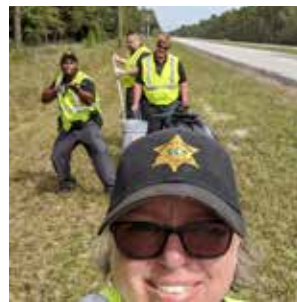
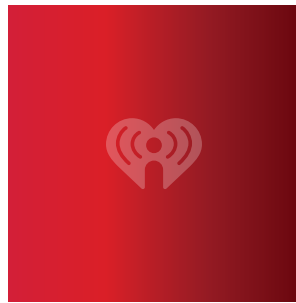




2021
**IHEARTMEDIA
IMPACT REPORT**



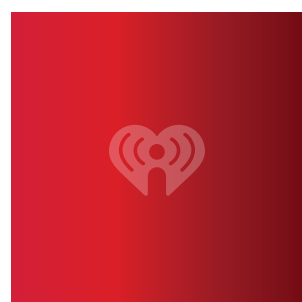
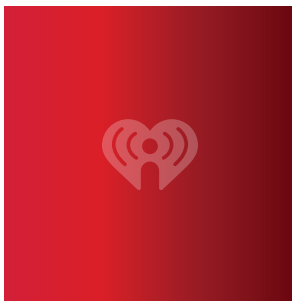


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COMPANY OVERVIEW

About iHeartMedia, Inc.

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

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

targeting and attribution products using data from its massive consumer base.

The iHeartMedia Digital Audio Group

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

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

Visit iHeartMedia.com for more company information.





COMMITMENT TO COMMUNITY

iHeartMedia Communities, the community engagement division of iHeartMedia, Inc. launched in 2011, focuses the company's ongoing philanthropic efforts by adding a layer of resources and commitment to address critical issues affecting the local communities we serve, and streamlines all philanthropic commitments, ensuring consistent focus and messaging across all divisions and departments. iHeartMedia Communities amplifies the most pressing concerns facing each local community and adds additional support and focus for local markets and stations working to address these local needs.

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



FAMILY & SOCIAL IMPACT

Family & Social Impact

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

Education & Literacy

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

Health & Wellness

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



EDUCATION & LITERACY

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

Music & Arts

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

Environmental

iHeartMedia continually looks for ways to rally the communities it serves



HEALTH & WELLNESS



MUSIC & ARTS

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

Disaster Response

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



ENVIRONMENTAL & DISASTER RESPONSE

EXECUTIVE LETTER LETTER

At iHeartMedia the most important responsibility we have is to the communities we serve. This year's Community Impact Report highlights our company-wide commitment to this mission, as well as exploring ways that we as a company can think differently and respond quickly to the needs of our diverse audiences. iHeart is the number one audio company in America, reaching over 90% of American population each month. In addition to serving over 160 local markets and thousands of cities with our 860 radio stations, we are also the leading digital radio service with our iHeartRadio app, and we're the number one podcast publisher, larger than the next three publishers combined. That gives us unique capabilities to make a difference every day in the communities we serve in ways no other company can.

Let us highlight a few of our major efforts in the last year:

COVID Vaccine Messaging: iHeartMedia was the country's leading source of COVID vaccine-related information, delivering more than 4.5 billion media impressions, reaching 88% of Americans 50 times on average, with messages around slowing the spread of the coronavirus, education and encouraging vaccination through science-

based messaging and interviews with public health officials and doctors – particularly to the most vulnerable communities.

Spotlight Media Grants: Spotlight Media Grants is our initiative committing free media to support organizations that are making a positive impact with our communities and serve the full diversity of our country. In 2021 iHeartMedia donated significant media to support messaging from a number of groups including Stop AAPI Hate; Asian Americans Advancing Justice; "Stop the Virus, Stop the Bias"; Shine a Light; NAACP; Big Brothers Big Sisters; and a number of others.

Mental Health: iHeartMedia remains committed to ensuring that mental health messaging remains a priority for each of our radio stations. We work with leading mental health organizations, including the National Alliance on Mental Illness (NAMI) and the Child Mind Institute, to raise awareness of mental health issues and foster a culture within communities that supports talking about mental health issues, and our "Let's Talk" campaign, launched in 2019, was designed to weave a virtual support system through iHeartMedia's 860+ stations across the U.S. for people struggling with anxiety and depression.

iHeartRadio Show Your Stripes: Nine years ago iHeartRadio Show Your Stripes made a commitment to address the national veteran unemployment crisis. On Veterans Day 2021, iHeart unveiled an all-new "Show Your Stripes" program that realigns with some of the most pressing issues facing veterans today, including a focus on wellness — from health and emotional wellness to environmental, financial, intellectual, occupational, physical, social and spiritual wellness.

iHeartRadio Earth: iHeartRadio Earth, launched in 2020, is a long-term sustainability initiative to inspire iHeart's millions of listeners to take action to positively impact the environment, and designed to sharpen the company's focus on sustainability with the goal of increasing listeners' knowledge of simple actions they can take every day to help the environment.

This year alone, iHeartMedia contributed over \$356 million worth of media to nearly 2,000 nonprofits locally and nationally through 4.6 million PSAs addressing critical issues including the opioid crisis; addiction; food insecurity; health and wellness; educational concerns; social justice; volunteerism and advocacy; and many others.

At iHeart, we are proud to use our unparalleled reach of the American public across multiple platforms and technologies, the most popular and engaging on-air personalities, one-of-a-kind nationally recognized live events, the largest social footprint in audio and our iHeart team across America in over 160 markets to make a positive impact on our world. As we issue our 11th annual Community Impact Report, we reflect on all that our company – and, most importantly, our people – have done to help our communities move forward as a nation this year.



BOB PITTMAN
CHAIRMAN & CEO
IHEARTMEDIA, INC.

A handwritten signature in black ink, appearing to read "Bob Pittman".



RICH BRESSLER
PRESIDENT, COO & CFO
IHEARTMEDIA, INC.

A handwritten signature in black ink, appearing to read "Richard Bressler".

ABOUT IHEARTMEDIA

iHeartMedia, Inc. [Nasdaq: IHRT] is the leading audio media company in America, reaching over 90 percent of Americans every month. iHeart's broadcast radio assets alone have more consumer reach in the U.S. than any other media outlet; twice the reach of the next largest broadcast radio company; and over four times the ad-enabled reach of the largest digital only audio service. iHeart is the largest podcast publisher according to Podtrac, with more downloads than the next three podcast publishers combined, and has the number one social footprint among audio players, with seven times more followers than the next audio media

brand; and the only fully integrated audio ad tech solution across broadcast, streaming and podcasts. The company continues to leverage its strong audience connection and unparalleled consumer reach to build new platforms, products and services.

iHeartMedia's platforms include radio broadcasting, online, mobile, digital, social, podcasts, personalities and influencers, live concerts and events, syndication, music research services and independent media representation. Visit iHeartMedia.com for more company information.





NATIONAL RADIO CAMPAIGNS

While 2021 was a year dominated again by the ongoing global COVID-19 pandemic, it also brought Americans more hope as vaccinations became available. This “new normal” had a transformative effect on the communities in which we live, work and the nonprofits that serve them.

iHeart played a critically important role for – and in – its communities, providing support, information, resources and companionship, and helping to create positive change as the world began to return from lockdowns.

While much of the stations' focus continued to shift to directly addressing issues caused by the pandemic, it was equally important that the company remain focused on supporting the advertising and marketing partners, nonprofit organizations and philanthropic causes that have come to rely on our partnerships in order to connect to their communities. Through these national partnerships, iHeart continued to address issues vital to its listeners. In 2021, iHeart also addressed

unforeseen effects of COVID-19 as the public neglected both preventative and annual doctor visits over fear of contracting COVID-19; food insecurity rose; educational disparities became even more apparent; mental health issues and addiction surged across the country; and natural disasters and man-made traumatic events still occurred – all requiring the company's response.

iHeart'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 2021, iHeartMedia supported thousands of local and nonprofit organizations nationwide and raised hundreds of millions of dollars for critical issues, both in the U.S. and globally.

The following pages showcase some of the most impactful national iHeart programs from 2021.

AMERICAN HEART ASSOCIATION

Cardiovascular disease is the leading cause of death for both men and women in the United States. Every year, cardiovascular disease kills one in three women – but when people make healthy choices and manage their health conditions, this can often be prevented.

Over the last ten years, iHeartMedia has committed over \$6.3 million in 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.

Nearly half of all adults in the United States have high blood pressure, and about 75 percent of those with high blood pressure do not have their condition under control. Uncontrolled high blood pressure can lead to heart attack, stroke and other serious health issues. However, people with high blood pressure can create a treatment plan with their doctor that can help reduce their risk.

Throughout the month of February, iHeartMedia hosted a PSA campaign that included a series of spots across all our 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. The campaign featured survivors of heart attacks and strokes who encouraged listeners with high blood pressure to talk to their doctor about starting or restarting a treatment plan that works for them.



We are thankful for iHeartMedia's continued commitment to the American Heart Association and our lifesaving mission to be a relentless force for longer, healthier lives. Together, we are helping people create healthy habits that work best for their life, to give them the best chance at life."

JIM POSTLE

CHAIRMAN, THE BOARD OF THE AMERICAN HEART ASSOCIATION



CAMPAIGN IMPACT

+2.31 BILLION

media impressions (overall campaign)

+95 MILLION

social media impressions

+600,000

visits to website (280k English, 380k Spanish)

ABOUT

ABOUT AMERICAN HEART ASSOCIATION

Heart.org

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

CAMPAIGN SNAPSHOT

2/01/21 - 2/28/21

dates running

760

iHeartMedia stations

34,307,300

impressions

AD COUNCIL

RELEASE THE PRESSURE

Nearly half of Black women over the age of 20 have heart disease, and many do not even know it. Release the Pressure (RTP) brings together Black women from across America, empowering them to put their heart first by prioritizing self-care and taking the Release the Pressure heart health pledge.

The national campaign, a collaboration between the Release the Pressure Coalition and the Ad Council, ensures that Black communities have the power, knowledge,

opportunities and resources to achieve optimal health. The RTP Coalition brings together a dedicated coalition of healthcare organizations and heart health experts — the American Medical Association (AMA), AMA Foundation, American Heart Association, Association of Black Cardiologists, National Medical Association and Minority Health Institute — to support Black women on their heart health journey and help bring an end to health inequities associated with chronic disease.

During Heart Health Month, iHeart organized a national PSA campaign in partnership with the Ad Council and the RTP Coalition that ran across all iHeart Hip Hop and R&B stations in an effort to reach more than 300,000 Black women, encouraging them to put their heart health first and take the pledge at [ReleaseThePressure.org](https://www.releasethepressure.org).



This collaboration was key to connecting us with women across the country and helping them to really see their heart health as a priority. Practicing self-care is a huge part of that, and whether it's getting more active, eating well or unwinding with music, we are fortunate to have partners like iHeart who know that energizing women to take those steps can save lives."

HEIDI ARTHUR

CHIEF CAMPAIGN DEVELOPMENT OFFICER, THE AD COUNCIL



RELEASE
THE PRESSURE

TAKE THE PLEDGE TO
PROTECT YOUR
heart



CAMPAIGN IMPACT

IHEARTRADIO PLEDGE CAMPAIGN METRICS OVER 2.5 MONTHS:

10,384
unique pledges

142,849
total entries

15.11–28.38%
above industry average
email open rates

4,327
Twitter shares

25,609
social clicks

4,993
Facebook shares

ABOUT

AD COUNCIL

AdCouncil.org

The Ad Council has a long history of creating life-saving public service communications in times of national crisis, starting in the organization's earliest days during World War II to September 11th and natural disasters like Hurricane Katrina and Hurricane Sandy. Its deep relationships with media outlets, the creative community, issue experts and government leaders make the organization uniquely poised to quickly distribute life-saving information to millions of Americans.

The Ad Council is where creativity and causes converge. The nonprofit organization brings together the most creative minds in advertising, media, technology and marketing to address many of the nation's most important causes. The Ad Council has created many of the most iconic campaigns in advertising history, like Friends Don't Let Friends Drive Drunk. Smokey Bear. Love Has No Labels.

The Ad Council is a nonpartisan, nondenominational organization, engaging a diverse range of communities, including the faith community, to impact society for good. The organization's innovative social good campaigns raise awareness, inspire action and save lives.

CAMPAIGN SNAPSHOT

2/01/21-2/28/21
dates running

86
iHeartMedia stations

9,021,500
impressions



WOMENHEART

THE NATIONAL COALITION FOR WOMEN WITH HEART DISEASE

60 million women in the United States are at risk for, or are living with heart disease, yet COVID-19 has left many people scared to visit their doctors' offices or visit the emergency room for heart-related symptoms.

For the fifth consecutive year, iHeartMedia teamed up with WomenHeart: The National Coalition for Women with Heart Disease

to call attention to the very specific symptoms that women experience during a heart attack and to promote heart health screenings across the country.

During the month of February, iHeartMedia helped increase awareness about heart disease in females and encouraged women to take control of their heart health by monitoring their numbers, as heart disease

is the leading cause of death in women – killing more women than all cancers combined. All female-focused iHeartMedia stations ran a PSA reminding listeners to stay in touch with their health care providers and seek emergency care if they feel any symptoms such as chest pain, shortness of breath, dizziness, nausea or unexplained feelings of fatigue and weakness.



WomenHeart is more committed than ever to fighting for gender equity in heart care and awareness. We don't want any woman to be unaware of her risk, to lack access to care or to be denied the best care for her heart. In 2021, we worked hard to reinvigorate our volunteer base, who in turn support and educate women across the country. We are so grateful to iHeartMedia for helping us to reach more women and spreading awareness about heart health. Together we are saving lives."

CELINA GORRE

WOMENHEART, CEO



Are you a woman living with heart disease?

Find your **SISTERMATCH** for one-on-one support from a woman... who knows.



Download the new SisterMatch app. Available in Apple and Google Play Stores



CAMPAIGN IMPACT

31.5 MILLION

media impressions

ABOUT

WOMENHEART: THE NATIONAL COALITION FOR WOMEN WITH HEART DISEASE

WomenHeart.org

As the leading voice for the nearly 48 million American women living with or at risk of heart disease, WomenHeart: The National Coalition for Women with Heart Disease is the nation's only patient-centered organization solely dedicated to advancing women's heart health through patient support, community education and advocacy.

CAMPAIGN SNAPSHOT

2/01/21 - 2/25/21

dates running

841

iHeartMedia stations

31,543,700

impressions

R.E.A.C.H.

DEPARTMENT OF VETERAN AFFAIRS

Suicide is preventable. The suicide rate among Veterans in 2019 was 52 percent higher than non-Veteran adults in the U.S., according to the 2021 National Veteran Suicide Prevention Annual Report.

As an extension of iHeart's commitment to addressing mental health issues and the company's focus on veterans, iHeart teamed up with The U.S. Department of

Veterans Affairs (VA) for their release of an all-new mobile app that offers step-by-step guidance for those who are trying to support someone they care about and for those who are concerned about their own emotional well-being. Established in July 2020, R.E.A.C.H. aims to engage everyone with the goal of changing the culture of mental health and preventing suicide among Veterans and all Americans.

A series of two radio PSAs were produced and aired in a month-long media campaign to highlight the *How We R.E.A.C.H. Coaching Tool*, which included five actions to take when reaching out to someone in need or when you are reaching out for help for yourself. The campaign provided additional resource information and suggested language to use when starting what are often very difficult conversations.



The How We R.E.A.C.H. Coaching Tool empowers everyone with basic information so they can take the necessary critical steps to provide – or receive – help and hope. It puts this important information at our fingertips, on our phones, giving people the confidence to reach out for themselves, to friends and loved ones, to ensure they get the support they deserve.”

BARBARA VAN DAHLEN, PH.D.

EXECUTIVE DIRECTOR



CAMPAIGN IMPACT

+582 MILLION

total impressions delivered in one month

ABOUT

VETERAN AFFAIRS (VA)

VA.gov

VA's mission is to provide veterans the world-class benefits and services they have earned — and to do so by adhering to the highest standards of compassion, commitment, excellence, professionalism, integrity, accountability and stewardship.

CAMPAIGN SNAPSHOT

(donated media only)

3/18/21 - 4/01/21

dates running

838

iHeartMedia stations

39,879,600

media impressions

PROJECT YELLOW LIGHT

The U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) reported that January through June 2021 saw the largest six-month increase in traffic fatalities ever recorded in the history of their Fatality Analysis Reporting Systems. An estimated 20,160 people died in motor vehicle crashes during the first six months of 2021, up 18.4 percent over 2020.

For the tenth consecutive year, iHeartMedia teamed up with the Ad Council to prevent texting and driving in partnership with

Project Yellow Light, a national PSA contest and scholarship program.

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

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

The 2021 Project Yellow Light radio winners were high school student Nathan Ong (Annandale, VA) and college student Katie Saylor (Boonsboro, MD), each of whom received \$2,000 and had their radio creative aired nationally across all iHeartMedia broadcast radio stations.



We are honored to have iHeart's continued partnership to help us carry the message to not drive distracted. Car crashes are one of the leading causes of death of our youth and the numbers of distracted driving crashes are sadly on the increase. It's more critical now than ever to help spread the word and PYL is indebted to iHeartMedia for the vital role they play in this campaign."

JULIE GARNER

FOUNDER, PROJECT YELLOW LIGHT

CAMPAIGN IMPACT

2 BILLION

campaign impressions

+11.2K

radio submissions over the last four years

ABOUT

PROJECT YELLOW LIGHT

ProjectYellowLight.com

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

CAMPAIGN SNAPSHOT

3/25/21 - 10/15/21

dates running

820

iHeartMedia stations

85,675,400

media impressions

10th
ANNIVERSARY
**PROJECT
YELLOW
LIGHT**
HUNTER GARNER SCHOLARSHIP



PROSTATE CANCER FOUNDATION

MINORITY HEALTH MONTH

Black men are over 75 percent more likely to get prostate cancer and over twice as likely to die from it than men of any other demographic. The Prostate Cancer Foundation (PCF) is funding research to figure out why and to change the statistics – because most prostate cancer is 99 percent treatable if you catch it early.

During April, and in alignment with National Minority Health Month, iHeart and BIN:

Black Information Network joined forces with PCF for a national radio campaign across all iHeart Hip-Hop and R&B radio stations to encourage Black men to know their numbers and get screened. The radio spots also encouraged women to talk to the men in their lives and encourage them to see their doctors for appropriate testing. All of the spots were voiced by popular iHeart personalities, including Charlamagne Tha God and Angela Yee, and drove listeners to PCF.org.

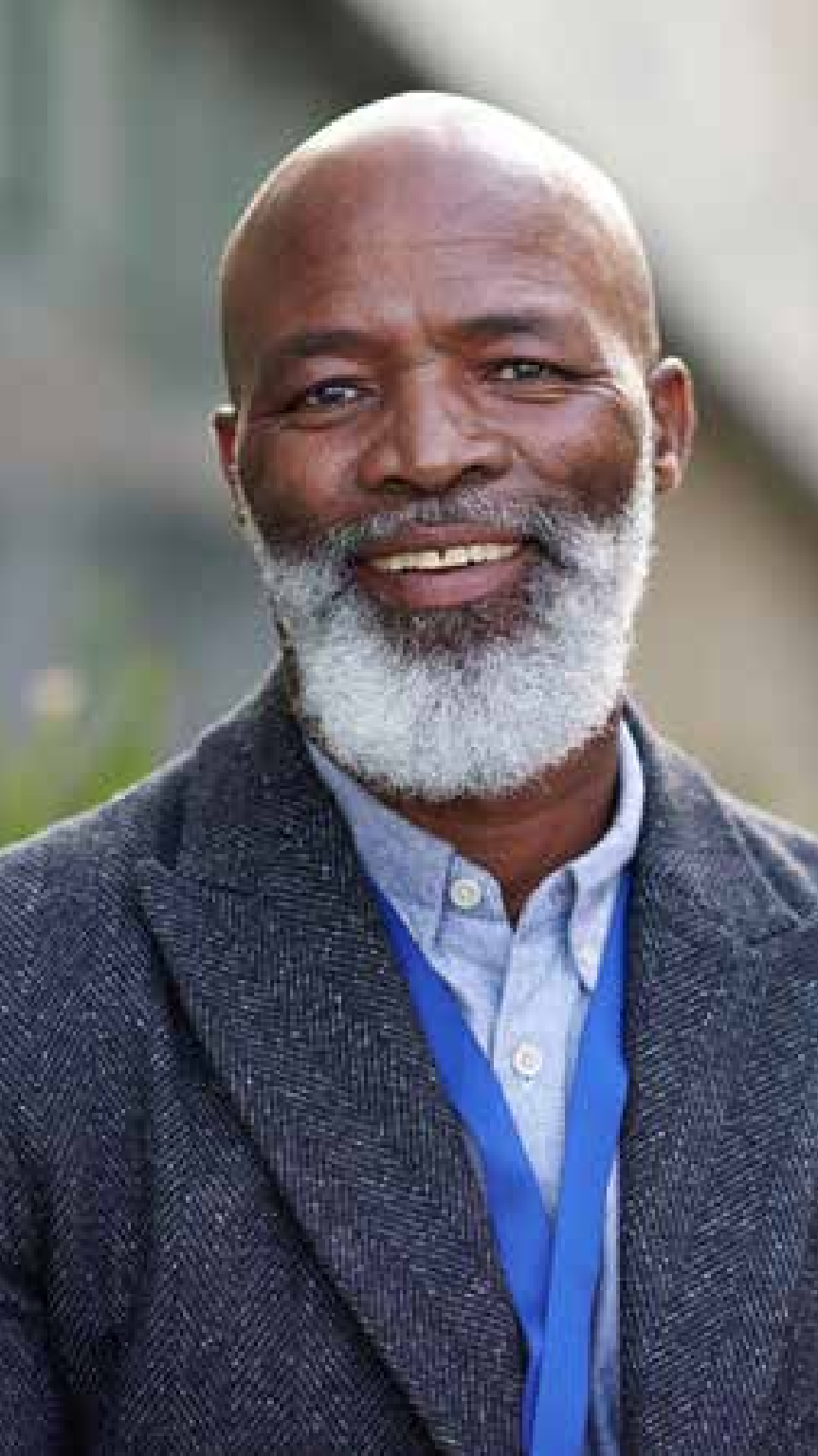
Additionally, iHeart featured PCF on its national Community Affairs program and interviewed Prostate Cancer Foundation Board member Dr. Kneeland Youngblood, MD, during National Minority Health Month. During the 30-minute show, Dr. Youngblood discussed prostate cancer prevention, symptoms and different available treatments.



iHeartMedia plays a critical role in amplifying our mission to research and eradicate prostate cancer. Through our ongoing work together, we are enabling the public to live longer and healthier lives by shining a light on the most common cancer among men.”

SHAVAUN RIGLER

INTERIM CHIEF DEVELOPMENT OFFICER



CAMPAIGN IMPACT

+3,400

guide downloads during campaign period

+608 MILLION

impressions, over \$6.6 million in the last six years

ABOUT

PROSTATE CANCER FOUNDATION

PCF.org

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

CAMPAIGN SNAPSHOT

4/01/21 – 4/30/21

dates running

82

iHeartMedia stations

12,221,400

impressions

MAKE-A-WISH WORLD WISH DAY

Every year, Make-A-Wish®, the organization that grants life-changing wishes for children with critical illnesses, celebrates World Wish Day® on April 29, the anniversary of the wish that inspired the founding of Make-A-Wish in 1980. Feelings of fear and isolation have become commonplace for everyone during the pandemic, but they are often felt deepest by the most vulnerable

members of the population, including children with critical illnesses.

iHeart joined with its longtime partner Make-A-Wish to promote the organization's all-new campaign, "Don't Wait for Hope. Create it." The national PSA campaign aimed to empower individuals and corporations to donate to make life-changing wishes possible for

children who are waiting for their wishes to come true. Despite so many limitations brought on by COVID-19, wishes can bring hope, joy and a sense of normalcy back into the lives of wish kids and their families – now more than ever. The campaign ran during the week leading up to World Wish Day across all of iHeart's radio stations.



The generosity of corporate partners like iHeart is crucial to creating life-changing wishes for children with critical illnesses. We are so grateful for their nearly 10 years of support in helping to bring communities together to rally around wish kids and create hope for families when they need it most."

RICHARD DAVIS

PRESIDENT & CEO, MAKE-A-WISH AMERICA



CAMPAIGN IMPACT

+\$5.5 MILLION

raised for the organization during WWD campaign

+101.8 MILLION

social media impressions tied to #WorldWishDay

ABOUT

MAKE-A-WISH

Wish.org

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

CAMPAIGN SNAPSHOT

4/23/21 - 4/30/21

dates running

178

iHeartMedia stations

16,034,800

impressions

UNDERSTOOD.ORG

One in five children have learning and attention issues like dyslexia and ADHD. It is often difficult to recognize the signs of these issues in young children and they are often undiagnosed. In 2021, iHeartMedia launched a new partnership with Understood.org to raise awareness of childhood learning and attention issues, taking into consideration that kids were spending less time in the classroom and more time at home.

With more than 20 million visitors to its website each year, Understood.org offers

unique resources that are designed to illustrate how children with learning and attention issues view the world and to give parents the personal support they need to help their children thrive in school and in life.

Through a national English and Spanish language media campaign, iHeartMedia joined forces with Understood.org to inform listeners who may have a child struggling with a range of learning disabilities about the free interactive tools, personalized resources and access to experts available

to them on Understood.org. The spots noted symptoms that parents may notice at home that could also be a sign of a learning and thinking difference.

The campaign included PSAs in both English and Spanish, along with a long-form public affairs show that explored and raised awareness of learning and attention issues, with the aim of breaking stereotypes about these children and others who are often misunderstood.



The more awareness we can create, the better we can help the 70 million people who have a learning and thinking difference and address the stigma that surrounds them. iHeartMedia fundamentally helped us reach more parents in our mission, which enables us to impact more people.”

NATHAN FRIEDMAN

CO-PRESIDENT AND CHIEF MARKETING OFFICER, UNDERSTOOD



CAMPAIGN IMPACT

+20 MILLION

people reached on Understood.org in 2021

25 MILLION

people reached

10 MILLION

Black and LatinX people connected to Understood.org in 2021

ABOUT

UNDERSTOOD

Understood.org

One in five Americans have learning and thinking differences, such as ADHD and dyslexia. They are often misunderstood, undiagnosed and dismissed, and these differences are viewed as a weakness. This leaves many on a journey that is stacked against them and costs society more than \$500 billion. Understood is the only lifelong guide for those who learn and think differently. Today, we help more than 20 million people each year discover their potential, learn how to take control, find community and stay on a positive path along each stage of life's journey. When others join this journey, and people are broadly embraced, everyone thrives. Understood is a 501(c)(3) private operating foundation based in New York.

CAMPAIGN SNAPSHOT

6/07/21 - 7/04/21

dates running

170

iHeartMedia stations

40,146,700

impressions

SAVE THE CHILDREN

100 DAYS OF READING

For the second consecutive year iHeart teamed up with Save the Children to support 100 Days of Reading, its annual summer reading campaign in the United States. The initiative gives children fun ways to keep reading and learning during the summer, while also helping provide support and resources to rural America's most vulnerable kids during this critical time. Every link that was clicked or tapped

by participants at [SavetheChildren.org/READ](https://www.savethechildren.org/READ) or on [@savethechildren's](https://www.instagram.com/savethechildren) Instagram page throughout the 100-day campaign helped unlock donations of books, educational materials and healthy food for 750,000 kids living in some of America's most impoverished rural communities.

PSAs voiced by Kristen Bell, Jennifer Garner and Camila Cabello encouraged

listeners to "click, tap, read for kids in need" to unlock books and resources for children and families who can't afford them or do not have adequate access to early education opportunities or children's books, while also promoting literacy in all communities. The spots ran across all iHeartMedia radio stations.



It's essential for kids to continue reading and learning every summer, but even more so during the summer of 2021, after months of school closings and learning disruptions. Save the Children's 100 Days of Reading gave kids new, fun ways to engage in reading and learning, all while helping make a significant impact on the lives of children in rural America. We're incredibly grateful to iHeartRadio for being an exceptional partner, providing tremendous support to this critical campaign for the second consecutive year."

BETSY ZORIO

VICE PRESIDENT, SAVE THE CHILDREN'S U.S. PROGRAMS



CAMPAIGN IMPACT

750,000

children in rural America received supplies and resources

\$3.8 MILLION

raised in cash and in kind donations

27 MILLION

social media impressions

ABOUT

SAVE THE CHILDREN

SaveTheChildren.org

Save the Children believes every child deserves a future. Since our founding more than 100 years ago, we've changed the lives of more than 1 billion children. In the United States and around the world, we give children a healthy start in life, the opportunity to learn and protection from harm. We do whatever it takes for children – every day and in times of crisis – transforming their lives and the future we share.

CAMPAIGN SNAPSHOT

6/11/21 - 7/01/21

dates running

836

iHeartMedia stations

55,592,600

impressions

NO KID HUNGRY

Even before the pandemic, summer was one of the toughest times for hungry kids, with schools closed and access to regular school meals gone. Today, millions of Americans are struggling to afford food for their children due to the pandemic. Free summer meals are available for kids and teens across the country through programs run by local schools and community groups, but too many children are missing out.

While summer meals are there for kids when the school doors close for the year, far too many families don't even know these programs exist. To help solve this problem, iHeartMedia teamed up with No Kid Hungry for its annual program to promote the campaign's summer meals texting service and meals finder map.

To help ensure kids have access to food during the summer months, No Kid Hungry runs a summer meals texting service, available in English and Spanish. Students, parents, grandparents and caregivers can text 'FOOD' or 'COMIDA' to 877-877 to find free summer meal sites in their nearby community, open to anyone 18 years or younger. Each text received prompts the user to provide their address or zip code to generate the locations and service information for summer meal sites in the nearby community. This service is also available through the web via No Kid Hungry's Free Meals Finder Map by visiting NoKidHungry.org/Help.

iHeart is a major supporter of No Kid Hungry's summer meals program, providing

over \$6 million in donated media since 2018. In 2021, all iHeartMedia radio stations ran public service campaigns promoting the texting service and meals finder map to fill the gap for children who rely on school meal programs like school breakfast and free and reduced-price lunch during the rest of the year. Additionally, select stations discussed the issue live on-air and encouraged local participation. Pamela Taylor, Chief Communications and Marketing Officer at Share Our Strength, the organization behind the No Kid Hungry campaign, was interviewed on iHeart's national public affairs show to explore why she believes childhood hunger is a solvable problem—even during this crisis.



Summer is always the hungriest time of year for children who depend on school meals. In the wake of the pandemic, millions more kids face hunger today than before. This crisis revealed just how many families are one job loss or missed paycheck away from not being able to afford enough food for their children, making it critical for families to know free meals are there for kids during the summer months and how they can access these meals right in their community. We're so grateful to our partner iHeartRadio for helping us spread the word about summer meals and connecting families across the country to this important program year after year."

PAMELA TAYLOR

CHIEF COMMUNICATIONS AND MARKETING OFFICER, SHARE OUR STRENGTH,
THE ORGANIZATION BEHIND NO KID HUNGRY



CAMPAIGN IMPACT

+250 MILLION

families have used No Kid Hungry's meal finder resources to find free meals in their neighborhoods

ABOUT

NO KID HUNGRY

NoKidHungry.org

No child should go hungry in America. But in the wake of the coronavirus pandemic, one in six kids could face hunger this year. No Kid Hungry is working to end childhood hunger by helping launch and improve programs that give all kids the healthy food they need to thrive. This is a problem we know how to solve. No Kid Hungry is a campaign of Share Our Strength, an organization committed to ending hunger and poverty. Join us at [NoKidHungry.org](https://www.NoKidHungry.org).

CAMPAIGN SNAPSHOT

7/01/21 - 8/12/21

dates running

836

iHeartMedia stations

61,690,200

impressions

NATIONAL SUMMER LEARNING ASSOCIATION

High quality summer and afterschool programs can change the trajectory of a young person's life. The National Summer Learning Association (NSLA) leads the annual National Summer Learning Week (July 12-16), an awareness and advocacy celebration to elevate the importance of keeping kids learning, earning, safe and healthy every summer, ensuring they return to school each fall ready to succeed and thrive.

In 2021, the program was focused on supporting academic and social-emotional gains and celebrating educators, youth

providers and community partners who have provided safe, healthy and enriching experiences throughout the pandemic. Daily themes throughout the week were designed to shine a spotlight on high quality summer programs across the nation and to focus attention on critical summer issues like nutrition, social-emotional wellness, literacy and the arts, the enriching possibilities of STEM, and youth employment opportunities for older youth.

Since 2016, iHeartMedia and NSLA have joined forces on a national summer PSA campaign to promote the importance of

summer learning and fun, and this year was as critical as ever. An English and Spanish PSA voiced by U.S. Department of Education Secretary Miguel Cardona included a call for families to visit [DiscoverSummer.org](https://www.discoversummer.org) – a new online destination, developed in response to COVID-19, to help families discover affordable summer programs, summer meals, youth employment opportunities, mentors and a sea of summer enrichment resources.



With the support of historic federal funding, summer learning and out-of-school time leaders are in a unique position to expand access to programs that accelerate learning, address social emotional needs and ultimately, rekindle the joy of summer for millions of students. The need for summer learning in America has never been more critical and the opportunity has never been more rich."

AARON P. DWORKIN

CEO, NATIONAL SUMMER LEARNING ASSOCIATION (NSLA)



ABOUT

NATIONAL SUMMER LEARNING ASSOCIATION

SummerLearning.org

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.

CAMPAIGN SNAPSHOT

7/13/21 - 8/02/21

dates running

836

iHeartMedia stations

55,412,400

impressions

THE PEACEMAKER CORPS

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

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

For the last seven years, iHeartMedia has played an active role in sharing information about the festival and has aired tens of thousands of PSAs across all its radio stations to encourage submissions. In 2021, iHeart produced and aired a PSA voiced by Marc Morial, President and CEO of the National Urban League, in support of the organization's *Kids, Cops and Kindness Equals Safer Streets* initiative and promoting the United Nations' 11th sustainable development goal: sustainable communities and cities.

The goal of *Kids, Cops and Kindness* is to reach the following outcomes:

- Reduce tensions and increase transparency in communications between local law enforcement, youth and local community, leading to a culture of mutuality, healing, understanding and respect.

- Reduce violence in the community, including crime rates and gang involvement.
- Enhance police officer and community safety, including increased confidence, positive encounters and law enforcement legitimacy.
- Increase knowledge and integration of peacemaking skills and problem-solving strategies.

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 2021 Peace in the Streets Global Film Festival entries came from communities across the United States and 13 countries across five continents worldwide.



The Peacemaker Corps Association appreciates iHeart's years of support and the promotion of the annual Peace in the Streets Global Film Festival with wide distribution. By spreading the word through iHeart's network, they are helping us grow our festival worldwide. Since the start of our partnership with iHeart, when our first annual PSGFF had less than 50 submissions, our global reach has expanded each year encompassing films from all continents except Antarctica."

CAROLE KRECHMAN

PRESIDENT, THE PEACEMAKER CORPS



CAMPAIGN IMPACT

ENTRIES FROM 13 COUNTRIES

including the United States and five of the seven continents: North America, South America, Africa, Europe and Asia— countries: US, Mexico, Brazil, Bolivia, Romania, India, Japan, Jordan, Kenya, South Africa, Zimbabwe, Spain and Greece

+\$3.6 MILLION

worth of media donated since start of partnership

ABOUT

PEACE IN THE STREETS

PSGFF.org

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

CAMPAIGN SNAPSHOT

8/05/21 - 8/31/21

dates running

161

iHeartMedia stations

42,744,400

impressions

FORCE MULTIPLIER/ FEEDING AMERICA

In 2021, iHeart launched an all-new podcast that spotlights the exponential impact we can have on the world by working together. Whether we're talking about health inequity, nutrition insecurity or the opportunity gap in education, we are facing unprecedented challenges that require equally unprecedented collaboration from leaders across disciplines and sectors.

Each episode of Force Multiplier, an iHeartRadio original podcast with

Salesforce.org, highlights complex challenges— and the cross-sector partnerships forged to address them. From building scalable programs to finding new ways to fundraise, organizations committed to social impact are finding opportunities to combine forces, use the power of technology to scale and multiply their positive impact.

To help shine an even brighter light on the participating organizations and the

critical issues being addressed, iHeart ran public service announcements that encouraged listeners to work together to find community-based solutions. During the month of August – and to kick off the launch of Force Multiplier – all iHeart stations aired a series of spots focused on food insecurity and highlighted the critical work of national organizations like Feeding America and the local organizations with whom they partner.



It's up to us to see not only that people are fed, but that these and other populations can heal and also be protected from future injustices. Our ultimate goal is to transform the charitable food system, and we don't want anybody to be left out. So we have to come together and come up with a really innovative structure of how we can combine health and nutrition education in a way that resonates with communities and continues to preserve the dignity of communities that are facing hunger every day."

GITA RAMPERSAD

VICE PRESIDENT, FEEDING AMERICA



CAMPAIGN SNAPSHOT

8/12/21 - 8/27/21

dates running

830

iHeartMedia stations

15,394,200

impressions

ABOUT

FEEDING AMERICA

FeedingAmerica.org

Feeding America® is the largest hunger-relief organization in the United States. Through a network of more than 200 food banks, 21 statewide food bank associations and over 60,000 partner agencies, food pantries and meal programs, we helped provide 6.6 billion meals to tens of millions of people in need last year. Feeding America also supports programs that prevent food waste and improve food security among the people we serve; brings attention to the social and systemic barriers that contribute to food insecurity in our nation; and advocates for legislation that protects people from going hungry. Visit www.feedingamerica.org, find us on Facebook or follow us on Twitter.

DONORSCHOOSE

According to the National Center for Education Statistics (NCES), public school teachers spend nearly \$500 of their own money on school supplies every year, and DonorsChoose, the country's most trusted crowdfunding platform for teachers, donors and school districts, provides essential classroom resources to educators from every corner of America to help bridge that gap. This national education nonprofit leads the way in connecting donors to teachers requesting classroom resources and experiences.

In August 2021, iHeart launched 'iHeartRadio BackToSchool,' a fundraising

campaign to support U.S. public school teachers in partnership with DonorsChoose. The national campaign kicked off on Monday, August 16 and ran through Friday, September 10 across iHeartRadio CHR-mainstream stations, and drove listeners and fans to DonorsChoose to fund local classroom projects in their communities.

The program included a series of radio spots featuring artists and influencers including Jason Derulo, Tate McRae, Alessia Cara, Sabrina Carpenter and others, as well as iHeartMedia nationally syndicated on-air personalities Ryan Seacrest, Mario Lopez and Elvis Duran,

all rallying fans to join iHeart in supporting local schools across the country by contributing to local teachers' requests on the DonorsChoose website.

Additionally, Osmo, a hands-on, tech-powered learning company, matched all iHeart listener donations up to \$50,000 to ensure students in every community had the supplies they needed to keep learning.



Helping one teacher at one public school has powerful ripple effects. Helping more than 400 teachers at almost 400 schools is making countless classroom dreams become a reality. iHeart and Osmo stepped in to support educators and students at the start of a new school year, especially as many kids were returning to in-person learning for the first time in 18 months. We know our DonorsChoose teachers are thankful to iHeart and Osmo for giving them peace of mind about their classroom necessities and their next project with students."

CHARLES BEST

FOUNDER, DONORSCHOOSE



CAMPAIGN IMPACT

\$50,000
given to projects

390
schools served

456
funded teacher projects
matched by Osmo

\$37,909.72
given to teacher projects
by iHeart listeners

423
teachers supported

ABOUT

DONORSCHOOSE

DonorsChoose.org

DonorsChoose is the leading way to give to public schools. Since 2000, 5.1 million people and partners have contributed \$1.2 billion to support 2 million teacher requests for classroom resources and experiences. As the most trusted crowdfunding platform for teachers, donors and district administrators alike, DonorsChoose vets each request, ships the funded resources directly to the classroom and provides thank yous and reporting to donors and school leaders. Charity Navigator and GuideStar have awarded DonorsChoose, a 501(c)3 nonprofit, their highest ratings for transparency and accountability.

CAMPAIGN SNAPSHOT

8/16/21 - 9/06/21
dates running

121
iHeartMedia stations

9,682,400
impressions

RECOVER OUT LOUD & THE VOICES PROJECT

Now in its 32nd year, Recovery Month is a month-long, federally recognized acknowledgment of substance use disorder, commonly known as addiction. September is designated as a time to celebrate the gains made by those in recovery, just as we celebrate improvements made by those who are managing other health conditions such as hypertension, diabetes, asthma and heart disease.

In recognition of International Recovery Day and as a capstone to National Recovery Month in the United States, The Voices

Project and iHeart, in collaboration with more than two dozen cross-sector partners, produced Recover Out Loud, a concert event that was streamed exclusively on the iHeart Facebook page and YouTube channel. The event was hosted by Gary Owen and featured headline performances by Macklemore, KT Tunstall, Evvie McKinney, Daphne Willis, The Residency and others. Attendees at iHeart's Recover Out Loud in Las Vegas included frontline workers in the addiction and mental health field, impacted family members and people in recovery from addiction.

Since 2018, iHeart has been at the forefront of addressing the nation's opioid epidemic, as well as the country's mental health crisis, with the launch of several public awareness initiatives designed to merge public and private audiences with pop culture influencers to reduce stigma around mental health, addiction and opioid use disorder. Recover Out Loud was the culmination of a three-week media campaign that aimed to shine a light on the need for enhanced policy to support recovery.



After the success of Recover Out Loud and thanks to the support of iHeart, the recovery movement across the country is stronger than ever. In spite of a pandemic, in spite of the challenges frontline advocates face in their own communities, it's incredibly meaningful that we can come together and renew our commitment to building equity in the recovery space."

RYAN HAMPTON

FOUNDER, MOBILIZE RECOVERY



CAMPAIGN IMPACT

+1 MILLION

people tuned into the live nationwide event

1,787,084

unique impressions

11,400

social engagements

ABOUT

THE VOICES PROJECT

www.VoicesRiseUp.org

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

CAMPAIGN SNAPSHOT

9/16/2021 - 10/1/2021

dates running

834

iHeartMedia stations

40,298,700

impressions

U.S. CHAMBER FOUNDATION

SHARING SOLUTIONS: A VIRTUAL NATIONWIDE TOUR

In early 2021, and as more than 40 states reported increases in opioid-related mortality amid COVID-19, iHeart teamed up with The U.S. Chamber of Commerce Foundation, in partnership with the AmerisourceBergen Foundation, for *Sharing Solutions: A Virtual Nationwide Tour* to drive business-led solutions to the opioid epidemic. As part of the campaign, the program convened 50 virtual events in 50 states to showcase innovative workforce solutions and to support employers as they tackle growing substance misuse in their communities and in the post-COVID workplace.

Kicking off in Louisiana on January 19, the virtual nationwide tour featured

townhall-style conversations with leading health experts including former 20th U.S. Surgeon General VADM Jerome Adams as well as Leidos CEO Roger Krone and Nationwide Foundation President Chad Jester, followed by a live panel of local guests. Moderating the livestreamed events were key public figures such as Randy Grimes, a former NFL Player in long-term recovery and Founder of Pro Athletes in Recovery, as well as iHeartMedia on-air personalities Malie D, DJ Scream and Big Sue. All events were offered free to help reduce stigma and heighten dialogue among impacted communities.

Additionally, in response to the ongoing epidemic of opioid use disorder and rising

overdose numbers among the people of Alaska, on March 18, 2021 the Chamber Foundation hosted Sharing Solutions Alaska moderated by Alaska native and iHeartRadio Host Malie D.

In Georgia, opioid overdose deaths rose 36 percent in 2020; on September 15, 2021 panelists joined for a series of conversations to arm business owners with the tools and resources they needed to respond to the opioid crisis in their community and workplace.



The fight against the opioid epidemic collides with our battle against COVID-19, exacerbating the devastation already felt by communities across the nation. By launching this virtual national tour and tapping into the reach and expertise of our partner iHeartMedia, we hoped to arm employers — and communities in every corner of the country — with the right tools and resources so they are prepared and empowered to address the double impact of COVID-19 and a resurgent opioid crisis.”

CAROLYN CAWLEY

PRESIDENT, THE U.S. CHAMBER OF COMMERCE FOUNDATION



CAMPAIGN IMPACT

50

virtual events in 50 states

ABOUT

U.S. CHAMBER OF COMMERCE FOUNDATION

The U.S. Chamber of Commerce Foundation is dedicated to strengthening America's long-term competitiveness. We educate the public on the conditions necessary for business and communities to thrive, how business positively impacts communities and emerging issues and creative solutions that will shape the future.

LUPUS RESEARCH ALLIANCE

Lupus is a chronic, complex autoimmune disease that affects millions of people worldwide. It can affect any part of the body, causing widespread inflammation and damage in vital areas such as the joints, skin, brain, lungs, kidneys and blood vessels. Lupus most often affects women, particularly women of African American, Hispanic, Asian and Native American descent.

The Lupus Research Alliance (LRA) has long been an important cause for

iHeartMedia. iHeart teamed up with the LRA for its second annual virtual ManyOne Can Walk with Us to Cure Lupus in an effort to raise \$1 million to maintain the momentum in advancing innovation and discovery in lupus. Amid the ongoing coronavirus pandemic, the virtual event brought participants together safely from around the globe to celebrate the power of the lupus community and raised funds for lupus research, education and support programs. As the largest immersive lupus walk event, ManyOne Can Walk with Us to

Cure Lupus kicked off with a welcome by NFL Superbowl Champion Willie Colon, followed by inspirational speakers, lupus research updates and interactive activities.

This year, iHeart ran national PSAs to help recruit Walk participants and to highlight the incredible need for lupus research that can improve treatment while driving toward a cure.



We greatly appreciate the tremendous commitment iHeartMedia has always shown to the entire lupus community. Through the unparalleled iHeart network, tens of millions of listeners learned how they could help fulfill the mission of the Lupus Research Alliance to improve treatment and find a cure by unraveling the complexity of a disease that affects millions in a million different ways."

KENNETH M. FARBER

LRA, PRESIDENT & CEO



CAMPAIGN IMPACT

+17,000

link clicks among U.S. national and tri-state regional audiences

TENS OF THOUSANDS

of virtual walkers from across the U.S. and around the globe

+\$1,160,000

raised

ABOUT

LUPUS RESEARCH ALLIANCE

LupusResearch.org

The Lupus Research Alliance is the largest non-governmental, nonprofit funder of lupus research worldwide. The organization aims to transform treatment by funding the most innovative lupus research, fostering diverse scientific talent and driving discovery toward better diagnostics, improved treatments and ultimately a cure for lupus. Because the Lupus Research Alliance's Board of Directors funds all administrative and fundraising costs, 100 percent of all donations goes to support lupus research programs.

CAMPAIGN SNAPSHOT

9/13/21 - 10/01/21

dates running

218

iHeartMedia stations

29,568,100

impressions

CONGRESSIONAL BLACK CAUCUS FOUNDATION, INC.

The mission of the Congressional Black Caucus Foundation, Inc. (CBCF) is to advance the global Black community by developing leaders, informing policy and educating the public, and to foster equal voices in public policy through leadership cultivation, economic empowerment and civic engagement. The Annual Legislative Conference (ALC) is CBCF's leading public policy convening on issues impacting African Americans. The goal of ALC 50, the second Annual Legislative Conference held in a virtual format, was to reach, engage, educate and mobilize an even larger portion of the global Black community.

In support of the Congressional Black Caucus Foundation's 50th Annual Legislative Conference, iHeart ran a series of PSAs on select stations to encourage listeners to join CBCF, subject matter experts and special guests from September 12 - 17 for more than 80 free sessions and events addressing the most critical issues facing Black Americans.

The CBCF National Town Hall gathered renowned thought leaders to discuss the importance of creating a Black agenda, honoring Black voices in a democracy and addressing the most pressing issues for the Black community today. The discussion,

moderated by journalist April Ryan, included segments on health equity, education, voting rights and criminal justice. Panelists and speakers included Congressional Black Caucus Chair Congresswoman Joyce Beatty; ALC 50 honorary co-chairs U.S. Representatives Anthony Brown and Lisa Blunt Rochester; Tony Coles, President of BIN: Black Information Network; Procter & Gamble Chief Communications Officer Damon Jones; CEO of DoSomething.org DeNora Getachew; and activist, author, educator and Vice President of Social Impact at BET Brittany Packnett Cunningham.



ABOUT

CBCF

CBCFInc.org

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

CAMPAIGN SNAPSHOT

9/15/21 - 9/17/2021

dates running

83

iHeartMedia stations

685,500

impressions

GLAAD SPIRIT DAY

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

GLAAD's Spirit Day brings together hundreds of celebrities, media companies, brands, landmarks, faith groups, schools and more to show support for youth. Since 2010, iHeartMedia has 'gone purple' on Spirit Day, standing with GLAAD and its partners against bullying. For the fifth consecutive year, iHeartMedia expanded its efforts by launching an on-air PSA campaign voiced by Elvis Duran and Enrique Santos across all AC, Hot AC, CHR and RCHR stations to encourage listeners to go purple and unite against bullying of LGBTQ youth. iHeartRadio also

promoted Spirit Day across its social media channels as well as on iHeartRadio's editorial platform.

In addition, Jose Useche, Communications Coordinator at GLAAD, penned a guest post on the iHeartRadio blog about how youth may need GLAAD's Spirit Day during the COVID-19 pandemic.



Today, LGBTQ youth are still disproportionately affected by bullying, whether it's online, in the classroom, or even in state legislatures across the country. GLAAD's Spirit Day is a critical time for people around the world to come together to take a stand against anti-LGBTQ bullying and to tell LGBTQ young people that they are perfect the way they are. For another year, we were proud to partner with iHeartMedia, who continues to amplify its support for the campaign to ensure that all LGBTQ youth receive messages of love and acceptance on Spirit Day."

SPENCER HARVEY

GLAAD, COMMUNICATIONS MANAGER



CAMPAIGN IMPACT

+1.5 BILLION

social impressions
for #SpiritDay

+500

unique stories about
the LGBTQ anti-bullying
campaign, generating over
1.4 billion media impressions

#5

#SpiritDay hashtag reached
#5 on Twitter, trending in top
10 all day

+500

celebrities and influencers who
participated including Barbra
Streisand, Celine Dion, Laverne
Cox, Ryan Seacrest, Jake
Gyllenhaal, Jonas Brothers,
and many more

+71,000

posts on social media

ABOUT

GLAAD

GLAAD.org

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

CAMPAIGN SNAPSHOT

10/15/21- 10/22/21

dates running

6,622,400

impressions

230

iHeartMedia stations

BREAST CANCER RESEARCH FOUNDATION

At the onset of the pandemic, breast cancer diagnoses declined by over 50 percent due to delays in screening. The U.S. National Cancer Institute estimated there will be 10,000 excess deaths from breast and colorectal cancer in the decade ahead – deaths that may have been otherwise prevented.

Simultaneously, breast cancer incidence is increasing. In 2021, the World Health Organization announced that breast cancer is now the most common cancer worldwide, surpassing lung cancer for the first time. We know that early detection is a key determinant of survival, and increasing screening rates is imperative

to reducing breast cancer deaths.

To encourage women to make appointments for their annual health screenings and to talk to their doctors about various screening options, iHeart teamed up with the Breast Cancer Research Foundation—the largest private funder of breast cancer research in the world—for a national PSA campaign during Breast Cancer Awareness Month in October, an annual campaign to raise awareness about the impact of breast cancer.

Supporting 250 scientists at leading academic and medical centers across 14 countries, BCRF is the world's

most preeminent source for the latest advancements in breast cancer prevention, diagnoses, treatment, survivorship and metastasis.

For the second year, iHeart welcomed Dr. Dorrya El-Ashry, Chief Scientific Officer of the Breast Cancer Research Foundation, as a guest on its national public affairs show. Dr. El-Ashry shared the most promising advances in research over the last 30 years, what women need to know about screening and the latest treatments available.



As we untangle the full impact of the pandemic on breast cancer, one thing is devastatingly certain: Delayed screenings will result in a rise of later-stage breast cancer diagnoses and still more preventable deaths. Stressing the importance of screening is critical to saving lives.”

MYRA BIBLOWIT

BCRF, PRESIDENT AND CEO



CAMPAIGN IMPACT

- Since BCRF was founded in 1993, deaths from breast cancer have declined by 40 percent.
- BCRF is the largest private funder of breast cancer research in the world.
- BCRF-funded investigators have been involved in every major breakthrough in breast cancer research.

ABOUT

BREAST CANCER RESEARCH FOUNDATION

BCRF.org

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

CAMPAIGN SNAPSHOT

10/15/21 - 11/01/21

dates running

749

iHeartMedia stations

24,899,500

impressions

HABITAT FOR HUMANITY

One in six U.S. households spend more than half of their paychecks on housing costs, creating a burden that often requires families to make difficult choices between their housing costs and essentials such as health care, education or healthy food.

For the past five years, iHeartMedia has teamed up with Habitat for Humanity International's spring cause marketing campaign *Home is the Key*, and served as an official national media partner. Inaugurated in 2017, Habitat's *Home is the Key* campaign aims to demonstrate how a safe and affordable home creates a better life for families and individuals, and

encourages others to join the effort to make home a reality for more people in the U.S. and around the world.

Many local iHeartMedia radio stations are longtime supporters of their respective Habitat for Humanity chapters and for the last several years have come together to bring the *Home is the Key* campaign to life, opening opportunity for so many more families. Through a series of powerful PSAs voiced by Habitat for Humanity homeowners as well as iHeart on-air personalities, iHeartMedia discussed the importance of home as a crucial key to a better life.

The on-air, digital and live event program also called attention to the critical need for affordable housing across the U.S. and activated consumers to join the cause. Through radio and digital PSAs, as well as social media, iHeartMedia encouraged listeners to purchase products that supported the campaign.

Additionally, on April 24, iHeartRadio and its local Atlanta station Power 96.1 teamed up with volunteers to help a benefitting family put the finishing touches on their new home. Power 96.1 shared the campaign on Instagram and Facebook and aired a number of onsite interviews.



We are so appreciative of iHeart's continued support of our annual cause marketing campaign. The awareness and contributions that they have brought to the issue of affordable housing have continued to be considerable and generous."

ALLISON GREEN

DIRECTOR OF CAUSE MARKETING PARTNERSHIPS, HABITAT FOR HUMANITY INTERNATIONAL



CAMPAIGN IMPACT

\$12 MILLION

was raised to date by *Home is the Key* for the critical work of Habitat for Humanity

ABOUT

HABITAT FOR HUMANITY

Habitat.org

Driven by the vision that everyone needs a decent place to live, Habitat for Humanity began in 1976 as a grassroots effort on a community farm in southern Georgia. The housing organization has since grown to become a leading, global nonprofit working in more than 1,200 communities throughout the U.S. and in more than 70 countries. Families and individuals in need of a hand up partner with Habitat for Humanity to build or improve a place they can call home. Habitat homeowners help build their own homes alongside volunteers and pay an affordable mortgage. Through financial support, volunteering or adding a voice to support affordable housing, everyone can help families achieve the strength, stability and self-reliance they need to build better lives for themselves.

GLOBAL CITIZEN LIVE

iHeartMedia joined its longtime partner international advocacy organization Global Citizen as the exclusive U.S. audio partner of Global Citizen Live, a global event held to defend the planet and defeat poverty, featuring music performances from concert venues in Africa, Asia, Australia, Europe, North America and South America. iHeart broadcasted performances from six continents to millions of listeners on iHeartRadio stations across America and the iHeartRadio app.

Global Citizen Live on iHeart featured music artists including Ed Sheeran, BTS, Coldplay, Billie Eilish, Shawn Mendes, Lizzo, Andrea Bocelli, Metallica, Lorde, Doja Cat, Keith Urban, Usher, H.E.R., Duran Duran, Femi Kuti, Lang Lang, Demi Lovato, Ricky Martin and more, as well as

activists and world leaders taking the stage at iconic locations across the globe, to inspire global action and shine a light on issues like equitable access to COVID-19 vaccinations, hunger, education and climate change.

To help support this historic worldwide event, iHeart launched Global Citizen Radio, which offered the latest news and information surrounding the campaign and event leading up to Global Citizen Live.

Global Citizen Live was part of an ongoing campaign powered by citizens around the world who are taking action and urging governments, corporations and philanthropists to make change to positively impact our world. This was the ninth year that iHeart has partnered with Global

Citizen on its live September festival, in addition to its collaborations on events including One World: Together At Home; GlobalGoal: Unite for Our Future; and VAX LIVE: The Concert to Reunite the World.

Additionally, iHeart's six leading New York radio stations (Q104.3, Z100, 103.5 KTU, Power 105.1, Lite FM and WOR) supported Global Citizen Live, the free ticketed festival that took place on the Great Lawn of New York's iconic Central Park on September 25. And, iHeartMedia Los Angeles stations promoted the Global Citizen Live local event that took place at the Greek Theatre in LA and featured performances by Stevie Wonder, Adam Lambert, Chloe x Halle, Demi Lovato, H.E.R., ONEREPUBLIC, Ozuna, The Lumineers and 5 Seconds of Summer.



We are so grateful for the long-standing partnership between Global Citizen and iHeart. From the first Global Citizen Festival in 2012, to Global Citizen Live in 2021 and including many more events along the way, iHeart has engaged its listeners in our mission of ending extreme poverty. We look forward to the years to come, and to the positive impact we will continue to create together."

HUGH EVANS

FOUNDER AND CEO, GLOBAL CITIZEN



CAMPAIGN IMPACT

\$1.1 BILLION

in commitments to climate, famine and COVID-19 response efforts

157 MILLION

trees to be protected, restored or planted

+60 MILLION

COVID-19 vaccines donated by governments around the world

GLOBAL CITIZENS AROUND THE WORLD TOOK OVER 28.4 MILLION ACTIONS INCLUDING:

3,774,983

tweets

6,124,696

petition signatures

123,928

calls

2,990,795

emails

ABOUT

GLOBAL CITIZEN

www.GlobalCitizen.org

Global Citizen is the world's largest movement of action takers and impact makers dedicated to ending extreme poverty by 2030. With over 10 million monthly advocates, our voices have the power to drive lasting change around sustainability, equality and humanity. We post, tweet, message, vote, sign and call to inspire those who can make things happen to act — government leaders, businesses, philanthropists, artists and citizens — together improving lives. By downloading our app, Global Citizens learn about the systemic causes of extreme poverty, take action on those issues and earn rewards with tickets to concerts, events and experiences all over the world. Global Citizens have taken over 28.4 million actions since 2009. Today, these actions, in combination with high-level advocacy work, have led to over \$35.4 billion being distributed to our partners around the world, impacting 1.09 billion Lives in the fight to end extreme poverty. For more information, visit GlobalCitizen.org.



IHEARTRADIO COMMUNITIES SPOTLIGHT MEDIA GRANT PROGRAM

EFFECTIVELY SERVING UNDERSERVED & IMPACTED COMMUNITIES

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

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

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

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

Most recently, iHeart teamed up with Shine a Light, a comprehensive initiative to illuminate the dangers of antisemitism through education, community partnerships, workplace engagement, advocacy and media.

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

To date, **iHeart has committed \$4 million worth of media**

to these leading organizations supporting our communities and fighting against hate and racism.

Future iHeartRadio Communities Spotlight Media Grant PSAs will address individual issue areas ranging from minority education to mental health, food insecurity and the many long-term impacts of COVID-19 on our country; spotlight critical issues facing all of our listeners; and provide a platform to explore the issues that matter most to them both locally and nationally.

In 2021, iHeart contributed over **\$245 million in media to thousands** of national and local organizations. The iHeartRadio Communities Spotlight Media Grant Program is an extension of that commitment and is designed to enable the company to address the many facets of timely issues like social justice and structural racism facing our country and offer multiple outlets for action.

Spotlight Media Grant Recipients

- UNCF
- NAACP
- Big Brothers, Big Sisters
- Stop AAPI Hate
- Asian Americans Advancing Justice
- The Ad Council’s Stop the Virus, Stop the Bias Campaign
- Faith & Blue
- Shine a Light

UNITED NEGRO COLLEGE FUND (UNCF)

Long-time iHeart partner UNCF, an organization that helps fund 37 private historically Black colleges and universities (HBCUs), was named iHeart's first inaugural iHeartRadio Spotlight Media Grant partner in 2020. The initial grant was used to highlight the COVID-19 pandemic and the threat it poses to America's progress toward a more equitable society.

As the pandemic continued to bring tremendous stress to HBCU students and

many social, financial, educational and mental health challenges to communities of color, iHeart issued a second media grant in 2021 to support The UNCF National Virtual Walk for Education and helped raise much-needed funds to support historically Black colleges and universities (HBCUs) and the students they serve.

The new digital fundraiser replaced the annual in-person walk events that many of the UNCF local offices conduct each

spring, summer and fall, taking what's typically been a market-by-market approach and transforming it into a fully nationwide activation event. The event featured moving performances by Anthony Hamilton and Questlove with appearances by Shaquille O'Neal, Lynn Whitfield, Jonathan Slocumb, Wendell Pierce and others. All iHeart radio stations supported the virtual event nationwide with on-air PSA and digital support.



We thank iHeart for this investment in a vital component of better futures for us all—our institutions and students. Getting our message out and making people aware of how we work tirelessly to support HBCUs and the Black community is vital. Partners like iHeart make our work at UNCF possible, and we are grateful for this support. As UNCF enters its 78th year, our mission is critical now, more than ever, as we work to ensure that students get back to college and that their futures – as leaders, professionals and responders to the next pandemic – are secured.”

DR. MICHAEL L. LOMAX
PRESIDENT AND CEO, UNCF



CAMPAIGN IMPACT

\$2.9 MILLION

was raised by the historic UNCF National Virtual Walk for Education® for HBCUs

ABOUT

UNCF

UNCF.org

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

CAMPAIGN SNAPSHOT

9/10/21 - 9/18/21

dates running

380

iHeartMedia stations

39,427,100

impressions

NAACP

The NAACP is an iconic organization that is working to disrupt inequality, dismantle racism and accelerate change in key areas including criminal justice, health care, education, climate and the economy. When it comes to civil rights and social justice, the NAACP has the unique ability to secure more wins than anyone else. In 2021, iHeart again joined them in their quest to help make racial equity a reality.

iHeart's 3-month PSA commitment aimed to inspire listeners to advocate

for the changes they hope to see in their communities by pushing forward with strategic thinking, planning, organizing, policymaking and accountability to ensure that Black lives are a priority in all spaces. All media directed the public to join the NAACP in addressing racism by utilizing their power to take action on pressing issues that affect the Black community by visiting [NAACP.org/Forward](https://naacp.org/Forward) or text "FORWARD" to 20707 for more information.



ABOUT

NAACP

NAACP.org

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

CAMPAIGN SNAPSHOT

5/31/21 - 8/01/21

dates running

36

iHeartMedia stations

44,545,600

impressions

BIG BROTHERS BIG SISTERS OF AMERICA

The impactful mentoring message of Big Brothers Big Sisters of America (BBBSA) was highlighted across more than 850 iHeart radio stations as part of the iHeart Communities Spotlight Media Grant Program. The 100+ year-old national non-profit was founded out of a need to offer an alternative path for youth facing the juvenile justice system. Today, there are more than 230+ local Big Brothers Big Sisters agencies located in every state, from rural communities to major metropolitan areas.

Beginning in April, a series of PSAs featuring voices of current youth (called “Littles”) aired on iHeartRadio stations and the iHeartRadio app throughout 2021. The spots focused on the need for Big Brothers Big Sisters mentors, especially Black men. Through iHeart’s partnership with Big Brothers Big Sisters of America, iHeart hoped to increase equity for all youth, and especially those lacking male role models or those that have experienced loss due to the pandemic.

iHeartMedia was also a thought leader and participated in the Big Brothers Big Sisters of America (BBBSA) 2021 Virtual National Conference Bigger Together June 28-July 1.

Additionally, Artis Stevens, President & CEO of Big Brothers Big Sisters of America, joined iHeartMedia’s BIN: Black Information Network Advisory Board to serve as a champion to help foster the common understanding necessary to create real, positive and lasting societal change.



We appreciate the support of iHeartMedia and the opportunity to reach more volunteers and to share our message...With 30,000 kids still waiting for a mentor, the power of this message will inspire caring adults to get involved and support their local Big Brothers Big Sisters agencies.”

ARTIS STEVENS

PRESIDENT & CEO, BIG BROTHERS BIG SISTERS OF AMERICA



CAMPAIGN IMPACT

4,658

inquiries to volunteer as a mentor during campaign period on [BBBSA.org](https://www.bbbsa.org)

101%

increase in inquiries from prior year

ABOUT

BIG BROTHERS BIG SISTERS OF AMERICA

[BBBSA.org](https://www.bbbsa.org)

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

CAMPAIGN SNAPSHOT

4/19/21 - 5/03/21

dates running

836

iHeartMedia stations

38,437,900

impressions

SHINE A LIGHT

According to the FBI, in 2020 55 percent of all religiously-motivated hate crimes were against Jews, who make up just 2 percent of the U.S. population. One in every four American Jew has been targeted by antisemitism over the past year, and nearly four in ten report changing their behavior for fear of being identified as Jewish, or for their safety or comfort as Jews.

Amid a widespread rise in antisemitism in North America, an unprecedented

coalition of over 60 American and Canadian Jewish and non-Jewish organizations and corporations joined together to launch Shine A Light, a comprehensive initiative to illuminate the dangers of antisemitism through education, community partnerships, workplace engagement, advocacy and media.

To help launch the initiative, iHeart issued a Spotlight Media Grant to the new coalition to increase awareness and action against antisemitism. iHeart produced an all-new

PSA that addressed the many forms of antisemitism and encouraged Jews and allies to speak up about antisemitism to send the message that one single light can dispel darkness. The series of spots aired across all iHeart radio stations leading up to and through Chanukah, the Festival of Lights. The PSAs aimed to catalyze conversations within and across communities, on school campuses and in the workplace, so that people will better understand what constitutes antisemitism and take steps to respond.



We knew that we needed the most powerful audio distribution, and it was clear to us that on a priority list, iHeart would be our first choice. In practice, iHeart became not just our first choice, but our best partner generously donating the best time slots and, as importantly, creating all the assets for us so that our critical message resonated in the most effective way through their channel. We were blessed to have them as a partner.”

DAVID SABLE

CO-FOUNDER/PARTNER, DOABLE



CAMPAIGN IMPACT

65

Jewish and non-Jewish organizational partners

67

Shine A Light events throughout the country

34.7 MILLION

social media impressions

67K

unique website visitors

ABOUT

SHINE A LIGHT

ShineALightOn.com

Shine A Light is a comprehensive initiative to spotlight the dangers of antisemitism through education, community partnerships, workplace engagement and community advocacy. Fueled by an unprecedented coalition of over 60 North American Jewish and non-Jewish organizations from across the United States and Canada, Shine A Light draws from the inspiration of Chanukah, the Festival of Lights, to encourage Jews and allies to speak up and send a message that antisemitism, in all its modern forms, won't be tolerated in our communities.

Visit for a full slate of events, resources, and tools.

