

ANNUAL IMPACT REPORT

2019



TABLE OF CONTENTS

COMPANY OVERVIEW	4	COVENANT HOUSE	60
EXECUTIVE LETTER	6	AMEX SMALL BUSINESS SATURDAY	62
COMMITMENT TO COMMUNITY	8	MUSICIANS ON CALL	64
ABOUT IHEARTMEDIA	10	THE RYAN SEACREST FOUNDATION	66
NATIONAL RADIO CAMPAIGNS	12	THE LUPUS RESEARCH ALLIANCE	68
CRISIS TEXT LINE	14	2019 SPECIAL PROJECTS	70
HI, HOW ARE YOU? PROJECT	16	GREENLIGHT FUND	72
PROJECT YELLOW LIGHT	18	DEA NATIONAL PRESCRIPTION DRUG TAKE BACK DAY	74
AMERICAN HEART ASSOCIATION	20	NATIONAL OPIOID ACTION COALITION (NOAC)	76
WOMENHEART	22	IHEARTCOUNTRY ONE NIGHT FOR OUR MILITARY CONCERT	78
THE PEACEMAKER CORPS	24	IHEARTRADIO SHOW YOUR STRIPES	80
CHILDREN'S MIRACLE NETWORK HOSPITALS	26	INTERNATIONAL WOMEN'S DAY	82
HABITAT FOR HUMANITY	28	INTERNATIONAL RESCUE COMMITTEE	84
MAKE-A-WISH® - WORLD WISH DAY	30	PRIDE RADIO	86
TAKE OUR DAUGHTERS AND SONS TO WORK	32	THE U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES	88
THE CHILD MIND INSTITUTE + NAMI	34	WE ARE ALL HUMAN FOUNDATION - THE HISPANIC PROMISE	90
RED NOSE DAY	38	GRANTING YOUR CHRISTMAS WISH	92
UNITED NEGRO COLLEGE FUND (UNCF)	40	RADIOTHONS	94
NO KID HUNGRY	42	CHILDREN'S MIRACLE NETWORK HOSPITALS®	96
NATIONAL SUMMER LEARNING ASSOCIATION	44	ST. JUDE CHILDREN'S RESEARCH HOSPITAL®	98
THE CHILD MIND INSTITUTE	46	#CHANGE4CHANGE	100
GLOBAL CITIZEN	48	KFI PASTATHON	102
PROSTATE CANCER FOUNDATION	50	LOCAL RADIOTHONS	104
SEPTEMBER 11 NATIONAL DAY OF SERVICE AND REMEMBRANCE	52	ENVIRONMENTAL	106
#TALKTOME	54	UNITED NATIONS DEVELOPMENT PROGRAMME	108
T-MOBILE CHANGEMAKER CHALLENGE	56	#TEAMTREES	110
GLAAD SPIRIT DAY	58	ENVIRONMENTAL: 2019 LOCAL SPOTLIGHTS	112

THE IHEARTPODCAST NETWORK	114	CORPORATE GIVING & VOLUNTEERISM	174
"SPIT" WITH 23ANDME	116	LOCAL SPIRIT DAY OF SERVICE	176
LGBTQ+ PODCASTS	118	HOLIDAY GIFT DRIVES	180
"ARE YOU KIDDING PODCAST"	120	2019 HONORARY AWARDS & RECOGNITION	190
FINDING FRED	122	UJA-FEDERATION OF NEW YORK - MUSIC	
"SERVICE: STORIES OF HUNGER AND WAR"	124	VISIONARY OF THE YEAR AWARD	192
"THE WOMEN"	126	THE GRACIE AWARDS	194
"PARKLANDIA!"	128	NAB BROADCASTING HALL OF FAME	196
PUBLIC AFFAIRS SHOWS	130	NAB CRYSTAL RADIO AWARDS	198
9/11 DAY: HONORING HEROES	132	ANGELA INGRAM DAY	200
IHEARTRADIO'S 'A LOOK INTO DIABETES: GENETICS & PREVENTION'	134	IHEARTMEDIA LOCAL MARKETS	202
NATIONAL PRESCRIPTION DRUG TAKE BACK DAY	136	MUSIC DEVELOPMENT	204
RESPONDING TO CRISIS	138	LOCAL ADVISORY BOARDS	206
DISASTER ASSISTANCE AND RESPONSE PLAN	140	IHEARTMEDIA'S INDUSTRY-LEADING	
FIRST INFORMERS	142	ON-AIR PERSONALITIES	210
LOCAL AND NATIONWIDE EMERGENCY ALERT & WARNING CAPABILITIES	144	DELILAH	212
IHEARTMEDIA DISASTER RELIEF FUND	146	SEAN HANNITY	214
2019 NEWS EVENTS	148	RYAN SEACREST	216
2019 WEST COAST WILDFIRES	150	THE BREAKFAST CLUB	218
HURRICANE DORIAN	152	ELVIS DURAN	220
ALABAMA TORNADOES	154	JOHNJAY AND RICH	222
MISSISSIPPI RIVER 2019 FLOODING	156	STEVE HARVEY	224
2019 SHOOTINGS	158	CODY ALAN	226
WISH GRANTING	160	GLENN BECK	228
SPECIAL EVENTS AND FUNDRAISING	168	BOBBY BONES	230
2019 BENEFIT EVENTS	170	LOCAL STATION HIGHLIGHTS	232
IHEARTRADIO EVENT FUNDRAISING	172		

