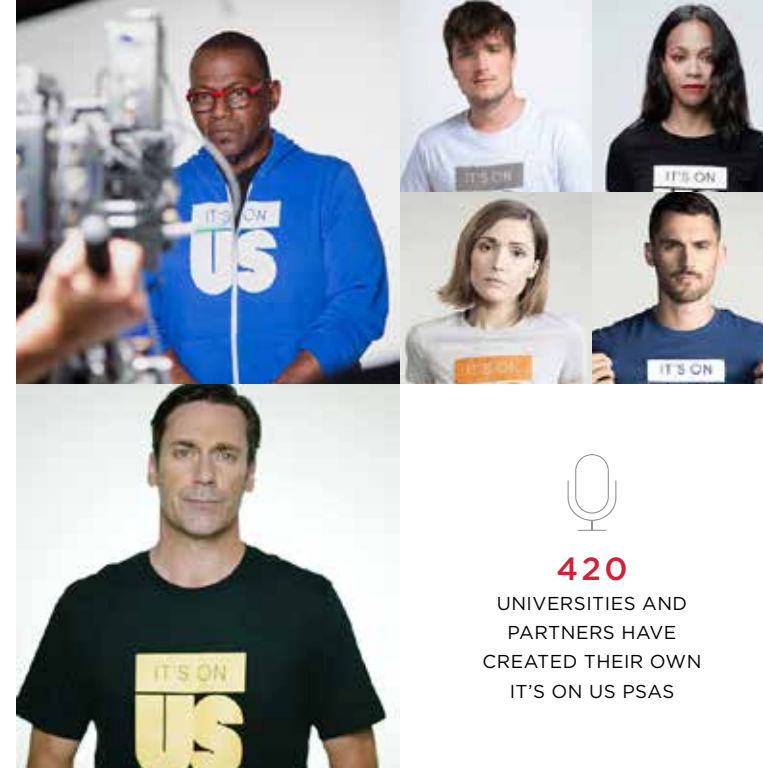
iHeartMedia helped launch this public-private partnership in 2014, and continues to promote the It's On Us campaign across its broad range of assets. Beginning in April, 219 iHeartMedia radio stations aired a PSA called "One Thing" that focused on the importance of consensual sex. The spot featured Zoe Saldana, Josh Hutcherson and members of the band HAIM, among other celebrities. Its message was simple: Without consent, sex isn't sex. It's rape.

Additionally, a core component of the campaign was an online pledge which individuals could sign to commit to be a part of the solution to end sexual assault. The PSA, as well as the campaign's other digital and print materials, directed individuals to the pledge as a first step in engaging in the conversation.



It's On Us is proud to partner with iHeartMedia and grateful for their support over the past three years. With the help of iHeartMedia, we've been able to reach millions of people across the country with the It's On Us message.

REBECCA KAPLAN, DIRECTOR, IT'S ON US



## CAMPAIGN IMPACT



**400,000**  
PEOPLE HAVE TAKEN THE  
IT'S ON US PLEDGE ONLINE  
OVER THE PAST TWO YEARS



**2.6 BILLION**  
TWITTER IMPRESSIONS  
REACHED BY  
#ITSONUS



**420**  
UNIVERSITIES AND  
PARTNERS HAVE  
CREATED THEIR OWN  
IT'S ON US PSAS



**2,000**  
EVENTS ON OVER  
500 COLLEGE CAMPUSES  
NATIONWIDE HOSTED  
BY STUDENTS



**95**  
PARTNERS, INCLUDING  
IHEARTMEDIA, MTV,  
SNAPCHAT, AND MAJOR  
LEAGUE BASEBALL

## ABOUT IT'S ON US

It's On Us is a cultural movement aimed at fundamentally shifting the way we think and talk about sexual assault. It's a rallying cry, inviting everyone to step up and realize that the solution begins with us. Launched in September 2014, It's On Us works to educate, engage, and empower students and communities across the country to do something, big or small, to end sexual assault. The campaign has three core pillars - consent education, increasing bystander intervention, and creating an environment that supports survivors. Join the movement at ItsOnUs.org.

## CAMPAIGN SNAPSHOT

DATES: 04.05.16 - 05.05.16 | # OF STATIONS: 219 | ESTIMATED MEDIA IMPRESSIONS: +13.8 MM

# TAKE OUR DAUGHTERS AND SONS TO WORK

**Each year, more than 3.5 million American workplaces open their doors to over 39 million employees and their children on Take Our Daughters And Sons To Work Day.** In 2016, iHeartMedia hosted hundreds of kids across the country as part of this iconic day, and encouraged the public to participate in the program as well.

The Take Our Daughters And Sons To Work Foundation supports and facilitates the creation of Take Our Daughters And Sons To Work Day for employers of all sizes across the U.S. (and around the world). 2016 marked the 23rd anniversary of the National Take Our Daughters and Sons to Work Day, a national public education program that connects what children learn at school with the actual working world by inviting them into the workplace. iHeartMedia, a longtime participant of the program, expanded its commitment by launching a national public service campaign across all of its

radio stations that encouraged companies and employees to open their programs to kids in their community who don't have a workplace to visit and are typically unable to participate. All on-air spots were voiced by former President Barack Obama, whose on-air message to the American public was to embrace all youth in an effort to counter the widening knowledge gap between what students are taught in the classroom and what they need to know to be successful in the workplace.

Additionally, iHeartMedia New York's corporate office and radio stations across the country hosted a fun and educational day that was unique to their daily operations and included recording a radio commercial and other National Take Our Daughters and Sons to Work Day suggested activities.



## CAMPAIGN IMPACT



**170,000**  
YOUTHS CONNECTED TO  
WORK-BASED LEARNING  
PROGRAMS ACROSS THE U.S.



**+3 MM**  
WORKPLACES  
PARTICIPATED



**39 MM**  
KIDS PARTICIPATED IN  
TAKE OUR DAUGHTERS AND  
SONS TO WORK DAY EVENTS



Take Our Daughters And Sons To Work has partnered with iHeartMedia since 2015. The donation of airtime for public service announcements has helped the Foundation reach even more workplaces and encourage them to connect with young people from youth empowerment organizations for the national day.

**CAROLYN MCKECUEN**, EXECUTIVE DIRECTOR, TAKE OUR DAUGHTERS AND SONS TO WORK FOUNDATION



## ABOUT TAKE OUR DAUGHTERS AND SONS TO WORK

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

## CAMPAIGN SNAPSHOT

DATES: 04.18.16 - 04.25.16 | # OF STATIONS: 858 | ESTIMATED IMPRESSIONS: +3.9 MM



# NATIONAL LAW ENFORCEMENT OFFICERS MEMORIAL FUND



## CAMPAIGN IMPACT



**+ \$15,000**  
RAISED IN 2016



**+ \$616,000**  
WORTH OF RADIO AND  
OUT-OF-HOME MEDIA

**On average, one law enforcement officer is killed in the line of duty somewhere in the U.S. every 61 hours. Since the first known death in 1791, more than 20,000 U.S. law enforcement officers have lost their lives in service.**

With the dedication of 252 names in 2016, Clear Channel Outdoor Americas and iHeartMedia joined the National Law Enforcement Officers Memorial Fund (NLEOMF) for the third annual national Police Week tribute to law enforcement heroes.

The Memorial Fund celebrated the 25th anniversary of the National Law Enforcement Officer Memorial in 2016. To help commemorate, iHeartMedia and Clear Channel Outdoor Americas launched a multi-platform media tribute to honor those 252 fallen law enforcement officers, 123 of whom were killed in the line of duty in 2015.

iHeartMedia's efforts included a 4-day digital out-of-home tribute for each of the officers which ran on Clear Channel

Outdoor Americas' digital media in the city or town where the fallen officer served. Additionally, PSAs aired across iHeartMedia's more than 850 radio stations to pay tribute to officers who lost their lives and the men and women who protect and serve the communities in which we live and work. The PSAs encouraged public participation during the designated week of remembrance and drove listeners to LawMemorial.org where they could light a virtual candle, donate or simply learn about the heroic acts of these brave men and women.

In addition, on May 13, during the annual Candlelight Vigil held in Washington, D.C., all of Clear Channel Outdoor Americas' large format digital billboards paused for 2 minutes on a single iconic image in remembrance of the 252 U.S. law enforcement officers whose names were formally dedicated on the Memorial this year.



*Our continued partnership with Clear Channel Outdoor Americas and iHeartMedia has enabled Americans across the country to pay meaningful tribute to our fallen officers in a very unique way.*

**CRAIG W. FLOYD**, PRESIDENT & CEO OF THE NATIONAL LAW ENFORCEMENT OFFICERS MEMORIAL FUND



## ABOUT THE NATIONAL LAW ENFORCEMENT OFFICERS MEMORIAL FUND

Founded in 1984, the National Law Enforcement Officers Memorial Fund is a private non-profit [501(c)(3)] organization dedicated to telling the story of American law enforcement and making it safer for those who serve. The Memorial Fund maintains the National Law Enforcement Officers Memorial in Washington, DC, which contains the names of more than 20,000 officers who have died in the line of duty throughout U.S. history. For more information, visit [www.LawMemorial.org](http://www.LawMemorial.org).

## CAMPAIGN SNAPSHOT

DATES: 05.06.16 - 05.19.16 | # OF STATIONS: 825 | RADIO PSA IMPRESSIONS: 8.342 MM | BILLBOARD SPOTS: +16K

# GENERAL MILLS FOUNDATION & OUTNUMBER HUNGER

**Hunger is a reality for more than 42 million people in America — that's 1 in 8 people.** For the fifth consecutive year, iHeartMedia joined forces with General Mills, Feeding America® and Big Machine Label Group to help people facing hunger by motivating communities to take action.

iHeartMedia helped General Mills launch its fifth annual Outnumber Hunger campaign, which has helped provide millions of meals to Americans facing hunger. In 2016, GRAMMY® Award-winning Country superstar Jennifer Nettles and other talented Big Machine Label Group artists were featured on the box of more than 150 participating General Mills products, including: Cheerios™, Lucky Charms™, Nature Valley™ and Old El Paso™.

All of iHeartMedia's on-air and digital PSAs called on audiences to purchase these specially-designed packaged goods at local retailers and visit [outnumberhunger.com](http://outnumberhunger.com)

to enter the code listed on participating General Mills products. Each code entered during the campaign period helped Feeding America secure five meals for the individual's local food bank. The on-air radio campaign featured audio from country star Jennifer Nettles, as well as local iHeartMedia on-air personalities.

Additionally, in conjunction with the 2016 national Outnumber Hunger media program, on-air syndicated radio personality Bobby Bones played an active role in encouraging the public to participate in the campaign by helping listeners to understand what hunger looks like in their own community. In addition to conducting live on-air interviews with Jennifer Nettles and Justin Moore, Bobby's show launched 'The SNAP \$4.25 Challenge,' which highlighted how much a person receiving support from the Supplemental Nutrition Assistance Program (SNAP) has available to purchase food per day.



I think what excites me most about partnering with General Mills on this project of Outnumber Hunger is that it is community based, and it's also easy. And that has to feel so good for people, because people obviously want to help and many times just don't know how.

**JENNIFER NETTLES**



## ABOUT FEEDING AMERICA

Feeding America is the nationwide network of 200 food banks that leads the fight against hunger in the United States. Together, they provide food to more than 46 million people through 60,000 food pantries and meal programs in communities across America. Feeding America also supports programs that improve food security among the people they serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry. Individuals, charities, businesses and government all have a role in ending hunger. Donate. Volunteer. Advocate. Educate. Together we can solve hunger. Visit [www.feedingamerica.org](http://www.feedingamerica.org).

## CAMPAIGN SNAPSHOT

DATES: 05.13.16 – 06.06.16 | # OF STATIONS: 142 | MEDIA IMPRESSIONS: 80 MM P12+ IMPRESSIONS

## CAMPAIGN IMPACT



**+45 MM**  
MEALS SECURED  
SINCE 2011



**+80 MM**  
P12+  
IMPRESSIONS

# THE PROSTATE CANCER FOUNDATION

**There are no early warning symptoms for prostate cancer, which makes screening critical for all men.** iHeartMedia launched a massive public service campaign around Father's Day to raise awareness of the importance of screening and early detection.

The Prostate Cancer Foundation is the world's leading philanthropic organization funding and accelerating prostate cancer research. During the month of June, and in celebration of Father's Day, iHeartMedia and Clear Channel Outdoor Americas teamed up with Major League Baseball (MLB) and The Prostate Cancer Foundation to support their annual Home Run Challenge. Now in its 20th year, the Home Run Challenge encouraged baseball fans to make a pledge — ranging from \$0.50 to \$1,000 — for every home run hit during all 105 MLB games from June 15 through Father's Day, June 21.

In support of the program, iHeartMedia ran \$2M worth of media across all of its 858 stations and rallied support from personalities and celebrities including Ryan Seacrest, Elvis Duran, Bobby Bones, Dr. Oz, Michael Strahan, Joe Torre and others — all of whom delivered a tailored message for each radio station format. All PSAs delivered an important public service announcement “to step up to the plate, help save lives and get one step closer to finding a cure.”


Additionally, Clear Channel Outdoor Americas ran customized out-of-home PSAs on digital billboards across the U.S., including a New York City Times Square billboard campaign for over 8 days.




## CAMPAIGN SNAPSHOT


DATES: 06.13.16 – 06.19.16 | # OF STATIONS: 858 | MEDIA IMPRESSIONS: +191 MM

## CAMPAIGN IMPACT

  
**+ \$2.3 MM**  
GENERATED BY  
THE HOME RUN  
CHALLENGE IN 2016

  
**+325%**  
SPIKE IN TRAFFIC  
TO HOMERUNCHALLENGE.ORG,

  
**466%**  
GROWTH IN  
THE ACQUISITION  
OF NEW DONORS

  
**+3X**  
INCREASE IN ONLINE  
REVENUE COMPARED TO  
2015, AVERAGE DONATION  
NEARLY DOUBLING



iHeartMedia's contribution of donated media to this past year's campaign was one of the most noteworthy expressions of support for the campaign, both in terms of generosity and impact.

**JOHN H. WESTON,**  
EXECUTIVE VICE PRESIDENT & CHIEF OPERATING OFFICER, THE PROSTATE CANCER FOUNDATION



## ABOUT THE PROSTATE CANCER FOUNDATION

The Prostate Cancer Foundation (PCF) is the world's leading philanthropic organization funding and accelerating prostate cancer research. Founded in 1993, PCF has raised nearly \$700 million and provided funding to more than 2,000 research programs at more than 200 cancer centers and universities. More information about PCF can be found at [www.pcf.org](http://www.pcf.org).

# THE NATIONAL SUMMER LEARNING ASSOCIATION

**Every summer, low-income youth lose two to three months in reading and math achievement. By fifth grade, the cumulative years of summer learning loss can leave low-income students almost three years behind their peers.**

iHeartMedia and Clear Channel Outdoor Americas joined the National Summer Learning Association (NSLA) and the White House for a national public service campaign to improve access to summer learning opportunities for all students.

In an effort to close the achievement gap by supporting the expansion of access to summer learning opportunities, the NSLA — an organization dedicated to spreading summer learning opportunities across the country — iHeartMedia and Clear Channel Outdoor Americas partnered to stress the importance of keeping kids learning, safe and healthy during

the summer months. The campaign enhanced the Summer Opportunity Project, a multi-agency effort led by the White House and in partnership with the NSLA.

The out-of-home media and radio public service announcements highlighted the NSLA's Smarter Summers = Brighter Futures campaign, promoting summer learning as a strategy to help young people get ahead in the new school year. iHeartMedia aired public service announcements voiced by Former First Lady Michelle Obama across its more than 858 radio stations from July through August, and Clear Channel Outdoor Americas leveraged its digital out-of-home network to run the PSAs on nearly 1,000 digital billboards across 29 markets.



To ensure brighter futures for our children, we must make smarter investments in their summers to close the summer opportunity gap. Initiatives from companies like Clear Channel Outdoor Americas and iHeartMedia are indispensable to help raise awareness of the issue all across the country and continue our work to close the summer opportunity gap.

**SARAH PITCOCK**, FORMER CEO OF THE NSLA



## CAMPAIGN IMPACT



**+1100**  
SUMMER LEARNING  
DAY EVENTS OR  
PROGRAMS REACHING  
1 MM YOUNG PEOPLE



**11 STATES**  
AND 7 CITIES WERE  
ISSUED SUMMER LEARNING  
DAY PROCLAMATIONS



**11 MM**  
TWITTER USERS  
REACHED WITH  
#KEEPKIDSLARNING

## ABOUT THE NATIONAL SUMMER LEARNING ASSOCIATION

The National Summer Learning Association (NSLA) is the only national nonprofit exclusively focused on closing the achievement gap by increasing access to high-quality summer learning opportunities. NSLA recognizes and disseminates what works in summer learning, develops and delivers capacity-building offerings and convenes and empowers key actors to embrace summer learning as a solution for equity and excellence in education. For more information, visit [www.summerlearning.org](http://www.summerlearning.org).

## CAMPAIGN SNAPSHOT

DATES: 07.11.16 - 08.23.16 | # OF STATIONS: 858 | MEDIA IMPRESSIONS: 91.5 MM

# GLOBAL POVERTY PROJECT

**Global Citizens can have an impact on ending extreme poverty through the actions they take.** Through its partnership with Global Citizen, iHeartMedia helped inspire its listeners to use their voices to influence world leaders and decision makers, and contribute to shaping our world.

Rihanna, Kendrick Lamar, Demi Lovato, Major Lazer, and Metallica headlined the 2016 Global Citizen Festival — the annual free-ticketed event on the Great Lawn in Central Park in New York City on Saturday, September 24, 2016. Over the past five years, the Festival has served as a convening moment where tens of thousands of Global Citizens — all of whom have taken action to attend — come together to celebrate their efforts and global impact.

For the fifth consecutive year, iHeartMedia was named the official radio partner of the Global Citizen Festival and played an instrumental role in promoting the event both in NYC and across the U.S. leading up to the event through on-air and digital PSAs as well as ticket giveaways and contesting.

Additionally, this year the iHeartRadio Music Festival in Las Vegas and the Global Citizen Festival in NYC took place on the same weekend, allowing for unique in-show collaborations and a special cross-over performance by Usher who performed on both stages in one night.

## ABOUT GLOBAL CITIZEN

Global Citizen is a social action platform, for the global generation that wants to solve the world's biggest challenges, where you can learn about issues, take action on what matters most and join a community committed to social change. Over the last five years, more than eight million Global Citizens around the world took over ten million actions to solve the world's biggest challenges, set to affect the lives of over 1 billion people.

## CAMPAIGN SNAPSHOT

DATES: 08.23.16 - 09.12.16 | # OF STATIONS: 858 | MEDIA IMPRESSIONS: +324 MM

## CAMPAIGN IMPACT



**4.7 BILLION**  
TOTAL MEDIA  
IMPRESSIONS  
SECURED



**+ 60,000**  
PEOPLE ATTENDED  
THE CONCERT IN  
CENTRAL PARK



**+ 1.3 MM**  
ACTIONS OVER  
THREE MONTHS



**\$1.9 BILLION**  
WORTH OF  
COMMITMENTS MADE



2016 was a year of incredible growth for the Global Citizen movement and we couldn't have done it without our partnership with iHeartMedia. We are so fortunate to have a radio and streaming partner that supports us in achieving the global goals. We would not have seen the millions of actions taken, and know that millions of lives are set to be affected without iHeartMedia's support year after year.

**ANDREW KIRK**, GLOBAL DIRECTOR OF COMMUNICATIONS FOR GLOBAL CITIZEN



# WE DAY

**Every young person has the potential and the power to positively change the world.** WE Day is a celebration of youth making a difference in their local and global communities. iHeartMedia is committed to inspiring its young listeners and was proud to support WE Day in 2016.

A program of WE Charity, WE Day is an annual series of stadium-sized events bringing together world-renowned speakers and performers with tens of thousands of youth to celebrate a year of action. In 2016, Charlize Theron, Big Sean, Demi Lovato, Selena Gomez, Joe Jonas and others lent their star power at the WE Day celebration in California and encouraged teens to do good by volunteering in their communities.

In support of connecting today's youth to the biggest local and global issues of our time and inspiring them to take action, iHeartMedia aired a series of PSAs voiced by WE Day celebrity ambassador and performer Demi Lovato across 166 CHR stations. The inspiring message drove young listeners to the WE Day national broadcast on August 28 that aired on ABC. Additionally, throughout the year, iHeartMedia's local radio stations helped promote and support local WE Day programs and activities by airing PSAs and sending on-air personalities to participate in other local WE Day events.

## ABOUT WE DAY

WE Day is part of WE—an organization that brings people together and gives them the tools to change the world. A unique family of organizations, WE is made up of WE Charity, empowering change with resources that create sustainable impact, and ME to WE, a social enterprise that creates socially conscious products and experiences that allow people to do good through their everyday choices. WE Day unites world-renowned speakers, presenters and award-winning performers with thousands of young people and families to celebrate and inspire another year of incredible change.

## CAMPAIGN SNAPSHOT

DATES: 08.28.16 | # OF STATIONS: 166 | MEDIA IMPRESSIONS: +227 K



## CAMPAIGN IMPACT



**19.9 MM**  
HOURS  
VOLUNTEERED



**7.6 MM**  
POUNDS OF FOOD  
COLLECTED FOR  
FOOD BANKS



**+3.3 MM**  
LIKES ON  
FACEBOOK



**+ 2.4 MM**  
STUDENTS  
PARTICIPATED



We can already see the amazing impact that today's youth are having on the world around them. Whether it's fundraising for a cause they care about, organizing a food drive or raising awareness about an important issue, this generation is creating social change on a local and global level.

**CRAIG KIELBURGER**, CO-FOUNDER OF WE DAY



# 9/11 NATIONAL DAY OF SERVICE AND REMEMBRANCE



**2016 marked the 15<sup>th</sup> anniversary of the 9/11 attacks.** For the sixth consecutive year, iHeartMedia led listeners nationwide to participate in the September 11<sup>th</sup> National Day of Service and Remembrance observance (“9/11 Day”), and to promote the importance of unity and empathy on 9/11.

The anniversary of 9/11 is now the nation’s largest annual day of charitable engagement, with more than 28 million Americans participating each year. iHeartMedia is a longtime supporter of 9/11 Day and MyGoodDeed, the nonprofit which founded and oversees the observance. Beginning August 29, 2016, all 858 iHeartMedia radio stations aired a powerful public service campaign urging Americans to put aside their differences and pay tribute to the victims and those who rose in service in the aftermath of the attacks by rekindling that spirit of national unity, service and prayer. The PSAs encouraged Americans to engage in charitable service in observance of the federally-recognized September 11<sup>th</sup> National Day of Service and Remembrance. Listeners who

wanted to participate could choose from service options, including volunteering, donating to charities of their choice, or simply making a voluntary pledge to dedicate time on 9/11 or another day to performing good deeds that help people and communities in need.

Additionally, all NYC radio stations paid tribute to the 15<sup>th</sup> anniversary of 9/11. Z100’s “Elvis Duran and the Morning Show” discussed 9/11 Day on-air during the popular morning program; Q104.3 broadcasted vignettes throughout the day from The Concert for New York City, originally held October 20, 2001; WOR pre-empted its programming from 8:30 – 9:05 a.m. with remembrances and live coverage from the World Trade Center; WOR personalities Len Berman and Todd Schnitt spoke with first responders from 9/11 who shared their personal accounts with listeners; and 106.7 Lite-FM joined Q104.3 and WOR in a moment of silence on-air at 8:46 and 9:03 a.m. for the falling of each World Trade Center tower.

## CAMPAIGN SNAPSHOT

DATES: 08.29.16 – 09.11.16 | # OF STATIONS: 858 | MEDIA IMPRESSIONS: 39 MM

## CAMPAIGN IMPACT



**\$11.4 MM**  
COMMITTED BY  
IHEARTMEDIA IN  
THE LAST 6 YEARS



**+ 28 MILLION**  
AMERICANS  
OBSERVED THE  
ANNIVERSARY OF 9/11



**2X AS LIKELY**  
TO PARTICIPATE IN  
9/11 DAY IF THEY  
HEARD THE PSAS



**+ 500,000**  
MEALS WERE  
PACKED BY +2K  
VOLUNTEERS IN NYC



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

**DAVID PAINE**, PRESIDENT AND CO-FOUNDER OF 9/11 DAY



## ABOUT 9/11 DAY

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

# THE BOB WOODRUFF FOUNDATION

**Approximately 2.8 million U.S. service members have been deployed since September 11, 2001. 340,000 have sustained a Traumatic Brain Injury and one in five suffers from 'invisible wounds' like Post Traumatic Stress or depression.**

iHeartMedia launched an on-air campaign with The Bob Woodruff Foundation (BWF) to help injured heroes and their families reach their full potential.

Founded in 2006 after reporter Bob Woodruff was hit by a roadside bomb while covering the war in Iraq, the BWF creates long-lasting, positive outcomes for our nation's wounded, ill and injured veterans, service members and

their families, by finding, funding and shaping initiatives that enrich the lives of these heroes. Since its inception in 2007, the BWF has invested more than \$35 million to aid and support those injured in war and their families.

During the month of September, and in celebration of the Foundation's 10 year anniversary, iHeartMedia launched a national on-air campaign across all of its radio stations to help raise awareness and funding for the Bob Woodruff Foundation. The PSAs, voiced by Bob Woodruff and produced by iHeartMedia, encouraged listeners to learn more about the Foundation and/or how to donate.

## CAMPAIGN SNAPSHOT

DATES: 09.12.16 - 10.12.16 | # OF STATIONS: 858 | MEDIA IMPRESSIONS: 23.6 MM



## CAMPAIGN IMPACT



**\$4.4 MILLION**

GRANTED BY BWF TO  
47 VETERAN-SERVING  
PROGRAMS NATIONWIDE



As a nonprofit, we're always mindful of how to put our generous donor dollars to work. The campaign with iHeartMedia reached millions of Americans at no cost, raised greater awareness and allowed us to focus on meeting the needs of today's veterans and their families.

**LEE WOODRUFF**, CO-FOUNDER OF THE BOB WOODRUFF FOUNDATION





# GLAAD



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

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

In 2016, iHeartMedia expanded its efforts by launching an on-air PSA campaign across all of its CHR and AC stations featuring Lady Gaga, Troye Sivan, Elvis Duran, Andy Grammer

and others to encourage listeners to go purple and unite against the bullying of LGBTQ youth. In addition, on-air personalities across the country discussed the importance of Spirit Day with listeners throughout their radio programs.

Digitally, iHeartRadio promoted Spirit Day and shared the organization's goal of preventing the bullying of LGBTQ youth on Twitter and rebranded its assets purple.

iHeartRadio went purple in-app, on iHeartRadio.com, via social media and on its Snapchat Discover channel. Additionally, iHeartRadio's editorial team wrote several articles in support of Spirit Day, including an interview with recording artist Tinashe as well as a profile of Brittany McMillan, the founder of Spirit Day. The iHeartRadio Blog published "Go Purple for #SpiritDay," a post that encouraged fans to support LGBTQ youth and to share iHeartRadio's Spirit Day messages with friends on social media.

## CAMPAIGN SNAPSHOT

DATES: 10.14.16 - 10.21.16 | # OF STATIONS: 166 | MEDIA IMPRESSIONS: 14.2 MM

## CAMPAIGN IMPACT



**+ 1 MILLION**  
PEOPLE WENT  
PURPLE ON SPIRIT DAY



**+ 1.8 BILLION**  
SOCIAL MEDIA  
IMPRESSIONS WORLDWIDE



**+ 661 MM**  
MEDIA  
IMPRESSIONS



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

**SARAH KATE ELLIS**, GLAAD PRESIDENT & CEO



## ABOUT GLAAD

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

# (RED)

In 2002, roughly 1,500 babies were born every day with HIV. Today that number is 400. In an effort to help get that number close to zero, iHeartMedia supported (RED) to help bring awareness to World AIDS Day and the (RED) SHOPATHON campaign during the month of December. 2016 also marked (RED)'s 10th anniversary.

With the progress made in the fight against AIDS, the world is now on the cusp of an incredible possibility - we can deliver an AIDS-free generation by 2020, but only if we act now. For the fourth consecutive year, iHeartMedia partnered with (RED) in the fight to end AIDS. On Tuesday (12/01), World AIDS Day, iHeartRadio changed its name

from iHeartRadio to "iHeart(RED)" to show support and iHeartMedia kicked off a robust 15-day on-air and digital campaign across all 850+ radio stations.

A series of iHeartMedia-produced PSAs helped drive listeners to (RED)'s second annual SHOPATHON to fight AIDS and encouraged listeners to donate for a chance to win a number of once-in-a-lifetime experiences via the Omaze platform. For as little as \$10, listeners were entered for their chance to win incredible experiences such as "have U2 play just for you during a full dress rehearsal!" or "join Channing Tatum in Las Vegas for 'Magic Mike Live' and be his personal guest at the exclusive after-party."

## ABOUT (RED)

(RED) was founded in 2006 to engage businesses and people in the fight against AIDS. (RED) partners with the world's most iconic brands that contribute up to 50% of profits from (RED)-branded goods and services to the Global Fund.

To date, (RED) has generated more than \$465 million for the Global Fund to fight AIDS, Tuberculosis and Malaria. 100 percent of that money goes to work on the ground - no overhead is taken. Global Fund grants that (RED) supports have impacted more than 90 million people with prevention, treatment, counseling, HIV testing and care services.

## CAMPAIGN SNAPSHOT

DATES: 12.01.16 - 12.15.16 | # OF STATIONS: 858 | MEDIA IMPRESSIONS: +140 MM



### CAMPAIGN IMPACT



**+ 13 BILLION**  
SOCIAL MEDIA  
IMPRESSIONS



**4 BILLION**  
(RED) SHOPATHON  
PR IMPRESSIONS



**15 MM**  
(RED) SHOPATHON  
VIDEO VIEWS



**\$465 MM**  
RAISED BY (RED) FOR  
THE GLOBAL FUND



**90 MM**  
PEOPLE IMPACTED BY (RED)  
GLOBAL FUND GRANTS



iHeartMedia, time and time again, steps up and shows up in the AIDS fight. We are so grateful that they turn the full force of their power, might and scale into a huge megaphone for the AIDS fight. They help us shout from the rooftops, inspire people to act and keep heat on the issue. We cannot thank them enough.

**DEBORAH DUGAN, CEO (RED)**



# THE RYAN SEACREST FOUNDATION

**According to the Connecticut Hospital Association, each year an estimated 3 million children are hospitalized in the United States.** The Ryan Seacrest Foundation (RSF) contributes positively to the healing process of these children by building broadcast media centers in hospitals across the country — providing a respite for children and families being treated. iHeartMedia is committed to helping further the mission of the Foundation.

The Ryan Seacrest Foundation builds broadcast media centers, named Seacrest Studios, in pediatric hospitals for patients to explore the creative realms of radio, television and new media. There are now studios in ten cities across the United States including Atlanta, Philadelphia, Dallas, Orange County, Charlotte, Cincinnati, Denver, Boston, D.C. and Nashville.

iHeartMedia supports the amazing work of the Ryan Seacrest Foundation in a variety of ways throughout the year, including providing national engineering and programming support and executing national and local fundraising programs. For the fourth consecutive year, the foundation was named the official charity partner for select iHeartRadio Jingle Ball Tour concert cities, and iHeartMedia donated \$1 from every ticket sold to the Ryan Seacrest Foundation in addition to donating a variety of exclusive, once-in-a-lifetime packages sold via online charity auction. Local radio stations also took an active role in routing artists and celebrities to nearby Seacrest Studios throughout the year and launched a variety of fundraising campaigns including online auctions.



iHeartMedia continues to be an incredible supporter of the Ryan Seacrest Foundation and we were honored to be the beneficiary of the 2016 Jingle Ball Tour. Their efforts this past year helped RSF open its 10th broadcast media center — Seacrest Studios — at Monroe Carell Jr. Children’s Hospital at Vanderbilt in Nashville. We are grateful for iHeartMedia’s commitment to helping us aid in the healing process for patients in children’s hospitals across the country by creating a positive and entertaining distraction.

**MEREDITH SEACREST**, EXECUTIVE DIRECTOR, RSF



## ABOUT THE RYAN SEACREST FOUNDATION

The Ryan Seacrest Foundation (RSF) is a nonprofit organization dedicated to inspiring today’s youth through entertainment and education focused initiatives. RSF’s first initiative is to build broadcast media centers — Seacrest Studios — within pediatric hospitals for patients to explore the creative realms of radio, television and new media.

## CAMPAIGN SNAPSHOT

DATES: 01.01.16 - 12.31.16 | # OF STATIONS: 166 | MEDIA IMPRESSIONS: +227 K

## CAMPAIGN IMPACT



**\$130 K**

RAISED FROM THE  
IHEARTRADIO JINGLE  
BALL 2016 CONCERTS



**\$74 K**

RAISED BY  
IHEARTMEDIA ONLINE  
FUNDRAISING CAMPAIGNS

# ROBIN HOOD

**There are more than 1.8 million New Yorkers living in poverty. Over 60,000 of them live in homeless shelters, including 23,000 children — enough to fill Madison Square Garden.** In 2016, artists at the iHeartRadio Z100 Jingle Ball collaborated with Robin Hood to perform and release an exclusive holiday song to raise money for the homeless in NYC.

Robin Hood is New York City's largest poverty fighting organization. In 2013 alone, Robin Hood granted more than \$126 million to fight poverty in New York City as well as \$56 million to aid those affected by superstorm Sandy. In 2016, iHeartMedia and Robin Hood teamed up with the superstar artists of the iHeartRadio Z100 Jingle Ball on Friday, December 9 at New York City's Madison Square Garden to help the homeless during the holiday season by releasing an original version of the iconic classic holiday song

"Santa Claus is Coming To Town." The special collaboration was performed live on stage by DNCE along with special guests Daya, Hailee Steinfeld, Fifth Harmony, Tinashe, Charlie Puth, Rita Ora and others. Fans and listeners contributed to help the homeless by donating money via text, online or downloading the exclusive song.

This special holiday song release marked the beginning of an annual tradition of the iHeartRadio Jingle Ball Tour. The exclusive version of "Santa Claus is Coming to Town" was broadcast live on over 100 iHeartRadio stations across the country and video streamed live on CWTV.com. The song was also included in the CW Network exclusive national broadcast of the 2016 iHeartRadio Jingle Ball on December 15. Additionally, the song was played on hundreds of iHeartMedia's radio stations across the country through Christmas day.



“

*iHeartMedia is the best kind of partner. Their commitment to helping New Yorkers grappling with poverty runs deep. Providing the basics for survival — shelter and food — to those in need is critical year-round, but it's particularly appreciated now.*

**DAVID SALTZMAN, EXECUTIVE DIRECTOR OF ROBIN HOOD**

”

## ABOUT ROBIN HOOD

Robin Hood, New York's largest poverty-fighting organization, creates and funds over 200 of the most effective programs, to help 1.8 million New Yorkers learn and earn their way out of poverty. Robin Hood's board underwrites all operating costs, so 100% of every donation goes directly to serve New Yorkers in need. Facebook: [facebook.com/robinhood](https://www.facebook.com/robinhood) Twitter: [@robinhoodnyc](https://twitter.com/robinhoodnyc)



# 2016 SPECIAL PROJECTS

iHeartMedia has helped shape the way in which media interacts, educates and connects with the public. Each year iHeartMedia makes a company-wide commitment beyond media or financial support to address a specific issue or cause, and in 2016, the company reacted to a number of timely and relevant concerns. In 2016, iHeartMedia made a bold 24-month commitment to encourage young people to register to vote and continued to address the national veteran unemployment crisis with the largest public service campaign in its history — iHeartRadio Show Your Stripes, which helps returning veterans find jobs. iHeartMedia was also a founding member of Together for Safer Roads, a coalition to create safer roads for future generations both in the U.S and globally; and the company granted holiday wishes for a number of families in local communities across America through its 10th annual “Granting Your Christmas Wish” program.



# I HEAR RADIO SHOW YOUR STRIPES

While national unemployment rates among veterans of the Iraq and Afghanistan wars have fluctuated — trending both up and down over the last year — the reality is that half of all veterans enter a period of unemployment upon transition. Now in its fourth year, iHeartRadio Show Your Stripes remains committed to addressing veteran unemployment and encouraging businesses to hire skilled veterans.

iHeartRadio Show Your Stripes — with the tagline “Hire Smart — Hire Vets” — is iHeartMedia’s long-term effort to help guide veterans back into civilian life by highlighting their valuable training and experience. Since the program’s launch, iHeartMedia has invested well over \$177 million in radio, digital and out-of-home resources to highlight the skills brought home by returning servicemen and women and their value to employers in the workplace — making iHeartRadio Show Your Stripes the largest and longest-running public service program in the company’s history.

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

All public service announcements direct listeners to [showyourstripes.org](http://showyourstripes.org) — a centralized, easy-to-use destination for veterans, businesses and supporters. The website provides veteran users with access to 70,000+ military-friendly jobs and offers businesses the opportunity to post jobs specifically geared toward veterans’ skills. [Showyourstripes.org](http://Showyourstripes.org).

# IHEARTRADIO SHOW YOUR STRIPES CONTINUED



org offers veterans and businesses a customized experience that delivers the most relevant and helpful employment resources in a clear and easy-to-navigate way.

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

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



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

**COL. DAVID SUTHERLAND,**

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



## KEY PROGRAM STATISTICS

AS OF NOVEMBER, 2016



**- 8.6%**

UNEMPLOYMENT AMONG  
POST-9/11 VETERANS SINCE  
IHEARTRADIO SHOW YOUR  
STRIPES LAUNCHED



**+ 200,000**

JOB APPLICATIONS  
HAVE BEEN SUBMITTED  
DIRECTLY THROUGH  
SHOWYOURSTRIPES.ORG



**+ 7 BILLION**

MEDIA  
IMPRESSIONS



**+ 28 MM**

BILLBOARD DISPLAYS  
HAVE FEATURED THE  
PROGRAM MESSAGE



**NEARLY 2.5 MM**

PUBLIC SERVICE  
ANNOUNCEMENTS HAVE  
AIRED ON IHEARTMEDIA  
RADIO STATIONS NATIONALLY



**+ 4,000**

PARTICIPATING LOCAL  
AND NATIONAL BUSINESSES  
HAVE JOINED THE SYSA



**+ 2.92 MM**

UNIQUE VISITORS TO  
SHOWYOURSTRIPES.ORG

## 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



**ROCK  
THE  
VOTE**

# ROCK THE VOTE

In 2016, iHeartMedia, Rock the Vote — the largest non-profit and nonpartisan organization in the United States driving the youth vote to the polls — and Funny Or Die, the top destination for celebrity-driven comedy videos and highly topical political commentary, teamed up to create a nonpartisan, celebrity-infused public service campaign to encourage young people to register to vote and ultimately get out to the polls on Election Day. The partnership between iHeartMedia, Rock the Vote and Funny Or Die successfully merged political awareness with a pop culture vibe, adding a comedic spin to one of the most contentious and complex elections in our history.

This campaign was a long-term, prosocial commitment led by iHeartMedia to encourage voter registration and participation in the 2016 elections. Launched in September of 2015, the first phase of the campaign creative encouraged young people to take action regardless of which side they were on [“Voting is the Party”]. The second and final phase of the campaign was developed in partnership with Funny Or Die’s “Everyone Votes” campaign and introduced comedy as a means to capture the attention of young people, and encouraged a new generation of voters to join the political process.

Diverse celebrity star power was a huge component of the campaign’s strategy — over 25 relevant artists and celebrities were featured in hundreds of radio and video public service announcements (PSAs) scripted for each artist by Funny Or Die and pushed out via radio, online, and social channels. Superstar Katy Perry launched a viral video where she appeared naked on camera while urging young people to get registered — no matter what they were wearing (or not wearing). The spot was accompanied by a Katy Perry radio PSA that aired exclusively on hundreds of iHeartRadio stations.

All national PSAs throughout the campaign drove to [rockthevote.com](http://rockthevote.com) where users could easily access information about how and when to register and where to vote in their own neighborhood. For greater reach, iHeartMedia also developed a landing page on [iHeartRadio.com](http://iHeartRadio.com). The website was extremely easy to use and provided hyper-local information.

While the campaign was nationally distributed, the campaign’s local strategy was equally important to provide local election information and reminders to potential voters. iHeartMedia on-air personalities heavily pushed local voter



# ROCK THE VOTE CONTINUED



information in tandem with national spots. Additionally, celebrities including Ben Affleck, Will Farrell, Lena Dunham and others recorded local Funny Or Die videos that provided listeners with specific election information as part of its “Everyone Votes” campaign.

Between September 24 and October 6, 2016, the Rock the Vote branded bus — which started its tour at the iHeartRadio Music Festival Daytime Village — toured the country making stops on select college campuses. In select markets, stations pushed listeners to these local Rock the Vote events where they could physically register to vote or vote early in some states.

Additionally, iHeartRadio leveraged the popular iHeartRadio Music Festival to launch and amplify the campaign message. In the campaign’s first year, Ryan Seacrest announced the campaign from the Festival stage and in its second year Funny Or Die scripted a special moment live onstage with comedians Jaime Foxx and Don Cheadle that was seen and heard live on over 150 radio stations, iHeartRadio.com, via live stream, Snapchat and all iHeartMedia social media channels. Additionally, for the last two years Rock the Vote has activated at the iHeartRadio Music Festival Daytime Village, registering hundreds of new voters.

## ABOUT ROCK THE VOTE

Rock the Vote is the largest nonpartisan, nonprofit organization in the country driving the youth vote to the polls. Since 1990, Rock the Vote has fused pop culture, music, art and technology to fulfill its mission of building long-term youth political power. During the past six Presidential elections, Rock the Vote ran the largest voter registration drives for young people and has partnered with more than 25,000 partners through its online, multi-lingual voter registration tool. Rock the Vote is dedicated to mobilizing the vote, protecting voting rights and advocating for an electoral process and voting system that works for the Millennial generation, America’s largest and most diverse population in history. To get Rock the Vote updates on upcoming events, election reminders and candidate, visit [RocktheVote.com](http://RocktheVote.com). Engage on social media, by following Rock the Vote on Facebook, Twitter and Instagram at [@rockthevote](https://www.instagram.com/rockthevote).

## PARTICIPATING CELEBRITIES INCLUDED

Katy Perry, Demi Lovato, Tim McGraw, Adam Levine, Usher, Miley Cyrus, John Legend, Pitbull, Green Day, DNCE, Florida Georgia Line, Ryan Seacrest, Billy Idol, Ludacris, Tears for Fears, Wilmer Valderrama, Jussie Smollett, G-Eazy, Lil John, Chainsmokers, Prince Royce, Becky G, Blake Shelton, Nick Jonas, Jennifer Lopez, Shawn Mendes and Puff Daddy.