CAMPAIGN SNAPSHOT

11/29/21-12/06/21

dates running

826

iHeartMedia stations

19,857,400

impressions

NATIONAL FAITH & BLUE WEEKEND 2021

(FAITH & BLUE)

As the nation continues to grapple with discord between law enforcement and some of the communities they serve, iHeart issued a national iHeart Communities Spotlight Media Grant to help promote the 2021 National Faith & Blue Weekend (Faith & Blue) and address an urgent yet long-standing need for authentic collaboration between law enforcement and citizens. This public-private collaborative effort to build bridges and break biases aims to facilitate safer, stronger and more unified communities by connecting law enforcement officers and residents through local faith-based organizations.

The three-week PSA campaign was focused on encouraging local communities to create grassroots events and enticing citizens to come together and participate. This national effort was organized by Atlanta-based human & civil rights organization MovementForward, Inc., the U.S. Department of Justice and the U.S. Department of Homeland Security along with every major law enforcement group in the country including the National Fraternal Order of Police, the International Association of Chiefs of Police, National Sheriffs' Association, the National Organization of Back Law Enforcement Executives, the Hispanic American Police

Command Officers Association and a long list of other national, regional, state and local law enforcement entities.

Reverend Markel Hutchins, Chairman & CEO of Movement Forward Inc. and lead organizer of National Faith & Blue Weekend, and NYC Police Commissioner Dermot Shea were featured on iHeart's national public affairs show. Faith & Blue organizers were also interviewed on a number of local radio stations to discuss the nationwide effort to unite law enforcement and communities together in order to solve problems.



“Faith & Blue is an unprecedented effort to foster connections between law enforcement professionals and the communities they serve through the reach of some of our nation’s most powerful institutions – faith-based organizations. We are grateful for our partnership with iHeart in 2021 that helped further our mission of ‘facilitating safer, stronger, more just and united communities.’”

REVEREND MARKEL HUTCHINS

CIVIL & HUMAN RIGHTS LEADER

CHAIRMAN & CEO, MOVEMENTFORWARD, INC.

NATIONAL LEAD ORGANIZER, NATIONAL FAITH & BLUE WEEKEND (FAITH & BLUE)



CAMPAIGN IMPACT

+2,000

events and activities held

ALL 50 STATES

participated in the 2021 National Faith & Blue weekend (October 8-11)

2X

number of event from prior year

ABOUT

NATIONAL FAITH & BLUE WEEKEND

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

CAMPAIGN SNAPSHOT

9/24/21 - 10/11/21

dates running

833

iHeartMedia stations

48,606,400

impressions

SUPPORT FOR THE ASIAN AMERICAN & PACIFIC ISLANDER (AAPI) COMMUNITY

Over the past year, reports of bias incidents and hate crimes against Asian American and Pacific Islander (AAPI) individuals have increased in communities across the country. Xenophobia and the rise of misinformation about COVID-19 have led to reports of harassment on public transportation, denial of services, verbal harassment and physical attacks.

In response to the increasing number of violent incidents and hate crimes against members of the AAPI community, iHeart issued over \$1 million in Spotlight Grants to AAPI-focused organizations including Stop AAPI Hate, Asian Americans Advancing Justice and the Ad Council's Stop the Virus, Stop the Bias campaign to ensure that their critically important messages are heard in our communities nationwide to help foster the understanding so critical to ending injustice and racial violence.

We believe that information, education and facts are critical to ending fears

and misconceptions that can lead to violence and hate, and we believe in using our resources – our reach, our multiple platforms, our programming, our relationships with our audiences and our commitment to serving all of our communities – to have the greatest possible positive impact.

Stop AAPI Hate: Stop AAPI Hate is a nonprofit organization that runs the Stop AAPI Hate Reporting Center, which tracks incidents of hate and discrimination against Asian Americans and Pacific Islanders in the United States. All iHeart PSAs encouraged the reporting of anti-Asian crimes to this coalition.

Asian Americans Advancing Justice: The non-profit legal aid and civil rights organization is dedicated to advocating for civil rights, providing legal services and education and building coalitions on behalf of the Asian American, Native Hawaiian and Pacific Islander communities. In partnership with Asian Americans Advancing Justice,

iHeart produced and aired a PSA that focused on how to safely intervene in the face of a hate crime. The spot identifies successful tools and strategies such as "Distract, Delegate, Delay, Direct and Document" to help defuse a situation before it escalates into violence.

Ad Council's Fight the Virus, Stop the Bias: The Ad Council's Emmy®-Award winning Love Has No Labels campaign introduced "Fight the Virus. Fight the Bias." a new PSA to dispel the racism increasingly endured by the AAPI community throughout the pandemic. The "Fight the Bias." PSA shared stories from a diverse group of AAPI individuals who have experienced racism and hate during the COVID-19 crisis. The individuals, including chef, entrepreneur & TV personality Melissa King, speak out about how they are part of the solution, not the problem, aiming to build a sense of humanity and break the silence around the hate and racism impacting the AAPI community.



FIGHT THE VIRUS. FIGHT THE BIAS.

love
has
no
labels



STOP THE SPREAD OF ANTI-ASIAN RACISM

STOP THE SPREAD OF ANTI-ASIAN RACISM



ESSENTIAL WORKER
FIGHTING
THE VIRUS.

FRIEND
FIGHTING
THE BIAS.

STOP THE SPREAD OF ANTI-ASIAN RACISM



MOTHER
FIGHTING
THE VIRUS.

SUPPORT FOR THE AAPI COMMUNITY

EXIT

CHARLAMAGNE THA GOD
IN PARTNERSHIP WITH M.W.A.
PRESENT



Mental Wealth



EXPO A DAY OF MENTAL HEALTH
+ HEALING EDUCATION



FOCUS ON MENTAL HEALTH

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

iHeart's long-term commitment to mental health began in 2019 with the launch of the company's signature mental health program — iHeartMedia's "Let's Talk" — which includes elements like weaving a virtual support system through iHeartMedia's 850 broadcast radio stations for people struggling with anxiety and depression to let

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

Today mental wellness is more important than ever, as the pandemic continues to impact individuals and families nationwide and mental crises, feelings of isolation, uncertainty and anxiety are at an all-time high. iHeart is dedicated to amplifying our focus on this important issue, and will continue to respond to these mental health challenges by fostering relationships with the most impactful organizations addressing mental wellness across our country with a goal of reducing stigma through candid conversations, informing audiences about resources they can find in their communities and encouraging anyone suffering to seek help.

IHEARTRADIO LET'S TALK

Research shows that talking about mental illness has the power to reduce stigma and help a person suffering feel less isolated. Each year, millions of Americans face the reality of living with mental illness, yet many don't feel comfortable sharing their experience with others. For the last two years, iHeart has invested heavily in media programs that provide resources, support and information for people struggling with mental health, and is committed to helping reduce the stigma.

In 2021, iHeart teamed up again with the National Alliance on Mental Illness (NAMI) and The Child Mind Institute to build upon its multi-year "Let's Talk" campaign to raise awareness of mental health and foster a culture within communities that supports talking about mental health issues like anxiety and depression.

The goal of iHeartMedia's "Let's Talk" campaign was to weave a virtual support

system through iHeartMedia's 850 stations across the U.S. aimed at helping people struggling with anxiety and depression realize that they are not alone, while also encouraging the general population to check in on the people in their lives by starting a conversation around mental health.

Since the program's inception, iHeartMedia has aired over \$5.8 million worth of diverse PSAs for "Let's Talk" that have educated the public on the general state of mental illness – such as the fact that over 350 million people around the world of all ages are dealing with depression – and described the signs and symptoms associated with the most common mental health concerns to help people understand what they may be seeing in themselves and others.

Radio spots voiced by Kristen Bell, Charlamagne Tha God, Emma Stone, Pete

Wentz, Wayne Brady and the band Weezer drove listeners to iHeartRadio.com/TALK where they could find curated resources published by NAMI and the Child Mind Institute, including guides to starting the conversation with a friend, child or healthcare provider, a symptom checker and general information on mental health. The campaign was also created to reach parents and educators and to help them better identify and proactively address concerns that they may be facing with the kids in their lives.

Additionally, iHeart, NAMI and The Child Mind Institute worked together to distribute important mental health information and resources throughout the pandemic.



CAMPAIGN IMPACT

462 MILLION

impressions across iHeartMedia's multiple platforms, including on-air, digital and social

\$5.8 MILLION

worth of media donated

2.3 MILLION

visitors to the Child Mind Institute website

77%

increase in visitation to the website during campaign period

+150,000

spots aired

MENTAL WEALTH ALLIANCE

iHeartMedia and The Breakfast Club's Charlamagne Tha God celebrated World Mental Health Day in partnership with the Mental Wealth Alliance, a forward-thinking foundation created to destigmatize, accelerate and center state-of-the-art mental health outreach and care across the U.S. while building an unprecedented long-term system of generational support for Black communities, with the launch of the inaugural Mental Wealth Expo, a free event open to the public in New York City.

Attendees of the first-ever Expo heard from experts on everything mental health, with curated panels on racial trauma and mental health, Black men's mental health, Black

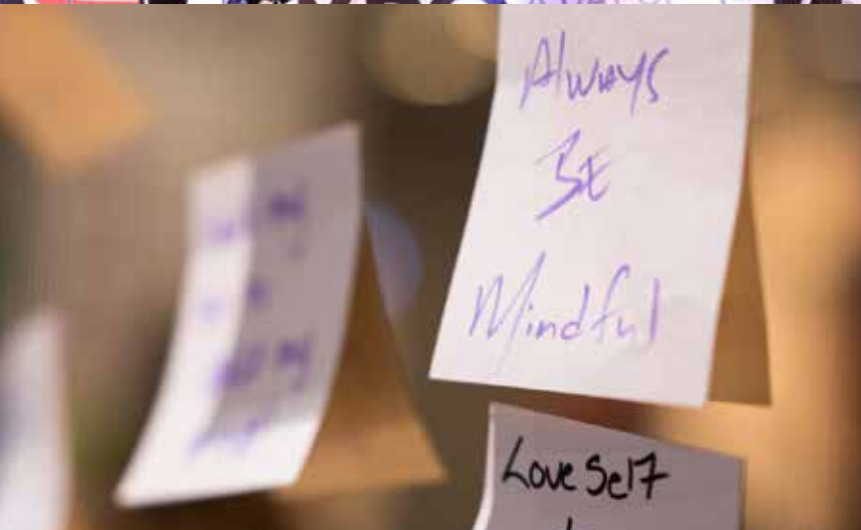
women's mental health and the role religion and spirituality play in our mental wellness.

Special guests included Dr. Alfiere Breland-Noble, psychologist and author; Jay Barnett, lifestyle therapist, author and speaker; Jason Williams, author, speaker and founder of The Cave of Adullam Transformational Training Academy; Michelle Williams, Grammy award-winning artist and mental health advocate; Douglas Reed of Black Men Heal; and David McCullar, founder & CEO of INCEPTION – the first mental health gym.

Charlamagne Tha God and Angela Rye, political commentator, analyst and CEO of IMPACT Strategies, sat down with

New York Times best selling author Resmaa Menakem to discuss his book *My Grandmother's Hands: Racialized Trauma and the Pathway to Mending Our Hearts and Bodies*.

Additionally, the expo included intimate conversations hosted by mental health professionals and field experts that explored various mental health topics including anxiety, depression, PTSD and psychosis; children and teen mental health; LGBTQ+ and mental health; healing through food and alternative medicine; and meditation and yoga practice.



CAMPAIGN IMPACT

+2,000

attendees

+8 MILLION

on-air impressions

+96 MILLION

digital impressions

ABOUT

MENTAL WEALTH ALLIANCE

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

The Mental Wealth Alliance is a member of The Giving Back Fund's family of foundations. The Giving Back Fund is a national 501(c)(3) nonprofit organization (EIN: 04-3367888) that encourages and facilitates charitable giving by providing philanthropic consulting, management and administrative services while operating as a flexible, convenient vehicle for establishing individual foundations and fiscally sponsored projects.

THE MENTAL HEALTH COALITION

Before the COVID-19 pandemic, mental illness was already one of the world's most pressing public health concerns, affecting hundreds of millions of people. With millions forced into quarantine, the magnitude of this issue compounded significantly. Studies have shown that physical distancing and stress related to the coronavirus crisis have had an increasingly negative impact on mental health.

In 2020, iHeart joined social activist and iconic fashion designer Kenneth Cole as a founding media partner to help launch The Mental Health Coalition (MHC), the first

collaborative effort of scale which convened and united the leading U.S. mental health organizations, creative and media platforms, passionate advocates and celebrities working collectively to destigmatize mental health conditions and address the pervasive public health crisis.

In 2021, iHeart again teamed up with the Coalition to increase the conversation around mental health and engage listeners to reduce stigma through the promotion of "121" conversations featuring iconic actors, musicians and athletes to "shift culture" and foster a more informed dialogue

around mental health. The purpose of this effort was to encourage open and honest conversations around mental health and inspire people to connect with someone they trust. At the end of each session, a trained mental health clinician joined the conversation to contextualize, offer additional support and answer questions.

As part of one of the sessions, The Breakfast Club's on-air personality Charlamagne Tha God talked about Black mental health and self-care with his friend Devi Brown, joined by Dr. Alfiée Breland-Noble of the AAKOMA Project.



The Mental Health Coalition's 121 Series was inspired by the idea that every 1 needs to talk 2 someone. With 34 influential people going live with their one, MHC tapped a mental health clinician to provide context and tips for the viewer. We thank iHeartMedia for their robust support in amplifying these important conversations, which reached millions of people worldwide."

JENNIFER MOORE

MHC, EXECUTIVE DIRECTOR



CAMPAIGN IMPACT

728 MILLION

people reached in 31 days through the the Mental Health Coalition's 121 series

ABOUT

THE MENTAL HEALTH COALITION

TheMentalHealthCoalition.org

The Mental Health Coalition (MHC), is a coalition of the nation's leading mental health organizations, brands and individuals who have joined forces to end the debilitating stigma surrounding mental health and to change the way people talk about, and care for, mental illness. Our mission is to build a like-minded community who will work together to destigmatize all mental health conditions and enable equitable access to vital resources and support for all.

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

CAMPAIGN SNAPSHOT

5/03/21 - 6/01/21

dates running

826

iHeartMedia stations

25,818,300

impressions

NATIONAL ALLIANCE ON MENTAL ILLNESS (NAMI)

COVID-19 has resulted in an unprecedented crisis that affects not only our physical health and daily lives, but also our mental health. To address these needs, NAMI and iHeart are committed to providing credible information and resources to help people navigate through this crisis. A 2021 CDC report showed a 5 percent increase in anxiety and depressive disorders during the COVID-19 pandemic. The survey also found the percentage of those reporting they didn't get the help they needed increased from 9.2 percent in 2020 to 11.7 percent in 2021.

Throughout its more than 40-year history, NAMI has fought stigma and discrimination that marginalize people with mental illness and pose barriers to their well-being.

To address the current and future mental well-being of our country and to reach listeners experiencing mental health challenges, including anxiety or depression and feeling vulnerable, fragile or scared during these uncertain times, iHeart worked closely with NAMI to remind people that they are not alone. All of the campaign PSAs drove to NAMI.org for more

information, resources and to find support and information on how to best support others.

Through the airing of thousands of NAMI PSAs and providing a platform for mental health experts to speak directly to its audience, iHeart connected listeners to the trusted local and national tools to help them thrive. iHeart will continue to address the long- and short-term mental health challenges brought on by COVID-19 through its partnership with NAMI.



NAMI is grateful to iHeart for their shared commitment to raising awareness about mental health issues, encouraging frank discussions and erasing stigma. We know that early intervention can achieve positive outcomes and get help for those who need it most. Given that audio content is still an information juggernaut — especially with Millennials and Gen Z — our partnership with iHeart helps us reach these and other audiences in the millions with important messages about mental health.”

DANIEL H. GILLISON, JR.
CEO, NAMI



TOGETHER

for Mental Health



CAMPAIGN IMPACT

+16.4 MILLION

visits to NAMI website (12% increase over 2020)

+62 MILLION

social media impressions

CAMPAIGN SNAPSHOT

5/03/2021 - 06/1/2021

dates running

818

iHeartMedia stations

26,153,900

impressions

THE CHILD MIND INSTITUTE

The coronavirus pandemic has profoundly disrupted families' lives, and children continue to experience greatly exacerbated mental health and learning challenges. They need somewhere to turn.

During Mental Health Awareness Month, iHeart worked with longtime partner the Child Mind Institute to help launch Getting Better Together, the nonprofit's annual mental health awareness campaign focused on supporting kids who are struggling and

lending powerful voices to help eliminate stigma. The campaign featured notable celebrities (as well as kids and teens) speaking candidly about their personal experiences of struggle and resilience.

iHeart adapted the campaign's videos to produce a series of PSAs exclusively for iHeart broadcast radio stations. The spots included testimonials from Bebe Rexha, Nicole Scherzinger and teenagers who shared their personal journey with

mental health challenges and the impact the pandemic has had on their lives. These testimonials were aimed at showing listeners that they are not alone, providing hope and a message that reaching for help is the first powerful step.

Additionally, clinicians from the Child Mind Institute continue to be regular guests on iHeart's national long-form weekend show.



We can always count on our friends at iHeart to join us in transforming the lives of children struggling with mental health and learning challenges. This is particularly important during a global pandemic that has impacted the mental health of every American family. The Child Mind Institute is grateful to iHeartMedia for their willingness to use their platform to advocate, educate and inform around an issue that touches all of us."

HAROLD S. KOPLEWICZ, MD

PRESIDENT AND MEDICAL DIRECTOR, CHILD MIND INSTITUTE



CAMPAIGN IMPACT

3.2 BILLION

media impressions (overall campaign)

133 MILLION

reached on social media

ABOUT

THE CHILD MIND INSTITUTE

ChildMind.org

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

CAMPAIGN SNAPSHOT

5/03/2021 - 06/1/2021

dates running

824

iHeartMedia stations

27,029,200

impressions

CRISIS TEXT LINE

The holidays can be a joy-filled season, but they can be challenging for those impacted by mental illness. One in every four people in the world is affected by a mental health condition such as depression and anxiety.

iHeart once again teamed up with longtime partner Crisis Text Line, a not-for-profit organization that provides free, 24/7 text-based mental health support, to ensure

listeners are aware of the free, lifesaving resource. Throughout the year, and especially around critical peaks of known feelings of anxiety, depression and isolation – like the holidays – iHeart ran spots across all of its stations promoting the free texting platform.

By simply texting 741 741 from anywhere in the U.S., texters are quickly connected with

volunteer crisis counselors, all of whom undergo a rigorous multi-stage application process, background check and training program. Over the last several years, iHeart has run thousands of PSAs on all its radio stations to help attract volunteers as well as educate the public that this free service is available 24/7.



We're very grateful for iHeart's continued support. Their thoughtful collaboration helps break mental health stigma, raises awareness for Crisis Text Line and ensures listeners know they can text 741741 whenever they're in crisis."

MAGGIE FARAH

DIRECTOR, BUSINESS DEVELOPMENT, CRISIS TEXT LINE

CRISIS TEXT LINE |



“There’s ~~nothing~~
I can do to help”
a lot

CRISIS TEXT LINE |

CAMPAIGN IMPACT

+740,000

texters in crisis were supported by Crisis Text Line's crisis counselors through 1.3 million conversations, resulting in nearly 41 million messages in 2021

ABOUT

CRISIS TEXT LINE

CrisisTextLine.org

Crisis Text Line provides free, 24/7, confidential support for people in crisis via text. Crisis Counselors complete a 30-hour training and have 24/7 supervision by full-time Crisis Text Line mental health professionals. In the US, Text CRISIS to 741741 to be connected to a trained Crisis Counselor. Crisis Text Line currently offers its service in the USA, UK, Canada, and Ireland.

CAMPAIGN SNAPSHOT

12/23/21 - 12/31/21

dates running

765

iHeartMedia stations

5,181,600

impressions

2021 LOCAL COMMUNITY SPOTLIGHT

MENTAL HEALTH

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

ALBANY, NY

During the October 1 episode of Upstate Issues, Glenn Liebman, CEO of the Mental Health Association in New York State (MHANYS), talked about the launch of the School Mental Health Resource and Training Center and how it can be accessed to reach in-need youth.

ALLENTOWN, PA

Throughout the year, mental health was a focus on the market's local community affairs program called Outlook, which airs Sunday mornings on WAEB. Various community organizations were guests on the show, including National Alliance for Mental Illness (NAMI), Lehigh Valley Health Network and others.

ASHEVILLE, NC

iHeartMedia Asheville partnered with Vaya Health in 2021 to promote their 24/7 Help Line and encourage listeners to take care of their mental health. Vaya Health is a public managed care organization (MCO) that oversees Medicaid, federal, state and local funding for services and support related to mental health, substance use disorder and intellectual/developmental disabilities.

AUBURN, AL

The station ran media for East Alabama Mental Health, a local center that offers services for people with mental illness, substance abuse and intellectual disabilities.

BIRMINGHAM, AL

iHeart Birmingham teamed up with Glenwood, a nonprofit dedicated to educating and treating individuals diagnosed with autism, behavioral health disorders and mental illnesses, for its annual fundraiser to help support the organization's programs and services for children, adolescents, adults and families affected by mental health challenges.

COLUMBUS, OH

The WNCI Morning Zoo hosted a charity softball game benefitting On Our Sleeves, a national movement for children's mental health powered by Nationwide Children's Hospital on Friday, July 30 at Huntington Park. The Dave and Jimmy "Summer Softball Classic" player lineup included twenty-one pilots, WALK THE MOON and Debby Ryan, Alexis Bliss, Ryan Cabrera, as well as Columbus sports stars Cam Atkinson, Jack Roslovic, Frankie Hejduk and more. The game took place Friday, July 30 at 7 p.m. under the lights at Huntington Park in Columbus. A portion of the proceeds from ticket sales benefitted On Our Sleeves® - between ticket sales and a silent auction, over \$30,000 was raised in one evening.

COLORADO SPRINGS, CO

Throughout 2021, 107.9 KBPI South's on-air personalities hosted local military veterans on-air to talk about mental illness in the veteran community. The station interviewed over 52 veterans from Southern Colorado in 2021.

DALLAS, TX

iHeart Dallas ran a series of PSAs for mental health organizations, including Mental Health America of Greater Dallas, NAMI North Texas and Grant Halliburton Foundation throughout the year. Additionally, the organizations were featured on the market's long-form public affairs program.

DAYTON, OH

iHeart Ohio and on-air personality Sol have partnered with Be Present Ohio and the Ohio Suicide Prevention Foundation to empower teens and young adults to work through tough times by providing tools and resources for young adults and teens battling mental health conditions via on-air and social media channels.

FAIRBANKS, AK

In 2021, iHeart Fairbanks launched Pharmacy Today, a weekly 30-minute radio

program airing on KFBX-AM that frequently explores mental health topics with pharmacist Jerry Brown and offers listeners the best resources available for those that may be struggling.

GREENVILLE, SC

Phil Clark, Associate Director of Development for Just Say Something – a nonprofit whose mission is to help youth, parents and communities have open, honest and ongoing conversations about risky behavior, tobacco use, drugs and alcohol – was a reoccurring guest on the local Greenville long-form show.

HARRISONBURG, VA

iHeart Harrisonburg ran several 30-minute public affairs programs as part of Radio Rap devoted to increasing awareness of mental health issues during the pandemic. Various healthcare providers participated as guest speakers.

HARTFORD, CT

Beginning in early 2021 and running every Wednesday, iHeart Communities CT presented a "Weekly Mental Health Check-in" partnership with the Jordan Porco Foundation for Suicide Prevention and the Connecticut Station Police.

2021 LOCAL COMMUNITY SPOTLIGHT

MENTAL HEALTH CONTINUED

HOUSTON, TX

iHeart Houston produced several public affairs programs addressing mental health in 2021, including shows with local nonprofits Career and Recovery Resources and the National Suicide Prevention Lifeline.

MANSFIELD, OH

iHeart Ohio teamed up with 33 Forever, Inc. – a local organization founded by the family and friends of Danielle Leedy, a vibrant, strong professional young woman who lost a long battle to chronic depression in February of 2019 – for a mental health awareness public service campaign.

MARION, OH

The Crawford-Marion ADAMH helps Franklin County residents find the right places to turn for affordable alcohol, drug addiction and mental health services and is featured regularly on a podcast hosted by local personality Paul James to promote mental health issues in the local area.

MIAMI, FL

Throughout the year iHeart Miami ran a series of PSA campaigns with local and national organizations addressing mental health issues.

MINOT, ND

Local Minot stations, including 97 Kicks FM, Mix 99.9, Z94, Classic Hits 1390 KRRZ, 105.3 The Fox and 910 AM KCJB ran several media campaigns with North Dakota Broadcasters Association promoting mental health awareness and exploring education, advocacy, understanding and access to quality mental health care for all individuals.

NEW YORK CITY, NY

iHeartMedia and The Breakfast Club's Charlamagne Tha God celebrated World Mental Health Day in partnership with the Mental Wealth Alliance, a forward-thinking foundation created to destigmatize, accelerate and center state-of-the-art mental health outreach and care across the U.S. while building an unprecedented long-term system of generational support for Black communities, with the launch of the inaugural Mental Wealth Expo, a free event open to the public in New York City.

PROVIDENCE, RI

All four iHeart Providence stations ran PSAs throughout the year promoting the Samaritans' hotline, which works to prevent suicide and support those who have lost someone to suicide.

SAINT LOUIS, MO

The iHeart Communities public affairs show with host BJ explored mental health issues with a variety of interviews, including Patrice Foster, owner and founder of local organization Humble Cry, to discuss how the organization assists families and people with mental illness, and Dr. Miriam E Delphen-Rittmon, Assistant Secretary for Mental Health and Substance Use. Additionally, iHeart St. Louis focused on bringing attention to health disparities within the Black community.

SALT LAKE CITY, UT

Local Salt Lake City radio stations launched an awareness campaign to change attitudes and reduce the stigma surrounding mental health and suicide. The stations utilized influencers to voice messages of hope and provided suggestions for starting a conversation with someone who might be struggling. Support included broadcast, stream, digital, social, interviews, public affairs programming and a town hall.

SEATTLE, WA

iHeart Seattle produced and aired several local public affairs shows that addressed mental health and hosted expert guests, including Barb Solish, Director of The National Alliance on Mental Illness' Youth and Young Adult Initiatives, and Ben Wahl of Seattle's Ryther Children's Center.

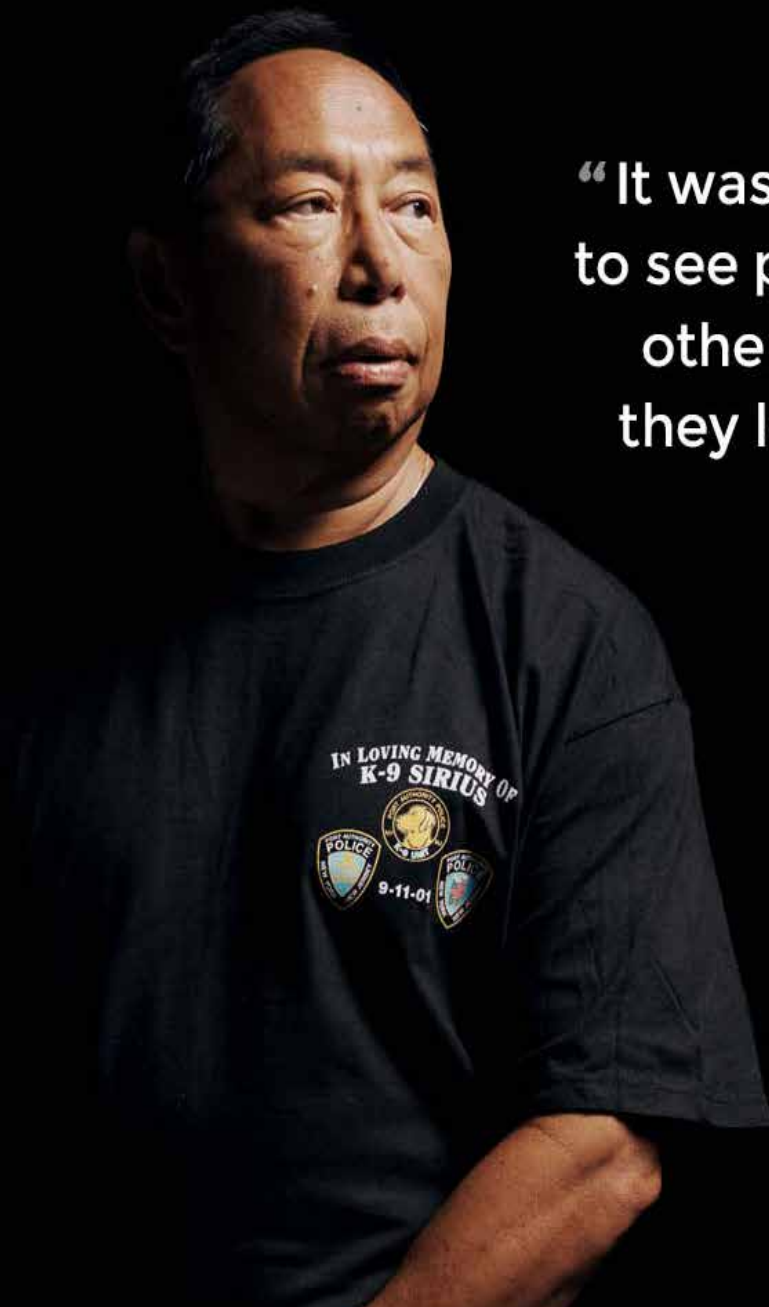
WASHINGTON, D.C.

Since 2017, DC101 has actively participated in various programs with the Washington D.C. area chapter of the American Foundation for Suicide Prevention. Each fall, DC101 encourages listeners to participate as a One More Light Walk member to fight suicide and support the American Foundation for Suicide

Prevention's mission to save lives and bring hope to those affected by suicide. DC101's One More Life Walk 2021 team had 97 walkers and raised almost \$43,000 to help bring awareness for suicide prevention along with our partner Leidos. Over the last five years, DC101's One More Life Walk team has raised over \$150,000.

WINCHESTER, VA

iHeart Winchester was an official partner of Concern Hotline's 22nd annual community Fish Fry, which raised money and awareness for the locally funded suicide prevention hotline. Concern Hotline is a free 24/7/365 anonymous information & referral, crisis intervention and suicide prevention hotline serving the Northern Shenandoah Valley of Virginia.



“It was very heartwarming to see people helping each other regardless of what they looked like or where they were from.”

DAVID LIM
Frontliner, Survivor

REMEMBERING 9/11

September 11th is a day we – as a country and as a company – will never forget. 2021 was especially poignant as we commemorated the 20th anniversary of the attacks on the World Trade Center, the Pentagon and flight UA 93 in Shanksville, PA and the thousands of people who lost their lives.

Twenty years ago, iHeart was called upon in ways we never imagined. Following the events of 9/11, the iHeart team rallied, with many stations forgoing their usual

formats to provide continuing crucial information to devastated communities; provide much-needed connection and emotional support; and help with cleanup efforts. In addition, a number of our on-air personalities served as touchstones for their listeners in the cities attacked and around the country, helping people understand what had happened, what they could do to help and where they could find the assistance many of them desperately needed.

IHEART PERSONALITIES REMEMBER 9/11 DAY

Many iHeart employees who assisted with 9/11 broadcast and recovery efforts that day are still a part of the iHeart team 20 years later, something that makes us immensely proud and speaks to their continuing dedication to serve our communities.

On the 20th anniversary, iHeart stations commemorated 9/11 all weekend long and honored the heroes of the day with special broadcasts and periods of remembrance.

- Elvis Duran, for many the voice helping them through the trauma on September 11, 2001, offered tributes and aired messages and moments of silence on 9/11.
- Hourly messages ran on all iHeart stations from some of iHeart's biggest on-air talent, including Elvis Duran, Ryan Seacrest, Ellen K, Charlamagne Tha God, Angela Yee, Bobby Bones, Enrique Santos, Woody, Sean Hannity, Glenn Beck, Travis & Sexton and Kelly and Colin Cowherd – as well as messages from local on-air personalities.
- A longform public affairs program aired on all our stations featuring interviews with Elvis Duran reliving his experience of being on-air as the September 11th attacks unfolded and discussing how the last 20 years have impacted both history and New York; Shelli Sonstein, Q104.3's morning show co-host and host of the podcast "9/11 Stories: Remembering September 11th, 2001"; and Jesus Manuel, News Director of our iHeartMedia Orlando Market, who shared some soundbites from Hispanics impacted by 9/11.
- Ryan Seacrest and his team reflected on the 20th anniversary in a special broadcast. shared.
- In addition, many local iHeart markets created special programming, song mixes and vignettes in which people shared their 9/11 memories and experiences.

The background features a stylized American flag with blue stripes and white stars on the left side. Below the flag is a night-time photograph of a city skyline, likely New York City, with numerous skyscrapers illuminated with lights. Two vertical beams of light shine down from the top of the page onto the skyline. The overall color palette is dominated by blue and white, with a red vertical bar on the right side.

REMEMBERING

9 / 11

IHEART PERSONALITIES REMEMBER 9/11 DAY



9/11 IHEART PODCASTS

iHeart launched a number of all-new podcasts exploring 9/11 stories from first responders and people whose lives were forever altered in an effort to honor the memory of those taken from us—as well as the heroes and survivors who persevered through this horrific event—by sharing stories of resilience and heroism that can help educate and unite us. iHeart launched several original podcast series paying tribute to 9/11, from series that explore the acts of courage on that day to series that demonstrate how the country came together in the face of immense tragedy.

“9/11 Stories: Remembering September 11th, 2001” was a new podcast series from iHeartMedia New York’s Q104.3, sharing the intimate stories of people from that tragic day. Host Shelli Sonstein shares stories of first responders, celebrities and the everyday people whose lives were forever altered. Each episode featured a first-hand account of what happened on guests such as New York Senator Kirsten Gillibrand, NYPD Chief Terry Tobin, actor Steve Buscemi and others.

“9/11: Two Decades Later” launched as a new limited podcast series from iHeartMedia Los Angeles’ KFI AM 640 that explored the fallout of the attacks and actions taken by decision-makers, all to try and answer the question: is America safer today than 20 years ago? Guests included former Assistant Secretary of Defense for Public Affairs at the Pentagon, Victoria

Clarke, who was inside the Pentagon when it was struck by American Airlines Flight 77. Other guests included one of the architects of the TSA; an air traffic controller who was working on 9/11; a former Special Agent in Charge of the Federal Air Marshal Service for Los Angeles; and one of the very first employees hired at the TSA.

“Missing on 9/11” was an iHeartRadio Original podcast series hosted by Jon Walczak, a New Orleans-based investigative journalist, that chronicled the mysterious disappearance of Dr. Sneha Anne Philip. On September 10, 2001, security cameras captured her last known whereabouts shopping just one block from the World Trade Center. “Missing on 9/11” shares Sneha’s tragic story.

“iHeart’s You and Me Both - 9/11: Looking Back, and Looking Forward” from Hillary Clinton, then-Senator from New York, who was deeply involved in 9/11 response and recovery efforts. During the special episode of *You and Me Both*, Clinton was joined by three people directly impacted by 9/11 to listen to their stories and talk with them about how they’ve worked to rebuild their own lives and the lives of others. Guests included:

- Debbie St. John, who was walking to work on 9/11 when she was severely injured by falling debris from the second plane hitting the World Trade Center. She was one of the first survivors to be hospitalized, and one of the last to

leave the hospital. While she continues to live with the trauma and pain from the injuries she sustained on that day, she now dedicates much of her time to writing a book on her story and how she was able to overcome opioid dependency.

- Regina Wilson, a 22-year veteran with the Fire Department of the City of New York. She’s one of the few Black female firefighters among the ranks, and was on the scene and at Ground Zero in the aftermath alongside her fellow first responders. Regina is a longtime advocate for the women first responders who served that day, and a past president of the Vulcan Society representing African American firefighters, EMTs, fire inspectors, fire marshals and civilian employees of the FDNY.
- Jay Winuk, a co-founder and executive vice president of the September 11 National Day of Service and Remembrance. After losing his brother Glenn on 9/11, Jay turned his grief into a remarkable effort to do good, and transform a day of tragedy into one of service. 9/11 Day continues to be one of the biggest charitable events every year, organizing upwards of 30 million people around the world.



SEPTEMBER 11

NATIONAL DAY OF SERVICE & REMEMBRANCE

Each year on the anniversary of 9/11, tens of millions of Americans participate in 9/11 Day, a federally recognized national day of service, by volunteering, engaging in charitable service activities or doing good deeds in honor of those lost and injured and those who rose in service in response. For the 11th consecutive year, iHeartMedia joined its long-time partner 9/11 Day in observance of the 20-year remembrance of the September 11, 2001 attacks.

To commemorate the day, the nonprofit 9/11 Day released an inspiring national PSA campaign, entitled “State of Unitedness,” to help inspire millions of people to join in unity and service for the

20th anniversary of 9/11. The campaign included radio PSAs that featured 23 9/11 family members, survivors, rescue and recovery workers, Gold Star parents, military veterans and others from the 9/11 community, all urging the nation to pay tribute, join in unity and remember that “When it really matters, our differences don’t.”

Musician Bruce Springsteen permitted the use of his song “The Rising,” written following the events of 9/11, to serve as the soundtrack inspiration for the PSAs, and Academy Award winner Morgan Freeman delivered the inspiring voiceover for the radio spots, which were aired

nationwide across over 800 iHeart radio stations.

Additionally, 9/11 Day teamed up with AmeriCorps in ten cities across the nation to organize in-person volunteer projects at which thousands of volunteers joined to help pack dry non-perishable meals that were then donated to local Feeding America-affiliated food banks. iHeart radio stations in New York City, Washington, D.C., Boston, Atlanta, Chicago, St. Louis, Dallas, Phoenix, Los Angeles and San Francisco played an active role in the recruitment of volunteers to 9/11 Day events by providing both on-air and digital media support.



As is the case for many nonprofits, the ongoing pandemic presented substantial challenges for 9/11 Day in 2021 as we sought to unite the nation in tribute and recognition of the historic 20-year remembrance of the attacks. iHeartMedia once again played such a pivotal role in helping us reach and actively engage millions of people in this special observance, support that was critical to our successful 2021 campaign. We are grateful to everyone at iHeart for being so loyal to the cause, and for the passion and professionalism iHeart brings each year to help ensure that Americans ‘Never Forget’ and are aware of the opportunities each person has to make a difference in tribute.”

JAY S. WINUK

9/11 DAY CO-FOUNDER AND BROTHER OF GLENN J. WINUK, AN ATTORNEY AND VOLUNTEER FIREFIGHTER AND EMT WHO DIED IN THE LINE OF DUTY AT THE WORLD TRADE CENTER ON SEPTEMBER 11, 2001



CAMPAIGN IMPACT

20 YEAR

remembrance of the 9/11 attacks became the largest day of service in the nation's history

+2.4 MILLION

meals were packed on 9/11 Day

+6,600

volunteers across 10 cities

38 MILLION

participants marked the day through some form of volunteer service, good deeds or acts of charitable engagement

13.3 MILLION

meals have been packed, by 38,000 volunteers since the inception of these signature service programs

ABOUT

9/11 DAY

911day.org

9/11 Day is the federally recognized September 11 National Day of Service and Remembrance. Originally launched in 2003 by the 9/11 nonprofit MyGoodDeed as a positive and permanent tribute to the 9/11 victims, first responders, military personnel and others who rose in service in response to the attacks, 9/11 Day became a federally designated annual Day of Service in 2009 under passage of the ServeAmerica Act and the Patriot Day Presidential Proclamation signed by President Barack Obama. 9/11 Day and Martin Luther King, Jr.'s birthday are the only federally-recognized Days of Service in American history. Today, tens of millions of Americans observe 9/11 Day with unity and charitable service, making it the largest annual day of service in the country.

CAMPAIGN SNAPSHOT

9/06/21 - 9/11/21

dates running

832

iHeartMedia stations

12,625,600

impressions

STEPHEN SILLER FOUNDATION

TUNNEL TO TOWERS

Stephen Siller, a young firefighter from Staten Island, was one of thousands of people who lost their lives while trying to save others from the collapsing Twin Towers. Afterward, his family, led by brother Frank Siller, started the Tunnel to Towers Foundation with the mission of paying off the mortgages of fallen first responders, easing the financial burden of loved ones left behind. Since that time, they've expanded their scope to encompass families of all first responders who don't make it home and are building some of the most advanced "smart" homes for critically injured military personnel.

Over the last two decades, iHeartMedia New York has forged a deep relationship

with the Siller Foundation and, for the 20th anniversary, launched a series of campaigns and programs across all its stations and iHeartRadio that included:

- Producing a powerful and moving #LoveSomeoneWithDelilah podcast episode, featuring Frank Siller, on the eve of the 20th anniversary of 9/11.
- Teaming up with the Tunnel to Towers Foundation to promote their 5K Run & Walk to help honor those lost on 9/11 and all of those lost in the days, months and years since in the War on Terror.
- Supporting Frank Siller's Never Forget Walk that paid tribute to America's

fallen heroes. Frank Siller walked from the Pentagon to Shanksville, Pennsylvania and on to Ground Zero. His more than 500-mile journey through six states in 42 days began August 1 and fittingly finished on 9/11 at Ground Zero.

- Dedicating one of Shelli Sonstein's Sunday community affairs programs to Tunnel to Towers.
- Posting on social media on behalf of Tunnel to Towers throughout the campaign as well as amplifying messaging across the iHeartMedia New York cluster via ticket giveaways, promos and digital support.

ABOUT

TUNNEL TO TOWERS FOUNDATION

T2T.org

The Tunnel to Towers Foundation is dedicated to honoring the sacrifice of FDNY Firefighter Stephen Siller, who laid down his life to save others on September 11, 2001. For 20 years the Foundation has supported our nation's first responders, veterans and their families by providing these heroes and the families they leave behind with mortgage-free homes. For more about the Tunnel to Towers Foundation and its commitment to DO GOOD, please visit [T2T.org](https://www.t2t.org).



9/11 LOCAL STATION HIGHLIGHTS

B104 ALLENTOWN

ALLENTOWN, PA

B104's morning on-air personalities hosted a remembrance on the Friday prior to 9/11. The station also posted on social media in remembrance to 9/11.

95.1 ZZO

ALLENTOWN, PA

95.1 ZZO observed a moment of silence on the Friday prior to September 11. In addition, the station also posted on social media in remembrance to 9/11.

NEWSRADIO 790 WAEB

ALLENTOWN, PA

NewsRadio 790 WAEB hosted a week-long radiothon to raise awareness and funds for Folds of Honor, an organization providing educational scholarships for Military Families. The radiothon raised \$107,330.

99.9 KISS COUNTRY

ASHEVILLE, NC

99.9 Kiss Country commemorated the 20th anniversary of 9/11 through on-air and social media support.

NEWS RADIO 570 WWNC

ASHEVILLE, NC

Local morning shows hosted various guests and audio specials to commemorate the anniversary.

103.7 THE Q

BIRMINGHAM, AL

103.7 The Q commemorated the 20th anniversary of 9/11 through on-air and social media support.

102.5 THE BULL

BIRMINGHAM, AL

102.5 The Bull commemorated the 20th anniversary of 9/11 through on-air and social media support.

NEWS RADIO 105.5 WERC

BIRMINGHAM, AL

News Radio 105.5 WERC commemorated the 20th anniversary of 9/11 through on-air and social media support.

NEWS RADIO 94.3 WSC

CHARLESTON, SC

News Radio 94.3 WSC commemorated the 20th anniversary of 9/11 with a Silent Walk Across the Ravenel Bridge to pay tribute to the nearly 3,000 people who lost their lives on September 11, 2001.

IHEARTMEDIA CHICAGO

CHICAGO, IL

All iHeartMedia Chicago stations did remembrance social videos commemorating the day. In addition, the stations encouraged listeners to volunteer with 9/11 Day of Service, as well as perform good deeds in the community.

MIX 107.7

DAYTON, OH

On September 11, 2021, MIX 107.7 played three patriotic songs near the time of the towers falling.

THE RIVER 105.9

HARTFORD, CT

The River 105.9 partnered with a local TV stations and held a telethon on September 10, 2021 to kick off the 9/11 weekend to raise money and awareness for all First Responders. The station highlighted stories of Connecticut heroes and raised close to \$30,000 in two hours.

NEWS RADIO 740 KTRH

HOUSTON, TX

Each station acknowledged the 20th anniversary to include live on-air mentions combined with selected interviews related to the tragedy.

1190 KEX

PORTLAND, OR

1190 KEX's Public Affairs programming aired a special including Elvis Duran describing his experience of being on-air as the attacks unfolded and how the last 20 years have impacted history and New York. The station also aired a segment with Shelli Sonstein from Q104.3 and her experience of being on-air on September 11.

IHEARTMEDIA SEATTLE

SEATTLE, WA

iHeartMedia Seattle stations aired a 9/11 Remembrance 30-minute Public Affairs program. Guests included Nationally Syndicated radio host, Elvis Duran; Torie Clarke - Former Assistant Secretary of Defense for Public Affairs under Donald Rumsfeld; and Q104.3's on-air personality Shelli Sonstein.

YOUR VARIETY STATION KG95

SIoux CITY, IA

A longform public affairs program ran on all our stations with interviews with Elvis Duran, as he relived his experience of being on-air as the September 11th attacks unfolded and discussed how the last 20 years have impacted both history and New York.

IHEARTMEDIA WEST PALM BEACH

WEST PALM BEACH, FL

In addition to the 9/11 moment of silence, iHeartMedia West Palm Beach stations conducted interviews with individuals close to the tragedy, shared stories of resilience — promoting standing together as a nation.

99.3 THE FOX ROCKS

WINCHESTER, VA

99.3 The Fox Rocks commemorated the 20th anniversary of 9/11 through on-air vignettes and social media support reminding listeners of the importance of 9/11.

Q102

WINCHESTER, VA

Programming consisted of first responders, fire and rescue and police officers who reflected on the last 20 years and how 9/11 has changed our way of life.



ONGOING SPECIAL PROJECTS

Each year, iHeartMedia makes a company-wide commitment beyond media or financial support to address a specific issue or cause. In 2021, the company reacted to a number of timely and relevant concerns in addition to our pandemic response efforts.

In 2021, iHeartMedia further invested in helping to **combat the national opioid epidemic** through its continued work with The National Opioid Action Coalition as well as by promoting safe and local prescription drop-off locations with the DEA. Additionally, iHeartMedia remained committed to its **focus on mental health** through its partnerships with leading mental health organizations, including the National Alliance on Mental Illness (NAMI) and Child Mind Institute, to raise awareness of mental health issues and foster a culture within communities that supports talking about mental health issues like anxiety and depression.

For the last nine years, iHeartMedia has been committed to addressing veteran unemployment and employment retention and launched what is still the largest public service campaign in the company's

history – iHeartRadio Show Your Stripes – to address the national veteran unemployment crisis. On Veterans Day 2021, **iHeart unveiled an all-new Show Your Stripes** program that realigns with some of the most pressing issues facing veterans today, including a focus on wellness — from health and emotional wellness to environmental, financial, intellectual, occupational, physical, social and spiritual wellness. Additionally, in 2021, iHeart created and produced iHeartCountry Veteran's Day Broadcast "America Salutes You" which aired on Veteran's Day.

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

In addition, iHeartMedia **granted holiday wishes** for hundreds of families in local communities across America through its 12th annual "Granting Your Christmas Wish" program.

IHEARTRADIO

SHOW YOUR STRIPES

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

Launched nine years ago to address the national veteran unemployment crisis, iHeartRadio Show Your Stripes realigned with some of the most pressing issues facing veterans today, including a focus on wellness — from health and emotional wellness to environmental, financial, intellectual, occupational, physical, social and spiritual wellness. The campaign promoted the eight

dimensions of wellness — an effective framework for the pursuit of wellness — and drove veterans to programs and resources that provide ideas and examples for improving each specific area of wellbeing.

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

The new showyourstripes.org, a refreshed, centralized and easy-to-use online destination, offers broad recommendations and relevant resources curated by iHeart

in partnership with Dixon Center for Military and Veteran Services, which provides influence, ideas and actions to organizations and individuals wanting veterans and their families to succeed where they live. The site also serves as a launchpad to many programs that are serving veterans today.

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



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

DAVID SUTHERLAND

RETIRED US ARMY COLONEL, CHAIRMAN OF DIXON CENTER FOR MILITARY AND VETERANS SERVICES



CAMPAIGN IMPACT

2.6 MILLION

public service announcements have aired on
iHeartMedia radio stations nationally

+7 BILLION

media impressions

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

THE GREENLIGHT FUND

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

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

Since 2019, iHeartMedia has made an annual media commitment to support new and existing GreenLight Fund sites that are each working to bring effective programs to cities where they are needed. To date, iHeart has launched media campaigns in Boston, Atlanta, Charlotte, Cincinnati, Detroit, the San Francisco Bay Area and the Twin Cities, with several other additional cities planned over the next few years.

In each city, GreenLight was able to raise awareness about its mission and focus while also amplifying the work of the portfolio organizations GreenLight has brought to those cities. In Charlotte, for example, local stations highlighted the work of two of the proven programs GreenLight has brought to the community: ParentChild+ and Alternatives to Violence. ParentChild+ is an early literacy, parental engagement and school readiness model for two- and three-year-old children and their parents. The program works to strengthen parent-child interaction and

build language- and learning-rich homes that enhance children's literacy, cognitive and social-emotional skills, preparing children for success in pre-K and beyond.

In 2021, the multi-year program reached more than 230 local families, 98 percent of children enrolled are demonstrating school readiness and 97 percent of eligible children are enrolled in pre-K. Most recently, in partnership with the city of Charlotte, Mecklenburg County and Wells Fargo, GreenLight Charlotte brought the Alternatives to Violence community safety program to address increased violence in neighborhoods. Alternatives to Violence, based on training provided by Cure Violence Global, aims to reduce violence by 70 percent over the next four years in the targeted corridor. The program reduces violence using the same three public health components used to reverse an epidemic: interrupt disease transmission, reduce the risk of the highest at risk and change community norms.



With this past year being marked from beginning to end by the COVID-19 pandemic, our portfolio organizations embraced the challenges, remained strong and showed remarkable resilience, continuing to mobilize needed change in our communities. We are grateful for iHeartMedia's partnership which strengthens the important work they are doing to break down barriers to inclusive prosperity and open opportunities for children and families."

MARGARET HALL

CEO AND CO-FOUNDER, GREENLIGHT FUND



CAMPAIGN IMPACT

384,000

children and families reached 37
portfolio organizations

ABOUT

GREENLIGHT FUND

GreenLightFund.org

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



NATIONAL OPIOID ACTION COALITION

In response to the national opioid epidemic, which has killed tens of thousands of Americans and impacted millions more, WPP, iHeartMedia and Fors Marsh Group launched the National Opioid Action Coalition (NOAC), an initiative focused on reducing stigma as a barrier to addiction prevention, stigma reduction, treatment and recovery.

This work is even more critical now with the COVID-19 pandemic creating a crisis collision that is impacting treatment and recovery. The country is at a 50-year high in drug overdose deaths.

NOAC aims to help support local, state and federal opioid misuse and addiction prevention, treatment and recovery efforts by elevating the conversation to reduce stigma and harnessing the power of individuals, communities and companies to get engaged. Since its inception, NOAC has launched targeted programs in several local communities, all of which are highly affected by the crisis, and has brought together like-minded organizations that have offered expertise and tools to help address the opioid epidemic.

In early 2018, the coalition developed and launched noac.org – a free online

resource for people seeking information related to opioid misuse prevention, treatment and recovery. The website also provides free access to online resources including a treatment locator for people seeking assistance.

Additionally, iHeartMedia launched multiple initiatives around National Recovery Month that recognized all those in recovery and encouraged people to share their recovery stories and create hope that recovery is possible. The effort featured pop culture icons and influencers including Macklemore, Camila Cabello, Nikki Sixx, Dan & Shay and many others.

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

Provisional data from CDC's National Center for Health Statistics indicate that there were an estimated 100,306 drug overdose deaths in the United States during the twelve-month period ending in April 2021, an increase of 28.5 percent from the 78,056 deaths during the previous twelve months. The new data documents that estimated overdose deaths from opioids increased to 75,673 in the twelve-month period ending in April 2021, up from 56,064 in the previous twelve months. Overdose deaths from synthetic opioids (primarily fentanyl) and psychostimulants such as methamphetamine also increased in the twelve-month period ending in April 2021.

With a focus on recovery in America, iHeartMedia remains committed to these efforts through expanding and evolving programs supporting NOAC as a resource center, providing public education and stigma reducing messages and helping the effectiveness of campaigns across the public and private sector.



“

This is an epidemic that is impacting families and individuals across America, and we want to harness our national reach to expand awareness, prevention, treatment and recovery efforts in communities across the country – and highlight local, state and federal government resources that are available to those fighting against this epidemic.”

BOB PITTMAN

CHAIRMAN AND CEO, IHEARTMEDIA

ABOUT

NATIONAL OPIOID ACTION COALITION

NOAC.org

By combining behavioral change communications expertise and public health research findings, integrated media assets with national scale and hyper-localized reach, and celebrity influence, NOAC will complement existing state and federal government efforts to help drive measurable results in prevention, treatment and/ or recovery for communities and individuals affected by this crisis.

DRUG ENFORCEMENT ADMINISTRATION'S NATIONAL PRESCRIPTION DRUG TAKE BACK DAY

According to a report published by the Substance Abuse and Mental Health Services Administration (SAMHSA), a majority of people who misused a prescription medication obtained the medicine from a family member or friend. The Centers for Disease Control and Prevention reported that in 2019, more than 93,000 people died of drug overdoses in the United States, marking the largest number of drug-related deaths ever recorded in a year. Opioid-related deaths accounted for 75 percent of all overdose deaths in 2020.

For more than a decade, DEA's National Prescription Drug Take Back Day has

helped Americans easily rid their homes of unneeded medications—those that are old, unwanted, or otherwise no longer needed—that too often become a gateway to addiction.

For the last several years, iHeartMedia has helped inform its listeners of the thousands of local sites nationwide where individuals can dispose of expired, unused and unwanted prescription medications as part of the National Prescription Drug Take Back Day and throughout the year. iHeart played an active role in supporting the official Drug Enforcement Administration (DEA) Take Back Day in October, which yielded the disposal of 372 tons of expired, unused

and unwanted prescription medications across the country.

iHeart radio stations across the country again helped promote National Take Back Day in 2021 by airing a series of radio spots nationally and contributing over 166 million impressions over 10 days. Since the first National Prescription Drug Take Back Day, the DEA has collected more than 7,000 tons of expired, unused and unwanted prescription medication.



The United States is in the midst of an opioid epidemic—drug overdoses are up thirty percent over the last year alone and taking more than 250 lives every day...The majority of opioid addictions in America start with prescription pills found in medicine cabinets at home. One thing is clear: prevention starts at home. I urge Americans to do their part to prevent prescription pill misuse: simply take your unneeded medications to a local collection site. It's simple, free, anonymous, and it can save a life."

ANNE MILGRAM
DEA ADMINISTRATOR



CAMPAIGN IMPACT

+166 MILLION

impressions were delivered over 10 days

94,125,983

in added value

4,276

total law enforcement participation

4,982

total collection sites

744,082 LBS. (372 TONS)

total weight collected

ABOUT

DRUG TAKE BACK DAY

TakeBackDay.dea.gov

The National Prescription Drug Take Back Day addresses a crucial public safety and public health issue. According to the 2018 National Survey on Drug Use and Health, 9.9 million Americans misused controlled prescription drugs. The study shows that a majority of abused prescription drugs were obtained from family and friends, often from the home medicine cabinet.

The DEA's Take Back Day events provide an opportunity for Americans to prevent drug addiction and overdose deaths.

THE NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION (NHTSA)

Seat belts have been proven to be one of the best ways to save a person's life in a crash, yet many still don't buckle up. According to the National Highway Traffic Safety Administration (NHTSA), nearly nine percent of all Americans still do not wear a seatbelt. The Click It or Ticket campaign focuses on safety education, strong laws and law enforcement support to save lives.

In 2021, iHeart teamed up with NHTSA to encourage all Americans to snap their seatbelts when driving to help lower the number of severe and fatal injuries when accidents happen and to reduce the risk of

incurring severe traffic violation fines. Our partnership goal was to raise awareness about the importance of wearing seatbelts and to help elicit a change in behavior, especially among groups who are least likely to wear a seatbelt.

iHeart worked closely with NHTSA to utilize extensive research to inform different messages for iHeart's different audiences. For example, to reach iHeart's male listeners, iHeart used humor-based messaging and created a series of exclusive radio spots featuring Will Farrell's legendary fictitious news anchor Ron

Burgundy to create intelligent but humorous ads encouraging listeners to wear their seatbelts.

Additionally, iHeart engaged several of its on-air personalities, including Cody Allen, Ben Maller, Bobby Bones, DJ Envy, Clay Travis, Doug Gottlieb, Jason Smith, Romeo, Chris Broussard & Rob Parker and RJ Bell; iHeart's BIN: Black Information Network; and iHeart's sports radio stations to create unique messaging to reach diverse iHeart audiences while they were driving.



CAMPAIGN IMPACT

+315 MILLION

impressions delivered

+\$1.8 MILLION

estimated in added value

ALL 50 STATES

participated including Hawaii and Alaska

ABOUT

NHTSA

www.NHTSA.gov

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

FEDERAL BUREAU OF INVESTIGATION (FBI)

HATE CRIMES PREVENTION

Over the last five years there has been a 25 percent increase in reported hate crimes. In 2019 alone there were more than 7,300 hate crime incidents, and the FBI reported a 64 percent increase in hate crime investigations from 2019 to 2020. A hate crime not only harms the victim; it strikes fear into their entire community. In 2021, the FBI engaged in a nationwide effort to build public awareness of hate crimes and encourage reporting to law enforcement.

A hate crime is a criminal offense against a person or property motivated by an offender's bias against race, religion, ethnicity, national origin, disability, gender, gender identity or sexual orientation. Hate crimes are the highest priority of the FBI's civil rights program because of the devastating impact they have on families and communities.

As part of the FBI's Hate Crimes Prevention campaign efforts in 2021, iHeart produced and aired a series of radio spots voiced by influential on-air iHeart personalities, including The Breakfast Club, Colin Cowherd, Delilah, Elvis Duran and Enrique Santos, that encouraged listeners to report incidents of hate crimes directly to the FBI by calling 1-800-CALL-FBI or submitting a tip at tips.fbi.gov.



There's simply no place in this country for hate and intolerance. We in the FBI stand ready to use all the tools at our disposal to reduce the threat of hate crimes and fulfill our mission to protect every American."

JEFFREY SALLET

FBI ASSOCIATE DEPUTY DIRECTOR



CAMPAIGN IMPACT

109,570,258

impressions

ABOUT

FBI

www.FBI.gov

The FBI is the lead investigative agency for criminal violations of federal civil rights statutes. The Bureau works closely with its local, state, tribal and federal law enforcement partners in many of these cases, even when federal charges are not pursued. The FBI also works to detect and prevent incidents through law enforcement training, public outreach and partnerships with community groups.

INTERNATIONAL WOMEN'S DAY

March is Women's History Month, and March 8 marked International Women's Day 2021 with its theme of #ChooseToChallenge, which focused on challenging and calling out gender bias and inequality. In addition to iHeart's continued focus on Diversity, Equity and Inclusion, and on transforming our company and our culture to create an environment in which we can all do our best work, every March iHeart looks for unique ways to support and celebrate International Women's Day using the company's multiple platforms to honor the amazing and inspiring women of iHeart and in the communities the company serves across America.

In recognition and celebration of International Women's Day 2021, iHeart announced on March 1 an eight-day countdown to International Women's Day across 600 of its broadcast stations in every format, on its social media platforms and across its biggest podcasts. This countdown culminated in the launch of

iHeartRadio Presents SeeHer Hear Her: Celebrating Women in Music, a special event in partnership with SeeHer, the largest global movement to eliminate gender bias in marketing, advertising, media and entertainment.

iHeartRadio Presents SeeHer Hear Her: Celebrating Women in Music' highlighted three of the most successful women artists in music today: Cardi B, Gwen Stefani and Kelsea Ballerini. This one-hour streamed event covered the lives of these incredible artists, who shared stories of everything from their girlhood dreams to the mentors who inspired them, how they achieved their goals, becoming leaders and role models for future generations, and how they use their music platforms and social media presence to activate and encourage other women. They also shared the universal challenges they still face. The event streamed on iHeartRadio's YouTube and Facebook pages and also featured interviews and footage with other women

artists. iHeart shared special playlists on the iHeartRadio app across Pop, Country and Hip Hop and R&B featuring the biggest women artists in music.

In addition to this special event, iHeart's International Women's Day celebration officially began at 12 midnight when the women of iHeartMedia – hosts, artists and influencers – took over the mic across popular iHeartMedia broadcast radio shows across all formats to have wide-ranging conversations about equality, inclusion, where they find their own inspiration and how to help more women be heard. Women guest hosts also took over some of iHeart's biggest podcasts, including The Daily Zeitgeist, Ridiculous History, Stuff They Don't Want You To Know, Part-Time Genius and Techstuff. And, iHeartMedia broadcast radio stations devoted an hour of air time to playing the biggest hits and new music from today's female artists.



TOP FEMALE-HOSTED IHEARTRADIO ORIGINAL PODCASTS

JO PIAZZA, HOST OF "COMMITTED"

DANI SHAPIRO, HOST OF "FAMILY SECRETS" WITH DANI SHAPIRO

HOLLY FREY AND TRACY WILSON, COHOSTS OF "STUFF YOU MISSED IN HISTORY CLASS"

SAMANTHA MCVHEY AND ANNEY REESE, COHOSTS OF "STUFF MOM NEVER TOLD YOU"

SHEREEN LANI YOUNES AND ANNA HOSSNIEH, COHOSTS OF "ETHNICALLY AMBIGUOUS"

KATIE COURIC, HOST OF "NEXT QUESTION" WITH KATIE COURIC

TEDDI MELLENCAMP, HOST OF "TEDDI TEA POD" WITH TEDDI MELLENCAMP

JANA KRAMER, HOST OF "WHINE DOWN" WITH JANA KRAMER

BECCA TILLEY & TANYA RAD, COHOSTS OF "SCRUBBING IN"

CHELSEA HANDLER, HOST OF "LIFE WILL BE THE DEATH OF ME"

KATIE LOWES, HOST OF "KATIE'S CRIB"

LAUREN VOGELBAUM, HOST OF "BRAINSTUFF"

DANA SCHWARTZ, HOST OF "NOBLE BLOOD"

JAMIE LOFTUS AND CAITLIN DURANTE, COHOSTS OF "THE BECHDEL CAST"

BRIT MORIN, HOST OF "TEACH ME SOMETHING NEW"

APRIL CALAHAN AND CASSIDY ZACHARY, COHOSTS OF "DRESSED: THE HISTORY OF FASHION"

PERRIE SAMOTIN OF GLAMOUR MAG AND HOST OF "WHAT I WORE WHEN"



THE RYAN SEACREST FOUNDATION

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

RSF builds broadcast media centers, named Seacrest Studios, in pediatric

hospitals for patients to explore the creative realms of radio, television and new media. There are now studios in 11 cities across the United States including Atlanta, Philadelphia, Dallas, Orange County, Charlotte, Cincinnati, Denver, Boston, Washington, D.C., Nashville and Orlando. A new studio is scheduled to open in 2022 at Cohen Children's Medical Center in Queens, NY. iHeartMedia supports the amazing work of RSF in a variety of ways throughout the year, including educational

experiences for studio interns and executing national and local fundraising programs.

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



The Ryan Seacrest Foundation is thankful for its long-standing partnership with iHeartMedia. With iHeart's incredible support, our foundation has now built 11 Seacrest Studios in children's hospitals across the United States and we are excited to launch a new studio in Queens, NY in 2022. From national to localized support, RSF has found a true partner in iHeartMedia!"

MEREDITH SEACREST

EXECUTIVE DIRECTOR AND COO, RYAN SEACREST FOUNDATION



CAMPAIGN IMPACT

+\$1.75 MILLION

raised in the past nine years

+\$54,000

raised in 2021 through online fundraising

+\$88,000

raised in cash donations through the
2021 iHeartRadio Jingle Ball Tour

ABOUT

RYAN SEACREST FOUNDATION

RyanSeacrestFoundation.org

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.

WE ARE ALL HUMAN FOUNDATION: THE HISPANIC PROMISE

Hispanics make up 18 percent of the U.S. population, 12 percent of annual U.S. GDP and \$1.7 trillion of annual consumer purchasing power. However, Hispanics are often undervalued, underrepresented and misperceived in society, which affects how they feel about their place both in society and in the workplace.

In 2019, iHeartMedia accepted an invitation from the We Are All Human Foundation, a nonprofit dedicated to promoting diversity and inclusion, to join The Hispanic Promise, a collaborative effort with more than a dozen Hispanic associations and more than 150 corporations to advance and empower U.S. Hispanics as employees, customers and citizens.

The Hispanic Promise asks employers to make the commitment to create inclusive workplaces and to take positive actions to hire, promote, retain and celebrate Hispanics through improved employee engagement, mentorship programs, employee or business resource groups, and talent advancement, with the aim for Hispanic employees to feel they belong, are valued, enjoy equal access to opportunity and have a voice.

The Hispanic Promise Partners include Association of Latino Professional for America (ALPFA); Circulo Creativo; DRR Advisors; Hispanic Alliance for Career Enhancement (HACE); Hispanic Association on Corporate Responsibility

(HACR); Hispanic C-Suite Corporate Council (HC3); HISPANIC; Hispanic Foundation of Silicon Valley; Hispanic Heritage Foundation; Hispanics in Philanthropy (HP); Hispanic Public Relations Association (HPRA); Hispanic Small Business Academy; Latino Business Action Network (LBAN); Latino Community Foundation; Latino Corporate Directors Association (LCDA); Latino Startup Alliance; National Association of Hispanic Real Estate Professional (NAHREP); National Hispanic Corporate Council (NHCC); Prospanica; Society of Hispanic Professional Engineers (SHPE); U.S. Hispanic Chamber of Commerce; Voto Latino; U.S. Hispanic Leadership Institute (USHLI); and We Are All Human Foundation.



ABOUT

WE ARE ALL HUMAN

WeAreAllHuman.org

We Are All Human is a foundation dedicated to advancing the agenda of equity, diversity and inclusion. Our vision is for every human to value every human. Our mission is to advocate for every human to be respected and empowered by focusing on our common humanity. By focusing on the universal values that make us all human, we can reach common ground, eliminate discrimination and achieve a more equitable society.

GRANTING YOUR CHRISTMAS WISH

For the 15th consecutive year, iHeartMedia granted Christmas Wishes to those in need and deserving of a special holiday gift. The 2021 annual “Granting Your Christmas Wish” program attracted over 28,000 entries with wishes ranging from plane tickets to visit family members, toys for children, assistance with bills, family vacations, housing repairs and more.