COMPANY OVERVIEW

ABOUT IHEARTMEDIA

iHeartMedia (NASDAQ: IHRT) is the number one audio company in the United States, reaching nine out of 10 Americans every month – and with its quarter of a billion monthly listeners, has a greater reach than any other media company in the U.S. The company's leadership position in audio extends across multiple platforms, including more than 850 live broadcast stations in over 160 markets nationwide; through its iHeartRadio digital service available across more than 250 platforms and 2,000 devices; through its influencers; social; branded iconic live music events; other digital products and newsletters; and podcasts as the #1 commercial podcast publisher. iHeartMedia also leads the audio industry in analytics, targeting and attribution for its marketing partners with its SmartAudio product, using data from its massive consumer base. Visit iHeartMedia.com for more company information.

ABOUT IHEARTMEDIA, INC.

iHeartMedia, Inc. (Nasdaq: IHRT) is the number one audio company in America based on consumer reach. The Company's leadership position in audio extends across multiple platforms, including through more than 850 live broadcast stations in over 160 markets nationwide; through its iHeartRadio service, which is available across more than 250 platforms and 2,000 devices including smart speakers, smartphones, TVs and gaming consoles; through its influencers; social; live events; podcasting; and other digital products and newsletters. The company uses its unparalleled national reach to target both nationally and locally on behalf of its advertising partners, and uses its proprietary SmartAudio data and analytics to provide unique advertising products across all its platforms. More information is available at investor.iheartmedia.com.



Travis & Tanya

EXECUTIVE LETTER

As the number one audio company in the U.S., and the largest broadcast radio company, the most important responsibility we have is to the communities we serve. iHeart's community outreach and engagement efforts are authentically tied to both our mission and our business purpose, and are embedded in every aspect of our company culture. Serving our listeners and our communities through our diverse portfolio of platforms and assets – from broadcast to digital, podcasts, personalities, influencers, social, live events and more – is at the core of what we do, and our community engagement efforts reflect that commitment.

Every year iHeart supports thousands of nonprofit organizations that are changing the world by helping to solve pressing and critical issues, and in 2019 we contributed over \$350 million worth of media across all of our stations in support of organizations improving the lives of others. We introduced many new partners, including the National Alliance for Mental Illness, the Child Mind Institute, Covenant House and the Green Light Fund, which address issues as diverse as mental health, homelessness, education and social inequality, and continued to build on

our deep and longstanding relationships with leading nonprofits including 9/11 Day, UNCF, American Heart Association, Global Citizen and GLAAD to help address other relevant and timely issues facing our communities. Additionally, 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.

In 2019 we focused on expanding our support in two major areas: Mental health and the environment. Our long-term commitment to mental health kicked off with robust partnerships with the National Alliance on Mental Illness (NAMI) and the Child Mind Institute, a national nonprofit dedicated to working with children and families struggling with mental health and learning disorders, and includes a multi-year campaign to raise awareness of mental health and foster a culture within communities that supports talking about mental health issues like anxiety and depression. As part of this effort, we

launched a signature mental health program -- iHeartMedia's "Let's Talk" -- which includes elements like weaving a virtual support system through iHeartMedia's 850 stations; a partnership with Crisis Textline to help recruit late-night volunteer crisis counselors; promotion of the Hi, How Are You Project reminding listeners to simply reach out and check in on the people around them; and providing a platform for expert mental health clinicians to distribute valuable information and resources to our listeners. We also worked very closely with the Child Mind Institute in the wake of tragic mass shootings that directly impacted communities and families in El Paso, TX and Dayton, OH as well as echoing trauma in the rest of the country. Through PSAs, on-air interviews and other resources, we were able to provide suggestions for comforting children and helping them express their feelings, as well as how to answer questions when traumatic events occur.