## CAMPAIGN IMPACT



**+ 664 MM**  
IMPRESSIONS GENERATED  
ON IHEARTMEDIA  
STATIONS ALONE



**+ \$9.5 MM**  
WORTH OF MEDIA  
DONATED BY  
IHEARTMEDIA



**+ 230,000 X**  
PUBLIC SERVICE  
ANNOUNCEMENTS RAN



**+ 4.3 MM**  
VISITORS TO THE  
ROCKTHEVOTE.COM  
WEBSITE DURING  
THE CAMPAIGN PERIOD



**+ 1.7 MM**  
PEOPLE REGISTERED TO VOTE  
BY ROCK THE VOTE, 250K  
IN THE WEEK LEADING TO  
NATIONAL REGISTRATION DAY



**23.7 MM**  
YOUNG VOTERS  
PARTICIPATED IN THE  
2016 PRESIDENTIAL  
ELECTION



**+ 6 MM**  
PEOPLE REGISTERED TO VOTE  
THROUGH THE ROCK THE  
VOTE PLATFORM SINCE THE  
LAST PRESIDENTIAL ELECTION



**12 MM**  
VIEWS ON THE FUNNY  
OR DIE WEBSITE FROM  
THE KATY PERRY VIDEO

# GRANTING YOUR CHRISTMAS WISH

iHeartMedia and the movie "Collateral Beauty" teamed up to grant Christmas Wishes to those in need and deserving of a special holiday gift. 2016 marked the 10th annual "Granting Your Christmas Wish" program and attracted over 62,000 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 19 through December 16, 2016, iHeartMedia stations encouraged listeners to share their wish requests via participating radio station websites

during its annual "Grant Your Christmas Wish" campaign. All participants were required to submit a short paragraph stating why they should have their wish granted or to nominate someone worthy in their lives.

The program was designed to share listeners' personal stories, with the goal of inspiring non-winners to give back and do something special for their own families or community. All 56 winning entries were broadcasted on-air in the winners' hometown markets and each winner received a matching gift of between \$2,000 - \$4,000.



My Christmas wish is to see my dad in Puerto Rico. I haven't seen him since I was 13 — that's 16 years ago. For a while I believed him to be dead and just a few weeks ago my step brother who lives in PR found him after so many years. My dad is very old and has Alzheimer's. I'm scared that I'll never see him alive again.

**CAROLINA BUFFORD**

My Christmas wish is for my Dad who was recently diagnosed with cancer. Our family is from Abruzzi, Province of Teramo. Every birthday he has given me a silver dollar, saying someday we would throw silver dollars into the Fountain of Trevi together, and then go to Abruzzi to see where our ancestors came from. He has always dreamed of seeing the Vatican, and attending a Papal mass.

**NATALIE BALEGA**



In June, 2013, the love of my life and husband of 20 years was diagnosed with a rare cancer called Leiomyosarcoma. Here we are 3 years later and he is still battling the horrible disease. Bryan works full time, is an amazing Daddy to our four young children, and is my very best friend. If we've learned anything from living with cancer, it's that time is valuable. You have to live in the moment and make each and every day count. Bryan has said he wants to make memories every day with our children. He is fearful of dying and them not remembering him.

**SUSAN EICHMAN**

My wish is to find \$400 to be able to take a course to help me learn and build computer coding skills, so that I may be able to find a better job to provide for my family and to show my children that you can always keep learning and make a better life for yourself. I'm currently a stay-at-home mom to an autistic 14-year-old boy. I want to set an example for him and to provide a more stable income and life for him.

**CHARITY DIEHL**

I have been taking care of my son for 27 years. We are now at a crossroads; I want to be able to take care of him, but I am starting to have major back issues from lifting him for so many years. A track system for our ceiling would help tremendously, but it is very expensive.

**ROBIN LOPEZ**



# TOGETHER FOR SAFER ROADS

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

As a founding member of Together for Safer Roads, iHeartMedia is committed to improving road safety and reducing deaths and injuries by road traffic collisions by using the company's spectrum of multiplatform assets to address key aspects of road safety, a critical global public health challenge facing the many communities in which we all live and work.

Launched at the United Nations on November 19, 2014, the cross-sector coalition includes companies with the

knowledge and expertise to improve road safety: Anheuser-Busch InBev, AIG, AT&T, Republic Services, Abertis, Chevron, Ericsson, Facebook, GM, IBM, Octo Telematics, PepsiCo, Ryder, UPS and Walmart.

As a coalition member, iHeartMedia is focused on advocacy and thought leadership and helps deliver key messages to its millions of listeners to drive awareness of this prevalent and growing issue, and help educate the public around safer driving practices. In 2016, iHeartMedia produced and aired an on-air and digital campaign across all of its stations in conjunction with World Day for Safety and Health at Work. This was the first in a series of campaigns that will air over the next 12-24 months.



## CAMPAIGN IMPACT



**+ 1 MM**

PEOPLE ENGAGED DURING  
WORLD DAY FOR SAFETY AND  
HEALTH AT WORK IN 2016



**2X**

THE NUMBER OF PEOPLE REACHED  
DURING WORLD DAY FOR SAFETY  
AND HEALTH AT WORK IN 2016



Whether it is part of their service, how their goods get to market, or how their employees and communities move to and from work, road safety should be important to every company. Through TSR, we're able to come together, share our knowledge and expertise, and ultimately help make a sustainable difference in reducing the number of deaths and injuries worldwide.

**PETER HANCOCK**, VICE CHAIRMAN OF TSR, AND PRESIDENT AND CHIEF EXECUTIVE OFFICER OF AIG



## ABOUT TOGETHER FOR SAFER ROADS

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



# RADIOTHONS

No medium is more local than radio. iHeartMedia's radiothon program capitalizes on the company's unique role as a local medium across thousands of communities, and has raised hundreds of millions of dollars by driving donations over the last decade. A radiothon typically lasts between one and two days, during which stations press pause on their day-to-day programming to dedicate all attention and resources to the issue being addressed. Through its many local radiothon programs, iHeartMedia is one of the biggest supporters of The Children's Miracle Network Hospitals and St. Jude Children's Research Hospital. In addition, many iHeartMedia radio stations have established annual radiothon programs to address locally, critical issues, ranging from childhood diseases and homelessness to domestic violence. In 2016, many local iHeartMedia radio stations set and broke already ambitious fundraising goals by raising millions of dollars in just a few days.

# CHILDREN'S MIRACLE NETWORK HOSPITALS

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

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

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

iHeartMedia's commitment to serve its local listeners and communities. iHeartMedia helps Children's Miracle Network Hospitals fundraise locally by airing a significant number of PSAs that raise awareness for the organization and its member hospitals, as well as hosting annual one- or two-day English and Spanish radiothon events which have been an integral part of Children's Miracle Network Hospitals' fundraising efforts since 1997. iHeartMedia radiothon programs represent annual giving traditions for many local communities. A radiothon typically lasts between one and two days and highlights personal patient and family stories related to local hospital treatment.

**2016 PARTICIPATING IHEARTMEDIA MARKETS INCLUDE:**

Albany, NY	Charleston	Lincoln	Richmond	Syracuse
Albuquerque	Corpus Christi	Nashville	Rochester	Tampa
Augusta	Davenport	Oklahoma City	Savannah	Washington, DC
Baton Rouge	Florence, SC	Omaha	Seattle	Wilkes Barre
Birmingham	Honolulu	Pittsburgh	Sioux City	Youngstown
Cedar Rapids				



**CAMPAIGN IMPACT**



**\$5.8 MM**

RAISED FOR CHILDREN'S  
MIRACLE NETWORK HOSPITALS  
BY 26 IHEARTMEDIA MARKETS



**\$31.5 MM**

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



The strong support we receive from iHeartMedia stations across the country has a big impact on the health of local kids. The local Children's Miracle Network Hospitals in these communities provide quality care for children that ranges from cuts to cancer. The iHeartMedia radio stations raise much needed funds that allow our local hospitals to keep their doors open and never turn away a child that needs treatment. Without these local radio partnerships our hospitals could not save as many lives as they do today.

**BARBARA BRILL**, VICE PRESIDENT MEDIA PARTNERS, CHILDREN'S MIRACLE NETWORK HOSPITALS



# ST. JUDE CHILDREN'S RESEARCH HOSPITAL

**Treatments invented at St. Jude Children's Research Hospital have helped push the overall childhood cancer survival rate from 20 percent to more than 80 percent since it opened more than 50 years ago.** St. Jude is working to improve the overall survival rate for childhood cancer to 90 percent in the next decade. St. Jude won't stop until no child dies from cancer. iHeartMedia has partnered with St. Jude for over 30 years, most notably through its radiothon programs.

St. Jude has treated children from all 50 states and around the world, and on average, has more than 67,000 patient

visits each year. The daily operating cost for St. Jude is \$2.2 million, which is primarily covered by individual contributions. iHeartMedia supports the work of St. Jude by utilizing the company's broad reach to raise funds and public support so that its work can continue. Each year, radio stations nationwide air thousands of PSAs in support of St. Jude and showcase the hospitals' lifesaving treatment and research progress. Additionally, in 2016, 66 iHeartMedia radio stations produced their annual radiothon Country Cares for St. Jude Kids and Radio Cares for St. Jude Kids — the most successful radio fundraising program in America.

## CAMPAIGN IMPACT



**\$10.6 MM**

RAISED FOR ST. JUDE THROUGH INDIVIDUAL RADIOTHON EVENTS ON 66 IHEARTRADIO STATIONS



**\$35.3 MM**

RAISED FOR ST. JUDE IN THE LAST FIVE YEARS BY IHEARTMEDIA



## PARTICIPATING IHEARTMEDIA MARKETS INCLUDE:

Atlanta	Cleveland	Harrisburg	Memphis	Reading
Auburn	Colorado Springs	Harrisonburg	Milwaukee	Rochester
Austin	Columbia	Hartford	Minneapolis	Salinas
Baltimore	Columbus	Hattiesburg	Mobile	Salisbury
Baton Rouge	Davenport	Huntington	Montgomery	San Antonio
Beaumont	Dover	Jackson	Nashville	Sarasota
Biloxi	Eau Claire	Jacksonville	New Orleans	Springfield
Birmingham	El Paso	Las Vegas	Oklahoma City	Tallahassee
Boston	Fayetteville	Little Rock	Panama City	Tucson
Cedar Rapids	Frederick	Lynchburg	Port St. Lucie	Waco
Charlotte	Greensboro	Madison	Portsmouth	Washington
Chattanooga	Greenville	Mansfield	Poughkeepsie	Wilmington
Cheyenne				

## ABOUT ST. JUDE CHILDREN'S RESEARCH HOSPITAL

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



# PUBLIC AFFAIRS SHOWS

In addition to airing millions of PSAs addressing a number of national and local issues, iHeartMedia radio stations dedicate airtime every week to ensure they are informing the public about the most relevant issues facing their particular communities.

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

Each 30-minute show is hosted by a local on-air personality and is designed to be an unbiased public forum for community leaders and experts in specific fields to openly discuss the many sides of key issues. iHeartMedia relies heavily on its listeners and its Local Advisory Boards to assist in identifying the most appropriate issues to discuss each week. **In 2016, iHeartMedia aired over 25,000 hours of public affairs programming across its more than 850 radio stations.**



# NATIONAL PUBLIC AFFAIRS SPECIALS

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

The following nationally-produced shows were distributed to stations to run at their discretion throughout 2016.

## SOME OF THE MOST COMMON ISSUES OF 2016 THAT WERE ADDRESSED ACROSS A LARGE NUMBER OF STATIONS INCLUDE:

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





# DEPARTMENT OF JUSTICE

## OPIOID AND PRESCRIPTION DRUG ABUSE

An opioid and prescription drug abuse epidemic is sweeping the country, impacting all segments of society – a serious issue that dramatically impacts thousands of communities socially and financially every year. According to the Centers for Disease Control and Prevention, overdose deaths from opioids, including prescription opioids and heroin, have nearly quadrupled since 1999. In preparation for Prescription Opioids and Heroin Awareness Week during September 19-23, 2016, iHeartMedia teamed up with the Department of Justice for a 30-minute public affairs program on prescription medicine abuse for its English-language stations that aired on Saturday, September 24 and Sunday, September 25, 2016 across iHeartMedia radio stations nationwide.

The public affairs show offered an in-depth look at why opioids and heroin abuse have become an unprecedented threat and public health crisis in the United States. Loretta

Lynch, the Attorney General of the United States, was the main interview subject and spoke in great detail about the many areas contributing to the problem, the steps that the Department of Justice has taken to combat this growing issue, and offered resources for listeners who may be suffering, or know someone suffering, from addiction.

Additionally, the show highlighted the newly released documentary by the FBI and DEA, “Chasing the Dragon: The Life of an Opiate Addict,” a compilation of heart-wrenching first-person accounts by addicts and family members of addicts about their experiences. The documentary profiles the cycle of addiction and looks at the tragic consequences associated with opioid abuse. It also features interviews with medical and law enforcement professionals discussing the effects of the addiction, and how this epidemic is unlike any this country has seen before.



# SARAH CANNON BAND AGAINST CANCER

Approximately every three minutes, one person in the United States is diagnosed with a blood cancer. Further, 70 percent of all blood cancer patients who are in need of a transplant do not have a matched donor in their family. iHeartMedia teamed up with Sarah Cannon, the global cancer institute of Hospital Corporation of America, Country superstar Martina McBride and Big Machine Label Group for a long-form public affairs show entitled "Band Against Cancer" in an effort to help connect those touched by cancer with community-based treatment options and resources.

The 30-minute show ran across all iHeartMedia Country stations during the month of October and focused on people with various blood cancers, an underserved patient

population requiring convenient access to cutting-edge treatment options in their communities. The show explored a variety of resources to help patients access potentially life-saving treatments including stem cell transplants and the latest targeted medicines, as well as encouraged the public to get tested to see if they are eligible to donate.

Guests on the long-form show included Dr. Jeffrey Chell, CEO of nonprofit Be The Match — a national registry that helps people find a matching donor; Dr. Fred LeMaistre, Physician in Chief for Blood Cancer at Sarah Cannon; Dee Anna Smith, CEO of Sarah Cannon; Martina McBride; and several cancer survivors who shared their powerful stories with listeners.

# RESPONDING TO CRISIS

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

When natural disasters or traumatic events occur, iHeartMedia stations do everything in their power to not only deliver comprehensive news coverage and relay key messages to listeners, but to mobilize listeners to action by donating appropriate relief efforts that will aid those affected. The following are a few examples of how iHeartMedia helped rebuild impacted communities in 2016.



# NATURAL DISASTERS

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

## DISASTER ASSISTANCE AND RESPONSE PLAN (DARP)

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

## EMERGENCY OPERATIONS CENTER

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



# ZIKA

In February 2016, the World Health Organization declared Zika a public health emergency. Since then Zika has spread to more than 45 countries, including U.S. territories and the continental U.S. In August 2016, the first U.S. locally acquired infections through mosquitoes were discovered in Miami-Dade County, with nearly 174 people since contracting Zika in Florida.

The Centers for Disease Control and Prevention (CDC) continues to closely track the virus and in 2016 enlisted the help of iHeartMedia to communicate to Florida residents the most up-to-date news and information surrounding the local Zika crisis, as well as provide information on precautions the public should take to avoid further spread of the disease. Additionally, the CDC expanded its public message to an additional 16 markets at high risk of developing local Zika cases.

In addition to a traditional media schedule, iHeartMedia's comprehensive emergency plan included the following key elements:

## **ZIKA AWARENESS ALERTS**

The threat of Zika exposure is highest when mosquitos are most active. iHeartMedia activated "Zika Awareness Hours" during windows with high-mosquito activity in Florida. The radio spots provided short, friendly tips around precautions the public should take to avoid contracting Zika as well as abatement tips.

## **AWARENESS REMINDERS**

iHeartMedia embedded short Zika awareness messages into music programming on all Florida radio stations. These short audio messages were highly impactful since they were placed within music content when audience listening was at its highest.



# ORLANDO, FLORIDA: PULSE NIGHT CLUB SHOOTING

On June 12, 2016, 49 people were killed when a man with an assault rifle fired inside a popular gay nightclub, in what officials say was the deadliest mass shooting in U.S. history.

iHeartMedia Orlando stations immediately came together to serve their listening community in the wake of the tragedy at the PULSE nightclub. Immediately following the shooting, every station in the Orlando market launched wall-to-wall coverage of commercial-free breaking news, and all stations banded together and sent water, food and shade in the form of station tents to lines of people all over Orlando waiting to

donate blood or in need of therapy. Along with broadcasting info about where people could donate blood and money for the victims, stations talked about ways to bring together the community, reinforced by the hashtag #OrlandoLove. Additionally, in the weeks following the shooting, iHeartMedia helped launch a viral campaign that encouraged listeners to submit videos as a way to channel positive energy and honor the victims by dancing in tribute to their memories.

Stations and personalities from across the U.S., including Ryan Seacrest and Elvis Duran, provided news coverage and offered listeners opportunities to contribute.



# FLINT, MICHIGAN: FLINT WATER CRISIS

A federal state of emergency was declared in January, 2016 when over 100,000 residents were potentially exposed to high levels of lead in the drinking water when the contaminated Flint River became the drinking water source for the city of Flint, Michigan.

iHeartMedia Detroit immediately launched into action, providing critical and up-to-date news and information on

this public health crisis. On-air morning personality Jay Towers and the entire family of iHeartMedia Detroit stations launched a water drive campaign in conjunction with the Salvation Army and the local Fox TV station. The grassroots effort managed to collect over 240 tons of bottled water in less than 32 hours that was then distributed to local families. The station continues to monitor the situation and educate listeners on steps they need to take to remain safe.



# HOUSTON, TEXAS: FLOODING

Historic flooding swept across Southeast Texas, leaving at least seven people dead and at least 1,000 homes swamped on April 19, 2016.

In addition to communicating up-to-date storm and relief information, iHeartMedia's Houston radio stations KTRH, KQBT, KBME and KODA organized and/or participated in a number of local fundraising efforts, including The Houston

Improv Donation Drive and the Tom Wussow Park Flood Relief Drive. KQBT teamed up with the Office of the Mayor to promote various information meetings and resources for impacted families, and all six radio stations partnered with the Gulf Coast Regional Blood Center to invite listeners to donate blood and also asked volunteers to consider making a donation to the American Red Cross or volunteering at the 12 shelter relief stations across Houston.





# AUGUSTA, GA, BIRMINGHAM, AL, CHARLESTON, SC, SAVANNAH, GA & JACKSONVILLE, FL: HURRICANE MATTHEW

Hurricane Matthew was one of the most destructive storms of recent years, killing more than 1,000 people. The hurricane caused severe flooding from Florida to North Carolina and inflicted damage in the U.S. estimated by analysts at a minimum of \$10 billion.

iHeartMedia stations in Augusta, GA, Birmingham, AL, Charleston, SC, Jacksonville, FL and Savannah, GA all launched effective campaigns that both educated listeners on critical and evolving weather information as well as organized impactful relief efforts. Dozens of iHeartMedia stations in

affected areas went wall-to-wall with 24-hour coverage and updates about power outages, road and weather conditions, and more. WBBQ, WEKL, WKSP and 96.3 Kiss FM in Augusta worked closely with the American Red Cross and the Augusta Fire Department to organize a non-perishable food and volunteer drive to support a number of local shelters. 102.5 The Bull, 103.7 The Q, ALT 94.9 and News Radio 105.5 WERC in Birmingham and the entire iHeartMedia Jacksonville, FL family teamed up with their local Salvation Army to also collect non-perishable food items for the victims of Hurricane Matthew.



# LOUISIANA: FLOODING

The 2016 catastrophic flood devastating Louisiana was named the worst natural disaster to strike the United States since Hurricane Sandy by the American Red Cross. On August 13-18, 2016 146,000 homes in South Louisiana and the Baton Rouge area were destroyed by 32 inches of rain in a 72-hour period.

iHeartMedia stations immediately launched into action with 1150 WJBO AM anchoring wall-to-wall coverage hosted by on-air personalities Murphy, Sam and Jodi, Scotty Mac, Margie Maybe, Jeremy Poursine and Austin James to keep the affected neighborhoods connected to rescue personnel, weather developments and updates as roads became impassible.

While several hundred thousand people were displaced from their homes, and cellular and internet service experienced blackouts, iHeartMedia Baton Rouge radio stations' broadcasts helped keep families and concerned loved ones connected and informed. The stations' digital platforms and social media channels were also an effective way to connect the local community and to facilitate much-needed aid and assistance. iHeartMedia's Baton Rouge stations also served as a live connection between emergency relief services, law enforcement and flooded neighborhoods.



## DALLAS, TEXAS: POLICE SHOOTINGS

Last summer, during the protests over the fatal police-inflicted shootings of two African American men -- Alton Sterling in Baton Rouge, Louisiana and Philando Castile in Falcon Heights, Minnesota — a sniper opened fire killing five police officers and injuring seven others in Dallas, Texas.

In the wake of the shootings, all six iHeartMedia Dallas radio stations interrupted normally scheduled programming

to provide news updates from 11pm-1am. Additionally, the stations aired listener calls and hosted Dallas police officers and local business owners on the air. A number of iHeartMedia radio stations integrated “#DallasStrong” into their daily programming and station sites continued to publish the latest developments and local news.



# WISH GRANTING

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

iHeartMedia is proud to work with organizations like Make-A-Wish and other similar groups to create memorable experiences for sick or underprivileged children, at-risk kids and families in crisis. In 2016, iHeartMedia brightened lives through local celebrity meet-and-greets, exclusive concert admissions, red carpet access and other specially organized experiences.

# WISH GRANTING CONTINUED



## IHEARTRADIO MUSIC AWARDS

Kendall M.'s wish was to attend the iHeartRadio Music Awards with her family because music has helped her cope through her struggle with leukemia. (Age 18)



## IHEARTCOUNTRY FESTIVAL

Jacob M. has always dreamed of meeting his favorite country band Florida Georgia Line. The five-year-old loves the band and his favorite song is *Cruise*. (Age 5)



## IHEARTRADIO ALBUM RELEASE PARTY WITH USHER

Damair F. is a huge Usher fan and waited almost two years for his wish to come true. He wanted to meet his idol Usher because his music helps soothe him and cope with difficult situations. (Age 16)



## IHEARTRADIO JINGLE BALL TOUR (LOS ANGELES)

Chloe G. has a rare chromosomal syndrome. At the iHeartRadio Jingle Ball event in LA, Chloe had the chance to spend time with her wish Meghan Trainor. (Age 17)

# WISH GRANTING CONTINUED



## KIIS FM/ALT 98.7 FM PRE-GRAMMY PARTY

16-year old Anna K. is in need of a heart transplant; 17-year old Natasija T. has kidney failure and rejection issues with her transplant; 15-year old Isabella F. has juvenile dermatomyositis, and 14-year old Lynsey B. suffers from cystic fibrosis. They were brought together by a common wish — to attend the Grammys. The four girls also attended the KIIS FM/ALT 98.7 FM Pre-Grammy Party.



## IHEARTRADIO JINGLE BALL TOUR (DALLAS)

The late Ana-Alecia Ayala, a 32-year-old mother of a 3-year-old, was invited as a special guest to iHeartRadio Jingle Ball Dallas where she met Meghan Trainor and danced with the Backstreet Boys. "My cheeks hurt from smiling right now, I'm so excited!" Ayala said after meeting Trainor. "She's so sweet, and she's so nice."



## IHEARTRADIO MUSIC FESTIVAL

Anna S. suffers from a gastrointestinal disease and needs a liver transplant. Britney Spears has been an important part of her coping with this sickness. Her wish was to meet Britney Spears and to sing her one of her songs. (Age 14)

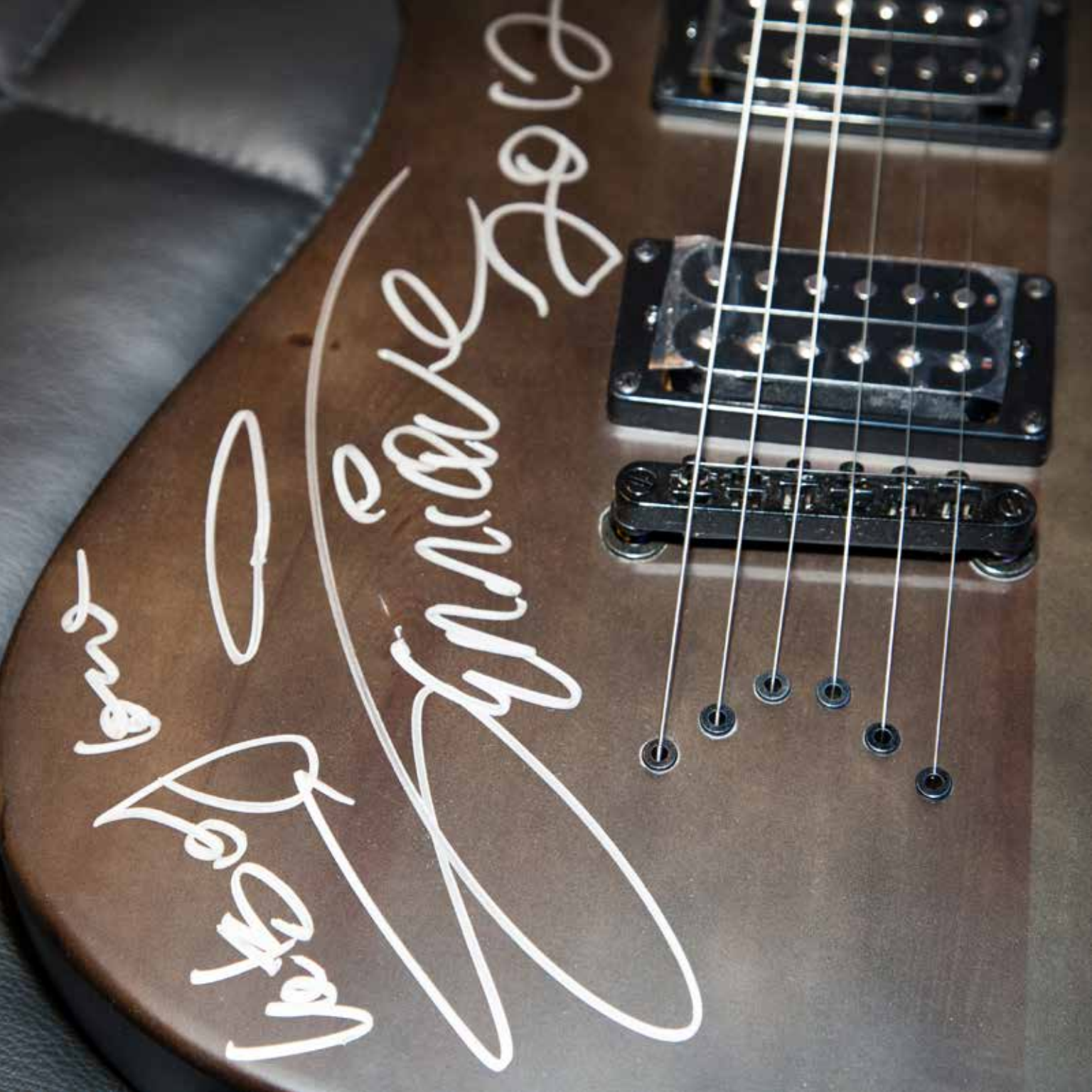


## IHEARTRADIO FIESTA LATINA

Ariana U. suffers from a severe arteriovenous malformation. She wanted to meet Pitbull as his music inspires her to think positively. (Age 18)

# SPECIAL EVENTS AND FUNDRAISING

iHeartMedia produces tens of thousands of national and local events every year. From the largest concert event in radio history — the iHeartRadio Music Festival, which sells out in minutes every year — and the nationally televised iHeartRadio Music Awards broadcast live to locally produced shows in towns and cities of all sizes, iHeartMedia creates high-demand events across the nation. And as the company launches exciting new programs and events, it proactively layers community-focused goals and strategies to ensure the events can make a difference locally by allowing for effective fundraising, awareness and live interactions for nonprofits and local listeners. Additionally, iHeartMedia supports an array of philanthropic events in local communities in the form of financial contributions, media support, internal resources and talent booking. In 2016 alone, iHeartMedia helped raise over \$1 million for a number of organizations through cash donation and in-kind fundraising.



# 2016 BENEFIT EVENTS

iHeartMedia has made it a priority to participate in a number of industry and philanthropic events that serve our communities. iHeartMedia supported the following organizations' events in 2016:

<u>ORGANIZATION</u>	<u>CATEGORY</u>	<u>ORGANIZATION</u>	<u>CATEGORY</u>
American Association of Independent Music	Music & Arts	Nevada Childhood Cancer Foundation (NCCF)	Health & Wellness
American Heart Association	Health & Wellness	New York City Police Foundation	Family & Social Impact
Bideawee	Family & Social Impact	Prevent Cancer	Health & Wellness
Broadcaster Foundation of America	Music & Arts	Running Start	Education & Literacy
Broadcasting & Cable Hall of Fame Dinner	Music & Arts	The Association for Frontotemporal Degeneration	Health & Wellness
Cerebral Palsy Alliance Research Foundation	Health & Wellness	The Kristen Ann Carr Fund	Health & Wellness
City of Hope	Health & Wellness	The Lustgarten Foundation	Health & Wellness
Families of Spinal Muscular Atrophy	Health & Wellness	The Media Institute	Music & Arts
Keep a Child Alive	Health & Wellness	The National Kidney Foundation	Health & Wellness
N Street Project	Family & Social Impact	The Phillips Collection	Music & Arts
NAB Education Foundation	Education & Literacy	The Multiple Myeloma Research Foundation	Health & Wellness
NATPE Educational Foundation	Education & Literacy	Toys For Tots	Family & Social Impact



# I HEART RADIO EVENT FUNDRAISING



In 2016, iHeartMedia offered unique experiences at its iHeartRadio Music Festival, iHeartRadio Jingle Ball Tour, iHeartCountry Festival, iHeartRadio Music Awards, and iHeartRadio Summer Pool Party events, as well as other concert event experiences to philanthropic supporters; donated exclusive packages to nonprofits for both live and online auctions; and allocated a portion of iHeartRadio Jingle Ball ticket sales across the country to the Ryan Seacrest Foundation.

2016 Benefitting Organizations included:

<u>ORGANIZATION</u>	<u>CATEGORY</u>
Abilis	Health & Wellness
ALS Therapy Development Institute/Augie's Quest	Health & Wellness
American Association for Cancer Research	Health & Wellness
American Red Cross	Family & Social Impact

<u>ORGANIZATION</u>	<u>CATEGORY</u>
Barrow Street Nursery School	Education & Literacy
Bob Woodruff Foundation	Family & Social Impact
Breast Cancer Alliance	Health & Wellness
Caron Foundation	Health & Wellness
Charcot Marie Tooth Association	Health & Wellness
City Harvest	Family & Social Impact
Community Foundation of Northwest Mississippi	Family & Social Impact
Corporate Angel Network	Family & Social Impact
Cystic Fibrosis Foundation	Health & Wellness
Dress for Success	Family & Social Impact
Robert F. Kennedy Human Rights	Family & Social Impact
Food For The Poor	Family & Social Impact
Friends Seminary	Education & Literacy

<u>ORGANIZATION</u>	<u>CATEGORY</u>
Georgetown University Hospital Lombardi Comprehensive Cancer Center	Health & Wellness
Grammy Foundation and MusiCares	Music & Arts
Jaime Whelan Foundation	Education & Literacy
Jets Foundation	Family & Social Impact
Keep a Child Alive	Health & Wellness
Lalela	Music & Arts
Lupus Research Alliance	Health & Wellness
Manhasset Women's Coalition Against Breast Cancer	Health & Wellness
Milagros Para Niños	Health & Wellness
Montessori Schools	Education & Literacy
Musicians on Call	Health & Wellness
Mythic Bridge	Family & Social Impact
New Heights Youth, Inc	Education & Literacy
onePULSE Foundation	Family & Social Impact

<u>ORGANIZATION</u>	<u>CATEGORY</u>
Pediatric Brain Tumor Foundation	Health & Wellness
Rett Syndrome Research Trust	Health & Wellness
Robin Hood Foundation	Family & Social Impact
Ronald McDonald House	Family & Social Impact
Ryan Seacrest Foundation	Music & Arts
Southeastern Brain Tumor Foundation	Health & Wellness
St. Jude Children's Research Hospital	Health & Wellness
T.J. Martell Foundation	Health & Wellness
The Fresh Air Fund	Family & Social Impact
UCLA's Burkle Center	Family & Social Impact
VH1 Save The Music Foundation	Music & Arts
Waterkeeper Alliance	Health & Wellness
William Patterson University	Education & Literacy
Woman's Club of Fullerton	Family & Social Impact



# CORPORATE GIVING & VOLUNTEERISM

In 2016, iHeartMedia donated millions of dollars of media to nonprofit organizations helping children, families and communities through a combination of cash giving and in-kind media support. In addition, iHeartMedia employees have donated countless hours both locally and nationally to improve the lives of listeners through participation in thousands of community events. Volunteerism is the heart of radio, and on any given day iHeartMedia's 14,000 employees can be found lending their time, energy and passion to serve the communities in which they live and work.



# LOCAL SPIRIT DAY OF SERVICE

In addition to the daily community volunteer work that takes place at all 858 radio stations each day as part of iHeartMedia's commitment to serve, every full-time iHeartMedia employee receives one additional paid leave day each year to participate in iHeartMedia's Local Spirit Day of Service. As part of the corporate volunteer policy, all employees may take off as a group/team or individual during the work day or on a weekend to volunteer in the community for a nonprofit organization.

The following pages highlight how some iHeartMedia employees spent their annual Local Spirit Day of Service in 2016.

## NEW YORK, NY WIN (AS WOMEN IN NEED)

Families with children make up 70% of the homeless New York City population. The iHeartMedia Corporate Communications team partnered with Win, the largest provider of family shelter in New York City, for a team Spirit Day volunteer outing. In December 2016, iHeartMedia employees visited a Win shelter and spent an afternoon

hosting crafts and games with 35 young residents. The evening culminated with a pizza meal and gift exchange for the children and their mothers.

## BOSTON, MA PROJECT BREAD

iHeartMedia Boston's Shaileen Santoro personally supports a number of nonprofit organizations. She believes that help comes in many forms – a smile, a hello or even a hug. In 2016, she used her Spirit Day to participate in Project Bread's Annual Walk for Hunger, which supports local food pantries, meal programs, food rescue, urban agriculture and critical child nutrition programs.

## DALLAS, TX NORTH TEXAS FOOD BANK

Members of the Dallas Human Resources team chose to spend their Spirit Day at the North Texas Food Bank, a hunger relief organization and one of the largest North Texas charities that serves Dallas and 12 surrounding counties. The team helped pack 8,000 meals that were delivered to seniors in need.

# LOCAL SPIRIT DAY OF SERVICE CONTINUED

## PHILADELPHIA, PA CRADLES TO CRAYONS

A number of iHeartMedia Philadelphia team members joined together with Cradles to Crayons, a local nonprofit that provides children from birth to age 12, living in low- income and homeless situations, with the essential items they need to thrive – at home, at school and at play. The team spent the morning at a warehouse organizing clothes and other essential items to be distributed within the local community.

## HARTFORD, CT HABITAT FOR HUMANITY

Over the last five years iHeartMedia Connecticut has proudly participated in five Habitat for Humanity home builds including three Women Builds. The team's participation has included employees from all divisions with many of the volunteers continuing to donate time outside of Spirit Day.

## ALLENTOWN, PA JUVENILE DIABETES RESEARCH FOUNDATION

President of the iHeartMedia Allentown/Harrisburg Region, Dan Lankford, serves as the Advocacy Team Chair for the Central Pennsylvania Chapter of the Juvenile Diabetes Research Foundation. Every year, he travels to Washington, DC to meet with members of Congress and discuss pending legislation important to JDRF. He uses his Spirit Day to make the trip.

## BIRMINGHAM, AL SALVATION ARMY

iHeartMedia Birmingham employees dedicated their Spirit Day to help sort, wrap and package nearly 5,800 gifts to be distributed to local families through the Salvation Army during the holidays.

## NASHVILLE, TN LOCUST FORK ELEMENTARY

iHeartMedia Nashville's Katie Swann used her Spirit Day to speak to sixth graders at Locust Fork Elementary in an effort to inspire them to set big goals for themselves as they think about their futures. She also discussed her personal struggles with bullying when she was younger.

## HATTIESBURG, MS ABBIE ROGERS CIVITAN CAMP

iHeartMedia on-air announcer Sherri Marengo has used her Spirit Day for the last 15 years to volunteer at the Abbie Rogers Civitan Camp where she helps mentally challenged adults prepare for their annual stage performance.

## BIRMINGHAM, AL HUGH O'BRIAN YOUTH LEADERSHIP ORGANIZATION

Each year, iHeartMedia employee Hilary Mills volunteers with the Hugh O'Brian Youth Leadership Organization to inspire and lead today's youth into a life dedicated to leadership and service. Hilary went through the program when she was in high school and has volunteered ever since.

## MOBILE/PENSACOLA, AL FUSE PROJECT

iHeartMedia Mobile/Pensacola teamed up with the Fuse Project to raise money for local children's charities. Not only did the stations promote the 3rd Annual Dragon Boat Race at Battleship Park on-air, but they created a team including on-air talent, administrative assistants and partners to participate in the race.

## CHICAGO, IL RONALD MCDONALD HOUSE

Members of iHeartMedia Chicago came together to cook and serve dinner at the local Ronald McDonald House. Ronald McDonald Houses act as a place to stay for families with hospitalized children who are being treated at nearby hospitals and medical facilities.

## NEW YORK, NY FORESTBURG SCOUT RESERVATION

Kevin Wong, Manager of Communications for iHeartMedia, volunteers each summer as a camp commissioner at Forestburg Scout Reservation, a 1,200 acre reserve in New York State serving Boy Scouts of America's Monmouth Council. Each day he teaches a variety of scouting and survival skills, manages the camp's operations, organizes activities for Scouts and assists merit badge counselors with classes.



# HOLIDAY GIFT DRIVES

During the holiday season a number of iHeartMedia radio stations participate in a series of grassroots gift and food drives that help brighten the holidays for children and families in need. Thanks to the generosity of iHeartMedia employees and listeners, the company has collectively been able to provide holiday gifts and essentials for hundreds of disadvantaged children, teens, and seniors, many of whom would not otherwise have received gifts or a nutritious meal during the holidays.

Below are just a few highlights from iHeartMedia's 2016 Holiday Drives:

## NEW YORK, NY NEW YORK CARES WINTER WISHES

In 2016, iHeartMedia NYC partnered with New York Cares, the largest volunteer network in New York City, to deliver specific holiday gifts to families throughout the city. Employees responded to over 250 handwritten letters from kids and teens requesting a specific toy or present they wanted or needed. Gifts were then distributed through three NYC

organizations — New York Public Library, Homes for the Homeless — Saratoga Family Inn and Urban Strategies Early Learn.

## ALBANY, NY U.S. MARINE CORPS RESERVE TOYS FOR TOTS

In October 2016, PYX 106 hosted the Toys for Tots Bike Run, which kicked off their annual Toys for Tots campaign. The station encouraged listeners to visit its website to learn where they could donate a toy. The station, led by midday host Dr. John, also took part in the Toys for Tots Holiday Train on December 4, where toys were transported by train to local communities along the train route. In 2016, PYX 106 helped collect thousands of toys and raised over \$7,600 for the Capital Region Toys for Tots Foundation.

## BATON ROUGE, LA ANGEL TREE

From November 18 - December 9, iHeartMedia Baton Rouge participated in the Salvation Army's annual Angel Tree

# HOLIDAY GIFT DRIVES CONTINUED

program, which asks people to adopt a family for Christmas by purchasing new clothing and toys. The stations' efforts helped the Salvation Army provide more than 29,000 gifts to 4,000 children in the Greater Baton Rouge area.

## CAPE COD, MA STUFF-A-BUS

From December 9 - 11, 106 WCOD held their annual Stuff-A-Bus toy drive, which was a collaboration with Toys "R" Us and the U.S. Marine Corps Reserve. During the three-day event, the station broadcasted for 60 hours and invited the community to bring an unwrapped toy to the bus to make a Cape Cod child's Christmas wish come true. The 2016 Stuff-A-Bus toy drive collected nearly 30,000 toys for local children for the holidays.

## CHARLOTTE, NC HARVEST FEAST

In November, 99.7 The Fox teamed up with Second Harvest Food Bank of Metrolina, an organization that strives to eliminate hunger through education and advocacy, to promote their annual Harvest Feast food drive. The station promoted the event on-air, online and via social media to encourage listeners to donate food and money to help feed families during the holiday season. In 2016, the Harvest Feast drive raised \$13,000 and collected over 5,000 pounds of food, which provided 64,000 meals for those in need.

## CHATTANOOGA, TN CHRISTMAS FOR KIDS TOY DRIVE

On December 9, iHeartMedia Chattanooga participated in the annual Christmas for Kids Toy Drive to benefit the Forgotten

Child Fund, an organization that ensures children in need and their families have a memorable holiday. The stations were on-site during the drive and encouraged listeners to drop off toys at their radio station. As part of iHeartMedia Chattanooga's efforts, almost \$30,000 was raised for the Forgotten Child Fund, which had Santa Claus and over 50 emergency vehicles drop the presents off to children on Christmas Eve.

## DENVER, CO GIFTS FOR GRANDS

In December of 2016, Channel 93.3 midday host Bailey held her annual Gift for Grands event to help those living in assisted living homes with little to no surviving family and friends or visitors. The station asked listeners to help collect, wrap and deliver the presents during the holidays and in 2016, Gifts for Grands delivered gifts to over 200 local residents.

## FARMINGTON, NM T'S FOR TURKEYS

During the holiday season, iHeartMedia Farmington stations hosted their annual T's For Turkeys food drive and collected frozen turkeys in partnership with the Salvation Army. The holiday-driven on-air campaign generated over 300

turkeys donations and over 1,200 people were served free Thanksgiving Day dinner. In addition, over 700 families received a food basket for Christmas.

## MONTEREY / SALINAS, CA HOLIDAY FOOD DRIVE

On November, 102.5 KDON took part in a holiday food drive to benefit Second Harvest Food Bank of Santa Cruz County, an organization that strives to eliminate hunger through education and advocacy. The station promoted the drive on-air, online and via social media to encourage listeners to donate food and money. The holiday food drive collected over 10,000 pounds of food to help feed families during the holiday season.

## NEW YORK, NY HOLIDAY GIFT WRAPPING PARTY

On December 19, 106.7 Lite-FM hosted a party to wrap toys for children at the Bristol Myers Squibb Children's Hospital at The Robert Wood Johnson University Hospital. The station encouraged listeners to donate to the hospital and help wrap the gifts while artists performed well-known holiday songs. In 2016, close to 300 listeners wrapped over 2,500 gifts that were dropped off at the hospital for the children and the station's efforts also raised over \$37,000 for the hospital.

# HOLIDAY GIFT DRIVES CONTINUED

## POUGHKEEPSIE, NY

### COAT DRIVE AT MID-HUDSON SUBARU

On November 11, 2016, Q92 hosted their 13th annual Coat Drive at Mid-Hudson Subaru. The kickoff event featured performances from local artists and bands and collected more than 500 coats. The drive continued throughout the holiday season and resulted in more than 2,000 coats being collected and distributed to organizations in Dutchess and Ulster counties.