From November 25 through December 17, 2021, iHeartMedia radio stations encouraged listeners to share their wish requests via participating radio station websites during its annual Granting Your Christmas Wish campaign. All participants were required to submit a short paragraph stating why they should have their wish granted or to nominate someone worthy in their lives. The program 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 63 winning entries received a gift between \$1,000 - \$4,000.

MELINDA

WISH: FUNDS TO BUY A PORTABLE OXYGEN CONCENTRATOR

“I have a prescription for oxygen, but unfortunately no insurance to pay for one. I’m wishing for a portable oxygen concentrator so that I can leave my house and get back out in our beautiful world again. Thank you.”

CHARLA

WISH: TRIP TO VISIT HER FATHER

“I lost my mother in 2014 and my dad is currently sick. We never spent Christmas together and I would like to change that this year for what could be our last chance to do so.”

KATHLEEN

WISH: HELP HER LOCAL FOOD BANK

“This has been a particularly hard year for the people in our community. I wish to be able to donate to the Harry Chapin Food Bank. They are in dire need of donations, especially this time of the year.”

DENISE

WISH: HELP COUSIN WITH CHRISTMAS SPENDING AND HOSPITAL BILLS

“My two-year old cousin was recently diagnosed with leukemia. To receive treatment, both her and her parents cannot leave the children’s hospital for at least six months. My wish is that they get a little help with gifts and holiday cheer this season, as well as some help with the hospital bills.”

LORIE

WISH: MOTHER OF TWO, FUNDS FOR HER CHILDREN TO PLAY ON SPORTS TEAMS

“I am a single parent with two kids who love to play sports. They have recently both tried out and made the Amateur Athletic Union basketball team in our area, and I am afraid I won’t be able to pay the team fees. Having them surrounded by athletes and coaches would be such a positive influence in their lives. Please consider my wish to help my kids with this athletic opportunity.”

ADAM, MILITARY ACTIVE DUTY

WISH: TRIP TO SEE FAMILY FOR THE HOLIDAYS

“This holiday, I wish to fly home to see my family. The military brought me down south and I only get to see my family once a year. This would be the greatest gift.”

SHAWN

WISH: MONEY TO PURCHASE CHRISTMAS GIFTS

“My wish is to try to give my one-year-old son a good Christmas. Would love some help with bills, food shopping and gifts.”

CHASE

WISH: MONEY TO PURCHASE CHRISTMAS GIFTS

“I listen to your show every morning on my way to school. I am a student teacher about to graduate from college in

December. Putting myself through school diminished all my savings. Would love some help to buy gifts for my family on Christmas morning.”

ANDREA

WISH: PLANE TICKET FOR HER DAD TO VISIT HIS PARENTS

“This year my Christmas wish is for a round trip plane ticket for my dad to visit his mom (my grandma) who is very sick and will not be around much longer. My dad lost his job due to COVID and has recently taken a position paying only half of his previous salary. I am a medical student and had to quit my job to pursue my career and can no longer help him financially the way I used to. It would make me so happy to be able to gift him a plane ticket to make his wish come true to visit his parents.”

DIANA

WISH: MOVE BACK TO OREGON

“I really want to move out of Las Vegas and back to Oregon to be with family. I miss them all and want to live there again and spend my time with them. I am having a hard time saving money to move while having a disability. Thank you for considering my entry.”

TREVOR

WISH: REPAIRS AFTER FLOOD DAMAGE

“This wish is for my friend Richard who lost his home this year during the floods. I believe the Christmas blessing could go towards paying for the damages his home incurred during the floods over the last few weeks.”



PRIDE RADIO

iHeartRadio is proud to support the LGBTQIA+ community and strives to provide the most relevant LGBTQIA+ news and information to its listeners every day. iHeartRadio's PRIDE Radio – iHeartRadio's digital entertainment destination for the LGBTQIA+ community – brings the best of music and programming to the LGBTQIA+ community and its allies around the country and is featured on the iHeartRadio app as well as on 29 iHeart stations via HD Radio.

Each station, hosted by leading LGBTQIA+ on-air personalities, features a dynamic blend of music alongside its signature LGBTQIA+ Audio Vignette series with top music artists such as Sam Smith, Kim Petras, The Chainsmokers, Ariana Grande and Lizzo, as well as influencers from within the community.

iHeartMedia proudly supports the LGBTQIA+ community and annually participates in LGBTQIA+ events and initiatives across the country, and is very active in promoting, supporting and developing the biggest Pride celebrations of the year across the country

LOCAL PRIDE RADIO ACTIVATIONS

- Throughout the year, iHeart highlighted dozens of local Pride celebrations – both in-person and virtual – in a 60-second update running multiple times per day.
- iHeart published a PRIDE guide online directory of Pride celebrations throughout the country. PRIDE Radio listed both virtual and in-person events happening in all 50 states to complement the on-air feature.
- PRIDE Radio was the official media sponsor of the “Unleashed LGBTQ” virtual networking event with on-air promos and interviews from keynote speakers like Pennsylvania Rep. Brian Sims, Comedian Matteo Lane and LGBTQIA+ sports icon Michael Sam. The event created a space for brands, entertainers and LGBTQIA+ professionals to connect.
- Celebrities and artists like Billy Porter, Britney Spears, Demi Lovato, Adam Lambert, Cyndi Lauper and many more recorded special Pride Month Greetings that ran throughout the month across all @PRIDERadio social channels and on-air.
- PRIDE Radio broadcast live from Washington, DC's “Capital Pride Rally & Mobile Parade.” Replacing a traditional Pride Parade due to COVID restrictions, the Capital Pride Parade went mobile to drive through all eight wards within the District of Columbia.
- PRIDE Radio personality Houston broadcast his show live from the “Capital PrideMobile” throughout the length of the parade.
- Celebrated “National Coming Out Day” in October with special on-air and online celebrity greetings and coming out stories from artists like Sam Smith and Lil Nas X.
- Partnered with the U.S. Department of Health and Human Services to help spread the word about free/low-cost PrEP (PreExposure Prophylaxis) using on-air and online health features, interviews, vignettes and sponsorships.
- Promoted World AIDS Day on December 1 through on-air promos and discussion, as well as other HIV Awareness campaigns throughout the year with periodic interviews featuring Dr. Laura Cheever from the Ryan White HIV/AIDS Program and the Health Resources and Services Administration.



DEPARTMENT OF HEALTH & HUMAN SERVICES'

READY, SET, PREP

Although more than one million people at risk for HIV in the United States could benefit from pre-exposure prophylaxis (PrEP) medications, only a small fraction get them. The Ready, Set, PrEP program provides free PrEP HIV-prevention medications to thousands of people living in the United States. It expands access to PrEP medications to help reduce the number of new HIV transmissions and brings us one step closer to ending the HIV epidemic in the United States.

To address a cost barrier for some individuals who might otherwise wish to use PrEP, the U.S. Department of Health and

Human Services (HHS) launched Ready, Set, PrEP in December 2019 as an integral part of the federal effort to end HIV in the United States.

Over the next 10 years, up to 200,000 people per year can benefit from receiving PrEP medications through this program. Ready, Set, PrEP will expand access to PrEP medications, reduce new HIV infections and bring us one step closer to ending the HIV epidemic in the United States.

In 2021, iHeart continued its multi-year partnership with HHS to get the word out

about Ready, Set, PrEP across all its PRIDE Radio stations. As part of this campaign, PRIDE Radio began by commemorating World AIDS Day on December 1 and produced audio commercials to run within CVS Pharmacy locations nationwide. All of the on-air and digital promotion drove listeners to find out if they qualify for the benefit by visiting GetYourPrEP.com or calling toll-free 855-447-8410.



ABOUT

READY, SET, PREP

Ready, Set, PrEP is a program of the U.S. Department of Health and Human Services that provides free access to the HIV prevention medication PrEP for thousands of qualifying individuals.



HELPING SMALL BUSINESSES

Small businesses are the heart of America's economy and an important presence in communities across the country, but COVID-19 has pushed hundreds of thousands of them out of business. In 2021, iHeart launched several public campaigns aimed at helping the hardest-hit small businesses stay afloat

and keep local workers employed by helping them navigate the relief resources available to them and by encouraging local residents to shop local. In addition, iHeart is offering media incentive opportunities and extended payment terms to help local businesses with their advertising and marketing "re-opening" strategies.

SMALL BUSINESS SATURDAY

Saturday, November 27, 2021 was Small Business Saturday – a day to celebrate and support small businesses and all they do for their communities. In 2021, small businesses needed our support more than ever as they navigated, retooled and pivoted from the effects of the coronavirus pandemic. Founded by American Express in 2010 and officially cosponsored by the U.S. Small Business Administration since 2011, Small Business Saturday has become an important part of small businesses' busiest shopping season.

This year, to promote Small Business Saturday, American Express focused on their five largest markets (New York, Los Angeles, Chicago, San Francisco and Washington, D.C), leaning into iHeartMedia personalities to voice the creative airing

in each location. Within these spots, our DJs encouraged listeners to “Shop Small” – not only on Small Business Saturday, but throughout the holiday season – by calling out specifically curated local small businesses featured in each radio spot. In addition to the on-air broadcast support, American Express tapped into iHeart’s digital footprint with an accompanying streaming plan to further help promote Small Business Saturday.

For the 12th consecutive year, iHeartMedia played a major role in American Express’ national initiative to encourage consumers to shop locally, and this year iHeartRadio stations nationally helped push a social media campaign that helped amplify the positive impact that U.S. consumers can have on small businesses. Beginning on

Thursday, November 18 and lasting through the holiday season, select iHeartMedia stations aired PSAs beginning on Small Business Saturday, encouraging listeners to support their local communities and to shop at their favorite small merchants – both in-store and online – and share their support on social media. The radio spots asked consumers to simply tag the small merchants that they shop at on social media and share what they love about them.

The PSAs included a series of messages that highlighted local small businesses and encouraged listeners to shop small during the holiday season. Additionally, iHeart influencers across the country led conversations with small business owners, highlighting the importance of supporting businesses during the pandemic.



CAMPAIGN IMPACT

\$23.3 BILLION

estimated in U.S. consumer reported spending, reaching an all-time high for American Express' 12th Annual Small Business Saturday®"

58%

of shoppers reported they made a purchase online on Small Business Saturday, compared to 56% in 2020 and 43% in 2019

54%

of shoppers reported that they dined or ordered takeout from a small restaurant, bar or café, up from 48% in 2020

70%

of respondents reported Small Business Saturday makes them want to encourage others to shop at small, independently-owned retailers

ABOUT

SMALL BUSINESS SATURDAY

ShopSmall.com

November 27 is the 12th annual Small Business Saturday, proudly backed by American Express. Dedicated to supporting the diverse range of local businesses that create jobs, help boost the economy and enhance neighborhoods around the country, Small Business Saturday was created by American Express in 2010 in response to small business owners' most pressing need: getting more customers.



SUPPORTING BLACK BUSINESSES

According to a report conducted in 2020 by the Federal Reserve Bank of New York, nearly half of Black small businesses had been wiped out by the end of April 2020 as the COVID-19 pandemic disproportionately ravaged minority communities. Black-owned businesses were more than twice as likely to shutter as their white counterparts. In response to these alarming statistics, many iHeart stations launched community resource initiatives to support local Black-owned businesses, restaurants

and nonprofits. Among some of the biggest programs were iHeartMedia Chicago's and Milwaukee's Brilliantly Black, which encouraged listeners to visit its website and enter keyword "brilliant" to get more information about over 800 Black-owned businesses, restaurants and community resources. iHeartMedia New York launched Building Black Biz – an initiative designed to support, sustain and grow local Black-owned businesses in the New York metro area.

BRILLIANTLY BLACK

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

In 2020, iHeartMedia Chicago launched “Brilliantly Black” – a community resource initiative to support local black-owned businesses, restaurants and non-profits. As part of the program, all participating radio stations encouraged listeners to visit

its website and enter keyword “brilliant” to get more information about black-owned businesses, restaurants and community resources. Since its launch a year ago, the available information has included health and wellness businesses, fashion and beauty, community and faith organizations, local businesses, restaurants and more.

Additionally, local Black-owned businesses, restaurants and organizations are also encouraged to submit their information for inclusion on each station’s Brilliantly Black community resource website.



CAMPAIGN IMPACT

+1,000

black owned businesses featured

43.6 MILLION

social impressions across all iHeartMedia
Chicago stations

12,050

on-air promotional announcements

+74

black owned businesses spotlighted on-air to date

BUILDING BLACK BIZ

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

The website BuildingBlackBiz.com features educational content developed in partnership with Operation Hope, a nonprofit organization providing financial literacy empowerment and economic education. In addition, listeners are encouraged to shop and support local Black-owned businesses through the website's vendor database.

The initiative also features "The Building Black Biz Podcast," a weekly podcast hosted by various iHeartMedia on-air personalities including Angela Yee, Maxwell and more. The podcast featured over 20 successful Black business owners, executives and other notable trailblazers offering advice and business guidance. The Building Black Biz campaign was supported with over 100 million media impressions.



New York needs more Black-owned businesses and I am thrilled we can use the power of all of our six radio stations to do our part in making a real impact."

BERNIE WEISS

PRESIDENT, IHEARTMEDIA NEW YORK



I am so proud of our team who created this grassroots opportunity to support black-owned businesses...Everyone should do their part in supporting the black business community. I am thrilled we can use all of our stations to impact and inform Chicagoland about this much-needed community resource."

MATT SCARANO

PRESIDENT, IHEARTMEDIA CHICAGO



Tips do not
go directly
to Owen :)



IHEART'S ONGOING RESPONSE TO THE COVID-19 PANDEMIC

iHeart remains a major voice for vaccination education and awareness.

Every day, iHeart broadcast radio stations play an essential role in the lives of the communities in which we live and work, especially in times of crisis – and that has never been more critical than in the face of the COVID-19 pandemic. Throughout this unprecedented time, our teams across the country are serving as the best examples of our mission – to give everyone a friend and trusted companion, especially in times of crisis and need. In fact, our personalities, brands and platforms are more important in the lives of our listeners and communities than ever before, while our markets and stations are finding new, creative and vital ways to

serve, reassure and strengthen their local communities during the ongoing pandemic. As the pandemic evolved, we have responsibly shifted our message to address the most important messaging to save lives. By this past September, iHeart had delivered more than 4.5 billion impressions, reaching 88.4 percent of Americans, 49.8 times on average, with messages around slowing the spread of the virus, education and encouraging vaccination through science-based messaging and interviews with public health officials and doctors – particularly to the highest-priority populations and vulnerable communities. “Get a vaccine” has been the number one message on our stations for most of this year, certainly since the vaccine has been widely available, and we will

**IHEART STATIONS HAVE RUN
+1.35 MILLION SPOTS
SINCE MARCH 2020 VALUED AT NEARLY
HALF A BILLION DOLLAR**

continue to adjust our messaging to align with the CDC's latest guidance.

Lastly, iHeart stations have run more than 1.35M spots since March 2020 valued at nearly half a billion dollars of free public service announcements for nonprofit organizations, providing resources, services and information relating to the COVID-19 crisis.

+4.5 BILLION IMPRESSIONS

REACHING 88.4% OF AMERICANS

49.8 TIMES ON AVERAGE

U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES COVID-19 PUBLIC EDUCATION CAMPAIGN

In response to the COVID-19 pandemic, the U.S. Department of Health and Human Services (HHS) developed the COVID-19 public education campaign aimed at providing consistent, science-based public health messaging to help Americans make informed decisions about their health and COVID-19. To help disseminate accurate and timely information, HHS enlisted the help of iHeartMedia to reach our audiences through our established and trusted relationships with communities across the United States.

As part of the initiative, iHeartMedia activated its multiplatform scale, reach

and position within communities to serve as trusted messengers of the campaign message – from helping Americans make informed decisions about the prevention and treatment of COVID-19 to increasing vaccine confidence while reinforcing basic prevention measures.

With studies showing COVID's impact varying by community, iHeart leveraged its unparalleled scale with localized reach, influential voices, a pop culture halo and brand trust to deliver messaging to reduce vaccine hesitancy among different audiences with differing views. Programs like The Steve Harvey Morning Show, The

Enrique Santos Show, The Breakfast Club, Bobby Bones Show, Elvis Duran & the Morning Show, On Air with Ryan Seacrest and iHeart Communities National Public Affairs Show helped deliver invaluable information featuring interviews with nationally recognized HHS spokespersons, while local stations and personalities including Malie D. of KGOT (Anchorage), Joe Bartlett of 710WOR (New York), Big Sue of K97 (Memphis) and Walt Brown of Magic 93.7 (Biloxi) interviewed regional spokespersons in their respective markets.

TO DATE, THE PUBLIC EDUCATION PROGRAM HAS DELIVERED 2.92 BILLION MEDIA IMPRESSIONS

SINCE THE PARTNERSHIP BEGAN IN SEPTEMBER 2020, IHEARTMEDIA HAS DELIVERED SUBSTANTIAL REACH ACROSS DIVERSE AUDIENCES



REACHING
89.1%
OF ALL
BLACK AMERICANS
AT AN AVERAGE OF
56.5X
FREQUENCY



REACHING
89.0%
OF ALL
HISPANIC AMERICANS
AT AN AVERAGE OF
47.1X
FREQUENCY



REACHING
86.1%
OF ALL
AMERICANS
AT AN AVERAGE OF
38.3X
FREQUENCY



SPOKESPERSONS HAVE INCLUDED

U.S. SURGEON GENERAL VIVEK MURTHY

DR. ROCHELLE WALENSKY

DR. RACHEL LEVINE

DR. ANTHONY FAUCI

DR. FRANCIS COLLINS

DR. JEROME ADAMS

MARK WEBER

DR. FELICIA COLLINS

DR. PETER MARKS

DR. LASHAWN MCIVER

DR. STEPHEN HAHN

DR. BARNEY GRAHAM

DR. ADELAIDA ROSARIO

DR. CAMERON WEBB

DR. DOROTHY FINK

HAROLD PHILLIPS

DR. REED TUCKSON

DR. ALEXANDER VIGO-VALENTÍN

DR. JOHN BROOKS

DR. RACHEL VILLANUEVA

DR. JODY THOMAS

DR. LEONARD WEATHER

DR. TOM ELLISON

DR. KENNETH ALEXANDER

DR. LINETTE SANDE

DR. DIANA BIANCHI

DR. LATONYA WASHINGTON

DR. ILAN SHAPIRO

DR. PURVI PARIKH

DR. MURTAZA AKHTER

DR. POOJA SHAH

DR. SHINGO CHIHARA

DR. CARLOS DEL RÍO

DR. DONNA GALBREATH

DR. JOYCE JAVIER

DR. ZULMA BERRIOS

DR. KRISTINA BRYANT

DR. DENISE HINTON

DR. ARYN O'CONNOR

DR. MAYA L. EADY

DR. JAIME FERGIE AND MORE

THE AD COUNCIL & COVID COLLABORATIVE “IT’S UP TO YOU” COVID-19 VACCINE EDUCATION INITIATIVE

iHeart joined forces with the Ad Council and COVID Collaborative — a national assembly of experts, leaders and institutions in health, education and the economy and associations representing the diversity of the country to turn the tide on the pandemic by supporting federal, state and local COVID-19 response efforts — in support of their COVID-19 Vaccine Education Initiative, “It’s Up To You.”

Created in close partnership with the U.S. Centers for Disease Control and Prevention (CDC), ensuring all “It’s Up To You” messaging is rigorously vetted and backed by science, the campaign urges audiences to visit [GetVaccineAnswers.org](https://www.getvaccineanswers.org) (DeTiDepende.org in Spanish) to get the latest information about COVID-19 vaccines, with the ultimate goal of helping the public feel confident and prepared to get vaccinated once a vaccine is available to them or their children.

To support the initiative, iHeartMedia released a series of over 20 English and Spanish custom audio spots across its more than 860 broadcast radio stations nationwide. An extension of the Ad Council and COVID Collaborative “It’s Up To You”

campaign, the spots were also made available for other audio companies to use across their platforms.

Through the power of audio, the custom PSAs vividly brought to life the everyday moments Americans hoped to get back to and encouraged the public to get the facts to make an informed decision about the COVID-19 vaccines. The PSAs reminded listeners of their own personal stakes in the fight against COVID-19, from family gatherings to church worship, dinner with friends, baseball games and celebrations, and the importance of making an informed decision about getting vaccinated.

All “It’s Up To You” campaign efforts drove audiences to [GetVaccineAnswers.org](https://www.getvaccineanswers.org) and [DeTiDepende.org](https://www.detidepende.org) for answers to the top questions Americans have about the COVID-19 vaccines. Vetted by experts at CDC, HHS, AAP and COVID Collaborative, content on the website is available in seven languages (English, Spanish, Simplified Chinese, Korean, Russian, Haitian Creole and Vietnamese) and serves as an information hub to help consumers make an informed decision for themselves and their families about COVID-19 vaccines.



Public education is a critical component of our response to the COVID-19 pandemic — it is a shared effort to empower people to protect themselves, especially those in disproportionately burdened populations.”

DR. ROCHELLE P. WALENSKY
CDC DIRECTOR



CAMPAIGN IMPACT

AT LEAST 75%

of Americans eligible for the vaccine have seen or heard of the "It's Up To You" campaign, as of December 2021

NEARLY 12 MILLION

sessions from [GetVaccineAnswers.org](https://www.getvaccineanswers.org) have been driven by the campaign

\$270 MILLION

in media support has been received from the "Its Up To You" campaign and related publicly across all channels, including iHeartMedia

60%

of those going to [GetVaccineAnswers.org](https://www.getvaccineanswers.org) left feeling more confident about getting vaccinated against COVID-19

ABOUT

THE AD COUNCIL

[AdCouncil.org](https://www.adcouncil.org)

The Ad Council has a long history of creating life-saving public service communications in times of national crisis, starting in the organization's earliest days during World War II to September 11th and natural disasters like Hurricane Katrina and Hurricane Sandy and, most recently, leading the industry's response to the COVID-19 pandemic. Its deep relationships with media outlets, the creative community, issue experts and government leaders make the organization uniquely poised to quickly distribute life-saving impactful information to millions of Americans.

The Ad Council is where creativity and causes converge. The non-profit organization brings together the most creative minds in advertising, media, technology and marketing to address many of the nation's most important causes. The Ad Council has created many of the most iconic campaigns in advertising history. Friends Don't Let Friends Drive Drunk. Smokey Bear. Love Has No Labels.

COVID COLLABORATIVE

COVID Collaborative is a national assembly of experts, leaders and institutions in health, education and the economy and associations representing the diversity of the country to turn the tide on the pandemic by supporting federal, state and local COVID-19 response efforts.

CAMPAIGN SNAPSHOT

2/25/21 - 3/18/21

dates running

838

iHeartMedia stations

58,292,700

impressions

CENTERS FOR DISEASE CONTROL & PREVENTION (CDC) VACCINATION ELIGIBILITY AND ACCESS

Many see COVID-19 vaccination as the key to a post-pandemic life, yet millions in the United States have not been vaccinated despite eligibility and plentiful supply. In 2021, eligibility, access to the vaccine and vaccination hesitancy changed regularly.

In early 2021, iHeart teamed up with the U.S. Centers for Disease Control and Prevention (CDC) for a targeted on-air media campaign emphasizing the importance of COVID-19 vaccination with messages targeted towards eligible high-risk groups including teachers, school staff and childcare workers; college students 18-24 and millennials 25-35; healthcare workers; racial and ethnic minorities; and women who are pregnant and of childbearing years.

From March 3, 2021 through the end of 2021, iHeart delivered real-time news and information regarding vaccination eligibility requirements as well as information on access to vaccinations in local communities through programs such as The Federal

Retail Pharmacy Program for COVID-19 Vaccination, a collaboration between the federal government, states and territories, and 21 national pharmacy partners and independent pharmacy networks to increase access to COVID-19 vaccination across the United States.

Additionally, as more groups became eligible to receive the COVID-19 vaccine, iHeart launched programs using its broad – yet hyper-targeted – reach to deliver the messages:

- In March 2021, the CDC recommended the COVID-19 vaccine for healthcare workers. iHeart was instrumental in disseminating targeted messaging that encouraged healthcare workers to get vaccinated to protect themselves, their patients and their families.
- Following the March 2 U.S. Department of Health and Human Services directive that all states immediately make teachers, school staff and childcare

workers eligible for COVID-19 vaccination across all vaccination providers, iHeart launched an on-air program to educate communities about the change to eligibility status.

- Long-standing systemic health and social inequities have put many people from racial and ethnic minority groups at increased risk of getting sick and dying from COVID-19. iHeart and the CDC launched a campaign to reach Black and Hispanic listeners across 119 iHeart radio stations.
- Lastly, people who are pregnant or were recently pregnant are more likely to get severely ill with COVID-19 compared with people who are not pregnant. iHeart launched a campaign to reach young women to let them know that the vaccinations were approved and the many reasons why the CDC recommends that they get vaccinated.



GLOBAL CITIZEN

VAX LIVE: THE CONCERT TO REUNITE THE WORLD

iHeart teamed up once again with international advocacy organization Global Citizen for VAX LIVE: The Concert to Reunite the World, a global broadcast and streaming special that aimed to inspire vaccine confidence worldwide and help get the COVID-19 vaccines to everyone, everywhere. During the special, Global Citizen called on philanthropists and corporations to donate enough “dollars-for-doses” to vaccinate more than 27 million heroic health workers serving on the global frontlines in the world’s poorest countries every day. The special also encouraged global development advocates and change makers to call on world

leaders to prioritize the equitable distribution of COVID-19 vaccines for everyone, everywhere.

The music event, airing on May 8, was hosted by Selena Gomez, and featured performances from Jennifer Lopez, H.E.R., Eddie Vedder, J Balvin and Foo Fighters as well as appearances by U.S. President Joe Biden and Prince Harry and Meghan, The Duke and Duchess of Sussex.

“VAX Live: The Concert to Reunite the World” was filmed at SoFi Stadium in Los Angeles and aired across iHeartMedia radio stations and on the iHeartRadio

app, as well as on YouTube and major networks including ABC, CBS and FOX on Saturday, May 8 at 8 p.m. ET. iHeart also played an active role in promoting the event before the live airing across all of its radio stations with a donation of over \$11 million in media support.

Additionally, iHeart acted as executive producer of VAX LIVE: The Concert to Reunite the World alongside Global Citizen, the Ad Council & COVID Collaborative, YouTube Originals, Teneo and Live Nation.



We are so grateful for the long-standing partnership between Global Citizen and iHeart. From the first Global Citizen Festival in 2012, to Global Citizen Live in 2021, and including many more events along the way, iHeart has engaged its listeners in our mission of ending extreme poverty. We look forward to the years to come, and to the positive impact we will continue to create together.”

HUGH EVANS

FOUNDER AND CEO, GLOBAL CITIZEN



CAMPAIGN IMPACT

\$302 MILLION

mobilized in funding by
Global Citizen's *VAX LIVE: The Concert to Reunite the World*

+20 MILLION

COVID-19 vaccine doses
helped mobilizes for
communities in critical need
of global support

ABOUT

GLOBAL CITIZEN

GlobalCitizen.org

Global Citizen is the world's largest movement of action takers and impact makers dedicated to ending extreme poverty by 2030. With over 10 million monthly advocates, our voices have the power to drive lasting change around sustainability, equality and humanity. We post, tweet, message, vote, sign and call to inspire those who can make things happen to act — government leaders, businesses, philanthropists, artists and citizens — together improving lives. By downloading our app, Global Citizens learn about the systemic causes of extreme poverty, take action on those issues and earn rewards with tickets to concerts, events and experiences all over the world. To date, the actions of our community, along with high-level advocacy efforts and work with partners, has resulted in commitments and policy announcements from leaders valued at \$48.4 billion, affecting the lives of more than 880 million people. During last year's Global Citizen hosted campaigns, One World: Together at Home and Global Goal: Unite for Our Future, we mobilized over \$1.5 billion in cash grants, with over \$1.1 billion being already disbursed. For more information, visit globalcitizen.org.

CAMPAIGN SNAPSHOT

04/26/21 - 05/08/21

dates running

856

iHeartMedia stations

584,515,200

media impressions

DR. B

COVID-19 STANDBY LIST

When vaccinations first became available to the public this spring, appointments were scarce, but thousands of doses became available last-minute due to cancellations and short shelf lives. iHeart teamed up with Dr. B to match patients willing to get a dose at a moment's notice with providers who had extra doses.

After a quick two-minute sign up, users received automatic text notifications from

local providers when vaccine appointments became available nearby. The standby system prioritized individuals based on local government criteria, ensuring vaccines went to highest-risk populations first and not just those who had time to wait in line all day.

iHeart partnered with Dr. B. to launch a highly targeted outreach effort directed at underserved communities across our Spanish, Hip Hop and R&B radio stations.



iHeart was invaluable in helping us connect users with life-saving vaccines, particularly in under-resourced communities of color that have been hardest hit by the pandemic.”

CYRUS MASSOUMI

FOUNDER AND CEO, DR. B



CAMPAIGN IMPACT

+1 MILLION

people were offered a vaccine by Dr. B at the height of the rollout

+700

vaccine providers were onboarded across 44 states

CAMPAIGN SNAPSHOT

2/17/21 - 3/14/21

dates running

SPANISH, HIP-HOP AND R&B

iHeartMedia stations

1,738,600

impressions



IHEARTMEDIA PROGRAMMING

Every day, iHeart broadcast radio stations play an essential role in the lives of the communities in which we live and work, especially in times of crisis – and that has never been more critical than in the face of the COVID-19 pandemic. Throughout this unprecedented time, our teams across the country are serving as the best examples of our mission – to give everyone a friend and trusted companion, especially in times of crisis and need. In fact, our personalities, brands and platforms are

more important in the lives of our listeners and communities than ever before, while our markets and stations are finding new, creative and vital ways to serve, reassure and strengthen their local communities.

Additionally, iHeart is continually looking for opportunities to celebrate diversity through cultural moments and events that represent the members and voices of the many diverse communities we serve.

CAN'T CANCEL PRIDE

PRIDE MONTH

For the second year, iHeartMedia and P&G joined forces during Pride Month for “Can’t Cancel Pride,” a virtual relief benefit for the LGBTQIA+ community featuring performances and appearances from some of the most influential voices in the community as well as the biggest names in culture and entertainment. The second annual event demonstrated that nothing can cancel the heart of Pride and the spirit of the LGBTQ+ equality movement by focusing on intersectionality and the issues that continue to impact the LGBTQ+ community in 2021, including the ongoing COVID-19 pandemic.

This year’s star-studded benefit was hosted by Elvis Duran and diamond-selling singer-songwriter Bebe Rexha. The one-hour virtual benefit kicked off with a warm

welcome by Dolly Parton and wrapped up with a special message from Elton John as he honored JoJo Siwa for being a young trailblazer in the community.

The biggest names in culture and entertainment came together to celebrate the start of Pride month with iHeart, including Demi Lovato, PINK, Ricky Martin, Lil Nas X, Marshmello, Brothers Osborne, Troye Sivan, Tate McRae, Brandi Carlile, Kylie Minogue, Leslie Odom Jr., Busy Philipps, Gus Kenworthy, Hayley Kiyoko, Jennifer Hudson, MJ Rodriguez, Nina West, Regard, Karamo Brown and Tan France of *Queer Eye*, Yola, Olly Alexander from *Years & Years*, and Pete and Chasten Buttigieg.

“Can’t Cancel Pride” again partnered with The Greater Cincinnati Foundation

to administer and distribute financial support raised by the event to LGBTQ+ organizations with a track record of positive impact and support of the LGBTQ+ community, including GLAAD, SAGE, The Trevor Project, the National Black Justice Coalition, CenterLink and OutRight Action International.

The event kicked off a month-long Pride celebration throughout June. iHeartMedia radio stations aired spots encouraging listeners to watch the event on demand, share their special Pride moments on social media using the hashtag #CantCancelPride and support the participating nonprofits by visiting cantcancelpride.com or texting “RAINBOW” to 56512.



As the country is returning back to normal and we are slowly starting to gather again, LGBTQ+ communities around the world are still feeling the devastating effects of COVID-19...We look forward to once again celebrating the incredible voices and allies of the LGBTQ+ community with an amazing night of music that will honor Pride and the communities' fight for equal rights, all while benefiting six remarkable nonprofits that make an everyday positive impact.”

GAYLE TROBERMAN

CHIEF MARKETING OFFICER, IHEARTMEDIA



CAMPAIGN IMPACT

+\$4 MILLION

was raised by “Can’t Cancel Pride” in 2021 to benefit the LGBTQ+ communities most impacted by COVID-19

\$8 MILLION

raised in the last two years

ABOUT

GREATER CINCINNATI FOUNDATION

gcfdn.org

As the region's leading community foundation, Greater Cincinnati Foundation connects people with purpose in an eight-county region in Ohio, Kentucky and Indiana. GCF is leading the charge toward a more vibrant and equitable region for everyone – now, and for generations to come

IHEARTCOUNTRY “ONE NIGHT FOR OUR MILITARY”

FIRST RESPONDERS CHILDREN’S FOUNDATION

For Veteran’s Day 2021, iHeartRadio brought together some of Country music’s biggest stars for a celebration of our military heroes during the iHeartCountry “One Night For Our Military” special broadcast in partnership with First Responders Children’s Foundation, the national non-profit organization that provides financial relief to the families of first responders who have been injured or killed in the line of duty. The event included

powerful live performances by Country music artists including Jason Aldean, Kane Brown, Brantley Gilbert, Lauren Alaina, Maddie & Tae, Scotty McCreery, Dierks Bentley and Toby Keith.

The one-hour special broadcast of iHeartCountry “One Night For Our Military” was available on Thursday, November 11 at 7 p.m. local time on iHeartMedia Country stations across the nation and

on the iHeartRadio app on iHeartRadio’s iHeartCountry Radio station.

As part of the broadcast event, listeners were also invited to support our country’s heroes by making a donation to First Responders Children’s Foundation.



CAMPAIGN IMPACT

+63.3

media impressions

720,000

listeners P12+ nationwide

ABOUT

FIRST RESPONDERS CHILDREN'S FOUNDATION

www.1stRCF.org

For 20 years, First Responders Children's Foundation has been providing college scholarships to the children of first responder parents who have been killed or injured in the line of duty. The Foundation also awards grants to families enduring significant financial hardship and supports, promotes and facilitates educational activities and programs created and operated by first responder organizations to benefit children or the communities in which they live. The First Responders Children's Foundation Emergency Response Fund provides financial assistance, PPE and hotel accommodations to first responders on the front lines of the pandemic. The Foundation also pays for funerals of first responders who have made the ultimate sacrifice.

IHEARTRADIO'S LIVING BLACK!

In 2021, iHeart launched “iHeartRadio’s Living Black!” spotlighting the power of Black culture throughout Black History Month in February. The nationwide on-air celebration featured the first-ever “iHeartRadio’s Living Black!” special event with performances by Roddy Ricch, 21 Savage, Jhené Aiko, Kirk Franklin and more of today’s biggest Hip-Hop, R&B and Gospel music artists. The special aired on Saturday, February 20 on iHeartRadio’s YouTube and Facebook pages; iHeartMedia Hip Hop, Gospel and R&B stations; and the iHeartRadio app.

In addition, the month-long “iHeartRadio’s Living Black!” celebration highlighted

hundreds of Black artists, influencers and thought leaders through audio vignettes and tributes on 580 iHeartMedia broadcast radio stations in every format.

The “iHeartRadio’s Living Black!” special event paid homage to the culture that sets the trends, creates the moments and moves the world, and the show weaved once-in-a-lifetime performances into a powerful audio and visual celebration of the Black experience featuring artists, actors, creators and Black leaders who have shaped culture.

In addition to this first-ever special event, “iHeartRadio’s Living Black!” featured conversations that educated, inspired and

celebrated the Black experience through a mix of custom tributes from artists and listeners across the nation. Throughout February, the biggest artists from Country, Pop, Rock and more honored the impact and influence that Black people and Black culture have had on their lives and community; iHeartMedia national and on-air personalities including The Breakfast Club – Charlamagne Tha God, Angela Yee and DJ Envy – Steve Harvey and Big Boy honored trailblazers, modern history makers and future change-makers of Black culture; and hundreds of iHeartMedia stations and shows invited listeners to call in, post and share their experiences and inspirations each week.



IHEARTRADIO PRESENTS SEEHER HEAR HER: CELEBRATING WOMEN IN MUSIC

In celebration of International Women's Day on March 8, iHeart and SeeHer, the largest global movement to eliminate gender bias in marketing, advertising, media and entertainment, launched "iHeartRadio Presents SeeHer Hear Her: Celebrating Women in Music," a celebration placing gender equality center stage. The first-ever special event highlighted three successful and influential artists in music with interviews from Cardi B, Gwen Stefani and Kelsea Ballerini during a live one-hour special that streamed on iHeartRadio's YouTube and Facebook pages on March 8.

The "iHeartRadio Presents SeeHer Hear Her: Celebrating Women in Music" streamed event dove into the lives of these three leading female artists – from their girlhood dreams and the mentors who

inspired them, to achieving those goals and becoming leaders and role models for future generations. The special shared how these artists are using their music platform and social media presence to activate and encourage other women and also explored how although their experiences come from their lives in the music industry, the challenges they face are universal. "iHeartRadio Presents SeeHer Hear Her: Celebrating Women in Music" also featured footage and interviews with other top women artists.

To kick off the celebration, beginning March 1, iHeartMedia launched an eight-day countdown to International Women's Day across 600 iHeartMedia broadcast stations in every format, on social media platforms and on iHeartRadio's biggest podcasts.

The weeklong countdown culminated on March 8 when women took over the mic on popular iHeartMedia broadcast radio shows and podcasts to have conversations about equality, inclusion, inspiration and what everyone can do to help get more women heard. Additionally, iHeartMedia's broadcast radio stations devoted an hour to playing the biggest hits and new music from today's female artists and offered special playlists on the iHeartRadio app.

Listeners were invited to join the conversation online by using #iHeartWomensDay and #SeeHer throughout the day and during the one-hour special on March 8.



IHEARTRADIO PRESENTS SEEHER HEAR HER



ENVIRONMENTAL

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

In 2020, iHeartMedia made a company-wide commitment to this effort with the launch of iHeartRadio Earth, a long-term sustainability initiative designed to inspire iHeart's millions of listeners to take action to positively impact the environment. Now in its second year, iHeartRadio Earth is rooted in the belief that millions of small actions have the potential to make a massive difference for the environment. Since the program's inception in April 2020, iHeart has contributed over \$6 million in donated media across all iHeartMedia stations for this campaign alone.

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

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

IHEARTRADIO EARTH

In April 2020, iHeart launched iHeartRadio Earth, a company-wide sustainability initiative designed to inspire iHeart's millions of listeners to take action to positively impact the environment.

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

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

tips and information that promote insights about environmentally conscious actions and behavior while also helping consumers save money during this unprecedented and challenging time. The program also provides listeners with information about virtual ways to explore the outdoors, including free guided tours of national parks, online workshops and more.

The multi-year PSA campaign educates audiences across iHeart's broadcast radio stations and platforms about small steps they can take in their daily lives to make a positive impact in their own communities and on the planet. Since the program's inception, over 50 spots have been created addressing issues such as consumers' behavioral changes due to the COVID-19 pandemic and its impact on energy and

water usage as well as how families shop for, consume and dispose of food, waste reduction, energy optimization, reducing food waste and carpooling to reduce greenhouse emissions and so much more.

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

- The spots have been aired over 400,000 times since 2020
- Over \$6 million in media value



The partnership with iHeartMedia has been invaluable to NEEF. Our collaboration on iHeartEarth contributes directly to NEEF's mission of making the environment more accessible, relatable, relevant and connected to the daily lives of all Americans by bringing our Public Service Announcements into the homes of millions of listeners across the country. The campaign motivates them to visit the iHeartRadio Earth website to learn how to incorporate smart and sustainable actions in their everyday routine to improve their lives and the health of the planet."

MERI-MARGARET DEOUDES

PRESIDENT AND CEO, NATIONAL ENVIRONMENTAL EDUCATION FOUNDATION (NEEF)



ABOUT

THE NATIONAL ENVIRONMENTAL EDUCATION FOUNDATION (NEEF)

NEEFusa.org

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

ABOUT

VOLUNTEERMATCH

VolunteerMatch.org

Founded in 1998, VolunteerMatch is the most effective way to recruit highly qualified volunteers for nonprofits. We are the largest nonprofit network in the world with the most nonprofits and volunteer opportunities. We believe everyone should have the chance to make a difference. That's why we make it easy for good people and good causes to connect. We've connected millions of people with great places to volunteer and helped tens of thousands of organizations better leverage volunteers to create real impact.

BIG GREEN AT HOME

According to a research study at Northwestern University, in 2020 one in four families in the U.S. faced issues of food insecurity, not knowing where their next healthy meal was coming from. According to the Journal of Extension, the average home vegetable garden produces \$677 worth of fruits and vegetables every year. Likewise, according to Johns Hopkins University, the United States could save more than 30,000 lives and \$5 billion in medical spending each year if Americans ate just one more serving of fruits and vegetables a day.

In March 2021, iHeart teamed up with Big Green, a nonprofit that aims to create a healthier future for kids by connecting them with real food through a nationwide network of Learning Gardens and food literacy programs, for the launch of the Million Gardens Movement, a charitable food initiative, that kicked off on Plant a Seed Day, March 20th. Set in the backdrop of the COVID-19 pandemic, the Million Gardens Movement aspired to give everyone the opportunity to grow their own food, whether it was on a windowsill or in a backyard,

to create a healthier, happier, more sustainable world.

The radio PSA, voiced by Grammy Award-winning musician and actress Eve, drove listeners to MillionGardensMovement.org which offered online lessons and activities for anyone wanting to join the movement and grow more veggies at home. The site featured a vast library of how-to garden advice and resources from Modern Farmer alongside nutrition and health programming from Big Green.



We are building a community of people who love gardening – whether you tend an acre or have a lone pot on your fire escape, the Million Gardens Movement is creating a culture shift around gardening and the value of growing your own food... We're breaking down barriers by showing how simple it is to grow fruits, herbs and vegetables."

FRANK GIUSTRA

OWNER AND PUBLISHER, MODERN FARMER



Big Green and Modern Farmer started the Million Gardens Movement to make it simple for anyone to give a family a garden... Planting a seed is an act of hope for a brighter tomorrow. Join us by giving a garden to a family today."

KIMBAL MUSK

CO-FOUNDER AND EXECUTIVE CHAIRMAN, BIG GREEN



ABOUT

BIG GREEN

BigGreen.org

Big Green is a national nonprofit dedicated to creating healthy places where kids can learn and grow. Through outdoor learning environments, gardens and programming, Big Green forges connections between education and health and offers experiences that engage the whole child. Founded in 2011 by Kimbal Musk and Hugo Matheson to address diet-related health disparities, Big Green has since grown to work in nearly 650 schools in Los Angeles, Denver, Chicago, Memphis, Detroit, Indianapolis and Pittsburgh, and supports students, teachers and families through school-based, online and at-home programming. For more information, please visit or follow them on Twitter and Instagram @BigGreen.

DISCOVER THE FOREST

Over the last two years, we've seen the outdoors become a place of respite for families throughout the COVID-19 pandemic. In 2021, iHeart teamed up with the USDA Forest Service and the Ad Council in support of the all-new Discover the Forest creative. Since 2009, the Discover the Forest campaign has encouraged parents and caregivers to take their families out to the forest to experience and reconnect with nature.

Through the power of storytelling, all of the radio PSAs aired by iHeart showcased the value of the forest as a place where families can deepen their connection with each other and with the outdoors. The PSAs culminated in a singular ask: Make the forest part of your family's story. The creative aimed to reach all parents and caregivers, with an emphasis on fostering a sense of connection to and belonging in nature among Black and Latino families.

Across all PSAs, audiences were directed to DiscoverTheForest.org and DescubreElBosque.org, where they could search for nearby forests, parks and trails and to find ideas for outdoor-focused activities.



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

MICHELLE HILLMAN

CHIEF CAMPAIGN DEVELOPMENT OFFICER, AD COUNCIL



CAMPAIGN IMPACT

5.13 MILLION

impressions for the PSA assets delivered by iHeart

128,000

uses of the campaign's zip code search tool

822,000

sessions on site for the 2021 DiscovertheForest.org and DescubreElBosque.org

ABOUT

THE AD COUNCIL

AdCouncil.org

The Ad Council has a long history of creating life-saving public service communications in times of national crisis, starting in the organization's earliest days during World War II to September 11th and natural disasters like Hurricane Katrina and Hurricane Sandy and, most recently, leading the industry's response to the COVID-19 pandemic. Its deep relationships with media outlets, the creative community, issue experts and government leaders make the organization uniquely poised to quickly distribute life-saving impactful information to millions of Americans. The Ad Council is where creativity and causes converge. The nonprofit organization brings together the most creative minds in advertising, media, technology and marketing to address many of the nation's most important causes. The Ad Council has created many of the most iconic campaigns in advertising history. Friends Don't Let Friends Drive Drunk. Smokey Bear. Love Has No Labels. The Ad Council's innovative social good campaigns raise awareness, inspire action and save lives. To learn more, visit AdCouncil.org, follow the Ad Council's communities on Facebook and Twitter, and view the creative on YouTube.

ABOUT

USDA FOREST SERVICE

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

ENVIRONMENTAL 2021 LOCAL SPOTLIGHTS

5K BENEFITTING GREENWORKS ASHEVILLE, NC IHEARTMEDIA ASHEVILLE

GreenWorks is a nonprofit environmental organization with the mission to inspire, equip and mobilize individuals and communities to take care of the places we live and work. iHeartMedia Asheville promoted participation in the organization's annual 5K fundraiser benefiting GreenWorks' initiative to clean up local greenways and rivers.

EARTH DAY AWARENESS DENVER, CO 97.3 KBCO

97.3 KBCO, in partnership with the Alliance Center – a mission-driven coworking space, event venue and environmental nonprofit located in Downtown Denver that is home to dozens of organizations working to create a more sustainable and equitable world – ran a campaign using kids' voices to highlight some of the everyday actions people can take to better our planet.

TREES FOR HOUSTON HOUSTON, TX NEWS RADIO 740 KTRH

iHeartMedia Houston hosted Barry Ward from Trees For Houston – a non-profit organization dedicated to planting, protecting and promoting trees – to discuss the organization's efforts to replace dead trees with new ones and their expansion onto a permanent campus with an on-site nursery and environmental education center.

SAVE THE EARTH EVERY DAY – NOT JUST EARTH DAY! MINOT, ND 97 KICKS FM

iHeartMedia Minot stations Mix 99.9 and Z94 ran PSAs the week of Earth Day, reminding listeners to conserve water, reduce, reuse, recycle, go paperless, use long-lasting light bulbs and more.

WATERWAY PICKUP MYRTLE BEACH, SC GATOR 107.9

In May 2021, iHeartMedia Myrtle Beach hosted an all-day waterway cleanup along the Grand Strand. Listeners joined the iHeart team in picking up trash along the ocean and riverway areas.

EARTH DAY NYC NEW YORK CITY, NY IHEARTMEDIA NEW YORK

The Earth Day Initiative is a nonprofit organization dedicated to empowering people to make a positive environmental impact in their own lives and communities. iHeartMedia New York provided PSA, digital and social support to the 2021 Earth Day Event to encourage millions of people in real and impactful sustainability conversations.

AIN'T YOUR MAMA'S HEATWAVE NORFOLK, VA 103 JAMZ

In October 2021 the documentary "Ain't Your Mama's Heat Wave" premiered. The film is a stand-up comedy special from the frontlines of the climate crisis. It was filmed in the St. Paul's district of Norfolk, VA, a Black public housing community that is being redeveloped because of climate flooding, sea level rise and a legacy of racist urban policies. The city of Norfolk, which is below sea level and sinking, is grappling with the climate crisis and racial injustice. iHeartMedia Norfolk's 103 JAMZ team helped promote the premiere screening and subsequent events for them, encouraging listeners to learn more about climate change and actions they can take in their community.

RIVERSIDE & BEACH CLEAN UP**PORTLAND, OR
1190 KEX**

Each year SOLVE Oregon recruits volunteers to help clean up the beaches at the Oregon Coast as well as the areas around the state's many rivers. In September 2021, iHeartMedia Portland's 1190 KEXW supported the program with PSAs and public affairs interviews. The station promoted about 100 projects throughout the state that aimed to clean Oregon's watersheds, from source to sea. Additionally, the KKCW Morning Team conducted a Facebook Live segment with the Program Director from SOLVE to give additional insights on community cleanup efforts.

RHODE ISLAND ICED TEA**PROVIDENCE, RI
94 HJY**

Jonathan Stone, CEO of Save the Bay, was interviewed on the "Infonation" public affairs program on all four iHeartMedia Providence stations about the ongoing projects involving the improvement of Narragansett Bay. Kelly McShane, CEO of Granny Squibbs Organic Iced Tea, also appeared on the show to announce a fundraising initiative benefitting Save the Bay. The program ran on all four iHeartMedia Providence stations in May 2021.

IDAHO WILDLIFE FEDERATION**SEATTLE, WA
IHEARTMEDIA SEATTLE**

The Idaho Wildlife Federation is a nonprofit organization that advocates for the conservation of Idaho's fish and wildlife, habitat and outdoor heritage. iHeartMedia Seattle hosted two guests on its public affairs show: Brian Brooks, Executive Director of the Idaho Wildlife Federation; and David Mazalewski, Naturalist, World Wildlife Federation. The interview touched on the organization's mission and the ways listeners can help preserve the environment.

CLEAN GREEN SPRINGFIELD**SPRINGFIELD, MO
IHEARTMEDIA SPRINGFIELD**

iHeartMedia Springfield partnered with the City of Springfield for Clean Green Springfield, a city-wide effort to clean up and beautify the city. The market aired a 30-minute public affairs show about all the volunteer opportunities available and ran a PSA campaign to support the efforts. In addition, iHeartMedia Springfield staff volunteered at several of the recycling and clean-up events.



IHEARTIMPACT

iHeartIMPACT is a community impact division of iHeartMedia designed to help corporate brands partner with nonprofits through their advertising spends with iHeartMedia. iHeartIMPACT works with brands to achieve marketing goals

on iHeart platforms and at the same time invest in community organizations addressing critical social causes. To date, this program has provided more than \$4M in funding to nonprofits across dozens of issue areas.



ADVERTISING WITH PURPOSE

Brands with goals to give back to the community advertise with iHeartMedia.



COMMUNITY PARTNERSHIPS

iHeart reinvests a portion of an advertising spend back into the communities in which we live and work to help address pressing challenges within our communities.



STORYTELLING & AWARENESS

iHeartIMPACT creates awareness and recognition to showcase work being done in the community made possible by our advertisers.

+50 ORGANIZATIONS FUNDED TO-DATE SINCE THE LAUNCH IHEARTIMPACT IN 2019

2021 IHEARTIMPACT BRAND PARTNERS INCLUDED

Ally Financial
Anthem, Inc.
Arrowhead
Best Egg
DoorDash
Hill's Pet Nutrition

Hyundai
Jack Daniels
Kaiser Permanente
MolinaCares
Navy Federal Credit Union
NerdWallet

Osmo
State Farm
T-Mobile
Ulta Beauty
Walgreens

TUSKEGEE UNIVERSITY/ HBCU HOMECOMING

POWERED BY ULTA BEAUTY

HBCU Homecoming is a time-honored tradition celebrating Historically Black Colleges and Universities and their rich histories and cultural impact. Due to COVID, thousands of alumni and students were unable to gather in person again this year, so iHeartRadio and Ulta Beauty teamed up to bring some of the traditional joy, magic and pride to HBCU members everywhere with a month-long celebration.

From elevating the voices of influential alumni and students across our airwaves

to a sweepstakes to showing off 'at home-homecoming' looks to a powerhouse panel with inspirational entrepreneurs, the partnership pulled together everything students, faculty and alumni love about Homecoming while inspiring consumers with Ulta Beauty's "Possibilities are Beautiful" messaging.

Tuskegee University was selected as the recipient of the Ulta Beauty and iHeartMedia scholarship by Shayla Redmond, Tuskegee alumna and winner

of the Ulta Beauty HBCU Homecoming Celebration social media sweepstakes. The scholarship with Tuskegee University, which has brought awareness to the profound influence Historically Black Colleges and Universities continue to have in America today as its goal, supported the institution's Aerospace Science Engineering Department – the only program of its kind in a historically black institution of higher learning.



We're grateful for the funding from iHeartIMPACT and Ulta Beauty because it truly helps students in our aerospace science engineering program succeed, including those who otherwise might have difficulty accessing the resources to graduate. I've seen students struggle, not because they're not talented, but because they're fighting to address challenges of finances, access to scholarships, or dealing with issues that prevent them from graduating. This funding helps eliminate some obstacles and helps further Tuskegee University's impact in the broader engineering community."

DR. BEN ONI

ACTING DEAN, THE TUSKEGEE UNIVERSITY COLLEGE OF ENGINEERING



CAMPAIGN IMPACT

\$30,000

scholarship provided to Tuskegee University

150

Tuskegee University students supported

2.6 MILLION

media impressions raising awareness around Tuskegee University's mission

ABOUT

TUSKEGEE UNIVERSITY

www.Tuskegee.edu

Tuskegee University's central mission is to advance knowledge, leadership and service through our teaching, research and outreach programs. Emanating from our proud heritage as a historically black institution, a land-grant university, and a state-related educational unit, we encourage students to not just pursue careers but to be of service to society and to remain active lifelong learners. We endeavor to create a nurturing and supportive environment that fosters personal integrity, an appreciation of diverse cultures and perspectives, and a commitment to improving the human condition.

FISHER HOUSE FOUNDATION

POWERED BY NAVY FEDERAL CREDIT UNION

Fisher House Foundation builds and donates Fisher Houses at military and VA medical centers, where families stay completely free of charge while supporting their loved one receiving specialized medical care at military and VA medical centers around the world.

Traveling to receive specialized medical care is expensive and can be a real financial burden for our military and veteran families.

With no free, temporary lodging available for the families of patients, overnight accommodations at area hotels or with friends and family during treatment must be arranged. Some may choose not to receive treatment at all if family members are unable to be at their side.

iHeartMedia, in partnership with Navy Federal Credit Union, provided a \$12,000 donation to Fisher House Foundation to

further its mission of serving more than 400,000 military and veterans' families with 10 million days of free lodging, part of \$525 million in savings to families. On any given night, more than 1,200 families are offered lodging in a Fisher House.



Navy Federal Credit Union and their members understand the mission of being there for our military service members, veterans and their families. We appreciate your support that directly impacts the lives of those we both serve and keeps military and veteran families together during medical crisis."

KEN FISHER

FISHER HOUSE FOUNDATION, CHAIRMAN AND CEO



CAMPAIGN IMPACT

\$12,000

funding provided to Fisher House Foundation

ABOUT

FISHER HOUSE FOUNDATION

FisherHouse.org

Fisher House Foundation builds comfort homes where military & veteran families can stay free of charge, while a loved one is in the hospital. These homes are located at military and VA medical centers around the world. Fisher Houses have up to 21 suites, with private bedrooms and baths. Families share a common kitchen, laundry facilities, a warm dining room and an inviting living room. Since inception, the program has saved military and veterans' families an estimated \$525 million in out-of-pocket costs for lodging and transportation. Fisher House Foundation also operates the Hero Miles program, using donated frequent flyer miles to bring family members to the bedside of injured service members as well as the Hotels for Heroes program using donated hotel points to allow family members to stay at hotels near medical centers without charge. The Foundation also manages a grant program that supports other charities and scholarship funds for military children, spouses and children of fallen and disabled veterans.

FEEDING AMERICA

POWERED BY WALMART

As part of Walmart's Fight Hunger. Spark Change. campaign, Walmart and iHeartMedia collaborated to provide \$55,000 to Feeding America in support of the organization's efforts to combat hunger across America. The Feeding America network is the nation's largest domestic hunger-relief organization, working to connect people with food and end hunger.

As part of the donation, iHeartMedia launched a dedicated digital advertising campaign in Spring 2021 highlighting how Feeding America's work in local communities is addressing hunger relief and food insecurity.

Insights:

- Feeding America estimates approximately 50 million people in the U.S., one in six individuals could face food insecurity due to the ongoing economic fallout from COVID 19.
- 55 percent more people are in need of food assistance on average compared to prepandemic average, and four in ten served are new to charitable food assistance .
- Feeding America has supported a 49 percent increase in food distribution since the pandemic began. 35M people are food insecure in America.
- As of March 2021, Feeding America projects that 42 million people (one in eight), including 13 million children (one in six), may experience food insecurity in 2021.



CAMPAIGN IMPACT

\$55,000

donation

\$1.5 MILLION

media impressions

ABOUT

FEEDING AMERICA

FeedingAmerica.org

Feeding America® is the largest hunger-relief organization in the United States. Through a network of more than 200 food banks, 21 statewide food bank associations, and over 60,000 partner agencies, food pantries and meal programs, we helped provide 6.6 billion meals to tens of millions of people in need last year. Feeding America also supports programs that prevent food waste and improve food security among the people we serve; brings attention to the social and systemic barriers that contribute to food insecurity in our nation; and advocates for legislation that protects people from going hungry.

Visit www.feedingamerica.org, find us on Facebook or follow us on Twitter.

INCLUSIV POWERED BY NERDWALLET

In partnership with NerdWallet, iHeartIMPACT provided funding of \$35,700 to Inclusiv to support the organization's work in advancing financial access in underserved communities. Funding was used to support three community development credit unions in the San Francisco Bay Area as part of Inclusiv's Bay Area Economic Impact Fund.

Inclusiv's mission is to help low- and moderate-income people and communities achieve financial independence through credit unions.

The Bay Area Impact Fund will serve as a COVID crisis response to ensure that Bay Area small businesses and nonprofits obtain PPP loan forgiveness, as well as direct economic relief to Bay

Area low-income consumers in the form of loan forbearance, forgiveness and affordable small-dollar loans. The Fund directly focuses on communities of color most deeply impacted by COVID and the resulting economic fallout, including Black, Latinx and Asian American communities that faced the greatest hurdles in accessing the limited government assistance available this year.



CAMPAIGN IMPACT

\$35,700

donation to Inclusiv

3.2 MILLION

media impressions

3 LOCAL COMMUNITY

development credit unions funded

ABOUT

INCLUSIV

Inclusiv.org

At Inclusiv, we believe that true financial inclusion and empowerment is a fundamental right. We dedicate ourselves to closing the gaps and removing barriers to financial opportunities for people living in distressed and underserved communities. Inclusiv is a certified CDFI intermediary that transforms local progress into lasting national change. We provide capital, make connections, build capacity, develop innovative products and services and advocate for our member community development credit unions (CDCUs). Inclusiv members serve over 12.4 million residents of low-income urban, rural and reservation-based communities across the US and hold over \$159 billion in community-controlled assets. Founded in 1974, Inclusiv is headquartered in New York, NY, with offices in Madison, WI and Atlanta, GA.

SWEET RELIEF MUSICIANS FUND

POWERED BY JACK DANIELS

iHeartRadio hosted the 2021 Jack Daniel's Battle of the Bar Bands in Summer 2021, spanning nearly 50 cities and including thousands of artist entries ranging from rock, country, hip-hop, folk, EDM and more.

The national campaign made possible by Jack Daniel's raised more than \$50,000

to support Sweet Relief Musicians Fund, a nonprofit organization that provides emergency financial support to the music community, including music industry professionals who are struggling to make ends meet due to COVID-19, illness, disability or age-related problems.

The \$50,000 in funding provided by Jack Daniels and iHeart will support Sweet Relief's COVID-19 fund, which provides support for medical expenses, lodging, clothing, food and other vital living expenses to music industry professionals impacted by sickness or loss of work.



We are so incredibly grateful for the partnership with iHeartMedia and Jack Daniels. They approached us when our desperate music community was still reeling from the financial impact of the pandemic and enabled us to provide emergency financial relief to over 125 people. They worked with us to truly understand our mission, and their sincerity and willingness to help was evident every step of the way."

ARIC STEINBERG

EXECUTIVE VICE PRESIDENT, SWEET RELIEF MUSICIANS FUND



CAMPAIGN IMPACT

\$50,000

donation

125

music industry professionals devastated by the pandemic were provided with financial assistance through iHeart and Jack Daniels' support

ABOUT

SWEET RELIEF MUSICIANS FUND

SweetRelief.org

Sweet Relief Musicians Fund provides financial assistance to all types of career musicians and music industry workers struggling to make ends meet while facing illness, disability, or age-related problems.

THE TREVOR PROJECT

POWERED BY ALLY

The Trevor Project is the world's largest suicide prevention and crisis intervention organization for LGBTQIA+ young people. Trevor works to save young lives by providing support through free and confidential suicide prevention and crisis intervention programs on platforms where young people spend their time: A 24/7 phone lifeline (TrevorLifeline), chat (TrevorChat) and text (TrevorText).

Every 45 seconds, an LGBTQIA+ young person between the ages of 13 and 24 attempts suicide, according to a 2021 estimation from The Trevor Project. Suicide is the second leading cause of death among young people, with lesbian, gay, bisexual and transgender youth more than four times more likely to attempt suicide than their peers. What's more, as many as

half of all transgender people have made a suicide attempt — many before the age of 25.

Over more than 22 years, Trevor has become a trusted resource offering targeted services for the unique and intersectional mental health needs of LGBTQIA+ youth. In the organization's 2021 Fiscal Year, The Trevor Project served more than 200,000 crisis contacts.

During Pride Month 2021, iHeartMedia and Ally Financial launched a collaboration to support Trevor's mission to help every adult become an upstanding ally and the "Hometown Hero" of their own communities — someone who can help save an LGBTQIA+ young person's life.

Activating at iHeartMedia's summer tentpole music event, iHeartRadio Wango Tango, Trevor and Ally Financial partnered to create resource-rich, action-oriented content that'll raise awareness about LGBTQIA+ youth mental health and how people — whether colleagues, family members, or friends — can support the LGBTQIA+ youth in their own lives.

In addition, Ally Financial's donation helped power Trevor's Crisis Services throughout June 2021, when call, text and chat volume typically surge. \$50,000 investment in Trevor's Crisis Services helped Trevor achieve its Pride Month 2021 goal of raising enough funds to reach an additional 100,000 LGBTQIA+ young people in 2021.



CAMPAIGN IMPACT

\$50,000

donation

100,000

additional LGBTQIA+ young people with free, 24/7 crisis counseling via phone, text and chat is Ally's goal for this pride month through The Trevor Project

ABOUT

THE TREVOR PROJECT

TheTrevorProject.org

The Trevor Project is the world's largest suicide prevention and crisis intervention organization for LGBTQIA+ (Lesbian, Gay, Bisexual, Transgender, Queer and Questioning) young people. The organization works to save young lives by providing support through free and confidential suicide prevention and crisis intervention programs on platforms where young people spend their time: our 24/7 phone lifeline, chat and text. We also run TrevorSpace, the world's largest safe space social networking site for LGBTQ youth, and operate innovative education, research and advocacy programs.

NATIONAL ANGELS

POWERED BY HYUNDAI

In Summer 2021, iHeartRadio's The Bobby Bones Show's co-host Eddie Garcia walked from Bluefield, West Virginia to Bristol, Tennessee, as part of a fundraiser for National Angels, a national nonprofit organization dedicated to supporting children, youth and families in the foster care community.

Garcia, who is a foster parent to two young children and is on the National Advisory Council for the nonprofit organization, surpassed his goal of donations for the National Angels organization, raising \$268,135 for National Angels.

When the fundraiser was first announced on-air May 24, The Bobby Bones Show's loyal listeners donated more than \$30K in one day, which more than tripled the program's initial \$10K goal.



What is so powerful about this fundraiser is that Eddie is not just walking in honor of his children who are in foster care, but on behalf of the 430,000 children and youth in the foster care system across the country. We are so honored to partner with Eddie and The Bobby Bones Show, and each person who donates because they are directly impacting the foster care community."

SUSAN RAMIREZ

CEO AND FOUNDER, NATIONAL ANGELS



CAMPAIGN IMPACT

\$268,000

in funding raised by iHeart listeners

ABOUT

NATIONAL ANGELS

NationalAngels.org

The National Angels mission is to walk alongside children, youth and families in the foster care community by offering consistent support through intentional giving, relationship building and mentorship. National Angels is a compilation of 22 chapters in 16 states across the country. National Angels intends to open chapters in every metropolitan city in the nation so every single child, youth and family experiencing foster care will be supported and empowered to succeed. For more information or to get involved, please visit www.nationalangels.org.

NATIONAL COUNCIL FOR MENTAL WELLBEING

POWERED BY KAISER PERMANENTE

The Substance Abuse and Mental Health Services Administration (SAMHSA) estimates one in five American adults experience a mental health challenge each year, and almost half of all Americans will experience a mental health challenge during their lifetime. Data from the Centers for Disease Control and Prevention show adverse mental or behavioral health symptoms have been especially prevalent in Black and Hispanic communities since the start of the COVID-19 pandemic.

Mental Health First Aid USA (MHFA) and Kaiser Permanente joined efforts to dramatically increase MHFA's network of

instructors in diverse communities and teach more people to identify, understand and respond to signs of mental health and substance use challenges.

MHFA, a public education program of the National Council for Mental Wellbeing, and Kaiser Permanente, one of America's leading health care providers, made the announcement in recognition of Minority Mental Health Awareness Month. The effort was intended to support communities of color in California, Colorado, Georgia, Hawaii, Maryland, Oregon, Virginia, Washington state and Washington, D.C.

The \$148,000 contribution from Kaiser Permanente and iHeartMedia increases access to MHFA training in diverse communities with a need for increased mental health and substance use challenge resources.

MHFA training, which includes content on cultural considerations and overcoming stigma, equips people with the knowledge, confidence and skills needed to reach out and provide initial help to someone who may be experiencing a mental health or substance use challenge.



Now that we've gone through more than a year of a traumatic, inequity-exacerbating pandemic, the need to shine a spotlight on minority mental health has never been clearer. Mental Health First Aid USA is proud to have strong partners like Kaiser Permanente and iHeart who recognize the mental health resource gap in diverse communities and are rising to help fill it. With their support we can continue the important work of building a culturally competent and inclusive First Aider network to ensure healthier, happier, safer communities are accessible to all."

DEANNA ROEPKE

VICE PRESIDENT AND GENERAL MANAGER, MENTAL HEALTH FIRST AID USA



CAMPAIGN IMPACT

+\$148,000

in funding raised by iHeart listeners

65

mental health first aid instructors trained
in nine major markets

NEARLY 4,000

mental health First Aiders trained

ABOUT

NATIONAL COUNCIL FOR MENTAL WELLBEING

TheNationalCouncil.org

Founded in 1969, the National Council for Mental Wellbeing is a membership organization that drives policy and social change on behalf of nearly 3,500 mental health and substance use treatment organizations and the more than 10 million children, adults and families they serve. We advocate for policies to ensure equitable access to high-quality services. We build the capacity of mental health and substance use treatment organizations. And we promote greater understanding of mental wellbeing as a core component of comprehensive health and health care. Through our Mental Health First Aid (MHFA) program, we have trained more than 2.5 million people in the U.S. to identify, understand and respond to signs and symptoms of mental health and substance use challenges.