## POUGHKEEPSIE, NY

### GREATER HUDSON VALLEY TOY DRIVE

Every December, iHeartMedia Poughkeepsie collects new and unused toys for the Greater Hudson Valley Toy Drive to benefit several youth-serving organizations in the Hudson Valley. In 2016, the stations promoted the series of holiday toy drives on-air and hosted multiple collection sites in partnerships with local businesses. The 2016 toy drive collected and distributed toys to 25 organizations.

## PROVIDENCE, RI

### TOYS FOR TOTS

iHeartMedia Providence partnered with the U.S. Marine Corps Reserve to hold their annual Toys for Tots drive to collect toys for local children in need. The stations promoted the drive throughout the holiday season and broadcasted live on December 3 while collecting toys from listeners. In 2016, the campaign filled a record twelve tractor trailer trucks with toys for local children.

## SAN ANTONIO, TX

### ELF LOUISE CHRISTMAS PROJECT

News Radio 1200 WOAI partnered with the North Star Mall on December 2 - 3 for a radiothon and online auction to benefit the Elf Louise Christmas Project, a local non-profit organization that purchases and delivers toys during the holiday season to Bexar County's less fortunate children. The station promoted the two-day broadcast on-air and online for the week prior to the event and encouraged listeners to donate. In 2016, the radiothon raised over \$250,000, which provided needed presents for more than 25,000 children.

## SAN FRANCISCO / SAN JOSE, CA

### SANA CLAUS TOY AND FOOD DRIVE

106 KMEL hosted their fourth annual Sana Claus Toy and Food Drive on December 16 to benefit the Alameda County Food Bank and the Alameda County Fire Department's Holiday Gift Program. The Sana G Morning Show broadcasted live from a local Chili's restaurant and encouraged listeners to drop off toy donations and non-perishable food. The four-hour broadcast collected over 400 pounds of food, which is the equivalent of about 350 meals for the community, as well as ten barrels of toys and over \$700 in donations.

## SARASOTA / BRADENTON / VENICE, FL

### HOLIDAY TOY DRIVE

On December 9, 92.1 CTQ partnered with Conley Buick GMC for their annual toy drive to benefit Toys for Tots. During the drive, the station broadcasted live for 12 hours at a local Walmart Supercenter and encouraged listeners to donate. The station's efforts helped collect over \$15,000 in cash and toys for local children.

## SAVANNAH, GA

### CHRISTMAS WISH

During December 2016, 98.7 The River hosted their 18th annual Christmas Wish campaign to give holiday gifts to local families whose loved ones are undergoing cancer treatment. On-air host Mark Robertson shared letters from nurses at Dwaine & Cynthia Willett Children's Hospital of Savannah who nominated families who could not experience the joy of the holiday because of the financial expenses of cancer. The 2016 Christmas Wish campaign raised \$30,000 for 10 local families.

## TOLEDO, OH

### TOY-A-THON

92.5 Kiss FM and 101.5 The River partnered with the Salvation Army to hold their annual Toy-A-Thon toy drive on December 3 at a local shopping mall. The eight-hour live broadcast encouraged listeners to donate cash and new toys to spread cheer to underprivileged families during the holiday season. In 2016, Toy-A-Thon collected more than 2,000 toys and just over \$1,000 in donations for the Salvation Army of Northwest Ohio.



# HOLIDAY GIFT DRIVES CONTINUED

## **TUCSON, AZ** **12 DAYS OF GIVING**

From December 5 through December 16, 93.7 KRQ partnered with the Tucson Federal Credit Union for 12 Days of Giving to benefit Youth on Their Own and the Sunnyside Unified School District-McKinney-Vento program, which both provide homeless children and young adults with clothing and other necessities. The station encouraged listeners to bring unwrapped toys, gift cards and clothing to various drop-off locations. As part of their efforts, the station delivered more than 20 bags of donations to the charities before the holidays.

## **FORT HOOD, TX** **AUSA TOY DRIVE**

News Talk 1230 teamed with the Fort Hood chapter of the Association of the United States Army to host the annual Fort Hood AUSA Toy Drive from November to December of

2016. The station promoted the event on-air and online and encouraged listeners to donate toys on the station's website or at participating Walmart locations. In 2016, over 850 toys were donated to almost 300 local children with at least one parent who was deployed and children whose families needed assistance.

## **WEST PALM BEACH / FT. PIERCE, FL** **DUELING TOY DRIVE**

On December 10, KOOL 105.5's The Mo & Sally Morning Show teamed up with the U.S Marine Corps Reserve Toys for Tots program for Mo & Sally's 13th Annual Dueling Toy Drive. During the all-day event, Mo and Sally broadcasted live from separate Toys "R" Us locations in a friendly competition to see who could collect the most new unwrapped toys. In 2016, the morning show hosts collected 3,400 toys, which were distributed as Christmas gifts to less fortunate children in the local community.





# 2016 HONORARY AWARDS & RECOGNITION

Each year iHeartMedia, its key executives, and iHeartMedia local radio stations are honored by various groups and organizations for their charitable contributions to a wide variety of causes and initiatives. In 2016, iHeartMedia, Inc.'s Chairman and CEO Bob Pittman accepted the The Broadcasters Foundation of America's Golden Mike Award for his decades of leadership within the broadcasting industry. Additionally, a number of local radio stations received awards and recognition for efforts in their communities.



# BROADCASTERS FOUNDATION OF AMERICA

## 2016 GOLDEN MIKE AWARD

The 2016 Broadcasters Foundation of America Golden Mike Award was presented to Bob Pittman, Chairman and CEO of iHeartMedia, Inc., on February 29, 2016 at the Plaza Hotel in New York City in support of the Foundation's charitable mission of helping broadcasters in need. More than 325 radio and television industry executives and celebrities were in attendance for the event, which was hosted by Elvis Duran, host of Elvis Duran and the Morning Show, which originates on iHeartMedia's Z100 in New York and is nationally syndicated on more than 80 radio stations across

the country. The evening's presenters included Jarl Mohn, President and CEO of NPR, and John Sykes, President of iHeartMedia Entertainment Enterprises.

The Broadcasters Foundation of America has distributed millions of dollars in aid to thousands of broadcasters and their families who lost their livelihood through a catastrophic event, debilitating disease, or unforeseen family tragedy. The Golden Mike Award 2016 Gala raised \$400,000 for broadcasters in need.



# 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 2016, iHeartMedia drew attention to a variety of important issues

supporting thousands of local nonprofits, and below is a snapshot of individual iHeartMedia stations that were recognized for their community-related contributions.

STATION NAME	MARKET	BIGGEST AND BEST AWARD
100.3 The Peak	Albuquerque, NM	National Association of Broadcasters: 2016 Crystal Award finalist
KVJM-FM	Bryan, TX	Big Brothers Big Sisters: Brazos Valley Big Sister of 2016
106 WCOD	Cape Cod, MA	Hyannis Chamber of Commerce: Community Award
103.5 KISS FM	Chicago, IL	Illinois Broadcasters Association: Silver Dome Award for Best Radio Local Broadcast Team
93.9MYfm	Chicago, IL	Illinois Broadcasters Association: Silver Dome Award for Best Radio Non-Humorous Commercial
BIG 95.5	Chicago, IL	Illinois Broadcasters Association: Silver Dome Award for Best Radio Station Use of New Media

# IHEARTMEDIA LOCAL MARKETS

RECOGNIZED FOR DOING GOOD



STATION NAME	MARKET	AWARD
WGCI, V103. Inspiration 1390	Chicago, IL	Illinois Broadcasters Association: Silver Dome Award for Best Radio PSA for Local Charity
102.7 WEBN	Cincinnati, OH	Freestore Foodbank/Feeding America: 2016 Community Partner of the Year Award
WNCI 97.9	Columbus, OH	Central Ohio March of Dimes: 2016 Media Supporter of the Year Award
Power 102	El Paso, TX	City Magazine: Best Radio DJ (Mike Dee)
Magic 107.9	Fayetteville, AR	Arkansas Children's Hospital: New Event of The Year
iHeartMedia Hartford	Hartford, CT	Special Olympics of Connecticut: Presidents Award
iHeartMedia Hartford	Hartford, CT	Women Raising Awareness Philanthropically: Woman of the Year (Renee DiNino)
WHLH, WMSI, WJDX FM and AM, WSTZ	Jackson, MS	American Cancer Society: Lighthouse Media Award
100.3 THE EDGE	Little Rock, AR	Arkansas Chapter of Public Relations Society of America: 2016 Prism Awards
NewsRadio 610	Manchester, NH	New Hampshire Association of Broadcasters: 2016 Granite Mikes/Merit Award for Promotion

STATION NAME	MARKET	AWARD
WMRN-AM	Marion, OH	American Red Cross North Central Ohio Chapter: 2016 Red Cross Hero Award
Power 105.1	New York City, NY	New York State Broadcasters Association: Serving New York Award
KJYO	Oklahoma City, OK	Oklahoma Association of Broadcasters: 2016 Community Service Award
Newsradio 102.5 WFLA	Orlando, FL	Orlando Business Journal: Best Radio Station in Central Florida
NewsRadio AM 600 KOGO	San Diego, CA	San Diego Press Club: Annual Excellence in Journalism Awards
105.9 KGBX	Springfield, MO	Association of Fundraising Professionals: Outstanding Philanthropic Media Organization of the Year
Power 620	Syracuse, NY	McMahon Child Advocacy Center: Champion 4 Children
HOT 107.9	Syracuse, NY	New York State Broadcasters Association: Best PSA Award



**MACYS**  
**iHeart**  
**RADIO**  
**RISING**  
**STAR**★

# MUSIC DEVELOPMENT

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

# MUSIC DEVELOPMENT CONTINUED

## ARTIST INTEGRATION PROGRAM (AIP)

Now in its sixth year, iHeartMedia's Artist Integration Program is designed to increase audience awareness of new music projects from both established and developing artists through on-air and online promotional campaigns. By leveraging iHeartMedia's powerful properties, including its 858 radio stations in 150 cities and its national digital platform, the campaigns provide the opportunity for artists, record labels and the music industry to maximize exposure for new singles and albums — ultimately strengthening artist development and sales.

## DIGITAL ARTIST INTEGRATION PROGRAM

In 2012, iHeartMedia extended the Artist Integration Program to its digital platform. Each month, five 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 2016, iHeartMedia executed 540 Digital Artist Integration Programs.

### LIST OF ON THE VERGE ARTISTS:

Maren Morris	Ro James	Kent Jones	Kehlani
The Strumbellas	Kayla Brianna	Bishop Briggs	Judah & The Lion
Zayn	Tucker Beathard	Joey Bada\$\$	Lauren Alaina
Lukas Graham	James Bay	Wrabel	Belly

## ON THE VERGE

The On The Verge Artist program promotes key tracks and artists that iHeartMedia programmers are excited about and know their listeners will love. Each month, iHeartMedia selects an artist in each format based on surveys and feedback from these programmers and launches a six-week program that includes on-air exposure as well as significant digital and social support across iHeartMedia's entire platform. All On The Verge Artists charted to the top 30, with more than half landing in the top 10, and nearly a third claimed the No. 1 chart slot. iHeartMedia's 'On The Verge' program launched and positioned the success of the below artists.

## 2016 MACY'S IHEARTRADIO RISING STAR

Now in its sixth year, the Macy's iHeartRadio Rising Star campaign is a nationwide search for new music and artists

in which iHeartMedia industry experts join with Macy's to select 10 emerging artists to present to fans across America. Full artist biographies, music tracks and videos are made available online to help fans choose their favorite artist.

In 2016, iHeartRadio listeners and Macy's shoppers cast more than 14 million votes for their favorite up-and-coming artists, crowning Los 5 as the 2016 Macy's iHeartRadio Rising Star. iHeartRadio fans and Macy's shoppers also heard music from the top five Rising Star finalists on iHeartRadio via Macy's exclusive mstyleradio, the retailer's own radio station which also broadcasts live in-store at Macy's mstylelab Junior's and Young Men's departments nationwide. Los 5 performed alongside music's biggest stars at the 2016 iHeartRadio Music Festival in Las Vegas on September 23 and 24, in addition to taking the stage for Z100's Jingle Ball pre-show and iHeartRadio's Fiesta Latina.

### LIST OF 2016 AIP ARTISTS:

Panic! At the Disco	Cole Swindell	NEEDTOBREATHE	Skillset
Charlie Puth	Desert Trip	Kaleo	Maren Morris
Kevin Gates	Blake Shelton	Steven Tyler	Mandy Jiroux
Wiz Khalifa	Dan & Shay	Keith Sweat	Chris Janson
K. Michelle	Frankie Ballard	Gucci Mane	Grouplove
Weezer	Fitz & The Tantrums	O.A.R.	The Beatles
Aix Veliz	Red Hot Chili Peppers	Chris Lane	Green Day
Enrique Iglesias	Margo Price		



# LOCAL ADVISORY BOARDS

Local Advisory Boards (LABs) play an integral role in guiding iHeartMedia's support of the most relevant issues impacting individual communities. Quarterly or bi-annual LAB meetings bring together a group of community representatives with broad-based expertise and are designed to serve as a forum for iHeartMedia executives, local communities, government and educational leaders to discuss issues and solutions in an open, collegial environment. The diverse boards in each market carefully monitor public opinion and assist iHeartMedia teams in identifying and implementing projects that enable meaningful public service in each community.

For over 10 years, these Local Advisory Boards have improved iHeartMedia's ability to effectively collaborate with community partners to meet important local needs. There are currently over 1,500 LAB members across iHeartMedia's 150 markets, with new members being added annually.

# LABS CONTINUED



Left to right: Joseph M. Harrington, Karen Cardarelli, Janice Lucas, Bob McCoy, Michele Anthony, Melannie Denise Cunningham

**JOSEPH M. HARRINGTON**  
**REGIONAL HEALTH OFFICER/  
ADMINISTRATIVE LAW JUDGE**

ILLINOIS DEPARTMENT OF PUBLIC HEALTH  
CHICAGO, IL  
LAB MEMBER SINCE 2006 (11 YEARS)

"In the years that I've had the honor to be a member of the iHeartMedia Chicago Local Advisory Board, I have had the chance to meet new colleagues, make new friends, serve as a voice for my community and, most importantly, work with an organization and group of people who not only excel at what they do, but also operate in the best interest of the broader community. I value the time I spend with them and look forward to continuing to work with them to do our part in making all of Chicagoland a better place to live, work and play."

**KAREN CARDARELLI**  
**EXECUTIVE DIRECTOR / CO-FOUNDER**

EMERALD CITY THEATRE  
CHICAGO, IL  
LAB MEMBER SINCE 2015 (2 YEARS)

"Now in my second year on the LAB, I have been able to connect with leaders who truly are in the front lines of Chicago's needs and challenges. Chicago's youth need hope, and the iHeartMedia Chicago Local Advisory Board understands that. In turn, I've been able to offer up my organization's resources to support others contributing to the Local Advisory Board. I feel proud of the spirit of collaboration and proactivity of this group - all focusing on bettering Chicago."

**JANICE LUCAS**  
**EXECUTIVE DIRECTOR**

LEAD COALITION OF BAY COUNTY, INC.  
PANAMA CITY, FL  
LAB MEMBER SINCE 2015 (2 YEARS)

"Participating in the iHeartMedia Local Advisory Board connects me with community and business leaders with whom I may not otherwise have an opportunity to interact. These connections have helped me in my community work and have helped others to better understand social issues that they may not have considered before our interaction."

**BOB MCCOY**  
**PRESIDENT / CEO**

EAU CLAIRE CHAMBER OF COMMERCE  
EAU CLAIRE, WI  
LAB MEMBER SINCE 2009 (8 YEARS)

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

**MICHELE ANTHONY**  
**EXECUTIVE DIRECTOR**

NATIONAL KIDNEY FOUNDATION  
WASHINGTON, DC  
LAB MEMBER SINCE 2010 (7 YEARS)

"Being a member of the Local Advisory Board has given me the opportunity to meet many non-profit leaders and iHeartMedia executives - it's an ideal forum to come together as a team to address the issues and needs of our community. We are deeply grateful to iHeartMedia for its commitment to improving lives in the Washington, DC area."

**MELANNIE DENISE CUNNINGHAM**  
**DIRECTOR OF MULTICULTURAL  
OUTREACH AND ENGAGEMENT**

PACIFIC LUTHERAN UNIVERSITY  
CAMPUS MINISTRY  
SEATTLE, WA  
LAB MEMBER SINCE 2004  
(13 YEARS, FOUNDING MEMBER)

"The perspective I bring to the LAB represents the voices of underrepresented and underserved populations. It is an honor to collaborate with iHeartMedia on ways to engage its listeners in community building efforts. I have enjoyed my time serving on the board."





# IHEARTMEDIA'S ON-AIR PERSONALITIES

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



# BOBBY BONES

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

With an affinity for helping others, Bobby Bones is involved in multiple charitable initiatives and supports an array of philanthropic causes.

Since April 2014, Bones has helped raise a total of \$5.9 million for St. Jude Children's Research Hospital. Most recently, "The Bobby Bones Show" raised over \$1.3 million in one day as part of its St. Jude Radiothon, which aired live and included a number of Country superstars. Additionally, Bones has made a number of visits to St. Jude Children's Research Hospital in Memphis, TN with his comedy band The Raging Idiots, performing for patients. In 2016, he was presented with a St. Jude gold record to recognize his contribution in helping raise millions of dollars for the hospital.

Bobby Bones is an avid supporter of The MusiCares Foundation, a nonprofit that provides a safety net of critical assistance for musicians in times of need. From March 3-7, The Bobby Bones Show launched 'Pimpin Joy Week' in an effort to inspire, influence and encourage people to spread happiness and to do good things for others. The campaign included social media support as well as the sale of merchandise with proceeds benefitting The MusiCares Foundation.

In 2016, Bobby Bones was elected to the Board of Directors for Musicians On Call, an organization that brings live and recorded music to the bedsides of patients in healthcare facilities.



# RYAN SEACREST

## RYAN SEACREST FOUNDATION

Over a dinner with his family, iHeartMedia radio personality Ryan Seacrest decided he wanted to create a foundation that would lift the spirits of hospitalized kids and their families. Along with his parents and sister, Meredith, he created the Ryan Seacrest Foundation, a nonprofit organization dedicated to inspiring today's youth through entertainment and education-focused initiatives. The foundation's main initiative is to build broadcast media centers, named Seacrest Studios, in children's hospitals across the country, allowing patients to interact with a state-of-the-art radio/TV studio and meet some of the biggest stars in entertainment. Today, the Ryan Seacrest Foundation operates 10 studios across the country in children's hospitals in Atlanta, GA; Philadelphia,

PA; Boston, MA; Dallas, TX; Orange County, CA; Charlotte, NC; Cincinnati, OH; Washington, D.C.; Denver, CO; and Nashville, TN — the most recent addition. Taylor Swift, Tove Lo, Eric Paslay, Alessia Cara, Keith Urban, Lady Antebellum, Nick Jonas, The Chainsmokers, Hailee Steinfeld and Charlie Puth are just a few of the music artists who visited the studios in 2016 and met with patients.

iHeartMedia supports the amazing work of the Ryan Seacrest Foundation in a variety of ways throughout the year, including providing national engineering and programming support, and executing national and local fundraising programs.



# RUSH LIMBAUGH

## MARINE CORPS LAW ENFORCEMENT FOUNDATION AND LEUKEMIA & LYMPHOMA SOCIETY

In 2016, Rush Limbaugh released the fifth book in his award-winning “Rush Revere” series for children focused on American History — “Rush Revere and the Presidency.” He donates thousands of copies of the books to libraries and other learning institutions, and a portion of the profits from both the sale of the book series and Limbaugh’s Two If By Tea® is donated to the Marine Corps Law Enforcement Foundation, which benefits the surviving families of our fallen soldiers and first responders. To date, more than \$500,000 has been donated.

In April 2016, Limbaugh hosted his 26th annual on-air Leukemia & Lymphoma Society Cure-A-Thon. He dedicated portions of his Premiere Networks-syndicated radio program to encourage listeners to join the effort to find a cure for leukemia, lymphoma, Hodgkin’s disease and myeloma, and to improve the quality of life for patients and their families. More than \$3.3 million was raised for the Leukemia & Lymphoma Society through on-air and online donations in 2016, and over the last 26 years, Limbaugh has raised more than \$47 million for the organization.



# ELVIS DURAN

## UNICEF & VARIOUS ORGANIZATIONS

Elvis Duran is a committed philanthropist with several causes close to his heart. He currently serves as co-chair of Rosie's Theater Kids, an organization that brings enrichment through the arts to underprivileged Manhattan children, as well as the board of directors for Rock & Rawhide, a nonprofit organization that aims to increase animal adoptions, while also providing a stress-free life for animals surrendered to shelters. As an advocate for the LGBTQ community, Duran also 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. Also in 2016, Duran donated more than \$200,000 to organizations such as UNICEF; the Staten

Island Zoo's annual endowment; the U.S. Marine Corps Reserve's Toys for Tots, which supplies Christmas gifts to less fortunate children nationwide; Ronald McDonald House Charities; Cookies for Kids' Cancer, an organization that provides annual research grants to five of the nation's leading pediatric cancer centers to advance the development of less toxic, more effective treatments for children battling cancer; and Paws of War, an organization that trains and places rescued dogs to serve and provide independence to military veterans who suffer the emotional effects of war. In addition, Duran is a partner to Musicians On Call, which brings live and recorded music to the bedsides of patients in healthcare facilities, and he will be honored by the organization in 2017 for his contributions.



# STEVE HARVEY

## THE STEVE AND MARJORIE HARVEY FOUNDATION

The mission of The Steve and Marjorie Harvey Foundation is to ensure that the needs of the whole child are met through the development of programs and support of community-based organizations that foster excellence in the areas of health, education and social well-being within urban and ethnically diverse communities. The two cornerstone programs are The Steve Harvey Mentoring Program for Young Men, which aims to share, teach and demonstrate the principles of manhood to young men; and the Girls Who Rule The World Mentoring Weekend, a program designed by Marjorie Harvey to enhance the development of young girls and provide a forum to expose them to the benefits and importance of positive self-image, responsible personal conduct, and self-respect. In 2016, these programs mentored hundreds of young adults in cities across the country, and iHeartMedia supported the effort with national sponsor integrations, on-air promotions and programming. But the mentoring doesn't stop once the camps are over. Thanks to a Harvey Foundation partnership with the AT&T Aspire

Mentoring Academy, mentees participated in quarterly skill-building sessions throughout the year. In addition, mentees from the Girls Who Rule The World program traveled to Belize with Harvey Foundation partner Girls Going Global. This international travel camp combined education, adventure, and service to create transformation experiences.

In 2016, Harvey also launched the Ride For Charity — an epic journey where for four hours a day, for four weeks, he exercised on a treadmill, elliptical and bicycle to raise awareness and over one million dollars for the Harvey Foundation. Finally, the Harvey Foundation and Premiere Networks partnered to give away 8,000 turkeys as part of "The Steve Harvey Morning Show" Annual Turkey Give. More than 80 affiliates of "The Steve Harvey Morning Show" gave the turkeys away to help those less fortunate celebrate the Thanksgiving holiday. Since the Turkey Give was launched in 2009, more than 50,000 turkeys have been provided to those in need.



# DELILAH

## POINT HOPE

Point Hope started as a handful of friends gathered around Delilah's kitchen table making hundreds of tuna fish sandwiches for hungry families, and has grown into a nonprofit organization focused on raising awareness of the broken condition of the foster care program in the United States, and promoting forever adoptions as a viable solution. Point Hope is also dedicated to helping refugees in Buduburam, Ghana and the surrounding district. Serving the community there each month by providing nutrition,

funds for education and access to medical care, Point Hope also oversees a fresh water distribution service for the needs of more than 30,000 Ghanaian residents unable to access potable water. Delilah made her 28th trip to Ghana in 2016, and celebrated her 12-year commitment to Point Hope by hosting the second-annual Farm-To-Table dinner fundraiser for 60 people at her home in Seattle. iHeartMedia supported Delilah's philanthropic efforts in 2016 through national on-air programming and digital resources.



# JOHNJAY AND RICH

## #LOVEUP FOUNDATION

In 2016, Johnjay and Rich continued their work with the #LoveUp Foundation, a nonprofit organization that provides assistance to nearly 400,000 kids living in U.S. foster care. The duo raises funds for the foundation through their #LoveUp campaign, which encourages people to pay it forward and spread the love. Proceeds from the sale of #LoveUp T-shirts, hats and accessories raise hundreds of thousands of dollars for the Foundation. In 2016, #LoveUp was expanded to #LovePup, which raises funds and awareness for rescue dogs. Johnjay and Rich hosted several adoption events throughout the year, and their most recent event in December helped find homes for 13 rescue puppies.

One example of the many #LoveUp moments that happened throughout year was a special birthday party for a child

named Omar, who was suffering from neuroblastoma and had a month to live. Johnjay and Rich rallied the local community in Portland to host the birthday party at Oaks Park, a local amusement park.

Johnjay and Rich closed out 2016 by helping nine families across the U.S. celebrate the holidays as part of their Christmas Wish program. One of the families lost everything, including their dog, when their home burned down a week before Christmas. Along with help from the Phoenix Fire and Police Departments, Johnjay and Rich helped the family buy the items they needed most, as well as Christmas presents. They were also surprised with a new puppy. Johnjay & Rich's Christmas Wish program has helped thousands of children and families in need for the past 15 years.





# BIG BOY

## TOGETHER IN HIS ARMS & VARIOUS ORGANIZATIONS

Big Boy is a long-time supporter of Together in His Arms, which provides support for families who have lost a child and helps pay the family's bills during their time of mourning. Big Boy offered a line of "Helllooo" holiday sweaters and T-shirts to benefit the organization. In 2016, Big Boy also participated in Bowling For Families, an annual charity

event benefitting several causes, including autism, cancer, civil rights, education, obesity, hunger, homelessness, health and veterans. In addition, Big recently launched a scholarship program to empower the community and provide financial literacy through education courses. Powered by Nu University, Big Boy offers over \$20 million in scholarships.



# CODY ALAN

## VARIOUS ORGANIZATIONS

Cody Alan was involved in several community projects in 2016. He traveled to both Turks and Caicos and the Bahamas, and participated in events supporting the Sandals Foundation, which benefits the education, environment and community of the Caribbean. He also hosted the daytime stage events at ACM Party for a Cause to raise funds for ACM Lifting Lives®, the charitable arm of the Academy of Country Music. In addition, Cody hosted the kickoff event for the 2016

Nashville Pride Fest and Nashville Lifestyles' Music in the City Showcase benefiting Musicians On Call. Cody's also been a huge supporter of the military. He partnered with Super 8 for the "Super 8 Salutes" tour across the country. Cody also visited troops overseas on the U.S. military base in Bahrain, bringing along CMT Hot 20 Countdown and Country duo Big & Rich.



# GLENN BECK

## MERCURY ONE

Glenn Beck created the nonprofit Mercury One to reflect his belief in the individual, self-determination, free enterprise and the essential need for faith. Through The Glenn Beck Program and premier outreach events such as Restoring Courage, Restoring Love, Man in the Moon and Restoring Unity, Glenn and the team at Mercury One raise monetary donations and supplies used for disaster relief, veterans, preserving history and empowering individuals, families and communities across the country. The non-profit celebrated a special milestone in August 2016 — the one-year anniversary of The Nazarene Fund, which surpassed their goal to rescue 400 persecuted Christian and religious minority families who fled the

genocide in the Middle East. By December they had provided humanitarian aid to more than 20,000 refugees and had helped to relocate more than 900 families to safe locations where they could restore their lives and practice their faith freely without fear of persecution. Mercury One and Glenn were also able to provide disaster relief throughout the United States in communities affected by flooding, tornados and wildfires. When tragedy struck in the summer of 2016 in Dallas, Texas, Glenn and his listeners rose to the occasion again to provide assistance to the families of the five fallen Dallas police officers.

# IHEARTMEDIA LOCAL



# LOCAL STATION HIGHLIGHTS

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

## MEDIA INVENTORY

in the form of radio and digital PSAs or billboard inventory

## CHAMPIONING THE MISSIONS

of various nonprofit groups

## SUPPORTING LOCAL EVENTS

like walkathons, fundraising events and supply drives

## TAKING ACTION

in communities facing disasters

## ADVOCATING THE ISSUES

engaging local officials and decision makers through their Local Advisory Boards

## TAKING ON INITIATIVES

throughout the year that affect cities across the country



# LOCAL HIGHLIGHTS

## **ROCK 106.9**

**AKRON, OH**

### **BE A BETTER ME FOUNDATION BACK TO SCHOOL BACKPACK HANDOUT**

On August 13, Rock 106.9 partnered with the Be A Better Me Foundation for a school backpack drive to benefit local underprivileged children. The station's The Stansbury Show promoted the drive on-air and via social media and encouraged listeners to donate backpacks. In 2016, Rock 106.9's efforts helped the Be a Better Me Foundation provide over 200 backpacks filled with school supplies to children in the community.

## **MY 101.7**

**AKRON, OH**

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

On December 4, My 101.7 hosted a live 13-hour radiothon to benefit the Akron-Canton Regional Foodbank. The station

promoted the event on-air, online and via social media and encouraged listeners to donate online or in-person at two local donation sites. As part of the station's efforts, over \$125,000 were collected for local residents in need.

## **98.1 KDD**

**AKRON, OH**

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

98.1 KDD held their annual Have a Heart, Do Your Part radiothon in February to benefit Akron Children's Hospital. During the three-day event, KDD morning show hosts Keith, Tony and Meg encouraged listeners to donate and spoke with guests who shared their inspiring stories. The 2016 radiothon raised \$712,000 for Akron Children's Hospital, bringing the Have a Heart, Do Your Part radiothon's 16-year total to \$11.7 million.



**96.3 WJIZ & 98.1 KISS-FM**  
**ALBANY / COLUMBUS, GA**  
**COMMUNITY CAR WASH**

During the summer of 2016, 96.3 WJIZ and 98.1 KISS-FM participated in four car washes to benefit CHY Foundation and X-Treme Players, two local non-profit children's organizations. The stations invited listeners to get their car washed and donate to both organizations. On-air personalities Miss Monique, DJ Darkchild, DJ Dewayne, DJ Tray and DJ Tripp joined members from both organizations during the events and helped wash cars. The events helped raise over \$500 for CHY Foundation and X-Treme Players.

**96.3 WJIZ & 98.1 KISS-FM**  
**ALBANY / COLUMBUS, GA**  
**FLINT WATER DRIVE**

From January 27 - 29, 2016, 96.3 WJIZ and 98.1 KISS-FM held a bottled water drive to help Flint, Michigan residents affected by the on-going water crisis. The stations broadcasted live during the event, which was also promoted online and on the stations' social media accounts. After the

three-day drive, iHeartMedia Albany's Alexander "Squeeze" Mathis drove a truck four hours to Flint to deliver the thousands of donated bottles of water. Once in Flint, Mathis joined on-air personality Miss Monique to personally deliver water to over 500 Flint residents who had emailed asking for assistance.

**WILD COUNTRY 99.9**  
**ALBANY, NY**  
**BARK & BREW**

Wild Country 99.9 was the media sponsor for the fifth annual Bark & Brew event on September 17. The station promoted the event on-air, online and via social media and provided music on-site during the event, which also featured dog friendly vendors and activities throughout the day. Proceeds from the 2016 Bark & Brew benefited local animal shelters and rescue organizations.

**99.5 THE RIVER & 98.3 TRY**  
**ALBANY, NY**  
**99.5 THE RIVER & 98.3**  
**TRY PET OF THE WEEK**

For the second year, 99.5 The River's Kevin and Shanna and 98.3 TRY's Jaime Roberts invited the Mohawk Humane Society to bring an adoptable pet to their studios each week. During the segments, the hosts encouraged listeners to adopt the animals and promoted other animals the Mohawk Humane Society had available for adoption. The pets were also featured in videos posted on the stations' websites. In 2016, 45 animals were placed with adoptive families.

**PYX 106**  
**ALBANY, NY**  
**VETS "ROCK" PYX 106**  
**ON VETERANS DAY**

PYX 106 observed Veterans Day with a special broadcast featuring military servicemen and women from the Capital Region. Prior to the event, PYX 106 encouraged local veterans

to visit the station website and submit why they wanted to be a guest DJ on PYX 106. On November 11, the station chose 10 veterans to host the station's programming, music and conversational topics for the day, as well as share stories about their time in Vietnam, Iraq and Afghanistan. PYX 106 also aired audio clips throughout the day featuring World War II veterans.

**PYX 106**  
**ALBANY, NY**  
**STARS FOR OUR TROOPS**  
**PROGRAM WITH PYX 106**

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



**PYX 106 & 810 & 103.1**

**NEWS RADIO WGY**

ALBANY, NY

**LEATHERSTOCKING HONOR FLIGHTS**

For the past three years, PYX 106 and 810 & 103.1 News Radio WGY have sponsored the Leatherstocking Honor Flights program, which provides World War II and Korean War veterans with free one-day trips to Washington, DC to experience the memorials. The stations promote the program annually on Memorial Day and Fourth of July weekend and encourage listeners to make online donations to help fund upcoming Honor Flights. WGY weekend morning show host Joe Gallagher broadcasts live from Albany International Airport the day of the flights, which take place throughout the year and include a ceremony for the veterans and their families. In addition, PYX 106's Dr. John volunteers as a guardian for a veteran. In 2016, over 150 veterans went on Honor Flights.

**PYX 106**

ALBANY, NY

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

In October 2016, PYX 106 hosted the Toys for Tots Bike Run, which kicked off their annual Toys for Tots campaign. On-air personality John Cooper participated alongside more than 600 community members who brought a new unwrapped toy or a \$10 cash donation. During the holiday season, PYX 106 also encouraged listeners to visit the station website to learn where they could donate a toy. The station, led by midday host Dr. John, also took part in the Toys for Tots Holiday Train on December 4, where toys were transported by train to local communities along the train route. In 2016, PYX 106 helped collect thousands of toys and raised over \$7,600 for the Capital Region Toys for Tots foundation.

**99.5 THE RIVER**

ALBANY, NY

**99.5 THE RIVER ANNUAL CHRISTMAS TOY DRIVE**

On December 10, 99.5 The River hosted their annual Christmas Toy Drive to collect new, unwrapped toys for local kids in need during the holiday season. Special guests Santa Claus, Mrs. Claus and Buddy the Elf made a special appearance with station staff to help collect toys. The annual drive was promoted on-air across KISS 102.3 and 98.3 TRY and included a live remote broadcast. Over 1,000 toys were collected and donated to local community organizations.

**99.5 THE RIVER**

ALBANY, NY

**PAY LESS FOR THE DRESS**

99.5 The River teamed up with local dry cleaner Best Cleaners to collect gently used formal dresses for Pay Less for the Dress events at the NY Women's Expo in February and Proctors Theatre in March. Best Cleaners cleaned all donated dresses and Capital Region residents were charged

just \$9.95 to purchase an affordable dress for prom. As a result of the two events, over \$4,000 was raised for Big Brothers Big Sisters of the Capital Region and Proctors Theatre's Education Scholarship fund.

**99.5 THE RIVER**

ALBANY, NY

**COMBAT CANCER WITH 99.5 THE RIVER**

In October 2016, 99.5 The River partnered with the Susan G. Komen foundation to raise community awareness of breast cancer treatment, prevention and resources. The month-long campaign kicked off at the Komen Northeastern New York Race for the Cure where on-air personalities broadcasted live from several local locations with the station's pink camouflage River Combat Cancer Van. During the live weekly broadcasts, hosts encouraged listeners to donate in tribute to someone special in their life. The campaign culminated with a special Combat Cancer event featuring music group The Rua and America's Got Talent magician Steve Brundage. In 2016, Combat Cancer with 99.5 The River raised over \$3,300 for Susan G. Komen of Northeastern New York.





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

810 & 103.1 News Radio WGY and 99.5 are longtime supporters of the The Children's Hospital at Albany Medical Center. On May 5 and 6, the stations hosted the annual Children's Miracle Network Radiothon. This two-day event featured interviews with patients, families and medical staff and raised more than \$280,000 for The Children's Hospital at Albany Medical Center.

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

From November 16 - December 23, 810 and 103.1 News Radio WGY asked listeners to donate to their 37th annual WGY Christmas Wish program, which distributed donations to

aid local non-profit children's organizations. Donations were collected at various sponsor locations, online, at a special live broadcast Breakfast with Santa event and during a morning-long radiothon hosted by morning show personalities Chuck and Kelly. In 2016, the WGY Christmas Wish program raised over \$100,000 and distributed grants to more than 100 organizations in the community. The event has raised more than \$3.2 million since 1979 to help local children in need.

**100.3 THE PEAK  
ALBUQUERQUE, NM  
RISE UP FOR KIDS**

On October 28, 100.3 The Peak joined television station KOB 4 for the second annual Rise Up For Kids fundraiser to benefit the Carrie Tingley Hospital, which specializes in pediatric orthopedic care. During the event, on-air personalities Jackie, Tony, Donnie and Ryan spent all day broadcasting from atop a local billboard. The 2016 Rise Up For Kids event raised over \$20,000 in just 12 hours.

**100.3 THE PEAK  
ALBUQUERQUE, NM  
UNIVERSITY OF NEW MEXICO  
CHILDREN'S HOSPITAL RADIOTHON**

In 2016, 100.3 The Peak held their 12th annual radiothon to benefit the University of New Mexico Children's Hospital. The two-day broadcast provided listeners with an inside look at the hospital and an opportunity to donate to the organization. Prior to the radiothon, 100.3 The Peak ran five weeks of live and recorded on-air mentions and posts on their website and social media accounts. The 2016 radiothon raised over \$185,000 for the children's hospital.

**95.1 ZZO  
ALLENTOWN, PA  
WHITEHALL VOLUNTEER FIRE  
DEPARTMENT HAPPY HOUR**

On October 5, 95.1 ZZO morning show hosts The Bearman and Keith hosted a happy hour to raise funds and awareness for the Whitehall Volunteer Fire Department. The station

wanted to thank the firefighters for their quick response when the station's van caught on fire earlier in the year. 95.1 ZZO encouraged listeners to donate and attend the event, which was broadcasted live and featured food, raffles and a meet and greet with local firefighters. During the two-hour event, 95.1 ZZO raised over \$1,300 for the local fire department.

**B104  
ALLENTOWN, PA  
BLACK AND BLUE BALL**

In 2016, B104 began a year-long partnership with the Lehigh Valley Chapter of the Muscular Dystrophy Association. In March, B104 morning show hosts Mike & Steph were the special guest emcees for the association's Black and Blue Ball, which raised \$189,000 to fight muscle wasting diseases and send 54 Lehigh Valley children to MDA Summer Camp. Station staff also volunteered at the summer camp on June 16. On October 5, the morning show personalities raised an additional \$700 when they participated in the MDA's Allentown Lock Up event.



**NEWSRADIO 790 WAEB**  
**ALLENTOWN, PA**  
**CHRISTMAS PRESENT DRIVE**

In December, NewsRadio 790 WAEB held their 33rd annual Christmas Present Drive for the Children’s Home of Easton. The station spent two weeks promoting the event on-air and asking listeners to donate presents, which were distributed during a special Christmas Party on December 17 at the shelter. The station hosted the two-hour party, which was broadcast live and replayed on Christmas morning. In addition, NewsRadio 790 WAEB was a partner on placing a gift tree at a local mall and asked residents to purchase a gift from those listed on the tree’s ornaments. As part of the station’s efforts, over \$114,000 was raised for the Children’s Home of Easton.

**IHEARTMEDIA ANCHORAGE**  
**ANCHORAGE, AK**  
**THE GREAT FIGGY PUDDING CAROLING COMPETITION**

On December 10, iHeartMedia Anchorage sponsored the first Great Figgy Pudding Caroling Competition to benefit Fur

Rondy Anchorage and other local non-profit organizations. The stations promoted the event on-air, online and at area locations for six weeks and encouraged participating teams to raise money. 101.3 KGOT personalities served as emcees for the competition, which also featured a caroling team comprised of iHeartMedia Anchorage staff. As part of iHeartMedia Anchorage’s efforts, over \$3,000 was raised for Anchorage Fur Rondy and other non-profits including Big Brothers Big Sisters, Special Olympics Alaska and Covenant House Alaska.

**101.3 KGOT**  
**ANCHORAGE, AK**  
**SOCKTEMBER SOCK DRIVE**

In September, 101.3 KGOT partnered with Dimond Center, Alaska’s largest mall, for their Socktember sock drive to collect socks, which are the most needed but least donated clothing item for those in need. The station promoted the sock drive on-air, online, on-site and via its social media throughout the month and encouraged listeners to donate. 101.3 KGOT’s Socktember collected hundreds of pairs of socks and additional items, which were donated to Covenant House of Alaska and The Downtown Soup Kitchen Hope Center.

**IHEARTMEDIA ANCHORAGE**  
**ANCHORAGE, AK**  
**POLAR PLUNGE**

In December 2016, iHeartMedia Anchorage was an official partner of the Special Olympics’ eighth annual Polar Plunge. All six iHeartMedia Anchorage stations encouraged listeners to support athletes participating in Alaska’s 2016 Special Olympics by donating or joining in the yearly event. The iHeartMedia Anchorage team jumped into the frigid December-in-Alaska water of Goose Lake. Magic 98.9 FM on-air talent Brian Ross participated in the Plunge in between hosting the event and interviewing teams. The iHeartMedia Anchorage team raised over \$2,700 and the annual event raised over \$300,000.

**99.9 KISS COUNTRY**  
**ASHEVILLE, NC**  
**KISS COUNTRY CARES FOR KIDS RADIOTHON**

99.9 Kiss Country hosted their eighth annual Kiss Country Cares for Kids Radiothon on March 3 and 4, which benefited the local Mission Children’s Hospital. Morning show hosts Eddie Foxx and Sharon Green of The Eddie Foxx Show broadcasted live and shared stories of the hospital’s lifesaving pediatric care. The 2016 radiothon raised over \$227,000 for the hospital, bringing the eight-year total to over \$1.3 million.

**WMAN-AM & FM**  
**ASHLAND-MANSFIELD, OH**  
**TALKING TRIBE LUNCHEON**

On February 11, WMAN sponsored the annual Talking Tribe Luncheon to benefit the Friendly House, a local United Way agency community center that provides low-cost recreational, educational and other programs to residents. The event, which was hosted by Cleveland Indians broadcast team Rusty Cates and Tommy Barnes, featured an auction of



Cleveland Indians memorabilia. In 2016, over 150 residents attended the luncheon, which raised over \$1,100 for the Friendly House.

**WNCO 101.3**  
**ASHLAND-MANSFIELD, OH**  
**COUNTRY CARES FOR**  
**ST. JUDE KIDS RADIOTHON**

On February 25 and 26, WNCO 101.3 held their 11th Country Cares for St. Jude Kids Radiothon. Throughout the two-day event, the station highlighted national and local examples of families who have benefited from the pediatric research and care facility's efforts. Station personalities Matt Appleby and Kelly Sheehan helped raise over \$40,000 and recruited more than 110 new Partners in Hope during the 2016 radiothon.

**105.7 THE BULL**  
**AUGUSTA, GA**  
**BFF BLITZ**

On September 1, 105.7 The Bull participated in the BFF Blitz radiothon to benefit the Southeastern Burn Foundation, which helps the families of burn patients being treated at the

Joseph M. Still Burn Center at Doctors Hospital. The station promoted the two-hour broadcast with PSAs and special promos and encouraged listeners to donate. As part of 105.7 The Bull's efforts, the Southeastern Burn Foundation raised nearly \$90,000 to support the victims of fires and toxins in their recovery along with their families.