FIRST BOOK

POWERED BY MOLINA HEALTHCARE

In Los Angeles, a quarter of all children live in poverty and Hispanic and Black households have a median income that is \$30k-\$40k less than that of white households. Hispanic and Black students perform 24 and 36 points lower, respectively than their white peers on 4th grade reading scores.

This challenge is further compounded for children of color by the lack of diversity in

children's books and the high price-point of the diverse books that do exist: 90 percent of First Book educators say their students would be more enthusiastic readers.

Research shows that the presence of books in homes improves educational outcomes, so iHeartIMPACT teamed up with MolinaCares to help First Book distribute over 10,000 brand-new, high quality and diverse books to over 800 educators

serving children in need throughout Los Angeles. As a result, more children have access to relevant and engaging books that reflect their lives and experiences—driving their interest in reading, improving educational outcomes and helping them develop a more positive self-image.



CAMPAIGN IMPACT

\$22,525
funding provided

800
educators served

10,000
books provided to
educators serving children
in need in Los Angeles



ABOUT

FIRST BOOK

FirstBook.org

Founded in Washington, D.C., in 1992 as a 501©3 nonprofit social enterprise, First Book is a leader in the educational equity field. Over its 29-year history, First Book has distributed more than 200 million books and educational resources, with a retail value of more than \$2 billion. First Book believes education offers children in need the best path out of poverty. First Book breaks down barriers to quality education by providing its Network of more than 500,000 registered teachers, librarians, after school program leaders and others serving children in need with millions of free and affordable new, high-quality books, educational resources and basic needs items through the award-winning First Book Marketplace nonprofit eCommerce site. The First Book Network comprises the largest and fastest-growing community of formal and informal educators serving children in need.

First Book also expands the breadth and depth of the education field through a family of social enterprises, including First Book Research & Insights, its proprietary research initiative and the First Book Accelerator, which brings best-in-class research-based strategies to the classroom via relevant, usable educator resources. First Book Impact Funds target support to areas of need, such as rural communities or increasing diversity in children's books



HEART OF AMERICA

POWERED BY ANTHEM INC.

In partnership with education nonprofit Heart of America, Anthem, Inc. and iHeartMedia built three newly renovated food access spaces in Los Angeles, Atlanta and New York City schools, with the goal of combating food insecurity and lack of access to healthy food.

The partnership was designed to help schools across the country expand their offering of nutritious foods for their students. By creating customized solutions like learning gardens, food pantries and teaching kitchens, this collaboration provided practical, sustainable resources

that will help schools in their long-term nutrition efforts.

The school transformation projects were unveiled alongside local iHeart and Anthem employee volunteers, community leaders and partner organizations in each market. Programs included:

- **LOS ANGELES** – Manual Arts High School: Renovation of an on-campus produce garden that is providing fresh fruits and vegetables to students and their families
- **ATLANTA** – College Park Elementary School: Development of a food pantry, where students and families now have access to fresh and shelf-stable meals
- **NEW YORK CITY** – P.S. 398 Walter Weaver Elementary School: Transformation of a school space into a food pantry, including a completely renovated kitchen.



Heart of America is excited that collectively, with Anthem and iHeart, we have brought the school's visions to life to address food insecurity for their students and families. This work underscores the importance of designing schools with spaces that address the unique needs of the communities they are in. Through this partnership, these three schools across the country will have access to healthy food through gardens and food pantries that will impact students for generations to come."

JILL HARDY HEATH

PRESIDENT & CEO, HEART OF AMERICA



CAMPAIGN IMPACT

2,700 SQ FT

produce garden built in Los Angeles helping to provide fresh fruits and vegetables to students

660 SQ FT

food pantry launched in New York, where 2,000 pounds of food will be given away to students and families each month

10,000 LBS

of healthy food will be given away to students and families monthly in Atlanta, including nearly 25,000 lbs. of food distributed as of December 2021



ABOUT

HEART OF AMERICA

[HeartOfAmerica.org](https://www.HeartOfAmerica.org)

Heart of America (HOA), founded in 1997, transforms educational spaces into modern learning environments so that students, families and communities can learn and grow. The organization has led in addressing education inequity across the United States for nearly 25 years by delivering high-quality resources and engaging spaces to underserved students and campuses to reduce the digital divide and close the resource gap.



LUIS FONSI FOUNDATION

POWERED BY ALLY

Celebrated at the 2021 iHeartRadio Fiesta Latina, iHeartMedia and Ally recognized "Hometown Heroes" by honoring the Luis Fonsi Foundation, an organization focused on social justice as well as infrastructure construction, health and education in Puerto Rico. By providing funding of

\$50,000 to the Luis Fonsi Foundation, iHeart helped to further the organization's mission to empower youth to become productive members of society.

Funding allowed the Foundation to identify underprivileged communities and/or

schools in Puerto Rico in need of support for their musical education programs and provide those programs with the necessary instruments to grow.



Thank you, iHeart, for helping our Foundation bring music to our children's souls and minds."

ENID S. RODRIGUEZ-BINET

EXECUTIVE DIRECTOR, LUIS FONSI FOUNDATION



CAMPAIGN IMPACT

\$50,000

funding provided to the Luis Fonsi Foundation

ABOUT

LUIS FONSI FOUNDATION

The Luis Fonsi Foundation's goal is to influence young minds through teaching and learning musical instruments, instilling a sense of pride and developing a mindset for students that will last as they grow into young adults.

CONGRESSIONAL HISPANIC CAUCUS INSTITUTE

POWERED BY STATE FARM

State Farm® and iHeartMedia teamed up with the Congressional Hispanic Caucus Institute (CHCI) to support Hispanic high school students.

State Farm, a long-standing supporter of CHCI, collaborated with iHeartMedia to support CHCI's programs focused on developing the next generation of Latino leaders. iHeartMedia provided a \$150,000 grant to CHCI to continue providing leadership development, higher education

opportunities and career development experiences to young leaders.

CHCI, the premier Hispanic leadership development organization based in Washington, D.C., is making dynamic, online leadership, educational and professional development tools and resources available to Hispanic young leaders throughout the United States via a mobile "NextOpp" app, thereby contributing to increasing the number of Latinos

obtaining four-year college degrees and increasing the number of civically engaged Latinos.

Through the generous support of iHeartIMPACT, CHCI developed a mobile app with dynamic, online leadership and professional development tools for those participating in R2L NextGen, and accessible to the 400+ emerging leaders who apply to the program.



We have learned through our many years of existence that the younger we begin cultivating young Latino talent, the better. That is the reason we created a program specifically aimed at high school students, and it is also the reason we are extremely proud of this partnership with State Farm and iHeartMedia, so that we can reach even more outstanding high school students. Thanks to State Farm and iHeartMedia, we will continue to educate, empower and connect with a new generation of Latino leaders throughout the country."

MARCO A. DAVIS

PRESIDENT AND CEO, CONGRESSIONAL HISPANIC CAUCUS INSTITUTE



CAMPAIGN IMPACT

\$150,000

funding provided to the Congressional Hispanic Caucus Institute

400+

students supported through CHCI's R2L NextGen leadership and professional development program

ABOUT

CONGRESSIONAL HISPANIC CAUCUS INSTITUTE

CHCI.org

The Congressional Hispanic Caucus Institute (CHCI) is the premier Hispanic nonprofit and nonpartisan 501(c)(3) organization in the country dedicated to developing the next generation of Latino leaders®. CHCI provides leadership, public service and policy experiences to outstanding Latino/a/x students and young professionals, and convenes Members of Congress, other public officials, corporate executives, nonprofit advocates and thought leaders to discuss issues facing the nation and the Hispanic community.

CRISIS TEXT LINE

POWERED BY WALGREENS

Crisis Text Line provides free, 24/7, high-quality text-based mental health support and crisis intervention by empowering a community of trained volunteers to support people in their moments of need.

The organization supports an average of 3,500 people a day and has supported over 6 million conversations since launching in 2013. An estimated 17 percent were initiated by texters who identified as Hispanic. Unfortunately, access to services in Spanish is scarce, with only 5.5 percent of mental health providers administering services in Spanish. Racial and economic disparities have been linked to an increase

(over 20 percent) of suicide tendencies among Latino/Hispanic youth during the COVID-19 Pandemic. Latina adolescents attempt suicide more often than any other group of female teenagers nationwide.

Through iHeartMedia's and Walgreens' funding of \$150,000, Crisis Text Line can better support the Latino community by supplementing the financing needed to offer bilingual supervision to its volunteer crisis counselors on the Crisis Text Line platform.

An experienced, full-time staff of supervisors oversee and assist volunteers who support every conversation with a

texter in their moments of need. Long term, the contribution from iHeart and Walgreens is supporting more Latino people's ability to access the mental health support they need, reducing racial and economic disparities. The partnership was designed to help increase the visibility of the service and elevation of the mental health inequities in the Latino community.

In collaboration with iHeart and Walgreens, Crisis Text Line is working to increase access to mental health services for the Latino community by launching and expanding free, 24/7, high-quality text-based support in Spanish.



Walgreen's generous contribution helps us staff Supervisors for our bilingual text line— a critical need as we grow our Spanish service. Our supervisors provide full-time support to our volunteer Crisis Counselors. This way, our volunteer Crisis Counselors can focus on providing free, 24/7 Spanish bilingual crisis counseling via text to anyone who finds themselves in crisis, however they define it."

MAGGIE FARAH

SENIOR DIRECTOR, BUSINESS DEVELOPMENT, CRISIS TEXT LINE



CAMPAIGN IMPACT

\$150,000

funding provided to Crisis Text Line

3,000

hours of bilingual supervision on Crisis Text Line platforms made possible

ABOUT

CRISIS TEXT LINE

CrisisTextLine.org

Crisis Text Line has been providing free, 24/7, confidential support for people in crisis via text since 2013. Volunteer Crisis Counselors complete a 30-hour training and have 24/7 supervision by full-time Crisis Text Line mental health professionals. Text HOLA to 741741 or text to 442-AYUDAME in WhatsApp to be connected to a trained Crisis Counselor in Spanish. Text CRISIS to 741741 for English. Crisis Text Line currently offers its service in the USA, UK, Canada, and Ireland. Learn more at www.crisistextline.org.

FOOD RESCUE US

POWERED BY ARROWHEAD

Food Rescue US, a national organization dedicated to solving issues of food waste and hunger, collaborated with the iHeartRadio Music Festival and Arrowhead® to support The Courtyard Homeless Resource Center, a public-private partnership with Chicanos

Por La Causa-Nevada and the City of Las Vegas, which provides 24/7 support to the unhoused community of Las Vegas.

iHeartMedia and Arrowhead® Brand Water provided a \$25,000 donation to Food Rescue US to support its national mission

to reduce hunger and food waste. Food Rescue collected nearly 10,000 bottles of unused water from iHeartRadio's Daytime Stage to provide to local communities in need.



At Food Rescue US, we have a goal of ensuring that all excess food and water is rescued and provided to those in need. Partnering with iHeartRadio allowed us to be matched with sponsors like Arrowhead® Brand Water that understand the importance of reducing food waste at their events and working together to ensure any excess products are provided to those that need it."

CAROL SHATTUCK

CEO, FOOD RESCUE US



CAMPAIGN IMPACT

\$25,000

funding provided to Food Rescue US

10,000

bottles of water rescued at the
2021 iHeartRadio Music Festival

ABOUT

FOOD RESCUE US

FoodRescue.us

Food Rescue US, a national nonprofit organization, is a leader in reducing both hunger and food waste in America by connecting the vast amount of healthy, fresh surplus food with the critical hunger demand. Through the use of its proprietary software, Food Rescue US provides the platform for volunteer food rescuers to directly transfer excess food from businesses to local social service agencies that feed the food insecure. By providing food that would otherwise be wasted and delivering it to the food insecure, Food Rescue US is keeping this wasted food from ending up in landfills where it decomposes, creating methane gas that warms the planet. Since 2011, Food Rescue US has helped launch food recovery communities in 36 locations across the country, providing 77 million meals and keeping 100 million pounds of food out of landfills. For more information, visit www.foodrescue.us, find us on Facebook, Instagram, Twitter, and TikTok at @FoodRescueUS. #BeTheRescue

HISPANIC HERITAGE FOUNDATION

POWERED BY T-MOBILE

In recognition of Hispanic Heritage Month, iHeartMedia and T-Mobile provided a \$100,000 donation to the Hispanic Heritage Foundation's (HHF) Latinx On Fast Track (LOFT) Leadership Institute (LLI). Funds were used to support top Latinx students from around the country to participate in an interactive, summer-long curriculum focused

on leadership, community-building, professional development, social impact and cultural pride.

Launched this year as an extension of HHF's 23-year-old Youth Awards program, 300 LOFT Fellows were selected from more than 30,000 applicants – from all 50 states plus Puerto Rico and

Washington, D.C. – and were placed in the LLI to develop professional skills across 10 sectors including STEM fields and entrepreneurship. The program also focused on developing innovative leadership particularly among first generation students from low-income households.



T-Mobile has been a valued partner to the Hispanic Heritage Foundation for years, and their support of LOFT and other programs have impacted the LatinX community in an impactful way. We are also thankful to T-Mobile for inviting iHeartIMPACT to the collaboration and we welcome iHeart to our mission along with their millions of listeners.”

ANTONIO TIJERINO

- PRESIDENT AND CEO OF HFF



CAMPAIGN IMPACT

\$100,000

funding provided to Hispanic Heritage Foundation

300

LatinX on the Fast Track Leadership
Institute students supported

ABOUT

HISPANIC HERITAGE FOUNDATION

HispanicHeritage.org

HHF is a national, nonprofit focused on education, workforce development, social impact and culture through the lens of leadership. Visit www.hispanicheritage.org



106.7 LITE FM's
HOPE
for the Holidays
RADIOTHON

DATE 12/16/21

\$1,321,058 00

PAY TO THE ORDER OF
**Hassenfeld Children's Hospital
at NYU Langone**

One Million Three Hundred Twenty One Thousand
Fifty Eight Dollars

106.7 Lite FM

RADIOTHONS

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

Through its many local radiothon programs, iHeartMedia is one of the biggest supporters of The Children's Miracle Network Hospitals and St. Jude Children's Research Hospital. In addition, many iHeartMedia radio stations have established annual radiothon programs to address local, critical issues, ranging from childhood diseases and homelessness to domestic violence and mental health. Founded in 2017, The Breakfast Club's annual #Change4Change radiothon featuring on-air personalities DJ Envy,

Angela Yee and Charlamagne Tha God has raised over \$1.7 million for issues ranging from education to mental illness to social justice. In 2021 the morning show reimagined their radiothon to grant funds directly to listeners in need. And over the past 10 years, KFI AM 640's PastaThon has raised over \$4.6 million and 700,000 pounds of food for Caterina's Club, which to date has provided more than 7 million meals to kids and those in need in Southern California.

In 2021, despite the social and financial impacts of the pandemic in its local

\$30.85 MILLION

WAS RAISED THROUGH IHEARTMEDIA BROADCAST
RADIO STATIONS THROUGH RADIOTHON PROGRAMS

communities, iHeartMedia broadcast radio stations in markets across the U.S. continued their annual traditions and raised nearly \$30.85 million through the power, dedication and uniqueness of their local radiothon programs.

CHILDREN'S MIRACLE NETWORK HOSPITALS®

Over the course of nearly 40 years, Children's Miracle Network Hospitals® (CMN Hospitals) has raised more than \$7 billion for 170 children's hospitals across the United States and Canada, ensuring that every child who enters a children's hospital receives the best possible care. These unrestricted funds go to each hospital's most urgent needs, whether that's providing charitable care, investing in research that discovers life-saving treatments and cures, training the next generation of doctors and nurses, or offering families comfort and peace of mind during the most trying moments of their lives.

Now more than ever, philanthropy is crucial to ensure children's hospitals are supported so that kids continue to receive the best care possible – no matter life's circumstances. And in the midst of the pandemic, donations can transform how children's hospitals meet the urgent needs resulting from COVID-19 while still maintaining an exceptional standard of care and well-being.

As COVID-19 continues to hinder our collective health, children's hospitals are in crisis. 89 percent of CMN Hospitals member children's hospitals reported staffing shortages due to COVID-19. The pandemic has made the ongoing mental health crisis much worse. Areas like research have been affected despite its importance in protecting kids from, and

treating kids with, COVID-19, and a \$40 million investment in telehealth services is expected to be required across member hospitals. Due to these and other demands on hospitals, contributions help fill funding gaps that save children's lives and unleash their future potential.

iHeartMedia is one of CMN Hospitals' main media partners through its many local programs. Driven by our common desire to ensure a better future, as partners we are committed to doing all that we can to keep children safe and spirits unbroken.

iHeartMedia helps CMN 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 radiothon events that have been an integral part of CMN Hospitals' fundraising efforts since 1997.

iHeartMedia radiothon programs represent annual giving traditions for many local communities. A radiothon highlights personal patient and family stories related to local hospital treatment. While the ripple effects of the COVID-19 pandemic continue to be felt across the country, our stations have adapted their radiothon programs to engage the community, hospitals, kids and their families virtually to raise the critical funds needed for our member children's hospitals.



When children lead healthy, fulfilling lives, we foster the scientists, inventors, artists, and leaders of tomorrow. But the United States is facing a monumental crisis when it comes to protecting the health of future generations. Our partnership with iHeartRadio stations, by inspiring communities to give, is changing the course of that crisis ensuring that every child who enters a local member children's hospital receives the best possible care. Children's Miracle Network Hospitals are on the frontlines of protecting future generations. Thanks to iHeartRadio, they are not doing it alone. Each dollar raised provides holistic, custom care, meeting the needs of every family who enters the doors of a member hospital."

FLEUR VORUZ

SENIOR DIRECTOR,
PROGRAMS (MEDIA)



CAMPAIGN IMPACT

\$7.5 MILLION

raised by 54 stations for Children's Miracle Network Hospitals and distributed to fulfill varying hospital needs

\$6,200

every minute is provided in charitable care to patients to help save kids' lives

32 MILLION

patients visits for 10 Million kids every year

+65 MILLION

in 10 years

ABOUT

CHILDREN'S MIRACLE NETWORK HOSPITALS®

CMNHospitals.org

Children's Miracle Network Hospitals® raises funds for 170 children's hospitals that support the health of 10 million kids each year across the U.S. and Canada. Donations go to local hospitals to fund critical life-saving treatments and healthcare services, along with innovative research, vital pediatric medical equipment, child life services that put kids' and families' minds at ease during difficult hospital stays and financial assistance for families who could not otherwise afford these health services. When we improve the health of all children and allow them the opportunity to reach their full potential, we also improve our communities for years to come. Together, we can change kids' health. Together, we can change the future. To learn about Children's Miracle Network Hospitals and your local children's hospital, visit cmnhospitals.org.

PARTICIPATING IHEART MARKETS INCLUDE

Akron, OH; Albany, NY; Albuquerque, NM; Augusta, GA; Baton Rouge, LA; Cedar Rapids, IA; Chicago, IL; Fayetteville, AR; Grand Forks, ND; Grand Rapids, MI; Hartford, CT; Honolulu, HI; Indianapolis, IN; Miami, FL; Nashville, TN; Omaha, NE; Pittsburgh, PA; Quad Cities, A/IL; Rochester, NY; San Diego, CA; Seattle, WA; Sioux City, IA; Syracuse, NY; Tupelo, MS; Washington, DC; Williamsport, PA; Winchester, VA and Youngstown, OH.

ST. JUDE CHILDREN'S RESEARCH HOSPITAL®

iHeartMedia has partnered with St. Jude for over 30 years, most notably through its radiothon programs, which have raised an incredible \$144.6 million in pledges for St. Jude.

St. Jude Children's Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Their purpose is clear: Finding cures. Saving children.® As the only National Cancer Institute-designated Comprehensive Cancer Center devoted solely to children, treatments invented at St. Jude have helped push the overall childhood cancer survival

rate from 20 percent to 80 percent since the hospital opened in 1962.

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

iHeartMedia supports the work of St. Jude by utilizing its broad reach and

national footprint with two-day radiothon events bringing the St. Jude message to communities across the country.

In 2021, 63 iHeartMedia radio stations aired annual radiothons raising more than \$10.6 million to help support the lifesaving mission of St. Jude.

Nationally-recognized iHeart syndicated personality Bobby Bones also continues to be a champion for St. Jude, raising more than \$19.1 million since he began supporting St. Jude and bringing in more than 4,000 new pledges through his radiothon in December.

PARTICIPATING MARKETS INCLUDED

Albany, NY • Atlanta, GA • Auburn, AL • Austin, TX • Baltimore, MD • Baton Rouge, LA • Beaumont, LA • Biloxi, MS • Birmingham, AL • Boston, MA • Cedar Rapids, IA • Charlotte, NC • Cleveland, OH • Colorado Springs, CO • Columbus, OH • Davenport, IA • El Paso, TX • Fayetteville, AR • Greensboro, NC • Greenville, SC • Harrisburg, PA • Harrisonburg, VA • Hartford, CT • Houston, TX • Huntington, WV • Jackson, MS • Jacksonville, FL • Las Vegas, NV • Little Rock, AR • Louisville, KY • Loveland, CO • Lynchburg, VA • Madison, WI • Mansfield, TX • Memphis, TN • Milwaukee, WI • Minneapolis, MN • Mobile, AL • Montgomery, AL • New Orleans, LA • Oklahoma City, OK • Panama City, FL • Port St. Lucie, FL • Poughkeepsie, NY • Raleigh, NC • Reading, PA • Rochester, MN • Salinas, CA • Salisbury, MD • San Antonio, TX • Sarasota, FL • Springfield, MA • Tallahassee, FL • Tampa, FL • Washington, DC • Weslaco, TX • Wilmington, DE



CAMPAIGN IMPACT

\$10.6 MILLION

million through 63 stations

\$144.6 MILLION

raised since 1989

\$19.1 MILLION

total raised by Bobby Bones in
eight years

+1 MILLION

@ K102 Minneapolis for
seventh year in a row

ABOUT

ST. JUDE CHILDREN'S RESEARCH HOSPITAL®

StJude.org

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

#CHANGE4CHANGE

For the past five years, iHeartMedia's popular nationally syndicated show The Breakfast Club, has raised over **\$1.7 million** with their #Change4Change radiothon for the benefit of various organizations, including the Thurgood Marshall College Fund, The Gathering for Justice and PROJECT375. In 2021, the fifth annual #Change4Change broadcast featured a day of giving to help listeners in need.

Traditionally a radiothon, for the past two years the event granted wishes to listeners experiencing hardship. #Change4Change

was broadcast on December 16, 2021, on iHeart's Power 105.1, New York's Hip Hop and R&B station, and across more than 77 syndicated markets during The Breakfast Club morning show.

The Breakfast Club's on-air personalities, DJ Envy, Angela Yee and Charlamagne Tha God, hosted the #Change4Change broadcast and featured stories from listeners in need of financial help. Listeners submitted their stories and wishes by visiting [BCchange4change.com](https://www.bchange4change.com). A panel of judges selected the winning entries that

were featured during the broadcast on November 19.

Over \$35,000 was donated directly to families in need to help with everything from medical bills associated with a horrific car accident to hardships faced by essential workers, recovery from a devastating house fire, and even funeral expenses related to the COVID-19 pandemic.



ABOUT

THE BREAKFAST CLUB

TheBreakfastClub.iHeart.com

The Breakfast Club, the most-listened-to Hip Hop and R&B morning show in America, features DJ Envy, Angela Yee and Charlamagne Tha God. The Breakfast Club is not only a show, but also a platform, a spotlight, a think-tank for all things hip-hop/pop-culture, politics and community. Known for their unrivaled interviews and ability to connect with and engage audiences through their unique blend of honesty, wit and humor, The Breakfast Club has created a must-stop destination for musicians, entertainers and politicians alike. The results are the best interviews to be found on radio and digital. The four-and-a-half-hour morning program originates from iHeartMedia's legendary Power 105.1/ WWPR-FM in New York and is nationally syndicated by Premiere Networks on more than 100 stations nationwide, including markets such as Houston, Atlanta, Miami and Detroit. "The world's most dangerous morning show" is also available on-demand as a podcast and via their popular YouTube channel, which attracts billions of video views. The Radio Hall of Famers also host Weekends with The Breakfast Club, a three-hour weekly program featuring a countdown of the top 20 hits of the week. Please visit www.PremiereNetworks.com for more information.

KFI PASTATHON

According to the USDA, more than 38 million people in the United States, including 12 million children, are food insecure. The pandemic has increased food insecurity among families with children and communities of color, who were already facing hunger at much higher rates before the pandemic. 2021 marked KFI-AM 640's 11th Annual KFI PastaThon, an on-air fundraising event in partnership with Caterina's Club, to help feed local children in need in Southern California.

The annual KFI PastaThon raised a new record of over \$1 million and 115,324 pounds of food. Money and food raised

from the event benefited Caterina's Club, a charitable organization that feeds 25,000 underprivileged children, five days a week, in over 30 cities throughout Southern California. The nonprofit also finds permanent housing for families in need and introduces at-risk youth to careers in hospitality.

Through on-air, on-line and digital fundraising elements, all KFI AM 640 on-air personalities, including Bill Handel, Jennifer Jones Lee, Gary Hoffmann, Shannon Farren, John Kobylt, Ken Chiampou and Tim Conway Jr., encouraged listeners to donate money along with pasta and pasta sauce to

help feed underprivileged children who live in motels without access to a kitchen.

Since 2010, KFI PastaThon has raised more than \$4.6 million and 700,000 pounds of pasta and sauce to feed thousands of children in Southern California and help end the cycle of poverty. Caterina's Club serves 5,000 pasta dinners five days a week in more than 90 locations in 30 cities in Orange, L.A., San Diego and Riverside counties, with more than 7 million meals served to date. The organization's work has extended far beyond the local California area to include Chicago, New York, Texas, Mexico and Italy.



At Barilla, our mission is to help people live better by bringing well-being and the joy of eating into their everyday lives. We're proud to support projects like the KFI Pastathon for Caterina's Club so that we can share the love in connecting communities around the joy of wholesome food."

ANDREA DUFOUR

COMMUNICATIONS MANAGER, BARILLA



CAMPAIGN IMPACT

\$1,033,502

and 115,324 pounds of food were raised - making it a new record and a 25% increase from the previous year

\$4.6 MILLION

and 700,000 pounds of food for Caterina's Club have been raised since 2010 due to KFI's efforts which to date has provided more than 7 million meals to kids and those in need in Southern California



ABOUT

CATERINA'S CLUB

CaterinasClub.org

Caterina's Club's mission is to provide warm meals, affordable housing assistance and job training to homeless and low-income families throughout Southern California. It all started in 2005, when the owner of the exclusive Anaheim White House Restaurant, Chef Bruno Serato and his mother Caterina were visiting a local Boys & Girls Club and noticed a 6-year-old boy eating potato chips for dinner. What started as feeding a few dozen children every night that year grew into the 'Feeding the Kids in America' program, which provides meals to more than 25,000 kids every week in 30 cities across Southern California. In addition, the charity's 'Welcome Home' program has provided permanent housing for 240 families and more than 670 teenagers have been trained through the Caterina's Club Hospitality Academy program at local high schools. The Caterina's Club vision is to break the cycle of poverty and to provide to every child the resources, love and encouragement they need to be healthy, safe and educated.



WARRIOR FOUNDATION FREEDOM STATION GIVE-A-THON

For the last six years, iHeartMedia San Diego and iHeartMedia's nationally syndicated Armstrong & Getty Show has hosted their annual Warrior Foundation Freedom Station Give-A-Thon, raising funds to fly thousands of ill and injured troops home for the holidays.

The 12-hour Warrior Foundation Freedom Station Give-A-Thon took place on November 19, 2021, with daily features on Armstrong & Getty from November 15-19, 2021. During the broadcast special, on-air

personalities Jack Armstrong and Joe Getty encouraged listeners to call in and donate to help injured warriors return home, raising approximately \$1.68 million. All proceeds benefited the Warrior Foundation-Freedom Station (WFFS), a 501(c)3 volunteer-based organization that helps wounded vets recover both physically and mentally from service injuries. The funds raised were used to purchase plane tickets for injured warriors so they could spend the holidays at home and with their families.

For the past six years, the program has raised almost \$6 million to benefit the Warrior Foundation-Freedom Station and has grown into an annual fundraising effort that reunites families during the holidays, and helps warriors face the challenges of recovery, rehabilitation and transition from military service to civilian life all year long.



We are forever grateful to our wonderful media partners and donors for giving back to our nation's service members during this special time of year. The 2021 Give-A-Thon brought in over \$1,680,201 and it would not have been possible without the generosity of AM 760, Armstrong & Getty and News Radio KOGO 600. By shining a spotlight on our warriors, and their brave struggles with the visible and invisible wounds of war, they rallied the support of thousands of people to fly our heroes home for the holidays. It's a gift our troops will remember forever."

SANDY LEHMKUHLER

CEO AND FOUNDER, WARRIOR FOUNDATION FREEDOM STATION



CAMPAIGN IMPACT

\$5.9 MILLION

raised since 2014

\$1.68 MILLION

raised in 2021 by iHeart listeners

ABOUT

WARRIOR FOUNDATION FREEDOM STATION

WarriorFoundation.org

Founded in 2004, Warrior Foundation Freedom Station is a leading force in assisting, honoring and supporting the military men and women who have bravely served and sacrificed for our country. We are committed to providing injured warriors with quality-of-life items, support services and transitional housing designed to assist them and their families during recovery. Our Freedom Station transitional housing residence has been a particularly groundbreaking program, providing a place for warriors to heal and make the critical transition from military service to civilian life. Warrior Foundation Freedom Station is a San Diego-based nonprofit 501(c)3 organization and has been designated a four-star charity by Charity Navigator, the highest possible rating. For more information, visit www.warriorfoundation.org.

HOPE FOR THE HOLIDAYS RADIOTHON

For the past four years, iHeartMedia New York's 106.7 LITE FM's "Hope for the Holidays Radiothon" raised over \$3.5 million to benefit Hassenfeld Children's Hospital at NYU Langone, one of the nation's premier children's hospitals providing exceptional care for every type of childhood condition.

On December 16, 2021, the fourth annual "Hope for the Holidays Radiothon" raised over \$1.32 million to benefit Hassenfeld Children's Hospital. 106.7 LITE FM's on-air personalities including Paul 'Cubby' Bryant, Christine Nagy, Helen Little, Rich Kaminski, Nina Del Rio and Jack Kratoville hosted a live broadcast from iHeartRadio

headquarters in NYC and encouraged listeners to donate in support of the hospital and the children undergoing treatment.



This year's radiothon was extraordinary. Our team along with our dedicated listeners made it a great day. We always look forward to the event and partnering with Hassenfeld Children's Hospital to support the children and their families in the New York metro area."

CHRIS CONLEY

PROGRAM DIRECTOR, 106.7 LITE FM



CAMPAIGN IMPACT

\$1.32 MILLION

raised in 2021

\$3.5 MILLION

raised since 2018

ABOUT

HASSENFELD CHILDREN'S HOSPITAL

HassenfeldChildrensHospital.com

Hassenfeld Children's Hospital—34th Street is NYU Langone's flagship pediatric inpatient care location, a 160,000-square-foot facility with 68 single-patient rooms in the newly built Helen L. and Martin S. Kimmel Pavilion. It is the first new children's hospital to open in New York City in nearly 15 years, and the only pediatric inpatient facility in Manhattan with all single-patient rooms.

Hassenfeld Children's Hospital's mission is guided by an unparalleled commitment to partnering with children and their families. Everyone, from doctors to nurses to support staff, is dedicated to making sure that children are put at ease, that parents' voices are heard, and that the entire family knows their children aren't just cared for but cared about. Through the Sala Institute for Child and Family-Centered Care, Hassenfeld Children's Hospital's more than 400 doctors—along with nurses, child life specialists, and social workers—partner with families to provide exceptional care for every type of childhood condition, from the most common to the most complex, in a space where children can be children and parents can feel supported.



LOCAL RADIOTHON

In 2021, various iHeartMedia radio stations launched locally organized radiothon programs that yielded over \$12.75 million for various community organizations.

WGY CHRISTMAS WISH

ALBANY, NY

NEWS RADIO 810 WGY

\$150,000 raised for the annual WGY Christmas Wish program which benefits local nonprofit children's organizations.

WRKO RADIOTHON

BOSTON, MA

WRKO

\$192,082 raised to benefit Disable American Veterans (DAV) of Massachusetts.

49TH ANNUAL WSRW TELETHON

CHILLICOTHE, OH

WSRW 101.5

\$88,256 raised for the Highland County Society for Children and Adults.

MAJIC 105.7 RADIOTHON

CLEVELAND, OH

MAJIC 105.7

\$162,856 raised for Cleveland Clinic Children's Hospital.

RONALD MCDONALD HOUSE CHARITIES DAYTON RADIOTHON 2021

DAYTON, OH

MIX 107.7

\$63,775 raised for Ronald McDonald House Charities in Dayton.

2021 KBCO RADIOTHON

DENVER, CO

97.3 KBCO

\$78,000 raised for the Denver Rescue Mission.

2021 PINKY SWEAR RADIOTHON

DES MOINES, IA

1040 WHO

\$280,000 raised for the Pinky Swear Foundation.

COATS FOR KIDS RADIOTHON

DETROIT, MI

97.9 WJLB

\$100,000 raised for Salvation Army in Detroit.

LIGHT UP A CHILD'S LIFE

ERIE, PA

Star 104

\$75,000 raised for Make-A-Wish.

WOOD RADIO DAY OF HOPE

GRAND RAPIDS, MI

WOOD RADIO 106.9 FM & 1300AM

\$75,000 raised for DeGage Ministries.

11TH ANNUAL KFI PASTATHON TO BENEFIT CATERINA'S CLUB

LOS ANGELES, CA

KFI

\$1,033,502 raised and 115,324 pounds of food collected to benefit Caterina's Club.

WHAS CRUSADES FOR CHILDREN

LOUISVILLE, KY

NEWS RADIO 840 WHAS

\$5.1 million raised for community nonprofits that support special needs children.

WREATHS ACROSS AMERICA

MANCHESTER, NH

NEWS RADIO 610

\$60,000 raised for Wreaths Across America to honor fallen heroes with balsam wreaths at gravesites.

IHEARTRADIO FOR THE HOMELESS

MANSFIELD, OH

107.7 THE BREEZE

\$12,500 raised for Humane Society of Richland County.

**MAKE-A-WISH RADIOTHON
MILWAUKEE AND MADISON, WI**
IHEARTMEDIA MILWAUKEE AND
IHEARTMEDIA MADISON, WI

\$250,000 raised for
Make-A-Wish Wisconsin

**WHYHUNGER'S HUNGERTHON
NEW YORK CITY, NY**
710 WOR

\$920,000 raised to benefit WhyHunger.

**LITE FM HOPE FOR THE
HOLIDAYS RADIOTHON
NEW YORK CITY, NY**
106.7 LITE FM

Over \$1.3 million dollars raised for
Hassenfeld Children's Hospital.

**HOPE FOR THE HUNGRY RADIOTHON
OMAHA, NE**
1110 KFAB

\$92,800 raised for the Open
Door Mission.

**ADVENTHEALTH DAY OF GIVING
WITH MAGIC107.7
ORLANDO, FL**
MAGIC 107.7 ORLANDO

\$25,000 raised for
AdventHealth Foundation.

**2021 LEND A HELPING CAN RADIOTHON
PORTSMOUTH, NH**
100.3 WHEB

Over \$268,000 to benefit 12 local
New Hampshire Food Banks.

**LANEY'S LEGACY OF
HOPE RADIOTHON
READING, PA**
Y102

\$105,901 raised for Laney's
Legacy of Hope.

**WARRIOR FOUNDATION
GIVE-A-THON
SAN DIEGO, CA**
SAN DIEGO'S TALK, AM 760

\$1,680,201 raised for Warrior
Freedom Station Foundation.

**ROCK THE HARVEST RADIOTHON
SEATTLE, WA**
102.5 KZOK

\$103,000 raised for
Northwest Harvest.

**KJR RADIOTHON
SEATTLE, WA**
SPORTS RADIO KJR

\$36,000 raised for Ronald
McDonald House.

**HUNGERTHON RADIOTHON
SPRINGFIELD, MO**
ALICE 95.5

\$275,000 raised for
Ozarks Food Harvest.

**WJNO GIVING TUESDAY
WEST PALM BEACH, FL**
1290 WJNO

\$70,000 raised for Salvation Army
of Palm Beach County.

**Q102 CARES FOR KIDS RADIOTHON
WINCHESTER, VA**
Q102

\$150,576 raised for Children's
National Health Systems.





LOCAL PUBLIC AFFAIRS SHOWS

In addition to airing millions of PSAs every year that address a number of national and local issues, iHeartMedia radio stations across America 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, hosted by a local on-air personality, is designed to be an unbiased public forum for community leaders and experts in specific fields to openly discuss the many sides of key issues. iHeartMedia relies heavily on its listeners, its nonprofit partners and its Local Advisory Boards to identify the most relevant issues to discuss each week.

SOME OF THE MOST COMMON ISSUES OF 2021 THAT WERE ADDRESSED ACROSS A LARGE NUMBER OF STATIONS INCLUDED:

Adoption • Affordable Housing/Health • Agriculture • AIDS & HIV • ALS • Animal Welfare • Arts and Culture • Blood Drives • Breast Cancer • Budgeting and Financial Literacy • Bullying • Business/Economy • Civic Engagement and Voting • COVID-19 Safety • COVID-19 Vaccine Information • Cancer Awareness and Research • Car Seat Safety • Child Abuse • Clean Water • Community Development • Community Service • Consumer Taxes • Crime • Diabetes • Disaster Relief • Divorce • Domestic Violence • Drug & Alcohol Abuse • Economic Development • Education • Elderly Care • Emergency Preparedness • Energy • Environment • Family Services • Financial Assistance • Fundraising • Gay Marriage • Government Affairs • Gun Control/Violence • Health & Fitness • Health Care • Highway Patrol • History • Homelessness • Homeownership • Housing • Hunger and Food Insecurity • Mental Health • Military and Veterans Affairs • Music and Entertainment • Opioid - Addiction, Prevention and Recovery • Parenting • Politics • Poverty • Public Health and Wellness • Public Safety and Crime Prevention • Social Justice • Suicide Prevention • Tourism and Traveling • Traffic Safety • Transportation • Unemployment and Job Market • Volunteering • Youth and Family

25,000+ HOURS OF PUBLIC AFFAIRS PROGRAMMING WERE AIRED BY IHEARTMEDIA IN 2021 ACROSS MORE THAN 850 RADIO STATIONS

IHEARTMEDIA COMMUNITIES NATIONAL PUBLIC AFFAIRS SHOW

In addition to the locally produced weekend public affairs shows designed to inform the public about the most relevant issues facing their communities, in 2021, iHeart launched a weekly national public affairs special to address the national pandemic crisis affecting the entire country and to connect community members to one another and to world issues. The show was created to provide a national platform and voice for the world's top health experts, government leaders and nonprofit organizations as they openly discuss important topics around the COVID-19 pandemic and social justice efforts. The shows are hosted by iHeartRadio on-air personality Ryan Gorman in English and iHeartLatino's Enrique Santos in Spanish and air on select stations nationally and are made available weekly on iHeartRadio.

Some of the most relevant guests and topics of 2021 included:

COVID-19 PANDEMIC

DR. JAIME FERGIE

Dr. Jaime Fergie, Director of Infectious Diseases at Driscoll Children's Hospital and Medical Director at the Global Institute for Hispanic Health, provided the latest information on the Omicron variant, including why there is a necessity for vaccines and boosters. He also focused on how COVID-19 has affected our Latino communities and pediatric health.

DR. ADI ROSARIO

Dr. Adi Rosario, a scientist and lieutenant in U.S. Public Health Services, provided the

latest information on the Omicron variant and discussed why there is a necessity for vaccines and boosters. He focused on Asian American, Native Hawaiian and Pacific Islander health services.

DR. KELLY SANDERS

Dr. Kelly Sanders, Technical Lead of the Pandemic Response Initiative at the UCSF Institute of Global Health Sciences, focused on steps the United States and the world can take to improve pandemic preparedness and support health workers who are battling the Omicron variant during the holiday season and into 2022.

FRANCIS S. COLLINS, M.D., PH.D.

Francis S. Collins, Director of the National Institutes of Health and who has served under three White House administrations, gave the latest information on the Omicron variant and discussed the resurgence of the Delta variant in the United States. He discussed additional research that is underway for COVID-19 and the importance of people getting their vaccine boosters as soon as they can. He offered recommendations for a safe 2021 holiday season.

DR. STEVEN GORDON

Dr. Steven Gordon, Chair of the Department of Infectious Disease at Cleveland Clinic, spoke to what is known about the transmissibility and severity of the Omicron variant of COVID-19, as the first case was confirmed in the United States. He also addressed the continued rise of COVID-19 cases across the country, the efficiency of vaccines and the upcoming holiday and winter months.

DR. CARRIE TIBBLES

Dr. Carrie Tibbles, Director of Graduate Medical Education, at Beth Israel Deaconess Medical Center in Boston, discussed her experiences working on the front lines against COVID-19 and the fact that nearly two years into the pandemic, workers still need tools to effectively combat the infection. She offered ways to improve the fight against future pandemics and the emergence of the Omicron variant.

REAR ADMIRAL DENISE HINTON

Rear Admiral Denise Hinton, the new Deputy Surgeon General, discussed Thanksgiving, the upcoming holiday season and what to keep in mind while planning gatherings. RADM Hinton focused on the recent authorization of a COVID-19 vaccine for children ages 5-11 and how it should play into parents' holiday plans.

TERI NESTEL

Teri Nestel, President and Chief Executive Officer of Children's Miracle Network Hospitals, talked about the mission of Children's Miracle Network and the impact that COVID-19 has had on sick children nationwide. She discussed new technologies and giving to the Foundation to support the more than 10 million kids who enter a children's hospital across North America every year. Since 1983, Children's Miracle Network Hospitals has helped fill those funding gaps by raising more than \$7 billion. Its various fundraising partners and programs support the nonprofit's mission to save and improve the lives of as many children as possible.

DR. KENNETH ALEXANDER

Dr. Kenneth Alexander, Chief of Infectious Diseases at Nemours Children's Hospital in Florida, spoke about the approval of a COVID-19 vaccine for children ages 5-11. He discussed the impact of COVID-19 on children compared to adults and why it is important for eligible children to get vaccinated. Alexander talked about why he thinks vaccines are safe for children and what parents should know about the recent authorization of a vaccine for children ages 5-11.

DR. DORRAYA EL-ASHRY

Dr. Dorraya El-Ashry, Chief Scientific Officer of the Breast Cancer Research Foundation, talked about the biggest advances in breast cancer research over the last 30 years, what women know about screening and why it is especially important considering the COVID-19 pandemic. Dr. El-Ashry also discussed new treatments on the horizon and how people can potentially access them.

DR. POOJA SHAH

Dr. Pooja Shah, Division Medical Director, OBGYN for Banner Health in Phoenix, AZ, focused on why pregnant women shouldn't be fearful of getting vaccinated and why the CDC recently came out with a stronger recommendation for pregnant women to be vaccinated. She also covered why COVID-19 vaccines don't affect fertility and whether or not COVID-19 antibodies could be passed along to the baby in utero and/or through breastmilk.

DR. ILAN SHAPIRO

Dr. Ilan Shapiro, a pediatrician who is currently serving as AltaMed's Medical Director of Health Education and Wellness, discussed health care equality

with an emphasis on the Latino population for Hispanic Heritage Month. Shapiro has created binational public health programs to improve the health of Hispanic communities on both sides of the border. He talked about advocating for vaccine confidence and spoke to hesitancy in the Latino community as well as other COVID-19 related topics.

DR. LEONARD WEATHER

Dr. Leonard Weather, an OB-GYN in Louisiana and Immediate Past President of the National Medical Association, discussed the latest on the Delta variant of COVID-19. He provided information on the safety and efficacy of the vaccines, addressed hesitancy in the Black community, encouraged listeners to get vaccinated and discussed the latest CDC recommendations on vaccinations for pregnant people. Dr. Weather also talked about the latest news on potential booster shots and vaccine enhancements.

DR. RACHEL VILLANUEVA

Dr. Rachel Villanueva, President of the National Medical Association, is a women's health expert and advocate committed to reproductive justice, health equity, workforce diversity and disease prevention. Dr. Villanueva spoke about COVID-19's impact on the Black community. She talked about how everyone can lower COVID-19 infections with vaccinations and masks. Villanueva also discussed why the National Medical Association, which advocates on behalf of African American physicians and patients, is one of dozens of health care organizations that recently signed a joint statement in support of COVID-19 vaccine mandates for all workers in the industry.

IHEARTMEDIA COMMUNITIES NATIONAL PUBLIC AFFAIRS SHOW CONTINUED

DR. JOHN BROOKS

Dr. John Brooks, Chief Medical Officer for the CDC's COVID-19 Emergency Response, gave listeners the latest information on COVID-19 and discussed the drastic increase in cases and hospitalizations throughout the U.S. He talked about the Delta variant, the CDC's mask recommendations, the importance of getting vaccinated and COVID-19 in children.

AUTUMN LERNER

Autumn Lerner, the Director of Communications and Partnerships for Pandemic Action Network, discussed the Pandemic Action Network's response to the CDC's COVID-19 response. She also talked about World Mask Week and what Americans can be doing right now to protect themselves.

DR. VIVEK MURTHY

Dr. Vivek Murthy, who served as the 19th and now 21st Surgeon General of the United States under Presidents Obama and Biden, discussed the rapid increase in COVID-19 and called it an "all-in moment" for the nation as the coronavirus pandemic

becomes a more regional phenomenon. Murthy discussed the Delta variant and the CDC's recommended mask mandate. He talked about the necessity for Americans to get vaccinated as soon as possible and the potential for a booster shot.

DR. JOSEPH ALLEN

Dr. Joseph Allen, Associate Professor and Director of the Healthy Buildings Program at Harvard University's School of Public Health, gave the latest on the pandemic and the Delta variant and held a Q&A on COVID-19 vaccine and a Delta variant and vaccine Q&A.

DR. ADITI NERURKAR

Dr. Aditi Nerurkar, Harvard Medical School Physician, discussed the latest COVID-19 surge and the highly contagious Delta variant which, according to the CDC, now accounts for about 58 percent of all COVID-19 cases in the United States. Nerurkar also gave an update on vaccines.

RISHAD TOBACOWALA

Rishad Tobaccowala, author, futurist and Chief Growth Officer at Publicis Groupe, talked about workplace challenges and

changes amid the pandemic. He discussed how the key skill is getting people to see, think and feel differently about how to grow themselves, their teams and their company.

MAYOR OMAR NEAL

Mayor Omar Neal, former Mayor of Tuskegee and Michelle Hillman, Chief Campaign Development Officer of the Ad Council, discussed the Tuskegee Study and the theme of "tragedy to triumph." The aim is to inspire Black communities to get informed about the COVID-19 vaccines, knowing that Tuskegee is, rightfully, one of the reasons behind a lot of mistrust and inaction.

DR. PAMPEE YOUNG

Dr. Pampee Young, Chief Medical Officer of Biomedical Services of the American Red Cross, discussed how the United States' depleted blood inventory is likely driven by a recent surge in trauma cases and emergency room visits, as well as advanced disease progression from patients deferring care throughout the COVID-19 pandemic. She shared where and how listeners can give blood to help quell a "severe" national shortage.

DR. PETER MARKS, M.D., PH.D.

Dr. Peter Marks, Director of the Center for Biologics Evaluation and Research for the Food & Drug Administration, discussed the safety and effectiveness of the COVID-19 vaccines in adolescents 12-15 and the future of the vaccine for those aged 3-11. He discussed how the vaccines were tested on youth and responded to those waiting for the FDA to fully approve the vaccines.

ANIL SONI

Anil Soni, Chief Executive Officer, WHO Foundation, discussed the Go Give One campaign and the opportunity for Americans to individually contribute to accelerating global vaccine access and COVID-19 recovery throughout the world. This is a white label campaign that can be used by anyone who wants to help fund global vaccine equity. It was created by the WHO Foundation, in partnership with global and national partners. Reid Strategies is managing the campaign at www.gogiveone.org.

REED V. TUCKSON, MD, FACP

Reed V. Tuckson, Managing Director of Tuckson Health Connections, LLC and member of the National Academies of Sciences, Engineering and Medicine, discussed the CDC's recommendations on how fully vaccinated people can safely participate in most activities, indoor or outdoor, without wearing a mask or social distancing. Dr. Tuckson also talked about the growing confidence in vaccines and the latest on kids over 12 being approved for the Pfizer vaccine. He touched on vaccine hesitancy in some minority populations.

HAROLD PHILLIPS

Harold Phillips, the Senior HIV Advisor and Chief Operating Officer of Ending the HIV Epidemic in the U.S. in the HHS Office of Infectious Disease and HIV/AIDS Policy (OIDP), talked about COVID-19 and the LGBTQIA+ community. Phillips talked about the latest news and information coming from the Department of Health and Human Services.

DR. DOROTHY FINK

Dr. Dorothy Fink, Deputy Assistant Secretary for Women's Health and Director of the Office on Women's Health in the Office of the Assistant Secretary for Health (OASH) at the U.S. Department of Health and Human Services, discussed how the pandemic has impacted women's health and why it's so important for women to get the COVID-19 vaccine. She also talked about things women can do to improve their health immediately.

DR. LEANA WEN

Dr. Leana Wen, an emergency physician, public health professor at George Washington University, contributing columnist for The Washington Post and a CNN medical analyst, talked about the CDC's easing of recommendations for vaccinated Americans and the effectiveness of COVID-19 vaccine messaging.

CEDRIC "JAMIE" RUTLAND, M.D.

Cedric "Jamie" Rutland, National Volunteer Medical Spokesperson for the American Lung Association, spoke about communities of color who are hardest hit by COVID-19. As an expert pulmonologist, Dr. Rutland talked about long-term effects of COVID-19 on the lungs and the research currently underway. He also spoke about resources available from the American Lung Association, like the Better For It vaccine toolkit.

RON INSANA

Ron Insana is a contributor to CNBC, public speaker, and a Senior Advisor to Schrodgers, N.A. Insana talked about the current state of the US economy as COVID-19 vaccines roll out throughout the U.S. and the world. He talked about the booming stock market, retail sales surging and jobless claims being the lowest since the pandemic began.

DR. WALTER KOROSHETZ

Dr. Walter Koroshetz, the Director of the NIH National Institute of Neurological Disorders and Stroke (NINDS), discussed his research on the neurological effects on COVID-19 long-haulers. The NIH recently launched a database to track neurological symptoms associated with COVID-19. Koroshetz talked about how healthcare providers and participating clinical sites across the United States are using a web-based data portal to submit de-identified information into the database, along with relevant biospecimens collected during research studies or from previous clinical procedures and tests and they are tracking findings.

PAMELA TAYLOR

Pamela Taylor, Chief Communications and Marketing Officer at Share Our Strength, the organization behind the No Kid Hungry campaign, talked about how during the COVID-19 pandemic, child hunger rates in the U.S. have skyrocketed, setting back years of progress. Since 2010, No Kid Hungry has worked toward ending childhood hunger in the U.S. by breaking down any barriers between kids and their access to food. Taylor talked about what No Kid Hungry is doing to ensure kids are fed, and why she believes childhood hunger is a solvable problem – even during this crisis.

IHEARTMEDIA COMMUNITIES NATIONAL PUBLIC AFFAIRS SHOW CONTINUED

BARNEY GRAHAM, M.D., PH.D.

Barney Graham, Chief of the Viral Pathogenesis Laboratory at NIAID's Vaccine Research Center, has led a team studying coronaviruses (among other viruses) for years before SARS-CoV-2 was first identified as a novel coronavirus. The mRNA-1273 vaccine (and pivotal technology used in other COVID-19 vaccines) was not made overnight. Graham addressed the speed with which these vaccines were developed and the well-thought-out process of vaccine development. Graham also talked about the differences in the three vaccines and the new COVID-19 variants that are emerging throughout the world, and treatments on the horizon.

DR. LASHAWN MCVIVER

Dr. LaShawn McIver, Director of the Office of Minority Health for the Centers for Medicare and Medicaid Services, discussed COVID-19 as it pertains to Medicaid and Medicare and vaccine safety for diverse populations. She talked about the vaccine timeline, how the FDA monitors the long-term safety of these vaccines and what is known about the long-term side effects of COVID-19 vaccines.

LUCY MCBRIDE, M.D.

Lucy McBride, practicing internist, COVID-19 healthcare educator and mental health advocate, talked about FONO, or "Fear of Normal," and reentry into a normal life following over a year of quarantine.

MARTY MAKARY, M.D.

Marty Makary, Health Policy Expert, John Hopkins surgeon, Professor of Health Policy, Author of *The Price We Pay* and Editor-in-Chief at *MedPage Today*, put a positive spin on COVID-19. He also thinks the number of people with natural immunity is severely underestimated due to a high number of asymptomatic infections and current antibody tests that aren't completely accurate because they only look for the actual antibodies.

DAVE FUEHRER

Dave Fuehrer, cancer survivor, co-founder and CEO of GRYT Health, talked about the impact of COVID-19 on patient advocacy and the importance of digital health platforms like the COVID Advocacy Exchange (CAE). CAE, launched by GRYT in partnership with Bristol Myers Squibb, convenes advocacy groups, patients

and industries to synchronize efforts, facilitate resource sharing and provide an opportunity for increased connection and collaboration. Run by cancer patients, survivors and caregivers, GRYT is a digital health company that offers support through connection and education and serves to improve quality of life and increase survival for people confronting cancer.

CAROLYN CAWLEY

Carolyn Cawley, President of the U.S. Chamber of Commerce Foundation, discussed *Sharing Solutions: A Virtual Nationwide Tour* to drive solutions to the opioid epidemic as more than 40 states reported increases in opioid-related mortality amid COVID-19. As part of the campaign, the Foundation and its partners convened 50 virtual events in 50 states to showcase innovative workforce solutions and support employers as they tackle growing substance misuse in their communities and in the post-COVID workplace.

PATRICIA N. WHITLEY WILLIAMS, M.D.

Patricia N. Whitley, NFID (National Foundation for Infection Diseases) President and Associate Dean of inclusion and diversity at Rutgers Robert Wood Johnson Medical School, discussed recent findings about how the healthcare system can build trust with Black communities. She talked about the main reasons why Black adults are worried about COVID-19 and flu vaccines and the urgency in getting accurate information into communities.

DR. PETER MARKS, M.D., PH.D.

Dr. Peter Marks, Director of the Center for Biologics Evaluation and Research for the Food & Drug Administration, discussed why there is so much concern around the safety of the COVID-19 vaccines, how the vaccines were tested and the effectiveness for everyone. He talked about who is potentially at risk for side effects.

MARK WEBER

Mark Weber, Deputy Assistant Secretary for Public Affairs/Human Services in the Office of the Assistant Secretary for Public Affairs at HHS, discussed the latest rollout of COVID-19 vaccines and vaccine misinformation.

COLLEEN TRESSLER AND ABBY STEMPPSON

Colleen Tressler, is a Consumer Education Specialist with the Federal Trade Commission (FTC)'s Consumer and Business Education Division. Lois Greisman of the FTC's Division of Marketing Practices, and Abby Stempson, Director of the National Attorneys General Training and Research Institute's Center for Consumer Protection at the National Association of Attorneys General, discussed the latest in pandemic-related

scams and frauds: vaccine passports/certificates, travel, vaccine lotteries/giveaways, job scams and social media money making opportunities. The FTC and all 50 states collaborated on investigations, joint enforcement actions and consumer education and outreach.

CHLOE DEMROVSKY

Chloe Demrovsky, President and CEO of Disaster Recovery Institute International, discussed the supply chain and the challenges businesses and families face in conjunction while dealing with the pandemic. She talked about the difficulties in trying to reactivate the economy.

DIANA W. BIANCHI, M.D.

Diana W. Bianchi, Director of the Eunice Kennedy Shriver National Institute of Child Health and Human Development and Head of the Prenatal Genomics and Therapy Section for the Medical Genetics Branch at NHGRI, talked about why it is important for pregnant women to get a COVID-19 vaccine and why COVID-19 could be more dangerous for pregnant women than for people who are not pregnant. She discussed the testing that was done to ensure that COVID-19 vaccines are safe for pregnant women and if the vaccine affects the fertility of men and women.

KEN SEELEY

Ken Seeley, interventionist and author, best known for his appearances on the A&E reality show Intervention, discussed addiction and the impact COVID-19 has had on the increase in drug and alcohol abuse. Certified as a CIP, CCMI-M, RAS, CATC, Seeley himself has been sober since July 14, 1989. He talked about relationships and where people can go for help. Seeley also mentioned Stop It

Where It Starts, a nonprofit organization designed to introduce Substance Use Awareness to the education majors in America's colleges and universities.

DR. MURTAZA AKHTER

Dr. Murtaza Akhter, Clinical Assistant Professor of Emergency Medicine and an emergency room physician at the University of Arizona College of Medicine-Phoenix, discussed vaccine hesitancy from the perspective of emergency medicine. He let people know why they should be vaccinated and discussed the latest details pertaining to booster shots.

CAROLYN REYNOLDS

Carolyn Reynolds, Pandemic Action Network Co-Founder, talked about what to expect from the Biden-Harris administration's response to COVID-19. She talked about what Americans should be doing right now in anticipation of widespread vaccine distribution and the threat of future pandemics.

DAVID GRIMM, PH.D

David Grimm, online News Editor of Science and an expert in animal welfare, animal rights and the science of cats and dogs, talked about the latest research on COVID-19 and house pets. He discussed the possibility that cats and dogs will need to be vaccinated against COVID-19 to prevent human transmission and further spreading of the virus.

DR. JASON WILSON

Dr. Jason Wilson, ER Doctor & Associate Medical Director of the emergency department at Tampa General Hospital, explained how the COVID-19 vaccine actually works and the effects of doses on immunity levels.

IHEARTMEDIA COMMUNITIES NATIONAL PUBLIC AFFAIRS SHOW CONTINUED

DR. CELINE GOUNDER

Dr. Celine Gounder, an infectious disease expert and a member of President Biden's COVID-19 task force, talked about the Biden administration's pandemic priorities. She discussed how they plan to tackle supply, distribution and vaccine demand challenges while deterring the spread of COVID-19 and its economic impact on our country.

RADM FELICIA COLLINS

Felicia Collins, Deputy Assistant Secretary for Minority Health for the Department of Health and Human Services, gave an update on COVID-19 and talked about why its impact has been so great on minority populations. She also discussed vaccine safety and when the U.S. might expect to get back to normal.

SOCIAL JUSTICE

SPECIAL AGENT SANDRA TORRES-CONE

Special Agent Sandra Torres-Cone, Federal Bureau of Investigation (FBI), discussed the domestic intelligence and security service agency and what it is

doing to address hate crimes in the United States. Torres-Cone talked about what constitutes a hate crime, how the FBI learns of potential hate crimes and how hate crimes are investigated and prosecuted.

ARIANNA TABOADA

Arianna Taboada, author of *The Expecting Entrepreneur*, discussed how parental leave is an issue of social justice, human rights and economic equity. She talked about easy-to-implement strategies and diverse case studies of women entrepreneurs during pregnancy and motherhood. Taboada discussed her personal experience as an entrepreneur and parent and shared her maternal and reproductive health professional expertise.

DR. MATTHEW MILLER, PHD, MPH AND HEIDI ARTHUR

Dr. Matthew Miller, U.S. Air Force Veteran and National Director of Suicide Prevention, U.S. Department of Veterans Affairs and Heidi Arthur, Chief Campaign Development Officer, the Ad Council, talked about common stresses that veterans face in civilian life and the new resources available to help veterans who

are struggling. Ahead of Veterans' Day, the Ad Council and the U.S. Department of Veterans Affairs partnered on a national PSA campaign to prevent veteran suicide. The "Don't Wait. Reach Out." PSAs announced a new website and encouraged veterans to get support across a wide range of life challenges before they are in crisis. According to the 2021 National Veteran Suicide Prevention Annual Report, the suicide rate among veterans in 2019 was 52 percent higher than non-veteran adults in the U.S.

REV. MARKEL HUTCHINS AND NYC POLICE COMMISSIONER DERMOT SHEA

Rev. Markel Hutchins, Founder, Chairman, and CEO, Movement Forward, Inc. and Lead Organizer, National Faith & Blue Weekend and New York City Police Commissioner Dermot Shea discussed the importance of taking a collaborative, grassroots approach to police reform by bringing law enforcement, local community members and other stakeholders together to find common ground. Hutchins and Shea talked about how to deal with issues of systemic racism and inequality in policing as well as the mission of National Faith & Blue weekend.

CRISTINA JONES

Cristina Jones, CMO at Salesforce.org, discussed the social issues that have the potential to lift the community and improve the state of the world. She talked about the importance of leveraging technology, content and brands to propel discussions for the greater good of society and how organizations are being challenged to move beyond crisis donations and forge partnerships to drive real and significant social impact.

ROBERT LEWIS

Robert Lewis, National Communications Director for the Disabled Veterans of America, discussed how the Disabled American Veterans (DAV) helps veterans get the benefits they've earned and talked about the organization's mission in the face of COVID-19. The Disabled American Veterans is an organization created in 1920 by World War I veterans that helps disabled military veterans of the United States Armed Forces and their families through various means.

DR. RACHEL L. LEVINE

Dr. Rachel L. Levine, who serves as the 17th Assistant Secretary for Health for the U.S. Department of Health and Human Services (HHS), discussed President Biden's proclamation affirming June 2021 as Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQIA+) Pride Month, marking a time of hope, progress and promise for LGBTQIA+ Americans across the country. She discussed COVID-19 in LGBTQIA+ communities and protection initiatives that HHS is working on.

LT. GEN. (RET.) MIKE LINNINGTON

Mike Linnington, CEO of Wounded Warrior Project, talked about the work

the Wounded Warrior Project is doing to help those suffering from Post-Traumatic Stress Disorder (PTSD.) June is PTSD Awareness Month, and according to a 2020 Wounded Warrior Project survey of the wounded warriors it serves, 83 percent report living with the symptoms of PTSD and 30 percent reported having thoughts of suicide in the last two weeks.

ZUANI VILLARREAL

Zuani Villarreal, Director of Communication for Feeding America, talked about Feeding America's mission to ensuring equitable access to nutritious food for all in partnership with food banks, policymakers, supporters and the communities they serve. She discussed a new study, "Mapping the Meal Gap," released by Feeding America that shows that household budgets were seeing further strain despite improvements in overall food insecurity rates before the pandemic.

JOI GORDON

Joi Gordon, CEO of Dress for Success Worldwide, discussed Women's History Month and how Dress for Success has become a globally recognized leader that has empowered more than one million women to become economically advanced in nearly 150 cities in more than 20 countries. In addition to expanding the organization's reach, Joi talked about Dress for Success programming, offering a full continuum of services that help women secure employment, advance in their careers and achieve financial freedom.

ARTIS STEVENS

Artis Stevens, President & CEO of Big Brothers, Big Sisters, talked about the impact of the BBBS organization nationwide and his goals as the first Black

President and CEO of the organization since 1904. As the nation's largest donor-volunteer supported mentoring network, Stevens discussed the impact of COVID-19 and what can be done to help give kids a better future.

RIO CORTEZ

Rio Cortez, award-winning poet and author of *The ABC's of Black History*, talked about the significance of literacy and African American history. For Black History Month, she discussed easy ways to associate the alphabet with Black values and culture.

TROVON C. WILLIAMS

Trovon C. Williams, Vice President of Marketing and Communications for the NAACP, discussed Martin Luther King Day and how the NAACP is raising national awareness about the history of Dr. King. He also discussed some of the challenges COVID-19 has caused for African Americans and talked about the inauguration of President Biden and Kamala Harris.

IHEARTMEDIA COMMUNITIES NATIONAL PUBLIC AFFAIRS SHOW CONTINUED

HEALTH

DR. DAVID SPIEGEL

Dr. David Spiegel, Chief Scientific Officer at the Sarah Cannon Research Institute, shared the top advancements in cancer research in 2021.

NATE APPLEMAN

Nate Appleman, Food Network Celebrity Chef, shared a personal story involving plasma donations and information on the plasma shortage across the country.

AVA PAIGE

Ava Paige, a 17-year-old 2022 National Children's Miracle Network Champion, has received treatment for cancer at Monroe Carell Jr. Children's Hospital at Vanderbilt. She is a songwriter and loves to golf. She talked about being a CMN ambassador who will spend her year advocating for the charitable need of children's hospitals across North America.

DR. CHRIS JONES AND DR. LORETTA JACKSON BROWN

Dr. Chris Jones, acting director of the Centers for Disease Control and Prevention's National Center for Injury Prevention and Control, and Dr. Loretta Jackson Brown, a Lead Communication Specialist from the Division of Overdose Prevention within the Injury Center, talked about how substance abuse disorders are impacting Americans, especially since the beginning of the pandemic. Jones and Jackson Brown discussed how the CDC is addressing the evolving opioid epidemic and how the Rx Awareness campaign is helping address overdoses.

LISA SKINNER

Lisa Skinner, behavioral expert in the field of Alzheimer's and author of *Truth, Lies and Alzheimer's: Its Secret Faces* talked about World Alzheimer's Day — a day to listen, learn and educate others about this devastating disease and how it impacts those battling it, loved ones or caretakers, and those to be diagnosed in the future. Skinner shared insights about tools that family members, spouses, children and caregivers can use to effectively manage the symptoms of brain disease.

DEBRA DYER

Debra Dyer, MD, chair of the American College of Radiology Lung Screening Committee, discussed how lung cancer kills more people than breast, colon and prostate cancer combined. She talked about the new federal guidelines that have nearly doubled the number of Americans eligible for lung cancer screening, which has been proven to greatly reduce lung cancer deaths, and what we should all know about the disease. Dyer mentioned Kathy Griffin's recent diagnosis with lung cancer and how it can strike non-smokers too.

DR. KNEELAND YOUNGBLOOD, M.D.

Dr. Kneeland Youngblood, a Prostate Cancer Foundation Board member and founding partner of Pharos Capital Group, discussed prostate cancer prevention, symptoms and different available treatments. April is National Minority Health Month. While one in eight men will develop prostate cancer in his lifetime, Black men are 75 percent more likely to be diagnosed and they are more than twice as likely to die from it than white men.

JOHN LEAR

John Lear, President & Chief Executive Officer of the Parkinson's Foundation, talked about Parkinson's Awareness Month (April), what resources are available for newly diagnosed people and their families and how people with Parkinson's can help advance research by joining the national PD GENERation study.

MAYIM BIALIK

Mayim Bialik, American actress, neuroscientist, and author, played the title character of the NBC sitcom *Blossom*. During Brain Health Awareness Week (March 15-21), Bialik talked about the importance of brain health. Bialik also shared her holistic approach to staying sharp with a busy lifestyle, throughout a pandemic and beyond.

YVONNE YANCY AND AMANDA MORIN

Yvonne Yancy, Chief Human Resources Officer, & Amanda Morin, Associate Director, Thought Leadership & Expertise at Understood.org, talked about their organization's mission to decrease friction, increase access, prioritize clarity and improve always. In the United States, one in five people have learning and thinking differences, like dyslexia and ADHD, and one in four adults have some type of disability. Understood.org provides information, helpful resources and chairs supportive communities so people who think differently can thrive at home, school and work.