**EAGLE 102.3**  
**AUGUSTA, GA**  
**TOYS FOR TOTS RIDE**

On November 19, Eagle 102.3 partnered with the U.S. Marine Corps Reserves for their ninth annual Toys for Tots Ride. The station promoted the charity ride on-air and online and helped raise over \$45,000 for the organization.

**EAGLE 102.3**  
**AUGUSTA, GA**  
**SOUTHEASTERN PARALYZED**  
**VETERANS OF AMERICA RIDE**

Eagle 102.3 partnered with the Southeastern Paralyzed Veterans of America for a charity ride to benefit Fort Gordon's Christmas House, which provides toys and holiday

meals to local families in need. The station promoted the event on-air and online and encouraged listeners to participate and donate. In 2016, the station's efforts helped the Southeastern Paralyzed Veterans of America raise over \$6,000 for Fort Gordon's Christmas House.

**104.3 WBBQ**  
**AUGUSTA, GA**  
**Q CARES FOR KIDS RADIOTHON**

On December 8 - 10, 104.3 WBBQ held their 17th annual Q Cares for Kids Radiothon to benefit the Children's Hospital of Georgia, which is the second largest children's hospital in the state. During the three-day broadcast, the station asked listeners to become "miracle makers" for the area's only children's hospital and interviewed local patients, families and hospital staff. In 2016, the radiothon raised over \$215,000 in donations and pledges to help the hospital.

**96.3 KISS FM**  
**AUGUSTA, GA**  
**PROM-A-PALOOZA**

On February 6, 96.3 Kiss FM morning show co-host Cher Best and her Cher's Sisters Only Club held their fourth annual Prom-A-Palooza, which collected prom gowns and accessories for teenaged girls in need. The station promoted the event on-air and online as part of their year-long effort to focus on issues of particular interest to women and girls. As part of the station's efforts, over 400 gowns were donated during Prom-A-Palooza and over 170 girls received ball gowns for prom.

**POWER 107**  
**AUGUSTA, GA**  
**THE AUGUSTA CITY CLASSIC**

On October 29, Power 107 helped promote the Augusta City Classic, an annual game between two HBCU college football teams that raises scholarship money for youth and non-profit organizations. The station promoted the event on-air and





did remote broadcasts and interviews during the weekend, helping the Augusta City Classic raise almost \$200,000 for scholarships. The Classic has raised over \$1.6 million for colleges, students and other non-profit organizations since its inception.

**AM 1300 THE ZONE**

AUSTIN, TX

**HELP-A-HERO RADIOTHON**

On November 10, AM 1300 The Zone partnered with the Paralyzed Veterans of America to host the inaugural Help-a-Hero radiothon. During the all-day event, the station encouraged listeners to donate and interviewed paralyzed veterans about their experiences and the life-changing work of the organization. The radiothon raised over \$10,000 to help provide free benefits and employment assistance services, adaptive sports programs and more to veterans, their families and their caregivers.

**KASE 101**

AUSTIN, TX

**THE BOSOM BALL**

KASE 101 hosted the inaugural Bosom Ball on October 12 to benefit the Austin chapter of the Susan G. Komen foundation. The station promoted the event for four weeks on-air and online. The star-studded show featured acoustic sets by Country stars The Band Perry, Maren Morris, Jana Kramer and Rae Lynn and raised over \$20,000 to help find a cure to end breast cancer.

**KASE 101**

AUSTIN, TX

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

On December 1 and 2, KASE 101 held their third annual Country Cares for St. Jude Kids radiothon in conjunction with Barton Creek Mall. The on-site event, which also featured a silent auction, promotes the hospital's mission through

inspirational stories from families of St. Jude patients who are battling cancer and other life-threatening diseases. During the two-day live broadcast, on-air personalities encouraged listeners to become Partners in Hope and donate to support the cause. In 2016, KASE 101 raised a record-breaking \$463,000 for St. Jude.

**98.1 KVET-FM**

AUSTIN, TX

**JUNIOR LEAGUE OF AUSTIN'S COATS FOR KIDS DRIVE**

On December 7, 98.1 KVET-FM hosted a live on-site broadcast at Rudy's BBQ in Austin, Texas for the 30th annual Junior League of Austin's Coats for Kids Drive. The station promoted the event for three weeks and encouraged listeners to donate new or gently used coats at Austin-area Jack Brown Cleaners locations to help keep local children warm during the cold winter months. The coat drive collected a record-breaking 34,551 coats in 2016.

**IHEARTMEDIA BAKERSFIELD**

BAKERSFIELD, CA

**ERSKINE FIRE WATER DRIVE**

After the Erskine fire destroyed over 40,000 acres and over 100 structures in June, iHeartMedia Bakersfield collected cases of bottled water and other goods on June 24 for the victims. On-air personalities broadcasted live and encouraged listeners to drop off supplies at the station, which were given to the Red Cross to aid those in need. More than 10,000 pounds of bottled water and goods were collected during the five-hour event.

**106.1 KRAB RADIO**

BAKERSFIELD, CA

**FREE 4 ALL 9**

On June 18, 106.1 KRAB Radio hosted the ninth annual Free 4 All 9, a free concert at the Kern County Fairgrounds to benefit the Armed Forces Support Riders, a local non-profit organization specializing in the support of new Armed Forces



recruits and those returning home. The event was hosted by station personalities Robin and Danny Spanks and included performances by Never Shout Never, Run River North, Holy White Hounds, Dreamers and Forget Your Friends. Over 5,000 listeners attended the benefit, which raised \$1,000 for the Armed Forces Support Foundation.

**98.5 THE FOX**  
**BAKERSFIELD, CA**  
**FAKE-A-PALOOZA 2**

98.5 The Fox held their second annual Fake-A-Palooza 2 music festival on August 27 featuring tribute bands Paradise City, Motley Crue'd, Fan Halen and local band the Aviators. A portion of the proceeds from the festival were donated to the Armed Forces Support Riders, which provides motorcycle escorts for newly deployed Armed Forces members, as well as those returning home from active duty. 98.5 The Fox's Mike Bell emceed the event, which had 2,000 attendees and raised over \$1,200 for the Armed Forces Support Riders organization.

**101.5 WYNK, 96.1 THE RIVER & 1150 WJBO**  
**BATON ROUGE, LA**  
**ANGEL TREE**

From November 18 - December 9, iHeartMedia Baton Rouge participated in the Salvation Army's annual Angel Tree program, which asks people to adopt a family for Christmas by purchasing new clothing and toys. The stations' efforts helped the Salvation Army provide more than 29,000 gifts to 4,000 children in the Greater Baton Rouge area who otherwise would have received little or nothing for the holidays.

**96.1 THE RIVER**  
**BATON ROUGE, LA**  
**CHILDREN'S MIRACLE NETWORK HOSPITALS RADIOTHON**

On November 17 and 18, 96.1 The River broadcasted their seventh annual radiothon for Our Lady of the Lake Children's Hospital in Baton Rouge. On-air hosts Murphy, Sam and

Jodi, Margie Maybe and Scotty Mac asked listeners to call in to become Miracle Makers and make donations for the kids and families at the hospital. The broadcast also featured interviews with patients, parents and doctors sharing their inspiring stories. The 2016 radiothon generated \$183,000 in donations for the hospital.

**102.5 WFMF**  
**BATON ROUGE, LA**  
**BATON ROUGE FOOD BANK**

On September 16, nationally syndicated morning show Kidd Kraddick made a special appearance at Walk-Ons restaurant to benefit the Baton Rouge Food Bank. 102.5 WFMF promoted the four-hour event on-air and via social media and invited listeners to stop by and donate to the organization. Walk-Ons restaurant also donated 10% of proceeds from sales made during Big Al and J-Si's appearance. 102.5 WFMF and Kidd Kraddick helped raise \$800, which allowed the Baton Rouge Food Bank to purchase much needed items during the busiest season of the year.

**K99 COUNTRY**  
**BILOXI, MS**  
**K99 HOMETOWN COUNTRY LIVE**

K99 Country partnered with the Hard Rock Casino on November 10 for K99 Hometown Country Live, a live version of their weekly broadcast highlighting regional talent. The concert benefitted St. Jude Children's Research Hospital and featured local bands Amanda Jones Band, Radio Mojo, The Jake Thibodeaux Band and The Bayou Boys. In 2016, Hometown Country Live raised over \$1,500 for St. Jude Children's Research Hospital.

**K99 COUNTRY**  
**BILOXI, MS**  
**COUNTRY CARES FOR ST. JUDE KIDS RADIOTHON**

On February 25 and 26, K99 Country hosted an 18-hour radiothon benefiting St. Jude Children's Research Hospital. During the two-day event, radio staff encouraged listeners to donate by sharing updates from St. Jude and talking with



local families whose children had benefited from St. Jude's research. The 2016 Country Cares for St. Jude Kids Radiothon raised nearly \$68,000 in donations for the children's research hospital.

**NEWS RADIO 105.5 WERC**  
**BIRMINGHAM, AL**  
**JDRF ONE WALK**

News Radio 105.5 WERC partnered with the Juvenile Diabetes Research Foundation to raise money for type 1 diabetes research and treatment as part of the organization's annual JDRF One Walk. The station promoted the event on their website and aired PSAs and interviews with JDRF representatives. JT from the station's Birmingham's Morning News with JT emceed the event and a record-breaking 500 walkers participated in the walk, which raised more than \$125,000.

**ALT 94.9**  
**BIRMINGHAM, AL**  
**ART PARTY**

On November 10, ALT 94.9 joined the Bell Center for Early Intervention Programs for the third annual Art Party. During

the event, local artists donated their art work to benefit the Bell Center and visitors were also treated to food and drinks. The station promoted the event on-air, online and via social media for three weeks and was on-site during the event to provide music and prizes. ALT 94.9 helped raise over \$10,000 for the Bell Center at the 2016 Art Party.

**MAGIC 96.5**  
**BIRMINGHAM, AL**  
**CHRISTMAS WISH**

Every December, Magic 96.5 holds their annual Christmas Wish campaign, which has been a staple in Birmingham for over 20 years and features an on-air auction with products and services donated by the station's partners to raise money for local underprivileged families. The station asks listeners to nominate families in need during the Christmas season and receives thousands of submissions every year. In 2016, Magic 96.5 raised \$13,000, which provided financial assistance to over 40 families in the Birmingham community.

**103.7 THE Q**  
**BIRMINGHAM, AL**  
**LITTLE BLACK DRESS PARTY**

Every year, 103.7 The Q throws their Little Black Dress Party to benefit the Breast Cancer Research Foundation of Alabama and donates all proceeds from ticket sales to the charity. The 12th annual event featured live performances by recording artists Andy Grammar and JoJo and raised over \$4,000 for the Alabama chapter of the Breast Cancer Research Foundation.

**102.5 THE BULL**  
**BIRMINGHAM, AL**  
**ANGEL TREE**

The Salvation Army's Angel Tree program provides new clothing and toys to children of needy families through the support of donors. Every Christmas, 102.5 The Bull and its on-air talent ask listeners to adopt an angel from an Angel Tree by selecting a paper angel with details about a child in need and purchasing gifts for that child. In 2016, morning show hosts Dollar Bill and Madison also served as volunteers for the organization on "Reveal Day," which is when all gifts are

gathered and prepared to send out to families. The station's efforts helped over 10,000 local families receive children's Christmas gifts.

**103.1 KISS FM**  
**BRYAN, TX**  
**KISS LOVES THE KIDS**

On May 27, 2016, 103.1 KISS FM held KISS Loves the Kids events at two local schools. The station hosted a wide range of school organized games and events for 1,200 students at College Station Middle School, including having the station's DJ 4.0 live on-site. The station later visited 700 students at Bryan High School to host a fundraising event to benefit the school ROTC's team building exercise that took place in Prairie View, Texas.

**COOL 102**  
**CAPE COD, MA**  
**COOL 102 CCALS RADIOTHON**

Cool 102 teamed up with Compassionate Care ASL (CCALS) to raise money for the Cool 102 CCALS radiothon to benefit those with ALS disease and their families. During the 30-hour



broadcast, the station asked listeners to show their support by bidding on online auctions and making phone donations. In 2016, the Cool 102 CCALS Radiothon raised over \$41,000 for the non-profit organization.

**106 WCOD**  
**CAPE COD, MA**  
**CAPE COD CARES FOR THE TROOPS**

Cape Cod Cares for Our Troops is a local non-profit organization founded by a 12-year-old boy that sends care packages to troops in Iraq and Afghanistan. On May 29, iHeartMedia Cape Code partnered with the organization for a 24-hour broadcast on 106 WCOD and asked local residents for their support by donating items for the care packages. iHeartMedia Cape Cod's efforts have helped Cape Cod Cares for the Troops send almost 25,000 care packages overseas.

**106 WCOD**  
**CAPE COD, MA**  
**STUFF-A-BUS**

From December 9 - 11, 106 WCOD held their annual Stuff-A-Bus toy drive, which was a collaboration with Toys "R" Us and the U.S. Marine Corps Reserve. During the three-day event, the station broadcasted for 60 hours and invited the community to bring an unwrapped toy to the bus to make a Cape Cod child's Christmas wish come true. The 2016 Stuff-A-Bus toy drive collected almost 29,000 toys for local children for the holidays.

**100.7 THE FOX**  
**CEDAR RAPIDS / IOWA CITY, IA**  
**METRO MOTOR MADNESS WITH THE FOX AND METRO HARLEY DAVIDSON**

For the second year, 100.7 The Fox partnered with the Metro Harley Davidson dealership for Metro Motor Madness with

the Fox and Metro Harley Davidson to raise money for the University of Iowa Children's Hospital. From May through September, the station promoted the fundraiser each week and had a live monthly broadcast featuring music, food and a raffle for a custom motorcycle. In 2016, the campaign raised close to \$80,000, which brought the campaign's two-year total to more than \$142,000 in donations for the University of Iowa Children's Hospital.

**94.3 WSC**  
**CHARLESTON, SC**  
**BLESSING OF THE FLEET**

On April 24, 94.3 WSC supported the annual Blessing of the Fleet festival to benefit Carolina Children's Charity and Camp Rise Above, an organization offering life-changing camp experiences for children with serious illnesses, disabilities and challenges. 94.3 WSC personality Kelly Golden broadcasted live from the event, which marks the beginning of shrimping season. In 2016, the Blessing of the Fleet festival donated \$10,000 to Carolina Children's Charity and Camp Rise Above.

**103.5 THE WEASEL**  
**CHARLESTON, SC**  
**KINDNESS CREWS-AIDE**

Throughout 2016, 103.5 The Weasel partnered with Crews Chevrolet for their Kindness Crews-Aide campaign to provide larger than life experiences to those in need. The campaign included broadcasting from the roof of a local Krispy Kreme to support local law enforcement, stuffing a police cruiser with emergency supplies for victims of Hurricane Matthew and giving money in Random Acts of Kindness. The station donated over \$50,000 in airtime and work hours for the project and gave away over \$1,000.

**Y 102.5**  
**CHARLESTON, SC**  
**CARES FOR KIDS RADIOTHON**

On January 29, 2016, Y 102.5 held their eighth annual Cares for Kids radiothon to benefit the Medical University of South Carolina Shawn Jenkins Children's Hospital. The 26-hour radiothon shared over 40 inspiring stories from children



and families undergoing care at the hospital and more than 170 volunteers manned the phone banks throughout the broadcast. The 2016 Cares for Kids radiothon raised more \$310,000 for the hospital.

**CHANNEL 96.1**  
**CHARLOTTE, NC**  
**ACE & TJ'S GRIN KIDS**

Throughout 2016, Channel 96.1 supported Ace & TJ's Grin Kids, a non-profit created by the station's morning show hosts that provides all-expense paid trips to Walt Disney World for families of terminally ill children. In March, Jersey Mike's Sub Shop donated a portion of its sales to the organization for their annual Jersey Mike's Month of Giving, which resulted in over \$100,000 being raised for the organization. In April, the station helped raised over \$60,000 at Ace & TJ's Second Chance Prom, which let listeners relive their high school prom, and participated in The Grin Kids Golf Tournament, which raised over \$ 5,000.

**96.9 THE KAT**  
**CHARLOTTE, NC**  
**ST. JUDE RADIOTHON**

96.9 The Kat held their St. Jude Radiothon on December 1 - 2 to benefit the St. Jude Children's Research Hospital. Station on-air personalities interviewed families, played Country music and encouraged listeners to donate. The 2016 radiothon, which was the station's first in six years, raised over \$200,000 for hospital equipment and to ensure no family receives a bill for their treatment at St. Jude Children's Research Hospital.

**96.9 THE KAT**  
**CHARLOTTE, NC**  
**KAT COUNTRY JAM**

In 2016, 96.9 The Kat held their 11th and 12th Kat Country Jam concerts, a spring and fall concert series benefitting St. Jude Children's Research Hospital. The concerts featured

live performances by Country recording artists Kip Moore, Dan+Shay, Brandy Clark, Brett Young, Lauren Alaina and Chase Bryant. The events raised a combined \$40,000 in 2016, bringing the nine-year total to more than \$300,000.

**106.5 THE END**  
**CHARLOTTE, NC**  
**NOT SO ACOUSTIC**  
**CHRISTMAS CONCERT**

106.5 The End partnered with Tito's Vodka for its 21st annual Not So Acoustic Christmas Concert featuring Bassh and Third Eye Blind. Proceeds from the sold-out concert benefitted Kids First of the Carolinas and Tito's matched every dollar donated. The station promoted the show on-air, online and via social media and asked listeners to bring an unwrapped toy. 106.5 The End collected over 1,000 toys and \$5,000, which helped Kids First of the Carolinas feed, clothe and provide Christmas for 1,000 Charlotte families.

**102.9 THE LAKE**  
**CHARLOTTE, NC**  
**KIDS FIRST OF THE CAROLINAS**

102.9 The Lake teamed up with the Trans-Siberian Orchestra to help raise money for Kids First of the Carolinas, which provides services and resources to local children. The orchestra donated \$1 from each ticket sold from their Charlotte performance on December 8 to the organization. 102.9 The Lake promoted the concert on-air, online and via their social media platforms and helped raise over \$11,700 for Kids First of the Carolinas.

**99.7 THE FOX**  
**CHARLOTTE, NC**  
**HARVEST FEAST**

In November, 99.7 The Fox teamed up with Second Harvest Food Bank of Metrolina, an organization that strives to eliminate hunger through education and advocacy, to





promote their annual Harvest Feast food drive. The station promoted the event on-air, online and via social media to encourage listeners to donate food and money to help feed families during the holiday season. In 2016, the Harvest Feast drive raised \$13,000 and collected over 5,000 pounds of food, which provided 64,000 meals for those in need.

**US101**  
**CHATTANOOGA, TN**  
**ST. JUDE RADIOTHON**

On February 26, US101 hosted their annual radiothon to benefit St. Jude Children's Research Hospital. During the two-day event, on-air hosts Ken, Kelley and Daniel, Dex & Mo and StyckMan shared stories and interviews from patients and families and encouraged listeners to donate to the hospital. US101 also supported St. Jude's work throughout the year via a dedicated donation page on their website. In 2016, US101 raised over \$485,000 for St. Jude Children's Research Hospital.

**US101**  
**CHATTANOOGA, TN**  
**HEARTSTRINGS FOR HOPE**

US101 held their annual Heartstrings for Hope concert to benefit the St. Jude Children's Research Hospital on March 2. The concert was one of the station's largest fundraising events and featured performances by Kelley Lovelace, Dustin Lynch, Justin Moore, Chris Janson and Cole Swindell. US101 promoted the event on-air, online and via social media and e-blasts. As part of the station's efforts, the 2016 Heartstrings for Hope concert raised \$120,000 for the hospital.

**US101 & 96.1 THE LEGEND**  
**CHATTANOOGA, TN**  
**ST. JUDE RODEO**

From June 4 - 6, US101 and 96.1 The Legend hosted the annual St. Jude Rodeo at Doug Yates Farms. Both stations promoted the three-day event on-air, online and via social

media and the stations' on-air hosts broadcasted live on-site during the rodeo. In 2016, US101 and 96.1 The Legend helped raise over \$65,000 from rodeo ticket sales to benefit St. Jude Children's Research Hospital.

**103.7 KISS-FM**  
**CHATTANOOGA, TN**  
**SUSAN G. KOMEN**  
**RACE FOR THE CURE**

103.7 KISS-FM supported the annual local Susan G. Komen Race for the Cure, which is Chattanooga's largest and most successful education and fundraising event for breast cancer. The station promoted the race on-air, online and via social media and broadcasted live from the race site. 103.7 KISS-FM's efforts helped raise over \$170,000 for the Susan G. Komen foundation and attract more than 3,000 supporters from the surrounding community.

**98.1 THE LAKE**  
**CHATTANOOGA, TN**  
**SISKIN STAR NIGHT**

In 2016, 98.1 The Lake was a key supporter of the annual Siskin Star Night event to benefit the Siskin Children's Institute, a Chattanooga non-profit that serves special needs children and their families. The annual concert featured performances by Kevin Costner and Modern West. 98.1 The Lake promoted the show on-air, online and via social media to encourage listeners to participate or donate by clicking the charity's link on the station's website. The 2016 Siskin Star Night raised nearly \$400,000.

**IHEARTMEDIA CHATTANOOGA**  
**CHATTANOOGA, TN**  
**SHARE YOUR CHRISTMAS**

iHeartMedia Chattanooga joined news partner WRCB-TV to support the 32nd annual Share Your Christmas campaign,



a food drive benefiting the Chattanooga Area Food Bank. During the week leading up to the December 2 food drive, listeners were encouraged to donate items to several food collection centers. Share Your Christmas helped to collect over \$53,000 in donations, over 110,000 pounds of food and over 310,000 meals for the food bank.

**IHEARTMEDIA CHATTANOOGA**  
**CHATTANOOGA, TN**  
**CHRISTMAS FOR KIDS TOY DRIVE**

On December 9, iHeartMedia Chattanooga participated in the annual Christmas for Kids Toy Drive to benefit the Forgotten Child Fund, an organization that ensures children in need and their families have a memorable holiday. The stations were on-site during the drive and encouraged listeners to drop off toys at their radio station and a local pizza restaurant. As part of iHeartMedia Chattanooga's efforts, almost \$30,000 was raised for the Forgotten Child Fund, which had Santa Claus and over 50 emergency vehicles drop the presents off to children on Christmas Eve.

**US101 & 96.1 THE LEGEND**  
**CHATTANOOGA, TN**  
**CONCERT FOR A CAUSE**

In 2016, US101 and 96.1 The Legend hosted a monthly concert at a local venue to benefit a variety of local charities focused on raising awareness of veteran issues, families of tragedies, kidney disease, juvenile diabetes and pancreatic cancer. Performers included Brothers Osborne, Brett Young, Charles Kelley, Eric Paslay and Maren Morris. In 2016, Concert for a Cause raised \$37,000 for local charities Un-teal There's a Cure, Kidney Foundation Chattanooga, the Hunter Worley Foundation, the Juvenile Diabetes Research Foundation and the MaryEllen Locher Foundation.

**IHEARTMEDIA CHATTANOOGA**  
**CHATTANOOGA, TN**  
**CELEBRITY BAGGER**

On the Tuesday before Thanksgiving, iHeartMedia Chattanooga on-air personalities served as celebrity grocery

store baggers at a local Food City store to benefit the United Way. The hosts encouraged shoppers to donate tips to help the United Way's Neediest Cases Fund and all donations went to help the families of local Woodmore Elementary school children who were involved in a school bus crash. iHeartMedia Chattanooga's on-air hosts efforts helped raise over \$16,000 in tips for the families.

**103.5 KISS FM**  
**CHICAGO, IL**  
**A WALK FOR THE BEAR**

103.5 KISS FM on-air personality Brady hosted the third annual A Walk For The Bear at Montrose Harbor on October 23, 2016. The family-friendly Halloween-themed walk was organized by Bear Necessities, a foundation that raises money for pediatric cancer research. It was the second year that Brady served as co-host for the event, which has raised over \$120,000 since it began in 2014.

**IHEARTMEDIA CHICAGO**  
**CHICAGO, IL**  
**CHICAGO RADIO**  
**TOWN HALL MEETING**

On November 14, iHeartMedia Chicago was part of forty-plus Chicago area radio stations that collaborated to broadcast a Town Hall conversation with Chicago Mayor Rahm Emanuel to discuss pressing issues facing the city. Prior to the event, the stations encouraged listeners to submit questions online and via social media for the Mayor to answer during the 30-minute simulcast. One-third of Chicago residents tuned into the Town Hall.

**BIG 95.5**  
**CHICAGO, IL**  
**BIG CODE OF HONOR**  
**CONCERT FOR THE VETS**

BIG 95.5 hosted the second annual BIG Code of Honor Concert for the Vets on November 10 featuring recording



artists Thompson Square and Lauren Alaina. Event sponsor Jack Daniels donated over \$3,000 to Operation Ride Home, an organization that assists service members and their families with travel expenses to return home for the holidays. In addition to the concert, BIG 95.5 honored a Korean War veteran with his very own Veteran's Day parade in Lisle, Illinois that was led by the BIG 95.5 morning show team of Mason, Remy and Alabama.

**93.9 MYFM**  
**CHICAGO, IL**  
**KEEP CHICAGOLAND SAFE AND WARM**

From September 20 - November 8, 93.9 MYfm partnered with Chicagoland and Northwest Indiana Acura dealers to collect donations for A Safe Haven, a resident facility that provides transitional housing for the homeless. The station promoted their inaugural Keep Chicagoland Safe and Warm campaign on-air with live and recorded promotional announcements, as well as on their website. During the campaign, 93.9 MYfm collected blankets, sheets and other bedding items for 500 residents at A Safe Haven.

**INSPIRATION 1390**  
**CHICAGO, IL**  
**CHICAGO'S BIGGEST GIVE AND RECEIVE HOLIDAY JAM**

Inspiration 1390 presented their annual Chicago's Biggest Give and Receive Holiday Jam at Apostolic Faith Church on December 9, 2016. The station encouraged listeners to bring toy donations to the Jam, which featured local and national recording artists and drew over 1,500 attendees. During the event, the station presented two families with \$500 checks to purchase food, clothing and toys for the holidays and collected enough toys to assist over 100 families.

**107.5 WGCI, V103 & INSPIRATION 1390**  
**CHICAGO, IL**  
**THE SPEAK UP COMMUNITY LISTENING TOUR**

107.5 WGCI, V103 and Inspiration 1390 partnered with Cook County First District Commissioner Richard Boykin

and the Rainbow Push Coalition for The Speak Up Community Listening Tour. For nine weeks in the fall, on-air personalities participated in events in nine different Chicago neighborhoods and provided an opportunity for listeners and residents to voice their opinions to community leaders and elected officials about safety and violence in their neighborhoods. The Speak Up Community Listening Tour was attended by over 2,000 Chicago listeners and residents.

**WBEX AM & FM**  
**CHILLICOTHE, OH**  
**DAN & MIKE GOLF OUTING**

On May 13, WBEX AM & FM held their seventh annual Dan & Mike Golf Outing to benefit local volunteer organization Chillicothe Jaycees and their Special Santa Project, which purchases toys for more than 1,000 Ross County children. iHeartMedia Chillicothe stations promoted the event on-air and through social media and morning show hosts Dan Ramey and Mike Smith broadcasted live from the golf course. In 2016, the Dan & Mike Golf Outing raised \$5,000 for Chillicothe Jaycee Special Santa Project.

**102.7 WEBN**  
**CINCINNATI, OH**  
**RUBBER DUCK REGATTA**

For the 22nd year, 102.7 WEBN partnered with the Freestore Foodbank of Greater Cincinnati for the Rubber Duck Regatta. To support the annual event, WEBN launched a three-month promotional campaign that included an all-day live broadcast and encouraged listeners to donate to the foodbank. For the third consecutive year, the event raised over \$1 million — the equivalent of more than 3 million meals for children and families in need. Over the last 22 years the event has raised more than \$12 million.

**NEWSRADIO WTAM 1100**  
**CLEVELAND, OH**  
**HEROIN-OPIOID SUMMIT**

Reports show that one in nine heroin deaths and one in 14 synthetic opioids deaths in the nation occur in Ohio. To address this epidemic, Newsradio WTAM 1100 afternoon drive host Mike Trivisonno hosted a Heroin-Opioid Summit on November 29. The event featured a panel discussion



with Ohio Attorney General Mike DeWine, law enforcement officials and healthcare professionals and many attendees shared their stories of having lost loved ones to overdoses and addiction.

**NEWSRADIO WTAM 1100  
CLEVELAND, OH  
TRIV'S VEGAS SHOW**

Coats For Kids is a Northeast Ohio organization dedicated to providing local children with warm winter coats. On November 18 - 19, Newsradio WTAM 1100 on-air personality Mike Trivisonno held his annual Triv's Vegas Show to benefit the charity. The 2016 concert featured performances by the band Chance, Billy Fischer and Adrienne Woolf and raised more than \$80,000 for Coats For Kids.

**99.5 WGAR  
CLEVELAND, OH  
GUITARS FOR GIRLS**

99.5 WGAR held their 16th annual Guitars For Girls benefit concert for the Susan G. Komen foundation on October 12, 2016. The benefit featured performances by Country artist Jennifer Nettles and local favorites The Caliber Band and raised almost \$29,000 for breast cancer research and awareness.

**MAJIC 105.7  
CLEVELAND, OH  
JIMMY MALONE SCHOLARSHIP  
GOLF CLASSIC**

Majic 105.7 and the Jimmy Malone Scholarship Fund, which was created by Jimmy Malone from the station's Nolan, Malone and Kullick morning show, held and promoted the 20th annual Jimmy Malone Scholarship Golf Classic on July 11, 2016. The event raised \$200,000 to help provide college scholarships to deserving Northeast Ohio students.

**99.5 WGAR  
CLEVELAND, OH  
ST. JUDE RADIOTHON  
AND ST. JUDE JAM**

On December 1 - 2, 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 and raised over \$210,000 for the hospital. In addition, on December 7, the station held their St. Jude Jam, which featured performances by Chris Janson, High Valley and the Josh Abbott Band and raised an additional \$14,500.

**NEWSRADIO WTAM 1100  
CLEVELAND, OH  
STUFF THE TRUCK FOR  
PROVIDENCE HOUSE**

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

them. On April 12 - 13, Newsradio WTAM 1100 held a Stuff The Truck for Providence House event and asked listeners to help stuff a box truck with diapers, child care supplies, toys, paper products, bottled water and other items the charitable organization desperately needed. The radio station collected more than \$25,000 worth of items for the nursery.

**K-99  
CORPUS CHRISTI, TX  
DRISCOLL CHILDREN'S  
HOSPITAL RADIOTHON**

On March 4, K-99 held their 14th annual Driscoll Children's Hospital Radiothon. The 12-hour event was broadcast live from the Jim Duff Guest Quarters in the hospital. Patients, parents, physicians and staff shared inspirational stories of hope and healing with K-99 on-air hosts, who also encouraged listeners to call and donate. The 2016 event raised over \$50,000 for the hospital, bringing their 14-year total to over \$750,000.



**K-99**  
**CORPUS CHRISTI, TX**  
**K-99 ACOUSTIC CHRISTMAS**

K-99 held their first K-99 Acoustic Christmas at the Brewster Street Ice House on December 2 to benefit the U.S. Marine Corp Reserve's Toys for Tots program. The station gave out complimentary tickets to listeners who brought an unwrapped children's toy to the concert, which featured performances by eight up-and-coming Nashville Country artists. Over 300 Country fans attended the show and over 5,000 toys were donated to Toys for Tots.

**C101**  
**CORPUS CHRISTI, TX**  
**ROCK YOUR TAIL OFF**

On June 4, C101 held their second annual C101 Rock Your Tail Off to help raise awareness for the Coastal Bend Humane Society and its programs. The station broadcasted live throughout the day from the Humane Society and

encouraged listeners to get their pets spayed and neutered and to donate to the organization. The Humane Society also offered pet adoptions during the event. As part of the station's efforts, eight pets were adopted and almost \$1,200 was raised for the Coastal Bend Humane Society.

**IHEARTMEDIA CORPUS CHRISTI**  
**CORPUS CHRISTI, TX**  
**TASTE OF THE COASTAL BEND**

iHeartMedia Corpus Christi held their annual Taste of The Coastal Bend to raise funds for the Ronald McDonald House of The Coastal Bend. The stations promoted the event on-air and online and invited 25 local restaurants to participate. Over 600 food lovers attended the 2016 Taste of The Coastal Bend, helping iHeartMedia Corpus Christi raise \$5,500 for Ronald McDonald House.

**106.1 KISS FM**  
**DALLAS, TX**  
**BREAST CANCER AWARENESS MONTH**

In October 2016, 106.1 Kiss FM partnered with Trophy Nissan to bring awareness for Breast Cancer Awareness Month. As part of their efforts, the station brought a Nissan truck to over 40 events in the Dallas-Fort Worth Metroplex area and invited residents to sign the truck. Trophy Nissan donated money for each signature to local women's charities. 106.1 Kiss FM's efforts led to over 1,000 signatures and \$5,000 in donations to various charities.

**102.9 NOW**  
**DALLAS, TX**  
**WALK TO END ALZHEIMER'S**

The Alzheimer's Association provides optimal care and services to individuals confronting dementia and to their caregivers and families. On October 1, 102.9 Now joined the

Walk to End Alzheimer's to benefit the foundation's North Texas chapter. iHeartMedia Dallas' Public Affairs Director Anna de Haro hosted the event, which was attended by over 5,000 people and raised over \$1 million to provide funding for the services and programs offered by the Alzheimer's Association in North Texas.

**LONE STAR 92.5**  
**DALLAS, TX**  
**SUMMER BLOOD DRIVE**

During the summer, blood supplies are typically low due to children being out of school and families taking vacations. To encourage donations, Lone Star 92.5 held their annual Summer Blood Drive benefitting Carter Blood Centers from June 15 through June 20. The station broadcasted live from various locations across the Dallas / Fort Worth listening area and invited the public to stop by and donate blood. The station's efforts resulted in over 730 pints of blood being collected for area hospitals.



**97.1 THE EAGLE**  
**DALLAS, TX**  
**DALLAS POLICE OFFICERS FUNDRAISER**

After five Dallas Police Officers were killed by a sniper on July 7, iHeartMedia Dallas stations asked local residents to donate to The Russ Martin Show Listener Foundation to raise money for the fallen officers' families. As a result of listener donations, The Russ Martin Show Foundation, which was started by 97.1 The Eagle on-air personality Russ Martin, donated \$40,000 to each family.

**WLLR-FM**  
**DAVENPORT, IA**  
**ST. JUDE CHILDREN'S RESEARCH HOSPITAL RADIOTHON**

On February 25 - 26, 2016, WLLR-FM hosted their 22nd annual St. Jude Children's Research Hospital radiothon.

The station promoted the event on-air, online and via social media for two months and on-air personalities interviewed local patients and their families during the two-day live broadcast and encouraged listeners to donate. In 2016, the radiothon raised almost \$114,000 for St. Jude Children's Hospital in Memphis.

**101.3 KISS-FM & MIX 96**  
**DAVENPORT, IA**  
**CHILDREN'S MIRACLE NETWORK RADIOTHON**

101-3 KISS-FM and MIX 96 partnered with KWQC-TV 6 on September 8 for their 10th annual Children's Miracle Network Radiothon to benefit the University of Iowa Children's Hospital. The day-long event was broadcasted from the television station's lobby and featured on-air hosts interviewing local patients and families who have received treatment at the hospital. The 2016 radiothon raised over \$25,000 for the hospital, which was a 25% increase from the previous year.

**95.7 THE PARTY**  
**DENVER, CO**  
**HOLIDAY HEART**

During the 2016 holiday season, 95.7 The Party held the Holiday Heart campaign to benefit local families in need. The station asked listeners to nominate residents who needed assistance paying their mortgage. Morning show hosts JJ & Deanna read entries on-air and selected the five they deemed most deserving. The winners each received \$1,500 to help pay their mortgage during the holidays.

**103.5 THE FOX**  
**DENVER, CO**  
**CRAIG HOSPITAL**

For the past four years, 103.5 The Fox's The Rick Lewis Show has broadcasted live from Craig Hospital, a world-renowned rehabilitation hospital that exclusively specializes in the neuro-rehabilitation and research of patients with spinal cord

injury and traumatic brain injury. During the 2016 broadcast on December 14, Rick interviewed patients and families to bring awareness to the life-saving work done by the hospital.

**106.7 KBPI**  
**DENVER, CO**  
**HAMMERS AND ANGELS**

In 2016, 106.7 KBPI's Willie B. asked listeners to help remodel houses for two listeners in need. The station promoted the event on-air, online and via social media and encouraged listeners to nominate families and donate. As part of Willie B. and 106.7 KBPI's efforts, over 200 construction workers and volunteers from the Denver community worked around the clock for one week to provide upgrades to the homes. Videos from the remodel were also streamed on the station's website and social media pages.



**KOA NEWSRADIO**  
**DENVER, CO**  
**NEVER FORGOTTEN FUND**

iHeartMedia and KOA NewsRadio created the Never Forgotten Fund to honor the 13 victims of the April 1999 Columbine tragedy by awarding scholarships in their names to local students and teachers. The station works with the Denver Foundation on the scholarship fund and asks local students to apply for the scholarships. A panel consisting of two parents of Columbine victims and an iHeartMedia Denver employee select the recipients. In 2016, twelve students and one teacher were awarded \$5,000 to help further their education.

**97.3 KBCO**  
**DENVER, CO**  
**KBCO STUDIO C VOLUME 28 CD**

Every year, 97.3 KBCO gathers recording artists to perform in Studio C and packages the recordings as the KBCO Studio

C CD. Proceeds from sales benefit two local charities — the Food Bank of the Rockies, which feeds nearly a half a million local homeless each year, and the Boulder County AIDS Project, which provides support, advocacy and education for Denver residents living with HIV. The KBCO Studio C Volume 28 CD was released in December and featured songs from Norah Jones, Warren Haynes, Lake Street Drive and more. In 2016, the station donated \$100,000 to Boulder County AIDS Project and the Food Bank of the Rockies.

**95.7 THE PARTY**  
**DENVER, CO**  
**COLORADO CURESEARCH WALK**

On October 2, 95.7 The Party participated in the annual Colorado CureSearch Walk to benefit CureSearch for Children's Cancer, a national non-profit foundation that accelerates the search for cures for children's cancer. On-air personality JJ Kincaid served as emcee for the walk, which raised \$68,000 to help Denver area children affected by cancer.

**106.7 KBPI**  
**DENVER, CO**  
**HAND THAT FEEDS**

Since 2013, 106.7 KBPI has held the Hand that Feeds food drive to help feed homeless men, women and children through Denver Rescue Mission programs. The station promoted the 2016 drive on-air and broadcasted from the event location for an entire week to encourage listeners to help the station fill a semi-trailer with non-perishable food items. As part of the station's efforts, the 2016 Hands the Feeds event collected 35,000 pounds of food and \$27,000 in donations for the Denver Rescue Mission.

**CHANNEL 93.3**  
**DENVER, CO**  
**GIFTS FOR GRANDS**

In December of 2016, Channel 93.3 midday host Bailey held her annual Gifts for Grands event to help those living in assisted living homes with little to no surviving family and

friends or visitors. The station asked listeners to help collect, wrap and deliver the presents during the holidays and in 2016, Gifts for Grands delivered gifts to over 200 local residents.

**KOA NEWSRADIO**  
**DENVER, CO**  
**GREATEST GENERATION TO HAWAII**

In November, KOA NewsRadio partnered with LeafGuard November to find a deserving veteran to travel with on-air host Steffan Tubbs to Hawaii to commemorate the 75th anniversary of Pearl Harbor. The station asked listeners to nominate people on their website for the December 6 trip. After reviewing the entries, KOA NewsRadio selected two veterans instead of the original one for the trip to Hawaii.



**KOA NEWSRADIO, DENVER  
SPORTS 760 & 103.5 THE FOX  
DENVER, CO  
BRONCOS ALUMNI  
GOLF TOURNAMENT**

On June 27, KOA NewsRadio, Denver Sports 760 and 103.5 The Fox supported the 10th annual Broncos Alumni Golf Tournament to benefit Cleats for Kids, a Denver Broncos Alumni Association program that provides free cleats to underprivileged children in local football programs. The stations promoted the tournament on-air and were on-site for the tournament. In 2016, the Broncos Alumni Golf Tournament raised \$120,000 for the Cleats for Kids program.

**KOA NEWSRADIO  
DENVER, CO  
CARE4COLORADO TOY  
DRIVE FOR THE BOYS &  
GIRLS CLUB OF AMERICA**

On December 15, KOA NewsRadio broadcasted live for their Care4Colorado Toy Drive for the Boys & Girls Club of

America. The station promoted the event on-air for three weeks and encouraged listeners to drop off toys, gift cards, money and school supplies for children of all ages to the radio station or King Soopers grocery stores. In 2016, station listeners donated over 22,000 toys, \$5,000 in gift cards and \$10,000 in cash donations to the Boys & Girls Club of America.

**KOA NEWSRADIO  
DENVER, CO  
STEP 13 RADIOTHON**

KOA NewsRadio hosts Mandy Connell and Mike Rosen held a three-hour radiothon on December 19 to benefit Step 13, a men's residential recovery program. During the live broadcast, the hosts raised awareness for issues facing local homeless and encouraged listeners to donate to the program. The radiothon helped raise over \$100,000 for Step 13 and its residents.

**NEWSRADIO 1040 WHO  
DES MOINES / AMES, IA  
PUPPY JAKE FOUNDATION  
DRIVE-THRU FUNDRAISER**

In October, NEWSRADIO 1040 WHO on-air host Simon Conway spent his afternoon broadcast distributing free BBQ sandwiches in exchange for listener donations to the Puppy Jake Foundation. Founded in 2013, the foundation provides trained service dogs to local disabled U.S. veterans. During his broadcast, Conway, a board member for the organization, helped raise awareness for the organization's mission and over \$20,000 in donations.

**IHEARTMEDIA DES MOINES  
DES MOINES / AMES, IA  
PINKY SWEAR RADIOTHON**

On December 11, iHeartMedia Des Moines held their second annual radiothon on behalf of the Pinky Swear Foundation to help pay the mortgages, utility bills and other financial needs of 125 local families who have children with cancer. On-air hosts Van Harden, Bonnie Lucas and Simon Conway spoke

with local families about the impact their children's cancer diagnosis had on their lives and encouraged listeners to donate. The 2016 radiothon raised over \$66,000 for the Pinky Swear Foundation.

**POWER 102.1  
EL PASO, TX  
MIKE DEE'S BIG ADVENTURE**

Each year, Mike Dee's Big Adventure selects 20 youth with special needs and / or disabilities to take on a trip to Sea World in San Antonio, Texas. The non-profit organization headed by Power 102.1 morning show hosts Patti Diaz and Mike Dee strives to give these adolescents an opportunity to learn and utilize life skills, to increase their independence, to learn about services that are available to them and to create life long memories with their peers. Since its inception nine years ago, Mike Dee's Big Adventure has impacted over 120 young people and their families in the El Paso listening area.





**IHEARTMEDIA FARMINGTON  
FARMINGTON, NM  
T'S FOR TURKEYS**

During the holiday season, iHeartMedia Farmington stations hosted their annual T's For Turkeys food drive and collected frozen turkeys in partnership with the Salvation Army. The holiday-driven on-air campaign generated over 300 turkey donations and over 1,200 people were served free Thanksgiving Day dinner. In addition, over 700 families received a food basket for Christmas.

**KIX 104  
FAYETTEVILLE, AR  
THE NORTHWEST  
ARKANSAS HEART WALK**

On April 16, 2016, Kix 104 partnered with The American Heart Association to promote the organization's annual Northwest Arkansas Heart Walk. The station ran PSAs and an update

show to encourage listeners to register and donate. A Kix 104 on-air personality also served as emcee of the walk, which had over 11,000 participants. Kix 104's efforts helped The American Heart Association become the first non-profit organization in the area to raise more than \$1 million during an event.

**MAGIC 107.9  
FAYETTEVILLE, AR  
MAGIC AND MIRACLES RADIOTHON**

Magic 107.9 hosted their second Magic and Miracles Radiothon to benefit the Arkansas Children's Hospital. The station's on-air personalities were on hand for the event and interviewed several families and patients who have benefited from services provided by the hospital. The station's efforts helped raise almost \$40,000 during the radiothon, which was voted by the Arkansas Children's Hospital as the "New Event of The Year" for the state of Arkansas.

**103X & EAGLE 92.9  
FLORENCE, SC  
MCLEOD CHILDREN'S  
HOSPITAL RADIOTHON**

On February 11 and 12, 103X and Eagle 92.9 hosted their 14th annual radiothon to benefit the McLeod Children's Hospital, which is a Children's' Miracle Network Hospital. The two-day event featured families and patients from across the region and raised more than \$89,000 for the hospital. Altogether, the radiothons have raised more than \$784,000 to help with the treatment of critically ill and injured local children.

**B98  
FORT SMITH, AR  
UNITED WAY DAY OF CARING**

On April 12, the B98 team joined hundreds of volunteers in the Fort Smith area who spent the day performing service projects for 36 local non-profit agencies who participate

in the United Way's annual Day of Caring. B98 on-air personalities were on hand all day shadowing work crews at the Sebastian County Humane Society, the River Valley Girl Scout Council and the Donald W. Reynolds Cancer Support House. They also interviewed local residents impacted by the work of these non-profit organizations. In 2016, over 800 residents participated in the annual event.

**KMAG 99.1  
FORT SMITH, AR  
PAINT THE PARK PINK**

KMAG 99.1 sponsored the 10th annual Paint the Park Pink, a charity walk on October 1 that was held at the University of Arkansas to support the Susan G. Komen foundation. The station promoted the walk throughout September via on-air interviews. Program Director Steve Knoll also served as emcee for the event and the station broadcasted live on-site throughout the day. As part of KMAG 99.1's efforts, over 1,500 people attended Paint the Park Pink and over \$100,000 was raised for breast cancer research.



**IHEARTMEDIA FRESNO**  
**FRESNO, CA**  
**TOYS FOR TOTS**

For their 2016 Toys for Tots campaign, iHeartMedia Fresno stations worked with local chapters throughout December to help collect new unwrapped toys for underprivileged children in the Central Valley. In addition to several live on-site broadcasts at local shopping malls, the station promoted the annual Jingle Bell 5K run, which had 4,000 participants. B95's Juice Crew morning show also held the 28-hour Juice Crew Campout radiothon, which helped collect over 3,000 toys. iHeartMedia Fresno's efforts helped Toys for Tots reach their goal of providing over 50,000 toys to local children.

**IHEARTMEDIA FRESNO**  
**FRESNO, CA**  
**CHRISTMAS TREE LANE**  
**WALK NIGHTS**

For almost 95 years, a two-mile stretch of Fresno's Van Ness Boulevard has been transformed into Christmas Tree Lane to help benefit local non-profit organization Tree

Fresno. In 2016, iHeartMedia Fresno promoted the event through interviews and social media posts and was on-site for Christmas Tree Lane's pedestrian-only Walk Nights. The stations partnered with Tree Fresno to provide 2,500 pedestrians with shuttle bus rides to the attraction in exchange for donations. iHeartMedia Fresno's efforts helped Tree Fresno raise \$17,000 to plant trees across the Fresno area.

**SOFT ROCK 98.9**  
**FRESNO, CA**  
**CATHOLIC CHARITIES ANNUAL**  
**COMMUNITY FOOD DRIVE**

For the past six years, Soft Rock 98.9 has helped the Catholic Charities Diocese of Fresno's annual food drive. The station promoted the November 12 - 13 drive on-air, online and via social media and was on-site to encourage residents to drop off food and cash donations. The station's efforts helped collect over 10,000 pounds of food and \$5,500 in cash donations, which helped the Catholic Charities Diocese of Fresno stock their pantry and distribute food to less fortunate families throughout the year.

**IHEARTMEDIA FRESNO**  
**FRESNO, CA**  
**MAKING STRIDES AGAINST**  
**BREAST CANCER WALK**

On October 9, iHeartMedia Fresno sponsored the annual Making Strides Against Breast Cancer Walk to benefit the American Cancer Society. The stations promoted the event online, via social media and with PSA and Community Matters segments. Soft Rock 98.9, 102.7 The Wolf and 103.7 The Beat were on-site during the walk and Soft Rock 98.9 on-air personalities Teri Ann Schlessler and Jason Hurst emceed the event. As part of iHeartMedia Fresno's efforts, 3,200 residents participated in the walk and helped raise \$600,000 for the American Cancer Society.

**IHEARTMEDIA FRESNO**  
**FRESNO, CA**  
**A TOAST FOR HEROES**

On October 15, iHeartMedia Fresno supported the fifth annual A Toast for Heroes benefit dinner for A Combat Veterans Hope, which provides resources to veterans who have served

in combat zones and are having difficulties adapting to civilian life. The stations' actively promoted the event and on-air personalities from Soft Rock 98.9 FM and 102.7 The Wolf served as hosts for the fundraiser. The dinner was attended by over 500 people and raised over \$20,000 for veteran resources.

**IHEARTMEDIA FRESNO**  
**FRESNO, CA**  
**WALK TO END ALZHEIMER'S**

The Fresno / Clovis Walk to End Alzheimer's is a 5K charity walk designed to help raise funds to advance the care and research efforts of the Alzheimer's Association. For the September 17 walk, iHeartMedia Fresno on-air personalities served as ambassadors and helped create awareness for the event and the need to find a cure for the disease. The 2016 Walk to End Alzheimer's drew over 2,000 participants and raised \$300,000 for the Alzheimer's Association.



**102.7 THE WOLF**  
**FRESNO, CA**  
**PARS & GUITARS GOLF TOURNAMENT AND CONCERT**

On May 15, 102.7 The Wolf partnered with the Central Valley Blue Star Moms for their third annual Pars & Guitars Golf Tournament and Concert to benefit A Combat Veterans Hope Foundation and the Wounded Warrior Project. On-air hosts Nick Cash and Greg Lane served as emcees for the golf tournament and concert, which featured performances from Country music stars Drake White, Canaan Smith and Craig Campbell. As a result of the benefit, over \$100,000 was raised for veterans and their families in 2016.

**IHEARTMEDIA FRESNO**  
**FRESNO, CA**  
**SUPER PET ADOPTION**

iHeartMedia Fresno stations partnered with the Valley Animal Center on two pet adoptions events in April and May to raise

money for the center and encourage local residents to adopt animals in need of a good home. The stations promoted both events on-air, online and via social media and Teri Ann from the Jason & Teri Ann Morning Show served as emcee at the Center's biggest adoption event on May 14. As part of iHeartMedia Fresno's efforts, over 70 pets were adopted by local residents and \$3,000 was raised for the Valley Animal Center.

**SOFT ROCK 98.9**  
**FRESNO, CA**  
**COMCAST CARES DAY**

On April 30, Soft Rock 98.9 partnered with Comcast for their annual Comcast Cares Day, a local community service day that helped restore the Storyland Playland community park. The station was on-site during the event and morning show personality Teri Ann joined over 300 participants from various community organizations to help refurbish the park.

**SOFT ROCK 98.9**  
**FRESNO, CA**  
**WALK MS: FRESNO**

For the past five years, iHeartMedia Fresno has sponsored the annual Walk MS: Fresno to benefit the National Multiple Sclerosis Foundation. In 2016, Soft Rock 98.9 promoted the event on-air and online for weeks prior to the April 23 walk and morning show host Teri Ann emceed the event, which had 2,500 participants. The station's efforts has helped Walk MS: Fresno raise over \$600,000 in five years to help find a cure for multiple sclerosis.

**99.5 WMAG**  
**GREENSBORO, NC**  
**BRENNER CHILDREN'S HOSPITAL RADIOTHON**

On December 1 - 2, 99.5 WMAG hosted their 13th annual Brenner Children's Hospital Radiothon. The station promoted the event on-air, online and via social media and shared

stories from current and former patients during the two-day event. In 2016, the Brenner Children's Radiothon raised over \$140,000 to improve the lives of sick and injured children.

**THE NEW Q104.1**  
**GREENSBORO, NC**  
**COUNTRY CARES FOR ST. JUDE KIDS RADIOTHON**

The New Q104.1 held their annual Country Cares for St. Jude Kids radiothon on December 8 - 9 to help increase awareness and raise funds to support the hospital's lifesaving work. The two-day event featured stories from St. Jude patients, vignettes from County artists and appearances from local patients. The station's efforts helped raise almost \$240,000 and the station has raised over \$4,385,000 since their inaugural radiothon.



**WHISTLE 100**  
**GREENVILLE, SC**  
**WHISTLE 100 MIRACLE**  
**HILL TURKEY FRY**

On November 22, Whistle 100 held their 10th annual Whistle 100 Miracle Hill Turkey Fry to benefit Miracle Hill Ministries, which provides food and shelter for homeless adults and children. As part of the station's efforts, over 950 turkeys were donated and over 550 volunteers helped prepare, cook and serve meals to more than 10,000 local homeless people in shelters for the holidays. In addition, more than \$150,000 was donated to the organization.

**BOB 94.9**  
**HARRISBURG, PA**  
**BOATLOAD OF BRAS**

In honor of Breast Cancer Awareness Month, BOB 94.9 partnered with the PA Breast Cancer Coalition in October for their second annual Boatload of Bras. Morning show hosts

Nancy and Newman asked listeners for bra donations and the station covered the Pride of the Susquehanna riverboat with the donated bras during an October 28 live on-site broadcast. The campaign collected 400 bras, which were donated to a local non-profit thrift store.

**WHP 580**  
**HARRISBURG, PA**  
**VETERANS DAY BREAKFAST**

On Veterans Day, WHP 580 hosted their free annual breakfast for over 300 veterans and their families. The station's morning show broadcasted from the event and interviewed those in attendance. During the event, the station also collected \$5,000 in donations for the PA Wounded Warrior organization and the Honor Bus, an annual spring event where local high school students escort veterans to visit the war memorials in Washington, DC.

**BOB 94.9**  
**HARRISBURG, PA**  
**COUNTRY CARES FOR**  
**ST. JUDE KIDS RADIOTHON**

In January of 2016, WRBT hosted a two-day radiothon to benefit St. Jude Children's Research Hospital. Country artist Lucy Hale joined Bob 94.9 on-air personalities in sharing stories of the hospital's lifesaving work and speaking with local patients and families from the Harrisburg community. The annual radiothon generated \$232,000 for St. Jude Children's Research Hospital in 2016.

**THE RIVER 97.3**  
**HARRISBURG, PA**  
**TOYS FOR TOTS CONCERT**

THE RIVER 97.3 held their eighth annual Toys for Tots concert to support the U.S. Marine Corps Reserve. The concert featured live performances from five local bands. Admission into the Toys for Tots Concert was a donation of a new toy or

\$10, which helped the station collect almost 430 toys and more than \$1,700.00.

**99.3 KISS FM**  
**HARRISBURG, PA**  
**STUFF-A-BUS**

From November 16 - 18, 99.3 KISS FM held their 14th annual Stuff-A-Bus food drive to stock the shelves of the Central Pennsylvania Food Bank. During the drive, afternoon host Mike Miller lived on a limo bus stationed in the parking lot of a local grocery store to broadcast remotely and encourage listeners to donate non-perishable food items. The 2016 Stuff-A-Bus campaign collected 2,150 pounds of food, which equaled 1,800 meals for those in need.



**WHP 580**  
**HARRISBURG, PA**  
**RALLY FOR THE TROOPS**

Since 2001, WHP 580 has hosted a Rally for the Troops to support those service members working to defend our freedom. On May 7, over 1,000 people attended the event at Hero's Grove and speakers included state politicians and active and retired military. The station promoted the event online and Giant Food Stores sold American flags at all their Central Pennsylvania locations to benefit the USO and other military organizations. The station's efforts helped raise over \$230,000 to support local troops.

**99.3 KISS FM**  
**HARRISBURG, PA**  
**TYPE ONE TUESDAY**

On February 23, 2016, 99.3 KISS FM hosted their second annual Type One Tuesday radiothon to benefit the Central Pennsylvania JDRF and raise awareness about type 1 diabetes. During the event, Mike Miller and the 99.3 KISS FM team broadcasted live from a local gas station to encourage listeners to donate. The station's efforts helped raise almost \$4,000 to help JDRF fund type 1 diabetes research.

**MIX 93-1**  
**HARRISONBURG / STAUNTON, VA**  
**2016 WALK TO END ALZHEIMER'S**

Mix 93-1 was a media partner for the Alzheimer's Association's 2016 Walk To End Alzheimer's. As part of their two-month on-air campaign, the station promoted the event and asked listeners to participate in the annual walk. Mix 93-1 staff also broadcasted live from the event to encourage donations and team members walked during the event, which helped raise over \$156,000.

**93-7 NOW**  
**HARRISONBURG / STAUNTON, VA**  
**AMERICAN CANCER SOCIETY RELAY FOR LIFE**

On April 15, 2016, 93-7 NOW helped to host the American Cancer Society's Relay for Life, a 24-hour overnight fundraiser on the James Madison University campus. The station's on-air personalities shared stories and interviews throughout the event. In 2016, over 3,800 people participated in the walk, which raised over \$292,000 for cancer research.

**98 ROCK**  
**HARRISONBURG / STAUNTON, VA**  
**STUFF-A-TRUCK**

On September 16, 98 Rock broadcasted live from four local grocery stores for their Stuff-A-Truck event to collect donations of food and other items for local residents in need. The station promoted the event on-air, online and via social media and asked listeners to donate critical items such as non-perishable food, baby products and soap, toothbrushes and feminine products. During the all-day event, 35,000 pounds of donations were collected for the Blue Ridge Area Food Bank.

**104-3 KCY COUNTRY**  
**HARRISONBURG / STAUNTON, VA**  
**COUNTRY CARES FOR ST. JUDE KIDS RADIOTHON**

From February 25 - 26, 104-3 KCY Country hosted a 12-hour radiothon to benefit St. Jude Children's Research Hospital as part of the Country Cares for St. Jude Kids program. All on-air personalities participated in the radiothon by sharing stories and interviews throughout the broadcast. In 2016,

the station raised more than \$64,000 for the charity and has raised over \$815,000 in the last decade.

**IHEARTMEDIA HARTFORD & IHEARTMEDIA NEW HAVEN**  
**HARTFORD / NEW HAVEN, CT**  
**MILLION DOLLAR WEEKEND**

On June 3 - 5, iHeartMedia Connecticut stations participated in three events as part of their Million Dollar Weekend charity campaign. The stations promoted the events on-air and online and on-air personalities were on-site to interview participants and serve as emcees. During the weekend, the stations' efforts helped raise \$250,000 at the Susan G. Komen Race for a Cure to fight against breast cancer, \$255,000 at the Walk Now For Autism Speaks walk and over \$500,000 to benefit the Summer Games for the Special Olympics Connecticut.



**IHEARTMEDIA HARTFORD &  
IHEARTMEDIA NEW HAVEN  
HARTFORD / NEW HAVEN, CT  
UP TIL' DAWN**

On February 27, nine iHeartMedia Connecticut stations sponsored Up Til' Dawn at the University of New Haven to benefit the St. Jude Children's Research Hospital. The stations supported the event for eight weeks on-air and online and encouraged students to stay up all night to raise money for the children of the hospital. Station on-air personalities hosted the event, which raised over \$110,000 for St. Jude's Children's Research Hospital.

**IHEARTMEDIA HARTFORD &  
IHEARTMEDIA NEW HAVEN  
HARTFORD / NEW HAVEN, CT  
MACY'S MAKE-A-WISH  
BELIEVE CAMPAIGN**

On December 9, iHeartMedia Hartford and iHeartMedia New Haven supported the Macy's Make-A-Wish Believe Campaign

to benefit the Make-A-Wish Foundation. The stations promoted the campaign on-air and online and encouraged listeners to write letters to Santa to spread Christmas cheer and spirit. In 2016, Macy's donated \$1 for every letter written to Santa and altogether donated \$2 million to the Make-A-Wish Foundation.

**IHEARTMEDIA HARTFORD &  
IHEARTMEDIA NEW HAVEN  
HARTFORD / NEW HAVEN, CT  
BIRDIES FOR CHARITY**

On August 6, iHeartMedia Hartford and iHeartMedia New Haven were the exclusive sponsors for the Birdies for Charity, a pledge-based fundraiser tournament put on by Travelers Championship to benefit local charities. 97-9 ESPN Radio hosts Rob Dibble and Renee DiNino broadcasted live during the event, where teams competed for \$2,500 to donate to a charity of their choice. The stations' efforts helped The Traveler's Championship raise \$2.8 million in 2016. Since 2007, 600 different charities have received funds from the tournament.

**IHEARTMEDIA HARTFORD &  
IHEARTMEDIA NEW HAVEN  
HARTFORD / NEW HAVEN, CT  
RIDE FOR INDEPENDENCE**

On July 17, iHeartMedia New Haven stations partnered with the Fidelco Guide Dog Foundation for the Ride for Independence to help provide German Shepherd guide dogs to blind veterans. The stations' promoted the ride with PSAs and interviews and iHeartMedia New Haven on-air personalities served as emcees for the event. As part of the stations' efforts, the Ride for Independence raised \$33,000 and the stations helped support four guide dogs.

**IHEARTMEDIA HONOLULU  
HONOLULU, HI  
HAWAII FOOD BANK FOOD DRIVE**

iHeartMedia Honolulu supported the 27th Annual Hawaii Food Bank Food Drive on April 16, 2016. Personnel from all of iHeartMedia Honolulu's stations visited local shopping centers throughout the island of Oahu and encouraged listeners to

drop off cash or food donations. The stations' efforts helped collect over 1 million pounds of food, which was donated to local residents.

**KSSK-FM / AM  
HONOLULU, HI  
KAPIOLANI RADIOTHON FOR KIDS**

Every August, KSSK devotes two full days of broadcast time to raise money for the Kapiolani Medical Center for Women and Children, which is Hawaii's only children's hospital and part of the Children's Miracle Network. In 2016, KSSK raised more than \$273,000, which surpassed the 2015 radiothon's total by more \$100,000. In all, the fundraiser has surpassed more than \$1 million in donations since it began six years ago.

**93.7 THE BEAT  
HOUSTON, TX  
BIKE GIVEAWAY**

On December 20, 93.7 The Beat partnered with A Better Bail Bond and Hamp's Camp for a Bike Giveaway event. The



station asked listeners to visit the 93.7 The BEAT website and share why their child needed a new bicycle. As part of their efforts, over 100 local children received new bikes.

**KPRC AM 950**  
**HOUSTON, TX**  
**ST. JUDE HOUSTON**  
**GOLF TOURNAMENT**

On December 5, KPRC AM 950 participated in the St. Jude Houston Golf Tournament to raise funds for childhood cancer research. The annual event included a luncheon and silent auction. The station promoted the event on-air and encouraged listeners to attend and donate. As part of KPRC AM 950's efforts, the St. Jude Houston Golf Tournament raised \$500,000 to support St. Jude Children's Hospital's lifesaving mission.

**SPORTS TALK 790**  
**HOUSTON, TX**  
**HOUSTON FLOOD / BLOOD DRIVE**

From April 18 - 21, Sports Talk 790 had their inaugural blood drive to help those impacted by flash flooding. The station asked listeners to visit a Neighborhood Donor Center location and donate blood on the station's behalf. During the four-day event, almost 350 residents donated blood, including 22 first-time donors, which helped save more than 1,000 lives.

**SUNNY 99.1**  
**HOUSTON, TX**  
**SUNNY SUMMER BLOOD DRIVE**

During the summer, the Gulf Coast Regional Blood Center experiences annual shortages in blood supply donations. In June and July of 2016, SUNNY 99.1 created the three-week SUNNY Summer Blood Drive campaign to encourage listeners to donate to the center. The station promoted the blood drive on-air and online and made appearances at key drive locations. As part of the station's efforts, over 1,300 people donated blood to the Gulf Coast Regional Blood Center.

**KTRH**  
**HOUSTON, TX**  
**CAMP HOPE**

Camp Hope provides returning veterans suffering from Post-Traumatic Stress Disorder with interim housing and a caring and positive environment. Throughout 2016, KTRH and on-air personality Michael Berry worked to raise awareness and donations for the organization via on-air mentions and local events including a clay shoot, barbecue fundraisers and concerts. Berry and KTRH's efforts helped raise over \$1.2 million for Camp Hope in 2016, which exceeded their yearly goal.

**94.5 THE BUZZ**  
**HOUSTON, TX**  
**BOOBS ROCK**

During September and October 2016, The Rod Ryan Morning Show hosted their seventh annual Boobs Rock, a series of charity events created to support prostate and breast cancer research at the University of Texas M.D. Anderson Cancer Center. The station's Boobs Rock campaign included a golf

tournament and charity auction that featured items from the Houston Texans and musical artists. The two-month effort raised over \$50,000 in 2016, bringing their seven-year fundraising total to over \$450,000 for the M.D. Anderson Cancer Center.

**TCR COUNTRY**  
**HUNTINGTON, WV**  
**ST. JUDE RADIOTHON**

On February 24 - 26, 2016, TCR Country held their 31st annual St. Jude radiothon to benefit the St. Jude Children's Research Hospital. The station promoted the three-day broadcast on-air, online and via social media and encouraged listeners to donate. The annual event raised over \$88,000 to help children battling cancer.



**TCR COUNTRY  
HUNTINGTON, WV  
ADOPT-A-CHILD FOR CHRISTMAS**

For almost 30 years, TCR Country has hosted their Adopt-A-Child program and asked listeners to “adopt” children in the local area by buying Christmas presents for them. The station matched all gift donations, which were given to the kids at an annual station sponsored Christmas party that included food, a magic show and a visit from Santa. In 2016, TCR Country’s Adopt-a-Child program helped over 200 families in the tri-state area of West Virginia, Kentucky and Ohio.

**KEE100, TCR COUNTRY & B97  
HUNTINGTON, WV  
PEANUT BUTTER DRIVE**

KEE100, TCR Country and B97 partnered with Facing Hunger Food Bank in November for the annual Peanut Butter Food Drive. The campaign encouraged local high schools to collect jars of peanut butter and compete to win a free school dance hosted by morning show duo Dave and Jenn. The peanut butter donated to the Facing Hunger Food Bank served over 116,000 people across 17 counties in the West Virginia, Kentucky and Ohio tri-state area.

**KEE100, TCR COUNTRY,  
B97 & THE BREW  
HUNTINGTON, WV  
TICKLED PINK WOMEN’S EXPO**

On September 30, KEE100, TCR Country, B97 and The Brew hosted their first Tickled Pink Women’s Expo at the Huntington Internal Medicine Group to support breast cancer awareness. The inaugural event featured local vendors and the 5K Tickled Pink Fun Walk. In 2016, over 300 people attended the Expo, which raised over \$3,500 for local hospitals to help uninsured and underinsured women in the tri-state of West Virginia, Kentucky and Ohio receive mammograms.

**KEE100  
HUNTINGTON, WV  
TEACHER OF THE MONTH**

From September through April, KEE100 runs their annual Teacher of the Month program, which asks students, parents and other members of the local community to nominate a teacher they feel is exceptional. The station, which promotes the four-year-old program on-air, online and via social media, selects a teacher each month and morning show hosts Dave

and Jenn surprise the winner at his or her school with a special plaque and prize pack.

**Q95  
INDIANAPOLIS, IN  
HEAT RELIEF BOTTLED  
WATER DRIVE**

On August 5, iHeartMedia Indianapolis and Q95 hosted their third annual Heat Relief bottled water drive to benefit the Wheeler Mission Ministries, which provides critically needed goods and services to the local homeless and poor. The BOB & TOM Show promoted the drive to encourage donations and the station broadcasted live from a local Walmart during the event. Q95 collected over 126,000 bottles of water in 2016 and has collected over 215,000 bottles of water since the drive’s inception.

**MISS 103 & HALLELUJAH 95.5  
JACKSON, MS  
COUNTRY CARES  
FOR ST. JUDE KIDS**

On February 25 - 26, 2016, MISS 103 and Hallelujah 95.5 held their 25th annual Country Cares for St. Jude Kids radiothon.

During the two-day live broadcast, on-air personalities shared stories and interviews with those affected by St. Jude’s work. In 2016, the stations raised more than \$100,000 for St. Jude Children’s Research Hospital.

**IHEARTMEDIA JACKSON  
JACKSON, MS  
TURKEY DRIVE**

iHeartMedia Jackson stations held their 13th annual Turkey and Food Drive on November 15 to benefit Stewpot Community Services, a Jackson-based organization that provides food, clothing and shelter to local residents in need. On-air personalities from MISS 103, Hallelujah 95.5, 105.1 The River, Z-106.7 and AM 620 WJDX set up tents at a local grocery store and encouraged listeners to drop off non-perishable food items and turkeys. In 12 hours, the 2016 Turkey Drive collected nearly 600 turkeys and enough food to feed over 400 families.





**IHEARTMEDIA JACKSON**  
**JACKSON, MS**  
**MAKING STRIDES AGAINST BREAST CANCER WALK**

On October 22, iHeartMedia Jackson partnered with the American Cancer Society for their annual Making Strides Against Breast Cancer Walk. The market's on-air hosts emceed the event and the stations encouraged listeners to walk and donate via on-air and online promotion. The 2016 walk drew nearly 7,000 participants and raised over \$250,000 for the American Cancer Society.

**IHEARTMEDIA JACKSON**  
**JACKSON, MS**  
**12 HOURS OF CHRISTMAS TOY DRIVE**

iHeartMedia Jackson held their annual 12 Hours of Christmas Toy Drive on December 16 to benefit the Good Samaritan Center in Jackson. During a live broadcast from a local Walmart, MISS 103, Hallelujah 95.5, 105.1 The River, Z-106.7

and AM 620 WJDX asked listeners to donate new, unwrapped toys for local children and non-perishable food items for families who needed assistance. Over 1,500 toys were collected during the 12-hour drive and monetary donations were used to purchase food baskets for those in need.

**IHEARTMEDIA JACKSONVILLE**  
**JACKSONVILLE, FL**  
**HURRICANE MATTHEW DRIVE**

After the devastating damage of Hurricane Matthew, iHeartMedia Jacksonville partnered with First Coast News on October 13 to collect and distribute items for those affected by the hurricane. The station promoted the 12-hour drive on-air, online and via social media and asked listeners to drop off food, laundry detergent, baby items and more at a local Salvation Army. The station's efforts helped hundreds of local residents, who were able to drive to the Salvation Army to pick up items they needed.

**99.1 WQIK**  
**JACKSONVILLE, FL**  
**ST. JUDE CHILDREN'S RESEARCH HOSPITAL RADIOTHON**

Throughout November and December, 99.1 WQIK partnered with St. Jude Children's Research Hospital on a series of events to help raise money for the organization. Their first-ever radiothon on December 1 featured live interviews with local St. Jude families. In addition, the station held a St. Jude Golf Tournament and ended the year with their Jingle Jam for St. Jude concert featuring David Nail, Runaway June and Ryan Follese. In 2016, 99.1 WQIK's first-year efforts helped raise over \$173,000 for St. Jude Children's Research Hospital.

**97.3 PLANET RADIO**  
**JACKSONVILLE, FL**  
**THE 9/11 HEROES RUN 5K +1M**

On September 11, 97.3 Planet Radio supported the 9/11 Heroes Run 5K +1M run and walk to benefit the Travis Manion Foundation, a non-profit organization that supports veterans and families of fallen heroes. The event was part of a series of

walks the foundation created to help never forget the events of 9/11 and to honor veterans, first responders and current military. The station promoted the event on-air, online and via social media to help raise event awareness and helped sign up over 280 participants.

**107.3 JACK FM**  
**JACKSONVILLE, FL**  
**TOYS FOR TOTS**

In December 2016, 107.3 JACK FM supported the local 19th Street Charities and their efforts to collect toys for the U.S. Marine Corps Reserve's Toys For Tots program. The station encouraged listeners to donate new toys to 19th Street Charities' drop off locations for local children in need. Together, the community collected over 100 children's bicycles, raised more than \$10,000 and collected hundreds of toys for children in the community.



**97.9 KISS-FM**  
**JACKSONVILLE, FL**  
**26.2 WITH DONNA**

For eight years, 97.9 KISS-FM has promoted The Donna Foundation's 26.2 With Donna, a local charity marathon that helps to maintain the Mayo Clinic Breast Cancer Translational Genomics Program. The station promoted the marathon on-air, online and through social media to raise event awareness and to collect funds from local listeners. In 2016, 97.9 KISS-FM helped attract almost 6,000 registered participants and raise over \$700,000 for The Donna Foundation.

**SUNNY 106.5**  
**LAS VEGAS, NV**  
**GLITTERING LIGHTS:**  
**A HOLIDAY SPECTACULAR**

During the holiday season, Sunny 106.5 sponsored the annual Glittering Lights: A Holiday Spectacular to benefit the Las Vegas Chapter of Speedway Children's Charity,

which provides funding for hundreds of non-profit children's organizations throughout the nation. The station promoted the event on-air, online and via social media and encouraged listeners to attend Glittering Lights. Over 150,000 visitors attended the event and a portion of the proceeds from over \$2 million in tickets sales were donated to Speedway Children's Charity.

**SUNNY 106.5**  
**LAS VEGAS, NV**  
**2016 LAS VEGAS**  
**HEART & STROKE WALK**

On November 6, Sunny 106.5 participated in the 2016 Las Vegas Heart & Stroke Walk to benefit the American Heart Association and American Stroke Association. The station promoted the event on-air, online and via social media and encouraged listeners to donate online at Sunny1065.com. The Sunny 106.5 team joined over 5,000 Las Vegas residents who walked or ran with family, friends, co-workers and survivors of heart disease and stroke during the event. The station's efforts helped the 2016 Las Vegas Heart & Stroke Walk raise over \$225,000.

**SUNNY 106.5**  
**LAS VEGAS, NV**  
**FIND YOUR FURRY VALENTINE**

Sunny 106.5 partnered with the Senior Spaniel Rescue, Inc. for the fourth annual Find Your Furry Valentine event on February 20, 2016 to benefit a variety of local pet charities. The station promoted the event on-air, online and via social media and encouraged listeners to attend the event and adopt or foster a pet in need. In 2016, over 1,000 residents attended Find Your Furry Valentine and learned more about how they can help local animals.

**95.5 THE BULL**  
**LAS VEGAS, NV**  
**ST. JUDE RADIOTHON**

On December 8 and 9, 95.5 The Bull held a radiothon to benefit St. Jude Children's Research Hospital. On-air personalities Big D, Lois Lewis "Double L" and JoJo hosted the fundraiser and encouraged listeners to donate

over the phone. 95.5 The Bull's efforts helped raise over \$150,000 for St. Jude.

**95.5 THE BULL**  
**LAS VEGAS, NV**  
**TOYS FOR TICKETS**

95.5 The Bull held the 13th annual Toys for Tickets concert on December 4 to benefit Catholic Charities of Southern Nevada and help local children in need. Listeners received a ticket to the concert in exchange for donating a new, unwrapped toy. 95.5 The Bull personalities Big D and Lois Lewis "Double L" hosted the concert, which featured performances by Eli Young Band, Maren Morris, Runaway June, American Idol winner Trent Harmon and Chase Rice. In 2016, Toys for Tickets collected 1,500 toys and \$50,000 in donations for Catholic Charities of Southern Nevada.



**95.5 THE BULL**  
**LAS VEGAS, NV**  
**ALL-STAR GUITAR PULL**

On March 31, 95.5 The Bull held their eighth annual All-Star Guitar Pull to benefit St. Jude Children's Research Hospital. The concert featured performances by Hunter Hayes, Justin Moore, Kip Moore, Kelsea Ballerini and Charles Kelley of Lady Antebellum and was hosted by 95.5 The Bull on-air personality JoJo. The station's efforts raised \$15,000 for St. Jude Children's Research Hospital.

**102JKX**  
**LAUREL / HATTIESBURG, MS**  
**ST. JUDE CHILDREN'S RESEARCH HOSPITAL RADIOTHON**

102JKX held their St. Jude Children's Research Hospital radiothon on February 25 - 26, 2016 to encourage donations for the hospital. During the two-day event,

102KJX staff shared updates from St. Jude and spoke with local families whose children have benefited from the research and healthcare provided by the hospital. In 2016, the station's efforts raised over \$17,000 for St. Jude Children's Research Hospital.

**SL100**  
**LAUREL / HATTIESBURG, MS**  
**STUFF-A-BUS**

From December 12 - 18, SL100 held their 12th annual Stuff-A-Bus toy drive to benefit local children during the holidays. The station, along with Wild 1063 and 103.7 The Fox, collected new unwrapped toys for children in the Pine Belt of South Mississippi. The Stuff-A-Bus effort resulted in the collection of over \$5,000 in toys and bicycles, which were distributed to over 100 children in South Mississippi via several local charitable organizations.

**98.1 THE BULL**  
**LEXINGTON, KY**  
**ACOUSTIC JAM 2016**

On December 6, 98.1 The Bull held a special concert at the Lexington Opera House to benefit Central and Eastern Kentucky children being treated at Kentucky Children's Hospital. The sold-out Acoustic Jam 2016 concert featured 11 Country acts including Darius Rucker, Jana Kramer and Eric Paslay and raised almost \$125,000 for Kentucky Children's Hospital.

**T102**  
**LIMA, OH**  
**BUD BASH**

On September 24, T102 teamed up with Anheuser-Busch Sales of Lima for their Bud Bash event to benefit Folds of Honor, which provides scholarships to family members of military servicemen and women who have been killed

or disabled in the line of duty. The station promoted the event on-air, online and via social media and T102 on-air personalities hosted the concert, which featured Aaron Lewis. The station's efforts helped raise \$20,000 for Folds of Honor.

**105.1 THE WOLF**  
**LITTLE ROCK, AR**  
**CONCERT FOR THE WAITING**

On April 22, 2016, 105.1 THE WOLF sponsored Concert For The Waiting featuring acoustic performances from Country music artists to benefit Project Zero, an adoption services organization that helps find families for children in foster care. The station promoted the event on-air and via social media and weekday on-air personalities Bob Robbins, Ed Johnson and Kevin Cruise served as emcees for the event. The station also invited children from the Project Zero organization to the concert and helped raise \$6,000 for the organization.



**KSSN 96**  
**LITTLE ROCK, AR**  
**KSSN CELEBRITY GOLF TOURNAMENT**

On April 19, 2016, KSSN 96 sponsored a Celebrity Golf Tournament at Greystone Country Club hosted by Lady Antebellum's Charles Kelley to benefit the St. Jude Children's Research Hospital. The station promoted the event on-air and via social media and encouraged listeners to participate in the four-person scramble tournament. KSSN 96's midday show also broadcasted live from the clubhouse and shared stories of St. Jude's work. As part of KSSN 96's efforts, almost \$8,000 was raised for the hospital.

**BIG 94.9**  
**LITTLE ROCK, AR**  
**GIVING TUESDAY 2016**

On November 29, Big 94.9 participated in Giving Tuesday 2016, a national day of charitable giving. The station

worked with the Arkansas Non-Profit Alliance on a ten-week promotional campaign to encourage local residents to take part in the event. The campaign showed the impact of donations by spotlighting organizations and corporate leaders who have worked with local non-profit organizations, as well as local residents who have benefited from the services. The station's efforts lead to increased statewide donations to the Arkansas Non-Profit Alliance's network of non-profit organizations.

**100.3 THE EDGE**  
**LITTLE ROCK, AR**  
**OLIVIA STANAGE FUNDRAISER**

On July 13, 20-year-old carhop Olivia Stanage was shot six times while working at a Little Rock Sonic Drive-In restaurant. 100.3 THE EDGE morning show hosts Corey & Patrick held a three-hour on-air fundraiser at the restaurant on August 6 to raise money to help Stanage with her hospital bills and to ask for residents help in finding her shooter. They invited local residents to attend the event and local police officers were

also present to talk with anyone who may have information. As part of the station's efforts, \$1,000 was raised for Stanage and Sonic Drive-In offered a \$20,000 reward for information leading to the arrest of the suspects.

**KFI AM 640**  
**LOS ANGELES, CA**  
**PASTATHON**

KFI AM 640 held their sixth annual Pastathon on December 1 to benefit Caterina's Club, a local charity that helps feed children whose families live in low-rent motels. During the 17-hour live broadcast, KFI AM 640 weekday personalities broadcasted live from a local restaurant and encouraged listeners to stop by with donations. Their efforts brought in over \$270,000 and over 90,000 pounds of pasta and sauce, bringing their six-year radiothon total to over \$1,385,000 and more than 245,000 pounds of food.

**98.9 RADIO NOW**  
**LOUISVILLE, KY**  
**UPS PLANE PULL**

On September 26, 98.9 Radio Now participated in the UPS Plane Pull presented by ResCare to benefit the Special Olympics Kentucky. During the event, 20-member teams competed to see who could pull a 160,000-pound UPS Boeing 757 cargo plane 12 feet in the shortest amount of time. The station promoted the event on-air and 98.9 personality Kobi served as emcee, helping raise almost \$85,000 for Special Olympics athletes.

**NEWSRADIO 840 WHAS**  
**LOUISVILLE, KY**  
**WHAS CRUSADE FOR CHILDREN**

During the first weekend of June, NewsRadio 840 WHAS partnered with WHAS-TV for the 63rd annual WHAS Crusade for Children to raise money for agencies, schools and hospitals to better the lives of children with special needs.



Afternoon host Terry Meiners co-hosted the 30-hour event, which aired on NewsRadio 840 WHAS, WHAS-TV and online and over 200 local fire departments helped collect donations. The event raised over \$5,465,000 in 2016 and has raised over \$170 million since its inception in 1954.

**97.5 WAMZ**  
**LOUISVILLE, KY**  
**ACOUSTIC JAM 2016**

On December 8, 97.5 WAMZ held their annual Acoustic Jam concert to benefit the St. Jude Children's Research Hospital. The Country concert featured performances by 11 top acts including Band Perry, Jana Kramer, Eric Paslay and more. The benefit raised almost \$125,000 for St. Jude Children's Research Hospital and its pioneering research.

**101.5 WIBA FM & THE BIG 1070**  
**MADISON, WI**  
**OPERATION TOY DRIVE**

On December 7 - 8, 101.5 WIBA FM and The Big 1070 partnered with the Wisconsin Association of Community

Oriented Police for their annual Operation Toy Drive. 101.5 WIBA FM on-air host Van Edwards broadcasted live on location during the drive and encouraged listeners to bring new, unwrapped toys for local children. As part of the stations' efforts, Operation Toy Drive collected \$10,000 and 20 pallets of toys, which was enough to fill two semi-trailers.

**NEWSRADIO 610**  
**MANCHESTER, NH**  
**MAKE 12 HOURS COUNT**  
**RADIOTHON**

On March 23, NewsRadio 610 participated in the second annual Make 12 Hours Count radiothon to benefit Veterans Count, an Easter Seals program that provides financial assistance and services to veterans, service members and their families. The 12-hour fundraiser featured calls from celebrities and interviews with veterans about the challenges faced by military families. In 2016, the Make 12 Hours Count radiothon raised over \$150,000 for Veterans Count.

**1490 WMRN-AM**  
**MARION, OH**  
**COATS FOR CHRISTMAS**

On December 12, 1490 WMRN-AM held their annual Coats for Christmas event and asked listeners to drop off gently-used winter coats in specially marked Coats for Christmas collection boxes around town. The donations were taken to a local dry cleaner to be cleaned and were given away at locations throughout Marion and Upper Sandusky, Ohio to anyone in need. In 2016, thousands of coats were donated by station listeners and local residents.

**1490 WMRN-AM**  
**MARION, OH**  
**PEANUT PUSH**

On December 3, 1490 WMRN-AM held their annual Peanut Push to benefit the Marion Junior Service Guild's Christmas Clearinghouse. Local residents paid \$20 each to push a peanut across a downtown Marion street with their nose. As part of 1490 WMRN-AM's efforts, \$8,000 was raised, which assisted almost 370 local families and 1,000 children in need during the holidays.

**1490 WMRN-AM & MAJIC 95.9**  
**MARION, OH**  
**MARION COUNTY RED**  
**CROSS RADIOTHON**

On May 12, 1490 WMRN-AM and Majic 95.9 held their 16th annual Marion County Red Cross Radiothon to support programs and services provided to Marion County residents. During the 12-hour broadcast, the station had an hourly auction and shared first-hand stories of the Red Cross' impact on the local community. In 2016, the radiothon raised \$25,000 for Marion County's local Red Cross chapter.

**FM100 KTEX**  
**MCCALLEN / BROWNSVILLE, TX**  
**RIO GRANDE VALLEY**  
**LIVESTOCK SHOW AND RODEO**

In March of 2017, FM100 KTEX participated in the annual Rio Grande Valley Livestock Show and Rodeo to benefit youth development and mentoring organization 4-H. The station promoted the nine-day event that featured sponsorships, concerts and livestock auctions and broadcasted live each



day. As part of their efforts, FM100 KTEX helped raise over \$1 million for 4-H clubs throughout the area.

**FM100 KTEX**  
**MCALLEN / BROWNSVILLE, TX**  
**ST. JUDE CHILDREN'S**  
**HOSPITAL RADIOTHON**

FM100 KTEX held their annual St. Jude Children's Hospital radiothon on February 11 - 12, 2016. During the two-day broadcast, the station encouraged listeners to donate and become Partners of Hope. In 2016, FM100 KTEX's radiothon raised \$150,000 and raised awareness for St. Jude's lifesaving mission.

**WILD 104**  
**MCALLEN / BROWNSVILLE, TX**  
**HUNGER-FREE SUMMER**

On June 15, Wild 104 partnered with CBS 4 to hold the first Hunger-Free Summer radiothon and telethon to benefit the Food Bank RGV and bring awareness to childhood hunger in Rio Grande Valley. The station promoted the event on-air

and online and encouraged listeners to donate. Their efforts helped raise over \$41,000 to help Food Bank RGV feed local children throughout the summer.