LISA BRUNO

Lisa Bruno, a registered dietitian and nutrition communications specialist with a master's degree in nutrition, gave tips for a healthier 2021.

LAUREN BERLENGERI

Lauren Berlengeri, Founder and CEO at HigherDOSE, is a holistic nutritionist and health coach who covered outside-the-box ideas for a healthier New Year routine.

MENTAL HEALTH

SHARI SINWELSKI, MS/ED.S.

Shari Sinwelski has been working in the field of suicide prevention since 1994 and currently serves as the Associate Project Director for the National Suicide Prevention Lifeline, where she oversees networks operations, standards, training and practices for its network of 165 crisis centers. September is National Suicide Prevention Awareness Month and in 2021, it was even more important to discuss mental health as both the CDC and WHO have stated that mental health continues to be a huge issue due to the COVID-19 pandemic. Sinwelski warned about its possible effects on suicidal behaviors and discussed how people can maintain hope and where they can get help if they are feeling suicidal.

GRACE GREENE

Grace Greene, a Gen Z research associate at Hopelab, discussed how Hopelab creates behavior-change technology to help teens and young adults live happier, healthier lives. Hopelab is focused on youth/young adult mental health and wellbeing. With back-to-school underway, Greene talked about why Hopelab is taking on teen vaping and the "Quit the Hit" Instagram Program.

BARB SOLISH

Barb Solish, Director of NAMI's Youth and Young Adult Initiatives, talked about the challenges for kids going back to school and the mental health issues they will face. She offered some best practices for parents, teachers and kids to deal with the 2021-2022 school year and how everyone can best support wellbeing and mental health.

KEVIN LOVE

Kevin Love, professional NBA player, is continuing his public crusade advocating for mental health and wellness. Love discussed Mental Health Awareness Month and his own personal journey and struggles with mental health and wellness. He talked about the difficulties people have faced during the pandemic and offered resources for help and tips and tricks on how to cope with trying situations.

AMY OVER

Amy Over, host of the podcast 'Confronting: Columbine' and Director of Fundraising and Project Journey Coordinator for The Rebels Project, was a senior at Columbine High School in 1999 when her school was violently attacked by two fellow students. Amy discussed mass school shootings, her healing process, being a mom and helping other survivors of mass trauma. Following her trauma, Amy went on to receive a degree in criminal justice and has completed level one trauma assistance training through the Colorado Victim Assistance Academy.

IHEARTMEDIA COMMUNITIES NATIONAL PUBLIC AFFAIRS SHOW CONTINUED

DR. TIA DOLE

Dr. Tia Dole, Chief Clinical Operations Officer at the Trevor Project, talked about LGBTQIA+ mental health and how the pandemic intensified youth depression and anxiety. Founded in 1998, the Trevor Project is the leading national organization providing crisis intervention and suicide prevention services to lesbian, gay, bisexual, transgender, queer & questioning (LGBTQIA+) young people under 25.

DIANNE GROSSMAN

Dianne Grossman, business owner, mentor and esteemed guest speaker, uses her life to share her daughter Mallory's story of suicide to highlight the devastating effects that bullying may have on today's youth. Her philosophy is, "It is not what happens to you, it is what you do after that matters." Grossman has met with hundreds of children, parents and educators and believes that together, we can help solve the epidemic children face with bullying and cyberbullying. She discussed Mallory's Army Foundation and their four pillars to combat bullying.

DR. HAROLD S. KOPEWICZ

Dr. Harold S. Koplewicz, president of the Child Mind Institute, has a new parenting book: *THE SCAFFOLD EFFECT: Raising Resilient, Self-Reliant, and Secure Kids in the Age of Anxiety* and all author proceeds benefit the Child Mind Institute. He discussed a strategy for parents called "scaffold parenting." The metaphor is that the child is the "building," and the parents are the scaffold around it, the framework that guides and protects as the child rises and grows.

MARGARET LAWS

Margaret Laws, President & CEO of Hopelab, an organization which creates behavior-change tech to help teens and young adults live happier, healthier lives, discussed the importance of teen mental health, especially during the pandemic. Hopelab focuses on youth/young adult mental health and well-being and spearheads initiatives for lonely college students and LGBTQIA+ youth, like helping youth quit vaping, a chatbot for young people following cancer treatment and an app for first-time moms.

GENERAL TOPICS

COLLEEN TRESSLER, HEATHER ALLEN AND ABBY STEMPPSON

Colleen Tressler, a Consumer Education Specialist with the FTC's Division of Consumer and Business Education, Heather Allen, Assistant Director for the FTC's Division of Financial Practices, and Abby Stempson, Director of the National Attorneys General Training and Research Institute's Center for Consumer Protection at the National Association of Attorneys General, discussed budgeting, credit, debt, organizing your finances and how to spot, stop and report related scams and bad business practices.

OMNEY CRAWLEY

Omney Crawley, Chief Marketing Officer for Goodwill, is responsible for leading the company's brand and its 3300 stores. She discussed equity in education and work and what Goodwill is doing to bridge the gap. Crawley talked about the Goodwill enterprise and how they focus on upskilling millions of Americans to help get them back into the workforce. She also presented ways people and companies can also get involved in the workforce effort.

ELVIS DURAN

Elvis Duran, Host of the nationally syndicated "Elvis Duran Show," relived his experience of being on-air as the September 11th attacks unfolded. He talked about how the last 20 years have impacted both history and New York.

TORIE CLARKE

Torie Clarke, Former Assistant Secretary of Defense for Public Affairs under Donald Rumsfeld, gave a firsthand account of the September 11th attack on the Pentagon.

SHELLI SONSTEIN

Shelli Sonstein of Q104.3, New York Morning Show Host & Host of the 9/11 Stories Podcast, combined stories of Port Authority Police Officer Will Jimeno and NYPD Detective Scott Strauss, one of the heroes who risked his own life to save Jimeno.

DONNA GIBSON

Donna Gibson, President of the Friends of Flight 93 National Memorial, remembered United Airlines Flight 93 and discussed the Shanksville, PA memorial.

DAVID LOYN

David Loyn, who was an award-winning foreign correspondent for 30 years for the BBC and author of *THE LONG WAR: The Inside Story of America and Afghanistan Since 9/11*, has reported from such places as Moscow, Kosovo, Delhi, Kashmir, Sri Lanka, Iraq and Kabul, and has covered every significant event in Afghanistan since 9/11. Loyn talked about his new book and discussed the U.S.'s relationship with Afghanistan, America's longest war, the latest news and where to go from here now that the Taliban are back in power.

DR. BRIAN LATELL

Dr. Brian Latell, Adjunct Professor and Senior Research Associate at the Institute for Public Policy at Florida International University, who has 35 years of experience serving the CIA and National Intelligence Council on issues involving Latin America, broke down the situation in Cuba.

ENRIQUE SANTOS

Enrique Santos, iHeartLatino's Chairman, Chief Creative Officer and on-air talent, shared his personal connection to the situation in Cuba.

DR. PHIL KLOTZBACH

Dr. Phil Klotzbach, Research Scientist in the Department of Atmospheric Science at Colorado State University, told listeners what they need to know about hurricanes and hurricane season.

STEVE BOWEN

Steve Bowen, Managing Director and Head of Catastrophe Insight at Aon, spoke about record heat and wildfires out West and looked ahead at what to expect for the rest of 2021.

JARED MOSKOWITZ

Jared Moskowitz, former director of Florida's Division of Emergency Management, talked with Ryan Gorman about the national impact of the Surfside building collapse, hurricane preparedness and mass shootings.

BOB SANTELLI

Bob Santelli, Founding Executive Director of the GRAMMY Museum®, discussed charitable contributions of the museum, the 40th Anniversary of MTV and how the Grammy Museum in Cleveland, Mississippi marked the occasion.

SPENCE COURSEN

Spence Coursen, author of *THE SAFETY TRAP: A Security Expert's Secrets for Staying Safe in a Dangerous World*, laid out numerous steps everyone should take and be aware of for staying safe, including having a family readiness plan, Googling yourself, CPR and firearm knowledge, and what to do to reduce the risk of violence and personal harm. Coursen believes everyone needs necessary survival strategies and tactics to live in this hostile world.

DR. CHANEL DOOLEY

Dr. Chanel Dooley, the Director of Impact Assessment for the Tragedy Assistance Program for Survivors (TAPS), is the proud surviving fiancée of Captain Alex J. Stanton, United States Air Force. TAPS provides comfort, care and resources to all those grieving the death of a military loved one. Since 1994, TAPS has provided comfort and hope 24/7 through a national peer support network and connection to grief resources, all at no cost to surviving families and loved ones.

ERIC ENQUIST

Eric Engquist, USAA Vice President, has served in the Army as an Infantry Officer. Eric is involved with the USAA Poppy Wall of Honor, a memorial for those who have served and sacrificed their lives for this country. In 2018 and 2019, 645,000 poppies graced the National Mall in D.C. to honor those who have served and sacrificed since WWI.

KAREN JOWERS

Karen Jowers, Military Times Reporter, discussed different ways Americans can show their appreciation for members of the military during Military Appreciation Month on both a local and national level.

IHEARTMEDIA COMMUNITIES NATIONAL PUBLIC AFFAIRS SHOW CONTINUED

DOUGLAS H. WHEELOCK

Douglas H. Wheelock (Colonel, U.S. Army, Ret.) NASA Astronaut, talked about his upcoming journey to the International Space Station (ISS) and joining the first crew for a five-day handover to close out the first commercial crew's six-month mission. In 2020, NASA, in a commercial partnership with SpaceX, launched a new era of space exploration with the first commercial crew rotation to the ISS. Wheelock discussed how the Crew-2 mission will also be the first mission to reuse a SpaceX Crew Dragon spacecraft and Falcon 9 rocket for a crewed mission and the possibility of NASA returning humans to the moon.

DR. SALLY ZOL

Dr. Sally Zol, CEO of United Through Reading, talked about how United Through Reading has been connecting military families through video-recorded story time for more than 30 years, making sure parents don't miss reading bedtime stories just because their military service takes them away from home. In 2019, they released a reading app, putting Story Stations in the hand of every military family

with a mobile device. They also offer free books to families that use the program, helping military families maintain strong literacy support for their children. Zol discussed the importance of UTR and how families can get involved.

KENNETH C. DAVIS

Kenneth C. Davis, Historian and author of Don't Know Much About® History, discussed the historical components of the Biden/Harris inauguration and what to expect during Biden's first 100 Days.



SPANISH STATIONS PUBLIC AFFAIRS SHOW

iHeartMedia hosted a weekly long-form show hosted by Enrique Santos, iHeartLatino's Chairman, Chief Creative Officer and on-air talent, to inform iHeart's Spanish-speaking listeners on the challenges of the COVID-19 pandemic. Some of the most recent guests and topics included:

SPANISH STATIONS

LUIS DAVILA COLON

Luis Davila Colon, attorney and analyst, discussed several topics including: COVID-19; Hispanic growth in the U.S. after the 2020 census; the political crisis in Haiti; economic inflation; gun laws and the events at the U.S. Capitol on January 6.

DR. SIXTO PORRAS

Dr. Sixto Porras, best-selling author and director of the organization Focus on the Family, offered advice on how to overcome difficult moments that have impacted families in 2021, shared tools and best practices for parenting and tackled the "myth of romantic love."

SENATOR MARCO RUBIO

Senator Marco Rubio (R-FL) discussed several topics including: Build Back Better; leadership crises in Latin America; the future of Venezuela; COVID-19 vaccine distribution; help for small businesses and the January 6 Commission.

DR. JOSÉ COLÓN

Mental Health Certified Counselor Dr. José Colón shared how journaling can help relieve anxiety and stress in a special interview and talked about social media addiction and Seasonal Affective Disorder. Dr. Colón also advised listeners on how to protect their families from cyberattacks.

MARIANO GONZALEZ

Mariano Gonzalez, an analyst, discussed how the most recent employment report did not meet expectations, and wondered how long Americans could expect to pay higher prices because of inflation. He also discussed the legacy of Colin Powell and spoke about the future of the immigration reform proposal in Congress.

ANTHONY SUAREZ

Anthony Suarez, legal expert and professor, gave an in-depth analysis of the Kyle Rittenhouse case.

SENATOR RICK SCOTT

Senator Rick Scott (R-FL) spoke about infrastructure bill consequences, what we've learned from 9/11 and his position on the COVID-19 "America Rescue Plan."

IRVA TREVIÑO

Irva Treviño from the Internal Revenue Service spoke about the child tax credit and potential check fraud.

ALEX OCHART

Alex Ochart, digital and technology expert, shared information on several topics, including Facebook's name change to Meta; electric cars; Artificial Intelligence; streaming versus traditional cinema; space tourism; cryptocurrency; subscription models for social media; and how to protect against data breaches.

ALLAN MACABEE

Allan Macabee, business expert, explained how the distribution crisis would affect Christmas.

ASHLEY MOODY

Ashley Moody, Florida State Attorney General, discussed vaccine mandates in America.

DR. RUBÉN PERÉZ

Dr. Rubén Pérez gave information on COVID-19 booster shots, vaccine and

safety guidelines for 12-year-olds and masking guidelines from the CDC.

JESUS MANUEL

Jesus Manuel, News Director at iHeartMedia Orlando, shared some sound bites from Hispanics who were impacted by 9/11.

JUAN MARTINEZ

Juan Martinez from Libre Initiative spoke against the infrastructure bill.

HECTOR HEME

Author Hector Heme spoke about his new book *Thoughts from Successful People*.

ANTHONY SUAREZ

Anthony Suarez, former Intelligence Officer, helped listeners understand the situation in Afghanistan. He also spoke about the Department of Justice's new lawsuit regarding voting rights against the state of Georgia and the trial of Derek Chauvin.

REV. GABRIEL SALGUERO

Rev. Gabriel Salguero, who was named one of the most influential Hispanics in the USA by *The New York Times*, gave exclusive details about an event where he spoke alongside President Joe Biden and former Vice President Mike Pence. He also discussed meeting with the Biden administration on faith and vaccines.

SERGIO RUIZ

Sergio Ruiz, sports anchor, talked about Hispanics at the Tokyo Olympics

MIGDALIA SANCHEZ

Migdalia Sanchez, a life coach, spoke about how to discuss topics like the COVID-19 vaccine and the collapsed building in Miami with teenagers.

DR. ISABEL GOMEZ

Dr. Isabel Gomez spoke about the mental health crisis.

DR. EDUARDO SANCHEZ

Dr. Eduardo Sanchez answered frequently asked questions regarding COVID-19 vaccinations for children.

SERGIO GONZALEZ

Sergio Gonzalez, a weather expert from Telemundo, informed listeners about the National Oceanic and Atmospheric Association (NOAA)'s 2021 outlook for hurricane season. He also offered details of how the winter storm Viola phenomenon arose and what to expect in the most affected areas.

VICENTE MARTINEZ

Vicente Martinez, author and fashion designer, spoke about domestic violence and how he felt in the moment when his mom killed his father in an exclusive interview.

JORGE SANTANA

Jorge Santana, reporter, gave new details about CDC guidelines for cruises.

CHARLIE RODRIGUEZ

Charlie Rodriguez, President of Puerto Rico's Democratic Party, spoke about Joe Biden.

SANDRA CARRASQUILLO

Sandra Carrasquillo, news anchor and radio host, gave a special interview about Hispanics and COVID-19 vaccination.

IVONE FERNANDEZ

Ivone Fernandez, AARP spokesperson, spoke about how Hispanics feel ignored by beauty companies, even as a new

study says the Hispanic community spends about \$7 billion a year on beauty products.

ENRIQUE PEREZ

Enrique Perez, a Puerto Rican who has only been living in Texas for three years, shared his story of how the events that caused the winter storm Viola took him by surprise.

SHELLEY SAN MARTIN

Shelley San Martin, lawyer and immigration specialist, talked about President Joe Biden's executive orders to change the immigration and asylum system in the United States, and the real problem of the politics of separation of children and families at the border.

DR. ANTHONY FAUCI

Dr. Anthony Fauci discussed new studies claiming new vaccines to be announced are "promising candidates" in the fight against coronavirus.

ZUHEILY SANTIAGO

Zuheily Santiago, journalist and host of the podcast "Cambio de Mando," talked about Janet Yellen, the first woman in charge of the economy of the United States. She also spoke about Joe Biden's inauguration security plan in Washington.

CLAUDIO SORIANO

Claudio Soriano, a life coach, offered tools to start the year and plan personal progress.



THE IHEARTPODCAST NETWORK

As the #1 podcast publisher, iHeart uses its network of podcasts to help raise awareness for a range of causes while sparking conversation and activism on some of the most critical issues our communities are facing. The growing popularity and success of podcasts have allowed iHeart to create a positive impact on the world through the power of audio by using our multiple platforms and diverse content to connect people through companionship, compelling storytelling and service to our communities.

iHeart pledged that 50 percent of the new podcasts the company launches on the iHeartPodcast Network will be from female and diverse creators, and today that number is close to 70 percent. This means partnering with the best and brightest creators to support their vision in podcasting, whether it's shows they host themselves or giving them a platform to discover and launch new talent.

iHeart has launched new podcast networks, including The Black Effect Podcast Network, majority-owned by leading media personality Charlamagne Tha God of iHeart's Power 105.1 and the nationally-syndicated The Breakfast Club. The Black Effect Podcast Network is the world's largest podcast publisher dedicated to Black listeners, bringing together the most influential and trusted voices in Black culture for stimulating conversations around social justice, pop culture, sports, mental health, news, comedy and more.

iHeart is also the leader in Hispanic podcast programming. In 2021, the company launched 'My Cultura,' dedicated to elevating Latinx voices and creators, and sharing the Latinx experience with millions of listeners; The company also has an exclusive distribution and sales deal with ReVolver, the biggest Latinx podcast network in the country.

Additionally, iHeart partnered with Seneca Women Podcast Network, a new podcast network to connect and amplify women's voices worldwide, to co-produce and distribute a slate of high-quality, women-focused podcasts in the areas of women in business, leadership, current events, health and more.

The following pages include a spotlight of just a few of iHeart's most impactful cause-related podcasts that focused on the following critical issues in 2021: Health & Wellness, Environment, Race and Equality, Social Justice, Mental Health, Women and Girls, LGBTQIA+, Citizenship, Kindness, Civic Engagement and The COVID-19 Pandemic.

IHEART PLEDGED THAT AT LEAST 50% OF THE NEW PODCASTS WE LAUNCH AFTER JULY 2020 ON THE IHEARTPODCAST NETWORK WOULD BE FROM FEMALE AND MINORITY CREATORS

TODAY THAT FIGURE IS ALMOST 70%

THE BLACK EFFECT PODCAST NETWORK

In 2020, iHeartMedia and Charlamagne Tha God, co-host of iHeartRadio's nationally syndicated Hip Hop radio show, The Breakfast Club, launched a historic joint venture partnership: The Black Effect Podcast Network. The Black Effect Network is the world's largest podcast publisher dedicated to Black listeners, bringing together the most influential and trusted voices in Black culture for stimulating conversations around social justice, pop culture, sports, mental health, news, LGBTQIA+ issues, comedy and much more. The multi-genre venture features a robust roster of talent and

culture-shifting voices committed to enlightening, educating and entertaining audiences curated by Charlamagne Tha God himself. The programming provides a bridge to understanding information and interaction rooted in diverse perspectives.

In just one year, the platform has grown by 400 percent, with nearly 147 million downloads. More than 4 million listeners tune in monthly to the platform's various shows, including the popular "85 South Show," "All the Smoke," "Black Tech Green Money" and more.

85
SOUTH SHOW

all THE SMOKE
WITH MATT BARBER & STEPHEN JACKSON

AT&T
BLACK FUTURE MAKERS
HOSTED BY CHARLAMAGNE THA GOD

BIG BANK **BIG FACTS** DJ SCREAM

BLACK TECH GREEN MONEY
WITH WILL LUCAS

CAREFULLY RECKLESS
WITH JESS HIL-ARIOUS

CHECKING IN
with Michelle Williams

CUT TO IT
EL STEVE SMITH SR.

DROPPING GEMS
- Devi Brown

we talk BACK

HOLDING COURT
with Eboni K. Williams

EARN YOUR LEISURE

GANGSTER CHRONICLES
Norm Steele, MC Eht, James McDonald

CAVALRY **MODASUCKA**
WITH MICHAEL BLACKSON

gero boys RELOADED

laugh & LEARN
WITH FLAME MONROE AND LAUREN HOGAN

Naked
with CARI CHAMPION

Hello Somebody
with Nia Turner

NO CEILINGS
WITH GLASSES MALONE

REASONABLY Shady

STRAIGHT SHOT NO CHASER
WITH TEZLYN FIGARO

STREET POLITICIANS

THA GOD'S HONEST TRUTH
- CHARLAMAGNE THA GOD

REPARATIONS THE BIG PAYBACK
ERIKA ALEXANDER + WHITNEY DOW

THE BREAKFAST CLUB

THE (Re)SESSION
PODCAST BY JFEZY

THE TRAP NEEDS PODCAST

THE WHAT?!
HIP HOP QUESTIONS, LEGENDS + LISTS

N.O.A.E. & DJ EFX PRESENT **DRINK CHAMPS**

WHOREable Decisions

'MY CULTURA' PODCAST NETWORK

In May 2021, iHeart launched 'My Cultura,' a new standalone podcast venture dedicated to elevating Latinx voices and creators and sharing the Latinx experience with millions of listeners.

In partnership with Enrique Santos, iHeartMedia's top-rated on-air personality and President and Chief Creative Officer of iHeartLatino, 'My Cultura' offers creators a platform to share stories and perspectives relevant to Latinx listeners and all audiences. The network rolled out six new shows at launch in Summer 2021 and 30 shows throughout its first year, across a variety of genres — including pop culture, music, comedy, mental health, finance, news and more — from both well-known and new voices including Eva Longoria, Wilmer Valderrama, stars of *Red Table Talk: The Estefans* — Gloria, Lili and Emily Estefan — *Cobra Kai* stars Xolo Maridueña and Jacob Bertrand, Amara La Negra, Chiquis and more.

Tony Award-winning "Hamilton" creator Lin-Manuel Miranda and Eva Longoria kicked off 'My Cultura' with the podcast "In the Heights: El Sueñito." The limited series launched on June 2 with an in-depth conversation about the inspiration for the musical story and how it went from the stage to the screen.

'My Cultura' also partnered with Sonoro, a global media company focused on creating the most sought-after Latinx and global Hispanic content in the world. Additionally, Exile content studio, a full-service studio producing premium content in Spanish and English for global audiences across TV, film, audio and digital, launched a slate of shows.

The new network kicked off with season two of Santos' own popular podcast "Hola, My Name Is," which debuted last year and has featured conversations with guests including Gloria Estefan, J. Balvin and Dr. Anthony Fauci.



THE SENECA WOMEN PODCAST NETWORK

WOMEN EMPOWERMENT

In 2020, Seneca Women Podcast Network and iHeartMedia announced the launch of a multi-year partnership to co-produce and distribute a slate of high-quality, women-focused podcasts in the areas of women in business, leadership, current events, health and more, providing inspiring, purpose driven and actionable content from a diverse range of women's voices.

THE PODCAST SERIES INCLUDES:

100 WOMEN TO HEAR: "Seneca's 100 Women to Hear" is a podcast brought to you by the Seneca Women's Podcast Network and iHeartRadio in partnership with P&G. Over the course of 100 episodes listeners hear from women who broke barriers, changed history and are building bridges across political divides and provide insight into not just what they

accomplished but how they think about the world.

HERE'S SOMETHING GOOD: Each day this show aspires to bring listeners the good news. "Here's Something Good" is a short daily podcast that offers inspiring stories, helpful tips and shared experiences to motivate and inspire listeners each day.

MADE BY WOMEN: "Made By Women" is a new weekly show from the Seneca Women Podcast Network and iHeartRadio. At a moment when businesses face some of the biggest challenges in recent history, this podcast provides inspiring stories, practical insights and shared learnings from women builders. Listeners hear from the experiences of legendary entrepreneurs, fierce up-and-comers and women leaders who are changing the trajectory of business.



LGBTQIA+ PODCASTS

The iHeartPodcast Network has launched several LGBTQIA+ podcasts available on the iHeartRadio app and everywhere podcasts are available.

SOME OF THE TOP SHOWS OF 2021 INCLUDED:

THE LAVERNE COX SHOW: Actress, producer and transgender icon Laverne Cox hosts "The Laverne Cox Show". Whether she's discussing dating while transgender (and over 40), the social values of beauty, body image, eating disorders, diet culture, the MeToo movement (with founder Tarana J. Burke), trauma resilience and healing, gender nonconformity, or the academic reason why Beyoncé is the GOAT, Laverne's humor and heart come through and leave you wanting more.

LAS CULTURISTAS: Matt Rogers and Bowen Yang host "Las Culturistas" to get into the hottest pop culture moments of the day, sitting down with amazing guests like Shalewa Sharpe, D'Arcy Carden, BD Wong and Nikki Glaser to talk about the *Friends* reunion, debate Fire Island vs. Palm Springs, discuss their favorite drag queens, dissect *WandaVision*, the *Jurassic Park* franchise and Darren Aronofsky films, give flowers to Elliott Page and Diablo Cody and insist that sunsets aren't that great.

CRUMBS (MY CULTURA): Dating is hard. It's even harder when you're a trans woman recovering from alcoholism whose mom was a coyote and your abuelita ran drugs for the Tijuana cartel. Nonetheless, Emmy Olea is looking for true love and trying her best not to settle for Crumbs in the process.



RACE, EQUALITY & SOCIAL JUSTICE

iHeartMedia stands against racism and injustice, and the iHeartPodcast Network offers an open forum to explore topics such as race, equality and social justice. Here are just a few of iHeart's most popular podcasts addressing these critical issues:

BE ANTIRACIST WITH IBRAM X. KENDI:

iHeart co-produces "Be Antiracist with Ibram X. Kendi," a thought-provoking podcast hosted by Ibram X. Kendi, one of America's foremost historians and Founding Director of the Boston University Center for Antiracist Research. Dr Kendi's books, including the #1 *New York Times* bestseller *How to Be an Antiracist*. In this podcast, he guides listeners how they can identify and reject the racist systems hiding behind racial inequity and injustice. Alongside notable guests, Dr. Kendi continues his journey towards building a just and equitable world and proposes how we can all help create it with him. For ten episodes Dr. Kendi is joined by notable guests from the worlds of politics, academia, journalism and beyond to discuss the antiracist policies, platforms and narratives human beings should rally around to build a just and equitable world.

WAITING ON REPARATIONS:

In 2020, iHeartMedia launched "Waiting on Reparations" – a podcast which explores the intersection of public policy and Hip-Hop. Hosted by Dope Knife, a rapper and visual artist, and Linqua Franqa, Hip-Hop artist and politician, the show explores the history of public policy and its impacts on Hip-Hop life; what Hip-Hop culture tells us about our political reality; and the role of Hip-Hop in shaping our political future. In the show's first episode, titled "Emergency," Knife and Franqa focused on the murder of George Floyd by an officer of the Minneapolis Police Department and how Floyd's death has highlighted systemic racism and oppression in the U.S.

REVISIONIST HISTORY:

"Revisionist History" is Malcolm Gladwell's journey through the overlooked and the misunderstood. Every episode re-examines something from the past—an event, a person, an idea, even a song—and asks whether we got it right the first time.

IHEARTRADIO'S BLACK AND INSPIRED HBCU CELEBRATION:

In 2021, iHeart launched "iHeartRadio's Black and Inspired HBCU Celebration," a special four-episode podcast series that celebrated Black culture and the passionate alumni community of Historically Black Colleges and Universities (HBCU).

The podcast series featured conversations that educate, inspire and celebrate the HBCU experience through intimate conversations with iHeartRadio's most popular and prolific Black personalities, experts and celebrity guests covering topics important to the Black community, as well as distinguished HBCU alumni.

EPISODES INCLUDED:

BLACK & TECH – The debut discussed the need for more Black representation in the tech industry, how to bring overall awareness of tech implications to HBCUs and the Black community as well as advice to HBCU students that aspire to work in tech one day. The episode featured insightful discussions from business experts and entrepreneurs Will Lucas, Brand Manager for AfroTech and host of "Black



Tech Green Money,” and Morgan Debuan, Founder & CEO of Blavity Inc. This fireside chat was moderated by social influencer, digital media veteran and iHeartRadio’s very own marketing project manager, Jasmine Sweet.

SHOW ME THE MONEY – Moderated by Rashad Bilal, a skilled financial advisor and co-host of the hit podcast “Earn Your Leisure,” this episode covered the basic principles of personal and business finance and featured in-depth discussions with Founder, CEO of CreditRich and



Hampton University alumni Angel Rich; respected educator and co-host of “Earn Your Leisure” Troy Millings; and founder of FUBU and reoccurring *Shark Tank* investor Daymond John. The fireside chat also explored ways that HBCUs can inspire and empower students with greater knowledge about digital currency, cryptocurrency, NFTs, the stock market, and more. In addition, they shared which college disciplines provide the best long-term investment on post-graduation salary.

WE DO THIS FOR THE CULTURE – This episode

recognized established and new Black culture creators that are dedicated to amplifying creative voices in the culture as well as building and growing platforms to connect and shape the overall view of Black culture. The discussion included an array of topics, such as why it is vital to ensure that inclusivity and representation are displayed in all forms of media and the importance of having a strong Black lead. Listeners heard insightful discussions on the topic from cultural game-changers including actor, comedian, television personality and Howard University alumnus Nick Cannon (*The Masked Singer*, *The Nick Cannon Show*, *Wild N’ Out*) and rapper, songwriter, record executive and Albany State University alumnus Rick Ross.

BLACK GIRL MAGIC – Moderated by on-air personality Angela Yee of the nationally syndicated morning show “The Breakfast Club,” this special episode was recorded as a virtual panel celebrating the beauty, power and resilience of Black women and honoring their many achievements. Fans learned the pathway for young aspiring women of color to attend HBCUs and why Black women must lead the charge in politics, culture and society. Fans were able to video stream the virtual panel on iHeartRadio’s YouTube page. The panel included Gizelle Bryant from *The Real Housewives of Potomac*.

MENTAL HEALTH

As mental health continues to be a major focus of iHeart's community efforts, the iHeart Podcast Network has been expanding its catalog of mental health podcasts with many of the shows covering areas including grief, anxiety, depression, addiction, trauma and a variety of other disorders. Many of the shows provide practical strategies for taking care of your well-being and afford listeners the opportunity to learn from renowned psychologists, authors, lecturers and everyday people.

ANXIETY BITES: Comedian Jen Kirkman, who has lived with life-long Panic and Generalized Anxiety Disorder, brings her life lessons, humor and hope to a show that's about normalizing having anxiety so that we go from whispering dramatically, "I have anxiety" to saying out loud with a shrug, "Yeah, I have anxiety." Jen interviews experts with anxiety, including PhDs, creatives and spiritual gurus, for advice on

how to self-diagnose, begin to treat and how to live easily with everyday anxiety and panic – and at the very least providing an interesting, relatable and calming listening experience.

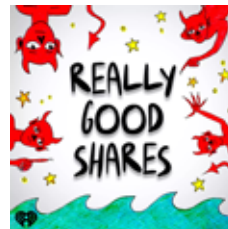
CHECKING IN WITH MICHELLE WILLIAMS:

American singer and actress Michelle Williams and her friends let it all out as they reveal their intimate experiences with depression, anxiety and their mental health journeys. Hosted by Michelle, these celebrity interviews offer skills on how to manage mental health hardships and even offer coping strategies for emotional well-being.

REALLY GOOD SHARES: Really Good Shares (RGS) explores recovery from all kinds of things: car crashes, identity crises, drugs, alcohol and more. Each episode features a share from a guest about how they got by during their darkest times. RGS is based on the recovery newsletter The Small Bow,

which host A.J. Daulerio created after he got out of rehab and wanted to hear stories about sobriety, mental health and spirituality that he couldn't easily find on the internet. In each episode, A.J. speaks with writers, entertainers, social workers, magazine editors, recovering addicts and more about how they made it through hard things and got better because of it.

THERAPY FOR BLACK GIRLS: "The Therapy for Black Girls" podcast is a weekly conversation with Dr. Joy Harden Bradford, a licensed psychologist in Atlanta, Georgia, about all things mental health, personal development and all the small decisions we can make to become the best possible version of ourselves. Each week, a new episode of the podcast explores topics that help Black women prioritize their mental health, tap into invaluable resources and break down the many stigmas related to mental health. Dr. Joy is often joined by expert guests to discuss topics like dealing





with grief, managing anxiety, making friends as an adult and setting boundaries in relationships. Listeners have frequently commented that the podcast has been helpful during the pandemic. “Therapy for Black Girls” offers an opportunity for listeners to realize they are not alone in their struggles and helps them learn strategies to better understand their emotions during difficult times.

DEAR THERAPISTS WITH LORI GOTTLIEB

AND GUY WINCH: In 2020, iHeartMedia launched the “Dear Therapists” podcast, in which the intimate sessions of renowned therapists and national advice columnists Lori Gottlieb and Guy Winch guide listeners through the everyday and extraordinary challenges of life. Each week, Lori and Guy share their personal, raw and transformative therapy sessions with everyday people and offer actionable advice. The podcast follows the journey of different patients and shares what we can all learn about ourselves through the lens of others.

THE HAPPINESS LAB WITH DR. LAURIE

SANTOS: Yale professor Dr. Laurie Santos has studied the science of happiness and found that many of us do the exact opposite of what will truly make our lives better. Based on the psychology course she teaches at Yale — the most popular

class in the university’s 300-year history — Dr. Santos takes listeners through the latest scientific research and shares some surprising and inspiring stories that will change the way the world thinks about happiness.

FROM WHERE WE STAND: This podcast highlights the experiences of Black, Indigenous and People of Color (BIPOC) communities and their impact on mental health. Launched by the Bell Let’s Talk Diversity Fund, each episode features conversations on race and mental health with guests from different ethnocultural communities in Canada as they share personal stories, the unique barriers they navigate on their wellness journey and the importance of finding culturally affirmative mental health care.

Hosted by iHeartRadio’s CHUM 104.5 Morning Show Co-Host Jamar McNeil, Your Morning’s Anne-Marie Mediwake and comedian and broadcaster Candy Palmater, each episode offers a safe space to unpack sensitive issues like intergenerational trauma and residential schools, anti-Black racism, first versus second-generation immigrant struggles and men’s mental health among many others. The podcast also brings in BIPOC mental health professionals to help listeners better understand the impact of these intersecting life experiences on

mental health and the support available.

WHOLLY HUMAN WITH LEANN RIMES: In 2020, iHeartMedia partnered with GRAMMY Award-winning singer, songwriter and mental health advocate LeAnn Rimes to launch the first season of her mental health and wholeness iHeartRadio Original podcast, Wholly Human. The first season of the 12-episode podcast featured an introduction into Rimes’ journey as she shared what went into building her mental health and wholeness toolkit and introduced her community to teachers and wise souls that have helped her along the way. These include lifestyle entrepreneur and *New York Times* bestselling author Lewis Howes; Somatic Experiencing Practitioner® Nicole Lohse, who talks about using physiology to make sense of our experiences; life coach Ryan Weiss, who advocates for the need to slow down and learn to nurture ourselves in order to be our best selves; and breathwork teacher and author Ashley Neese, whom Rimes credits as her introduction into learning to heal through different healing modalities; as well as many other star-studded guests.



RESPONDING TO CRISIS

Every year, local communities in which iHeartMedia employees live and work are impacted by unexpected community crises, as well as the domestic effects of global turmoil, natural disasters and

terrorism. From gun violence and mental health disorders to racial tension, suicide and acts of terrorism in communities across the U.S., iHeartMedia stations are always prepared to respond immediately.

DISASTER ASSISTANCE & RESPONSE PLAN

iHeartMedia plays a critically important role in our communities when disasters or traumatic events occur. During these times of crisis iHeartMedia is essential to the lives of local residents, with our broadcast radio and digital platforms often serving as the sole information source for disrupted areas — providing news and critical information on everything from storm updates and evacuation routes to food banks, rescue and medical care. Because emergency broadcasting is an important element of iHeartMedia's role in local communities, we have implemented a significant "Disaster Assistance and Response Plan" (DARP) which includes reserves of radio transmitters,

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



FIRST INFORMERS

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

of “essential service providers” – also known as “First Informers” – for public safety purposes. This statute recognizes the unique and essential role of radio stations in providing critical and often lifesaving information before, during and after man-made and natural disasters. The iHeartMedia Technical Operations Center (iTOC) and its Emergency Response Team – made up of more than 160 iHeartMedia engineers and team members – monitors operations and coordinates emergency planning and response for the company’s 860+ radio stations across the U.S. to ensure that our local communities can be served even under the most dire circumstances.



LOCAL & NATIONWIDE EMERGENCY ALERT & WARNING CAPABILITIES

iHeartMedia and FEMA continually partner to improve local and nationwide alert and warning capabilities that are critical when disasters threaten public safety and national security. AM broadcast radio stations are beacons of information for the public and are often the most listened to stations for news and information, especially during emergencies. Class A AM stations operate at higher power levels and with FCC-mandated interference protections that enable their signals to be received reliably by millions of listeners and at great distances – especially at night when changes in the ionosphere permit high-power AM signals to travel much farther distances, often hundreds of miles – than is possible during the day. iHeartMedia owns and operates 18 of the country's Class A AM radio stations and as a result cover most of the United States with these strong signals at night. FEMA's Integrated Public Awareness and Warning System (IPAWS) relies heavily on Class A AM radio stations for rapid, nationwide dissemination of emergency information.

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

In 2018, FEMA collaborated with iHeartMedia to initiate an important PEP station modernization project at iHeartMedia's NewsRadio 700 WLW-AM in Cincinnati, Ohio to improve alert and warning capabilities of FEMA's Class A AM PEP stations. WLW-AM is the second station in the country to complete the upgrade, which includes specialized sheltering capabilities, expanded broadcast transmission capacity and sustainable power generation to withstand virtually all types of hazardous events. Additionally, the company has upgraded its Orlando and Boston FEMA shelters in 2021.



LOCAL & NATIONWIDE EMERGENCY ALERT & WARNING CAPABILITIES

IHEARTMEDIA DISASTER RELIEF FUND

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

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





2021 NEWS EVENTS

When natural disasters or traumatic man-made events occur, iHeartMedia stations do everything in their power to not only deliver comprehensive news coverage and relay key messages to listeners but also to mobilize listeners to action by donating to appropriate relief efforts that will aid those affected. In addition to the COVID-19 pandemic, it was once again an

extraordinary year for weather and climate events in the U.S. According to NOAA's National Centers for Environmental Information (NCEI), in 2021, the U.S. experienced 20 separate billion-dollar weather and climate disasters, putting 2021 in second place for the most disasters in a calendar year, behind the record 22 billion-dollar events in 2020.

CLIMATE BY THE NUMBERS: 2021'S BILLION-DOLLAR DISASTERS

1 WINTER STORM/COLD WAVE EVENT

Focused across the deep south and Texas

1 WILDFIRE EVENT

Including combined impacts of wildfires across Arizona, California, Colorado, Idaho, Montana, Oregon and Washington

1 DROUGHT AND HEAT WAVE EVENT

Summer/fall across western U.S.

2 FLOOD EVENTS

Taking place in California and Louisiana

3 TORNADO OUTBREAKS

Including the December tornado outbreaks

4 TROPICAL CYCLONES

Including Elsa, Fred, Ida and Nicholas

8 SEVERE WEATHER EVENTS

Across many parts of the country, including the December Midwest derecho

JANUARY 6 CAPITOL RIOT COVERAGE

On January 6, 2021, a mob of nearly 2,500 attacked the Capitol Building in Washington, D.C. seeking to overturn the 2020 presidential election by disrupting the joint session of Congress assembled to count electoral votes that would formalize President-elect Joe Biden's victory. The Capitol complex was locked down and lawmakers and staff were evacuated as rioters assaulted law enforcement officers, vandalized property and occupied the building for several hours. Five people died as a result of the event and many people were injured, including 138 police officers. Four officers who responded to the attack died by suicide within seven months.

iHeart played a critical role in covering this tragic event and the iHeartMedia 24/7

News service enlisted extra reporters, producers and writers to produce a total of six special reports each hour. On location at the Capitol were 24/7 News correspondent Terry Moore, joined by Kelly Golden, a talk show host from iHeartMedia's WSC-FM in Charleston. Leveraging its arrangement with NBC, 24/7 News also began providing a simulcast of MSNBC beginning at 5 am. Nearly all of iHeart's news/talk stations were in some type of long-form coverage from one of those sources, and the 24/7 network also fed a three-hour special from 6-9 pm ET using its reporters in Washington along with members of Congress and other experts.



WINTER SNOWSTORM URI – TEXAS

Winter Storm Uri was a major coast-to-coast storm that spread snowfall and damaging ice from the Northwest into the South, Midwest and Northeast on Feb. 12-16, 2021. The storm was followed by the coldest temperatures in decades in the south-central states. Uri first impacted the Pacific Northwest with heavy snow and damaging ice late Feb. 12 through Feb. 13. Texas' official death toll from the February snow and ice storm reached 246 in what was one of the worst natural disasters in the state's history.

iHeart Texas launched into action with every station responding to meet the needs of its listeners:

The **24/7 News** team provided both iHeartMedia and TTWN affiliates with significant coverage on the severe winter weather that struck the South-Central region in February 2021. In addition to providing Texas regional reports twice an hour, 24 hours a day, for more than a week, the news staff provided text and audio to the 24/7 News Source newswire throughout the storm not only for affiliates in Texas, but also those in Oklahoma, Arkansas and Louisiana.

Additionally, **iHeartMedia San Antonio's WOAI team** worked around the clock with staff in both Houston and San Antonio, often sleeping in the newsrooms, to ensure coverage throughout the week. WOAI's morning team also provided extended coverage during the morning shows. iHeart engineers successfully worked to keep transmitters operating throughout the storm.

iHeartMedia Waco added additional weather forecast throughout day and hosted the meteorologists daily on-air. Additionally, representatives from Texas Department of Transportation gave morning interviews regarding road conditions and closings.

iHeartMedia Bryan was on the air, keeping listeners informed regarding warming centers available for the population.

iHeartMedia Corpus Christi ran continual updates at least twice per hour from its TV weather partner and TX News hub out of San Antonio. The market launched a digital 'Stormwatch' page updated with closures and pertinent info from the city and county. The iHeart Morning show on KRYS hosted

many county judges, mayors and American Electric Power representatives who came on-air to inform listeners.

iHeartMedia McAllen provided the public with information from the American Electric Power company, local law enforcement and public health agencies. The market's partnership with KRGV (local ABC News affiliate) was monumental, as they were able to provide listeners with more pertinent information; some people in the community were out of power for over two weeks.

During the coldest days, **iHeartmedia Beaumont** interrupted regular programming and began wall-to-wall coverage on all stations. In the following days the stations continued with multiple reports each hour on road conditions, cancellations and postponements. The on-air programming was also supported with social media posts on all station platforms and a storm watch page was created for all station sites.

In addition, iHeartMedia Texas stations launched Texans Forever – an online portal soliciting donations for people affected by the storm.



KENTUCKY TORNADOES

On December 10, 2021, a violent tornado moved across Western Kentucky, producing severe to catastrophic damage in numerous towns, including Mayfield, Princeton, Dawson Springs and Bremen. It was the deadliest tornado in an outbreak that produced numerous strong tornadoes in several states. The official death toll was 77, breaking the record for people killed set in 1890 by tornadoes in Jefferson County.

In response to the tornadoes, **iHeartMedia Little Rock** stations collected donations for the American Red Cross and aired PSAs voiced by Arkansas native Bobby Bones every hour for the weeks following the tragic events.

During the week of December 13-17, **iHeartMedia Nashville** stations 107.5 The River, The BIG 98, 105.9 The

Rock, 101.1 The Beat, 97.5 BIN: Black Information Network and 1510/98.3 WLAC collected new and unwrapped Christmas gift donations (for all ages) for its neighbor state and distributed them to the families affected with the help of The Salvation Army Kentucky & Tennessee. This fundraising drive was covered on-air, social media, online and local television.

Other iHeartMedia markets that supported the Kentucky community included **St. Louis, MO and Winchester, VA** who both ran drives to collect needed items for the affected families. iHeartMedia St. Louis host BJ talked with Michael Hart, spokesperson for FEMA, about the devastation in St Louis, Illinois, Arkansas, Tennessee and Kentucky, and more importantly how people who were affected could get help.



HURRICANE IDA

On August 29, 2021, Hurricane Ida made landfall near Port Fourchon, Louisiana, as a Category 4 hurricane with sustained winds of 150 mph, causing life-threatening storm surges, wind damage, heavy rainfall and power outages that affected approximately one million homes and businesses along the U.S. Gulf Coast. The storm then traveled Northeast as a tropical depression, causing flash flooding, tornadoes and power outages, before exiting offshore.

As of September 9, 2021, the media reported 91 deaths caused by Hurricane Ida across nine states. Hurricane Ida is the fourth most deadly hurricane the Epi/Surv Task Force has tracked in the contiguous United States since 2012; only Hurricane Harvey (2017) resulted in more reported drowning deaths.

The **iHeartMedia Baton Rouge** cluster of stations began a wall-to-wall live broadcast coverage as Hurricane Ida approached the Louisiana coastline. Anchored from WJBO, iHeart talent from all stations provided coverage including

Murphy, Sam and Jodi, Jeremy Poursine and Austin James. With internet and cell service failing across a substantial portion of South Louisiana, broadcast radio was the only means of broadcasting emergency information to a mass audience and the fastest form of two-way communication – distributing information and gathering critical life-saving information from listeners.

The stations became the sole information source for many and were utilized by the Governor's office and law enforcement. The market partnered with local broadcast TV to bring all information together and share resources.

Additionally, **iHeartMedia Charleston's 94.3 WSC** ran a donation drive at American Biker in Ladson over a five-day period, filling a mid-sized box truck with critically needed items for the affected community, and **iHeartMedia Panama City** ran a donation drive collecting two semi-trucks filled with relief items and raised over \$6,000.



SURFSIDE CONDOMINIUM COLLAPSE

On Thursday, June 24, 2021, at approximately 1:22 a.m. Champlain Towers South, a 12-story beachfront condominium in the Miami suburb of Surfside, Florida, partially collapsed — affecting over 136 units. Over 98 people died as a result of the tragedy.

After the collapse, **iHeartMedia Miami** conducted an on-air and social media campaign for listeners to donate to SupportSurfside.org. The fund directly benefited survivors, victims and families involved in the tragedy. In addition, the market activated an iHeart Surfside First Responders care package campaign and

provided over 500 care packages to first responders and support services teams on the ground.

iHeartMedia West Palm Beach

went on-air and online in support of the “Support Surfside” relief effort. The market also partnered with Treasure Coast and The Coral Gables Community Foundation to help promote a relief fund to benefit those impacted. The tragedy was discussed on-air and on the stations’ websites, and listeners were directed to visit SupportSurfside.org to donate to the victims and their families.



OXFORD HIGH SCHOOL SHOOTING IN DETROIT

On Tuesday, November 30, a gunman opened fire at Oxford High School in Michigan, shooting 11 people. Four students were killed and several others were left critically and seriously injured.

iHeartMedia Detroit interrupted normal programming and the morning show host joined forces with The Joe Show to provide continual coverage. The stations provided an opportunity for listeners and

the community to call in and share their thoughts and prayers while also providing the most up to date news coverage as events were unfolding. The stations followed up the next morning with news as well as interviews with people in the community, including the Oakland County Prosecutor.



PACIFIC NORTHWEST HEATWAVE

From June 26 to July 2, 2021, an unprecedented heat wave rippled throughout the Pacific Northwest. The extreme temperatures resulted in a high risk of heat-related illness for much of the population — and **iHeartMedia Seattle's 96.5 JACK-FM** on-air personalities were

there to help the community every step of the way. As temperatures in Portland, Seattle and the surrounding areas hit dangerous highs, the radio station's broadcast kept the public informed on the best ways to seek help and directed donations towards the local Red Cross.



TROPICAL STORM FRED

When tropical storm Fred moved to the Asheville, NC area in August 2021, Haywood County was hit with devastating flooding, clearing whole pockets of the community. After the storm, **iHeartMedia Asheville** immediately teamed up with

Hearts with Hands, a local charity for disaster relief. Together, iHeart Asheville raised over \$100,000 in just 2 weeks with the help of listeners and sponsors.



2021 UNITED STATES WILDFIRES

In 2021, there were almost 59,000 wildfires in the Western states, burning about 7.1 million acres. **iHeartMedia Los Angeles' KFI-AM 640** stayed on top of the situation, keeping listeners informed while dispatching a team of local reporters to the various affected areas. By airing

press conferences, interviews with local authorities and vital evacuation details, the station helped keep the community safe in rapidly evolving situations, resulting in more than 150 hours of on-air programming.



2021 NORTH DAKOTA WILDFIRES

Nearly 2,400 wildfires burned more than 125,000 acres of land across North Dakota in 2021. Through it all, **iHeartMedia Minot's 97 KICKS FM** ran constant updates, reminding the public

of the best ways to stay safe and prevent wildfires while encouraging them to donate necessary items to help the affected communities.





CORPORATE GIVING & VOLUNTEERISM

In 2021, iHeartMedia donated millions of dollars' worth 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 across the country. Volunteerism and community are the heart of radio, and on any given day iHeartMedia's nearly 10,000 employees can be found lending their time, energy and passion to serve and support the communities in which they live and work. This was especially true during the COVID-19 pandemic.

LOCAL SPIRIT DAY OF SERVICE

In addition to the daily community volunteer work that takes place at all iHeartRadio 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 a workday as a group/team or individual, or on a weekend, to volunteer in the community for a nonprofit organization. In 2020, iHeart added an extra paid Day of Service to enable employees to help support the cause or organization most important to them.

In 2021 approximately 1,600 iHeartMedia employees took time off to volunteer, spending over 10,000 hours volunteering in their local communities, equating to an investment of over \$445,000 in those local communities. Below please find some of the highlights below of how some iHeartMedia employees spent their annual Local Spirit Day of Service in 2021.

AUTISM SPEAKS LEHIGH VALLEY ALLENTOWN, PA

B104 Allentown and 95.1 ZZO

In 2021, iHeartMedia / B'04's Morning Show 'Mike and Steph, were once again official event emcees for the Autism Speaks Autism Walk held in Bethlehem, PA. WZZO's Keith Moyer acted as virtual emcee for those who could not attend in person. \$140,000 was raised for Autism Speaks through this walk event.

VARIOUS COMMUNITY PARTNERS YEAR ROUND ALLENTOWN, PA

Newsradio 790 WAEB

NewsRadio 790 WAEB Morning Host Bobby Gunther Walsh, News Director Dan Holzman and Program Director Craig Stevens volunteer over 100 hours each year to local charities and community partners including The Children's Home of Easton, The Love Ran Red Foundation, Center for Animal Health and Welfare, The Allentown Rescue Mission, National MS Society and Parkette's National Gymnastics Training Center. Activities included working as celebrity bartenders, Live Auction and Gala Emcees, Charity Walk Emcees, Guest Speakers and much more.

9/11 DAY NATIONAL SERVICE DAY

CHICAGO, IL

93.9 Lite FM

In September 2021, iHeartMedia Chicago's 107.5 WGCI, 103.5 KISS FM, V103, 93.9 Lite FM, Inspiration 1390 and Rock95 Five encouraged listeners to participate in a day of community service on 9/11. Listeners volunteered to help pack thousands of meals for people in need. The service took place at Navy Pier in Chicago. The organization's volunteer slots were full within 48 hours of promoting the event.

THE GREAT KHALID FOUNDATION

EL PASO, TX

96.3 KHEY Country and Power 102.1

In 2021, iHeartMedia El Paso partnered with the Great Khalid Foundation for a series of events that benefitted the community. These initiatives included a backpack giveaway, boxes of food for Thanksgiving and gifts for children at Christmas. Christmas with Khalid chooses a local elementary school to provide a gift to every student. Singer, songwriter and namesake of the foundation Khalid presented the gifts. iHeart was the exclusive radio partner for the event and staff volunteered for festivities on the day.

CONNECTICUT FOODSHARE

HARTFORD, CT

The River 105.9

As Connecticut faced a massive number of households in need of food, iHeartMedia Hartford partnered with Connecticut Foodshare to help distribute food, masks and sanitizer at Pratt & Whitney Stadium and Rentschler Field with the state of Connecticut. The station staff volunteered several times from January to December of 2021, and it is estimated that over 550,000 households were served and over 17 million pounds of food were distributed through the emergency distribution sites.

HOUSTON LIVESTOCK SHOW AND RODEO, STAR OF HOPE MISSION, RELIEF GANG, OTHER NONPROFITS

HOUSTON, TX

News Radio 740 KTRH

iHeartMedia Houston staff volunteered their time for a variety of causes ranging from supporting youth and benefitting education, helping the homeless with clothing, shelter and meals to helping to repair homes for needy families. Local charities included Houston Livestock Show and Rodeo, Star of Hope Mission, Relief Gang, other nonprofits and local churches.

UNITED WAY OF NORTHWEST FLORIDA

PANAMA CITY, FL

99.3 The Beat Panama City and Sunny 98.5

iHeartMedia Panama City Market President Darrell Johnson serves on the Board of Directors and Senior AE Nancy Luther serves on the Executive Board of the United Way of Northwest Florida (UWNWFL). Overall, they contributed 200 volunteer hours to the UWNWFL in 2021.

JUNIOR LEAGUE OF PANAMA +

ARC OF THE BAY

PANAMA CITY, FL

92.5 WPAP

WPAP AMD Host Shane Collins is on the Board of Directors of ARC of The Bay. He volunteers monthly and emcees at various events and fundraisers. ARC of The Bay provides support and opportunities for people with disabilities to choose and participate in valued adult activities.

FINEST VOLUNTEERS OF ST. LOUIS

SAINT LOUIS, MO

Hallelujah 1600

In 2021, Hallelujah 1600 hosted the Sista Strut Breast Cancer Awareness Parade, an event that promotes breast cancer screenings and other prevention resources. Station staff volunteered the day of the event helping to spread awareness of this worthy cause.

ST. LOUIS FINEST VOLUNTEERS

SAINT LOUIS, MO

100.3 The Beat

100.3 The Beat partnered with the Jeepformers Social Club to host Jeep-A-Treat event to give kids a safe environment in which to trick or treat for Halloween.

100.3 The Beat was on site volunteering for the event.

SEATTLE CHILDREN'S HOSPITAL

SEATTLE, WA

95.7 The Jet Seattle

95.7 The Jet host Bender served as the volunteer emcee for a triathlon benefiting Seattle Children's Hospital on June 9.

MUSCULAR DYSTROPHY ASSOCIATION

SEATTLE, WA

KUBE 93.3

KUBE 93.3's morning show host Strawberry volunteered his time with the Tacoma Fire Department to help Fill the Boot and put an end to Muscular Dystrophy. The Fill the Boot event took place on September 29 and raised money and awareness for the Muscular Dystrophy Association.

SEAFAIR

SEATTLE, WA

96.5 JACK-FM

96.5 JACK-FM's on-air personality Lee Callahan hosted a day on Lake Union to benefit Seafair, an organization that brings Seattle's history to the public and provides college scholarships for local youth.

SIouxLAND HUMANE SOCIETY

SIoux CITY, IA

Your Variety Station KG95

Rob Powers, Senior Vice President of Programming for iHeartMedia Sioux City, is the Board President for the Siouxland Humane Society and has been on the board for over four years. The organization's mission is to provide services and programs that promote the humane treatment of animals in the Siouxland area.

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 thousands of disadvantaged children, teens and seniors, many of whom would not otherwise have received gifts or a nutritious meal during the holidays.

PRESCOTT FOUNDATION & U.S. MARINES TOYS FOR TOTS PROGRAM

ALBANY, NY

98.3 TRY Albany

98.3 TRY partnered with the Prescott Foundation to host Winter Hangarland at the Hangar at 743. This holiday family event took place on December 4 and featured holiday family activities and games and a Santa visit. Listeners were encouraged to bring a new, unwrapped toy to receive a free photo with Santa. All toys were donated to U.S. Marine Corps Toys for Tots program. Suggested donation for the event was \$20 per family, and monetary proceeds from the event, totaling \$5,000, benefitted the Prescott Foundation, which focuses their philanthropy efforts on veterans' families and their children.

WGY CHRISTMAS WISH ALBANY, NY

News Radio 810 WGY

From November 1 to December 23, News Radio 810 and 103.1 WGY encouraged listeners to donate to the 42nd Annual WGY Christmas Wish program, which benefits local nonprofit children's organizations. Donations were collected at our partner's locations, online and during a morning-long radiothon hosted by morning show personality Doug Goudie. The Christmas Wish program has distributed thousands of grants over the years and has raised over \$3.5 million since its inception in 1979 to help local children in need. In 2021, over \$150,000 was raised for WGY Christmas Wish.

U.S. MARINE CORPS TOYS FOR TOTS PROGRAM

ASHEVILLE, NC

99.9 KISS Country

99.9 KISS Country (WKSF) hosted another edition of what has become an annual staple in Western North Carolina – the U.S. Marine Corps Toys for Tots drive. Together, WNC Toys For Tots and 99.9 KISS Country helped collect almost 23,000 brand-new toys for underprivileged families in the listening area.

EBLEN CHARITIES

ASHEVILLE, NC

News Radio 570 WWNC

iHeartMedia Asheville teamed with Ingles local grocery store and Eblen Charities for their annual toy drive over three days in December. iHeartMedia Asheville on-air personalities broadcasted live on location encouraging listeners to donate new unwrapped toys or money to benefit children in the community. With the help of over 300 volunteers who donated over 1,800 hours of their time collectively, the event provided toys and gifts for 1,350 families and over 3500 children.

**APAGE YOUTH &
COMMUNITY CENTER**
ATLANTA, GA

94.9 The Bull

In 2021, Power 96.1, in partnership with The Works, helped collect approximately 1,000 toys for the Agape Youth and Family Center. Donations included everything from bicycles to headphones for children of all ages. In addition, the station gave away tickets to their annual holiday concert, Power 96.1 Jingle Ball Presented by Capital One, to raise funds for the cause.

JAMES BROWN FAMILY FOUNDATION
AUGUSTA, GA

96.3 Kiss-FM

96.3 Kiss FM and Power 107 hosted their annual James Brown Family Foundation Toy Drive from November 15-30, 2021, to benefit the James Brown Family Foundation Toy Program. The station promoted the drive on-air and digitally. The toy drive helped collect over 1,100 toys for community children.

CATHOLIC CHARITIES
BINGHAMTON, NY

Mix 103.3

iHeartMedia Binghamton partnered with clients across the region to host donation drop offs. Each location had a tree with labeled ornaments corresponding with a child's wish list for Christmas. Patrons of those businesses were encouraged to select an ornament and bring requested items back. All 100 ornaments were fulfilled.

SALVATION ARMY ANGEL TREE
BIRMINGHAM, AL

iHeartMedia Birmingham

iHeartMedia Birmingham partnered with The Salvation Army for the Angel Tree program. The stations encouraged listeners to "adopt" a child and help provide toys for them for the holiday season. The three-week drive raised over \$200,000 worth of toys.

**GLYNN COMMUNITY CRISIS
CENTER AND AMITY HOUSE**

BRUNSWICK, GA

Hallelujah 96.3

All Brunswick stations (WBGA-AM, WGIG-AM, WHFX-FM, WQGA-FM, and WYNR-FM) ran the Under the Christmas Tree event, asking community members to donate gift cards to contribute to Glynn Community Crisis Center and Amity House, a facility for people escaping domestic abuse to reside while they rebuild their lives. The event raised \$4,140.

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

CAPE COD, MA

WCOD, WXTK, Cool 102

2021 marked the 26th annual Stuff-A-Bus toy drive collecting toys for the Cape Cod chapter of the U.S. Marines Toys For Tots program. iHeartMedia Cape Cod stations, including WCOD, WXTK and Cool 102, helped collect over \$25,000 worth of toys.



HOLIDAY GIFT DRIVES CONTINUED

COATS FOR KIDS

CLEVELAND, OH

News Radio WTAM 1100

In 1981, WTAM created the Coats for Kids Campaign, which marked its 40th year as one of Cleveland's most celebrated charities. Every year, WTAM provides office space and resources to Coats for Kids at no charge to the charity. This year, the Coats for Kids Campaign raised over \$400,000 and collected over 20,000 coats for the thousands of local children and families who are without warm coats in the winter.

U.S. MARINE CORPS TOYS FOR TOTS PROGRAM

DALLAS, TX

Star 102.1

The New Star 102.1 partnered with television station Fox 4 KDFW and the U.S. Marines Corps for the 2021 Toys for Tots campaign. The event was heavily promoted on-air and online, encouraging listeners to donate in person or online, with live broadcasts all over the Dallas/Fort Worth area. The 2021 campaign helped 237,784 children in North Texas, an increase of over 87,000 children from last year. The 2021 Toys for Tots campaign in DFW collected 262,251 toys, 17,994 books, 31,058 stocking stuffers and over \$133,000 in monetary donations to help families in need.

U.S. MARINES TOYS FOR TOTS PROGRAM

DAVENPORT, IA

103.7 WLLR

All seven radio stations in the iHeartMedia Quad Cities cluster supported the Toys For Tots drive with news partner KWQC-TV 6 and the U.S. Marines. A drive-through donation drive was set up where listeners could drive through the parking lot and the Marines would unload the toy donations from the listener's car. This year's event raised \$50,000 worth of funds and toys.

CHRISTMAS FOR KIDS

DEFIANCE, OH

Mix 98.1

Christmas For Kids is a five-week campaign involving numerous live appearances at businesses, schools and more in the listening area. Mix 98.1 works with several volunteers including several retired Marines to collect money and toys to distribute to area families. The campaign also includes "Tiana's Wish," which raises money for Christmas presents for children dealing with cancer and other illnesses. In 2021, Christmas For Kids and Tiana's Wish raised over \$120,000 for area children and families.

BOYS & GIRLS CLUB OF METRO DENVER

DENVER, CO

97.3 KBCO

In 2021, in partnership with CBS4, 97.3 KBCO hosted the "2021 Together 4 Colorado Toy Drive" – its eighth annual toy drive to collect new toys and cash donations for Boys & Girls Clubs of Metro Denver. Listeners were directed to King Soopers to donate new, unwrapped toys at all Front Range locations from November 26 to December 24. The "2021 Together 4 Colorado Toy Drive" collected 25,000 toys for children in the community.

CHRISTMAS IS FOR CHILDREN PROGRAM

EAU CLAIRE, WI

Z100 Eau Claire

The six stations of iHeartMedia Eau Claire held the 29th annual Christmas is for Children Program, serving 858 children through listeners who sponsored the children and purchased specific gift requests. Corporate partners Con-Agra and Cascade donated as well by giving each child Swiss Miss hot chocolate and bathroom tissue.

STUFF THE BUS

ERIE, PA

Star 104

In 2021, iHeartMedia Erie FM stations teamed up with Erie Metropolitan Transit Authority to collect toys and “Stuff the Bus.” This year’s event raised \$5,500 worth of toys for local children distributed through the U.S. Marines Toys for Tots program.

INTERIOR AK CENTER FOR NON-VIOLENT LIVING

FAIRBANKS, AK

Magic 101.1 Fairbanks

Each year, iHeartMedia runs a toy drive for the Interior AK Center for Non-Violent Living. All families staying there over the holidays take part in a Christmas Eve dinner where every child receives a gift from Santa. Residents also receive all the donations collected during iHeartMedia’s Golden Heart Wishes Campaign, which this year totaled \$10,000.

SALVATION ARMY

FLORENCE, SC

Eagle 92.9

iHeartMedia Florence partnered with the Salvation Army to promote the Salvation Army Angel Tree campaign in Florence, SC. The station promoted the campaign on-air and on social media, inviting listeners to give back during the holiday season. The theme for 2021 was “Hope Marches On,” and more than 1,016 children benefited from the Salvation Army Angel Tree campaign.

35 LOCAL NONPROFITS

FORT COLLINS, CO

96.1 KISS FM

Kissmas Wishes is a staple station event that helps over 35 local nonprofits. The local organizations gather their wish lists for the people they serve, and the listener community helps fulfill them by dropping off donations at KISS FM’s week-long, on-site broadcast at the Promenade Shops at Centerra. Listeners also have the option to order the items online through an Amazon Wish List. The master wish list of requests ranges from necessities like toiletries to clothing and toys. In its 19th year, Kissmas Wishes 2021 collected over 40,000 items for those in need in the Northern Colorado community.

U.S. MARINES TOYS FOR TOTS PROGRAM

FORT MYERS NAPLES, FL

Cat Country 107.1, 105.5 The Beat, 95.3 OLZ, Y100.1

The 29-day Toys 4 Tots campaign was an annual toy drive to benefit children in need in the community. iHeartMedia Fort Myers Naples stations set up multiple toy drop-off points and supported the campaign with on-air PSAs. The drive helped collect over \$27,500 worth of toys.

U.S. MARINES TOYS FOR TOTS PROGRAM

FRESNO, CA

B95

iHeartMedia Fresno went all in with the Central Valley Toys for Tots campaign. Stations worked with the Fresno, Tulare and Kings County Toys for Tots chapters to help collect new unwrapped toys for underprivileged children in the Central Valley. Each station promoted sponsored locations on social media, websites and on-air where listeners could drop off toys. The drive helped collect over \$50,000 worth of toys for children in the community.



HOLIDAY GIFT DRIVES CONTINUED

U.S. MARINES TOYS FOR TOTS PROGRAM GREENSBORO, NC

Q104.1

Once again iHeartMedia Greenville teamed up with the U.S. Marines and community partner Ward Black Law for Toys For Tots and Christmas Hope. The Christmas Hope Program sponsored six children in need for their Christmas holiday wishes. In total, both programs collected over 150 toys and raised over \$13,000 in funds for children in the community.

U.S. MARINES TOYS FOR TOTS GREENVILLE, SC

Whistle 100

WSSL 100 was proud to hold the 19th annual Ellis & Bradley's "Stuff the Truck for Toys for Tots" in 2021. Even through continuing issues with the pandemic, the event had another great year and listeners provided hundreds of toys for the children in the community. The estimated value of donated toys reached \$12,228.

YALE'S CHILDREN'S HOSPITAL HARTFORD, CT

The River 105.9

For three days, iHeartMedia Hartford stations promoted an on-site, outdoor drive-through toy drop off in honor of Faith, a little girl whose life was saved by the medical team at Yale Children's Hospital. She continues to raise funds and awareness for the department and iHeartMedia is the only radio sponsor of the event. The final total of toys raised was 5,215, the largest toy donation in Yale's history.

BIG BROTHERS BIG SISTERS, LOCAL CITY MISSIONS

HUNTINGTON, WV

103.3 TCR

In 2021, 103.3 TCR listeners were encouraged to "Adopt a Child for Christmas." The drive helped fulfill the wishes of over 200 children in the community who received gifts this holiday season.