**FM100 KTEX**  
**MCALLEN / BROWNSVILLE, TX**  
**10 MAN JAM**

FM100 KTEX held their seventh annual 10 Man Jam concert on December 3 at the RGV Livestock Show Grounds to benefit the Food Bank RGV, which serves close to one million meals in a month to those in need. The all-day concert showcased 10 up-and-coming Country acts and drew over 4,700 Country fans. The 2016 10 Man Jam raised over \$50,000 for the Food Bank of RGV.

**Y100 & 939MIA**  
**MIAMI / FT. LAUDERDALE, FL**  
**MARCH OF BABIES**

On April 23, Y100 and 939 MIA participated in the March for Babies to benefit the March of Dimes. The stations promoted the event with on-air, online and via social media and

email blasts to listeners. The iHeartMedia Miami team also participated in the walk, which was attended by over 20,000 people and raised over \$2 million to support programs that fund research to find the causes of premature births and help prevent them.

**BIG 105.9**  
**MIAMI / FT. LAUDERDALE, FL**  
**TOYS IN THE SUN RUN**

For almost 30 years, the South Florida holiday charity event Toys in the Sun Run has brought together over 30,000 motorcycle riders to benefit the Joe DiMaggio Children's Hospital in Miami and other local organizations. Each rider makes a donation and must bring a new, unwrapped toy to the event. In 2016, BIG 105.9 was the media sponsor for the event and the station's afternoon on-air personality Doc Reno served as emcee for a classic rock concert that was part of the day's events.

**IHEARTMEDIA MIAMI**  
**MIAMI / FT. LAUDERDALE, FL**  
**DOC RENO'S BACON,**  
**BLUES AND BREWS**

On October 15, iHeartMedia Miami supported the first Doc Reno's Bacon, Blues and Brews, a festival and BBQ competition created by BIG 105.9 on-air personality Doc Reno to benefit Construction Angels. The stations promoted the event on-air, online and via social media and e-blasts. Over 5,000 people attended the festival and iHeartMedia Miami's efforts helped raise over \$40,000 to help Construction Angel's mission to provide immediate financial assistance and grief counseling to the families of construction workers who have lost their lives on construction sites.

**BIG 105.9, Y100 & 939MIA**  
**MIAMI / FT. LAUDERDALE, FL**  
**ALLIGATOR RON'S WINGSFEST**

On April 9, BIG 105.9, Y100 and 939MIA participated in the second annual Alligator Ron's Wingsfest to benefit Construction Angels and to raise awareness and funds for



construction fatalities in the state of Florida. The chicken wing competition was created by BIG 105.9's Doc Reno and the stations supported the event throughout March with on-air, online and social media promotion. Alligator Ron's Wingsfest 2016 attracted 7,500 attendees and raised over \$90,000 for Construction Angels.

**1035 THE BEAT**  
**MIAMI / FT. LAUDERDALE, FL**  
**9 MILE MUSIC FESTIVAL**

On February 27, 1035 The Beat sponsored the 23rd annual 9 Mile Music Festival, a Reggae, R&B and Urban music concert to honor Bob Marley. The event had over 15,000 attendees, all of whom were asked to bring four canned goods or non-perishable items. The station promoted the event on-air, online and via social media and afternoon host Papa Keith hosted the event. Since its inception, the 9 Mile Music Festival has provided over 3 million canned goods to homeless shelters and domestic shelters throughout Miami.

**Y100, 1035 THE BEAT & 939MIA**  
**MIAMI / FT. LAUDERDALE, FL**  
**WALKABOUT AUTISM**

Y100, 1035 The BEAT and 939MIA participated in the sixth annual WalkAbout Autism event on January 23, 2016 to benefit the Dan Marino Foundation, which works with people with Autism Spectrum Disorder and other developmental disabilities. The walk took place at Hard Rock Stadium and was hosted by Froggy from the Elvis Duran Morning Show and Natalie Rodriguez from 939MIA. In 2016, WalkAbout Autism raised over \$500,000 for the Dan Marino Foundation.

**TU 94.9**  
**MIAMI / FT. LAUDERDALE, FL**  
**CALLE OCHO**

On March 13, TU 94.9 joined The Kiwanis Club of Little Havana for the annual Calle Ocho Festival, which is the largest Hispanic street festival in the Southeastern United States with over 1 million attendees. The station promoted the street festival on-air, online and via social media and helped

raised money for the organization, which assists financially underserved Hispanic youth of Miami-Dade County.

**IHEARTMEDIA MILWAUKEE**  
**MILWAUKEE, WI**  
**SUSAN G. KOMEN**  
**RACE FOR THE CURE**

On September 25, iHeartMedia Milwaukee participated in the 18th annual Susan G. Komen Race for the Cure. The stations promoted the event on-air, online and via social media and on-air personalities from two stations were on-site to congratulate participants when they completed the race. In 2016, 10,000 Milwaukee residents participated in the run / walk, which raised \$870,000 to fight against breast cancer

**97-3 NOW**  
**MILWAUKEE, WI**  
**RIDE ON THE WILD SIDE**

On September 11, 97-3 NOW was the media sponsor for the annual Ride on the Wild Side, a family-friendly bike ride event through the Milwaukee County Zoo to raise money for

the Zoological Society. The station's afternoon host Brett Andrews served as emcee for the event, which had 700 participants. The station's efforts helped raise over \$29,000 for the Zoological Society and its support of the Milwaukee County Zoo.

**FM106.1**  
**MILWAUKEE, WI**  
**ST. JUDE CHILDREN'S RESEARCH**  
**HOSPITAL RADIOTHON**

FM106.1 had their inaugural St. Jude Children's Research Hospital radiothon on December 8 - 9 at the iHeartMedia Milwaukee studios. During the event, on-air hosts Karen, Scott, Radar, Ridder and Shannen O. shared inspiring stories and encouraged listeners to donate while volunteers manned the phone banks. FM106.1's efforts helped raise over \$150,000 for St. Jude's Children's Research Hospital.



**95.7 BIG FM**  
**MILWAUKEE, WI**  
**MAKE-A-WISH RADIOTHON**

95.7 BIG FM hosted a two-day radiothon to benefit the Make-A-Wish of Wisconsin on December 1 - 2, 2016. For the fourth straight year, morning show hosts Murphy & Meg conducted on-air interviews with Make-A-Wish children and families that were the recipients of a “wish” experience. The event raised more than \$290,000 to help grant wishes to local children facing life-threatening medical conditions.

**V100.7**  
**MILWAUKEE, WI**  
**V100.7 TOY STORE SCRAMBLE**  
**POWERED BY METROPCS**

During the holidays, the V100.7 Toy Store Scramble Powered by MetroPCS provided local families in need with the chance to receive a \$100 shopping spree at Toys “R” Us. V100.7 asked listeners to nominate families on their website and at participating MetroPCS locations and a special panel of

judges selected the winners. In 2016, 63 families received the \$100 gift to buy Christmas presents for their children.

**K102**  
**MINNEAPOLIS, MN**  
**K102 CARES FOR ST. JUDE**  
**KIDS RADIOTHON**

On December 11 and 12, K102 held their 22nd annual K102 Cares For St. Jude Kids radiothon. During the two-day broadcast, the station encouraged listeners to join the fight against childhood cancer and become a Partner in Hope. The 2016 radiothon raised over \$1 million to help St. Jude Children’s Research Hospital treat children battling cancer and conduct research that may one day lead to a cure.

**IHEARTMEDIA MODESTO / STOCKTON**  
**MODESTO / STOCKTON, CA**  
**EDIBLE EXTRAVAGANZA**

On September 1, iHeartMedia Modesto / Stockton partnered with the Center of Human Services for their Edible Extravaganza culinary festival. The stations promoted the

event on-air, online and via social media and were on-site during the festival. Station on-air personalities also served as emcees for the VIP Champagne Reception. In 2016, 3,500 people attended the event, which raised over \$200,000 to help the Center for Human Service provide family support for at-risk youths, domestic abuse, drug addiction, life counseling, mental illness and more.

**IHEARTMEDIA MODESTO / STOCKTON**  
**MODESTO / STOCKTON, CA**  
**GREAT VALLEY TOY DRIVE**

iHeartMedia Modesto / Stockton held the Great Valley Toy Drive on December 3 to benefit local non-profit organization the Center for Human Services. During the all-day event, the stations encouraged listeners to drop off new, unwrapped toys at a local Walmart. As part of the stations’ joint efforts, 1,000 toys were collected for local families.

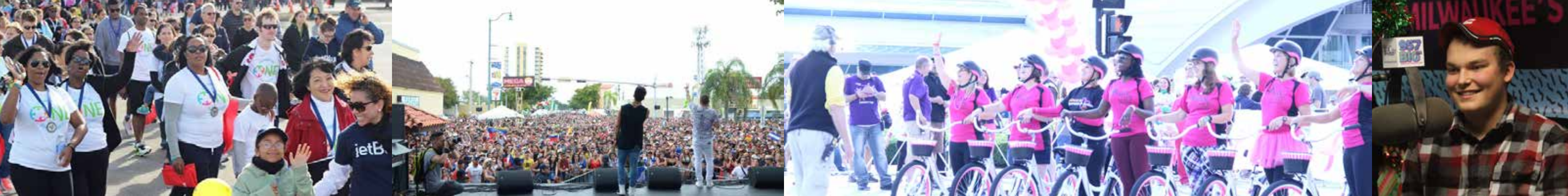
**ROCK 96.7**  
**MODESTO / STOCKTON, CA**  
**WALK A MILE IN HER SHOES**

Rock 96.7 and iHeartMedia Modesto / Stockton participated in the Walk A Mile in Her Shoes event on April 16 to benefit the Haven Women’s Center of Stanislaus, which helps survivors of domestic violence, sexual abuse and human trafficking. The stations promoted the walk on-air and Rock 96.7 on-air personalities served as hosts for the event where men walk one mile in women’s high heeled shoes. In 2016, over 300 people attended the walk, which raised \$50,000 for the women’s center.

**92.9 THE BIG DOG**  
**MODESTO / STOCKTON, CA**  
**FARM TO TABLE**

On August 10, 92.9 The Big Dog hosted a dinner to benefit the National Ag Science Center. The station promoted the fundraiser on-air and on-air personality Christina Martinez served as an emcee during the event. As part of the station’s efforts, over \$25,000 was raised for the National Ag Science





Center's mobile classroom, which is used to promote agricultural science to area grade school children.

**POWERTALK 1360 / 1280**  
**MODESTO / STOCKTON, CA**  
**TOUR OF HONOR**

From October 22 through November 11, PowerTalk 1360 / 1280 partnered with local veteran's organization Operation Creekside to send care packages to deployed servicemen and women. The stations asked listeners to visit local events hosted by afternoon personality Kevin Fox to donate non-perishable items and sign a five-foot tall Thank You card. In 2016, over 300 care packages were distributed and over 600 people signed the card, which was sent to soldiers in Kuwait.

**102.5 KDON**  
**MONTEREY / SALINAS, CA**  
**HOLIDAY FOOD DRIVE**

On November, 102.5 KDON took part in a holiday food drive to benefit Second Harvest Food Bank of Santa Cruz County, an organization that strives to eliminate hunger through education and advocacy. The station promoted the drive

on-air, online and via social media to encourage listeners to donate food and money. The holiday food drive collected over 10,000 pounds of food to help feed families during the holiday season.

**1059 THE ROCK**  
**NASHVILLE, TN**  
**TATS FOR TOYS**

On December 17, 1059 the Rock teamed up with a local tattoo shop for their Tats for Toys campaign to benefit Toys for Tots. The station asked listeners to bring a new, unwrapped toy to the tattoo shop in exchange for a gift certificate for a free tattoo. The campaign collected over 500 toys for local families.

**THE BIG 98**  
**NASHVILLE, TN**  
**BATTLE FOR THE BONES**

The BIG 98 held their annual Battle for the Bones concert on October 28 to benefit the FTL Sarcoma Fund, which raises awareness for the rare type of cancer and helps fund research. The organization was started in honor of Lindsay

Walleman, a local record label regional promotional manager who succumbed to the disease at 28-years-old. The 2016 Battle for the Bones featured LoCash, Chase Rice and Craig Campbell and raised \$20,000 to help find a cure for sarcoma.

**THE BIG 98**  
**NASHVILLE, TN**  
**TEAM BIG 98 FOR ST. JUDE**

Led by The BIG 98 midday personality Amy Paige, Team Big 98 is a group of runners who participate in local 5K events, fun runs and marathons like the St. Jude Rock-n-Roll Marathon in April to raise money for St. Jude Children's Research Hospital. The station promotes the team's efforts on-air, online and via social media and encourages listeners to donate on the team's St. Jude fundraising page. In 2016, Team Big 98 was St. Jude's number two fundraising team in the U.S. and raised over \$200,000 for the hospital.

**THE BIG 98**  
**NASHVILLE, TN**  
**SONGS & STORIES**

On April 13, The BIG 98 held their fourth annual Songs & Stories concert to benefit St. Jude Children's Research Hospital. The show featured performances from Country music singer / songwriters Chris DeStefano, Josh Osborne, Ashley Gorley, Ross Copperman, Tom Douglas, The Cadillac Three featuring Jaren Johnston, Kelby Ray and Neil Mason. In 2016, the sold-out event raised almost \$20,000 for St. Jude Children's Research Hospital.

**101.1 THE BEAT**  
**NASHVILLE, TN**  
**CHRISTMAS ANGELS**

In December of 2016, 101.1 The Beat partnered with Big Brothers Big Sisters of Middle Tennessee and Vibe Auto to present Christmas Angels. The station asked listeners to donate gifts for one of 21 local children who they "adopted" for the holidays. At the end of the promotion, 101.1 The Beat hosted a Christmas party, where the children unwrapped their presents.



**101.1 THE BEAT**  
**NASHVILLE, TN**  
**SISTA STRUT**

For the second straight year, 101.1 The Beat partnered with the Sisters Network to present Sista Strut, a 3K breast cancer walk created to heighten awareness about the issues of breast cancer in women of color and to provide information on community resources. The station promoted the April 9 walk on-air, online and via social media and their efforts helped attract over 1,200 participants and raise \$3,000 for the Sisters Network.

**107.5 THE RIVER**  
**NASHVILLE, TN**  
**RIVER OF HOPE RADIOTHON**

On December 8 and 9, 107.5 The River and the Monroe Carrell Jr. Children's Hospital at Vanderbilt held their annual River of Hope Radiothon, a fundraiser to provide emotional and financial support to the hospital's patients. The station broadcasted live from the Ryan Seacrest Studio at the hospital and their efforts raised over \$123,000 in 2016. Since 2005, the radiothon has raised over \$2 million in pledges for the hospital.

**107.5 THE RIVER**  
**NASHVILLE, TN**  
**CHRISTMAS WISH**

107.5 The River partnered with Freeland Chevrolet and Freeland Cares to help grant Christmas wishes for families in the Nashville area. The station asked listeners to nominate a friend or family member in need of help and holiday cheer. Over the course of two weeks, morning show hosts Woody & Jim surprised ten different families with \$500 to help them through financial and health hardships during the holiday season.

**IHEARTMEDIA NEW YORK**  
**NEW YORK CITY, NY**  
**NEW YORK CITY MARATHON**

On November 6, iHeartMedia New York partnered with the New York Road Runners to promote the TCS New York City Marathon to benefit Goodwill Industries and City Harvest. The stations promoted the marathon on-air, online and via social media and were on-site at marathon events. The 2016 marathon had nearly 50,000 participants, which resulted in

approximately 125,000 pounds of discarded clothing donated to Goodwill Industries and 20,000 pounds of un-eaten food for City Harvest.

**IHEARTMEDIA NEW YORK**  
**NEW YORK CITY, NY**  
**GLOBAL CITIZEN FESTIVAL**

For the last five years, iHeartMedia New York has partnered with Global Citizen on a campaign to encourage listeners to take action to help end extreme poverty. Their largest event is the annual Global Citizen Festival, a free Central Park concert for people who've performed charitable acts throughout the year. In 2016, iHeartMedia New York's six stations encouraged listeners to "Become a Global Citizen" via on-air, digital and social media mentions, as well as ticket giveaways. The stations contributed nearly \$1.9 billion in assets and locally delivered over \$7 million in on-air and digital value and over 500,000 impressions.

**710 WOR**  
**NEW YORK CITY, NY**  
**HUNGERTHON**

In November 2016, 710 WOR held their Hungerthon to benefit WhyHunger, a global hunger organization that fights hunger through programs and grassroots solutions. The station ran PSAs and donated several items for the Hungerthon auction including studio visits from several WOR personalities, an Elvis Duran Morning Show Experience, a Mets package and more, all of which yielded over \$10,000 in bids. 710 WOR's efforts helped raise \$1.1 million to help WhyHunger fight against hunger and poverty.

**Q104.3**  
**NEW YORK CITY, NY**  
**MOVEMBER**

Q104.3 partnered with the Valley Hospital Foundation for their annual Movember to raise awareness for men's health and prostate cancer. Morning show host Jim Kerr and station team members grew facial hair for the entire month of November and shared their progress with listeners via



the Q104.3 website and social media accounts. They also encouraged listeners to donate to help with prostate cancer research. Q104.3's efforts helped raise \$30,000 for the Valley Hospital Foundation.

**Q104.3**  
**NEW YORK CITY, NY**  
**Q104.3 CHRISTMAS CONCERT**

On December 26, Q104.3 partnered with the Trans-Siberian Orchestra for an inaugural Christmas concert that blended rock and classical music. Proceeds from every ticket sold were donated to God's Love We Deliver, a New York City-based group that delivers healthy meals to local residents too sick to shop or cook for themselves. In 2016, Q104.3's efforts raised \$12,000 for God's Love We Deliver.

**Z100 NEW YORK**  
**NEW YORK CITY, NY**  
**JACK & JACK AT NEW YORK-PRESBYTERIAN MORGAN STANLEY CHILDREN'S HOSPITAL**

In advance of Z100's iHeartRadio Jingle Ball, Z100 partnered with the New York-Presbyterian Morgan Stanley Children's Hospital to arrange for musicians Jack & Jack to visit and perform for the pediatric patients of the hospital. After the December 8 performance, the duo and the Z100 team helped patients and their families create holiday arts and crafts. Z100 New York also awarded one family with four tickets to the Z100 iHeartRadio Jingle Ball concert the next evening.

**Z100 NEW YORK**  
**NEW YORK CITY, NY**  
**SWIM AMSTERDAM**

On June 12, Z100 New York partnered with the New Amsterdam City Swim Foundation for Swim Amsterdam, a

one-mile charity swim across the Hudson River. The swim benefited Project MinE, which compares and analyzes large-scale genetic research into the origins of ALS. Z100 promoted the event on-air, online and via social media to encourage listeners to donate and learn more about the progressive neurodegenerative disease. The station's efforts helped raised over \$600,000 for Project MinE.

**106.7 LITE-FM**  
**NEW YORK CITY, NY**  
**BROADWAY IN THE BOROUGHS**

106.7 Lite-FM partnered with the New York City Mayor's Office of Media and Entertainment in the summer of 2016 to bring Broadway into various communities throughout New York City's boroughs where residents may not be able to afford to see a Broadway show. The station asked the casts from Broadway's biggest hits to perform various numbers for audiences around Queens, Brooklyn and the Bronx and gave away tickets to select Broadway shows.

**106.7 LITE-FM**  
**NEW YORK CITY, NY**  
**HOLIDAY GIFT WRAPPING PARTY**

On December 19, 106.7 Lite-FM hosted a party to wrap toys for children at the Bristol Myers Squibb Children's Hospital at The Robert Wood Johnson University Hospital. The station encouraged listeners to donate to the hospital and help wrap the gifts while artists performed well-known holiday songs. In 2016, close to 300 listeners wrapped over 2,500 gifts that were dropped off at the hospital for the children and the station's efforts also raised over \$37,000 for the hospital.

**POWER 105.1**  
**NEW YORK CITY, NY**  
**105 DAYS OF SUMMER**

For the third year, Power 105.1 partnered with the Hip Hop Youth Summit Council for 105 Days of Summer, a community outreach campaign to help stop the violence in New York City. From June through August, the Power 105.1 team set up



cooling stations, distributed water and activated giveaways in various low-income local neighborhoods. In 2016, the 105 Days of Summer campaign engaged over 5,000 local families.

**POWER 105.1**  
**NEW YORK CITY, NY**  
**BOWLING FOR FIBROMYALGIA AND COMMUNITY FOOTBALL CAMP**

On June 24 - 25, Power 105.1 participated in Bowling for Fibromyalgia and Community Football Camp to benefit Easley Awareness, an organization started by Los Angeles Rams player Dominique Easley to raise awareness for a chronic pain disorder known as fibromyalgia. The station supported the two-day initiative on-air, online and via social media and were on-site for both events. The events were attended by 200 local families and raised \$10,000 to help find a cure for fibromyalgia.

**103.5 KTU**  
**NEW YORK CITY, NY**  
**NATIONAL NIGHT OUT**

103.5 KTU partnered with the Hoboken Police Department on August 2 for National Night Out, which is part of a nationwide initiative that works to bridge the gap between the police and the community. The station promoted the event on-air and online and was on-site at the New Jersey event to take part in the dialogue and provide entertainment and prizes for those in attendance. 103.5 KTU's efforts helped attract over 1,500 attendees to National Night Out.

**103.5 KTU**  
**NEW YORK CITY, NY**  
**STUFF-A-TRUCK**

On December 1, 103.5 KTU partnered with Met Foods markets for a Stuff-A-Truck event in Staten Island to benefit the Food Bank for New York City. The station's weekday on-air personalities broadcasted live during the 13-hour food drive and encouraged listeners to drop off canned goods and non-perishable items. In 2016, the station's efforts helped collect

nearly 8,000 pounds of food to help the Food Bank for New York City distribute food to over 1.5 million New Yorkers in need.

**KJ103**  
**OKLAHOMA CITY, OK**  
**KJ103 COMMUNITY CREW**

KJ103 encourages local listeners to participate in various charitable opportunities through its organized volunteer group known as the Community Crew. In 2016, more than 375 local listeners participated in the group's service projects, which benefited organizations such as Regional Food Bank of Oklahoma, Habitat For Humanity, National Night Out and Susan G. Komen Race For The Cure.

**KAT 103.7**  
**OMAHA, NE**  
**CANFEST: A CONCERT FOR HUNGER**

After learning that a local food bank's shelves were nearly empty before the Thanksgiving season, Kat 103.7 created

Canfest: a Concert for Hunger to raise money for the Food Bank for the Heartland. In 2016, the intimate concert featured performances from Josh Turner, Chris Janson, Cam and Lauren Alaina. Canfest sold out in just four days and raised over \$20,000 to help Food Bank for the Heartland feed Nebraska and Iowa residents in need.

**KAT 103.7**  
**OMAHA, NE**  
**BOTTLED WATER DRIVE**

On July 22, Kat 103.7 held a water drive to benefit the Open Door Mission Homeless Shelter after discovering local homeless were drinking out of the Missouri River and becoming sick. The station encouraged listeners to stop by the Kat 103.7 studios and drop off bottled water to ensure that the city's homeless had access to clean water. During the 3 ½ hour drive, residents donated almost 19,500 bottles of water, which filled seven trucks, for the Open Door Mission Homeless Shelter.



**KAT 103.7**  
**OMAHA, NE**  
**KAT 103.7 WOODHOUSE**  
**CHALLENGE FOR FOOD BANK**  
**FOR THE HEARTLAND**

In November, Kat 103.7 partnered with Woodhouse Auto Family for their eighth annual Kat 103.7 Woodhouse Challenge to benefit the Food Bank for the Heartland's food pack program, which provides packs of food to schools for children in need in Nebraska and Western Iowa. The station encouraged listeners to donate online and at the station's remote broadcasts at Woodhouse auto dealerships. Kat 103.7's efforts have helped grow the program from feeding 650 children in six schools to over 7,500 kids in 236 schools and the station helped raise over \$1.2 million in 2016.

**NEWSRADIO 102.5 WFLA**  
**ORLANDO, FL**  
**MONTH OF LOVE**

In February of 2016, NewsRadio 102.5 WFLA held their Month of Love campaign to benefit the LifeHope Childcare Center,

which serves the needs of single parents in the process of overcoming life's challenges. The station encouraged listeners to donate infant formula, jarred baby food, diapers, infant and toddler toys and more to help local single mothers in need. In 2016, NewsRadio 102.5 WFLA Month of Love placed collection bins at five locations for the LifeHope Childcare Center.

**SUNNY 98.5**  
**PANAMA CITY, FL**  
**MAKING STRIDES AGAINST**  
**BREAST CANCER WALK**

Sunny 98.5 teamed up with The American Cancer Society for the annual Making Strides Against Breast Cancer Walk on October 29, 2016. Sunny 98.5's Logan Kelly served as the emcee for the event and the station encouraged listeners to participate in various fundraising efforts on-air, online and via social media. The station's efforts helped the walk raise over \$180,000 for the American Cancer Society.

**IHEARTMEDIA PANAMA CITY**  
**PANAMA CITY, FL**  
**SCHOOL SUPPLY DRIVE**

From July 13 - August 5, Sunny 98.5, 92.5 WPAP, 99.3 The Beat, 94.5 WFLA and 96.3 Real Fun Beach Radio partnered with several local companies for a school supply drive. The stations promoted the drive on-air and online to encourage listeners to donate and broadcasted live on August 4 from five local Walmart locations to encourage a final donation push. iHeartMedia Panama City's efforts helped collect over 500 backpacks for children in the Guardian Ad Litem's 14th Judicial District.

**IHEARTMEDIA PANAMA CITY**  
**PANAMA CITY, FL**  
**GULF COAST CHILDREN'S**  
**ADVOCACY CENTER CHILDREN'S**  
**SHOE DRIVE**

iHeartMedia Panama City partnered with Virga Law, Virga Realty and The Grand Theatre for a children's shoe drive from June 5 - June 18 to benefit the Gulf Coast Children's

Advocacy Center, an organization that serves local children who have been abused, neglected and abandoned. The five stations promoted the drive on-air and online and gave a pair of movie tickets to The Grand Theatre for every pair of donated shoes. As part of iHeartMedia Panama City's efforts, over 500 pairs of shoes were donated to the center.

**92-5 WPAP**  
**PANAMA CITY, FL**  
**STARS & GUITARS**

92-5 WPAP helped promote the fifth annual Stars & Guitars event benefitting the Gulf Coast Children's Advocacy Center. The concert was held on January 26, 2016 at the Marina Civic Center in Panama City and featured Country music stars Montgomery Gentry, Collin Raye, Aaron Tippin, Joe Diffie and Mark Chesnutt. The station promoted the event on-air, online and via social media and raised \$70,000 to help abused and neglected children.



**92-5 WPAP**  
**PANAMA CITY, FL**  
**COUNTRY CARES**  
**FOR ST. JUDE KIDS**

On February 25 - 26, 92.5 WPAP aired their 27th annual Country Cares for St. Jude Kids radiothon to benefit St. Jude Children's Research Hospital in Memphis, Tennessee. The station promoted the two-day broadcast on-air, online and via social media and the 2016 campaign helped raise over \$75,000 to help end pediatric cancer.

**Q102**  
**PHILADELPHIA, PA**  
**KRISTIN'S KRUSADE RUN / WALK**

On April 20, Q102 participated in the 10th annual Kristin's Krusade Run / Walk to benefit the Kristin Mitchell Foundation, which raises awareness about dating violence. The station promoted the walk with PSAs and a public affairs interview. Q102 was also on-site for the event and WDAS on-air personality Loraine Ballard Morrill served as emcee for the

awards ceremony. In 2016, Kristin's Krusade Run / Walk had close to 600 participants and raised almost \$10,000 for the Kristin Mitchell Foundation.

**POWER 99**  
**PHILADELPHIA, PA**  
**PEACE ON THE STREET JAM**

During 2016, Power 99 hosted their fifth annual Peace on the Street Jam, a series of antiviolence activities designed to promote peace and provide communities with the necessary resources to prevent violence. The year-long campaign included youth violence discussions on-air, an anti-violence scholarship program and three free large-scale Hip-Hop and R&B concerts. In addition, \$1 of each ticket sold for October's Powerhouse concert was used for a scholarship fund created in conjunction with the Fund for the School District of Philadelphia. The 2016 Peace on the Street efforts reached more than 15,000 young people and raised \$15,000 for scholarships.

**WDAS-FM & POWER 99**  
**PHILADELPHIA, PA**  
**DR. MARTIN LUTHER KING JR.**  
**DAY OF SERVICE**

WDAS-FM and Power 99 were media partners for the 2016 Dr. Martin Luther King Jr. Day of Service, which is the largest one-day service event in the country to honor Dr. King's legacy. In addition to promoting the event on-air with PSAs and interviews, the stations sponsored the fifth annual MLK Jobs and Opportunities Fair, which featured over 30 local businesses and 600 applicants who registered through the stations' websites. In 2016, over 120,000 volunteers engaged in service projects throughout the greater Philadelphia area.

**IHEARTMEDIA PHILADELPHIA**  
**PHILADELPHIA, PA**  
**ROCK AND ROLL**  
**MARATHON AND 5K**

On September 17 - 18, iHeartMedia Philadelphia sponsored the 2016 Rock and Roll Marathon and 5K to benefit the

American Association for Cancer Research. The stations promoted the event via public affairs interviews and PSAs and representatives from all stations participated in the race. iHeartMedia Philadelphia also supported the American Association for Cancer Research with an online Bid for Breast Cancer auction and an exclusive Goo Goo Dolls concert. The stations' efforts helped raise \$70,000 for the cancer research foundation.

**1190 KEX**  
**PORTLAND, OR**  
**KEX KIDS FUND FOR SIGHT**  
**AND SOUND PLEDGE DRIVE**

In 1987, 1190 KEX created the KEX Kids Fund for Sight and Sound, a non-profit that provides glasses, hearing aids and exams to underprivileged children in Portland. From November 24 - 29, the station hosted their annual KEX Kids Fund for Sight and Sound Pledge Drive, an on-air fundraising event that encouraged listeners to pledge donations to help local children with vision and hearing impairments. In 2016, the four-day radiothon raised more than \$138,000 and the KEX Kids Fund helped nearly 2,000 children.



**K103**  
**PORTLAND, OR**  
**K103 MAKE-A-WISH RADIOTHON AND CHRISTMAS BROADCAST**

For the 13th annual K103 Make-A-Wish Radiothon, K103 combined the event with their annual Christmas Broadcast to increase the spirit of giving and emphasize the Make-A-Wish Season of Wishes. Throughout the year, K103 partnered with the Oregon and SW Washington chapter of the Make-A-Wish Foundation to promote the organization's charitable efforts and initiatives on-air and via digital content. In addition to the radiothon, K103 assisted the Make-A-Wish Foundation with a car raffle. K103's efforts helped raise over \$118,000 for Make-A-Wish Oregon and SW Washington in 2016.

**ROCK 101**  
**PORTSMOUTH, NH**  
**LEND A HELPING CAN**

On November 17 - 18, Rock 101 held their 26th annual Lend a Helping Can radiothon to benefit 11 local New England

charities. During the two-day live broadcast, the Greg and the Morning Buzz Show auctioned items, offered incentives to those who donated and interviewed guests. In 2016, Lend a Helping Can raised over \$150,000 for those in need.

**ROCK 101 & WHEB**  
**PORTSMOUTH, NH**  
**BLACKSMITH RIDE FOR LIFE**

In June of 2015, Rock 101's Greg and the Morning Buzz co-host Andy Davidson succumbed to heart complications after not being able to receive a needed heart transplant. To honor his memory, iHeartMedia Portsmouth held the Blacksmith Ride For Life motorcycle ride on October 1, 2016 to benefit the New England Organ Bank and to encourage listeners to become organ donors. Morning show host Greg joined over 1,000 registered riders for the charity ride through the seacoast. The 2016 Blacksmith Ride for Life raised over \$22,000 for the New England Organ Bank.

**Z107**  
**PORTSMOUTH, NH**  
**KARLEE107**

On July 29 - 31, Z107 changed its name to Karlee107 to honor 10-year-old Karlee Drew, a local resident who lost her battle with AML / Myelofibrosis. During the campaign, the station raised awareness about AML, Myelofibrosis and other forms of childhood cancer and encouraged listeners to donate to help Karlee's family with medical and funeral expenses. The station's efforts helped raise over \$8,000 for the Drew family.

**IHEARTMEDIA NEW HAMPSHIRE**  
**PORTSMOUTH, NH**  
**STUFF-A-BUS**

On December 2 - 4, iHeartMedia New Hampshire partnered with WMUR-TV to host a Stuff-A-Bus event to benefit U.S. Marine Corps Reserve's Toys For Tots program. The stations encouraged listeners to drop off new, unwrapped toys to be distributed as Christmas gifts to community children in need. The three-day toy drive collected almost 17,000 toys and over \$23,000 for the youth-serving organization.

**Q92**  
**POUGHKEEPSIE, NY**  
**COAT DRIVE AT MID-HUDSON SUBARU**

On November 11, 2016, Q92 hosted their 13th annual Coat Drive at Mid-Hudson Subaru. The kickoff event featured performances from local artists and bands and collected more than 500 coats. The drive continued throughout the holiday season and resulted in more than 2,000 coats being collected and distributed to organizations in Dutchess and Ulster counties.

**IHEARTMEDIA POUGHKEEPSIE**  
**POUGHKEEPSIE, NY**  
**GREATER HUDSON VALLEY TOY DRIVE**

Every December, iHeartMedia Poughkeepsie collects new and unused toys for the Greater Hudson Valley Toy Drive to benefit several youth-serving organizations in the Hudson Valley. In 2016, the stations promoted the series of holiday toy drives on-air and hosted multiple collection sites in



partnerships with local businesses. The 2016 toy drive collected and distributed toys to 25 organizations.

**WRWD COUNTRY 107.3**  
**POUGHKEEPSIE, NY**  
**COUNTRY CARES FOR**  
**ST. JUDE KIDS RADIOTHON**

WRWD Country 107.3 held their 26th annual Country Cares for St. Jude Kids radiothon on March 6 - March 7, 2016. The station's on-air personalities shared interviews and stories from patients undergoing treatment and hospital caretakers to encourage donations throughout the broadcast. WRWD Country 107.3 raised over \$160,000 for St. Jude Children's Research Hospital during the two-day event.

**IHEARTMEDIA POUGHKEEPSIE**  
**POUGHKEEPSIE, NY**  
**STUFF-A-BUS**

Every holiday season, iHeartMedia Poughkeepsie holds a three-day Stuff-A-Bus food drive to collect non-perishable food items to be donated to Catholic charities and distributed to Hudson Valley residents. From November

18 - 20, the stations teamed with local organization Claudio Cares for the event, which took place at five local grocery stores and collected over 30,000 pounds of food, which is equivalent to more than 25,000 meals.

**IHEARTMEDIA POUGHKEEPSIE**  
**POUGHKEEPSIE, NY**  
**STUFF-THE-BUS**

In June 2016, iHeartMedia Poughkeepsie held a two-day Stuff-The-Bus event to collect food for children during the summer when they no longer receive breakfast or lunch at school. The buses were located at five local Stop & Shop grocery store locations throughout the Hudson Valley and collected over 8,500 pounds of food, which were donated to local Catholic charities in three surrounding counties.

**IHEARTMEDIA PROVIDENCE**  
**PROVIDENCE, RI**  
**TOYS FOR TOTS**

iHeartMedia Providence partnered with the U.S. Marine Corps Reserve and Cardi's Furniture stores to hold their annual Toys for Tots drive to collect toys for local children in need. The stations promoted the drive throughout the holiday season and broadcasted live from Cardi's stores on December 3 while collecting toys from listeners. In 2016, the campaign filled a record twelve tractor trailer trucks with toys for local children.

**IHEARTMEDIA PROVIDENCE**  
**PROVIDENCE, RI**  
**TRANS-SIBERIAN ORCHESTRA**  
**CONCERT FOR BEST BUDDIES**

iHeartMedia Providence stations partnered with the Trans-Siberian Orchestra for their November 20 concert to benefit Best Buddies, an organization that creates opportunities for people with intellectual and developmental disabilities. The orchestra donated \$1 from every ticket sale to the organization. During the concert, NewsRadio 920

Executive Producer Mike Salois presented Best Buddies with a check for over \$6,500.

**B101, COAST 93.3 & 94HJY**  
**PROVIDENCE, RI**  
**33 HOUR FOOD-A-THON**

On November 18 - 19, B101, Coast 93.3 and 94HJY held their 33 Hour Food-a-Thon to benefit the Rhode Island Community Food Bank. During the two-day drive, the three stations broadcasted live for 33 straight hours from three Ocean State Job Lot stores and encouraged listeners to help fill three RIPTA buses with needed non-perishable food items such as peanut butter, brown rice, dried fruits and more. B101, Coast 93.3 and 94HJY's efforts helped collect over 12,000 pounds of food for the food bank.

**CLASSIC ROCK 100.7**  
**RALEIGH, NC**  
**LUNG TRANSPLANT FOUNDATION**

In 2016, Classic Rock 100.7 held a series of events to benefit the North Carolina chapter of the Lung Transplant Foundation, a non-profit organization founded by lung





transplant recipients from Durham and Chapel Hill, North Carolina. The 2016 campaign included a golf tournament, a casino night and a Trans-Siberian Orchestra concert that collectively raised \$45,000 for the foundation.

**106.1 FM WTKK**  
**RALEIGH, NC**  
**THE SURVIVORS WALK**

On November 13, 106.1 FM WTKK partnered with the Triangle Survivors of Suicide for their Survivors Walk. The annual event brings together those left behind by suicide and offers an opportunity to raise awareness for the 10th leading cause of death in America. iHeartMedia Raleigh stations promoted the event on-air and a 106.1 FM WTKK News and Public Affairs Director spoke at the event about how he lost his own Vietnam veteran brother to suicide. Over 600 people attended the Survivors Walk, which raised \$4,000 for the Triangle Survivors of Suicide.

**FM97**  
**READING / LANCASTER, PA**  
**STUFF-A-BUGGY**

FM97 WLAN and Water Street Ministries hosted their fifth annual Stuff-A-Buggy food drive on November 19, 2016. The station promoted the food drive on-air and online to inform listeners about the most needed items. FM97 WLAN also broadcasted live from the donation site to encourage listeners to donate and fill an Amish buggy with non-perishable food items. In 2016, the event collected 800 pounds of food for Water Street Ministries.

**Y102**  
**READING / LANCASTER, PA**  
**JIMMY & ANDI'S LISTENER**  
**CHRISTMAS BREAKFAST**

On December 16, Y102 morning show hosts Jimmy & Andi hosted their 17th annual listener breakfast to benefit the Salvation Army. During the four-hour live broadcast, the morning show encouraged listeners to drop off toys for local children in need. Over 100 listeners attended the event and

donated gifts, which helped Y102 fill 12 barrels of toys for the Salvation Army to give to local children for the holidays.

**Y102 & RUMBA 92.3 / 1340**  
**READING / LANCASTER, PA**  
**IHEARTBERKS FOOD DRIVE**

On November 20, Y102 & RUMBA 92.3 / 1340 held the first iHeartBerks Food Drive to benefit the Greater Berks Food Bank. The stations broadcasted live for eight hours at four Giant Supermarket locations and encouraged listeners to donate non-perishable food items. The stations efforts helped collect 640 pounds of food for the Greater Berks Food Bank for the Thanksgiving holiday.

**RUMBA 92.3 / 1340**  
**READING / LANCASTER, PA**  
**PROMESA Y**  
**ESPERANZA RADIOTHON**

RUMBA 92.3 / 1340 held their first Promesa y Esperanza radiothon to benefit St. Jude Children's Research

Hospital on March 2 - 3. During the two-day event, on-air personality Chamo shared stories of the hospital's lifesaving work and featured local patients and families from across the Reading and Lancaster communities. The Promesa y Esperanza radiothon raised over \$35,000 to support medical treatment and research for childhood cancer.

**Q94, MIX 98.1 & NEWS**  
**RADIO 1140 WRVA**  
**RICHMOND, VA**  
**CHILDREN'S MIRACLE**  
**NETWORK RADIOTHON**

News Radio 1140 WRVA, Mix 98.1 and Q94 partnered with television station NBC12 for their annual 36 Hours for Kids radiothon on November 30 - December 2 at the Children's Hospital of Richmond at VCU, which is part of the Children's Miracle Network Hospitals network. The radiothon featured interviews with patients and families and raised more than \$205,000 for the organization.



**99.1 KGGI**  
**RIVERSIDE / SAN BERNADINO, CA**  
**COVER THE IE COLLECTION DRIVE**

On December 3 – 4, 99.1 KGGI hosted their first Cover The IE Collection Drive to benefit Water of Life Community Church’s CityLink ministry, which provides a variety of services for local residents in need. During the live broadcast, the station encouraged listeners to donate gently used clothing, blankets, new personal hygiene products and more. In 2016, Cover The IE Collection Drive collected 500 items for the Water of Life Community Church.

**THE #1 HIT MUSIC STATION JJS**  
**ROANOKE / LYNCHBURG, VA**  
**BIG LICK DOWNTOWN COUNTDOWN**

WJJS partnered with Big Lick Entertainment for the fourth annual Big Lick Downtown Countdown on December 31 to benefit LEAP for Local Food, a Roanoke-based non-profit organization that supports, develops and

maintains a sustainable local food system. The station promoted the event on-air, online and via social media and local on-air personalities served as emcees. In 2016, over 3,000 people attended the event, which has raised over \$50,000 for LEAP for Local Food.

**96.3 WROV**  
**ROANOKE / LYNCHBURG, VA**  
**MICROFESTIVUS**

In August, 96.3 WROV partnered with the Square Society for the 19th annual Microfestivus beer festival to benefit Center in the Square, which houses and supports several of the region’s cultural organizations. The station promoted the event on-air, online and via social media the week prior to the event and Program Director Joe Johnson hosted the event’s live music stage. To date, Microfestivus has raised over \$500,000 for Center in the Square.

**WHAM 1180 & 100.5 THE DRIVE**  
**ROCHESTER, NY**  
**DRIVE FOR MIRACLES**

From February 11 – 12, 100.5 The Drive and WHAM 1180 held their 15th annual Drive For Miracles to benefit the Golisano Children’s Hospital. During the 28-hour radiothon, listeners heard stories and interviews from hospital patients. The stations’ efforts raised almost \$225,000 to help provide new equipment for the hospital.

**RADIO 95.1, KISS 106.7**  
**& 100.5 THE DRIVE**  
**ROCHESTER, NY**  
**ROCHESTER CITY**  
**SCHOOL SUPPLY DRIVE**

In July, Radio 95.1, Kiss 106.7 and 100.5 The Drive partnered with the Advantage Federal Credit Union for their second annual school supply drive. During the event, the stations

encouraged listeners to donate generic school supplies to help stock classrooms in the city. In 2016, the stations’ efforts helped collect hundreds of markers, pens, colored pencils, notebooks and other supplies, which were delivered to 10 area schools in need.

**TALK 650 KSTE**  
**SACRAMENTO, CA**  
**FISHER HOUSE**

Talk 650 KSTE morning team Armstrong and Getty hosted their sixth annual fundraiser for Fisher House from November 7 - 13 to commemorate Veteran’s Day week. Fisher House is an organization that supports America’s military and their families by providing no-cost housing while their loved ones receive medical treatment. In 2016, Armstrong and Getty raised over \$690,000, bringing their six-year donation total to \$3 million to help Fisher House build new Fisher homes on the grounds of VA and military medical centers.



**IHEARTMEDIA SALISBURY**  
**SALISBURY, MD**  
**TRICK OR TREAT STREET**

For ten years, iHeartMedia Salisbury stations have partnered with local businesses to provide a safe Halloween celebration for children in the area. On October 23, Trick or Treat Street was held on the property of local Baltimore Orioles affiliate the Delmarva Shorebirds and attracted over 5,000 community members. The free event, which featured trick-or-treating, family activities, a fall-themed photo booth and complimentary beverages, also welcomed the local Humane Society to share pet adoption information.

**IHEARTMEDIA SALISBURY**  
**SALISBURY, MD**  
**STUFF-THE-BUS**

On December 3, iHeartMedia Salisbury promoted four Stuff-The-Bus toy drive collection locations to gather toys to benefit four local Toys for Tots programs as part of their 12th annual Stuff-The-Bus event. The stations partnered with local Walmart stores to host the drive locations and

staff members were on-site to collect new, unwrapped toys. iHeartMedia Salisbury stations also made donation locations available throughout December at participating local businesses. The 2016 toy drive collected thousands of toys for underprivileged children in the area.

**IHEARTMEDIA SALISBURY &**  
**IHEARTMEDIA WILMINGTON**  
**SALISBURY, MD**  
**MILES FOR MILITARY**

iHeartMedia stations in Wilmington, Delaware and Salisbury, Maryland hosted the 12th annual Miles For Military motorcycle rides, two simultaneous charity events that benefit the USO's military serving programs and services. The stations promoted the June 11 rides on-air and encouraged listeners to attend and enjoy the event's lunch, raffle and entertainment. On June 11, more than 100 motorcyclists participated in Miles for Military, which collected and donated over \$13,000 to the USO.

**FROGGY 99.9**  
**SALISBURY, MD**  
**COUNTRY CARES FOR**  
**ST. JUDE KIDS RADIOTHON**

Froggy 99.9 hosted their first two-day Country Cares for St. Jude Kids radiothon on February 22 and 23, 2016. Morning show personalities Whiskey & Randy were on-air for the entire 26-hour radiothon sharing patient stories, interviewing local parents and families and encouraging the Delmarva community to donate. The two-day radiothon raised \$66,000 for St. Jude Children's Research Hospital thanks to the generosity of the local community.

**IHEARTMEDIA SAN ANTONIO**  
**SAN ANTONIO, TX**  
**TURKEYS FOR THE TROOPS**

On November 18, iHeartMedia San Antonio partnered with Toyota of Boerne to hold the annual Turkeys for the Troops event. Station personalities and staff spent the day giving away free frozen turkeys to active and inactive military members to thank them for their service. In 2016, 4,000

turkeys were distributed to military personnel in the San Antonio community.

**MIX 96.1**  
**SAN ANTONIO, TX**  
**SUSAN G. KOMEN**  
**RACE FOR THE CURE**

On April 9, Mix 96.1 sponsored the 19th annual Susan G. Komen Race for the Cure in San Antonio to help the fight against breast cancer. Afternoon on-air host Russell Rush served as emcee for the event and the station recruited a team to participate in the race. In 2016, the Mix 96.1 96 Minute Mile-ers included 220 members and raised over \$3,000 for the Susan G. Komen foundation.

**Q 101.9 & MIX 96.1**  
**SAN ANTONIO, TX**  
**PROM NIGHT DO-OVER PARTY**

On June 4, 2016, Mix 96.1 and Q 101.9 teamed up with the Sheraton Gunther hotel, Susan G. Komen San Antonio and Yelp to host the first Prom Night Do-Over Party to benefit



the Susan G. Komen foundation. The station promoted the event throughout May on-air, via social media and with digital videos. All proceeds from ticket sales were donated to the Susan G. Komen foundation and the sold-out event raised over \$16,000 for breast cancer awareness.

**TICKET 760**  
**SAN ANTONIO, TX**  
**HELP-A-HERO RADIOTHON**

On November 10, Ticket 760 held their Help-a-Hero radiothon to benefit the Paralyzed Veterans of America, which provides free benefits, employment assistance and adaptive sports programs to veterans. On-air hosts interviewed paralyzed veterans and their families and encouraged listeners to donate. In 2016, the nine-hour radiothon raised over \$10,000 for the Paralyzed Veterans of America and its programs and services.

**KJ 97**  
**SAN ANTONIO, TX**  
**COUNTRY CARES FOR ST. JUDE KIDS RADIOTHON**

On December 8 and 9, KJ 97 hosted their annual Country Cares for St. Jude Kids radiothon and silent auction. During the two-day live broadcast, the station shared inspirational stories of St. Jude patients battling cancer and other life-threatening diseases and encouraged listeners to become Partners in Hope. The 2016 radiothon raised over \$555,000, a record for KJ 97's yearly event.

**NEWS RADIO 1200 WOAI**  
**SAN ANTONIO, TX**  
**ELF LOUISE CHRISTMAS PROJECT**

News Radio 1200 WOAI partnered with the North Star Mall on December 2 - 3 for a radiothon and online auction to benefit the Elf Louise Christmas Project, a local non-profit organization that purchases and delivers toys during the

holiday season to Bexar County's less fortunate children. The station promoted the two-day broadcast on-air and online for the week prior to the event and encouraged listeners to donate. In 2016, the radiothon raised over \$250,000, which provided needed presents for more than 25,000 children.

**MIX 96.1**  
**SAN ANTONIO, TX**  
**KIDD'S KIDS DAY**

On October 18, Mix 96.1 hosted their 25th annual Kidd's Kids Day to benefit the Kidd's Kids non-profit organization started by late radio host Kidd Kraddick to send children and their families dealing with life altering conditions on a annual trip to Walt Disney World. During the drive, the station interviewed children and families who received the all expenses paid vacation and encouraged listeners to donate online and via phone and text. The station's efforts helped raise over \$350,000 and send 50 children and their families on a trip of a lifetime.

**XTRA SPORTS 1360 AM**  
**SAN DIEGO, CA**  
**CHARGERS BLOOD DRIVE**

Since its inception 38 years ago, the Chargers Blood Drive has collected over 73,000 pints of blood. In November, XTRA Sports 1360 AM sponsored the yearly Chargers Blood Drive in conjunction with the San Diego Blood Bank. Hosts Mark & Rich and Loose Cannons broadcasted live throughout the day during the blood drive to encourage listeners to "lend an arm." In 2016, XTRA Sports 1360 AM's efforts helped the drive collect more than 800 pints of blood.

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

In December, NewsRadio AM 600 KOGO partnered with the East County Salvation Army for their 41st annual East County Toy Drive. During the two-week campaign, the station promoted the event on-air and online and encouraged



listeners to donate at on-site events. As part of the station's efforts, over 15,000 toys were collected for San Diego children.

**101.5 KGB**  
**SAN DIEGO, CA**  
**MAY RIDE**

Every May, 101.5 KGB's afternoon drive host Clint August organizes May Ride to benefit Home Front San Diego, an organization that provides support to low-income military families in their time of need. The 2016 festival included a motorcycle ride, food and entertainment and attracted more than 4,000 motorcyclists. May Ride raised \$12,000 for Homefront San Diego in 2016.

**STAR 94.1**  
**SAN DIEGO, CA**  
**WOMEN BUILD**

On May 7, Star 94.1 partnered with Habitat For Humanity for their annual Women Build to help a San Diego family in need

receive a new home. The station's morning show hosts Jesse Lozano and Delana Bennett encouraged listeners to volunteer their time and donate money to help them start construction and assemble the frame of a home. In 2016, over 25 listeners joined Team Star and the station raised \$6,000 to help with building costs.

**JAM'N 95.7, CHANNEL 933, STAR**  
**94.1 & NEWSRADIO 600 KOGO**  
**SAN DIEGO, CA**

**STUFF-THE-BUS**

In July and August, iHeartMedia San Diego partnered with the San Diego County Office of Education and the San Diego County Credit Union for their second annual Stuff-The-Bus drive to collect school supplies for homeless children in San Diego. JAM'N 95.7, Channel 933, Star 94.1 and NewsRadio 600 KOGO aired interviews with San Diego County School representatives and performed live call-ins as the bus stopped at area stores and Credit Union locations. iHeartMedia San Diego's efforts helped collect over 5,000 backpacks and 250,000 items for distribution to area school children.

**CHANNEL 933, 101.5**  
**KGB & ROCK 105.3**  
**SAN DIEGO, CA**  
**CLEAR THE SHELTERS DAY**

On July 23, Channel 93.3, 101.5 KGB and Rock 105.3 partnered with the local NBC television affiliate for Clear The Shelters Day to promote pet adoptions. The stations promoted the event for two weeks and their on-air personalities shared stories about pets they had adopted from shelters. During the event, station hosts called in from different local shelters and posted photos of adoptable pets on their social media accounts. In 2016, over 775 pets were adopted from San Diego County shelters on Clear The Shelters Day.

**CHANNEL 933**  
**SAN DIEGO, CA**  
**FEED A FAMILY**

During the holiday season, Channel 933 morning show hosts Kramer & Geena encouraged listeners to nominate San Diego families in need for their Feed A Family campaign. The

station received more than 150 entries and the morning show team selected five families to receive \$500 grocery store gift cards to assist them during the holidays.

**ROCK 105.3**  
**SAN DIEGO, CA**  
**MILITARY CHRISTMAS BONUS**

In December, Rock 105.3's THE SHOW held their annual Military Christmas Bonus campaign, which awarded \$2,500 gift packages to five military families nominated by listeners. In 2016, the campaign included a free breakfast and entertainment event for 500 active-duty military members at the Marine Corps Air Station Camp Pendleton. THE SHOW broadcasted live from the breakfast and encouraged listeners to make online donations to the Armed Services YMCA.



**IHEARTMEDIA SAN FRANCISCO**  
**SAN FRANCISCO / SAN JOSE, CA**  
**BAY AREA PET FAIR**

In 2016, iHeartMedia San Francisco partnered with Pet Food Express to encourage local residents to adopt dogs, cats, birds, bunnies and other small animals. The stations promoted Pet Food Express's in-store adoption events on-air throughout the year and joined the stores at the sixth annual Bay Area Pet Fair on October 15 and 16, which had a record attendance of over 22,000 people on its first day. iHeartMedia San Francisco's efforts helped over 5,000 animals in the Bay Area find homes.

**STAR 101.3**  
**SAN FRANCISCO / SAN JOSE, CA**  
**ACADEMY OF FRIENDS GALA**

On February 28, 2016, Star 101.3 supported the 36th Annual Academy of Friends Gala, the largest Bay Area fundraiser benefiting six local HIV / AIDS assistance organizations. The

gala event gathered local residents to enjoy the Bay Area's finest restaurants and caterers, watch the Oscar ceremonies and participate in a silent auction and raffle. With the support of Star 101.3, the event raised over \$75,000 for the Academy of Friends in 2016.

**98.1 KISS FM**  
**SAN FRANCISCO / SAN JOSE, CA**  
**THE FIGHT FOR AIR CLIMB**

98.1 KISS FM joined the American Lung Association on March 19, 2016 for The Fight for Air Climb event. The station promoted the event on-air and online and on-air personality Tony Sandoval led a team that climbed 52 flights of stairs. The station's efforts helped raise over \$350,000 to support research, education and patient programs to help the millions of Americans impacted by asthma, COPD, lung cancer, air pollution and other lung diseases.

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

106 KMEL hosted their fourth Annual Sana Claus Toy and Food Drive on December 16 to benefit the Alameda County Food Bank and the Alameda County Fire Department's Holiday Gift Program. The Sana G Morning Show broadcasted live from a local Chili's restaurant and encouraged listeners to drop off toy donations and non-perishable food. The four-hour broadcast collected over 400 pounds of food, which is the equivalent of about 350 meals for the community, as well as ten barrels of toys and over \$700 in donations.

**BIG 103.7 FM**  
**SAN FRANCISCO / SAN JOSE, CA**  
**ROCK THE CASA CONCERT**

On March 5, Big 103.7 FM partnered with Rock the Casa for an annual concert to benefit Camp Concord, which sends

hundreds of deserving kids to summer camp, and Court Appointed Special Advocates (CASA), which provides critical support for children removed from their homes due to abuse or neglect. In 2016, the concert featured a performance by REO Speed Wagon and attracted over 700 attendees, who helped raise over \$75,000 for the organizations.

**WILD 94.9**  
**SAN FRANCISCO / SAN JOSE, CA**  
**CAAMFEST**

Wild 94.9 partnered with the Center for Asian American Media for the organization's annual CAAMFest movie festival, which took place from March 10 - 20 and celebrated film, culture and food from across Asian America. The station promoted the 11-day festival through on-air and digital PSAs and helped the organization attract 27,000 attendees and raise almost \$225,000 to support the local arts.



**107.9 WSRZ**  
**SARASOTA / BRADENTON / VENICE, FL**  
**SANTA CAUSE**

On December 8, 107.9 WSRZ's Jones & Crane Show hosted the 20th annual Santa Cause, a toy and fund drive to benefit The Safe Children's Coalition - Sarasota YMCA. The station promoted the event on-air, online and via social media and encouraged listeners to donate. In 2016, Santa Cause raised \$12,000 in cash and toy donations, which helped 1,200 children in Sarasota / Manatee and DeSoto counties who have come into the foster care system due to abuse, neglect or abandonment.

**107.9 WSRZ**  
**SARASOTA / BRADENTON / VENICE, FL**  
**PINTS FOR PLAY**

107.9 WSRZ partnered with Suncoast Blood Bank for the eighth annual Pints for Play drive on May 12, 2016. During the 12-hour blood drive, morning show hosts David Jones and Christina Crane encouraged listeners to donate blood or platelets in exchange for a variety of incentives. Pints for Play

was the Suncoast Blood Bank's biggest donation day of 2016 and collected over 600 units of blood.

**92.1 CTQ**  
**SARASOTA / BRADENTON / VENICE, FL**  
**HOLIDAY TOY DRIVE**

On December 9, 92.1 CTQ partnered with Conley Buick GMC for their annual toy drive to benefit Toys for Tots. During the drive, the station broadcasted live for 12 hours at a local Walmart Supercenter and encouraged listeners to donate. The station's efforts helped collect over \$15,000 in cash and toys for local children.

**92.1 CTQ**  
**SARASOTA / BRADENTON / VENICE, FL**  
**92.1 CTQ POLICE APPRECIATION BROADCAST**

On July 20, 92.1 CTQ's Maverick and Lulu in the Morning held a special live broadcast to support police officers. The morning show hosts invited listeners to stop by and sign a

thank you banner in appreciation of local law enforcement. Over 200 listeners signed the banner, which was presented to the local Sheriff's office and toured three separate agencies in Sarasota, Bradenton and Venice.

**92.1 CTQ**  
**SARASOTA / BRADENTON / VENICE, FL**  
**SUNCOAST COUNTRY CLEANUP**

On April 9, 92.1 CTQ partnered with Mosaic for the third annual Suncoast Country Cleanup to raise awareness for the importance of keeping area beaches clean. The station encouraged listeners to volunteer with morning show hosts Maverick and Lulu and the entire 92.1 CTQ team to clean up Coquina Beach. As part of the station's efforts, 100 listeners came out to volunteer and assist with the beach cleanup.

**LOVE 101.1**  
**SAVANNAH, GA**  
**STEVE HARVEY MORNING SHOW ANNUAL TURKEY GIVE**

On November 22, Love 101.1 partnered with The Steve and Marjorie Harvey Foundation and the Wesley Community Center to provide turkeys to families in need for Thanksgiving. The station's efforts helped provide turkey dinners to over 100 people in the Savannah area.

**NEWS RADIO 97.7 & 98.7 THE RIVER**  
**SAVANNAH, GA**  
**CMN RADIOTHON**

News Radio 97.7 and 98.7 The River partnered with the Children's Miracle Network for their annual CMN Radiothon to benefit the Children's Hospital at Memorial University Medical Center. During the two-day drive, News Radio 97.7 turned the station over to local children and their families, who shared stories about the hospital's efforts. In 2016, the CMN Radiothon raised over \$218,000, which was a record for a Savannah radiothon.



**97.3 KISS FM**  
**SAVANNAH, GA**  
**HOUSE OF PROM**

House of Prom is 97.3 KISS FM's annual prom dress drive for teenaged girls who cannot afford the high cost of purchasing brand new dresses. In 2016, the station collected new and gently used prom, bridesmaid and evening gowns from listeners via donation locations throughout the area. On March 5, 97.3 KISS FM had a one-day dress sale and sold each donated dress for \$9.73. The 2016 House of Prom event collected a record-breaking \$1,300, which the station donated to the Savannah Rape Crisis Center.

**94.1 THE BEAT**  
**SAVANNAH, GA**  
**JUICE HIGH SCHOOL TOUR**

In March and April of 2016, 94.1 The Beat participated in the Juice High School Tour, which is a mobile event that promotes education and community for high school students throughout Florida and Georgia. The station promoted the event on-air and online and encouraged high school seniors

to take a proactive approach to their own environment. In 2016, over 600 Savannah area students participated in the event.

**98.7 THE RIVER**  
**SAVANNAH, GA**  
**CHRISTMAS WISH**

During December 2016, 98.7 The River hosted their 18th annual Christmas Wish campaign to award local families with loved ones undergoing cancer treatment with holiday gifts. On-air host Mark Robertson shared letters from nurses at Dwaine & Cynthia Willett Children's Hospital of Savannah that nominated families who could not experience the joy of the holiday because of the financial expenses of cancer. The 2016 Christmas Wish campaign raised \$30,000 for 10 local families.

**LAKE 102.3**  
**SOMERSET, KY**  
**KIWANIS CLUB OF SOMERSET RADIO AUCTION**

Lake 102.3 partnered with the Kiwanis Club of Somerset for a radio auction on September 26 and 27 to help underprivileged children in Pulaski County. During the two-day event, the station raised over \$10,000 for monthly scholarships to purchase coats for the children and for donations to other organizations that focus on children's needs.

**NEWS RADIO 560 & MUSIC MIX 93-1**  
**SPRINGFIELD, MA**  
**LOVE TO THE RESCUE RADIOTHON**

On October 20 - October 21, MIX 93-1 on-air personalities Zito and Kera and News Radio 560 host Jim Polito broadcasted live from Shriners Hospitals for Children during the fifth annual Love to the Rescue radiothon. Designed exclusively for children, the hospital offers specialized pediatric orthopedic, rheumatology and cleft lip and palate

care using the latest innovations in diagnosis and treatment. The stations also participated in the Shriners Walk For Love event and Mix 93-1 on-air talent Chris Zito headlined the Shriners Night of Laughter comedy show. In 2016, the Love To The Rescue radiothon raised over \$200,000, which was a personal best for the stations.

**KIX 100.9**  
**SPRINGFIELD, MA**  
**ST. JUDE CHILDREN'S RESEARCH HOSPITAL RADIOTHON**

For the past nine years, KIX 100.9 has raised money for St. Jude Children's Research Hospital. In addition to the station's annual St. Jude Radiothon, which raised over \$125,000, KIX 100.9 hosted two St. Jude trivia nights, their first St. Jude 5K for Kids and a Spin for St. Jude Kids class at Healthtrax Fitness. Staff members also traveled to Memphis to take part in two St. Jude's half marathons. Their team, Team Pumped up KIX, raised over \$23,000 for St. Jude and the station's various fundraising efforts raised over \$150,000 for the hospital in 2016.





**US 97**  
**SPRINGFIELD, MO**  
**TOYS FOR TOTS**

For more than a decade, US 97 and on-air personality George Spankmeister have partnered with the U.S. Marines Corps Reserve to collect toys and donations for Toys for Tots. The station kicked off their annual campaign with a comedy show featuring Donnie Baker and Costaki Economopoulos and ended their efforts with a 24-hour toy drive on November 25 - 26 with partner Youngblood Auto Group. In 2016, US 97 and partners helped collect more than \$40,000 in donations and toys to help make Christmas brighter for children in need in the Ozarks.

**ALICE 95.5**  
**SPRINGFIELD, MO**  
**SHARE THE LIGHT**

Led by Program Director Clint Gerlek, Alice 95.5 created the Share The Light campaign to raise awareness and funds for

Project Share, a local fund dispersed by OACAC to assist families unable to pay their utility bills during the winter. On December 17, the station broadcasted live for 12 hours and encouraged listeners to stop by their studio and purchase Christmas-themed light bulbs for \$10. After the one-day event, Alice 95.5 continued to encourage donations and 100% of the money raised went directly into the Project Share Fund. The station's efforts raised over \$7,000 for local families at risk.

**100.5 THE WOLF**  
**SPRINGFIELD, MO**  
**BIG BROTHERS BIG SISTERS OF THE OZARKS**

In 2016, 100.5 The Wolf partnered with Big Brothers Big Sisters of the Ozarks to help the agency recruit more mentors. Members of the organization were featured on a long-form public affairs show and a series of awareness campaign PSAs. The station also partnered with Big Brothers Big Sisters of the Ozarks to promote and support their

signature fundraising events including Ozarks Beerfest, Taste of The Ozarks and Bowl for Kid's Sake. The station's efforts helped Big Brothers Big Sisters of the Ozarks be recognized as the 2016 Midsize Agency of the Year by the National Big Brothers Big Sisters Association.

**105.9 KGBX**  
**SPRINGFIELD, MO**  
**HUNGERTHON**

From September - 12, 105.9 KGBX morning show hosts Kevin and Liz hosted the 18th annual Hungerthon, a four-day radiothon held outside of the station's studios. The event benefited the Ozark Food Harvest and helped provide children in need with nutritious food to take home over the weekends when school meals weren't available. In 2016, Hungerthon raised a record over \$140,000, providing almost 470 at-risk local children with six child-friendly meals every weekend of the school year. Hungerthon has raised over \$1.64 million for Ozarks Food Harvest since its inception in 1999.

**103.3 KLOU, Z107.7 & 93.7 THE BULL**  
**ST. LOUIS, MO**  
**BRAVE A SHAVE FOR KIDS WITH CANCER**

103.3 KLOU, Z107.7, and 93.7 The Bull sponsored the St. Baldrick Foundation's 13th annual Brave A Shave For Kids With Cancer on March 5. During the event, 600 St. Louis residents shaved their heads to raise awareness and funds for childhood cancer research. As part of their promotional efforts, the stations encouraged listeners to join their team and make a donation. The St. Louis Brave A Shave For Kids With Cancer event raised \$3.5 million, making it the largest nationwide event for the St. Baldrick Foundation.



**100.3 THE BEAT & HALLELUJAH 1600**  
**ST. LOUIS, MO**  
**ST. LOUIS... MY HOMETOWN**

In 2016, 100.3 The Beat and Hallelujah 1600 partnered with the St. Louis Civic Pride Foundation on their St. Louis... My Home Town campaign to create a sense of pride among residents. The campaign included station PSA and online promotion as well as an original song performed by local children to spotlight the strength of the St. Louis community. In addition to promoting the song's video on their websites, the stations interviewed the students and organization on-air to discuss the tune's origins and impact.

**93.7 THE BULL**  
**ST. LOUIS, MO**  
**93.7 THE BULL BOATLOAD OF TOYS**

93.7 The Bull partnered with non-profit organization Youth In Need for the seventh annual 93.7 The Bull Boatload of Toys toy drive on December 2 - 4. The station's on-air personalities broadcasted from an RV in the parking lot at

Bass Pro Shop in St. Charles and asked the local community to help fill boats with new and unwrapped toys. In 2016, nine boats were filled with donations, which helped provide a magical Christmas for the 13,000 children and teenagers served by Youth In Need.

**Z107.7 & WILD 104.9**  
**ST. LOUIS, MO**  
**ORLANDO MARCH VIGIL**

On June 12, a gunman walked into Pulse Nightclub in Orlando and opened fire, killing 49 people and injuring 53 more in what was the deadliest mass shooting by a single gunman in U.S. history. Z107.7 and Wild 104.9's promotions and programming team helped organize a march and candlelight vigil on June 13 to show solidarity with those killed in the tragedy. Z107.7 shared hourly reports about the event throughout the day and broadcasted remote call-ins and Facebook Live video during the event. An estimated 3,000 people attended the march, which began on Manchester and Sarah streets and ended with the vigil at to the Transgender Memorial Garden.

**Z107.7 & WILD 104.9**  
**ST. LOUIS, MO**  
**PRIDE ST. LOUIS, INC.**

For over thirty years, Pride St. Louis, Inc. has worked to raise awareness, understanding and acceptance of Lesbian, Gay, Bisexual, and Transgender residents in the St. Louis community. Z107.7 and Wild 104.9 sponsored multiple Pride events in 2016, including PrideFest on June 26 - 28. Station hosts Taylor J., Tight Pants and other personalities broadcasted and participated in events throughout the three-day festival and joined recording artists DNCE during the PrideFest parade.

**100.3 THE BEAT & HALLELUJAH 1600**  
**ST. LOUIS, MO**  
**HIP HOP THE VOTE AND HALLELUJAH THE VOTE**

In 2016, iHeartMedia St. Louis partnered with the Brown & Crouppen law firm to educate listeners on the importance of

the local, region, state and national elections and to simplify voter registration to help make the election process easier for those in the Hip Hop and Gospel communities. The stations' on-air staff and promotions teams visited local businesses and community colleges from May until October to register voters and share election information. Hip Hop The Vote and Hallelujah The Vote with 100.3 The Beat and Hallelujah 1600 helped over 200 people register for the 2016 Presidential election.

**100.3 THE BEAT & HALLELUJAH 1600**  
**ST. LOUIS, MO**  
**SISTA STRUT**

For the past seven years, the Sista Strut Breast Cancer Walk has heightened awareness about the issues of breast cancer in women of color, as well as provided community resources. On October 1, 100.3 The Beat and Hallelujah 1600 participated in the annual downtown St. Louis walk, which attracted over 5,500 walkers and raised more than \$25,000 for local organizations and hospitals to assist in the fight against breast cancer.



**102.3 WSUS**  
**SUSSEX, NJ**  
**CHRISTMAS CAROLS**

Every December, 102.3 WSUS morning show host Steve Andrew invites local children to come to his morning show and perform Christmas Carols live on-air. Andrews coordinates the event with 20 schools and 600 children and the station hires a professional sound crew for the performances. Videos from the students' performances are also posted online on the station's website.

**103.7 NNJ & 102.3 WSUS**  
**SUSSEX, NJ**  
**STUFF-THE-BUS**

103.7 NNJ and 102.3 WSUS held their annual Stuff-The-Bus campaign on November 18 - 20 to benefit the Sussex County Division of Social Services Food Pantry. On-air personalities from both stations broadcasted live during the events, which were also promoted on the 103.7 NNJ and 102.3 WSUS websites and social media. In 2016, the Stuff-The-Bus

campaign collected nearly 35,000 pounds of food and almost \$9,000 for the Sussex County Division of Social Services Food Pantry. To date, the campaign has collected almost 210,000 pounds of food and over \$38,000 in donations.

**POWER 620**  
**SYRACUSE, NY**  
**MARTIN LUTHER KING JR.**  
**DINNER CELEBRATION**

The annual Martin Luther King Jr. Dinner Celebration held at Syracuse University's Carrier Dome is one of the nation's largest celebrations of Dr. King's legacy on a university campus. For 13 years, Power 620 has helped organize the event, which includes a sit-down dinner for more than 2,000 people, followed by a keynote speaker and program. In 2016, the station ran nearly 300 PSAs to promote the celebration, broadcasted the dinner live and asked one of their on-air personalities to serve as the emcee.

**NEWS RADIO 570 WSYR**  
**SYRACUSE, NY**  
**ONFARMFEST — OPEN FARM DAY**

On September 24, News Radio 570 WSYR held ONFarmFest - Open Farm Day, a free open to the public event at seven local farms that was part of their ongoing campaign to help the Onondaga County Agricultural Council raise awareness for local farms. The station also wrote and produced PSAs promoting specific crops, farmers markets and farms and highlighted local products on their website. As part of the station's efforts, 1,500 visitors attended ONFarmFest and learned about the importance of agriculture for their local economy and the need to protect local land.

**Y94**  
**SYRACUSE, NY**  
**UPSTATE GOLISANO CHILDREN'S**  
**HOSPITAL RADIOTHON**

Y94 hosted a two-day radiothon to benefit Upstate Golisano Children's Hospital on September 22 and 23, 2016. The Y94

team interviewed sick children and their families on-air and encouraged the community to donate on-air, online, and through social media, helping to raise over \$160,000 for the hospital.

**B104.7**  
**SYRACUSE, NY**  
**SYRACUSE HONOR FLIGHT**

On April 30, B104.7 on-air personalities Tom and Becky joined World War II veterans on a flight bound for Washington, DC to honor the veterans' service. In the weeks leading up to the event, the station shared photographs of the participants on their social media and interviewed the veterans on-air. As part of the station's efforts, hundreds of veterans visited the nation's capital to visit war memorials and reflect upon their service together.



**HOT 107.9**  
**SYRACUSE, NY**  
**TURN UP YOUR FUTURE**  
**STUDENT CAMPAIGN**

Starting in January 2016, HOT 107.9 spent three months working with a local high school media class to create a campaign that educated listeners on the Syracuse City Schools Career and Technical Education programs. The station's staff met twice a week with the students, who created the slogan "Turn Up Your Future." The students also helped to write, produce and voice commercials that ran on HOT 107.9 in February to a promote a March 4 Career Expo, which was attended by hundreds of students and parents. The commercials also won the New York State Broadcasters' Association 2016 Excellence In Broadcasting Award for Outstanding Public Service Announcement / Campaign.

**94.9 TNT**  
**TALLAHASSEE, FL**  
**ST. JUDE COUNTRY**  
**CARES RADIOTHON**

In 2016, 94.9 TNT supported the St. Jude Children's Research Hospital through a variety of on-air and online PSA campaigns and events. Their 26th annual St. Jude Country Cares Radiothon on February 25 - 26, 2016 raised over \$67,000 and the campaign also included the St. Jude Summer Kickoff Concert, where the station asked attendees for a \$5 suggested donation to benefit the hospital. Over the past 25 years, 94.9 TNT has raised over \$1.4 million for St. Jude Children's Research Hospital.

**IHEARTMEDIA TAMPA**  
**TAMPA, FL**  
**IHEARTMEDIA BLOOD**  
**DRIVE WITH ONE BLOOD**

After the Pulse Night Club tragedy in Orlando, iHeartMedia Tampa stations joined One Blood for a blood drive at

the Gold & Diamond Source Theatre on June 17. All eight stations encouraged listeners to donate blood and 93.3 FLZ broadcasted live from the event. As part of iHeartMedia Tampa's efforts, over 150 pints were collected for One Blood to use in the Orlando area.

**IHEARTMEDIA TAMPA**  
**TAMPA, FL**  
**HELPING HANDS FOOD DRIVE**

iHeartMedia Tampa stations participated in the annual Helping Hands Food Drive on November 18 to benefit Metropolitan Ministries, a local non-profit organization that serves poor and homeless families. The stations promoted the drive on-air during the week prior to the event and broadcasted live during the drive. In 2016, the Helping Hands Food Drive received over \$10,000 in in-person, online and gift card donations, as well as 1,600 pounds of food and over 500 turkeys.

**620 WDAE**  
**TAMPA, FL**  
**RON DIAZ**  
**CHRISTMAS CLASSIC**

On December 9, 620 WDAE held their 18th annual Ron Diaz Christmas Classic in Wesley Chapel to benefit the Children's Cancer Center. On-air host Ron Diaz hosted the event, which the station promoted on-air, online and via social media. Their efforts raised over \$20,000 for the Children's Cancer Center, bringing their 18-year total to over \$300,000 to help the fight against pediatric cancer.

**MIX 100.7**  
**TAMPA, FL**  
**JUNIOR ACHIEVEMENT'S BIZTOWN**  
**AND ENTERPRISE VILLAGE**

Mix 100.7 participated in Junior Achievement's BizTown and Enterprise Village, a series of educational programs that teach elementary school students about the worldwide economy. The station created a mock store front that



students used to act as deejays, account executives and other roles in the radio industry. In 2016, over 4,000 students visited Junior Achievement's BizTown and Enterprise Village.

**US 103.5  
TAMPA, FL  
CARES FOR KIDS RADIOTHON**

US 103.5 hosted their ninth annual US 103.5 Cares for Kids radiothon on December 1 - 2 to support the Johns Hopkins All Children's Hospital in St. Petersburg. The two-day event featured families and patients from all across the state and raised over \$380,000 for All Children's Hospital. Over the last nine years, US 103.5 Cares for Kids radiothons have raised over \$1.9 million.

**101.5 THE RIVER  
& 92.5 KISS FM  
TOLEDO, OH  
TOY-A-THON**

92.5 Kiss FM and 101.5 The River partnered with the Salvation Army to hold their annual Toy-A-Thon toy drive on December

3 at a local shopping mall. The eight-hour live broadcast encouraged listeners to donate cash and new toys to spread cheer to underprivileged families during the holiday season. In 2016, Toy-A-Thon collected more than 2,000 toys and just over \$1,000 in donations for the Salvation Army of Northwest Ohio.

**104.7 WIOT  
TOLEDO, OH  
TOOLS FOR SCHOOLS**

Every August, 104.7 WIOT teams up with the Salvation Army for Tools for Schools, a drive to help students get the supplies they need for classes. In 2016, the station promoted the event on-air, online, and via social media and encouraged listeners to donate at over sixty different sites. 104.7 WIOT on-air personality Kramer also broadcasted live from a donation site during the drive. As part of the station's efforts, over 1,400 students received much needed school supplies for the school year.

**92.5 KISS FM  
TOLEDO, OH  
KISS 'N' DRAG**

On August 26, 92.5 Kiss FM joined Toledo Pride in downtown Toledo for KISS 'N' Drag, which was one of several LGBTQ events the station promoted and sponsored throughout 2016. On-air personalities from the station's The Morning Rush show hosted and performed at the show and asked attendees to donate money and non-perishable food items to benefit the Toledo Northwestern Ohio Food Bank. In 2016, 92.5 KISS FM and Toledo Pride raised over \$1,500 and collected 400 pounds of food to help the food bank end hunger in the area.

**1370 WSPD  
TOLEDO, OH  
HEROIN AWARENESS  
AND ACTION SEMINAR**

In 2016, 1370 WSPD helped bring awareness to the current heroin and opiate epidemic through a variety of seminars and events, including Opiate Awareness walks at Bowling Green State University and in Toledo. On May 19, morning host Fred

LeFebvre hosted a Heroin Awareness and Action event with the Toledo Dental Society to raise awareness of the dental profession's possible impact on the epidemic. The event was the first of its kind in the state and featured Ohio Attorney General Mike DeWine, Lucas County Sheriff John Tharp and other recovery professionals discussing efforts to combat over prescription in the medical industry. Over 300 dental professionals attended the event, which was recorded by the Toledo Dental Society and shared online and with other dental societies around Ohio.

**103.7 'CKY  
TOLEDO, OH  
GLIDING STARS OF FINDLAY**

From September 2015 through March 2016, 103.7 'CKY partnered with the Gliding Stars of Findlay for a series of ice skating events. The Gliding Stars ice skating program provides individuals with disabilities the opportunity to increase their personal potential through the development of ice skating skills in a regular program of instruction and practice in their own local community. The station promoted the program on-air and via social media and station



personality Jay Harris volunteered to help teach participants how to ice skate. In 2016, over 75 skaters and volunteers participated in the program's end of the year fundraiser and ice skating show.

**MY 92.9**  
**TUCSON, AZ**  
**BADGES AND BACKPACKS**

On July 16, My 92.9 partnered with the Pima County Sheriff's Department for Badges and Backpacks, an annual back-to-school community event at the Tucson Convention Center. The family-friendly event featured safety lessons and activities and provided free backpacks and school supplies to 1,000 students. My 92.9 promoted the event on-air, online and via social media and their efforts helped make the 2016 Badges and Backpacks event the first time the event ran out of backpacks and supplies.

**MY 92.9**  
**TUCSON, AZ**  
**STUFF-THE-BUS SHOE DRIVE**

Tucson-based non-profit organization Casa de los Niños provides services to more than 6,000 children including over 500 in a crisis shelter and more than 300 in foster care. To help address the shortage of shoes and socks for these children, My 92.9's Cyndi and Chris in the Morning hosted the Stuff-The-Bus Shoe Drive on August 26 and 27. As part of the station's efforts, 525 pairs of shoes were collected for Casa de los Niños.

**MY 92.9**  
**TUCSON, AZ**  
**CASA DE LOS NIÑOS**  
**COMMEMORATIVE ORNAMENTS**

My 92.9 partnered with Bookman's Entertainment Exchange on a Christmas campaign to benefit Casa de los Niños, which provides programs and services designed to prevent child abuse and help families in need. During the campaign, the

station sold commemorative ornaments and gave 100% of the proceeds to Casa de los Niños. My 92.9's efforts collected \$500 for the organization and helped raise awareness, which resulted in an increase of direct donations to the charity.

**93.7 KRQ**  
**TUCSON, AZ**  
**12 DAYS OF GIVING**

From December 5 through December 16, 93.7 KRQ partnered with the Tucson Federal Credit Union for 12 Days of Giving to benefit Youth on Their Own and the Sunnyside Unified School District McKinney-Vento program, which both provide homeless children and young adults with clothing and other necessities. The station encouraged listeners to drop off unwrapped toys, gift cards and clothing to the station and Tucson Federal Credit union locations. As part of their efforts, the station delivered more than 20 bags of donations to the charities before the holidays.

**NEWS TALK 1230**  
**WACO / KILLEEN, TX**  
**FORT HOOD AUSA TOY DRIVE**

News Talk 1230 teamed with the Fort Hood chapter of the Association of the United States Army to host the annual Fort Hood AUSA Toy Drive from November - December of 2016. The station promoted the event on-air and online and encouraged listeners to donate toys on the station's website or at participating Walmart locations. In 2016, over 850 toys were donated to almost 300 local children with at least one parent who was deployed and children whose families needed assistance.

**BIG 95 KBGO**  
**WACO / KILLEEN, TX**  
**BIG TEXAS CHRISTMAS PRESENT**

BIG 95 KBGO hosted their annual Big Texas Christmas Present benefit on December 10 at the Texas Ranger Hall of Fame & Museum to benefit Compassion Ministries, which helps find housing and jobs for those who are homeless. The station encouraged listeners to bring a gift or personal item



to donate in exchange for free admission to the museum. BIG 95 KBGO's efforts resulted in \$5,000 in gifts and monetary donations being raised to help the local homeless and those on the verge of homelessness. In 2016, Big Texas Christmas Present was the station's most successful yearly event.

**HOT 99.5**  
**WASHINGTON, DC / BALTIMORE, MD**  
**FLIGHT TO THE NORTH POLE**

On December 3, HOT 99.5 partnered with Able Forces for their annual Flight To The North Pole for military families. Ten children and their parents boarded a plane at Chantilly Air headed to the "North Pole." Upon arrival, the families were greeted by Santa's elves, who took them to meet Santa Claus. The station's morning show The Kane Show joined other on-air hosts at the event and helped the children open presents and make Christmas Tree ornaments.

**DC101**  
**WASHINGTON, DC / BALTIMORE, MD**  
**BREATHE DEEP DC 5K**

LUNGeVity is a Washington, DC-based non-profit organization dedicated to supporting people with lung cancer through research and education. On November 6, DC101 partnered with the organization for their annual Breathe Deep DC 5K walk to end lung cancer. The station was on-site for the event, which they also promoted through on-air and digital PSAs. DC101's efforts helped raise over \$375,000 and bring over 1,700 participants to the National Mall for the walk.

**WBIG**  
**WASHINGTON, DC / BALTIMORE, MD**  
**CAPITAL AREA FOOD BANK**

WBIG partnered with the Trans-Siberian Orchestra to collect \$1 from each ticket sold to the orchestra's December 15 Verizon Center concert to benefit the Capital Area Food Bank, the region's largest hunger relief organization. The station promoted the concert through on-air and digital

PSAs, which helped raise over \$13,000 for the Capital Area Food Bank and provide over 3,000 meals for local residents in need.

**98.7 WMZQ**  
**WASHINGTON, DC / BALTIMORE, MD**  
**ST. JUDE RADIOTHON**

On December 1 - 2, 98.7 WMZQ hosted their 25th annual St. Jude Radiothon to raise money for St. Jude Children's Research Hospital. On-air talent Bobby Bones, Aly Jacobs, Michael J. and JT Bosch encouraged listeners to become a Partner in Hope through a monetary pledge to help children and their families fight their battle with cancer. The broadcast featured interviews with family members, who shared their experience with the staff of St. Jude's ability to help ease their mind during treatment. In 2016, 98.7 WMZQ raised over \$507,000 for the hospital.

**Z104.3**  
**WASHINGTON, DC / BALTIMORE, MD**  
**LEUKEMIA & LYMPHOMA SOCIETY'S STUDENT OF THE YEAR GALA**

On March 11, 2016, Z104.3 supported the Leukemia & Lymphoma Society's Student of the Year Gala, which honors high school students who took part in the organization's leadership development and philanthropy fundraising program. The station ran PSAs and promoted the event online and via social media for four weeks prior to the event, which was hosted by Z104.3 on-air personality Kruz. In 2016, the gala raised over \$200,000 for the Leukemia & Lymphoma Society.

**97.1 WASH-FM**  
**WASHINGTON, DC / BALTIMORE, MD**  
**WASH FOR KIDS RADIOTHON**

On December 15 - 16, 97.1 WASH-FM held their second annual WASH for Kids Radiothon to benefit the Children's Miracle Network. WASH-FM personalities Loo & Chill, Jenni Chase



and Sabrina Conte broadcasted live from the hospital and spoke to patients, doctors and donors on the importance of becoming a Miracle Maker and the continuous efforts made to end childhood cancer. The two-day event raised almost \$485,000.

**HEAVEN 600**  
**WASHINGTON, DC / BALTIMORE, MD**  
**HOLIDAY HARVEST FOOD DRIVE**

In November, Heaven 600 partnered with a local retailer for their Holiday Harvest Food Drive to collect food for the Bea Gaddy Family Center, which assists and provides food to needy families in the Baltimore Metropolitan area. The annual event collected over 500 pounds of food that the center used to feed local residents during their annual Thanksgiving dinner.

**102.7 JACK-FM**  
**WASHINGTON, DC / BALTIMORE, MD**  
**ABILITIES NETWORK**  
**5K RUN & FUN WALK**

In September 2016, 102.7 JACK-FM sponsored the annual Abilities Network 5K Run & Fun Walk to benefit the Abilities Network, a non-profit that works with individuals with disabilities in Maryland to help them achieve their personal goals and reach their maximum potential. The station's month-long promotion for the event included PSAs, recorded promos and inclusion in the station's newsletters and online events calendar. In 2016, the Abilities Network 5K Run & Fun Walk attracted over 700 participants and raised more than \$65,000 for the Abilities Network.