CATHOLIC CHARITIES OF SOUTHERN NEVADA LAS VEGAS, NV

95.5 The Bull

2021 marked the 17th annual 95.5 The Bull's Toys for Tickets charity concert. Country music superstars Frank Ray, Callista Clark, Tenille Arts, Joe Nichols and Riley Green performed a special concert benefitting Catholic Charities of Southern Nevada inside Green Valley Ranch Resort. Tickets were given to anyone who donated a new, unwrapped toy (minimum value of \$15) that went to the toy bank at Catholic Charities of Southern Nevada to distribute to families and their children in need in Southern Nevada. Through sponsors and attendee donations, the event raised over \$40,500 worth of toys.

TOY HILL

LITTLE ROCK, AR

105.1 The Wolf Little Rock

KMJX and the iHeartMedia Little Rock stations hosted the 49th annual Toy Hill Toy Drive, anchored by long time morning host Bob Robbins. The event collected four semi-trailers of toys and raised \$60,000 in cash donations for the U.S. Marine Toys for Tots program.

STUFF YOUR STOCKING

MACON, GA

V101.7, 97.9 WIBB

V101.7, 97.9 WIBB and 1-800-Truck Wreck hosted a Black Friday cash giveaway in support of "Stuff Your Stocking." The stations promoted the drive on-air, digitally via the V101.7 website and on social media. The campaign was able to give away \$5,000 in \$250 gift cards to 20 residents.

ASSOCIATED CHARITIES OF ASHLAND COUNTY

MANSFIELD, OH

107.7 The Breeze

iHeartMedia Mansfield helped promote Toys for Kids and a food drive for the organization during the months of November and December. The two drives helped collect over \$5,000 and thousands of toys.

U.S. MARINES TOYS FOR TOTS

MINNEAPOLIS, MN

K102

In conjunction with the U.S. Marines and the Minnesota Vikings, KFAN hosted an all-day broadcast at Scheels of Eden Prairie. KFAN's popular radio shows welcomed special guests including Vikings players and coaches on the show, and listeners were invited to come out to the store, watch the show and donate a new or unwrapped toy to go toward the Toys for Tots program. The event collected over \$6,000 worth of toys.

MINOT COMMISSION

ON AGING

MINOT, ND

97 Kicks FM

Minot iHeartRadio Stations 97 Kicks FM, Z94, Mix 99.9, 105.3 The Fox, 910 AM KCJB and Classic Hits 1390 KRRZ teamed up with the Ryan Family Dealerships to present the Angel Tree Gift Giving Initiative for local homebound elderly. The stations reached out to the community on the air and through social media platforms, resulting in over 400 presents donated by the community, wrapped by the VFW and Local 4H Club, then delivered through the Minot Commission on Aging Meals On Wheels program with volunteers from Ryan Nissan and support from radio talents Allison Bostow and Jess Alseshire.

U.S. MARINES TOYS FOR TOTS

MODESTO STOCKTON, CA

iHeartMedia Modesto

The U.S. Marines Toys for Tots program distributes toys to kids in need during Christmastime. From November 19 to December 25, iHeart Modesto placed bins at various locations in the Valley to collect new unwrapped toys to be distributed by The Salvation Army. This year's toy drive collected 20 bins full of toys.



HOLIDAY GIFT DRIVES

CONTINUED

THE NEW ORLEANS COMMUNITY

NEW ORLEANS, LA

News Talk 99.5 WRNO

iHeartMedia New Orleans stations including WQUE, WYLD FM and WRNO-HD2 partnered with the City of New Orleans Recreational Department to host drive-through community give back events throughout the year. During the back-to-school season, school supplies and backpacks were distributed to over 1,000 underserved kids in the city. For Easter and Halloween, the stations gave away candy to spread cheer as many events were cancelled due to COVID-19. For Christmas, the stations teamed up with U.S. Marines Toys for Tots to ensure that over 1,100 children had gifts for the holidays.

OPEN DOOR MISSION

OMAHA, NE

Kat 103.7, 99.9 KGOR, 1110 KFAB

iHeartMedia Omaha asked listeners to drop off new unwrapped toys through Project Santa. The drive collected 4,000 toys that were donated to the Open Door Mission to be distributed to people in the community facing housing insecurity.

SALVATION ARMY

PORTLAND, OR

1190 KEX

iHeartMedia Portland teamed up with La-Z-Boy to hold various donation drives throughout the year. At holiday time, the Head-to-Toe Comfort Donation Drive collected new gloves, hats, coats and socks which are then distributed to families in need by the Salvation Army. La-Z-Boy set up collection bins at their six local locations and offered up to 25 percent discount for those who donated. The iHeartMedia Portland cluster of stations promoted this via on air promos, PSAs, interviews and social media.

U.S. MARINES TOYS FOR TOTS

PROVIDENCE, RI

94 HJY

In 2021, all four iHeartMedia Providence stations partnered with local furniture retailer Cardi's Furniture to collect new unwrapped toys for the U.S. Marines Toys for Tots program. Generous listeners dropped off toys at stores for several weeks. Additionally, the morning shows of each station broadcast live on Saturday December 4th, promoting specific store locations. The drive collected 14 trailers full of toys, a record year.

SALVATION ARMY OF BERKS COUNTY

READING, PA

Y102

In 2021, Y102 hosted its annual toy drive to benefit the Salvation Army. Over the course of a four-hour morning show, the toy drive collected an estimated \$50,000 worth of toy donations to help local families give their children a Christmas!

U.S. MARINES TOYS FOR TOTS OF SOUTHEAST MINNESOTA

ROCHESTER, MN

Laser 101.7, 102.5 The Fox

In 2021, iHeartMedia Rochester stations Laser 101.7 and 102.5 The Fox ran a toy drive to benefit children in need in the community. With the help of U.S. Marines Toys for Tots of Southeast Minnesota, the two stations distributed 30,231 toys helping 8,060 children in eight counties in Southeast Minnesota, the most toys the campaign has ever distributed in Southeast Minnesota.

YOUTH IN NEED
SAINT LOUIS, MO
103.3 KLOU

103.3 KLOU's Billy and Judi in the Morning and the iHeartMedia St. Louis Promotions Team took to the streets on December 11 to help Youth in Need fill their coffers with personal care items, hoodies and toys so that they could continue to serve over 8,000 of the area's most vulnerable children, teens and families at nearly 100 locations in six counties in Eastern Missouri. The team spent the day at three different Quik Trip locations in St. Charles County collecting various needed items, including new toys for all age groups, laundry detergent, shampoo, deodorant, soap and more.

YOUTH IN NEED
SAINT LOUIS, MO
93.7 The Bull

93.7 The Bull's ninth annual "Boatload of Toys" was held December 4 and 5 at Bass Pro Shops in St. Charles, MO. The event assists Youth In Need, a local organization that serves over 8,000 of the area's most vulnerable children, teens and families at nearly 100 locations in six counties in Eastern Missouri. The station collected everything from new toys for all age groups, to laundry detergent, shampoo, deodorant and soap, and even clothing and cash (which was collected by a Youth In Need Volunteer). To date, the event has brought in enough toys, clothing and personal care items to bring holiday joy (and daily help) to well over 130,000 people that Youth in Need assists.

SOL (SPREADING OUR LOVE FOUNDATION)
SAINT LOUIS, MO
100.3 The Beat

100.3 The Beat hosted their third annual Winterize Kids Event to collect coats for kids to have this winter season. The event collected over 700 coats to give to kids in the community, at schools and at the Annie Malone Children's Home.

SAFE CHILDREN COALITION
SARASOTA BRADENTON, FL
107.9 WSRZ

The 25th annual Santa Cause Toy Drive broadcast live on December 7 on the green at UTC in Sarasota. All collected donations stayed right in the Sarasota Bradenton community to benefit The Safe Children Coalition, which strives to make the lives of abused and neglected children as healthy and normal as any child's life should be. Listeners raised over \$10,000 in cash and toys, setting a record. Over the past 25 years, Santa Cause has raised over \$460,000 in cash and toys to benefit children on the Suncoast.

U.S. MARINES TOYS FOR TOTS PROGRAM
SARASOTA BRADENTON, FL
92.1 CTQ

92.1 CTQ held the annual U.S. Marines Toys for Tots Toy Drive presented by Kennedy Construction Groups Roofing on December 11, 2021, in the West District at UTC. This year the station partnered with Sarasota Cars & Coffee at UTC to maximize toy intake. This event draws over 500 classic cars each month, and thanks to the generosity of this group as well as loyal listeners, the event raised \$9,000 worth of toys, which is double the usual donation.



HOLIDAY GIFT DRIVES

CONTINUED

JOINT BASE LEWIS-MCCHORD (JBLM)

SEATTLE, WA

102.5 KZOK, KUBE 93.3

102.5 KZOK and KUBE 93.3 supported Santa's Castle, a toy drive to ease holiday stress by providing new toys, board games and books to military families in Washington who are experiencing financial hardships. Thousands of toys were delivered to Joint Base Lewis-McChord at the end of the event.

BOYS AND GIRLS CLUBS OF SPRINGFIELD

SPRINGFIELD, MO

Alice 95.5, 105.9 KGBX, 100.5 The Wolf

In 2021, iHeartMedia Springfield partnered with local businesses for the Angel Tree program to benefit the Boys and Girls Clubs of Springfield. Local businesses displayed Angel ornaments with wish lists for local kids. Listeners were asked to purchase one or more of the gifts from the wish list and drop them off for the Boys and Girls Clubs Christmas party. The drive helped collect over \$5,000 worth of toys for children in the community.

SALVATION ARMY

TUCSON, AZ

Hot 98.3, 93.7 KRQ

iHeartMedia Tucson, led by Hot 98.3, partnered with the Salvation Army to promote the sixth annual Stuff The Bus toy drive. For an entire day, station staff worked side-by-side with Salvation Army staff to fill a Suntran City Bus of toys to help underprivileged children in the community receive Christmas gifts.

WACO GOODFELLAS

WACO, TX

WACO 100

In December 2021, WACO 100 partnered with Goodfellas, a local group of businessmen, to help buy Christmas gifts for families in need. Over 400 families received gifts, food and a visit from Santa.

U.S. MARINES TOYS FOR TOTS PROGRAM

WEST PALM BEACH, FL

98.7 The Gater

98.7 THE GATER rocked the holidays with its 18th annual "12 Guitars of Christmas." The free, three-hour end of the year celebration featured live music, special celebrity guests, photos with Santa, vendors and more. Toys were collected

on-site for the U.S. Marines Toys For Tots toy drive, and each person in attendance had a chance to win one of 12 autographed guitars signed by some of Rock's biggest names. The 2021 "12 Guitars of Christmas" collected nearly 3,000 toys for the U.S. Marines Tots for Tots program and raised nearly \$2,000 in cash donations for the charity as well for the children and families in need in the West Palm Beach area.

U.S. MARINES TOYS FOR TOTS PROGRAM

WEST PALM BEACH, FL

Real Radio 92.1

REAL RADIO 92.1 & 101.7 hit the airwaves with its 16th Annual "12 Days Of Chaos." Throughout the course of this 12-day campaign, listeners were encouraged to donate toys or cash for a chance to win one of 12 of the hottest items of the holiday including a 70" flatscreen TV, a Nintendo Switch, an Apple Watch, an iPad & AirPods Pro Headphones, a \$2,500 Gift Card to International Diamond Center, the new Roomba j7+ Robot Vacuum and more. The 2021 Virtual Toy Drive helped collect 1,820 toys and approximately \$1,400 in cash donations for the local U.S. Marines Toys For Tots, benefitting children and families in need in the Palm Beaches area.

**U.S. MARINES TOYS FOR TOTS
(PALM BEACH COUNTY)
WEST PALM BEACH, FL
KOOL 105.5 Palm Beach**

The Mo & Sally Dueling Toy Drive has been a long-standing tradition for KOOL 105.5 Palm Beach, and 2021 was no exception. Every year, each member of the show spends an entire day at separate locations and compete to see which location could collect the most toys! After a difficult 2021, the show decided they wanted to send a message for everyone to “come together” and built one powerhouse event where all the show members were in the same location. The results were phenomenal, as the show collected over 5,000 toys to be distributed through the Palm Beach County U.S. Marines Toys For Tots.

**KISS COATS FOR KIDS
WINCHESTER, VA
KISS 98.3 Winchester, Q102, Mix 95.7**

KISS Coats for Kids is a two-week campaign that raises money to provide new winter coats for local children whose parents can't afford to purchase one. The station works with local Rotarians to identify the families and distribute the coats. The two weeks are also an opportunity to educate listeners about this growing number of local families in need. In 2021, 1,050 coats were distributed and approximately \$21,000 was raised.

**SALVATION ARMY
YOUNGSTOWN, OH
MIX 98.9**

iHeartMedia Youngtown's Mix 98.9 WMXY-FM has partnered annually with The Salvation Army for a toy drive to help families in need during the holiday season.

This past year's toy drive drew record-breaking donations. WMXY FM's Morning Show host Gary Rivers chaired the toy drive, promoting the Army of Toys live, on-air from November 1-December 12, and hosted the kick-off event. In addition, the station ran recorded promotional announcements encouraging listeners to donate a toy to a child in need at various Army of Toys collection locations. More than 9,300 toys were donated and distributed to over 4,690 children throughout the region – enough for two toys per child!







2021 HONORARY AWARDS & RECOGNITION

Each year iHeartMedia, its key executives and local iHeartMedia radio stations are honored by various groups and organizations for their charitable contributions to a wide variety of causes and initiatives.

INTREPID SALUTE AWARD

BOB PITTMAN

The Intrepid Museum's Salute to Freedom gala recognizes extraordinary leadership and honors the brave men and women who serve in defense of our nation. iHeartMedia Chairman/CEO Bob Pittman joined Jon Bon Jovi as its celebrity honorees at the 2021 Salute to Freedom Gala at New York's Intrepid Sea, Air & Space Museum for their commitments to supporting the military. Prince Harry, a veteran of the British military, presented awards that also

honored five U.S. service members and their families at the annual event.

Pittman was honored with the Intrepid Salute Award for the "iHeartRadio Show Your Stripes" social impact campaign, relaunched on Veterans Day 2021, and Jon Bon Jovi received the 2021 Intrepid Lifetime Achievement Award for his work with the Jon Bon Jovi Soul Foundation and his efforts combating food insecurity

and veteran issues. Support from the gala funds educational experiences for more than 30,000 students each year, dynamic STEM content, free programs for veterans and military families, exhibitions that present stories of bravery and innovation and the preservation of the historic artifacts and collections in the Museum's care.



INTREPID SALUTE AWARD: BOB PITTMAN

HOLLYWOOD WALK OF FAME

BIG BOY

Award winning radio personality Kurt "Big Boy" Alexander of iHeartMedia's Real 92.3 was honored by The Hollywood Chamber of Commerce with a star on the Hollywood Walk of Fame on Wednesday, September 8, 2021. The star was dedicated in the category of Radio at 6212 Hollywood Boulevard in front of Amoeba Music.

Joining Hollywood Chair of the Board Nicole Mihalka in the festivities to unveil the star was legendary rapper Dr. Dre and Walk of Famer George Lopez.

Having spent nearly 3 decades in radio, today "Big Boy" is The Voice of L.A. and the host of "Big Boy's Neighborhood," mornings on iHeartMedia's Real 92.3 - the home of Hip Hop music in Los Angeles. He has dominated the ratings in all of the timeslots he has occupied ever since he first started his career in radio, from nights, afternoons and mornings. His radio show "Big Boy's Neighborhood" has continued to grow and is now airing in nationwide syndication on Premiere Radio Network and daily on FUSE television. His morning show

is #1 rated and he has been recognized as Radio Music Awards' Personality of the Year four times. He has also received the same honor eight times from Radio and Records Media. The National Association of Broadcasters has also recognized Big Boy's exceptional talent with the Marconi Award a very rare three times, and he is also an inductee to the Radio Hall of Fame.



I admire Big as a pioneer of radio but also a friend, and only Big Boy knows how to control the airwaves for the Hip Hop community here in Los Angeles and the world. ...Big Boy is Hip Hop. Big Boy is Hip Hop culture, representing the West Coast and worldwide."

DR. DRE



2021 COUNTRY MUSIC ASSOCIATION AWARDS

CODY ALAN

The Country Music Association Awards are presented to country music artists and broadcasters to recognize outstanding achievement in the country music industry and are among the most prestigious awards given out in the field of Country Radio. In 2021, the CMA honored 'CMT After Midnite

with Cody Alan' with the highest award in the 'Daily National Broadcast Personality of the Year' category at The 55th Annual CMA Awards. This was the first CMA win for Cody, who has been nominated on multiple occasions.

Cody has also been honored twice with the Academy of Country Music's "National On-Air Personality of the Year" Award (2010 and 2013), in addition to the CRS/Country Aircheck Award for "National Personality of the Year" (2019).



2021 COUNTRY MUSIC ASSOCIATION AWARDS: CODY ALAN

THE GRACIE AWARDS

The Gracies recognize exemplary women and women-led programming in radio, television, cable and interactive media. In 2021 several of iHeartMedia's incredible talent, and programming spanning several national and local categories, were honored with Gracies.

NATIONAL HONOREES

DANIELLE MONARO

Elvis Duran and the Morning Show
iHeartMedia/Premiere Networks
Co-host

SUE PURNELL "BIG SUE" (WHRK-FM)

iHeartMedia Memphis
Host Non-Morning Drive

LOCAL HONOREES

HELP FOR DOMESTIC ABUSE VICTIMS DURING THE PANDEMIC SHUTDOWN

Sonstein Sunday, Shelli Sonstein
WAXQ-FM iHeartRadio USA
Public Affairs- Crisis Coverage

DIGITAL MEDIA NATIONAL HONOREES

HILLARY CLINTON

(You And Me Both with Hillary Clinton)
iHeartRadio
Podcast Host – Entertainment



As we celebrate AWM's 70th anniversary, we are thrilled to honor this incredible group of women who have demonstrated their commitment to sharing emotionally charged, timely and compelling content."

BECKY BROOKS

PRESIDENT, ALLIANCE FOR WOMEN IN MEDIA FOUNDATION



THE RADIO HALL OF FAME

DAN PATRICK

The Museum of Broadcast Communications' Radio Hall of Fame honors those who have contributed to the development of the radio medium throughout its history in the United States.

Dan Patrick is one of America's legendary sports journalists and a revered member of the national media industry. "The Dan Patrick Show" is known for extensive A-list interviews from the world of sports

entertainment. Nationally syndicated by FOX Sports Radio, the program airs on more than 360 stations nationwide.

In 2021, Patrick was inducted into the National Sports Media Association (NSMA) Hall of Fame for his over 20 years in syndicated radio. Patrick and all the 2021 Radio Hall of Fame inductees were honored at an in-person 2021 Radio Hall of Fame induction ceremony on Thursday, October

28, 2021, at Chicago's Wintrust Grand Banking Hall.

Additionally, Patrick has been honored in 2012 and 2018 by the National Association of Broadcasters with the Marconi Award for "Network Syndicated Personality of the Year." Most recently, he was inducted into the National Sports Media Association Hall of Fame in 2020.



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 2021, iHeartMedia drew attention to a variety of important issues supporting thousands of local nonprofits. Below is a snapshot of individual iHeartMedia stations

that were recognized for their community-related contributions.

RECIPIENT	MARKET	ORGANIZATION	AWARDS
PYX 106 Albany	Albany, NY	New York State Broadcasters Association	Outstanding Public Service Announcement/Campaign for "Capital Region To Go" program
News Radio 810 WGY	Albany, NY	New York State Broadcasters Association	Outstanding Public Service Announcement/Campaign for Community Program called "No Neighbor Hungry"
100.3 The Peak	Albuquerque, NM	New Mexico Broadcasters Association	Award for Best Public Service Campaign in 2021
94.9 The Bull	Atlanta, GA	Country Radio Hall of Fame	On-air personality Angie Ward inducted into the 2021 Hall of Fame
Mix 103.3	Binghamton, NY	New York State Broadcasters Association	<i>Serving New York</i> Award
My 99.9	Colorado Springs, CO	The Southern Colorado Women's Chamber	Member of the Year
The River 105.9	Hartford, CT	Special Olympics CT	Connecticut Law Enforcement Torch Run Community Advocate Award

RECIPIENT	MARKET	ORGANIZATION	AWARDS
Lite Rock 99.3	Melbourne, FL	American Cancer Society	Honorary Award Recognition
92.5 WPAP	Panama City, FL	The ARC of The Bay	Community Engagement Award
iHeartMedia Philadelphia	Philadelphia, PA	Philadelphia Foundation/ The Civic 50 Greater Philadelphia	2021 Honoree
News Radio WHAM 1180	Rochester, NY	New York State Broadcasters Association	<i>Serving New York</i> Award
100.3 The Beat	Saint Louis, MO	Humanity in The Middle	Community Service Award
NewsRadio 1290 WTKS	Savannah, GA Coastal Empire	Ronald McDonald House of the presented to on-air personality Bill Edwards	Community Impact Award
News Radio 570 WSYR	Syracuse, NY	New York State Broadcasters Association	<i>Serving New York</i> Award
93.9 Lite FM	Chicago, IL	Illinois Broadcasters Association	Silver Dome Award - Best Local spot
V103	Chicago, IL	Illinois Broadcasters Association	Silver Dome Award Best radio personality
107.5 WGCI Chicago	Chicago, IL	Illinois Broadcasters Association	Silver Dome Award - Best Radio Broadcast Team

MUSIC DEVELOPMENT

MUSIC DEVELOPMENT ARTIST INTEGRATION PROGRAM (AIP)

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 860+ radio stations in over 150 markets and its national digital iHeartRadio 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.

IHEARTRADIO DIGITAL ARTIST INTEGRATION PROGRAM

In 2012, iHeartMedia extended the "Artist Integration Program" to its iHeartRadio digital platform with its iHeartRadio Digital Artist Integration Program (DAIP). Each month, four new tracks per format are featured in new music spots that run in national inventory across format-appropriate iHeartRadio digital stations. The songs run in their entirety 3-4 times per day across all format-relevant digital streams online, helping to build impressions and artist familiarity. In 2021, the iHeartRadio Digital Artist Integration Program accumulated 102MM+ impressions and featured over 430 DAIP custom spots throughout the year.

ON THE VERGE

iHeart's "On The Verge" Artist program promotes key tracks and artists that iHeartMedia programmers are excited about and know their listeners will love. Each quarter, iHeartMedia selects an artist in each format based on surveys and feedback from these programmers and launches an eight-week program that includes on-air exposure as well as significant digital and social support across iHeartMedia's entire platform. The "On The Verge" program launched and positioned the success of the below artists, and in 2021 alone the "On The Verge" campaign has helped to kickstart the careers of artists including: Phoebe Bridgers, Willow, Tai Verdes, Lainey Wilson and more.



2021 AIPS

Morgan Wallen
Judas and the Black Messiah Film Soundtrack
Florida Georgia Line
Luke Bryan
Thomas Rhett
Kenny Chesney
Blake Shelton
Dave Grohl
St. Vincent
Brett Young
H.E.R.
JP Saxe
Lady A
Parker McCollum
Chris Young
Dan + Shay
Halsey
Old Dominion
George Strait
Elton John
Duran Duran
Foo Fighters
Ed Sheeran
Adele
Big Time Rush

2021 OTV ARTISTS

2021 OTV ARTISTS:

Phoebe Bridgers
Chrissy
Morray
Lainey Wilson
Sebastian Mikael
Lil Tjay (ft. 6LACK)
Coi Leray (ft. Lil Durk)
Callista Clark
Tone Stith
Willow
Tai Verdes
Latto
Kendra Jae

LOCAL ADVISORY BOARDS

Local Advisory Boards (LABs) play an integral role in guiding iHeartMedia's support of the most relevant issues impacting individual communities. iHeartMedia's local LABs bring together community representatives with broad-based expertise, and quarterly meetings serve as a forum for iHeartMedia executives, local communities, government and educational leaders to discuss issues and solutions in an open, collegial environment. The diverse boards carefully monitor public opinion and assist iHeartMedia teams in identifying and implementing projects that enable meaningful public service in each community. For over 17 years, many of the LABs have improved iHeartMedia's ability to effectively collaborate with community partners to meet important local needs. Below are comments from some representatives of iHeart's Local Advisory Boards about their participation and the impact the boards have within the communities in which they live and work.



ERIK WALLIN

EXECUTIVE DIRECTOR, OPERATION STAND DOWN RHODE ISLAND

Providence, RI – LAB Member Since 2019

"Operation Stand Down Rhode Island salutes iHeartMedia's commitment to serving and engaging the veteran community throughout Southern New England. iHeart Providence stations have played an indispensable role in outreaching to local in-need veterans and rallying the community resources necessary to assist these current and former U.S. Service Members with food, housing, mental health and other life changing resources."



LES ECHOLS

**DIRECTOR OF MINORITY AND SMALL BUSINESS AFFAIRS,
FLORENCE CHAMBER OF COMMERCE**

Florence, SC – LAB Member Since 2017

"With LAB, iHeart has truly created an effective and inclusive platform for change and growth in Florence and across the Pee Dee. Working with LAB has been a great opportunity to collaborate resources, time and talents with other leaders to develop and unite the community."



MARISA GIARNELLA, LCSW

**PRESIDENT AND CEO, JORDAN PORCO FOUNDATION FOR SUICIDE PREVENTION
AND AWARENESS**

Hartford, CT – LAB Member Since 2012

"I have had the most amazing professional experience working with Renee DiNino, Director of Community Affairs and the iHeart team over the past decade. The team always show up with enthusiasm and passion for whatever cause they are promoting."



SARAH CHERNE

CEO & PRESIDENT, JUNIOR ACHIEVEMENT

Charlotte, NC – LAB Member since 2019

"Junior Achievement of Central Carolinas is honored to be a part of the LAB for iHeartMedia. We have learned a lot by engaging with the tremendous team of community representatives on this board and by working together, we have tackled some challenging issues in our community. Junior Achievement is grateful to iHeartMedia for their leadership and appreciate all they do to serve and support our community."



GLEN BROOKS

**DIRECTOR, CHICAGO POLICE DEPARTMENT,
OFFICE OF COMMUNITY POLICING**

Chicago, IL – LAB Member Since 2019

"iHeartMedia Chicago's LAB is a deeply rich experience that has connected community stakeholders in a meaningful and productive manner, making, the City of Chicago a better place."



JENEANE ALLY

**BOARD OF DIRECTORS, CORPORATE ENGAGEMENT
CHAIRPERSON, TELLIN' TALES THEATRE**

Chicago, IL – LAB Member since 2019

"Being part of the iHeartMedia Chicago LAB is like being part of an 'elite force for good' in the City of Chicago. There is no committee with a more profound impact on the greater good than LAB."

LOCAL ADVISORY BOARDS

CONTINUED



CALMETTA COLEMAN
CHIEF OPERATING OFFICER, CHICAGO URBAN LEAGUE
Chicago, IL – LAB Member Since 2020

"Getting involved with iHeartMedia Chicago's Local Advisory Board has been one of the highlights of the past two years for me. While the pandemic has limited many usual connection points, LAB has provided a great forum to connect with leaders at other local organizations and stay abreast of things they are doing that might be of interest to our clients, or even to identify opportunities for collaboration. I'm grateful that iHeart truly cares about the community and is proactive in lending its resources to understanding and bringing attention to our issues."



NESTOR CASTILLO
PRESIDENT, PROSPANICA INDIANAPOLIS
Indianapolis, IN – LAB Member Since 2021

"I am honored to be a part of iHeartMedia's LAB in Indianapolis. In being a LAB member, I look forward to the opportunity of giving back locally, while further developing my business acumen by solving local challenges facing our communities. It is a privilege to serve on this board with such great talent, spearheading initiatives in the Indianapolis area."



JUDY SCARAFLE
MANAGING DIRECTOR, CAPE & ISLANDS MAJOR CLIENT RELIEF FUND
Cape Cod, MA – LAB Member Since 2001

"These are excellent meetings. I am happy to be a part of them. Thanks for the invitation to sit on this committee."



CORNELL HARVEY
MAYOR, CITY OF BRUNSWICK
Brunswick, GA – LAB Member Since 2019

"iHeartMedia has helped me reach the community and interact in ways that help everyone move forward into tomorrow."



NANCY BROOKS
EXECUTIVE DIRECTOR, NAMI LOUISVILLE
 Louisville, KY – LAB Member Since 2020

"My relationship began with iHeartMedia a few years back when we (NAMI Louisville) won our first ever iHeart community partner grant. Being a grant recipient helped me to better understand the depth and breadth of iHeartMedia's reach and their impact on our community. Joining the iHeartMedia LAB was the perfect way for me to give back to iHeart while building long-standing relationships with other community leaders. Membership in the LAB has also given NAMI Louisville the unique opportunity to support other non-profit organizations while getting the privilege of working alongside the awesome team at iHeartMedia!"



JIM "MATTRESS MACK" MCINGVALE
OWNER, GALLERY FURNITURE
 Houston, TX – LAB Member Since 2012

"I'm very proud to serve on the iHeartMedia Local Advisory Board because the LAB and the participation by the truly dedicated team of professionals has allowed us to raise millions of dollars in support of organizations and charities like Camp Hope, St. Jude Hospital, MD Anderson Cancer Center and many more. It is an honor to have been and continue to be part of this Board."



DENISE LINDBO
OWNER OF GOURMET CHEF, MINOT DOWNTOWN ASSOCIATION
 Minot, ND – LAB Member Since 2020

"The iHeartMedia Local Advisory Board gives members of the community an opportunity to share ideas and create that public/media network."

LOCAL ADVISORY BOARDS

CONTINUED



JEFF SAKWA

PRESIDENT NOBLE REALTY INC.

Detroit, MI – LAB Member Since Lab Member Since 2020

"I look forward to working closely with iHeart, especially on anti-bullying initiatives. iHeart's ability to reach parents and teens in the Detroit metro area can be very helpful in getting out our messages."



PAUL HUTLIN

EXECUTIVE DIRECTOR & CEO RECREATION UNLIMITED FOUNDATION

Columbus, OH – LAB Member Since 2005

"It has been a pleasure serving on the Local Advisory Board for these many years. I have made fine friends with the iHeart Columbus team and appreciate the ongoing support the stations and staff give to our charity, Recreation Unlimited."



TRACY FLYNN

PRINCIPAL AT TRACY FLYNN CONSULTING, REGIONAL CONSULTANT WITH WELCOMING SCHOOLS

Seattle, WA – LAB Member Since 2020

"Being on the iHeart Local Advisory Board is a great way to see how the stations really do want to connect with our community and hear our ideas and experiences. I look forward to more of these opportunities."



BRIAN BARKS

CEO, FOOD BANK FOR THE HEARTLAND

Omaha, NE – LAB Member Since 2015

"Collaboration is something the nonprofit sector must do to move the needle on major issues in our communities. The Local Advisory Board serves as a conduit to get organizations talking. I appreciate iHeartMedia for facilitating those discussions, for listening and then promoting solutions."



FABIOLA BRUMLEY

MARKET PRESIDENT, BANK OF AMERICA

West Palm Beach, FL – LAB Member Since 2018

"I really enjoy being part of such a diverse and important group of community leaders. Being able to share our thoughts on the most pressing issues facing our community and how iHeartMedia can help with its huge reach is truly valuable and appreciated."





IHEARTMEDIA'S INDUSTRY-LEADING ON-AIR PERSONALITIES

iHeartMedia's most popular on-air radio personalities are active members of local communities across the nation and have a rich history of connecting to listeners within their communities and offering companionship, support and trusted friendship. Because of the highly personal nature of the connection between on-air talent and their listeners, they are often driving forces in rallying local community

support for important local issues. The following pages highlight a few examples of how iHeart's – and radio's – most well-known voices make a difference in the communities in which they live and work, both on-air and off. There is so much important work happening in every market every day that it is hard to capture it all, but here is a representative sample.

ELVIS DURAN

Elvis Duran is a committed philanthropist with several causes close to his heart. He currently serves on 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 LGBTQIA+ community, Duran works closely with GLAAD and takes part in their national Spirit Day campaign. In addition, Duran supports St. Jude Children's Research Hospital and participates in the St. Jude Walk/Run to End Childhood Cancer. He is also a partner to Musicians on Call, which brings live and recorded music to the bedsides of patients in healthcare facilities. Duran continues to raise funds and awareness for many organizations, including New York's LGBTQIA+ Community Center; Charity:

Water, a nonprofit organization focused on bringing clean and safe drinking water to people in developing countries; The Trevor Project, the leading national organization providing crisis intervention and suicide prevention services to LGBTQIA+ young people under 25; the Born This Way Foundation, which is committed to supporting young people and empowering them to create a kinder, braver world; and DonorsChoose.org, which makes it possible for anyone to support a classroom in need. In 2021, Duran and his on-air crew raised \$25K for DonorsChoose.org, and music superstar Ed Sheeran matched the donation. The program also raised \$150,000 for Cookies for Kids' Cancer; the notable nonprofit dedicated to funding pediatric cancer research.



STEVE HARVEY

The Steve and Marjorie Harvey Foundation is committed to giving back, which is embedded in its organizational values and mission. Since its establishment in 2009, the organization has devoted time and resources to transforming the lives of youth, families and community. The Steve and Marjorie Harvey Foundation provides youth outreach services that cultivate the next generation of responsible leaders by providing educational enrichment, mentoring, life transformation skills and global service initiatives. The organization strives to be the change agent in fostering excellence in the areas of education, health and social wellbeing in urban and diverse communities, ensuring that the needs of the whole child are met.

Last year continued to present challenges for everyone, including the Foundation and the population it serves. However, the organization made a tremendous impact in 2021, reaching more than

250,000 viewers in over 35 countries with virtual mentoring programs; impacting more than 50,000 families and children with programs in partnership with community grantees; and providing over \$200,000 in academic scholarships to deserving students at numerous academic institutions across the U.S. The foundation awarded grants and continued partnerships with organizations such as Next Step Education; Fabulous on Purpose; Beyond the Game; The B-Relyt Organization; Silence the Shame; Careers in Sports; Suits for Seniors; Figure Skating in Harlem; Vontelle Eyewear; Women in Need; Save a Girl; Save a World; Ambassadors of Change; My Friends House; Utopian Academy; Hosea Helps; Atlanta Community Food Bank; The National Cares Mentoring Movement; The Chris Tucker Foundation and Higher Ground, to name a few. For more information please visit <https://theharveyfoundation.org/2021review/>



SEAN HANNITY

Sean Hannity, the second most listened to talk radio host in America and host of “The Sean Hannity Show,” continued supporting several nonprofit organizations in 2021, including Building Homes for Heroes, a national nonprofit organization that builds or modifies homes and gifts them, mortgage-free, to veterans and their families; Samaritan’s Purse, a non-denominational evangelical Christian organization providing spiritual and physical aid to hurting people around the world; and Operation 300, which provides mentorship to children of fallen soldiers.

The National Radio Hall of Famer also supported The Nine Line Foundation, an organization supporting severely wounded combat veterans and their families; Folds of Honor, which provides educational scholarships to spouses and children of America’s fallen and disabled servicemembers; America’s VetDogs®, which bestows service dogs free of charge to those who have served our country so they can live with dignity and independence; and The Freedom Alliance, a charitable organization that arranges help and support to wounded troops and military families.



THE BREAKFAST CLUB

On December 16, 2021, "The Breakfast Club" conducted its fifth annual #Change4Change fundraiser. This year, as in 2020, the event was a giveback event as on-air personalities DJ Envy, Angela Yee and Charlamagne Tha God gave away more than \$27,000 directly to their listeners. Broadcasting on nearly 80 stations nationwide, including flagship station Power 105.1 in New York City, the team gave away the money live on air to listeners who wrote in and shared what they needed help with. From hurricane

flood victims to families battling issues brought on by the pandemic, "The Breakfast Club" used the strength of their platform in a way that would not only help those in need during such a challenging year, but also inspire positivity, hope, togetherness and love to everyone listening.



RYAN SEACREST

According to the Connecticut Hospital Association, each year more than three million pediatric patients are hospitalized in the United States. The Ryan Seacrest Foundation (RSF) contributes positively to the healing process of these patients by building broadcast media centers in children's hospitals across the country – providing a respite for patients and families while being treated. 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 11 cities across the United States including Atlanta, Philadelphia, Dallas, Orange County, Charlotte, Cincinnati, Denver, Boston, D.C., Nashville and Orlando. A new studio is slated to open in Queens, New York at Cohen Children's Medical Center in 2022. iHeartMedia supports the amazing work of the Ryan Seacrest Foundation in a variety of ways throughout the year, including educational experiences for studio interns and executing national and local fundraising programs. After taking a year off due to COVID-19, the iHeartRadio Jingle Ball tour returned in 2021 – with a portion of all ticket sales going to support the Foundation.



DELILAH

Delilah continues to lend her name and considerable resources to Point Hope, 501(c)(3) a nonprofit organization founded in 2004. Eighteen years into her commitment, the organization is a voice for forgotten children, both in the United States and in Ghana. Delilah uses select speaking engagements, her nationally syndicated radio program and social media to inform audiences of the plight and effects of the broken foster care program in the United States, encouraging families to adopt children into forever homes.

In Ghana, Point Hope continues to provide meals and nutritional information to hundreds of children and their families who have no other support from charitable or philanthropic organizations. Point Hope also provides vocational training for women, as well as gardening instruction to communities in search of information. In 2021, Point Hope continued The Living Water project, providing fresh water to tens of thousands of Ghanaian residents living in poverty. This past year, the organization also purchased land and

constructed six homes, which were given as gifts to widows and families in need with small children, and constructed a large community center for area residents. In addition, Point Hope opened a resale store in Bend, Oregon, with all net proceeds contributing to the operation of Point Hope.

Delilah continued her support of the National Council for Adoption in 2021, serving as a spokesperson for the organization, which provides resources and education for all people and organizations in the adoption world, and advocates for sound policies so that every child can thrive in a nurturing, permanent family.

Finally, Delilah continued her role as an Air Force Reserve advisor, a role she shares with five other board members, reporting to the Air Force Reserve Commander. Delilah helps guide best practices for supporting families who have members enrolled within the U.S. Air Force and the Air Force Reserve.



GLENN BECK

The nationally syndicated “Glenn Beck Program” reaches millions of listeners across the country. Glenn’s vision is to provide his listeners with a great show and give his audience opportunities to impact the world in service to others. In 2011, Glenn Beck founded Mercury One, a nonprofit organization that reflects his belief in the individual, self-determination, free enterprise and the essential need for faith. A decade later, Mercury One embodies those beliefs by providing disaster relief, offering education programs and leading the charge of humanitarian initiatives, including efforts to fight human trafficking and protect persecuted religious minorities all over the globe. Mercury One partners with The Nazarene Fund, which Glenn Beck founded in 2015, to rescue persecuted religious and ethnic minorities worldwide. When tragedy struck this past year in Afghanistan, Mercury One and The Nazarene Fund showed up. They fought

for freedom for persecuted Christians and endangered individuals, including women, children and American allies. In a matter of days, Mercury One raised more than \$30 million to help save Americans and American allies in Afghanistan. To date, more than \$46 million has been raised to rescue more than 12,985 individuals from Afghanistan.

Mercury One also impacted local communities in America in 2021. Responding to the Miami building collapse, Hurricane Elsa, Hurricane Ida and tornados in the southeast, Mercury One provided vital aid through its disaster relief initiatives. Year-round, Mercury One supports veterans and first responders, as well as preserves and teaches honest history. Over the last decade, Mercury One has raised more than \$128 million to restore the human spirit and provide hope to those who need it.



AMY BROWN

Inside and outside the studio, Amy Brown is passionate about giving back. She currently co-hosts the nationally syndicated Country radio programs “The Bobby Bones Show” and “Country Top 30 with Bobby Bones,” and hosts “Women of iHeartCountry.” She also hosts the “4 Things with Amy Brown” podcast and co-hosts the “OUTWEIGH with Amy Brown & Lisa Hayim” podcast, in addition to overseeing and producing the Amy Brown Podcast Network. When she’s not on-air, Amy is busy being a mom to her two adopted children from Haiti, a place that will forever have her heart. In 2015, she co-founded Espwa®, which means “hope” in Haitian Creole, with The Shop Forward Founder and CEO Meri Barnes. They create branded merchandise and other items, including the signature 4 Things® Tote, to support numerous organizations in Haiti, including the orphanage where her kids lived.

In 2013, Brown launched #PIMPINJOY, a movement promoting random acts of joy, which was created to honor her late mother Judy and the positive way she battled cancer. Growing rapidly and garnering national attention, the

movement spurred the launch of the #PIMPINJOY clothing line available at TheShopForward.com, which has raised millions of dollars for various charities including St. Jude, The Red Cross, Epic Girl, Musicians on Call and more. In 2021, the sale of limited-edition #PIMPINJOY merchandise benefitted relief efforts for Hurricane Ida, the floods in Waverly, Tennessee and the tornadoes that hit the Midwest and southern states in December 2021.

Amy’s husband is a pilot who spent 12 years in the Air Force, so she’s also passionate about supporting the men and women who serve our country. Funds from #PIMPINJOY were raised for the families of 13 U.S. service members who died in an attack outside of the Kabul airport in Afghanistan. Additionally, patriotic #PIMPINJOY merchandise has helped build ADA-certified (Americans with Disabilities Act) homes for four different veterans through Building Homes for Heroes.



AMY BROWN

BOBBY BONES

Given his affinity for helping others, Bobby Bones is involved in multiple charitable initiatives and supports an array of philanthropic causes. Since April 2014, Bones and his national radio show have helped raise more than \$18 million for St. Jude Children's Research Hospital with various events and fundraisers, including "The Bobby Bones Show's" St. Jude Radiothon, which raised \$2.3 million in two days in 2021. The event featured support and live performances from some of Country music's biggest superstars.

Bones is also an avid supporter of The MusiCares Foundation, a nonprofit organization that provides a safety net of critical assistance for musicians in times of need; and he serves on the Board of Directors for Musicians on Call, an organization that brings live and recorded music to the bedsides of patients in healthcare facilities. "The Bobby Bones Show" continues to raise funds through the sale of #PIMPINJOY merchandise via The Shop Forward to benefit many worthy

causes, including ending the orphan cycle, medical care and cancer treatment, veteran support, serving the homeless, disaster relief efforts and more.

In 2021, "The Bobby Bones Show" promoted limited-edition #PIMPINJOY merchandise benefitting relief efforts for Hurricane Ida, the floods in Waverly, Tennessee and the tornadoes that hit the Midwest and southern states in December 2021. Funds were also raised for the families of 13 U.S. service members who died in an attack outside of the Kabul airport in Afghanistan. Additionally, patriotic #PIMPINJOY merchandise was created to help build an ADA-certified home for Army Staff Sergeant Jerry Majetich, who was severely injured when an IED struck his vehicle convoy. More than \$137,000 was raised for Building Homes for Heroes to help the Majetich family.



#LOVEPUP FOUNDATION

FOUNDED BY: JOHNJAY & BLAKE VAN ES

Johnjay started #LovePup almost seven years ago and 2021 was a very exciting year. The #LovePup Foundation is a 501(c)(3) organization that believes all dogs deserve the best possible home. Programs focus on placement, shelter prevention and community partnerships. Donations come through generous individuals, corporations, t-shirt/merchandise sales and event fundraising.

LovePup's signature events are **#LovePup Family Fests** that are currently held in five cities across the country. The organization partners with iHeartMedia and affiliates of "The Johnjay & Rich Show" to create awareness for rescues by putting on a concert and event with dog adoptions in each city. So far, every participating dog has been adopted. Unfortunately, the #LovePup Family Fests were cancelled in 2021 due to the ongoing pandemic, so it transitioned to #LovePup Day - an on-air event with dog adoptions, on-air staff telling their dog stories, training tips and more. #LovePup Day took place in Phoenix, Tucson and Portland. The event raised more than \$130,000 and helped develop partnerships with clients like ADP, Discover and AZ Pet Vet.

#LOVEPUP HAS THE FOLLOWING PROGRAMS:

Dog Adoptions – more than 100 dogs were adopted into forever families in 2021.

A Dog is Forever – this program is designed to help families take care of their beloved dogs when they can't afford veterinary bills. #LovePup covers these medical costs and works with homeless shelters to keep dogs with their companions. In 2021, the program helped more than 185 dogs.

It's Hip to Chip – #LovePup microchips every dog adopted at Maricopa County Animal Care & Control. In 2021, more than 6,000 dogs received microchips before leaving the shelter. One of the foundation's primary goals is shelter prevention and this program has had a huge impact on the return rate to owners over the last four years. Each Animal Control Officer now carries a scanner, so when a dog is picked up, it can go directly back to its family.

#LovePup Shelter – With the help of donors, #LovePup opened a shelter in February 2021 that was built almost entirely on in-kind donations. The shelter houses approximately 20 dogs at a time and will be the home base for Johnjay's "Hanging with his Dogs" segment. It also has a comprehensive volunteer/junior volunteer program; training for adoptive families and incoming dogs; enrichment; and a monthly spay/neuter clinic for all rescues.

COMMUNITY PARTNERSHIPS In an effort to help all rescues, #LovePup participated in

several community partnerships:

#LovePup and Safeway/Albertsons used in-store keypads to raise more than \$850,000 for animal welfare in February 2021. #LovePup, with the help of Johnjay, encouraged listeners and followers to donate at the registers to help save dogs. #LovePup then went on to help over 20 rescues in Arizona with a sizable monetary donation.

#LovePup invited several rescues to participate in the #LovePup Day adoption center at the Barking Bodega.

In an effort to help the reservations in Arizona, more than 100 bags of dog food were donated to help those in need.

AZ PET VET For the last three years, #LovePup has teamed up with AZ Pet Vet to be the primary veterinarian clinic for all #LovePups. This major partnership with iHeartRadio Phoenix includes a personal endorsement from Johnjay. In addition to their on-air schedule, they are a major sponsor of #LovePup Family Fest/#LovePup Day. Partnerships like these create a win-win for iHeart and the homeless dog community in Arizona.





LOCAL STATION HIGHLIGHTS

Over the course of every year, iHeartMedia radio stations each support hundreds of local nonprofit organizations through:

- MEDIA INVENTORY in the form of radio and digital PSAs taking action in communities facing disasters.
- CHAMPIONING THE MISSIONS of various nonprofit groups, and

- ADVOCATING THE ISSUES, engaging local officials and decisionmakers through their Local Advisory Boards.
- SUPPORTING LOCAL EVENTS like walkathons, fundraising events and supply drives, taking on initiatives throughout the year that affect cities across the country.

LOCAL STATION HIGHLIGHTS

98.1 KDD RADIOTHON

AKRON, OH

98.1 KDD

In February 2021, the 22nd 98.1 KDD radiothon benefitting Akron Children's Hospital raised \$355,000. 98.1 KDD's on-air personalities Keith Kennedy hosted the two-day event, which brought the 22-year total to just over \$14 million dollars donated by listeners for children in the community.

CARES FOR KIDS RADIOTHON

ALBANY, NY

99.5 THE RIVER

On May 6 and 7, 2021 99.5 The River and sister station WGY hosted the Cares for Kids radiothon. The event included 35 hours of broadcasting across the two stations, raising funds for the Children's Hospital at Albany Medical Center, a Children's Miracle Network Hospital. Together, the two stations raised over \$350,000 to support the 125-bed facility which serves the region's 25-county area.

U.S. MARINES TOYS FOR TOTS

ALBANY, NY

PYX 106 Albany

PYX 106 supported the U.S. Marines Toys for Tots Bike Run, a motorcycle ride through the Capital Region on October 24, where new unwrapped toys and cash

donations were collected. Additionally, the station supported the Convoy for Tots, a drive-through event on November 7, where listeners could donate toys in a socially distanced manner alongside the Saratoga County Sheriff's Department. Area First Responder agencies and military were also part of the event which ended with a convoy of all their trucks delivering the toys.

SANTA SPEEDO SPRINT

ALBANY, NY

KISS 102.3

In 2021, KISS 102.3 supported the annual Santa Speedo Sprint, a fundraising event hosted by the Albany Society for the Advancement of Philanthropy to raise funds for the Albany Damien Center and the HIV/AIDS Program at Albany Med. Listeners were encouraged to join the festive event on Lark Street in Albany for a "fun run" outside in the cold. Participants were encouraged to wear speedo bathing suits and/or festive holiday wear. The event raised over \$20,000 to benefit the hospital.

WTRY'S PET OF THE WEEK

ALBANY, NY

98.3 TRY Albany

For the entire 2021, 98.3 TRY's Jaime Roberts hosted a "Pet of the Week" program with the Mohawk Hudson

Humane Society (alongside sister station WRVE). Each week, the Humane Society joined Jaime for a virtual interview to share a story, video and pictures of a pet looking for a loving home. All pets featured were adopted.

AMERICAN RED CROSS 140TH ANNIVERSARY

ALBANY, NY

FOX SPORTS 980 & 95.9 FM

Fox Sports 980 & 95.9 FM supported the 140th anniversary of the American Red Cross. Through a series of on-air vignettes, Fox Sports shared audio pieces from prominent figures in the community who were donating blood on May 14 in celebration of the 140th Anniversary. In addition, the stations promoted a virtual event with various guests telling their stories of how the Red Cross has impacted them.

MAC N CHEESE BOWL

ALBANY, NY

WILD COUNTRY 99.9

Wild Country 99.9 promoted the Regional Food Bank's Mac N Cheese Bowl, a fundraising event showcasing Capital Region restaurants while raising funds for the Regional Food Bank. This year, the event was hosted as a drive-through event due to COVID-19. Listeners were encouraged to purchase a ticket in advance, then pick up approximately 20 to-go samples of Mac N Cheese to take home. The event has raised over \$400,000 since 2010.

WGY CHRISTMAS WISH

ALBANY, NY

NEWS RADIO 810 WGY

From November 1 to December 23, News Radio 810 and 103.1 WGY encouraged listeners to donate to the 42nd Annual WGY Christmas Wish program, which benefits local nonprofit children's organizations. Donations were collected at the station's partner locations, online and during a morning-long radiothon hosted by morning show personality Doug Goudie. Christmas Wish program has distributed thousands of grants over the years and has raised over \$3.5 million since its inception in 1979 to help local children in need. In 2021, over \$150,000 was raised for WGY Christmas Wish.

100.3 THE PEAK'S RADIOTHON

ALBUQUERQUE, NM

100.3 THE PEAK

100.3 The Peak hosted its annual radiothon to benefit the UNM Children's Hospital on February 26. KPEK interviewed patients, families and doctors in an attempt to take its listeners inside the walls of the hospital to get them to donate to New Mexico's Children. 2021's radiothon raised over \$203,000.

B104 HALLOWEEN BLOOD DRIVE

ALLENTOWN, PA

B104 ALLENTOWN

For the last 10+ years, B104 has continued its partnership with the Miller Keystone Blood Center to encourage blood donations in celebration of Halloween. The Blood Drive was promoted on-air, online and via social media. In 2021 alone, B104 was able to bring in close to 1,000 critically needed

blood donors across three annual drives, with Halloween being the largest. All blood stayed in the Lehigh Valley, and Miller Keystone Blood Center is the sole blood provider for 29 hospitals in Eastern PA and Western NJ.

95.1 WZZO PRESENTS: TRANS-SIBERIAN ORCHESTRA

ALLENTOWN, PA

95.1 WZZO

95.1 WZZO is the exclusive media partner of the Trans-Siberian Orchestra Concert at the PPL Center in Allentown, PA. Each year, \$1 from each ticket sold goes to the charity of WZZO's choice. In 2021, the Blue Star Mothers of America, Inc. - Lehigh Valley Chapter received \$8,399 from a sold-out show on December 19.

WAEB CHILDREN'S HOME OF EASTON CHRISTMAS GIFT DRIVE & CHRISTMAS PARTY

ALLENTOWN, PA

NEWSRADIO 790 WAEB

For over 30 years, NewsRadio 790 WAEB Morning Host Bobby Gunther Walsh reaches out to WAEB listeners and sponsors to provide Christmas cheer for the kids living at the Children's Home of Easton. Santa rides in on a motorcycle sled, the children arrive in the gym to mountains of gifts, Christmas trees and a catered lunch. The event, which is open to all listeners and broadcast live on WAEB AM 790, raised over \$196,000, as well as donations of Christmas trees, food and holiday treats.



LOCAL STATION HIGHLIGHTS CONTINUED

INGLES MAGICAL CHRISTMAS TOY DRIVE

ASHEVILLE, NC

STAR 104.3

Star 104.3 collected toys and cash for families in need in partnership with Ingles Market. The Morning Show broadcasted for three straight days from a local market drop-off point, featuring local bands and hot chocolate. All proceeds benefited The Saint Nicholas Project by Eblen Charities, where parents could come and “shop” at “The Ingles Magical Toy Store” to find free toys for their children. In 2021, 300 volunteers gave 1,800 hours of their time, and 1,350 families with 3,500 children utilized the toy store.

AMERICAN RED CROSS: OPERATION BLOOD DRIVE

ASHEVILLE, NC

99.9 KISS COUNTRY

To raise awareness of the critically low blood supply facing the American Red Cross, WKSF’s Eddie Foxx partnered with the Asheville Fire Department on June 24 to promote a blood drive by hopping in the bucket of a fire truck and going up 200 feet. Overall, 100 pints of blood were donated for the American Red Cross.

WE LOVE LOCAL!

ASHEVILLE, NC

NEWS RADIO 570 WWNC

iHeart Asheville partnered with Ingles Market to recognize local businesses that

did good work and survived the pandemic. Listeners nominated local businesses, out of which 10 winners were selected. Each employee of a winning business won a \$100 Ingles gift card. Ingles donated \$20,000 in gift cards for this promotion. Each business was recognized on-air, on the station’s website and on social media creating a lot of goodwill in the community.

94.9 THE BULL COUNTRY CARES RADIOTHON

ATLANTA, GA

94.9 THE BULL

The second year of the Country Cares radiothon, benefitting the kids of St. Jude Children’s Research Hospital, raised over \$327,000 on December 9 and 10, 2021.

HIGH SCHOOL FOOTBALL MEDIA DAYS

AUBURN, AL

FOX SPORTS THE GAME

For the fifth year in a row, iHeartMedia Auburn hosted 20 area high schools in Opelika, AL for High School Football Media Days, allowing the schools to be showcased statewide on social media, television and radio. Each area high school football coach was allowed time to preview their upcoming season, and select players were interviewed by area media. The event was broadcast on FOX Sports The Game and televised on WOTM-TV statewide in Alabama.

PACK A BACKPACK SCHOOL SUPPLY DRIVE

AUGUSTA, GA

96.3 KISS-FM

96.3 Kiss-FM and Power 107 worked in partnership with the Richmond County Board of Education and the city of Augusta to raise school supplies for student learning both in the classroom and virtually. The seventh annual Pack a Backpack Supply Drive, benefitting the Richmond County School System, took place on September 25, 2021. Overall, the event collected 17,000 masks for children and adults, 2,000 lanyards, 430 backpacks, 440 notebooks, 400 pencils, 200 folders, more than 300 pencils, 150 reams of wide-ruled paper, 75 pocket folders, 40 packs of markers and 332 miscellaneous items including coloring books, paper clips, rubber bands, pencil cases, calculators and packs of tissue.

CARES FOR KIDS RADIOTHON

AUGUSTA, GA

IHEARTMEDIA AUGUSTA

From December 2-4, 2021, iHeartMedia Augusta hosted their annual three-day radiothon benefitting the Children’s Hospital of Georgia. 104.3 WBBQ and 96.3 Kiss FM took the promotional lead on the radiothon with support from 105.5 The Bull, Eagle 106.3, and Power 107.7. The stations also partnered with local TV affiliate WRDW News 12 to assist in pre-promotion and on-site support. iHeartMedia Augusta on-air personalities Sam and Jodi of WBBQ and Minnesota Fattz and Cher Best of 96.3 Kiss

FM were on site, conducting interviews, hyping the crowd and working the phones. In 2021, iHeartMedia Augusta hit historic numbers, raising over \$295,000 to benefit the Children's Hospital of Georgia.

93.1 WPOC: ST. JUDE CHILDREN'S RESEARCH HOSPITAL RADIOTHON

BALTIMORE, MD

93.1 WPOC

From December 9-10, 2021, 93.1 WPOC hosted its Country Cares for St. Jude Kids radiothon, raising money for childhood cancer and other pediatric disease treatment. During the event, 93.1 WPOC on-air personalities shared patient stories and interviews encouraging listeners to join the fight against childhood cancer and diseases by becoming Partners in Hope. In 2021, 93.1 WPOC's radiothon to benefit St. Jude Children's Research Hospital raised over \$368,000, bringing the station's 14-year radiothon total to over \$4.5 million.

102.7 JACK FM'S BALTIMORE CARES PROGRAM

BALTIMORE, MD

102.7 JACK-FM

Throughout the COVID-19 pandemic, iHeartMedia Baltimore has provided a resource site (1027jackfm.com/baltimorecares) where listeners could find the latest COVID-19 information in Maryland, local businesses hiring in Baltimore, a list of Baltimore restaurants still open for business and highlights of community service efforts in the surrounding communities.

Z104.3'S ARTHRITIS FOUNDATION BALTIMORE JINGLE BELL RUN

BALTIMORE, MD

Z104.3

On December 11, Z104.3's Mike Klein hosted the annual Arthritis Foundation Baltimore's Jingle Bell Run. The station supported registration for the event with on-air and social media messaging and provided the on-site emcee during the race. The station's involvement helped generate awareness, excitement and encouraged registrations and participation.

THE BLACK BUSINESS COLLECTIVE

BALTIMORE, MD

HEAVEN 600

JACK-FM, Heaven 600 and Z104.3 launched the Black Business Collective, an effort to highlight Black-owned businesses and provide support and resources. The year-long effort also helped raise funds for the Black Mental Health Alliance, an organization that supports the health and well-being of Black people and their communities.

OLOL CHILDREN'S HOSPITAL RADIOTHON

BATON ROUGE, LA

96.1 THE RIVER

Since 2010, Our Lady of the Lake and iHeartMedia Baton Rouge have partnered to create a freestanding Children's Hospital in Baton Rouge. 96.1 The River is home base for the syndicated "Murphy, Sam and Jodi" morning show which anchors the two-day radiothon on-air and on social media. With the support of the Baton Rouge community, Children's Hospital moved from one floor of the main hospital to its own freestanding facility in 2019. The partnership has helped raise over \$2.2 million since 2010.



LOCAL STATION HIGHLIGHTS CONTINUED

HELPING SOUTHEAST TEXAS

BEAUMONT, TX

KICKER 95.1

iHeart Beaumont promoted ways for listeners to help pay rent, energy bills, provide food support and offer other assistance to local families in-need. The on-air and digital campaign, titled Helping Southeast Texas, provided links to agencies and charities to donate. Over the last several years, the program has provided support for many local children and families.

TURKEY DRIVE

BINGHAMTON, NY

MIX 103.3

Beginning November 15, 2021, Mix 103.3 held a week-long event at a local Walmart parking lot to collect turkeys for families in need for Thanksgiving. Local talent utilized social media and volunteers from Catholic Charities to collect a grand total of over 4,000 turkeys.

CUTS 4 KIDS

BIRMINGHAM, AL

103.7 THE Q

iHeartMedia Birmingham teamed up with Winonah School of Cosmetology for Cuts 4 Kids, offering free haircuts for any student returning to school in fall 2021. Over 200 kids received free haircuts, totaling over \$10,000 in value, while also helping the Winonah students gain experience.

ST JUDE RADIOTHON

BIRMINGHAM, AL

102.5 THE BULL

In 2021, country stations across the U.S. held radiothons raising millions for St. Jude Children's Research Hospital and other nonprofits. On December 9, 2021, 102.5 The Bull raised over \$270,000 to further St. Jude's mission.

CHRISTMAS WISH

BIRMINGHAM, AL

MAGIC 96.5

Magic 96.5's Annual Christmas Wish program raises funds to benefit Alabama families in need during the holiday season through a series of on-air and online auctions. Magic 96.5 listeners contribute to the auctions to help grant Christmas wishes for neighbors or family members in need of clothing, toys, groceries or other type of financial assistance. The station granted a Christmas wish each day leading up to Christmas and listeners were encouraged to nominate deserving friends or family members by emailing the candidate's information and details to the station.

GLENWOOD PECANS

BIRMINGHAM, AL

NEWS RADIO 105.5 WERC

Glenwood is a nonprofit organization that works with children and adults with autism and behavioral disorders, and

their families. Each purchase of Glenwood's pecans benefits Glenwood's programming. News Radio 105.5 WERC provided more than three weeks of awareness for Glenwood in November 2021 and helped sell over \$30,000 in pecans to benefit Glenwood.

SALVATION ARMY

BIRMINGHAM, AL

104.1 THE BEAT AND 103.1 THE VULCAN

Through the Salvation Army's Angel Tree program, children and families can submit wishes for holiday gifts to be fulfilled by generous donors in the community. 104.1 The Beat and 103.1 The Vulcan provided over three weeks of awareness for the Angel Tree program through on-air, social media, digital, television and on-site campaigns, raising over \$200,000 worth of donated toys in December 2021.

ST JUDE RADIOTHON

BIRMINGHAM, AL

105 HALLELUJAH FM

On May 5 and 6, 2021, 105 Hallelujah FM held its annual St Jude radiothon. Throughout the broadcast the station's on-air personalities encouraged listeners to become Partners in Hope for St. Jude by making monthly donations to support the hospital's mission in finding a cure for childhood cancer and other life-threatening diseases. The radiothon raised over \$109,000 in two days.

**BISMARCK, ND - KFVR(AM) OPEN YOUR HEART
BISMARCK, ND
KFVR**

Every year, KFVR holds a 12-hour broadcast from Kirkwood Mall for "Open Your Heart," to raise food and money for needy families in Bismarck and Burleigh County. This year's event on December 4 raised over \$24,000 in cash, plus non-perishable food donations, for the American Legion Lloyd Spetz Post #1.

**BISMARCK, ND - KSSS(FM) ROCK
101 RIDE N' DINE
BISMARCK, ND
ROCK 101**

Rock 101 and local businesses team up each summer to support local grade school hot lunch programs. An organized motorcycle ride is held every other Thursday from Memorial Day until Labor Day with an average attendance of about 100-125 riders. Each rider pays \$10 for a meal donated by a local business. In return, the summer totals are donated to Bismarck/Mandan grade school hot lunch programs to help offset delinquent accounts. This year's event raised over \$8,500, bringing the four-year total to over \$45,000.

**BISMARCK, ND - KQ94(FM) BUCKS FOR BRAS/
BOXERS AND BEER
BISMARCK, ND
KQ94**

Bismarck's KQ94 is the media sponsor for two events benefitting the Bismarck Cancer Center: Boxers and Beer, in honor of Testicular Cancer Awareness Month; and Bucks for Bras, in honor of Breast Cancer Awareness Month. In April, for Boxers and Beer, decorated boxers are

auctioned off, while in October, for Bucks for Bras, participants decorate a bra that goes up for auction as well. The events raised over \$70,000 for the Bismarck Cancer Center.

**BISMARCK, ND - KY93(FM) FILL THE BUS
BISMARCK, ND
Y93**

Through on-air, social media and website campaigns, Y93 held a school supply drive to benefit the Bismarck Public Schools Foundation. Two full school buses were filled with supplies for area students and donated before the start of 2021-2022 school year in August.

**WZLX JOY DRIVE
BOSTON, MA
100.7 WZLX**

WZLX partnered with Nissan to collect non-perishable food and unwrapped toys to benefit the United Way. Collection bins were placed throughout the community and 100.7 WZLX on-air talent hosted five appearances to collect goods. This first-year event generated over 1,325 pounds of food or over 1,100 meals to those in need during the holiday season. Additional gifts collected were distributed to over 40 families.

**WRKO RADIOTHON
BOSTON, MA
WRKO**

On November 12, 2021, in honor of Veteran's Day, WRKO held a 13-hour on-air radiothon to benefit the Disabled American Veterans of Massachusetts. The radiothon featured on-air guests and interviews throughout regular programming, ultimately raising over \$192,000 to benefit disabled veterans in the community.



LOCAL STATION HIGHLIGHTS CONTINUED

KISS 108 TURKEY TOSS EVENT

BOSTON, MA

KISS 108

Teams from 12 local high schools competed in the annual Kiss 108 Turkey Toss, raising donations for the Greater Boston Food Bank. Defending champs Everett High School took home the trophy, and all the students raised \$2,600 for the Greater Boston Food Bank.

101.7 THE BULL ST. JUDE RADIOTHON

BOSTON, MA

101.7 THE BULL

In 2021, 101.7 The Bull held its annual St. Jude radiothon. The two-day radiothon was held on December 9 and 10 and raised over \$527,000.

RUMBA 97.7 TURKEY GIVEAWAY

BOSTON, MA

IHEARTMEDIA BOSTON

Just before Thanksgiving, iHeartMedia Boston partnered with a local grocery store to distribute turkeys to those in need. The giveaway distributed 50 turkeys to community members.

WBZ FEMA BUNKER EVENT

BOSTON, MA

WBZ NEWSRADIO 1030

On October 15, WBZ NewsRadio 1030 hosted FEMA and local political figures for

a tour of the new FEMA emergency facility constructed on the WBZ AM transmitter site. This private event was covered by local TV and newspapers, and residents in the immediate area were invited to attend. The event stressed the important role that AM radio has in times of emergency and made local communities and officials aware of the upgrades made by FEMA to prepare for a disaster.

TURKEY IN YOUR TRUNK

BRUNSWICK, GA

HALLELUJAH 96.3

For the second consecutive year, iHeartMedia Brunswick enlisted local businesses and individuals to help give 100 families a full Thanksgiving dinner. The contactless drive-through event held at the local mall and supported by local police and Boy Scouts collected over \$5,000 worth of food for the Glynn County community.

26TH ANNUAL STUFF-A-BUS

CAPE COD, MA

WCOD

For the 26th year, iHeartMedia Cape Cod hosted its annual "Stuff-A-Bus," raising toys for the Cape Cod division of the U.S. Marines Toys for Tots program. Over 25,000 toys were collected to ensure that every child on the Cape had a toy to open on Christmas morning. Over the last 26 years nearly 500,000 toys have been collected.

TROOPS IN THE SPOTLIGHT

CAPE COD, MA

WXTK

For the 17th year, iHeartMedia Cape Cod teamed up with Cape Cod Cares For The Troops for the annual Troops In The Spotlight. This Memorial Day weekend event raised both funds and care package items that were shipped to troops serving our country all over the world. \$25,000 worth of donations were raised along with hundreds of boxes of care package items that were shipped to those serving in our military, giving them a piece of home as they serve so far away.

THE SECOND ANNUAL BATTLE OF THE BADGES

CAPE COD, MA

COOL 102

Battle of the Badges is a bowling tournament held for first responders each year to give local heroes a chance to socialize and raise money for local charities. The second annual event was held on October 24, 2021, and the winning team received a check for \$1,000 that they donated to Homeless for the Holidays, an organization which assists Cape Cod's homeless population throughout the holiday season.

10TH ANNUAL BLESSING OF THE FLEET BROADCAST LIVE ON 94.3

CHARLESTON, SC

NEWS RADIO 94.3 WSC

Each year, News Radio 94.3 WSC partners with the Town of Mount Pleasant to air a live pastor's blessing of shrimping and fishing vessels that parade along the Charleston Harbor to open the shrimping season. The event generates thousands of dollars annually for local maritime industry charities and has grown to 25,000 attendees. 2021's event took place on April 25.