**93.1 WPOC**  
**WASHINGTON, DC / BALTIMORE, MD**  
**COUNTRY CARES FOR**  
**ST. JUDE KIDS**

93.1 WPOC hosted their annual Country Cares for St. Jude Kids broadcast on December 8 - 9 to support St. Jude

Children's Research Hospital's lifesaving work. The two-day live radiothon featured patient, doctor and family interviews with 93.1 WPOC on-air talent, who encouraged listeners to donate online and to become Partners in Hope. In 2016, the radiothon raised more than \$338,000 for St. Jude Children's Research Hospital.

**REAL RADIO 94.3**  
**WEST PALM BEACH / FT. PIERCE, FL**  
**TOUCHDOWNS FOR CHARITY**

During the 2015-16 professional football season, Real Radio 94.3 teamed up with Tito's Handmade Vodka for their first annual Touchdowns for Charity campaign to benefit Florida Atlantic University's Center for Autism and Related Disabilities. On-air host The Greek from Real Radio's The Penthouse Show and Tito's pledged \$350 for each touchdown pass thrown by the Miami Dolphins. Touchdowns for Charity raised \$10,000 to help the center provide free expert consulting, training and support for people with autism and related disabilities and their families and employers.

**IHEARTMEDIA WEST PALM BEACH**  
**WEST PALM BEACH / FT. PIERCE, FL**  
**SUNFEST**

Since 1982, the SunFest of Palm Beach County, Inc. non-profit organization has held SunFest, Florida's largest waterfront music and art festival. In May of 2016, WiLD 95.5, KOOL 105.5 and 98.7 The Gater promoted the four-day festival on-air, online and via social media and encouraged listeners to purchase tickets, which provided funds for local scholarships. SunFest 2016 featured performances by Duran Duran, Lukas Graham, Meghan Trainor, Train, Jason Derulo and Rick Springfield and raised over \$100,000 to help students continue their education.

**WAVE 92.7**  
**WEST PALM BEACH / FT. PIERCE, FL**  
**ST. JUDE'S RADIOTHON**

WAVE 92.7 held their first St. Jude's Radiothon on February 25 and 26, 2016. During the two-day broadcast, program director and midday personality Heath West and afternoon drive host Eric Hunter broadcasted live and encouraged





listeners to donate and become Partners in Hope. Wave 92.7's efforts raised over \$32,000 for St. Jude Children's Research Hospital to help battle childhood cancer and other deadly diseases.

**KOOL 105.5**  
**WEST PALM BEACH / FT. PIERCE, FL**  
**DUELING TOY DRIVE**

On December 10, KOOL 105.5's The Mo & Sally Morning Show teamed up with the U.S Marine Corps Reserve Toys for Tots program for Mo & Sally's 13th Annual Dueling Toy Drive. During the all-day event, Mo and Sally broadcasted live from separate Toys "R" Us locations in a friendly competition to see who could collect the most new, unwrapped toys. In 2016, the morning show hosts collected 3,400 toys, which were distributed as Christmas gifts to less fortunate children in the local community.

**IHEARTMEDIA WEST PALM BEACH**  
**WEST PALM BEACH / FT. PIERCE, FL**  
**SUSAN G. KOMEN**  
**RACE FOR THE CURE**

On January 30, 2016, iHeartMedia Palm Beach teamed up with Susan G. Komen to support Race For The Cure for the ninth straight year. The eleven radio stations promoted the race on-air and encouraged listeners to participate leading up to the event. Additionally, Kool 105.5's Mo and Sally broadcasted live from the race and on-air talent from other iHeartMedia West Palm Beach stations stopped by to share their personal stories of survival and courage. Nearly 15,000 people participated in the race and the stations helped raise over \$850,000 for breast cancer treatment and research.

**102.1 THE BULL & B98**  
**WICHITA, KS**  
**CHILDREN'S MIRACLE NETWORK**  
**HOSPITALS RADIOTHON**

On April 29, 102.1 The Bull and B98 held their annual radiothon to raise money for Children's Miracle Network

Hospitals across Kansas. Each year, all money raised from the 12-hour local event helps fund medication, travel, hospital stays and other treatment for children in the Wichita community. In 2016, over \$48,000 was raised for Children's Miracle Network Hospitals.

**B98**  
**WICHITA, KS**  
**LITTLE HATS, BIG HEARTS**

The Little Hats, Big Hearts program raises awareness for heart disease and congenital heart defects, which is the most common type of birth defect in the country, by crocheting and knitting handmade hats for babies born during February, which is American Heart Month. B98 supported the organization's efforts by creating a promotional video for the program and sharing its mission via the station's social media accounts. In February 2016, over 1,000 hats were donated for newborn babies.

**ALT 107.3**  
**WICHITA, KS**  
**RED, WHITE & YOU BLOOD DRIVE**

From June 30 - July 2, Alt 107.3 celebrated the Fourth of July by supporting the American Red Cross's annual Red, White and You blood drive at the Sedgewick County Zoo. The station promoted the four-day event on-air and online and encouraged listeners to donate blood in exchange for free admission to the zoo. Alt 107.3 helped the American Red Cross collect 660 units of blood, including donations from over 90 first-time donors.

**102.1 THE BULL & B98**  
**WICHITA, KS**  
**PEDALFEST 2016**

On August 20, 102.1 The Bull and B98 participated in the 13th annual PedalFest bike ride to benefit HeartSpring, a Wichita-based school and therapy center for children with special needs. 102.1 The Bull's Brian Jennings and B98's Lukas & Careth served as hosts for the event, which featured races that ranged from a family race to a 50k ride. The stations'



efforts helped PedalFest raise more than \$80,000 for HeartSpring's pediatric services unit.

**102.1 THE BULL & CHANNEL 963**  
**WICHITA, KS**  
**TOY-A-THON**

Since 1990, 102.1 The Bull has partnered with Wichita Marine Corps to collect new, unwrapped toys for underprivileged children in the Wichita area through the Toys for Tots program. In 2016, the 102.1 The Bull was joined by Channel 963 for separate all-day broadcasts from two local Walmart locations. The stations' efforts helped collect over 1,500 toys for Wichita kids.

**B98**  
**WICHITA, KS**  
**RIVERFEST BUILD 2016**

In June of 2016, the iHeartMedia Wichita team spent eight days working with Habitat For Humanity: RiverFest Build

2016, a Wichita River Festival event where volunteers build a brand-new, fully-built home for a family in need. It was the first year the station worked with the organization and they promoted the project on-air, online and via social media. Over 300 volunteers helped build the home, which was given to a single mother and her two children who had fled the civil war in the Democratic Republic of the Congo.

**B98**  
**WICHITA, KS**  
**TURKEY DRIVE**

For the past 26 years, B98 has partnered with the Wichita Public School District and the United Methodist Open Door non-profit organization to provide Thanksgiving for local families in need. The station promoted the 2016 food drive on-air, online and via social media throughout November and broadcasted live during the November 18 event to encourage listeners to donate. In 2016, B98's Turkey Drive collected over 5,000 turkeys for Wichita families.

**BILL 95, V97, ROCK 94.9 & 1400 WRAC**  
**WILLIAMSPORT, PA**  
**RUNNING OVER ADDICTION**  
**5K RUN/WALK**

iHeartMedia Williamsport stations participated in the inaugural Running Over Addiction 5K Run/Walk on October 29 to benefit the West Branch Drug and Alcohol Abuse Commission. The stations promoted the event on-air, online and via social media and helped raise over \$17,000 for quality substance abuse prevention, intervention and treatment services for local residents.

**KISS 102.7**  
**WILLIAMSPORT, PA**  
**KISS FOR KIDS RADIOTHON**

On February 23, 2016, KISS 102.7 held their 11th annual KISS for Kids Radiothon to raise money for the Janet Weis Children's Hospital, which is part of the Children's Miracle Network Hospitals. On-air personalities shared stories of local

children who were treated at the hospital and encouraged listeners to donate in support of the hospital's work. The day-long KISS For Kids Radiothon raised more than \$12,000 to help provide pediatric equipment, programs and services to the hospital.

**94.7 WDSD & 92.9 TOM-FM**  
**WILMINGTON, DE**  
**TURKEY ROUND UP**

94.7 WDSD and 92.9 TOM-FM hosted their annual Turkey Round Up on November 10 and 11 to benefit the Food Bank of Delaware. The stations broadcasted live from two local Food Lion grocery stores during the two-day event and encouraged listeners to donate frozen turkeys, non-perishable food items and monetary donations. In 2016, over 780 turkeys and over 3,600 pounds of food items were donated to help the Food Bank of Delaware fight against hunger.



**94.7 WDSB**  
**WILMINGTON, DE**  
**ST. JUDE CHILDREN'S RESEARCH HOSPITAL RADIOTHON**

On February 25 and 26, 94.7 WDSB hosted a two-day radiothon to benefit St. Jude Children's Research Hospital. During the event, on-air personalities shared stories of the hospital's lifesaving work and interviewed local patients and families from the Delaware community. The annual fundraiser generated over \$75,000 in 2016.

**SHENANDOAH COUNTRY Q102**  
**WINCHESTER, VA**  
**STUFF-A-TRUCK**

On November 18, Shenandoah Country Q102 held their annual Stuff-A-Truck food drive to benefit the Blue Ridge Area Food Bank. Q102 asked listeners to drop off non-perishable food items at a local Walmart to help underprivileged families in Shenandoah County and were on hand to greet listeners

throughout the day. The food drive was the largest single day drive in 2016 with over three tons of food was donated.

**99.3 THE FOX**  
**WINCHESTER, VA**  
**MILITARY APPRECIATION MONDAY**

99.3 The FOX sponsored the annual Military Appreciation Monday dinner on November 14 to benefit the Disabled American Veterans Association. The station partnered with a Golden Corral restaurant in Winchester, which provided a complimentary meal to all veterans and active duty military. 99.3 The FOX promoted the event on-air for the week prior to the dinner and station staff was on-site during the event to greet the veterans.

**SHENANDOAH COUNTRY Q102**  
**WINCHESTER, VA**  
**ROLL YOUR OWN**

On June 18, Shenandoah Country Q102 partnered with Access Independence for their annual Roll Your Own event to raise money and awareness for people in the local community with disabilities. The station promoted the event on-air and conducted interviews to spotlight Access Independence's mission. Shenandoah Country Q102's morning show also hosted the event, which featured a wheelchair obstacle course with Q102 personalities and listeners participating in the race.

**96-1 SRS**  
**WORCESTER, MA**  
**MAKING STRIDES AGAINST BREAST CANCER**

96-1 SRS participated in the Making Strides Against Breast Cancer event in October to benefit the American Cancer

Society. The station promoted the event on-air, online and via social media and their on-air personalities hosted the event and joined 5,000 people who participated in the walk. As part of the station's efforts, over \$16,000 was raised to help the American Cancer Society's mission to free the world of cancer.

**WTAG**  
**WORCESTER, MA**  
**CHRISTMAS FOR CHILDREN**

On December 9, WTAG held their annual Christmas for Children to provide Christmas presents to those under the care of the Massachusetts Department of Children and Families. During the 12-hour live broadcast, WTAG on-air hosts Jim Polito and Jordan Levy encouraged listeners to call and donate. In 2016, WTAG's Christmas For Children drive raised over \$37,000 for local families in need.



**96-1 SRS**  
WORCESTER, MA  
**FEED WORCESTER  
COUNTY FOOD DRIVE**

In December, 96-1 SRS held their 24th annual Feed Worcester County Food Drive to benefit the Worcester County Food Bank. The four-day event was hosted by the station's morning show personalities, who broadcasted from a local food chain and encouraged listeners to drop off items such as oatmeal, pasta and canned fruits and vegetables. The station's efforts helped raise \$50,000 in donations and over 6,000 pounds of non-perishable food items for the food bank.

**MIX 98.9**  
YOUNGSTOWN, OH  
**MIRACLES AND PROMISES  
RADIOTHON**

Mix 98.9 held their annual Miracles and Promises Radiothon in September for Akron Children's Hospital Mahoning Valley. During the three-day event, the station's on-air personalities encouraged listeners to donate and spoke with guests who shared their inspiring stories. The 2016 radiothon raised \$170,000 for Akron Children's Hospital Mahoning Valley.



# CLEAR CHANNEL OUTDOOR AMERICAS



# CLEAR CHANNEL OUTDOOR AMERICAS

## COMMITMENT TO COMMUNITY

As a community partner, Clear Channel Outdoor Americas helps nonprofits and non-government organizations communicate information that creates a positive impact on the lives of those around the country.

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

organizations and others communicate critical information to the mass public — instantly.

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

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



# THE POLARIS PROJECT

## ANTI-HUMAN TRAFFICKING

Polaris and Clear Channel Outdoor Americas have forged a national partnership to combat human trafficking with campaigns in cities across America. Clear Channel Outdoor Americas launched its first anti-human trafficking campaign alongside Polaris in Philadelphia in 2012 and has since supported campaigns with Polaris and/or local partners in Baltimore, Iowa, Las Vegas, Los Angeles, Miami, Milwaukee, New Jersey, New York, Phoenix, San Francisco, Seattle, and across the entire state of Texas. In 2016, Clear Channel Outdoor Americas launched their 20th anti-human trafficking campaign.

As the leading non-profit organization in the fight to prevent modern-day slavery, Polaris operates The National Human Trafficking Resource Center (NHTRC), a confidential, multilingual hotline that connects victims and survivors

of all forms of human trafficking to available nationwide services that can provide assistance. The NHTRC also offers actionable tips and insights to those in the anti-trafficking community. Clear Channel Outdoor Americas' efforts have driven calls to the NHTRC hotline that have included tips from residents and requests from human trafficking victims for help.

In 2016, Clear Channel Outdoor Americas partnered with Congressman Erik Paulsen, Senator Amy Klobuchar and local leaders in Minnesota for an anti-human trafficking awareness campaign that ran on 53 digital billboards throughout the state. The three-week campaign raised awareness about the true nature of modern slavery and informed human trafficking victims how they could receive help through The National Human Trafficking Resource Center's hotline.



# NATIONAL SUMMER LEARNING DAY

Every summer, low-income youth lose two to three months in reading and math achievement. By fifth grade, the cumulative years of summer learning loss can leave low-income students almost three years behind their peers.

In 2016, Clear Channel Outdoor Americas partnered with the National Summer Learning Association and the White House for Summer Learning Day, which aims to close the achievement gap by helping expand access to summer learning opportunities and to stress the importance of

keeping kids learning, safe and healthy during the summer break.

Clear Channel Outdoor Americas designed creative for the National Summer Learning Association and White House campaign and donated digital space across its network to highlight the organization's Smarter Summers = Brighter Futures campaign, which promoted summer learning as a strategy to help young people get ahead in the new school year.

## CAMPAIGN IMPACT



**1,000**  
DIGITAL BILLBOARDS  
ACROSS 28 MARKETS



**126 MM**  
IMPRESSIONS





# NATIONAL LAW ENFORCEMENT OFFICERS MEMORIAL FUND: FALLEN POLICE OFFICERS

In 2016, the National Law Enforcement Memorial monument in Washington, D.C. celebrated 25 years of honoring law enforcement heroes who died in the line of duty. Clear Channel Outdoor Americas partnered with the National Law Enforcement Officers Memorial Fund (NLEOMF) for the third consecutive year for a three-week campaign during National Police Week in May to honor those fallen heroes.

Clear Channel Outdoor Americas supported National Police Week with individual digital out-of-home (OOH) tributes for each of the 252 law enforcement officers whose names were engraved on the Memorial walls in 2016, including 123 officers

killed in the line of duty in 2015. Each officer's tribute ran on Clear Channel Outdoor Americas digital media in the city or town where the hero served and featured the fallen officer's photo, agency name and end of watch date.

During the annual Candlelight Vigil held on May 13 in Washington, D.C., all Clear Channel Outdoor Americas large format digital billboards paused for 2 minutes at 8:00 p.m. ET on a single iconic image in remembrance of the U.S. law enforcement officers whose names were formally dedicated on the Memorial in 2016. Clear Channel Outdoor Americas' three-week campaign generated 44 million impressions.

## CAMPAIGN IMPACT



**44 MM**  
IMPRESSIONS



# PROJECT YELLOW LIGHT

The National Highway Traffic Safety Administration reported that 10 percent of drivers between the ages of 15 and 19 who were involved in fatal crashes were reported as distracted at the time of the accident.

In 2016, Clear Channel Outdoor Americas partnered with the U.S. Department of Transportation and the Ad Council to launch the first Project Yellow Light billboard design contest, which asked high school and college students to create an outdoor advertisement educating their peers on the dangers of using mobile devices while driving. The annual competition, which also includes a video contest, aims to encourage young adults to be safe on the road, and to generate education and engagement around the issue.

The 2016 Project Yellow Light video and billboard design contests received nearly 900 submissions from students in 49 states and winners were selected from high school juniors and seniors and college students.

Clear Channel Outdoor Americas unveiled the winners of both the video and out-of-home design contests on a digital billboard in New York's Times Square and ran both winning OOH designs across its digital network from June through September, generating 164 million impressions.



# STONEWALL INN RECEIVES NATIONAL PARK DESIGNATION

The events of June 28, 1969 at Stonewall Inn, located in Greenwich Village in New York City, helped to shape the modern LGBTQ civil rights movement. It was at this site that New York City police conducted a raid that had become routine at gay bars and often resulted in harassment and arrests. Unlike previous raids, the crowds held their ground in demanding civil rights and refused to disperse. Within two years, LGBTQ people across the country had formed gay rights groups in almost every major city.

Clear Channel Outdoor Americas joined with other Out-of-Home (OOH) companies, the Outdoor Advertising

Association of America (OAAA) and the National Park Service to support former President Barack Obama's designation of the Stonewall Inn as a National Monument during LGBTQ Pride Month.

To help raise awareness for the designation of Stonewall National Monument, Clear Channel Outdoor Americas donated ad space to the National Park Foundation on June 25 in Times Square in New York City, San Francisco, and Chicago to share the White House announcement.



# 15TH ANNIVERSARY OF SEPTEMBER 11

2016 marked the 15th anniversary of the 9/11 attacks.

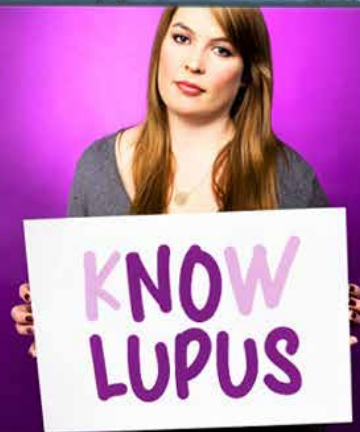
The National September 11 Memorial Museum serves as the country's principal institution for examining the implications of the events of 9/11, documenting the impact of those events and exploring the continuing significance of September 11, 2001. Clear Channel Outdoor Americas is a founding partner of the 9/11 Memorial & Museum, which opened to the public in 2013.

In solemn remembrance of all who lost their lives and to honor their memory and their families and loved ones, Clear Channel Outdoor Americas partnered with the 9/11 Memorial & Museum to run a series of billboards across its digital network on 9/10 and 9/11/2016.

# LUPUS FOUNDATION OF AMERICA

FOR A FUTURE WITH NO LUPUS,  
WE MUST KNOW LUPUS.

[LUPUS.ORG/KNOW](http://LUPUS.ORG/KNOW)



Help Us Solve  
The Cruel Mystery  
**LUPUS**  
FOUNDATION OF AMERICA

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

For the sixth consecutive year, Clear Channel Outdoor Americas partnered with the Alliance for Lupus Research

for a campaign to raise awareness for the organization and support its fundraising efforts. From September through November 2016, various markets donated digital out-of-home advertising space, timed with the nonprofit's annual local walks, to maximize fundraising efforts and help find a cure for lupus.



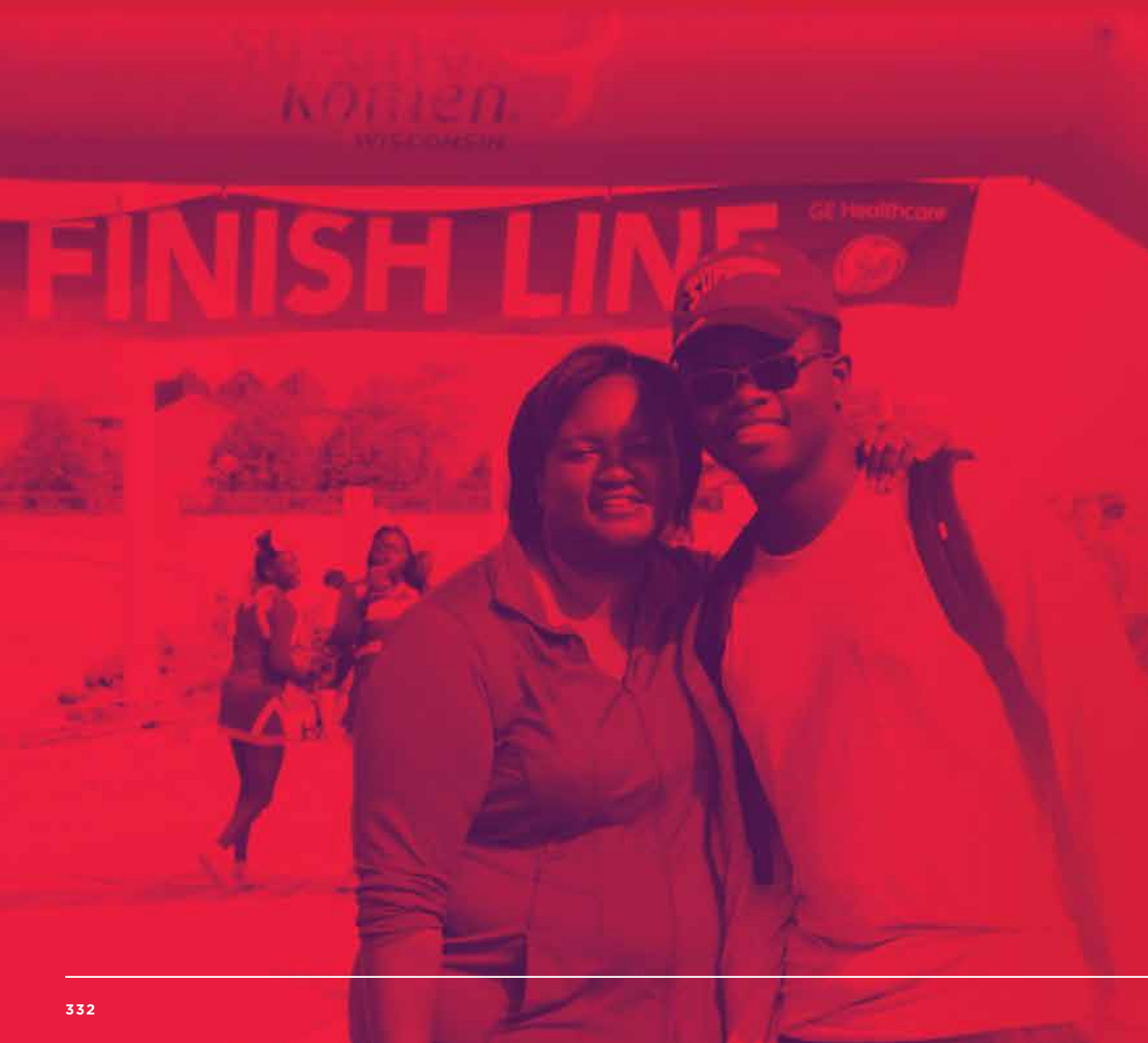
# PROSTATE CANCER FOUNDATION

There are no early warning symptoms for prostate cancer, which makes screening critical for all men. For the second consecutive year, Clear Channel Outdoor Americas launched an out-of-home public service campaign around Father's Day to raise awareness of the importance of screening and early detection.

The Prostate Cancer Foundation is the world's leading philanthropic organization funding and accelerating prostate cancer research. During the month of June, and in

celebration of Father's Day, iHeartMedia and Clear Channel Outdoor Americas teamed up with Major League Baseball (MLB) and the Prostate Cancer Foundation to support their annual Home Run Challenge.

In support of the program, Clear Channel Outdoor Americas ran customized out-of-home PSAs on digital billboards across the U.S., including a New York City Times Square billboard campaign for over 8 days.



# CLEAR CHANNEL OUTDOOR AMERICAS MARKET HIGHLIGHTS

The following pages highlight how individual Clear Channel Outdoor Americas markets addressed the unique and specific needs of their local communities in 2016.

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

# CCOA MARKET HIGHLIGHTS

## CONTINUED

### ALLENTOWN, PA

#### GENEROSITY FEEDS

Clear Channel Airports Allentown volunteered with Generosity Feeds, which is a non-profit organization that provides shelf-stable meals for local school kids who are unable to eat outside of school hours. The team joined several other local businesses and the Legacy Christian Church of Allentown and prepared over 10,000 meals for children in the Allentown school district.

### ALBUQUERQUE, NEW MEXICO

#### ALBUQUERQUE ECONOMIC DEVELOPMENT

Since its creation in 1960, Albuquerque Economic Development (AED) has recruited almost 240 companies and more than 35,000 jobs to the Albuquerque Metro area. AED has become critical to investment in New Mexico's future, developing the state and Albuquerque Metro area into a more competitive place for business. In 2016, Clear Channel Outdoor Americas Albuquerque donated out-of-home media to help promote the Albuquerque Economic Development's efforts to recruit new businesses to the area. The campaign delivered over 11 million impressions for AED and reached

over 80% of the Albuquerque Metro Area. In addition, the Clear Channel Outdoor Americas Albuquerque team donated their time to help highlight why the Albuquerque Metro Area is a great place to do business.

### BALTIMORE, MD / WASHINGTON, DC

#### NATIONAL RACE TO END WOMEN'S CANCER

In September, Clear Channel Outdoor Americas Baltimore / Washington, DC conceptualized and launched an out-of-home community service campaign to promote the seventh annual National Race to End Women's Cancer 5K run / walk on November 6. The campaign promoted the charity event on digital transit shelter ads that ran throughout the District of Columbia.

### BOSTON, MA

#### ONE MISSION

Every year, Clear Channel Outdoor Americas Boston partners with One Mission, which is a Boston-based nonprofit organization that is dedicated to providing support for children and families affected by pediatric cancer. One Mission Buzz Off, the organization's largest fundraiser, asks

volunteers to shave their heads in honor and support of kids with cancer. In 2016, Clear Channel Outdoor Americas donated digital bulletins and poster panels for the Buzz Off event on June 5 at Gillette Stadium and generated nearly 400 million impressions across the region. In the past five years, Clear Channel Outdoor Americas Boston's efforts have helped One Mission donate over \$2.5 million to the Boston Children's Hospital.

### CANADA

#### UNITY

Clear Channel Outdoor Canada partnered with Unity, an organization that empowers young people to use artistic self-expression to make positive life choices leading to more productive citizens, safer schools and healthier communities. In 2016, Unity hosted four days of art showcases and stories by local artists in Dundas Square. Clear Channel Outdoor Canada leveraged its outdoor advertisements in urban locations to help Unity reach their target young demographic. The two separate four-week campaigns generated 20 million impressions. In February, the Unity team also visited Clear Channel Outdoor Canada's office to conduct team building exercises. Members of the Clear Channel Outdoor Canada team also volunteered with the organization to further Unity's efforts to build their brand across Canada.

### CHICAGO, IL

#### CHICAGO IDEAS WEEK

Clear Channel Outdoor Americas Chicago developed an out-of-home media campaign for Chicago Ideas Week, a seven-day public event that provides entertaining events, thought provoking content and grassroots initiatives through 30 programs featuring globally recognized speakers and labs that offer interactive experiences. From September 1 through October 2, Clear Channel Outdoor Americas Chicago spearheaded a multi-market effort that leveraged 96 digital signs in Illinois, Indianapolis, Los Angeles, Miami, Milwaukee and New Jersey and ran over 2.8 million digital advertisements. Their efforts helped Chicago Ideas Week reach over 30,000 local attendees and millions of people across the U.S.

### DALLAS / HOUSTON, TX

#### THE SPECIAL OLYMPICS

Clear Channel Outdoor Americas Dallas / Houston were statewide sponsors for the Special Olympics' Over the Edge Program, a unique event where participants rappelled down the side of a city building to raise funds to support over 44,000 Special Olympics Texas athletes. As part of their joint efforts, Clear Channel Outdoor Americas Dallas / Houston donated public service announcements in the Houston and Dallas markets and employees participated in the event to raise donations for the Special Olympics.



# CCOA MARKET HIGHLIGHTS

## CONTINUED

### DAYTONA / MELBOURNE, FL

#### BACK 2 SCHOOL BACKPACK GIVEAWAY

On July 23, Clear Channel Outdoor Americas Daytona / Melbourne sponsored the Back 2 School Backpack Giveaway at Centerpointe Church in Palm Bay, Florida to help families in need. During the seventh annual event, over 500 local volunteers provided over 8,000 local residents with free haircuts, eye exams, dental exams, food, entertainment and other services. The Clear Channel Outdoor Americas Daytona / Melbourne team helped distribute over 2,500 backpacks and school supplies to local children to help them prepare for the new school year.

### EL PASO, TX

#### USO ORYX CHALLENGE

Clear Channel Outdoor Americas El Paso donated media to help raise donations and awareness for the ORYX Challenge, a 30K / 100K cycling challenge and a 5K family fun run / walk that supports military servicemen and women. Proceeds from the event benefited the USO, a congressionally chartered, private organization that strengthens America's military service members by keeping them connected to family, home

and country throughout their service to the nation. The Clear Channel Outdoor Americas El Paso digital outdoor campaign delivered over 5 million impressions, reaching over 87 percent of the El Paso Metro area and helping raise \$50,000 for the USO and Fort Bliss U.S. Army Base.

### HOUSTON, TX

#### NATIONAL MISSING CHILDREN'S DAY

Clear Channel Outdoor Americas Houston partnered with the National Center for Missing & Exploited Children (NCMEC) and the Texas Center for the Missing to raise awareness around the threat of child abduction and to teach families how to keep their children safe. Clear Channel Outdoor Americas Houston brought awareness to the case of Ali Lowitzer, a local teenager who has been missing since getting off her school bus on April 26, 2010. As part of their efforts, Clear Channel Outdoor Americas Houston hosted a press conference, led media outreach and donated digital billboards and creative featuring Ali's photograph and a toll free number to report tips, which helped generate leads. Similar cases were highlighted by Clear Channel Outdoor Americas Dallas and Clear Channel Outdoor Americas El Paso.

### HOUSTON, TX

#### AID TO VICTIMS OF DOMESTIC ABUSE

The Texas Department of Human Services estimates more than 250,000 women are in domestic violence situations in Harris County, Texas, which has the highest number of domestic violence-related fatalities in the state. Clear Channel Outdoor Americas Houston joined the Aid to Victims of Domestic Abuse (AVDA), Houston Mayor Sylvester Turner and Mayor Protem Ellen Cohen during National Victim's Rights Week in April to launch a billboard campaign on 15 billboards to reach domestic violence victims and bring awareness to their plight. The campaign, which was designed in English and Spanish, ran on 15 billboards and created more than 2.2 million impressions.

### INDIANAPOLIS, IN

#### ARTS COUNCIL OF INDIANAPOLIS

Clear Channel Outdoor Americas Indianapolis, in partnership with the Arts Council of Indianapolis, developed a program to promote local artists by featuring their work on Clear Channel Outdoor Americas billboards. In its fourth year, the citywide public art project, High Art Indy, received over 230 submissions from over 60 local artists, which were judged by the Arts Council's Public Art Committee. Ten works of art were selected to be placed in rotation on Clear Channel Outdoor Americas billboards around Indianapolis and central Indiana for public voting from September 5 – 11.

### JACKSONVILLE, FL

#### CLEARLY JACKSONVILLE

Clearly Jacksonville is a volunteer community advisory committee that supports local nonprofit organizations through donated digital billboard displays. Organizations apply to be featured on Clear Channel Outdoor Americas Jacksonville's donated digital billboards, and the Clearly Jacksonville Board of Directors approves select advertisements that make a positive impact on the community. In 2016, Clear Channel Outdoor Americas donated over \$225,000 in media to Clearly Jacksonville applicants to promote public safety, animal welfare, arts / culture, education and small businesses.

### LAS VEGAS, NV

#### THE JOY TEAM

Since 2010, The Joy Team has created over 1,300 inspiring messages on billboards to help spread joy, optimism and inspiration. Throughout 2016, Clear Channel Outdoor Americas Las Vegas partnered with the organization on a series of inspirational campaigns, including donating poster and digital billboards for up to six weeks that displayed the message, "You are stronger than you know," and running 14 different digital creative messages for six months. Their efforts helped The Joy Team increase visibility, awareness, website traffic and merchandise sales and donations to help fund the program.

# CCOA MARKET HIGHLIGHTS

## CONTINUED

### LOS ANGELES, CA

#### LOS ANGELES POLICE DEPARTMENT

Clear Channel Outdoors Americas Southern California partnered with the Los Angeles Police Department to promote iWATCH, the department's largest anti-terrorism initiative. The campaign encouraged residents to engage in the fight against terror by amplifying awareness and downloading the LAPD's anti-terrorism app, iWATCHLA. Clear Channel Outdoor Americas Southern California designed billboard creative, collaborated with the LAPD on media strategy, hosted a press event and donated three digital billboards and 10 printed billboards to encourage the use of the iWATCHLA app. The outdoor campaign generated a combined 1.5 million impressions and extensive national and local press coverage.

### MIAMI, FL

#### 5000 ROLES MODELS FOR EXCELLENCE PROJECT

Clear Channel Outdoor Americas South Florida partnered with Congresswoman Frederica Wilson's 5000 Role Models of Excellence Project in a campaign to provide at-risk young men with alternatives that lead them away from a life of

crime and violence. Clear Channel Outdoor Americas South Florida donated a four-week campaign that generated 139,000 impressions to highlight the organization's efforts. In October, 1,000 students from 34 middle schools joined 300 local police officers and mothers who lost children to gun violence for a police and youth conference at Miami-Dade College North Campus hosted by the organization. The event ended with a march down NW 27th Avenue in Miami to witness the unveiling of a Clear Channel Outdoor Americas billboard creative campaign that depicted solidarity between police and youth along with a message aimed at ending gun violence.

### MILWAUKEE, WI

#### U.S. DRUG ENFORCEMENT ADMINISTRATION

In 2016, the Milwaukee County Medical Examiner's Office estimated that 262 people overdosed in Milwaukee County, including approximately 70 residents who died of drug overdoses — most involving opioids and/or heroin — in a seven-week period during the summer. Clear Channel Outdoor Americas Milwaukee partnered with the U.S. Drug Enforcement Administration, CVS Health and the Hupy

and Abraham, S.C. law firm, to launch a public awareness campaign that addressed the growing prescription painkiller, heroin and fentanyl epidemic affecting Milwaukee County and southeast Wisconsin. During the eight-week campaign that began in December, Clear Channel Outdoor Americas Milwaukee designed provocative and informational drug prevention and treatment ads and provided 20 different digital billboards in southeast Wisconsin and the Milwaukee Metropolitan area.

### MINNEAPOLIS / ST. PAUL, MN

#### UNIVERSITY OF MINNESOTA MEDICAL SCHOOL OF PUBLIC HEALTH — ASK ABOUT ASPIRIN

Clear Channel Outdoor Americas Minneapolis / St. Paul joined the University of Minnesota Medical School of Public Health to encourage Twin Cities residents to "Ask about Aspirin" at their next physical and raise awareness that residents can greatly reduce the risk of a first heart attack or stroke by taking 81 mg of aspirin a day. Clear Channel Outdoor Americas Minneapolis / St. Paul donated digital billboard space and creative development to the campaign and generated over 13 million impressions between

July 18 and August 21. The campaign was awarded the University's Community Partnership Award, which recognizes organizations that contribute to the education, training and guidance of the next generation of public health leaders.

### NEW YORK CITY, NY

#### NEW YORK MUSICAL FESTIVAL

Clear Channel Outdoor Americas New York / New Jersey supported the New York Musical Festival, a local non-profit organization that nurtures the creation, production and public presentation of stylistically, thematically and culturally diverse new musicals. Since its inception in 2004, the organization has featured over 10,000 artists in nearly 500 shows to an audience of over 300,000 members. In 2016, Clear Channel Outdoor Americas New York and New Jersey donated outdoor media in Times Square, along the New Jersey Turnpike and in transit shelters in Washington, D.C. to appeal to theatre-goers in those areas. The campaign delivered 20 million impressions between June 27 and August 7. Additionally, members of the Clear Channel Outdoor Americas New York and New Jersey teams volunteered their time to the organization, including serving on the New York Music Festival Board of Directors.

# CCOA MARKET HIGHLIGHTS

## CONTINUED

### ORLANDO, FL

#### NEW HOPE FOR KIDS

Clear Channel Outdoor Americas Orlando supported the Mascot Games to benefit New Hope for Kids, a Central-Florida based non-profit organization that grants wishes to children suffering from life-threatening illnesses and provides grief support for children who have lost a family member. The annual Mascot Games fundraiser invites the most popular mascots from sporting teams across the country to compete in family-friendly games and to help raise money for New Hope for Kids. Clear Channel Outdoor Americas Orlando donated a four-week outdoor campaign on 28 digital billboards that included a countdown and ticket sales featuring the mascots to promote the weekend's events. The digital billboard campaign delivered over 220,000 digital spots and generated over 2.5 million impressions, which helped New Hope for Kids meet their fundraising goal and raise almost \$185,000 to help local children in need.

### PHILADELPHIA, PA

#### KISSES FOR KYLE

In October 2016, Clear Channel Outdoor Americas Philadelphia supported Kisses for Kyle, a non-profit

organization that offers services to families throughout the Delaware Valley whose children are battling cancer. Clear Channel Outdoor Americas Philadelphia donated space on 15 digital billboards throughout Philadelphia to raise awareness for the foundation, which helped Kisses for Kyle's Facebook and Twitter account reach 14,000 people with over 1,000 combined likes and 45 shares.

### PHOENIX, AZ

#### NATIONAL SUMMER LEARNING ASSOCIATION

The National Summer Learning Association's national Smarter Summers = Brighter Futures public service campaign stresses the importance of keeping kids learning, safe and healthy during the summer. Clear Channel Outdoor Americas Phoenix partnered with the White House, iHeartMedia and local leaders for an eight-week localized digital campaign to support Smarter Summers = Brighter Futures. The Clear Channel Americas campaign ran from July 5 through August 28 and delivered almost 405,000 spots across 10 different digital billboards, which generated nearly 12 million impressions.

### SACRAMENTO, CA

#### THE BIG DAY OF GIVING

Clear Channel Outdoor Americas Sacramento and iHeartMedia supported The Big Day of Giving, a 24-hour online giving challenge that brought together the Sacramento region's non-profit community to help raise donations and awareness for the work these organizations do in the community. Clear Channel Outdoor Sacramento donated digital space and their efforts included a well-publicized countdown to The Big Day of Giving. During the fundraising event, they activated a digital counter that displayed the amount of money residents donated in real time. Clear Channel Outdoor Sacramento's efforts helped The Big Day of Giving raise over \$7 million for local non-profit organizations. Since its inception in 2013, The Big Day of Giving has raised more than \$16 million and worked with more than 500 local non-profit organizations.

### SAN ANTONIO, TX

#### SPIRIT DAY

The Clear Channel Outdoor Americas San Antonio team participated in a Spirit Day to help the San Antonio Parks & Recreation department clean up Woodlawn Lake Park. The team's efforts included painting rod iron fences and picking up trash to help keep the park beautiful for local residents.

The Clear Channel Outdoor Americas San Antonio team's Spirit Day volunteer activities also included working with Habitat for Humanity of San Antonio, which assists low-income families who would not otherwise be able to afford a home. The Clear Channel Spirit Day volunteers helped put the finishing touches on a new house in the community.

### SAN FRANCISCO / OAKLAND, CA

#### OAKLAND PROMISE

Clear Channel Outdoor Americas San Francisco / Oakland teamed with Oakland Promise, a program designed to triple the graduation rate for Oakland children at the end of 10 years through programs including Brilliant Baby, Kindergarten to College, Future Centers, College Scholarships and Completion and Systems Change. Clear Channel Outdoor Americas San Francisco / Oakland joined the City of Oakland, Oakland Unified School District, Oakland Public Education Fund and the East Bay College Fund to help raise public awareness and donations for Oakland Promise. The Clear Channel Outdoor Americas San Francisco / Oakland team also collaborated with the City of Oakland Mayor's Office of Education as well as designed the outdoor creative and donated digital billboards to promote the organization's annual Party for the Oakland Promise fundraiser.

# CCOA MARKET HIGHLIGHTS

## CONTINUED

### TAMPA, FL

#### **FRIEDREICH'S ATAXIA RESEARCH ALLIANCE**

Clear Channel Outdoor Americas Tampa partnered with the Friedreich's Ataxia Research Alliance (FARA) to raise awareness for Friedreich's Ataxia, a debilitating neuro-muscular disease that results in the loss of mobility, energy, speech and hearing. The Clear Channel Outdoor Americas Tampa team used their creative expertise and media planning to help promote the FARA Energy Ball. For eight weeks, the outdoor creative campaign ran over 250,000 times on 15 digital billboards in the region, helping Friedreich's Ataxia Research Alliance raise nearly \$2 million. Clear Channel Outdoor Americas Tampa also helped promote Ride Ataxia's series of bicycle rides across the country. Clear Channel Outdoor Americas markets, including Chicago, Philadelphia, Dallas, Sacramento and Orlando, joined Tampa to promote

the events and posted digital outdoor messaging on available assets across their media footprints. Each market helped raise close to \$100,000 to find a cure for Friedreich's Ataxia.

### TUCSON, AZ

#### **CHILDREN'S MUSEUM TUCSON — CELEBRATING 30 YEARS OF PURE JOY**

Clear Channel Outdoor Americas Tucson partnered with the Children's Museum Tucson to help the museum celebrate its 30-year anniversary and increase its number of visitors. The non-profit museum provides fun, play-based, interactive, hands-on learning experiences for children and their families. Clear Channel Outdoor Americas Tucson donated 12 billboards across the region for over four weeks to promote the organization's Celebrating 30 Years of Pure Joy campaign and delivered over 3 million impressions for the organization.



### TUCSON, AZ

#### **PIMA COUNTY ATTORNEY'S OFFICE**

Clear Channel Outdoor Americas Tucson teamed with the Pima County Attorney General and the U.S. Marshals in an outdoor campaign to generate tips related to some of the area's most heinous cold cases. For the duration of the 11-month campaign, Clear Channel Outdoor Americas Tucson erected seven billboards featuring photographs of and information on four suspected criminals, which resulted in almost 5 million impressions. The tips generated from the campaign also led to the arrest of two suspects, including one who was arrested in Mexico after several years on the run.

### WASHINGTON, DC

#### **SPECIAL OLYMPICS VIRGINIA**

On September 17, Clear Channel Airports Washington, DC and Clear Channel Airports Allentown participated in the Dulles Day Festival & Plane Pull to benefit the Special Olympics Virginia. During the fundraiser, teams comprised of 25 members competed to see who could pull a 164,000-pound FedEx plane 12 feet in the fastest amount of time. The 2016 Dulles Day Festival & Plane Pull raised an estimated \$325,000 to help the Special Olympics Virginia provide year-round training and athletic competitions to more than 11,000 athletes of all ages.