WEZL

CHARLESTON, SC

103.5 THE WEASEL

Hosted at Crews Chevrolet in North Charleston on November 19, WEZL 103.5 gave away 103 Thanksgiving Turkeys, totaling \$8,500, to listeners for free in an effort to promote kindness through the '103.5 WEZL Kindness Crews-aide'. The turkeys were distributed on a first-come-first-serve basis to families, many of whom are in financial need.

ST. JUDE RADIOTHON

CHARLOTTE, NC

96.9 THE KAT

96.9 The Kat hosted a two-day radiothon on December 9 and 10 to drive awareness and donations for the St. Jude Children's Research Hospital. The 2021 event raised over \$213,000.

SALVATION ARMY TSO FUNDRAISER

CHARLOTTE, NC

102.9 THE LAKE

On December 11, 102.9 The Lake held a fundraiser, selling Trans-Siberian Orchestra tickets to benefit the Salvation Army of Greater Charlotte. The fundraiser raised \$16,493.

PRIDE

CHARLOTTE, NC

HITS 96.1

On October 23, HITS 96.1 provided their performance space as a free venue for Charlotte PRIDE to host their annual event livestream.

KOMEN - RACE FOR A CURE

CHARLOTTE, NC

106.5 THE END

For national breast cancer awareness month, 106.5 The End supported the annual Susan G. Komen Race for a Cure event. Due to the on-going COVID-19 pandemic the event was virtual. The station generated awareness on air, online and on social media.

2021 ALS WALK FOR LIFE

CHICAGO, IL

ROCK 95.5 FM

Rock 95.5 partnered for the first time with the Les Turner ALS Foundation at Soldier Field in Chicago, IL. Abe from the Rock 95.5's "Angi Taylor Show" co-hosted the main stage of the event on September 18, 2021. The 2021 event was an in-person and virtual hybrid for those who could not join. The walk raised over \$550,000 and had 3,000 walkers, including 50 new teams in 2021 to help fundraise.



LOCAL STATION HIGHLIGHTS CONTINUED

THE FRED SHOW - KISSMAS WISH

CHICAGO, IL

103.5 KISS FM

Throughout November and December, 103.5 KISS FM launched their annual holiday wish program, KISSmas Wish. The program asked listeners to nominate themselves or someone they know that needs financial help for the holidays. Through a partnership with Coca-Cola and local businesses, over \$10,000 was given to multiple Chicagoland listeners, including \$4,000 to a teacher in Elgin, IL to help provide food for underserved children at her school.

INSPIRATION 1390 BIGGEST GIVE & RECEIVE

CHICAGO, IL

INSPIRATION 1390

Inspiration 1390 returned to Apostolic Faith Church on December 10 for the annual Biggest Give and Receive Holiday Jam. The event featured eight local Chicago church choirs, and eight families were blessed with over \$5,000 in cash. In addition, toys were collected on-site and were distributed to over 100 families for the Christmas holiday.

V103 SISTA STRUT 3K WALK

CHICAGO, IL

V103

On October 9, V103 partnered with Ford to hold the fifth annual Sista Strut Breast Cancer Walk to benefit the Sisters Network Chicago Chapter. The station promoted the

walk on-air, online and via social media. The annual walk helped raise \$12,868 to aid the Sisters Network's mission to provide a strong support base and emotional safe haven for women diagnosed with breast cancer, create advocacy and educational outreach programs and educate women and our communities about the early detection of breast cancer.

LURIE CHILDREN'S RADIOTHON

CHICAGO, IL

93.9 LITE FM & ROCK 95.5

On December 9, 2021 93.9 LITE FM and ROCK 95.5 partnered with the Ann & Robert H. Lurie Children's Hospital to host a 13-hour radiothon to raise funds to support the patients and families at the hospital. The holiday radiothon was promoted on-air, online and via social media and helped raise over \$675,000 to support the cutting-edge treatments and advanced research the hospital provides for pediatric care.

WGCI TOYS FROM TONE

CHICAGO, IL

107.5 WGCI CHICAGO

For the holiday season, on-air personality Tony from 107.5 WGCI Chicago was able to give ten families in need \$500 each to get toys for the kids in their life. The benefit was in honor of Ada S. McKinley Community Services. 107.5 WGCI solicited entries through an online contest, and winners stories were shared on air.

9/11 NATIONAL SERVICE DAY

CHICAGO, IL

IHEARTMEDIA CHICAGO

In 2021, iHeartMedia Chicago brands 107.5 WGCI, 103.5 KISS FM, V103, 93.9 Lite FM, Inspiration 1390 and Rock95 Five encouraged listeners to participate in a day of community service on 9/11. Listeners volunteered to help pack thousands of meals for people in need. The service took place at Navy Pier in Chicago on September 11, and volunteer slots filled up within 48 hours of promoting the event.

ERNIE BLANKENSHIP MEMORIAL RADIO TELETHON

CHILLICOTHE, OH

WSRW 101.5

The 49th Annual Telethon with WSRW 101.5 raised \$88,256 for the Highland County Society for Children and Adults at the Orpheum on June 23. WSRW ran three weeks' worth of promos and promoted the event on its news and social media channels. WSRW 101.5 also donated concert tickets for the silent auction.

RUBBER DUCK REGATTA

CINCINNATI, OH

102.7 WEBN

For the 27th year, 102.7 WEBN partnered with the Freestore Foodbank of Greater Cincinnati for the Rubber Duck Regatta.

In 2021, the event went virtual due to COVID-19 concerns. To support the annual event, 102.7 WEBN launched a three-month promotional campaign that encouraged listeners to donate to the foodbank. For the eighth consecutive year, the event raised over \$1 million – the equivalent of more than three million meals for children and families in need.

TRIV'S BIG GIVE

CLEVELAND, OH

NEWS RADIO WTAM 1100

"Triv's Big Give" was a one-day, seven-hour marathon broadcast by "The Mike Trivisonno Show" on August 9, an event that raised \$305,000 which was divided between Coats for Kids and the Travis Mills Foundation. Event guests included Cleveland Mayoral candidate Dennis Kucinich, Republican Ohio Gubernatorial candidate Jim Renacci, U.S. Senate candidate Josh Mandel and the 'Flat Earth' guy. There was live music from Charles Geil and his Ghost Band and Billy Morris' Smokin' Rock-N-Roll ice cream truck provided refreshments.

WGAR GUITARS FOR GIRLS

CLEVELAND, OH

99.5 WGAR

99.5 WGAR held their 20th annual Guitars for Girls benefit concert for the Susan G. Komen foundation on October 13. The benefit, which featured performances by Country artists Carly Pearce and Tenille Arts, raised \$17,450 for breast cancer research and awareness.

MAJIC 105.7 RADIOTHON

CLEVELAND, OH

MAJIC 105.7

WMJI celebrated "Giving Tuesday," November 30, by raising \$162,856 in a single day for Cleveland Clinic Children's Hospital. The Mark Nolan Show hosted a marathon broadcast from 6 a.m.–6 p.m. sharing stories of amazing miracles performed in Cleveland every day. All the money raised went towards patient care, as no child is turned away for medical care thanks to donors.

LOVEPUP 2021

COLORADO SPRINGS, CO

MY 99.9

MY99.9 (KVUU) partnered with local animal rescue shelters to find forever homes for rescued dogs in Southern Colorado. Through this effort, MY99.9 was able to donate \$2,500 to the LOVEPUP Foundation.

ACOUSTIC CHRISTMAS

COLORADO SPRINGS, CO

Y96.9

Y96.9 KCCY hosted a benefit concert on December 2 in conjunction with its Country Cares for Kids radiothon benefitting St. Jude. The concert was headlined by Brothers Osborne, and over \$25,000 was raised for St. Jude Children's Research Hospital.



LOCAL STATION HIGHLIGHTS CONTINUED

SYMPHONY ON YOUR PORCH

COLORADO SPRINGS, CO

SUNNY 106.3 SOUTHERN COLORADO

Due to COVID-19, local Fourth of July in-person celebrations were cancelled. Sunny 106.3 encouraged listeners to enjoy the fireworks with a symphony on their porch. Sunny partnered with the Colorado Springs Philharmonic to air a concert timed to Fireworks. Approximately 100,000 people throughout Southern Colorado participated.

SMALL BIZ SHOUTOUTS

COLORADO SPRINGS, CO

96.1 THE BEAT

Throughout 2021, The Beat Colorado's afternoon drive host, Cheeba, aired small business shoutouts promoting diverse local businesses. Submissions were submitted on the station's website and 52 diverse local small businesses were highlighted over the year.

VETERAN MENTAL HEALTH AWARENESS

COLORADO SPRINGS, CO

107.9 KBPI SOUTH

Every week throughout 2021, KBPL's AM and PM Drive hosts invited local military veterans on-air to talk about mental illness in the veteran community, resulting in 52 weeks of on-air promotion of veteran mental health services in Southern Colorado.

"THE BEAT'S KUTZ FOR KIDZ"

COLUMBIA, SC

100.1 THE BEAT

100.1 The Beat presented "The Beat's Kutz For Kidz" on August 2 at the Columbiana Mall in Columbia, SC. Kids ages 5-17 were offered free haircuts, prizes and school supplies before the new school year in an effort to alleviate the back-to-school pressure for students and parents. Over 100 kids participated in 2021.

2021 HEART RAFFLE W MERCEDES BENZ

COLUMBUS, GA

MAGIC 101

Every year, Magic 101 partners with Mercedes Benz of Columbus to raise funds for the American Heart Association. This year, the January 22 event raised over \$100,000, bringing the 20-year partnership to a total of over \$1.2 million dollars raised.

WILDLIGHTS AT THE COLUMBUS ZOO

COLUMBUS, OH

93.3 THE BUS COLUMBUS

For the eighth year, 93.3 The Bus was the official radio partner of Wildlights at the Columbus Zoo, which included an opening night food drive for the Mid-Ohio Foodbank. This event was promoted on-air, online and via social media across iHeart Columbus. In December 2021, over 13,990 pounds of

food from over 2,000 guests was collected for the Mid-Ohio Foodbank to help feed families in need during the holidays.

IHEART COLUMBUS ON AIR JOB FAIR

COLUMBUS, OH

IHEARTMEDIA COLUMBUS

In response to the combined needs of businesses seeking employees and individuals seeking employment, iHeartMedia Columbus developed an on-air Job Fair. Each week on Friday morning, a different company was featured in an on-air interview on 92.3 WCOL, Columbus Alternative 105.7 and 106.7 The Beat to talk about job openings, company benefits and more. Information was also included on a custom webpage that linked to the business recruitment page, generating awareness of local businesses looking to hire in the community.

610 WTVN AND BRAVE MEN INC

COLUMBUS, OH

610 WTVN

In August 2021, 610 WTVN launched a week-long radiothon in support of BraveMen Inc., a nonprofit organization focused on Prostate Cancer advocacy, prevention and research. As part of the fundraising event, the station spoke with doctors and prostate cancer survivors to share information and survival stories. The radiothon was promoted on-air, online and through social media and raised over \$50,000.

COLUMBUS ALTERNATIVE 105.7 LOVE LOCAL COLUMBUS, OH

105.7 THE BREW

Columbus Alternative 105.7 supported local businesses during their recovery from the pandemic by collecting and promoting local-area businesses. This effort was promoted through on-air mentions, social media and digital support. Over 110 businesses submitted their information to be viewed at alt1057.com/lovelocal.

92.3 WCOL COUNTRY CARES FOR ST. JUDE COLUMBUS, OH

92.3 WCOL

92.3 WCOL has been a St. Jude partner for 26 years. In 2021, the station looked for additional ways to support this charity beyond the annual radiothon. Along with the annual radiothon, WCOL partnered with local businesses to create one-of-a-kind local fundraising opportunities. The station's annual efforts helped WCOL raise an all-time station high of \$413,508 in 2021.

FRIENDS OF PADRE BEACH CLEANUP CORPUS CHRISTI, TX

K99

KRYS and KKTx are long-time supporters of Friends of Padre, an organization dedicated to the preservation and betterment of North Padre Island and the people and wildlife that call it home. On February 27 at the 26th annual Big Shell Clean-up, 1,000 volunteers showed up and removed trash from 27 miles of beach, roughly half of the Padre Island National Seashore. The volunteers filled six 30-yard dumpsters with trash, removing over 33 tons from the beach. The stations played an active role in supporting the event through

on-air promotion and its public affairs podcast promoting the clean-up.

TOYS FOR TOTS 2021

DALLAS, TX

STAR 102.1

The New Star 1021 partnered with television station Fox 4 KDFW and the U.S. Marines Corps for the 2021 U.S. Marines Toys for Tots campaign. The station heavily promoted the campaign on-air and online encouraging listeners to donate through live broadcasts all over the Dallas/Fort Worth area. This year's campaign benefitted 237,784 children in North Texas, an increase of over 87,000 children from last year. The 2021 U.S. Marines Toys for Tots campaign in DFW collected 262,251 toys, 17,994 books, 31,058 stocking stuffers and over \$133,000 in monetary donations to help families in need.

45TH ANNUAL LONE STAR 925 BLOOD DRIVE

DALLAS, TX

LONE STAR 92.5

The 45th Annual Lone Star 92.5 Blood Drive took place June 21 through June 26 with morning personalities Bo and Jim broadcasting live from locations around Dallas/Fort Worth to promote the blood drive along with afternoon personality Jeff K. The annual blood drive with Carter Blood Care highlighted the importance of donating blood during the summer months when the blood supply is at critical levels due to the reduced number of people donating. The station promoted the event heavily with on-air mentions and social media posts and provided opportunities for listeners to win prizes when they donated blood. The 2021 drive collected 723 pints of blood for Carter Blood Care.



LOCAL STATION HIGHLIGHTS CONTINUED

KEGL TRASH BASH

DALLAS, TX

97.1 THE EAGLE

On July 29, 2021 KEGL hosted Trash Bash at the House of Blues in Dallas. The benefit concert raised money for the Russ Martin Show Listeners Foundation which supports the families of local police and firefighters who have fallen in the line of duty. The event was promoted on-air, online and via social media and raised \$40,000 for the family of Mesquite police officer Richard Lee Houston II who died in the line of duty on December 3, 2021.

SPCA OF TEXAS PAL-ENTINE'S DAY 2021

DALLAS, TX

102.9 NOW

102.9 NOW sponsored the third annual Pal-entine's Day run by the SPCA of Texas February 12, to promote animal adoptions. Due to the pandemic, the event was held on Facebook Live with 1029 NOW morning personality Michelle Boros serving as the emcee of the event that highlighted pets that were currently up for adoption and the need for families who can foster animals. The event also featured the work of the SPCA of Texas to promote spaying and neutering and animal cruelty prevention. The event was promoted on-air, online and via social media and led to the adoption of 140 dogs and cats.

WLLR ST. JUDE RADIOTHON

DAVENPORT, IA

103.7 WLLR

Every year, WLLR broadcasts a two-day radiothon, encouraging their massive listening audience to donate money to the St. Jude Children's Research Hospital by becoming a Partner In Hope. In 2021, WLLR held two different radiothons and raised over \$194,850 between the two events. The radiothons were promoted through 103.7 WLLR's social media channels and on-air promos.

RONALD MCDONALD HOUSE CHARITIES DAYTON RADIOTHON 2021

DAYTON, OH

MIX 107.7

Each year, Mix 107.7 teams up with Ronald McDonald House Charities of Dayton to raise funds for their facilities and the deserving families who occupy them. The radiothon took place from 6 a.m. - 6 p.m. on December 9, and the Mix Morning Show, along with other station personalities, encouraged listeners to donate through multiple available channels. The Mix Morning Show conducted on-air and prerecorded interviews with RMHC staff and the families who stay at The House to share stories of how RMHC has impacted their children and their family. In 2021, the overall total from the event was \$63,775, which is nearly \$10,000 more than in 2020.

EXTREME PARK

DAYTON, OH

ALT 103.9

Extreme Park was an event put on by The Ark Church in Miamisburg, OH. The event was organized to promote the mission of the church through extreme street skating, BMX biking and other various street sports. The ultimate goal of the event was to promote the mission of the church and create community through an inclusive experience for all ages. Over 1,000 individuals attended the event on July 24.

TRANS-SIBERIAN ORCHESTRA

DAYTON, OH

104.7 WTUE

The Trans-Siberian Orchestra came to the Wright State University Nutter Center in Dayton, OH as a part of their U.S. Tour. WTUE partnered with the Trans-Siberian Orchestra along with WCHD. \$1 from each ticket sold was donated to the benefitting charity, the Leukemia and Lymphoma Society. The tour was promoted on-air, online and on social media for two months prior to the show on December 4, which resulted in \$3,492 in funds raised.

CHRISTMAS FOR KIDS

DEFIANCE, OH

MIX 98.1

Christmas For Kids is a five-week campaign beginning on November 1 involving numerous live appearances at businesses, schools and more in the listening area. Mix 98.1 works with a number of volunteers including several retired Marines to collect money and toys to distribute to area families. The campaign also includes Tiana's Wish, which raises money for Christmas presents for children dealing with cancer and other catastrophic illnesses. In 2021, Christmas For Kids and Tiana's Wish raised over \$120,000 for area children and families.

STUDIO C CD

DENVER, CO

97.3 KBCO

For over 33 years, KBCO has hosted live performances from bands while they are in town in the Studio C performance studio. Each year the station selects the best 15-18 tracks recorded and features them on the KBCO Studio C CD to raise money for Boulder County Aids Project and Food Bank of the Rockies. This year, KBCO Studio C Volume 33 featured 17 tracks including six songs from 2021 featuring artists like Caamp, Black Pumas and Sara Kays and 11 songs from the previous 32 years of recordings like Jackson Browne, Lisa Loeb and Collective Soul. Sales from the CDs raised \$70,000.

MOONLIGHT CLASSIC BIKE RIDE TO BENEFIT ORCHARD PLACE

DES MOINES, IA

100.3 THE BUS

Des Moines iHeart stations, including 100.3 THE BUS, supported the Moonlight Classic late-night bike ride on July 10 to benefit Orchard Place. The bike ride raised funds which helped Orchard Place provide mental health services to more than 6,000 Iowa youth.

KXNO "WHAT COLOR DO YOU BLEED?" BLOOD DRIVE FOR LIFESERVE

DES MOINES, IA

106.3 KXNO

In 2021, 106.3 KXNO recruited listeners who are Iowa Hawkeye (Black & Gold) and Iowa State Cyclone (Cardinal & Gold) fans to donate blood to LifeServe Blood Center. Nearly 100 donors completely filled the available donor slots at Principal Park in downtown Des Moines on September 7, 2021.

CAPITAL CITY PRIDE

DES MOINES, IA

107.5 KISS FM

Capital City Pride celebrated Central Iowa's community with a hybrid virtual/in-person "30 Days of Pride" throughout the month of June. 107.5 KISS FM, a Diamond sponsor, ran promotional announcements promoting the 30 days of events. 107.5 KISS FM personality Taylor J. hosted the post-parade concert in Waterworks Park. Over 20,000 people engaged in the virtual events, 15,000 were in attendance for the in-person events and over 2,500 cars were apart of the parade.



LOCAL STATION HIGHLIGHTS CONTINUED

2021 PINKY SWEAR RADIOTHON

DES MOINES, IA

1040 WHO

On December 10, 1040 WHO once again partnered with the Pinky Swear Foundation and devoted an entire day on-air to raise crucial financial support to help children with cancer and their families. The 2021 radiothon raised \$280,000.

COATS FOR KIDS

DETROIT, MI

97.9 WJLB

97.9 WJLB partnered with the Salvation Army in Detroit to raise money and collect new coats to keep the children in the community warm in the winter months. This year's drive, which began on November 6, 2021, raised over \$100,000.

SISTA STRUT

DETROIT, MI

MIX 92.3

Sista Strut is Mix 92.3's Annual Breast Cancer walk that aims to bring awareness to the importance of breast cancer in the African American Community. The 22nd annual Sista Strut took place on October 7, 2021 and raised over \$13,000.

JAY'S JUNIORS AT HOME

DETROIT, MI

100.3 WNIC

100.3 WNIC and Jay Towers created Jay's Juniors At Home during the pandemic to take the place of 100.3 WNIC's Jay's Juniors Trip to Walt Disney World, which was unsafe for chronic and terminally ill children during the COVID-19 surge. But the station still wanted to give the children something special for Christmas, so they called for applications from families through Angels of Hope, and raised over \$211,000 to fulfill their Christmas lists from August through December, 2021.

TRUNK OR TREAT

DETROIT, MI

106.7 WLLZ

On October 23, 2021 WLLZ gave away \$6,500 worth of candy to over 1,000 attendees in a community Trunk or Treat event for Halloween.

MOJO'S BREAKING AND ENTERING CHRISTMAS

DETROIT, MI

CHANNEL 95.5

Channel 95.5's Mojo's Breaking and Entering Christmas raised over \$125,000 to give to families in need, including those that suffered tough losses or families with parents who are critically ill. The funds raised were used to gift clothes, home items and more to local families. Additionally, the station was able to

surprise the Oakland County Sheriff's Department, who were the first responders to the Oxford High School shooting, with a holiday meal for the entire department.

FILL THE BUS

DICKINSON, ND

99.1 KCAD

The third annual "Fill the Bus" campaign, in partnership with the United Way of Dickinson, was a school supply drive for area students and teachers. On August 24, the supply drive raised over \$8,000 in supplies and cash.

CHRISTMAS IS FOR CHILDREN

EAU CLAIRE, WI

Z100 EAU CLAIRE

For the 29th year, iHeartMedia Eau Claire presented Christmas is for Children, a service designed to aid those less fortunate by making sure children have a present under their Christmas trees. The stations partner with area social service agencies to fulfill specific gift requests. With the help of local listeners, in 2021, the Christmas is for Children program was able to help 858 children with gifts totaling \$30,030.

THE GREAT THANKSGIVING GIVEAWAY

EL PASO, TX

96.3 KHEY COUNTRY

The Great Thanksgiving Giveaway was created in response to food insecurity concerns due to the COVID-19 pandemic. The Great Khalid Foundation, founded by award-winning artist Khalid, and iHeart El Paso served 2,000 local families with holiday meal kits in 2021. Each kit included all the items needed for a complete Thanksgiving meal including a turkey, side dishes and a pie. iHeart El Paso was the exclusive media partner hosting a live remote for the six-hour event. iHeart El Paso staff volunteered to prepare the meal kits and distribute the boxes to area families.

MIKE DEE'S BIG ADVENTURE

EL PASO, TX

POWER 102.1

Due to the COVID-19 pandemic, Mike Dee's Big Adventure was not able to take their annual trip to San Antonio with area youth. Instead, the stations hosted virtual "Big Adventures" in 2021 to enable, empower and support youth with disabilities. The station provided on-air and digital support prior to the event including interviews with the attendees.

LIGHT UP A CHILD'S LIFE

ERIE, PA

STAR 104

On December 17 from 8 a.m. to 6 p.m., Star 104 held an on-air fundraiser for the Make-A-Wish Foundation, raising \$75,000 to fulfill children's wishes.

GOLDEN HEART WISHES 2021

FAIRBANKS, AK

MAGIC 101.1 FAIRBANKS

iHeart AK was a partner of the Golden Heart Wishes Toy Drive benefitting The Interior AK Center for NonViolent Living, a safe and supportive community that provides programs to intervene and prevent domestic violence, sexual assault, suicide and other violent crimes that negatively impact the local community. The station hosted a Christmas Eve dinner for every family staying there over the holidays, and each child received a gift from Santa from listener donations. The 2021 Golden Heart Wishes campaign raised \$10,000 worth of gifts.

MAGIC AND MIRACLES RADIOTHON

FAYETTEVILLE, AR

MAGIC 107.9

Magic 107.9 aired a 16-hour radiothon on October 1 benefitting the newly constructed Arkansas Children's Hospital Northwest campus. Local patients and doctors spoke with on-air talent about the care and treatments now available closer to home for Northwest Arkansas children. Listeners donated a record \$128,210.

ARKANSAS CARES

FAYETTEVILLE, AR

KIX 104

On December 10, tornadoes struck Northeast Arkansas as well as Tennessee and Kentucky. Hours later, KKIX 104 and the iHeart Northwest Arkansas stations hit the air with PSAs asking for donations to Red Cross relief efforts.



LOCAL STATION HIGHLIGHTS CONTINUED

HOUSES 4 HOMELESS

FLORENCE, SC

EAGLE 92.9

iHeartMedia Florence partnered with House of Hope for a program called Houses 4 Homeless, which is dedicated to developing a housing solution for homeless families in the Pee Dee Region of South Carolina. The ribbon cutting took place on September 30, providing 16 transitional homes to assist homeless families as they transition into a more permanent housing option.

KISSMAS WISHES

FORT COLLINS, CO

96.1 KISS FM

Kissmas Wishes is a staple station event for 96.1 KISS FM that helped over 35 local nonprofits in 2021. The station asks nonprofits to gather wish lists for the people they serve, and then asks listeners to help fulfill the wishes by making donations. Wishes ranged from basic necessities like toiletries to clothing and toys. In its 19th year, Kissmas Wishes 2021 collected over 40,000 items for those in need in the Northern Colorado community.

SHOES FOR KIDS

FORT MYERS NAPLES, FL

KIX COUNTRY 92.9

For the 12th year, KIX Country 92.9 and iHeartMedia Ft. Myers/Punta Gorda partnered with the local Kiwanis Club of

Charlotte County to drive donations of new shoes for underprivileged kids going back to school. This proved to be an especially critical need in 2021 due to the economic impact of the COVID-19 pandemic. This year's total exceeded 4,300 pairs of new shoes, with over 50,000 pairs donated to date.

U.S. MARINES TOYS 4 TOTS TOY DRIVE

FORT MYERS NAPLES, FL

CAT COUNTRY 107.1, 95.3 OLZ, Y100.1

U.S. Marines Toys for Tots is a program run by the United States Marine Corps Reserve which distributes toys to children whose parents cannot afford to buy them gifts for Christmas. iHeart stations created multiple toy drop off locations and supported the 29-day campaign with on-air PSA support. The final estimated toy value reached approximately \$27,500 from members of the community.

IMMOKOLEE BOYS AND GIRLS CLUB FAIR

FORT MYERS NAPLES, FL

105.5 THE BEAT

105.5 The Beat's Brittany Gonzalez was the face of the Immokolee Boys and Girls Club Fair, a full-day community fair and fundraiser benefitting Imokolee youth. The event, for which The Beat provided a DJ and extensive on-air support, raised approximately \$14,500.

CHILDREN'S SHELTER

FORT SMITH, AR

K-MAG 99.1

KMAG and the Fort Smith iHeart stations ran a series of fundraising and awareness public service announcements throughout the year. The drive was promoted on air, digitally and on social media, and helped collect various items needed by the shelter.

BACKPACK GIVEAWAY

FRESNO, CA

B95

In 2021, B95 collected 1,000 backpacks and filled them with school items such as pens, pencils, erasers, glue sticks, crayons, notebooks, water bottles and free lunch coupons in partnership with local businesses. A drive-through event was organized on August 7, 2021 due to COVID-19, and resulted in the collection of 1,000 backpacks which were then given away to parents, teachers and children.

CHILDREN'S MIRACLE NETWORK RADIOTHON

GRAND FORKS, ND

96.1 THE FOX

A two-day radiothon in partnership with the Children's Miracle Network on 96.1 The Fox and XL93 raised nearly \$45,000 for Sanford Children's in Fargo, ND. On-air personality Trevor D on XL and Dangerous Dave on Fox broadcast the whole 24 hours themselves, from 6 a.m. to 6 p.m. each day.

KIDS COUNT RADIOTHON

GRAND RAPIDS, MI

B-93

On December 10, B-93 hosted the Kids Count radiothon benefiting the Helen DeVos Children's Hospital. The station broadcast live for more than 24 hours and encouraged listeners to donate via phone or online to help the local pediatric medical and surgical center for children. The stations' efforts raised over \$251,000 in 2021 for the hospital.

WOOD RADIO TURKEY DROP

GRAND RAPIDS, MI

WOOD RADIO 106.9 FM & 1300AM

Turkey Drop is an annual tradition in West Michigan run by WOOD Radio 106.9 and 1300 AM in partnership with Mel Trotter Ministries and Celebration Cinema. The stations devoted an entire day to collecting frozen turkeys for their neighbors in need in the Grand Rapids area. Listeners were encouraged to either make a cash donation online or donate a turkey at the station. Through the on-air, online and social media promotions, 6,632 digital and physical turkeys were donated, an increase of 1,100 from 2020.

STAR 105.7 THINK OUTSIDE YOURSELF RADIOTHON

GRAND RAPIDS, MI

STAR 105.7

Think Outside Yourself was a two-day radiothon run across all iHeartMedia West Michigan stations to raise funds for the Helen DeVos Children's Hospital, specifically for programs, treatments and equipment that isn't traditionally covered by insurance. Through cross-station promotion, including with TV partner

WOOD TV, the radiothon helped raise over \$425,000 in 2021 for the cause.

MUSKEGON COATS FOR KIDS

GRAND RAPIDS, MI

IHEARTMEDIA WESTERN MICHIGAN

iHeartMedia Western Michigan teamed up with Preferred Chevy of Muskegon and the West Michigan Chevy Dealers for Muskegon Coats for Kids drive. The stations asked their listeners to donate new and gently used coats. The coat drive was promoted on-air, online and via social media and helped the stations collect just under 300 coats to help the Lakeshore community.

WOOD RADIO DAY OF HOPE

GRAND RAPIDS, MI

WOOD RADIO 106.9 FM & 1300AM

WOOD Radio's radiothon for Degage Ministries in the Heartside District raised funds and increased awareness of the needs of the Heartside Community Center at Degage Ministries. Donations allowed Degage to continue providing help and hope to the less fortunate of Grand Rapids. All funds raised during the "Day Of Hope" event on February 5 helped homeless men and women in the community stay warm, clothed and fed during the winter.

ST. JUDE RADIOTHON

GREENSBORO, NC

Q104.1

A two-day radiothon, led by Bobby Bones and supported by Q104.1's Angie Ward and JT Bosch, raised over \$147,000 for St. Jude Children's Research Hospital, an increase of 26 percent over 2020.



LOCAL STATION HIGHLIGHTS CONTINUED

THE 15TH ANNUAL ELLIS & BRADLEY TURKEY FRY FOR MIRACLE HILL MINISTRIES

GREENVILLE, SC

WHISTLE 100

For the 15th year, Whistle 100's Ellis & Bradley teamed up with Miracle Hill Ministries to put on the Ellis & Bradley Turkey Fry benefitting Miracle Hill Ministries to support the homeless and less fortunate in Upstate South Carolina. With the help of Miracle Hill Ministries and tons of great volunteers, the fry team prepared a total of 600 turkeys over the course of the day. The turkey was paired with other side items and provided Thanksgiving dinner to over 2,500 women, men and children served by Miracle Hill Ministries.

SC VETERANS UPSTATE SALUTE

GREENVILLE, SC

92.5 WESC

For the fifth year, 92.5 WESC promoted and took part in the SC Veterans Upstate Salute on November 7 at Fluor Field at the West End in downtown Greenville. The free, family-friendly, safe and spacious event shows support of our nation's Veterans featuring displays from local Veteran organizations and sponsors, a vintage warbirds flyover and other military programming, a featured concert by Jefferson Starship and a patriotic fireworks show to close out the night.

WE LOVE LOCAL

GREENVILLE, SC

102.5 THE LAKE, REAL ROCK 104.9

iHeartMedia Greenville, including 102.5 The Lake and Real Rock 104.9 (now 104.9 Fox Sports Upstate), partnered with Ingles Market for "We Love Local" 2021 to identify local essential workers who had gone above and beyond for almost a year during the pandemic to continue to serve the community. Throughout the campaign in February, a total of \$16,400 worth of gift cards were given out to local health workers, teachers, daycare and other essential workers as iHeartMedia Greenville's way of saying "thank you."

REMEMBERING 9/11

HARRISBURG, PA

WHP 580

Since 2001, WHP 580's RJ Harris has hosted Rally for Our Troops and committed to keeping the Rally going until the troops came home. In 2021, the rally honored the heroes of 9/11. The beautiful Heroes Grove at Lower Paxton Park provided the ideal space for this event to take place. Speakers included Three Star Brigadier General and United States Congressman Scott Perry and Vice Admiral Keith Lippert. Over 500 people attended the event alongside a group of Marines who were being deployed the following day.

ST JUDE RADIOTHON

HARRISONBURG, VA

104.3 KCY COUNTRY

104.3 KCY Country participated in its 24th annual Country Cares For Kids St Jude radiothon. Each year the station dedicates two broadcast days to the event – raising over \$69,000 in 2021 to benefit St. Jude Children's Research Hospital.

RELAY FOR LIFE - AMERICAN CANCER SOCIETY

HARRISONBURG, VA

98 ROCK

After postponement and previous cancellations, Harrisonburg-Rockingham Relay For Life event was held on September 4, 2021. 98 Rock was the primary media sponsor, promoting the event, encouraging team building and running interviews with reps from the cancer society to increase awareness of the vital fundraising effort. Ultimately, the event raised \$120,000 for the local American Cancer Society.

OUT OF THE DARKNESS WALK

HARRISONBURG, VA

93.7 NOW HARRISONBURG

93.7 Now Harrisonburg provided promotional support as the primary media sponsor for the 2021 Shenandoah Valley Out of the Darkness Walk on October 16, benefitting the American Foundation for Suicide Prevention. This 2021 walk raised \$71,339.

WALK TO END ALZHEIMERS

HARRISONBURG, VA

MIX 93.1

Mix 93.1 was the primary media sponsor for Walk to End Alzheimer's on October 16. The station's promotion of the event encouraged sign ups and Mix 93.1 ran PSAs and provided on-site help. The walk raised \$208,330 for the Alzheimer's Association, which exceeded 2021's goal.

COUNTRY 92-5 CARES FOR ST. JUDE KIDS RADIOTHON

HARTFORD, CT

COUNTRY 92-5

The 29th annual Country 92-5's Country Cares for St. Jude Kids radiothon was a two-day live broadcast that took place on December 9 and 10, 2021. St. Jude is a leading children's hospital pioneering research and treatments for kids with cancer and other life-threatening diseases. With the help of listeners, the radiothon raised over \$281,000.

KISS CARES FOR KIDS RADIOTHON

HARTFORD, CT AND NEW HAVEN, CT

KISS 95-7 AND KC101

KISS 95-7 and KC 101 partnered with Connecticut Children's to raise awareness and funds for the hospital that serves the children and families of Connecticut. On Thursday, December 16 from 6 a.m. – 7 p.m. KISS 95-7 and KC 101 broadcasted live and aired stories of hope and healing from Connecticut Children's in Hartford. The radiothon raised \$60,204 in 2021.

TURKEY TUESDAY

HARTFORD, CT

THE RIVER 105.9

On November 16, Renee DiNino of iHeartMedia Hartford and New Haven broadcast live from the City Place lobby for 'Turkey Tuesday'. The annual event kicked off Connecticut Foodshare's annual holiday giving season and raised awareness about food insecurity during the holiday season and beyond, while collecting turkeys to provide Thanksgiving meals and raise funds to fight hunger year-round. The event raised \$139,889.28 and 2,005 turkeys for families across the state.

ANNUAL 923KSSK RADIOTHON FOR THE CHILDREN'S MIRACLE NETWORK

HONOLULU, HI

92.3 KSSK

92.3 KSSK held their fourth annual two-day radiothon for the Children's Miracle Network, featuring all on-air personalities for over 14 hours per day. All proceeds stayed in Hawaii and benefitted the Children's Miracle Network in partnership with the Kapiolani Medical Center for Women & Children. 2021's event raised a record-setting amount of \$575,000.

VIRTUAL HAWAII FOOD DRIVE DAY

HONOLULU, HI

93.9 THE BEAT

For 32 years, Food Drive Day has played an integral role in Hawaii Foodbank's mission to nourish the community. iHeart Honolulu has been a proud partner from the very first year. For the second consecutive year, the event was virtual, featuring a live broadcast in studio with the lead station's morning show on 939 the Beat. \$168,000 was raised, which helps to provide food for 360,000 meals statewide.



LOCAL STATION HIGHLIGHTS CONTINUED

LET'S ROLL! WSO BOWLING TOURNAMENT

HONOLULU, HI

STAR 101.9

Star 101.9 joined forces with Women Speaking Out (WSO) for their First Annual Bowling Tournament. Afternoon on-air personality Flash, who is also a WSO Board Member, hosted the event on June 26, which sold out all 36 lanes to six-person teams. The event raised over \$21,000 with all the net proceeds going to educate and empower young women and raise awareness and education about domestic violence.

HEARTS & HOMES

HONOLULU, HI

ISLAND 98.5

Island 98.5 on-air personalities hosted a virtual hour-long fundraiser for The Shelter Hawaii on November 13, 2021. The Shelter is a transitional housing community for homeless women and children, with a long-term goal of finding everyone permanent housing. Over \$50,000 was raised in just 24 hours with all of the proceeds going directly to the organization.

DAMIEN MEMORIAL SCHOOL GOLF TOURNAMENT

HONOLULU, HI

NEWS RADIO 830 KHVH

This annual Damien Memorial School Golf Tournament was hosted by KHVH

Morning Show Host Rick Hamada who is also the Tournament Director. 2021's event on June 25 raised over \$70,000 for the Damien Memorial School Tuition Assistance Program to help send underprivileged children to a top local private school.

SUPPORT CAMP HOPE - SUPPORT OUR VETERANS PROMOTION

HOUSTON, TX

NEWS RADIO 740 KTRH

Through its year-long on-air promotion, "The Michael Berry Show" helped to raise approximately \$5,000,000 for Camp Hope, an organization that provides a safe place for victims of trauma and post-traumatic stress in which to experience healing. The intensive residential program of Veterans at Camp Hope aims to provide more comprehensive peer support and mentoring. There is no other location like it in the United States, and to date over 1,348 Veterans have graduated from the Camp Hope Program.

ADOPT A CHILD

HUNTINGTON, WV

103.3 TCR

The 103.3 TCR "Adopt a Child" program invited listeners to "adopt" a child in need for Christmas. Volunteers bought gifts for their child, all of which were matched by the station. In 2021, 200 children received donated Christmas gifts including toys, clothes, shoes, boots, hats, scarves and more.

OVER THE EDGE FOR FOSTER KIDS

HUNTSVILLE, AL

102.1 WORM

Over The Edge is an annual fundraising event where participants raise money to rappel 160 feet down the tallest building in Huntsville. The funds support the Kids To Love organization, who have served over 275,000 foster children since 2004 by helping with school supplies, food, shelter, hands-on training, college scholarships and more. Over \$300,000 was raised during the 2021 event on September 17.

TOP GOLF CHARITY OUTING

INDIANAPOLIS, IN

Q95

On October 6, iHeartMedia Indianapolis hosted their fourth annual Topgolf Charity Outing at Victory Field to benefit the Riley Children's Foundation. Listeners were encouraged to reserve tee time and enjoy an evening at the ballpark, featuring appearances from members of the "Bob and Tom Show" on Q95 and a silent auction. The event was promoted across all five stations on-air, online and via social media. Auction items were donated by clients, sponsors and participants and helped to raise \$5,000 for Riley Hospital for Children.

FROGGY'S DRIVE FOR RESEARCH CHARITY GOLF TOURNAMENT

JACKSONVILLE, FL

97.9 KISS FM

The first Froggy's Drive For Research Charity Golf Tournament took place in November 15. In 2020, Froggy from the Elvis Duran Morning Show developed a brain aneurysm and underwent surgery. To help raise awareness, Froggy started the Froggy's Drive For Research Charity Golf Tournament, benefitting The Brain Aneurysm Foundation. With the help of 97.9 KISS FM, 107.3 PLANET RADIO, 99.1 WQIK and partners at JAWW Media + Marketing and Norwegian Cruise Lines, the event raised over \$90,000.

SISTA STRUT

JACKSONVILLE, FL

93.3 THE BEAT AND V101.5

V101.5 and 93.3 THE BEAT held their sixth annual Sista Strut on September 18, 2021. Sista Strut aims to heighten awareness about the issues of breast cancer in women of color, as well as provide information on community resources. Sista Strut recognizes the strength of survivors, their family and friends, heightens awareness and promotes early detection and the search for a cure. The event had over 600 participants and raised over \$46,000.

ST. JUDE CHILDREN'S RESEARCH HOSPITAL RADIOTHON

JACKSONVILLE, FL

99.1 WQIK AND RUMBA 106.9

99.1 WQIK and Rumba 106.9 partnered with St. Jude Children's Research Hospital on a series of events to help raise money for the organization. The station held their fifth annual radiothon and partnered with

businesses to help raise awareness and money for St. Jude's mission. In 2021, iHeartMedia Jacksonville's efforts helped raise over \$209,610 for St. Jude Children's Research Hospital.

TOYS FOR TICKETS

LAS VEGAS, NV

95.5 THE BULL

2021 marked the 17th annual 95.5 The Bull's Toys for Tickets charity concert. Country music stars Frank Ray, Callista Clark, Tenille Arts, Joe Nichols and Riley Green performed a special concert benefitting Catholic Charities of Southern Nevada inside Green Valley Ranch Resort. Tickets were distributed to anyone who donated a new, unwrapped toy. Proceeds benefited the Catholic Charities of Southern Nevada to distribute to families and their children in need in Southern Nevada. Roughly 700 tickets were given away and over \$10,500 in toys were donated to Catholic Charities of Southern Nevada. Additional sponsor support and fundraising brought the total to \$40,000.

JUST FORE FUN SCRAMBLE

LEXINGTON, KY

98.1 THE BULL

For the second consecutive year, 98.1 The Bull hosted their Just Fore Fun Golf Scramble on September 9, 2021 benefiting CASA of Lexington, a volunteer advocate program for abused and neglected children. 84 players teed off at Kearney Hills Golf Course featuring live music and a silent auction, which helped raise \$1,500 of donated items for the charity's auction. The scramble was promoted on-air, online and via station's eblast.



LOCAL STATION HIGHLIGHTS CONTINUED

KSR TORNADO RELIEF

LEXINGTON, KY

NEWSRADIO 630 WLAP

On December 14, Kentucky Sports Radio on NewsRadio 630 WLAP partnered with Kentucky Chamber Foundation to launch a relief fund for fellow Kentuckians impacted by the devastating storms that swept western Kentucky in December. Kentucky Sports Radio host Matt Jones, along with his team, encouraged listeners to help those affected by donating. iHeartMedia Lexington, Louisville and Somerset extended station support and the relief was promoted on-air on all stations. The relief event raised \$1,326,000.

MIX 1033 PRESENTS FLIP THE SWITCH

LIMA, OH

MIX 103.3

Mix 1033 "Fliped The Switch" on the City Of Lima's holiday season as the city's Christmas tree was lit in Downtown Lima. The event featured holiday fun for children and adults and one lucky listener was chosen to "Flip The Switch" and light the tree for the season and won a trip for their family to Florida. The event brought much needed cheer to the community.

TOY HILL

LITTLE ROCK, AR

105.1 THE WOLF LITTLE ROCK

KMJX and the iHeartMedia Little Rock stations hosted the 49th annual Toy Hill Toy Drive, anchored by long time morning host Bob Robbins. The event collected four semi-trailers of toys and raised \$60,000 in cash donations for the U.S. Marines Toys for Tots.

TOY HILL KICKOFF CONCERT

LITTLE ROCK, AR

KSSN 96

iHeartMedia Little Rock's KSSN 96 hosted Arkansas' own Matt Stell, with Cam and Tenille Arts for a plugged-in acoustic concert on December 3 benefitting the U.S. Marines Toys for Tots Program. The show was promoted on air, online and via social media. Hundreds of toys and just over \$5,000 were donated to help kids in Arkansas have a good holiday.

VALENTINE IN THE MORNING'S \$5K GIRL SCOUT COOKIE BUY

LOS ANGELES, CA

1043 MYFM

Since 2008, 104.3 MYfm's Valentine in the Morning has held a contest in February for local Girl Scout troops to help them sell Girl Scout cookies. The station promoted the 2021 contest on-air, online and via social media and encouraged people to

nominate their local troops online. Once the Girl Scout Troop was selected, the morning show purchased \$5,000 worth of cookies from the winning Troop and they are donated to the Bob Hope USO for military personnel coming through LAX.

COUNTRY CARES RADIOTHON

LOUISVILLE, KY

97.5 WAMZ

For the 32nd year, 97.5 WAMZ continued their partnership with St. Jude Children's Research Hospital with their Country Cares radiothon on December 9 and 10. The station dedicated two full days to help raise funds for childhood cancer, which featured WAMZ personalities encouraging listeners to donate, incredible performances and St. Jude's patient and family stories about the wonderful things St. Jude Children's Research Hospital does for those who have to be there. The radiothon was promoted on-air, online and via social media. Collectively, the station efforts, listeners and local partners raised over \$121,300 for the hospital.

SISTA STRUT WEEK

LOUISVILLE, KY

REAL 93.1

On October 16, REAL 93.1 partnered with Baptist Health Cancer Care, Novartis 'More than Just Words' and Humana Healthy Horizons in Kentucky to hold their fifth annual Sista Strut breast cancer charity walk to benefit Kentucky African Americans Against Cancer. Sista Strut aims to increase awareness of the benefits of breast cancer screenings and provide information on community resources in the Kentuckiana3 area. The walk welcomed over 600 walkers and featured vendors, live performances, on-air personality event host and DJ, a pink balloon release and a survivors' lounge. The station promoted the walk on-air, online and via social media. Listeners were encouraged to participate in the walk and make donations, which helped raise over \$2,000 for Kentucky African Americans Against Cancer.

FILL THE FRIDGE

MACON, GA

V101.7

With many people still facing hardships due to the pandemic, V101.7 started a new partnership with 1-800-Truck Wreck to give local communities an opportunity to win resources to help with meals. In 2021, over \$10,000 was given to multiple households in the form of \$250 gift cards.

TEACHERS WISHES

MACON, GA

97.9 WIBB

97.9 WIBB and 1-800-Truck Wreck partnered to give deserving teachers in the metro area the tools they needed to make

a difference in the lives of their students and the school that they serve. The event was promoted on-air, online, on TV and via social media. Twenty local teachers received \$500 dollars each to put towards the needs of their class, totaling \$10,000.

CHEERS! TO BENEFIT CRESCENDO ON WISCONSIN

MADISON, WI

1310 WIBA, REWIND 92.1

iHeartMedia Madison helped to bring live music back and to raise money for entertainment and service industry workers who were hit hard by the COVID-19 pandemic. On May 15, three bands played live at Ho-Chunk Gaming Wisconsin Dells. All net proceeds, totaling \$5,000, went to Crescendo On Wisconsin assisting musicians and service industry workers with their financial needs.

ST. JUDE RADIOTHON

MADISON, WI AND MILWAUKEE, WI

96.3 STAR COUNTRY

96.3 Star Country in Madison and FM106.1 in Milwaukee teamed up for the first Wisconsin Cares for St. Jude Kids radiothon. The radiothon raised over \$250,000 for St. Jude Children's Research Hospital, the leading children's hospital pioneering research and treatment for kids with cancer and other life-threatening diseases. The Wisconsin Cares for St. Jude Kids radiothon featured FM106.1's on-air personalities Ridder, Scott & Shannen, Quinn and Hannah along with 96.3 Star Country's Chelsey Steinhauer who encouraged listeners to donate on-air and online on December 9 and 10, 2021.



LOCAL STATION HIGHLIGHTS CONTINUED

THE THANKSGIVING BASKET FOOD DRIVE

MADISON, WI

1310 WIBA

For the past 33 years, the Thanksgiving Basket Food Drive at Goodman Community Center has been a tradition, with many long-serving staff, volunteers and their children returning year after year. In 2021, 1310 WIBA and the entire iHeartMedia Madison cluster were instrumental in helping 4,000 families register with Goodman Community Center.

RUN WALK RIDE TO BENEFIT THE AMERICAN DIABETES ASSOCIATION

MADISON, WI

101.5 IBA FM

In 2021, iHeartMedia Madison hosted a 5k and a 10k Run or Walk along with a Car Show at Ho-Chunk Gaming Wisconsin Dells with proceeds going to the American Diabetes Association. The event raised over \$3,000 for the American Diabetes Association.

MAKE-A-WISH RADIOTHON

MADISON, WI

Z104 MADISON, 1070 THE GAME

As part of a year-long partnership with Make-A-Wish Wisconsin, iHeartMedia Madison stations hosted and promoted the Walk for Wishes fundraiser, the Giving Tuesday fundraiser and the annual Make-A-Wish Wisconsin Wish-A-Thon.

The Wish-A-Thon ran for 12 hours on both December 9 and 10, resulting in over \$250,000 in donations to aid critically ill children throughout Wisconsin.

WREATHS ACROSS AMERICA

MANCHESTER, NH

NEWS RADIO 610

On September 14, 2021, News Radio 610 held a 12-hour radiothon to raise funds for Wreaths Across America, which honored fallen heroes with balsam wreaths at their gravesites. The radiothon raised over \$60,000 in 2021.

IHEARTRADIO FOR THE HOMELESS

MANSFIELD, OH

107.7 THE BREEZE

In 2021, 107.7 The Breeze collected winter items for eight local charities across Richland and Ashland counties – Love on a Mission, Richland County Domestic Violence Shelter, Safe Haven, Stronger By Choice, Crossroads City Center, Harmony House, Associated Charities and the SAFE Program at Mansfield City Schools. Nearly 5,000 items were collected for the area's homeless population and \$10,000 was donated with the help of the local Meijer Grocery store.

COATS FOR CHRISTMAS

MARION, OH

BUCKEYE COUNTRY 94.3

Coats for Christmas is a campaign to collect gently used and new coats, hats and gloves from the community, after which they are professionally cleaned and redistributed for free to anyone who is in need. In 2021, the station collected approximately 2,000 coats and redistributed them all.

LITE ROCK 99.3 MAKING STRIDES AGAINST BREAST CANCER 5K

MELBOURNE, FL

LITE ROCK 99.3

Lite Rock 99.3 is the exclusive radio partner of the Making Strides Against Breast Cancer walk to help raise funds and awareness. The event raises money to help the American Cancer Society fund groundbreaking breast cancer research and provide patient services like free rides to chemo, free places to stay near treatment and a live 24/7 cancer helpline. The radio station has hosted the walk for over 17 years, and this year raised over \$125,000 from over 5,000 walkers on October 23.

SISTA STRUT

MEMPHIS, TN

95.7 HALLELUJAH FM

In an effort to prioritize safety and ensure proper social distancing, iHeartMedia Memphis transformed the annual Sista Strut

3K walk into a drive-through parade. Sista Strut aims to heighten awareness about the issues of breast cancer in women of color, as well as provide information on community resources. The parade was promoted across our four urban stations on-air, online and social media.

IHEART4KIDS NICKLAUS CHILDREN'S HOSPITAL RADIOTHON

MIAMI, FL

TOTALLY 93.9

93.9 WMIA and NewsRadio 610 WIOD teamed up for the first ever iHeart4Kids radiothon to benefit Nicklaus Children's Hospital, South Florida's only hospital exclusively for kids. The 12-hour event on November 4, 2021 raised over \$70,000.

SISTA STRUT MILWAUKEE

MILWAUKEE, WI

W100.7

WKKV completed its ninth annual Sista Strut, a 3K breast cancer charity walk that aims to bring awareness to the importance of breast cancer screenings. The charity walk took place October 2 at the Marcus Performing Arts Center's Peck Pavilion in downtown Milwaukee. In addition, Sista Strut provided 102 free, lifesaving clinical breast exams to women in the Milwaukee and Racine areas plus the station raised over \$4,700 to assist Sister's 4 Cure, a not-for-profit breast cancer counseling and support program.

FIELD OF FLAGS

MILWAUKEE, WI

WISN

Over Memorial Day Weekend 2021, News-Talk 1130 WISN was the presenting media sponsor of the "Field of Flags" event at Veterans Park on Milwaukee's Lakefront. The

Milwaukee War Memorial Center staged the event, placing an American flag in a field for each of the 7,056 US Military personnel who lost their lives since the 9/11 attacks. WISN was instrumental in soliciting volunteers to place the flags, as well as promoting attendance to the event. Overall attendance at the "Field of Flags" event was estimated to exceed 10,000.

KEYE - ST JUDE RADIOTHON

MINNEAPOLIS, MN

K102

Over the course of two days, KEYE hosted their 28th annual radiothon to raise money for the kids at St Jude Children's Research Hospital. The radiothon took over the station for 14 hours each day to raise money to help eliminate cancer in kids, asking listeners to become Partners in Hope and donate \$19 per month for a year. In 2021, listeners raised just over \$1 million for St. Jude Children's Research Hospital.

MAKING STRIDES AGAINST BREAST CANCER

MINOT, ND

97 KICKS FM

97 Kicks FM, Z94 & 105.3 The Fox, Mix 99.9 and Classic Hit's 1390 KRRZ teamed up with the Ryan Family dealerships to host the American Cancer Society Strides Against Breast Cancer annual pancake breakfast, which was served drive-through style this year. The breakfast was free-will donation and all funds were matched and donated to the Trinity Cancer Exercise Rehabilitation program. Z94's Allison and 105.3 The Fox's Jess were on hand to help direct traffic, serve up pancakes and visit on air with the organizers, volunteers and those who benefit from this event. This year's event exceeded \$13,000 in donations from more than 400 individuals.



LOCAL STATION HIGHLIGHTS CONTINUED

U.S. MARINES TOYS FOR TOTS TOYS FOR TOTS

MODESTO STOCKTON, CA

IHEARTMEDIA MODESTO

U.S. Marines Toys for Tots distributes toys to kids in need during Christmas time. From November 19 to December 25, iHeartMedia Modesto placed bins up and down the Valley at local businesses to collect toys to be distributed by The Salvation Army. This year's toy drive collected 20 bins full of toys.

ST. JUDE RADIOTHON

MONTEREY, CA

92.7 K-TOM

In 2021, iHeartMedia Monterey raised \$73,104 for St. Jude Children's Research Hospital.

ST JUDE RADIOTHON

MONTGOMERY, AL

104.3 HALLELUJAH FM

St. Jude radiothon is an on-air event encouraging listeners to donate to St. Jude Children's Research Hospital to help kids fight cancer. This year, iHeartMedia Hallelujah stations in Birmingham, AL and Mobile, AL partnered to raise a grand total of \$109,329 from the two-day event.

FILL THE BUS

MYRTLE BEACH, SC

GATOR 107.9

Gator 107.9 spent three days at a local auto dealership and attempted to raise as many school supplies as possible for children in need in the area. In 2021, the event helped fill an entire school bus for kids in the community, which were distributed by Help4Kids/Back Pack Buddies.

WINE ON THE RIVER

NASHVILLE, TN

107.5 THE RIVER

Wine on the River is a consumer tasting event with live music and food trucks. A portion of the ticket sales benefitted The DISTRICT / 2nd Ave Strong, to revitalize downtown Nashville. The event raised over \$7,900 in cash donations.

BOURBON & BUBBLES FEST

NASHVILLE, TN

THE BIG 98

Bourbon & Bubbles Fest is a consumer tasting event on May 22 with spirits, wine, beer and live music and food trucks. Over \$8,500 was raised to benefit Friends of Franklin Parks, a nonprofit that seeks to preserve natural resources, enhance the park experience and expand its legacy for future generations.

RIVER OF HOPE

NASHVILLE, TN

107.5 THE RIVER

107.5 The River continued their annual radiothon partnership benefitting Monroe Carrell Jr. Children's Hospital at Vanderbilt. The on-air event on April 9, 2021 raised over \$122,000 for the children's hospital.

KC101'S 31ST ANNUAL STUFF-A-BUS

NEW HAVEN, CT

KC101

The 31st annual two-day long KC101 Stuff-A-Bus has been a tradition and on November 18 and 19, 2021, from 6 a.m. – 7 p.m., iHeartMedia New Haven held live broadcasts from WKCI-FM, WELI-A/F and WUCS-FM talent alongside with dozens of volunteers to help raise money and food for Connecticut Foodshare. In 2021, Stuff-A-Bus raised over \$150,000 in cash donations, nearly 4,000 turkeys and 6,300 pounds of non-perishable food.

HURRICANE IDA COVERAGE IN NEW ORLEANS

NEW ORLEANS, LA

NEWS TALK 99.5 WRNO

iHeartMedia New Orleans provided coverage of Hurricane Ida before, during and after the August storm across the entire cluster of stations. Post-storm efforts included distribution of vital information and companionship during a time when the community needed it most. iHeartMedia New Orleans ran longform wall-to-wall coverage for five days, acting as liaison between listeners and law enforcement to provide aid to elderly citizens, families in immediate danger and people in need of food, water and shelter.

KTU STUFF-A-TRUCK

NEW YORK CITY, NY

103.5 KTU

On November 13, 103.5 KTU's Greg T broadcast live from a giant Cage of Cans and didn't stop until all the cans had been donated to the Food Bank For New York City. Over five and a half pallets of non-perishable food items were collected for the Food Bank.

BASKETBALL COURT REFURBISHMENT

NEW YORK CITY, NY

POWER 105.1

Power 105.1 and Chick-fil-A Tristate, in partnership with the Hip-Hop Summit Youth Council and the Citywide Council of Presidents (CCOP), teamed up to refurbish a set of basketball courts at the Mott Haven NYCHA Development in the Bronx. The project included sealing cracks, resurfacing the courts, refinishing and repainting basketball poles, upgrading basketball backboards and rims, repainting the courts, removal of outdated equipment, landscaping and other touchups.

NYC PRIDE MARCH

NEW YORK CITY, NY

Z100

iHeartMedia NYC continued its Presenting Media Partnership with NYC Pride, produced annually by Heritage of Pride. NYC Pride encompasses a week of various events such as PrideFest, Pride Island and the iconic Pride March. 2021's march was focused around five floats, marching down the same route as years' past. The Z100 float was one of these five floats, making for increased visibility, connection and impact; including five full minutes of air-time on the television broadcast.

TRANS-SIBERIAN ORCHESTRA – GOD'S LOVE WE DELIVER

NEW YORK CITY, NY

Q104.3

Every year, the Q104.3 Trans-Siberian Orchestra Christmas concert donates a portion of ticket sales to help God's Love We Deliver. This year TSO performed a total of four concerts, including two shows at the UBS Arena on December 18 and two shows at the Prudential Center on December 22. A total of \$24,350 was raised for God's Love We Deliver.



LOCAL STATION HIGHLIGHTS CONTINUED

WHYHUNGER'S HUNGERTHON

NEW YORK CITY, NY

710 WOR

WhyHunger's Hungerthon campaign is an annual Thanksgiving radio tradition since 1975 that educates listeners across the U.S. and raises critical funds to end hunger in America. iHeartMedia NYC teamed up with Why Hunger celebrity supporters, including Yoko Ono Lennon and Bruce Springsteen, and fans to tackle the root causes of hunger in America and ensure everyone's human right to nutritious food. WhyHunger's Hungerthon ran from November 1 through December 31 on air and at Hungerthon.org, with a specific emphasis on the weeks surrounding Thanksgiving. This unique campaign included PSAs, exclusive online auctions, signature merchandise and social media activation via #Hungerthon. The Hungerthon raised \$920,000 for WhyHunger.

BEST OF THE 7-CITIES

NORFOLK, VA

103 JAMZ

For the fourth annual "Best of the 7Cities" campaign, 103 JAMZ asked listeners to nominate, and then vote on, the area's best people and businesses in different categories in order to win the title of "Best of the 7Cities." Local celebrities Pharrell Williams and Pusha-T received the "7Cities Icon Award." The campaign received over 2,000 nominations and votes, helping the station promote the local community.

ST. JUDE COUNTRY CARES RADIOTHON

OKLAHOMA CITY, OK

101.9 THE TWISTER

101.9 The Twister (KTST) continued its yearly partnership, now in its 14th year, with St. Jude Children's Research Hospital with its yearly Country Cares radiothon. In 2021, 101.9 The Twister raised over \$112,000 and has raised approximately \$1.5 million total for St. Jude. The station is also involved in the St. Jude Dream Home, and held a special Concert for the Kids in May, spotlighting the efforts of the hospital and featuring Cam, Scotty McCreery, Darius Rucker and Russell Dickerson.

12 DAYS OF WISHMAS

OKLAHOMA CITY, OK

KJ103

For the past three years, KJ103 has partnered with a generous local business to gather wishes as part of KJ103's 12 Days of Wishmas. Wishes granted can be up to \$5,000 and range from local families, charities, hospitals and more. Twelve wishes were heard and granted on air, and many more were granted off the air, totaling \$60,000 in 2021.

HYDRATE FOR HOPE

OMAHA, NE

KAT 103.7, 96.1 KISS FM, 93.3 THE WOLF

Local audiences stepped up to help with the station's onsite "Hydrate for Hope" event on July 22. During a four-hour broadcast, listeners donated nearly

157,000 bottles of water to the Open Door Mission Homeless Shelter. The mission distributed those bottles to the homeless population during the hot summer months when they may not have clean water.

TREK UP THE TOWER VIRTUAL EVENT

OMAHA, NE

99.9 KGOR

Trek Up the Tower is the region's leading vertical stair climb. Trek Up the Tower supports The Wellbeing Partners' mission to build wellbeing into the way communities grow and do business. Participants race to the top of First National Tower in downtown Omaha in this competitive yet fun event. This event, which had 1,000 virtual participants, raised \$25,000 in 2021 for The Wellbeing Partners.

HOPE FOR THE HUNGRY RADIOTHON

OMAHA, NE

1110 KFAB

A 12-hour radiothon for the Open Door Mission asked listeners to donate \$49 to provide a week's worth of hot meals, plus clothing and care, to area homeless people at the Open Door Mission. During the week of Thanksgiving, \$92,800 was raised to sponsor 1,895 individuals.

ADVENTHEALTH DAY OF GIVING WITH MAGIC107.7

ORLANDO, FL

MAGIC 107.7 ORLANDO

Magic107.7 continued their on-going partnership with AdventHealth Foundation to raise funds during the 2021 holiday season. AdventHealth for Children's Day of Giving helps kids who are battling cancer and other serious illnesses in Central Florida. Often, parents must decide between staying by their child's bedside and working to keep the bills paid. Donations help pay for day-to-day expenses so families of sick children can focus on what's most important: helping their child feel better. In 2021, \$25,000 in funds were raised in just four hours with on-air personalities Chad & Leslye on Magic 107.7.

BABY DJ

ORLANDO, FL

XL 106.7

The Baby DJ program began 30 years ago when its founder "Johnny Magic" was inspired to provide assistance to families of economic disadvantage in the Central Florida area. As the host of Central Florida's top rated morning radio show, Johnny has had the opportunity to spend a great deal of time working throughout the community and witnessed firsthand the struggle that many families experience in providing their children with necessities, especially during the holiday season. This year, the Baby DJ program received \$429,000 in toy and cash donations, helping roughly 4,285 kids during the holiday season.

PENDAS TURKEY GIVEAWAY

ORLANDO, FL

MEGA 97.1

Mega 97.1 partnered with Pendas Law Firm for their traditional Turkey Giveaway Day. The morning show broadcast live from 6-11 a.m. on November 23, 2021 to give away 1,000 turkeys to the community, totaling approximately \$20,000 in value.

SLEEP BABY SAFE

PANAMA CITY, FL

99.3 THE BEAT PANAMA CITY

The objective of the Sleep Baby Safe campaign was to reduce crib deaths by educating parents and grandparents about placing infants on their back rather than their stomach. The campaign was primarily led by 99.3 The Beat Panama City but aired across all four iHeartMedia Panama City radio stations.

COUNTRY CARES FOR THE KIDS OF ST. JUDE RADIOTHON

PANAMA CITY, FL

92.5 WPAP

92.5 WPAP's Country Cares for the Kids of St. Jude radiothon encouraged listeners to become Partners in Hope, donating monthly to St. Jude Children's Research Hospital. The two-day radiothon raised over \$65,000 in 2021.



LOCAL STATION HIGHLIGHTS CONTINUED

MAKING STRIDES AGAINST BREAST CANCER

PANAMA CITY, FL

SUNNY 98.5

On October 30, Sunny 98.5 held "Making Strides Against Breast Cancer," a walk and fundraiser to raise money and awareness for breast cancer research and the American Cancer Society. Funds go towards assisting local patients with transportation and scheduling and encouraging women to get breast exams at regular intervals. In 2021, the event was promoted on-air, online and on social media, and raised over \$50,000.

ALT 104.5 FRIENDSGIVING

PHILADELPHIA, PA

ALT 104.5

ALT 104.5, Philly's Alternative Rock, kicked off its annual ALT 104.5 Friendsgiving event, a concert for a cause featuring a live performance by Walk the Moon on November 18 at Parx Casino in Bensalem, PA. ALT 104.5 encouraged listeners to purchase tickets for the event, with 100% of all proceeds going towards Morris Animal Refuge and Mural Arts Philadelphia. The event raised over \$20,000 which was split between the two charities. The evening was hosted by ALT 104.5's morning show, "The Woody Show." In addition to live music from DJ Reed Streets and Walk The Moon, attendees were treated to an exclusive silent auction where they could place their bid for a Christmas tree with ornaments signed by Walk The Moon, AJR, Weezer, Green Day and more.

PHILLY VAX JAWN

PHILADELPHIA, PA

105.3 WDAS FM

105.3 WDAS and Power 99 teamed up with the Black Doctors COVID-19 Consortium and the Philadelphia Department of Health to present Philly Vax Jawn, a free vaccination event on April 24 at the Dell Music Center in Philadelphia. Personalities from 105.3 WDAS and Power 99 took to the airwaves to encourage listeners to come to the event to receive a free vaccination with no appointment. Over 500 listeners arrived to receive either the Moderna or Pfizer vaccine, which was administered by doctors and staff from the Black Doctors Consortium, including Dr. Ala Stanford. A follow-up vaccine event occurred on May 22, 2021, named "Philly Vax Jawn 2." The events were promoted on-air, online and through the stations' social media channels.

COATS FOR KIDS

PHILADELPHIA, PA

POWER 99

Power 99 teamed up with Forman Mills and the Philadelphia chapter of Alpha Phi Alpha to collect new coats, gloves and scarves for children in need in the Philadelphia area on December 4, 2021 at a Forman Mills location in Philadelphia. Approximately 500 coats were collected at the event, and 300 Entertainment donated \$1,500 to purchase extra coats.

LOVEPUP DAY

PHOENIX, AZ

104.7 KISS FM PHOENIX

iHeartMedia Phoenix hit the airwaves and social platforms in Fall 2021 for the Second Annual #LovePup Day Celebration. During the takeover, local stations and talent shared their stories about pet parenting, pet adoptions, pet heroes and more. The celebration included on-air and on-site promotions encouraging pet adoption, donations and volunteerism. iHeartMedia Phoenix donated \$26,000 to the LovePup Foundation, as well as over \$100,000 worth of media promotion.

DVE ROCKS CHILDREN'S RADIOTHON

PITTSBURGH, PA

102.5 DVE

Each fall, Pittsburgh's own 102.5 WDVE hosts the annual DVE Rocks Children's radiothon, beginning September 22 and ending September 24. DVE Rocks Children's radiothon raises vital funds that enable UPMC Children's Hospital of Pittsburgh to provide the highest level of care to each patient when they need it most. 2021 marked the 14th annual DVE Rocks Children's radiothon and, over the course of three days, 102.5 DVE listeners raised a record breaking \$1,061,157 for the UPMC Children's Hospital of Pittsburgh and the Children's Miracle Network.

96.1 KISS STUFF A BUS

PITTSBURGH, PA

96.1 KISS

Each year during 96.1 KISS' annual Stuff a Bus event, the station stuffs school buses full of toys to donate to the U.S. Marines Toys for Tots program. 2021's event stuffed 63 buses full of toys and raised over \$40,000 for the U.S. Marines Toys for Tots program.

KEX KIDS FUND

PORTLAND, OR

1190 KEX

For the past 34 years, the KEX Kids Fund has been providing for Portland area school children with vision or hearing problems whose families can't afford eyeglasses or hearing aids. The fund provides examinations along with needed glasses or hearing aids as well as continuing care at a greatly reduced cost. The program continues to grow, now serving children in 23 counties of Oregon and Southwest Washington. In 2021, the fund raised \$66,235. Since 2003, listener donations have totaled \$2,272,298.

LEND A HELPING CAN 2021

PORTSMOUTH, NH

100.3 WHEB

Greg & The Morning Buzz held the 31st Annual two-Day radiothon from 5:30 a.m. to 7 p.m. on November 18 and 19, 2021. The fundraiser, which benefits 12 local New Hampshire food banks, raised over \$268,000 through online auction items, straight donations and incentives.

COATS FOR KIDS

PORTSMOUTH, NH

Z107

From October through December, 2021, Z107 collected coats at numerous Cleary Cleaners locations, as well as other clients and partners. Cleary cleaned the coats and donated them to the United Way to distribute through their partner agencies. Over 500 coats were collected for community members in need.

LOCAL NURSING HOMES

POUGHKEEPSIE, NY

Q92

Q92 and other cluster stations partnered with local nursing homes whose residents needed some holiday cheer. On December 11, the station set up an event at the local mall, where local individuals could select a name, buy the gifts and wrap them with participating sponsors. Within the first three hours of the event, all the gifts were chosen and wrapped for more than 80 nursing home residents.

94HJY LITTLE WOODY MINI-GOLF TOURNAMENT

PROVIDENCE, RI

94 HJY

On October 3, 94HJY hosted the sixth annual "Scarpetti's Little Woody Mini-Golf Tournament." The annual event featured 144 golfers taking part in a tournament at Mulligan's Island in Cranston, Rhode Island to benefit The Tomorrow Fund, a nonprofit organization that provides financial and emotional support to children with cancer and their families, who are treated at Hasbro Children's Hospital. This event in 2021 helped raise over \$7,000, a new record which brings the six-year total to over \$32,000.



LOCAL STATION HIGHLIGHTS CONTINUED

THE V FOUNDATION FOR CANCER RESEARCH'S VICTORY RIDE TO CURE CANCER

RALEIGH, NC

G 105

On August 28, 2021, G 105 partnered with the V Foundation for Cancer Research's Victory Ride to Cure Cancer for a one-day charity cycling event. Participants raised nearly \$400,000 to benefit cancer research in North Carolina and nationwide. Since the start of the Victory Ride in 2018, the event has raised over \$1 million for research. iHeartMedia Raleigh supported the 2021 event by providing \$170,000 worth of media across all four stations. In addition, WDCG's morning show sponsored a cycling team, promoted the event on-air all year and acted as emcees on the day of the event.

LANEY'S LEGACY OF HOPE RADIOTHON

READING, PA

Y102

Laney's Legacy of Hope radiothon is a two-day radiothon to benefit Laney's Legacy of Hope, a local pediatric cancer organization who gifts grants to families battling pediatric cancer diagnoses and research organizations like the Children's Hospital of Philadelphia. The radiothon consisted of two 13-hour days of full live coverage asking for phone calls and donations, which this year totaled \$105,901.

ST. JUDE RADIOTHON

READING, PA

RUMBA 92.3

Rumba's fourth annual radiothon to benefit St. Jude Children's Research Hospital took place on March 19 and raised \$32,445 for children who have been diagnosed with pediatric cancer. Children who get treatment at St. Jude stay and receive treatment at no cost to the family.

STUFF-A-BUGGY

READING, PA

FM97

The ninth annual "Stuff-a-Buggy" was a food drive to benefit Water Street Mission, a local organization which offers a range of services to people dealing with homelessness in the Lancaster area. Utilizing on-air, digital and social media promotion, the station asked listeners to make donations and help Stuff a Buggy full of food. The event was a huge success, raising over 2,400 pounds of food.

TOYS FOR TOTS OF SOUTHEAST MINNESOTA

ROCHESTER, MN

LASER 101.7

From November 8 to December 21, Laser 101.7 and 102.5 The Fox supported the U.S. Marines Toys for Tots of Southeast Minnesota campaign with on-air promos and live toy collections. Overall, the two stations collected and distributed 30,231 toys to 8,060 children in eight counties, the most the campaign has ever distributed in Southeast Minnesota.

CARES FOR KIDS RADIOTHON

ROCHESTER, NY

NEWS RADIO WHAM 1180

In February, a two-day radiothon utilized local on-air talent to raise funds for the Golisano Children's Hospital, interviewing parents and hospital staff to tell their personal stories. Donations from the community were higher than ever before, raising over \$263,000.

FIRE UP THE FRONT LINE

SACRAMENTO, CA

V101

With wildfires raging and burning much of Northern California, the stations of iHeartMedia Sacramento teamed up with Jimboy's Tacos locations to raise much needed support for the California Fire Foundation and California State Firefighters Association, who both work to support area firefighters and their families. By using all available iHeart marketing platforms, the "Fire Up the Front Line" initiative raised over \$10,000 for the organizations.

IHEART ST. LOUIS CARE A VAN BENEFITTING YOUTH IN NEED

SAINT LOUIS, MO

103.3 KLOU, 93.7 THE BULL

103.3 KLOU's "Billy and Judi in the Morning" and the iHeartMedia St. Louis Promotions Team took to the streets on December 11 and 18 to help the

organization Youth in Need fill their “coffers” with personal care items, hoodies and toys so that they can continue to serve over 8,000 of the area’s most vulnerable children, teens and families at nearly 100 locations in six counties in Eastern Missouri. From 9 a.m. to 3 p.m. at three various location in St. Charles County, the team collected everything from new toys for all age groups to laundry detergent, shampoo, deodorant and soap. This was the inaugural year for the KLOU Care A Van Benefitting Youth In Need and the event raised \$70,000 worth of items for those in need in the area.

ELEVATE YOUR MAN'S DRIP

SAINT LOUIS, MO

HALLELUJAH 1600

Hallelujah 1600 collected 700 coats to give to the community so kids could have coats for the winter. In partnership with Spreading Our Love Foundation, the coat drive raised the equivalent of \$20,000 in coats to give to men in the community.

SISTA STRUT BREAST CANCER AWARENESS PARADE

SAINT LOUIS, MO

100.3 THE BEAT

Sista Strut Breast Cancer Awareness Parade continues to bring awareness to how breast cancer is affecting the women in the African American Community more aggressively. 100.3 promoted the event on-air, via social media and through community rallies. In 2021, Sista Strut raised over \$30,000 for the Breakfast Club Breast Cancer Foundation and Pink Angels Foundation.

LIVE ON

SALT LAKE CITY, UT

IHEARTMEDIA SALT LAKE CITY

Utah has seen death by suicide rise at an alarming rate over the past several years. In partnership with the State of Utah and the Strong Automotive group, iHeartMedia Salt Lake City created a six-month awareness campaign entitled “Live On”. “Live On” is an awareness campaign focused on fighting the stigma of mental health and empowering coworkers, friends and family to reach out and “just ask” if you felt someone was struggling and to ultimately instill hope. Utahans were also informed of the resources that are available at liveonutah.org. Overall, the campaign received approximately 27 million on-air and online impressions.

PARENTS EMPOWERED - SCAVENGER HUNT

SALT LAKE CITY, UT

IHEARTMEDIA SALT LAKE CITY

The Division of Alcohol & Beverage Control recognizes that parents have the most influence over whether their children drink underage. Through a Scavenger Hunt that was promoted across the iHeartMedia Salt Lake City stations, families were encouraged to visit specific parks and identify five landmarks to enter to win an outdoor movie night at their home including snacks and one grand prize of a glamping weekend in Moab.



LOCAL STATION HIGHLIGHTS CONTINUED

RADY CHILDREN'S GIVE-A-THON

SAN DIEGO, CA

STAR 94.1

The Give-A-Thon collects funds from listeners (that are often matched by partners and sponsors) and donates to Rady Children's Hospital to fund lifesaving technology and research, provide a safety net for children with little or no private medical insurance and create a healing environment for patients and their families. 2021's Give-A-Thon collected \$549,000 for Rady Children's Hospital of San Diego.

DAY OF GIVING FOOD DRIVE

SAN DIEGO, CA

AM 600

On December 1, AM 600 conducted an on-site and online food drive in conjunction with the San Diego Food Bank and regional grocery chain. Consumers could stop by the drive-through event to drop off food items; donate at grocery registers; or donate online. This food drive collected 3,184 pounds of food in 2021.

DAY OF GIVING FOR HUMANE SOCIETY

SAN FRANCISCO, CA

STAR 101.3

Jack Kulp and Carolyn McArdle hosted the first annual "Day of Giving," a six-hour commercial free on-air fundraising drive that raised \$50,000 in cash donations for the Humane Society of Silicon Valley. The Day of Giving provides safer shelters, low-

cost veterinary care, pet food and more vital assistance for animals in need.

107.9 WSRZ'S PINTS 4 PLAY

SARASOTA BRADENTON, FL

107.9 WSRZ

107.9 WSRZ celebrated its 13th annual Pints for Play on May 27. Each year listeners are encouraged to donate blood and in exchange, they receive a "Play" of their favorite song or a "Plug" voiced by Jones and Company promoting their favorite local business or charity. This event helped collect just over 500 units of blood in 2021 that went straight to the Sarasota Bradenton community through Suncoast Blood Centers.

92.1 CTQ U.S. MARINES TOYS FOR TOTS DRIVE

SARASOTA BRADENTON, FL

92.1 CTQ

92.1 CTQ held its annual U.S. Marines Toys for Tots Toy Drive presented by Kennedy Construction Groups Roofing on December 11 in the West District at University Town Center. In 2021, over \$9,000 in cash and toys was collected in just four hours.

THUNDER BY THE BAY MUSIC AND MOTORCYCLE FESTIVAL

SARASOTA BRADENTON, FL

Z105

Thunder by the Bay Music and Motorcycle Festival is an annual festival in its 23rd year on the Suncoast. Proceeds from the event benefit Suncoast Charities for Children, an organization that provides direct financial support to six local non-profit agencies in support of programs and services to children, teens and adults with special needs throughout the Sarasota, Manatee, Desoto and Charlotte County areas. Z105 has been part of the festival for the last 15 years. In 2021, Thunder by the Bay Music and Motorcycle Festival raised over \$250,000 in support of the community.

23RD ANNUAL CHRISTMAS WISH

SAVANNAH, GA

98.7 THE RIVER

Every year, 98.7 The River receives letters from nurses and social workers at The Dwaine & Cynthia Willett Children's Hospital at Memorial about specific families who are impacted by a cancer diagnosis or treatment. For two weeks before the holidays, 98.7 The River showcased the families on-air and asked listeners to help donate to these local families in crisis. In 2021, \$20,000 was raised and split among ten families.

CANADY'S COATS FOR KIDS

SAVANNAH, GA

97.3 KISSFM

97.3 KISS FM partnered with Canady's Heating Air Plumbing to bring warmth to those less fortunate in the community. From November 29 through January 3, Canady's collected 1,000 new and unused winter coats for kids aged infant to 17 years old, which were then donated to the United Way of the Coastal Empire.

SHOP WITH A COP

SAVANNAH, GA

NEWSRADIO 1290 WTKS

Savannah's NewsRadio and The Dewitt Tilton Group teamed up with local officials, Savannah Police, Chatham County Police, Garden City Police, Rincon Police, Chatham County Sheriff's Department and the Effingham County Sheriff's Department to provide children and families of the Ronald McDonald House of the Coastal Empire with a Christmas they would never forget. Listeners were asked to donate to nine families for Christmas. Then, local law enforcement escorted the families to Target to go Christmas shopping.

STEVE HARVEY TURKEY GIVE 2021

SAVANNAH, GA

LOVE 101.1

LOVE 101.1 held its annual Steve Harvey Turkey Give at the Lady Bamford Early Childhood Learning Center on November 23. The station handed out 100 turkeys to people in the community via drive-through. Volunteers with the State of Georgia Department of Community Supervision and Amerigroup helped hand out turkeys.

BENDER'S ONE BIG GIVE

SEATTLE, WA

95.7 THE JET SEATTLE

The 19th annual Bender's One Big Give for Seattle Children's Hospital took place on December 16 from 6 a.m. - 7 p.m. On-air personalities Jodi and Bender in the morning hosted the 13-hour radiothon featuring stories of hope and resilience from Seattle Children's patients, families, supporters and hospital staff. Bender's One Big Give raised over \$379,000 to benefit Seattle Children's Hospital, bringing the 19-year total to nearly \$17 million.

ROCK THE HARVEST RADIOTHON

SEATTLE, WA

102.5 KZOK

102.5 KZOK hosted their 24th annual Rock the Harvest event on November 4 to benefit Northwest Harvest, a statewide hunger relief agency that supports 370 food banks, meal programs and high-need schools. During the 12-hour broadcast, hosted by "The Danny Bonaduce and Sarah Morning Show," the station asked listeners to donate to help local families in need. The 2021 Rock the Harvest radiothon raised over \$103,000 for Northwest Harvest.

CHROMESCHOOL ON HITS 106.1

SEATTLE, WA

IHEARTMEDIA SEATTLE

In year two of the pandemic, iHeartMedia Seattle relaunched their Chromeschool campaign to address the needs of students who don't have regular access to a computer. For three weeks in September, iHeartMedia Seattle stations gave listeners keywords to text every hour



LOCAL STATION HIGHLIGHTS CONTINUED

from 6 a.m. – 6 p.m. for their chance to win a Chromebook. Thanks to the stations' efforts, 15 Chromebooks were given to local students to help them get through the school year.

KUBE 93.3 CANCEL HUNGER EVENT

SEATTLE, WA

KUBE 93.3

On November 18, KUBE 93.3 hosted their third annual CANcel Hunger Food Drive to benefit Food Lifeline, which provides over 130,000 meals per day to local residents experiencing hunger. Listeners were asked to make donations in person or online. The 2021 CANcel Hunger Food Drive filled an entire box truck full of food donations, which is the equivalent of 1,000 pounds of food for those in need.

HOCKEY FIGHTS CANCER

SEATTLE, WA

SPORTS RADIO KJR

Sports Radio 950 KJR partnered with the Seattle Kraken and Virginia Mason Franciscan Health to help raise funds for Hockey Fights Cancer. On November 24, from 1 – 9 p.m., 950 KJR broadcast live from the Kraken Community Iceplex to help raise awareness. The event raised awareness and over \$3,000 for Hockey Fights Cancer.

INTERNATIONAL WOMEN'S DAY

SEATTLE, WA

96.5 JACK-FM

96.5 Jack FM built a whole new radio station called 96.5 Jill FM for International Women's Day, – with 24 hours of music by women only. Interspersed throughout Lee Callahan's morning show were interviews with Seattle's female leaders, and throughout the day, powerful audio drops from women rockers.

KG95 CMN MEDIATHON

SIOUX CITY, IA

YOUR VARIETY STATION KG95

KG95 partnered with local NBC affiliate KTIV for their Caring for Kids Mediathon to benefit the Children's Miracle Network Hospitals on November 9 and 10, 2021. The Mediathon was broadcast from the studios for 24 hours with live updates from St. Luke's Hospital. Afternoon host Rob Powers shared stories from friends and families in the Siouxland community who have been touched by or have utilized the Children's Miracle Network Hospitals. The station was able to help raise over \$125,000 to help support the health of children in the community.

SHARE THE LIGHT

SPRINGFIELD, MO

ALICE 95.5

Alice 95.5 created the Share The Light campaign to raise awareness and funds

for Project Share, a local fund dispersed by the Ozarks Area Community Action Corporation to assist families unable to pay their utility bills during the winter. In 2021, sister stations 105.9 KGBX, 100.5 The Wolf and US97 joined with Alice. For 12 hours on December 11, the stations broadcast live in front of the station and encouraged listeners to purchase Christmas-themed red and green light bulbs for the program.

HUNGERTHON

SPRINGFIELD, MO

105.9 KGBX SPRINGFIELD

105.9 KGBX, along with sister stations US 97, Alice 95.5 and 100.5 The Wolf, hosted the 23rd annual Hungerthon radiothon from September 10 to September 13. The stations broadcast live in front of the iHeartMedia Springfield office to raise money for Ozarks Food Harvest's Weekend Backpack program, which provides food-insecure children with a backpack full of nutritious meals to take home on the weekends when they might otherwise have gone hungry. Listeners were asked to call in or donate online to sponsor a backpack. In 2021, the radiothon raised a record-breaking \$275,000, which provided more than 700 kids with six meals and personal hygiene products every weekend during the school year. Overall, Hungerthon has raised more than \$2.6 million to fight hunger in the Ozarks.

ANGEL TREE
SPRINGFIELD, MO
100.5 THE WOLF

In November and December, 2021, 100.5 the Wolf, along with 105.9 KGBX, US 97 and Alice 95.5, partnered with local businesses for the Angel Tree program to benefit the Boys and Girls Clubs of Springfield. Local businesses displayed Angel ornaments with wish lists for local kids. Listeners were asked to purchase one or more of the gifts from the wish list and drop them off for the Boys and Girls Clubs Christmas party. The drive helped collect over \$5,000 worth of toys for the children in the community.

VETS ROCK
SUSSEX, NJ
103.7 NNJ

Vets Rock is a program that 103.7 NNJ runs to highlight veterans in the community. In honor of Veterans Day, 11 local veterans were selected to come into the studio and be the on-air DJ for an hour with one of the station's on-air personalities.

CALL IN FOR CANCER
SYRACUSE, NY
NEWS RADIO 570 WSYR

On October 21, News Radio 570 WSYR held a mini-radiothon to benefit the Upstate Cancer Foundation, which was hit hard during the COVID-19 pandemic. The station partnered with the hospital to make the community aware of their needs and how they could "call in" to help. The mini-radiothon raised over \$50,000 in 2021 for the Upstate Cancer Foundation.

TANGLEWOOD APARTMENT FIRE RELIEF
TOLEDO, OH
NEWS RADIO 1370 WSPD

Following the Tanglewood apartment fire on March 31, the News Radio 1370 WSPD Morning Show supported 15 families, all of whom were "adopted" by listeners, with \$1,000 checks. As of today, all families have been rehoused and provided with furniture, clothing and appliances thanks to support from listeners and the Toledo Buffalo Soldiers.

TOY A THON
TOLEDO, OH
101.5 THE RIVER

For the 28th year, iHeartMedia Toledo, led by WRVF-FM, collected new toys for children under the care of Lucas County Children's Services. This was promoted on-air, online and via social media. Hundreds of toys and several thousand dollars were collected in a four-hour period.

STUFF THE BUS TOY DRIVE
TUCSON, AZ
HOT 98.3

iHeartMedia Tucson, led by KOHT-FM, partnered with the Salvation Army to promote the sixth annual Stuff The Bus toy drive. For an entire day, station staff worked side-by-side with Salvation Army staff to stuff a Suntran City Bus full of toys to help underprivileged children. Over 3,000 toys were donated in 2021.



LOCAL STATION HIGHLIGHTS CONTINUED

#LOVEPUP DAY

TUCSON, AZ

93.7 KRQ

iHeartMedia Tucson and KRQQ-FM partnered together with the #LovePup Foundation for the Second Annual LovePup Day, a one-day on-air takeover on October 9, 2021, helping spread the word of adopting and fostering dogs, dog rescue stories, pet owner tips and fundraising for the #LovePup Foundation. KRQQ helped find forever homes for dogs during the event.

106.1 THE TWISTER'S OPERATION BIKES FOR KIDS

TULSA, OK

106-1 THE TWISTER

106.1 The Twister's Operation Bikes For Kids is a radio campaign designed to collect bicycles for kids in need throughout Northeast Oklahoma during the holiday season. 106.1 The Twister's on-air personality Natalie Cash, scaled a 30-foot scaffold in front of Owasso High School Football Field to collect over 1,000 bicycles donated by the community. Living in a tent for three days, she broadcast live while braving freezing cold weather. The community rose to the challenge and exceeded their goal by donating 1,090 bicycles and over \$75,000 to six different local nonprofits.

IHEARTRADIO TOY DRIVE

TUSCALOOSA, AL

98 TXT

In the three weeks leading up to Christmas, 98 TXT collected toys that were donated to Tuscaloosa's One Palace, a family resource center. Ultimately, 25 kids were given toys donated during the toy drive to enjoy during the 2021 holiday season.

ZACK & JIM ALL AMERICAN HEROES GOLF TOURNAMENT

WACO, TX

WACO 100

The 28th annual Zack & Jim All American Heroes Golf Tournament, hosted by the WACO 100 Morning Team, took place on June 12, 2021. The station paired teams of four with an active or retired military member or a first responder to raise money for the Chris Kyle American Valor Foundation. The tournament raised \$40,000 for the charity in 2021.

97.1 WASH FM SUSAN G. KOMEN BREAST CANCER WALK

WASHINGTON, DC

97.1 WASH-FM

Each year, 97.1 WASH-FM is a proud supporter of the Susan G. Komen Race for a Cure to benefit breast cancer research. 97.1 WASH-FM supports the event via promotional PSAs, a robust social media campaign, website promotion and, in 2021,

a digital extension of their virtual event. Each year, the 97.1 WASH-FM morning show, Toby and Chilli, join the fight to end breast cancer by raising funds and awareness.

HOT 99.5 INTERN JOHN'S COMEDY TOUR RAISES \$50,000 FOR FISHER HOUSE

WASHINGTON, DC

HOT 99.5

2021 marked the fifth consecutive year of John of HOT 99.5's Comedy Tour to benefit Fisher House Foundation. John and his team travel throughout his listening area to perform standup comedy to raise money for the Fisher House Foundation to help injured veterans. Over the past five years, John has raised over \$8,000 for the charity.

DC101'S ONE MORE LIGHT WALK TEAM FOR SUICIDE PREVENTION

WASHINGTON, DC

DC101

Since 2017, DC101 has taken a large role in the Washington DC area American Foundation for Suicide Prevention. Prompted by the shocking passing of Linkin Park lead singer Chester Bennington, DC101's One More Light Walk team has participated in the annual American Foundation for Suicide Prevention's Out of the Darkness Washington, DC Walk. The station encouraged listeners to join its team of walkers, which was led by on-air personality and DC101 Music Director

Roche. DC101's One More Life Walk 2021 team had 97 walkers and raised almost \$43,000 to help bring awareness for suicide prevention. Over the last five years, DC101's One More Life Walk team has raised a total of over \$153,000.

BIG 100 12 STRAYS OF CHRISTMAS

WASHINGTON, DC

BIG 100

BIG 100's 12 Strays of Christmas seeks to provide homes for animals in local DC area shelters. During the month of December, midday host Lisa Berigan spotlighted different homeless animals and encouraged listeners to consider adoption. The promotion was supported through on-air mentions, website promotion and social media. In 2021, BIG 100 helped provide homes to all animals that were featured before the holidays.

98.7 WMZQ'S COUNTRY CARES FOR ST. JUDE RADIOTHON

WASHINGTON, DC

98.7 WMZQ

98.7 WMZQ hosted their Country Cares for St. Jude Kids radiothon raising money for childhood cancer and other pediatric disease treatment on December 9 and 10. During the event, WMZQ personalities shared patient stories and interviews encouraging listeners to join in the fight against childhood cancer and diseases by becoming Partners in Hope. In 2021, 98.7 WMZQ's radiothon to benefit St. Jude Children's Research Hospital raised \$564,276, bringing the station's 28-year radiothon total to over \$18 million.

WKGR "12 GUITARS OF CHRISTMAS"

WEST PALM BEACH, FL

98.7 THE GATER

98.7 THE GATER rocked the holidays with its 18th Annual "12 Guitars of Christmas." This free, three-hour end-of-the-year celebration features live music, special celebrity guests, photos with Santa, vendors and more. Toys were collected on-site for the U.S. Marines Toys For Tots toy drive, and each person in attendance had a chance to win one of 12 autographed guitars signed by some of Rock's biggest names. The 2021 "12 Guitars of Christmas" collected nearly 3,000 toys for the U.S. Marines Tots for Tots and raised nearly \$2,000 in cash donations for the charity as well.

WZZR "12 DAYS OF CHAOS"

WEST PALM BEACH, FL

REAL RADIO 92.1

REAL RADIO 92.1 & 101.7 hit the airwaves with its 16th Annual "12 Days Of Chaos." Throughout the course of this 12-day campaign, the stations offered listeners the chance to win one of 12 of the hottest items of the holiday, including A 70" Flatscreen TV, a Nintendo Switch, an Apple Watch and more. The entire campaign was wrapped around the 2021 Virtual Toy Drive, which helped collect 1,820 toys and approximately \$1,400 in cash donations for the local U.S. Marines Toys For Tots, benefitting children and families in the Palm Beaches communities.



LOCAL STATION HIGHLIGHTS CONTINUED

WKGR-WZZR “BILL’S BIKES TOY RUN”

WEST PALM BEACH, FL

98.7 THE GATER

The annual “Bills Bikes Toy Run” is 39 years strong and invites local individuals to take part in the celebration. The 2021 event kicked off with a 20-mile motorcycle run escorted by the local police and firefighters and ended at an area for a local celebration. The cost to participate in the run is one toy for the local U.S. Marines Toys for Tots Program, and is exclusively promoted through iHeartRadio’s 98.7 The Gater and Real Radio 92.1. A total of 5,000 bikers came together and collected 8,378 toys in 2021.

WJNO “GIVING TUESDAY”

WEST PALM BEACH, FL

1290 WJNO

WJNO partnered with the Salvation Army of Palm Beach County during 2021. This included weekly on-air messages, a 30-minute weekly radio show and conducting a radiothon during the morning show on Giving Tuesday. The partnership resulted in \$70,000 to the Salvation Army of Palm Beach County, which contributed to their ability to serve over 112,000 meals and provide over 2,000 children with Christmas presents via the Angel Tree Program.

WJNO “PROTECTING THE PALM BEACHES”

WEST PALM BEACH, FL

1290 WJNO

Every Friday in 2021, the 1290 WJNO morning show presented Protecting the Palm Beaches. The campaign aimed to highlight the heroic efforts of local law enforcement, create and improve community relationships with the police and honor the sacrifice of the fallen. The feature included honoring a weekly local hero, interviewing leaders in local law enforcement highlighted in the local news and recognizing sacrifices by officers and their families.

WAVW “ST. JUDE RADIOATHON”

WEST PALM BEACH, FL

WAVE 92.7

For 13 hours on December 9 and 10, 2021, Wave 92.7 told stories of patients at St. Jude Children’s Research Hospital, played songs with those stories woven in and asked listeners to become regulars with a monthly donation to the hospital. The radiothon raised over \$33,000 in 2021.

WAVW “TACOS BEER & DOGS”

WEST PALM BEACH, FL

WAVE 92.7

The Farm Dog Rescue is a network of families that foster dogs in their homes until they find a new “forever family.” They cover all medical bills for the dogs until they find a new home. On April 10, 2021, Wave

92.7 held a Country concert to benefit The Farm Dog Rescue, raising \$40,000.

WLDI “WILD PANTS PARTY”

WEST PALM BEACH, FL

WILD 95.5

WILD 95.5’s Morning Show “Carmine In The Morning With Maegan” was part of The Arc of Palm Beach County’s “Wild Pants Party,” a fashion show where everyone raising money is asked to design a pair of pants and strut their stuff in hopes of raising funds for The Arc of Palm Beach County, an organization that helps those with intellectual and mental disabilities in the community. Collectively, the campaign raised over \$77,600 in 2021.

BLOOMDADDY SALVATION

ARMY VIRTUAL KETTLE

WHEELING, WV

IHEARTMEDIA WHEELING

In 2021, iHeartMedia Wheeling partnered with the Salvation Army of Wheeling and their red kettle drive. The stations encouraged listeners to donate to WWVA’s Bloombuddy virtual kettle to raise funds during the holiday season. The virtual kettle raised nearly \$5,000 and local station promotions helped the Salvation Army raise nearly \$100,000, surpassing their goal of \$70,000. The Salvation Army was able to help 840 families and 471 children receiving toys, 500 nursing home residents receiving gifts and 460 people receiving a free Christmas dinner.

ST JUDE DREAM HOME

WICHITA, KS

102.1 THE BULL

102.1 The Bull promoted the St. Jude Dream Home campaign in which one lucky winner won a newly constructed home. The campaign sold 14,000 tickets and raised \$1.3 million for St. Jude Children's Research Hospital.

KISS COATS FOR KIDS

WINCHESTER, VA

KISS 98.3 WINCHESTER

In partnership with the Rotary Club of Winchester, KISS Coats for Kids is a two-week campaign that raises money to provide new winter coats to children whose families could not otherwise afford them. The local Rotary Club identifies families and distributes the coats, while KISS 98.3 educates listeners about the growing number of families in need. In 2021, 1,015 coats were distributed.

BELLE GROVE WINE FEST, PLUS!

WINCHESTER, VA

99.3 THE FOX ROCKS

August 28, 2021 was a day to appreciate a 225-year-old working farm and national historic landmark, the Belle Grove Plantation. This day-long fundraising event featured arts and crafts, tours of the historic mansion, live music, local food vendors and tastings from local wineries, ciders and craft beers. In 2021, 99.3 The Fox Rocks helped raise awareness and funds in support of the 225-year-old historic landmark by promoting the event on-air, on the station's websites and on social media channels.

Q102 CARES FOR KIDS RADIOTHON

WINCHESTER, VA

Q102

The Q102 Cares for Kids radiothon took place on March 11 and 12 benefitting Children's National Health Systems. During the two-day, 26-hour broadcast, the station shared inspiring stories of children and families who have been treated at the hospital. On-air personalities expressed to listeners the importance of their donations. Money raised went to help comfort and support families and improve an environment that is dedicated to treating children. In 2021 the radiothon raised \$150,576 for Children's National Health Systems, bringing the overall total to date to over \$1 million.

PATSY CLINE CLASSIC XI

WINCHESTER, VA

MIX 95.7

Country music legend Ronnie Milsap performed a concert at the Patsy Cline Theater at John Handley High School in Winchester on October 23, 2021. All proceeds from the event benefitted the Winchester Education Foundation and Winchester Public Schools. The event helped raise awareness and much-needed funds for the community.

ARMY OF TOYS

YOUNGSTOWN, OH

MIX 98.9

MIX 98.9's annual "Army of Toys" toy drive during the holiday season provided children in need throughout the region a happy and memorable holiday. In 2021, more than 9,300 toys were donated and distributed to over 4,690 children throughout the region.





BIN: BLACK INFORMATION NETWORK

In June 2020 iHeart launched BIN: Black Information Network, the first and only 24x7 national and local all news audio service dedicated exclusively to providing an objective, accurate and trusted source of continual news coverage with a Black voice and perspective and focused on service to the Black community. BIN includes both a national digital footprint and an increasing number of broadcast radio stations, with the flagship station in Atlanta. BIN is also the news source for iHeart's 96 R&B, Hip Hop, and Gospel stations and is provided as a service to other radio operators, including Black-owned stations.

BIN: Black Information Network is run by senior Black employees of the company including Tony Coles, (President of BIN), Tanita Myers (Vice President, News Operations) and Chris Thompson (Vice President, Network Operations.)

Additionally, BIN was founded on an innovative business model; instead of being supported by traditional advertising, BIN is enabled by a group of well-known brands as Founding Partners who provide long-term support to allow BIN to focus solely on its mission of building this important platform for Black journalism and trusted news.



BIN EXECUTIVE LETTER

In 2021, BIN: Black Information Network celebrated our first anniversary. A year after our launch, many of the headlines that were leading the news on our first day remain just as important: The impact of the pandemic on the Black community, the ongoing fight for social and racial justice and the need to address and rectify the systemic racism that has hurt our communities for generations. While many of the headlines remain the same, the impact of the Black Information Network continues to grow and evolve in new and exciting ways.

While BIN is a national network, our local stations are at the heart of all that we do. In 2021 we expanded our local news coverage in all 32 markets where we operate local AM and FM radio stations. We announced plans to hire more Black

journalists to tell more of the local stories that have gone untold for far too long. Our national advisory board and our local community roundtables helped to connect civic and business leaders. As part of our efforts to support Black-owned media and amplify the work of Black creators and journalists, we were also proud to announce a partnership with Real Times Media, the largest operator of Black newspapers in America. This partnership has brought original reporting from local journalists to a national scale.

In times of need, the Black Information Network is proud to be a trusted voice when our communities need it most. The city of Minneapolis continues to heal following the killing of George Floyd, so when the Derek Chauvin trial happened,

it was important to us to air the entire trial on BIN 93.3 FM. When Hurricane Ida hit Louisiana, our New Orleans affiliate BIN 1280 AM provided around the clock local news and information for both the Black community as well as all listeners in the greater metro area.

At our core, the mission of the Black Information Network is to be a trusted and credible source of information for the Black community. We also want to foster better communication and understanding for those outside of the Black community. This starts with our commitment both on the air and on the street, to inform and serve. What follows are just a few of the many moments from 2021 that reflect this commitment.

TONY COLES
PRESIDENT OF BIN:
BLACK INFORMATION NETWORK



BUILDING A COMMUNITY OF BLACK VOICES

BIN is dedicated to providing an objective, accurate and trusted source of continual news coverage with a Black voice and perspective. The company continues to build a community of businesses, leaders and individuals that lend their unique and important perspectives as an ongoing resource to help BIN deliver on its mission. BIN relies heavily on its Founding Partners, appointed advisory groups and through ongoing research studies to inform how to best communicate and reach the company's audiences.



DR. JOY HARDEN BRADFORD
PSYCHOLOGIST/HOST
THERAPY FOR BLACK GIRLS



LATOYA CANTRELL
CITY OF NEW ORLEANS
MAYOR



WES MOORE
MARYLAND GUBERNATORIAL CANDIDATE



JAMES CRAIG
MICHIGAN GUBERNATORIAL CANDIDATE



JOSHUA DUBOIS
WHITE HOUSE
FORMER DIRECTOR OF FAITH BASED AND
NEIGHBORHOOD PARTNERSHIPS



JAMES D. WHITE
THE DIRECTOR'S ACADEMY
CHAIRMAN



ARTIS STEVENS
BIG BROTHERS BIG SISTERS OF AMERICA
PRESIDENT/CEO



DOLLIE BISHOP
THE BLACK EFFECT PODCAST NETWORK
PRESIDENT



KIZZMEKIA S. CORBETT
HARVARD CHAN SCHOOL OF PUBLIC HEALTH

BIN FOUNDING PARTNERS & ADVISORY BOARD

BIN is enabled by the resources, assets and financial support of iHeartMedia and the support of its Founding Partners: Bank of America, CVS Health, GEICO, Lowe's, McDonald's USA, Sony, 23andMe and Verizon. The Advisory Board serves as a critical community champion of the Black Information Network. Members of the Advisory Board share our vision to bring people together, combat racism and injustice and foster the common understanding necessary to create real, positive and lasting societal change through the Black Information Network.

Board members provide professional expertise; diverse knowledge of constituent perspectives; and their connections to local, national, international resources, colleagues, or peers. The meetings address network programming, community outreach and how the Black Information Network can more effectively address the challenges and opportunities facing Black Americans in the communities we serve.



CYNTHIA BOWMAN
BANK OF AMERICA
CHIEF DIVERSITY AND INCLUSION OFFICER



KEITH WEAVER
SONY
EVP OF WORLDWIDE GLOBAL
POLICY & EXTERNAL AFFAIRS



VICKI CHANCELLOR
MCDONALD'S
ATLANTA-BASED MCDONALD'S OWNER/
OPERATOR AND CHAIR OF THE MCDONALD'S
NATIONAL FRANCHISEE BRAND COMMITTEE





TANA ROGERS
VERIZON
 SR. MANAGER, MEDIA STRATEGY



THEA JENKINS
GEICO
 AVP OF COMMUNITY ENGAGEMENT AND
 DIVERSITY & INCLUSION



OKEY ONYEJIKWE
23ANDME
 VP OF HEALTHCARE OPERATIONS
 AND MEDICAL AFFAIRS



SHARONDA BRITTON
LOWE'S
 VP, CUSTOMER MARKETING



DAVID CASEY
CVS HEALTH
 CHIEF DIVERSITY OFFICER



BIN: LOCAL ROUNDTABLE

BIN has recognized the benefit of staying close to those who work tirelessly in our local communities. In 2021, the BIN Local Roundtable (BLR) was launched and held its inaugural meeting with business and civic leaders from some of BIN's local affiliate markets along with network executives. The quarterly virtual forum allows BIN to stay on the pulse of issues and solutions that affect local Black communities, while amplifying the mission of BLR members and their respective organizations and businesses.



ATLANTA: SAM BURSTON
CLARK ATLANTA UNIVERSITY
VICE PRESIDENT UNIVERSITY
RELATIONS AND EXTERNAL AFFAIRS



CHICAGO: DORRI MCWHORTER
YMCA METROPOLITAN CHICAGO
PRESIDENT AND CEO



DETROIT: HIRAM JACKSON
REAL TIMES MEDIA
CEO



CHICAGO: RODERICK HAWKINS
NORTHWESTERN UNIVERSITY SCHOOL OF
COMMUNICATION
ASSOCIATE DEAN OF EXTERNAL AFFAIRS
AND CHIEF OF STAFF



DALLAS: ERRIKA FLOOD-MOULTRIE
DALLAS, TRUTH, RACIAL HEALING
& TRANSFORMATION
OPERATIONS DIRECTOR AND
FOUNDER OF CONNECTTHREE



DETROIT: ANDRE JOHNSON
THE DETROIT RECOVERY PROJECT
FOUNDER, PRESIDENT, AND CEO



HOUSTON: BELINDA EVERETTE
HOUSTON CHAPTER OF NAACP
CHAIR, HOUSING ADVOCACY, PRESIDENT
AND CEO OF EVAN-MACKENZIE
CONSULTING, LLC



DETROIT & PHILADELPHIA: FRANKIE DARCELL
MIX 92.3 AND WDAS 105.3 FM
RADIO PERSONALITY AND PUBLIC
AFFAIRS SHOW HOST



NEW YORK: REGGIE NANCE
AARP NEW YORK
ASSOCIATE STATE DIRECTOR FOR
MULTICULTURAL ENGAGEMENT



PHILADELPHIA: RICKEY DUNCAN
NO-MO INC. NEW OPTIONS MORE
OPPORTUNITIES (NOMO)
CEO AND EXECUTIVE DIRECTOR



NEW YORK: KEVIN BOUCHER
OPERATION HOPE
CHIEF ADVOCACY OFFICER



MIAMI: KWAMARA THOMPSON
TEC, LLC
FOUNDER

RACE IN AMERICA RESEARCH STUDY

As a part of BIN's ongoing commitment to foster better communication within the Black community, and a better understanding by Black allies, the company commissioned a comprehensive study about race in America. This fascinating survey revealed the areas where progress is being made, things that have remained the same and where we are moving backwards. Here are the key takeaways from what the report:

- Support of the fight for social justice, awareness of systemic racism, and overall attitudes towards race have improved.
- Since the killing of George Floyd, as more incidents of police violence against Black people have come to light in the media, the overall perception of police brutality has gotten worse. Also, issues around voting rights for Black people are now at the forefront.
- Vital issues such as wealth disparities, access to quality healthcare, higher education and small business finance remain unchanged. Although some corporations have improved on social justice and racial equity, the overall perception is that little progress has been made to prevent racial discrimination.
- While there is still much work to be done, there is an overall sense of optimism and hope in the Black community.



2021 BIN NEWS HIGHLIGHTS

BIN: Black Information Network is the first and only 24/7 national and local all news audio service dedicated to providing an objective, accurate and trusted source of continual news coverage with a Black voice and perspective. BIN is focused on service to the Black community and providing an information window for those outside the community to help foster communication, accountability and a deeper understanding. In 2021, BIN expanded its services and was at the forefront of covering some of the country's most critical social and racial justice news stories, natural disasters and historic moments, like the presidential inauguration.

LOCAL NEWS COVERAGE

In 2021, BIN: Black Information Network expanded its 24/7 news service by adding customized local reporting in key markets such as Nashville, St. Louis, Cleveland, Birmingham and Greenville, South Carolina. The expansion of the network's hourly local reporting provided BIN listeners in these markets with additional news coverage on the stories and issues impacting their communities. BIN will continue adding customized local coverage for more affiliate markets in 2022.

BREAKING NEWS COVERAGE

BIN: Black Information Network aired live breaking news coverage on several important news events in 2021, including the verdict and sentencing of former Minneapolis Police Officer Derek Chauvin and the verdicts rendered in the R. Kelly, Kyle Rittenhouse, Jussie Smollett and Kim Potter court trials. BIN also extensively covered the verdict and sentencing for the three defendants in the Ahmaud Arbery murder trial.

2021 PRESIDENTIAL INAUGURATION

BIN: Black Information Network aired live coverage of the 2021 Inauguration Ceremonies for President Joe Biden and Vice President Kamala Harris on January 20th. The live news special was hosted by veteran BIN Anchors Ed Gordon and Vanessa Tyler, featuring guest political correspondents and special reports from the BIN News team.

THE PEOPLE VS. DEREK CHAUVIN – EXTENDED COURTROOM COVERAGE AND REFLECTIONS

From Monday March 8, 2021 to Tuesday April 20, 2021, BIN: Black Information Network aired live “gavel to gavel” coverage of the daily court proceedings for the Derek

Chauvin trial on the network's Minneapolis affiliate BIN 93.3 FM. Additionally, BIN recapped the daily court proceedings with a 30-minute nightly and national news special hosted by BIN Anchor Vanessa Tyler, which featured interviews and analysis from President and CEO of the National Urban League and former New Orleans Mayor Marc Morial along with newsmakers, attorneys and other BIN News Correspondents.

HURRICANE IDA COVERAGE

BIN: Black Information Network's New Orleans affiliate BIN 1280 AM and other iHeartMedia stations joined together with local TV partners in the New Orleans market to provide live continuous coverage beginning with the onset of Hurricane Ida on August 28, 2021 and throughout the following week. BIN's coverage captured the devastation, lost lives, power outages and hardships endured by the New Orleans community and surrounding cities.



iHeart
RADIO



ALL NEWS 1600AM

LONG-FORM PUBLIC AFFAIRS PROGRAMMING

PUBLIC AFFAIRS PROGRAMMING

BIN: Black Information Network has an ongoing commitment to service affiliates with programming dedicated to shining awareness on important local issues affecting the Black community. As a 24/7 news station, BIN is continually providing the public with relevant, issue-focused programming and information that is timely for all BIN listeners. Each show features interviews with experts and authorities, discussing topics of interest that are dominating the news.

“THE BLACK PERSPECTIVE” WEEKLY PUBLIC AFFAIRS PROGRAM

“The Black Perspective,” a one-hour

weekly public affairs program dedicated to shining awareness on important local community issues. The commercial-free program is hosted by BIN Anchor Mike Eiland and recaps the biggest news stories of the week. The program also highlights additional topics and in-depth interviews with business and civic leaders, members of Congress and White House Administration officials conducted by BIN news anchors.

“MEET THE MAYORS” MONTHLY SERIES

In 2021, the Black Information Network launched “Meet The Mayors,” a monthly 30-minute series hosted by BIN Anchors. The series features in depth conversations with Black mayors from across the United

States. The series brought the following voices of Black mayors to the BIN airwaves to highlight their accomplishments and challenges unique to their respective cities: San Francisco Mayor London Breed, New Orleans Mayor LaToya Cantrell, St. Louis Mayor Tishaura Jones, Charlotte Mayor Vi Lyles and Chicago Mayor Lori Lightfoot.





BIN NATIONAL COMMUNITY PARTNERSHIPS

BIN is focused on service to the Black community and providing an information window for those outside the community to help foster communication, accountability and a deeper understanding. To help provide ongoing support for the issues and concerns affecting its listeners, BIN: Black Information Network collaborated with key national organizations to lend support and further amplify the critical issues, solutions and resources important to the Black community.

National Community Partnerships

- "It's Up To You" Vaccine Education Week
- Congressional Black Caucus Foundation, Inc.
- Big Brothers Big Sisters of America
- NAACP
- The Rainbow PUSH Coalition

“IT’S UP TO YOU” VACCINE EDUCATION WEEK

Despite the disproportionate impact of COVID-19 on communities of color there are extremely high rates of vaccine hesitancy among these communities, rooted in a deep history of health inequities, mistrust and skepticism. To reach its audiences with messages that would resonate, BIN has adapted the Ad Council’s “It’s Up To You” COVID-19 vaccine education campaign and created a week-long schedule of programming designed to reaffirm the legitimacy of having questions about the vaccines, while at the same time answering these questions and addressing concerns audiences may have.

BIN Founding Partners — including Bank of America, CVS Health, Lowe’s, McDonald’s USA, Sony, 23andMe and Verizon— all contributed a week of advertising on BIN, using the platform to spark meaningful conversation fueled by trusted news and information. Collectively these leading consumer brands donated over 1,300 hours of continuous media to spark a deeper conversation around the COVID-19 vaccine and address specific concerns within the Black community.

BIN’s “It’s Up To You” Vaccine Education Week featured hundreds of custom audio

PSAs that brought to life the moments that we have all been missing and encouraged listeners to get the facts so that they can make an informed decision about the COVID-19 vaccines; local news updates that provided specific details around local vaccination requirements and availability; interviews with medical experts around the safety and science behind the vaccines; hourly news coverage providing the most up-to-date information around the vaccine rollout; and a Sunday morning public affairs show dedicated to an open discussion about the vaccines and mistrust within the Black community.



The work that BIN is doing is critical to ensuring millions of people are getting the information they need to make informed decisions about the COVID-19 vaccines – especially those hit hardest by the pandemic where we are seeing the highest rates of hesitancy. We are honored to partner with iHeartMedia, BIN and their incredible collaborators on this crucial week of action that will help educate audiences, inspire confidence in the vaccines and turn the tide of the pandemic.”

LISA SHERMAN

PRESIDENT AND CEO, THE AD COUNCIL.

COVID-19 vaccine questions?

> Get the latest info at
GetVaccineAnswers.org

IT'S UP TO YOU :
COVID-19 VACCINATION

ABOUT

COVID COLLABORATIVE

COVID Collaborative is a national assembly of experts, leaders and institutions in health, education and the economy and associations representing the diversity of the country to turn the tide on the pandemic by supporting federal, state and local COVID-19 response efforts.

The COVID Collaborative is co-chaired by former Governor and U.S. Senator Dirk Kempthorne (R-ID) and former Governor Deval Patrick (D-MA) and led by Co-Founder and CEO John Bridgeland and President Gary Edson. COVID Collaborative includes expertise from across Republican and Democratic administrations at the federal, state and local levels, including former FDA commissioners, CDC directors and U.S. surgeon generals; former U.S. secretaries of Education, Homeland Security and Health and Human Services; leading public health experts and institutions that span the country; the Business Roundtable, National Association of Manufacturers and U.S. Chamber of Commerce; the NAACP, UnidosUS and the National Congress of American Indians; the Skoll Foundation, The Allstate Foundation and The Rockefeller Foundation; and associations representing those on the front lines, from the American Public Health Association and Association of State and Territorial Health Officials to the Council of Chief State School Officers and the Council of the Great City Schools.

CONGRESSIONAL BLACK CAUCUS FOUNDATION, INC.

The mission of the Congressional Black Caucus Foundation, Inc. (CBCF) is to advance the global Black community by developing leaders, informing policy and educating the public and to foster equal voices in public policy through leadership cultivation, economic empowerment and civic engagement. The Annual Legislative Conference (ALC) is CBCF's leading public policy convening on issues impacting African Americans. The goal of ALC 50, the second Annual Legislative Conference held in a virtual format, was to reach, engage, educate and mobilize an even larger portion of the global Black community.

In support of the CBCF's 50th Annual Legislative Conference, BIN stations ran a series of PSAs to encourage listeners to join CBCF, subject matter experts and special guests from September 12- 17 for more than 80 free sessions and events addressing the most critical issues facing Black Americans.

The CBCF National Town Hall gathered renowned thought leaders to discuss the importance of creating a Black agenda, honoring Black voices in a democracy and addressing the most pressing issues for the Black community today. The discussion,

moderated by journalist April Ryan, included segments on health equity, education, voting rights and criminal justice. Panelists and speakers include Congressional Black Caucus Chair, Congresswoman Joyce Beatty; ALC 50 honorary co-chairs, U.S. Representatives Anthony Brown and Lisa Blunt Rochester; President of BIN: Black Information Network, Tony Coles; Procter & Gamble Chief Communications Officer, Damon Jones; CEO of DoSomething.org, DeNora Getachew; and activist, author, educator and Vice President of Social Impact at BET, Brittany Packnett Cunningham.



ABOUT

THE CBCF

cbcfinc.org

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

BIG BROTHERS BIG SISTERS OF AMERICA

In 2021 BIN announced the beginning of a growing partnership with Big Brothers Big Sisters of America (BBBSA), the country's preeminent leader in one-to-one youth mentoring.

To mark the commitment, the organization appointed Tony Coles, iHeartMedia's division president of Metro Markets and president of BIN: Black Information Network, as its newest board member. Coles brings expertise in media and a

passion for mentorship, especially in reaching communities of color, to BBBSA to increase equity and make a lasting impact on the lives of young people. He joins other BBBSA Board members, including executives from Fortune 500 companies such as Comcast, NBC, Universal and Centene Corporation.

Additionally, participating BIN radio stations aired a series of PSAs featuring voices of current youth (called "Littles") and focused

on the need for Big Brothers Big Sisters mentors, especially Black men. Through its partnership with Big Brothers Big Sisters of America, BIN hopes to increase equity for all youth, especially those lacking male role models or those that have experienced loss due to the pandemic. BIN also worked with BBBSA in securing music artists Blanco Brown and Parmalee as special guests for the organization's virtual national conference to bring awareness about the need for more mentors.



We are thrilled to have Tony join the board as we work to advance greater equity and access to mentorship experiences for all young people across the nation...He has already been a wonderful ambassador for the organization and his continued commitment will inspire, educate and empower more support for our mission."

KEN BURDICK

BBBSA NATIONAL BOARD CHAIR



ABOUT

BIG BROTHERS BIG SISTERS OF AMERICA

www.bbbs.org

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

NAACP

The vision of the NAACP is to ensure a society in which all individuals have equal rights and there is no racial hatred or racial discrimination. The NAACP is leading the fight for equity, equality and justice to ensure that Black lives are a priority in all spaces. The NAACP works to disrupt inequality, dismantle racism and accelerate change in key areas including criminal justice, health care, education, climate and the economy.

Each year, the NAACP provides a platform for concerned citizens to step away from the front lines of the fight for civil rights to reflect, learn from each other, and plot the path forward. In support of the NAACP's 112th Annual Virtual Convention on July 7-14, BIN stations ran a series of PSAs encouraging participation that would contribute to actions and solutions necessary to improve, protect and change our communities.

Additionally, BIN stations interviewed NAACP President Derrick Johnson to discuss the most relevant issues affecting the Black community and to encourage listeners to join NAACP, thought leaders, educators, policymakers, activists and entertainers at the Convention to network, engage and brainstorm solutions to the Black community's most pressing issues.



As we continue to navigate the COVID-19 pandemic and a political, social and economic system in need of fixing, this year's convention set the tone on how we move forward. While we've yet to see the long-term consequences of the past four years, we know that the issues plaguing our nation and communities have compounded exponentially. The significance of how we rebuild our country cannot be understated. The 112th Annual Convention provides a foundation for all to come to the table to discuss and implement long-overdue solutions."

DERRICK JOHNSON

PRESIDENT AND CEO, NAACP



ABOUT

NAACP

naacp.org

Established in 1909, the NAACP is home for grassroots activism for civil rights and social justice with more than 2,200 units across the nation, powered by well over two million activists.

THE RAINBOW PUSH COALITION

The Rainbow PUSH Coalition (RPC), headed by founder and president Rev. Jesse L. Jackson, Sr., is a multi-racial, multi-issue, progressive, international membership organization fighting for social change. The mission of the Rainbow PUSH Coalition (RPC) is to protect, defend and gain civil rights by levelling the economic and educational playing fields, and to promote peace and justice around the world.

In support The Rainbow PUSH Coalition 55th International Annual Virtual Conference, BIN stations ran a series of PSAs to encourage listeners to join RPC, virtual workshops, keynote speakers, breakout sessions and events from August 1-6 to address moving beyond freedom to equality and leveling the playing field during a pandemic. President of BIN: Black Information Network Tony Coles

congratulated Rev. Jesse Jackson on the conference and shared the network's mission through a pre-recorded video message.



ABOUT

THE RAINBOW PUSH COALITION

RainbowPush.org

The Rainbow PUSH Coalition (RPC) is a multi-racial, multi-issue, progressive, international membership organization fighting for social change. RPC was formed in December 1996 by Reverend Jesse L. Jackson, Sr. through the merging of two organizations he founded earlier, People United to Serve Humanity (PUSH, 1971) and the Rainbow Coalition (1984). With headquarters in Chicago and offices in Washington, D.C., Atlanta, Detroit, Houston, Los Angeles, New York and Oakland, we work to make the American Dream a reality for all our citizens and advocate for peace and justice around the world. RPC is dedicated to improving the lives of all people by serving as a voice for the voiceless.

BIN: BLACK INFORMATION NETWORK EXECUTIVE TEAM

BIN: Black Information Network executives and talent reflect the community they serve.



TONY COLES
PRESIDENT

Three decades of success in executive management, leadership and content creation.



CHRIS THOMPSON
VICE PRESIDENT/NETWORK OPERATIONS

Over 20 years of radio experience in the areas of Broadcast Operations, Programming, Sales, Affiliate Relations and Talent Management.



TANITA MYERS
VICE PRESIDENT/NEWS OPERATIONS

Seasoned executive with a proven track record in network operations, syndication, production and served as a national news anchor.



ANDREA ARCENEAUX COLEMAN
NEWS DIRECTOR

Andrea Arceneaux Coleman joined the Black Information Network as an anchor/reporter in 2020. She brings more than 30 years of experience as an Emmy award-winning anchor and reporter in both television and radio.



DOC WYNTER
PRESIDENT/HIP HOP AND R&B PROGRAMMING/STRATEGY

30 years of programming experience, strategy, talent development and the creator of iconic brands including New York's Power 105.1 and Real 92.3 in Los Angeles.



NICKY SPARROW
SVP/MULTICULTURAL SALES

Over 20 years of sales experience and served in multiple high level senior leadership roles across iHeart's major markets.



LAUREN CRAWFORD
SENIOR DIRECTOR DIGITAL AND SOCIAL STRATEGY

A writer and editor with a passion for music, entertainment news and the sharing of Black stories. She has worked as a writer, reporter, editor and digital host including overseeing the Black Information Network's digital site and social media accounts.



THEA MITCHEM
EVP/PROGRAMMING

One of the most influential programmers in America, with over 20 years of experience in talent development, branding and content strategy.



ANGELA INGRAM
DIRECTOR OF LOCAL ADVOCACY AND ENGAGEMENT

Over 3 decades of management and spearheading marketing, community engagement and communication strategy for some of iHeartMedia's top-rated radio stations.

BIN: BLACK INFORMATION NETWORK NEWS TEAM



TANITA MYERS
VICE PRESIDENT OF NEWS OPERATIONS

Tanita is a seasoned network and local news manager, producer, broadcaster and anchor. She joined iHeartMedia's Black Information Network following 15-years at Reach Media where she was Senior Director of Radio Operations. She previously served as Director of Operations for "The Tom Joyner Morning Show" and Executive Producer of "The Rickey Smiley Morning Show." She has been heard on various radio stations in Phoenix, Dallas and Flint, Michigan.



CHRISTOPHER THOMPSON
VICE PRESIDENT OF NETWORK OPERATIONS

Christopher brings over 20 years of radio experience to the BIN team in the areas of Broadcast Operations, Programming, Sales, Affiliate Relations and Talent Management. He is the former Vice President of Radio Operations for Reach Media and the "Tom Joyner Morning Show" and Tom Joyner's "Right Back Atcha" Weekend Show. Prior to joining Reach Media, Chris was the Executive Director of Network Operations for Connecticut based Buckley Radio and successfully managed syndication and affiliate clearances for the 15 nationally syndicated weekday and weekend Talk Radio programs under the WOR Radio Network brand and its 500 plus unique affiliations. He began his broadcast career working in public radio at WAMC in Albany New York and has since worked in music and news talk formats. His past experience also includes stints as a talk show producer, operations manager, sales associate and radio host.



LAUREN CRAWFORD
SENIOR DIRECTOR OF DIGITAL AND SOCIAL STRATEGY

Lauren is a New York City-based writer and editor with a passion for music, entertainment news, and the sharing of Black stories. The South Florida native graduated from the University of Florida, where she received her Bachelor of Science in Telecommunication. After graduating in 2015, she moved to New York City. Lauren has worked as a writer, reporter, editor, and digital host. In addition to overseeing the Black Information Network's digital site and social media accounts, Lauren is also an editor for iHeartRadio's national website.



REY HARRIS

Rey is a Multi-Emmy award-winning journalist with more than 20 years of experience. Rey was one of the first African American journalists to cover 911 and the hunt for Osama Bin Laden in Afghanistan and the Middle East. A product of HBCU's Clark Atlanta University, Rey has worked for numerous news operations in Cleveland, Dayton, Atlanta, Dallas, Nashville, Central Texas and New York. Rey also has an extensive radio and voiceover background, being featured on various media platforms around the world. Favorite pastimes include sports, cooking and international travel. Based in Miami Beach, Rey covers the top stories in South Florida and the nation.



VANESSA TYLER

Vanessa is an Emmy award-winning and six-time Emmy nominated reporter/anchor with extensive and impressive broadcast journalism experience. Vanessa is a veteran of local news operations in New York; Washington, D.C.; Dayton, Ohio; Rochester, New York; and Charlotte, North Carolina. A graduate of Syracuse University's S.I. Newhouse School of Communications, the Harlem native is actively involved in a number of community organizations and has been recognized by the National Association of Black Journalists, the Associated Press and the Garden State Association of Black Journalists.



MIKE STEVENS

Mike has anchored and reported breaking news from coast to coast. Mike's assignments have included news operations in New York City; Atlanta; Sacramento; Tampa; Flint; Columbus, Ohio; and his native Philadelphia. During his 25-year career, Mike has interviewed many newsmakers, athletes and entertainers including Coretta Scott King and Hank Aaron. Mike Stevens reported from the scene of bombings in Atlanta and Birmingham and was among the first to announce the deaths of Michael Jackson, Prince and Whitney Houston.

BIN: BLACK INFORMATION NETWORK NEWS TEAM CONTINUED



MORGYN WOOD

Morgyn is based in the Washington D.C./Baltimore area where she reports on politics, entertainment and news from the world of sports. Morgyn is a veteran broadcaster who has been featured on stations owned by iHeartMedia and Radio One along with Sirius/XM satellite radio. Morgyn received her Bachelor of Arts from Morgan State University and holds a Master of Arts in Communication Design from the University of Baltimore. She has held roles both on-air and behind the scenes as a news writer and producer.



ESTHER DILLARD

Esther is a native of Buffalo, New York who has worked in several media markets as a reporter and anchor. Some of the places include: WBGO-FM, KTVU-Ch2 in San Francisco, CBS-3 in Philadelphia, WGRZ-TV2 in Buffalo, NY and WEYI-Ch 25 in Flint, Michigan. For several years, she also worked as an educator at Bloomfield College in Bloomfield, New Jersey as a communications professor. She taught a variety of courses including: Writing for Radio and Television, Broadcast Journalism (TV production), News Gathering, Intro to Mass Communications and Public Speaking.



JULIUS WHITE

Julius is an award-winning journalist, originally from Birmingham, Alabama who joined the Black Information Network from Morgan State University's public radio station in Baltimore where he served as News Director. In addition to his radio experience, his work has been featured on BET Nightly News, and was twice honored by "Who's Who in Black Alabama" during his time working as a news anchor and reporter in Birmingham.



ANDREA ARCENEUX COLEMAN

Andrea is an Atlanta-based communications professional who has worked in various disciplines within the industry including broadcast journalism, magazine publishing, media relations and communications consulting. Most notably, Andrea worked for five years as a morning anchor and reporter for CNN in the early to mid-1990s. Andrea eventually joined CBS Atlanta News as an anchor and reporter. There, she earned a regional Emmy award for community affairs reporting. After leaving the broadcast industry in 2002, Andrea founded New South Communications through which she published Southwest Atlanta Magazine and Cultured Living Atlanta Magazine. Andrea then served as chief spokesperson and media relations officer for the Metropolitan Atlanta Rapid Transit Authority [MARTA] before founding A. Coleman & Associates and becoming a communications consultant.



TERI MCCREEDY

Teri is a Connecticut native whose career began at local commercial radio stations in lower-Fairfield County. Her broadcasting experience also includes public radio and television. She expanded her career horizons in NYC as a radio correspondent for the Bloomberg Urban report interviewing celebrities including Danny Glover, Vanessa Williams, Bernie Mac and Natalie Cole. The Urban report was featured on the Wendy Williams Show in numerous U.S. markets. Prior to joining BIN, Teri was a radio news anchor for WOR/iHeartMedia broadcasting from its NYC headquarters.



MIKE MOORE

Mike is a broadcast news veteran, whose career has spanned over 25 years. Mike has worked in Jacksonville, Florida; Phoenix, Arizona; Birmingham, Alabama; and Atlanta, Georgia. He is currently based in Atlanta, Georgia.

BIN: BLACK INFORMATION NETWORK NEWS TEAM CONTINUED



DOUG DAVIS

A native of Philadelphia and raised in the Washington D.C Metropolitan area, Doug's career in broadcasting began after his sophomore year at the Central State University. Upon graduating, Doug secured a position in Television/Radio at Cox Radio, Incorporated WHIO-TV/FM/AM Dayton as an A.M. News Anchor on the television side as assistant Assignment Editor. Three years later, Doug landed his first full-time Urban radio job at WJMZ-FM/Greenville and spent time in the market honing his craft, holding every manager/director position in the programming department. Doug eventually became one of the youngest Program Directors in the business. He went on to work at Entercom then Cumulus Radio, where he remained for seven years, managing several radio stations within the company. By 2016, Doug accepted an offer to work for the acclaimed The Michael Baisden Show, working as Program Director/Director of Production. Currently, Doug is an Anchor/Reporter for the Black Information Network.



ALEXANDRIA IKOMONI

Alexandria Ikonomi is an Atlanta-based News Anchor for the Black Information Network and iHeartMedia. Before coming to the network, Alexandria was the TV News Anchor for a CBS & FOX affiliates station in the Midwest. She started her TV career in Southwest Georgia. She was an anchor, multimedia journalist and news reporter with the FOX affiliate in Albany. She began her news journey while in college during the summer of 2016 interning with the Atlanta NBC affiliate station. Throughout her career, she's covered natural disasters, gubernatorial elections, red carpet events and more. She's interviewed political figures, entertainers, celebrities, and others.

Alexandria was born in the Bronx, New York, but calls Atlanta home after moving in 2000. She graduated from Kennesaw State University with a Bachelor of Science Degree in Communication with a concentration in Media Studies. She also has a minor in Accounting.



CHERRANDA SMITH

Cherranda is a social worker from Athens, GA. Her background in social enterprise administration and youth development fuel her passion for and practice of writing. So far, she has experience in freelance writing and teaching writing elements at her graduate alma mater, Columbia University, in addition to her social work career. She is also a Duke University alumna and works by the motto, "Be driven by authenticity to be equipped to serve."



ZURI ANDERSON

Zuri is a recent graduate of Winthrop University. Born and raised in South Carolina, she was recognized by the state Press Association for her coverage of black student entrepreneurs at her alma mater. Zuri has worked as a freelance writer and digital content producer since graduation. She is an editor for iHeartRadio's national website and a contributor to the Black Information Network. One of her life goals is to publish novels and creative writing pieces.



NOAH J. RICHTER

Noah is a passionate content creator, originally from Derwood, Maryland, who joined the Black Information Network from the University of Kentucky in Lexington, Kentucky where he served as the UK Athletics Communications Assistant. Noah has a strong background in social media and photography. Noah currently oversees the Black Information Network's social media accounts.

BIN LOCAL AFFILIATES

ATLANTA 640 ▪ AUGUSTA 1340 ▪ BALTIMORE 1370 ▪ THE BAY AREA 910 ▪ BIRMINGHAM 92.7
CHARLOTTE 98.7 ▪ CLEVELAND 99.1 ▪ COLUMBIA 105.5 ▪ COLUMBUS OHIO 1230 ▪ COLUMBUS GEORGIA 94.7/1460 AM
DALLAS 1630 ▪ DAYTON 1340 ▪ DETROIT 1130 ▪ GREENVILLE 1440 ▪ HOUSTON 1320 ▪ JACKSON 98.1
JACKSONVILLE 104.1 ▪ MACON 1670 ▪ MIAMI 880 ▪ MONTGOMERY 99.3 ▪ NASHVILLE 97.5 ▪ NEW ORLEANS 1280
NEW YORK 1600 ▪ NORFOLK 105.3 ▪ PHILADELPHIA 610 ▪ RIVERSIDE 1440 ▪ ROANOKE 96.7 ▪ SEATTLE 850
ST. LOUIS 103.7 ▪ TUPELO 107.7 ▪ TWIN CITIE 93.3 ▪ WASHINGTON DC - DMV 1120



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YOU FOR
ALL THAT
YOU DO**
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**Election
News
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1600 AM**
and on the iHeartRadio App.


SWAROVSKI

BLUE FIN
SEAFOOD - SUSHI

DOS CAMINOS

CLEAR CHANNEL

BIN: BLACK INFORMATION NETWORK AWARDS & RECOGNITION

BIN: Black Information Network was named a media category winner in the 2022 BIG Innovation Awards presented by the Business Intelligence Group. The BIG Innovation Awards recognizes organizations that bring new ideas to life. Big or small, these ideas change the way we experience the world.

Organizations from across the globe submitted their recent innovations for consideration in the BIG Innovation Awards. Nominations were then judged by a select group of business leaders and executives who volunteer their time and expertise to score submissions.



Innovation has been one of BIN's core values since our inception. It drives us to keep growing and creating spaces for the Black community to hear and contribute to the news that matters most to them. It's an honor to be recognized with an incredible lineup of organizations and individuals who share the value of innovation and prove it in their work every day."

TONY COLES

PRESIDENT, BIN: BLACK INFORMATION NETWORK