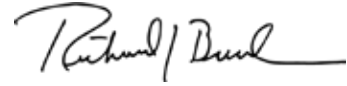
As part of our commitment to protecting the environment, we forged a relationship in 2019 with the United Nations Development Programme to raise awareness around the Sustainable Development Goals, a collection of 17 global goals designed to

be a “blueprint to achieve a better and more sustainable future for all,” and the role we all play in protecting our planet. iHeart also played an active role in helping to plant 20 million trees by partnering with the Arbor Day Foundation for #TeamTrees, the biggest community-driven campaign YouTube has ever seen. Additionally, iHeart radio stations across the country supported a number of leading environmental-focused organizations locally through PSA, volunteer support and local sustainability and beautification projects. Our commitment to environment will continue to grow and we look forward to building on these efforts and introducing new programs and initiatives that inspire and engage others to join in and participate.

To that end, we are sharing with you our 9th annual community impact report, which showcases these and a wide variety of the other efforts and initiatives that iHeart teams across America took part in last year to help our communities.



BOB PITTMAN
CHAIRMAN + CEO
IHEARTMEDIA, INC.



RICH BRESSLER
PRESIDENT, COO & CFO
IHEARTMEDIA, INC.

COMMITMENT TO COMMUNITY

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

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

FAMILY & SOCIAL IMPACT

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

EDUCATION & LITERACY

Education is at the heart of countless critical issues facing many Americans. iHeartMedia Communities are 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.

ENVIRONMENTAL

iHeartMedia continually looks for ways to rally the communities in which we live and work to protect the environment and to conserve energy and natural resources. From Public Service Announcements to local long-form shows and live events, local radio stations use their platforms to inform and educate its audiences and incite action.

HEALTH & WELLNESS

iHeartMedia works with an array of health-related organizations to bring attention to key health issues while promoting the importance of living an active and safe lifestyle. By addressing specific issues afflicting the U.S. population we hope to improve the overall physical, mental and social well-being of our 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. Through an array of local and national programs, we emphasize the importance of art and music education and the benefits of fostering imagination. It is our mission to improve and increase access to the arts across the United States.

DISASTER RESPONSE

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 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 efforts, medical care and health safety guidelines.





ABOUT IHEARTMEDIA

With over a quarter of a billion monthly listeners in the U.S. and over 222 million social fans and followers, iHeartMedia has the largest national reach of any radio or television outlet in America. As the leading media company in the U.S., iHeartMedia serves over 160 local markets through 860 owned radio stations, and the company's radio stations and content can be heard on AM/FM, on satellite, at iHeartRadio.com, on the company's station websites and on iHeartRadio, iHeartMedia's digital music, podcast, on demand and live streaming

radio service, and are available on over 250 platforms and 2,000 devices, including on digital auto dashes, tablets, wearables and smartphones, on virtual assistants, smart speakers, TVs and gaming consoles.

iHeartRadio offers users thousands of live radio stations, personalized custom artist stations created by just one song or seed artist, on demand features and the top podcasts and personalities. The all-in-one digital service has more than 2 billion downloads, more

than 140 million registered users and is the No. 1 commercial radio podcaster globally as per Podtrac.

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. iHeartMedia is a division of iHeartMedia, Inc. (NASDAQ: IHRT). Visit iHeartMedia.com for more company information.

NATIONAL RADIO CAMPAIGNS

iHeartMedia and all of its broadcast radio stations are dedicated to inspiring and creating positive change that improves the lives of others. The company's community programs are built on the idea that through public awareness and education we can drive attention and action to bring deeper understanding of both world issues and individual community matters. In

2019, iHeartMedia supported thousands of local and nonprofit organizations nationwide and raised hundreds of millions of dollars for critical issues both in the United States and globally.

The following pages showcase some of the most impactful national programs of the year.



CRISIS TEXT LINE

One in every four people in the world are affected by a mental health condition, such as depression and anxiety. Since its launch in 2013, Crisis Text Line – a free 24/7 support service for those in crisis – has exchanged more than 158 million messages on the platform, 38.3% of which are about depression, 26.8% about suicide and 25% received after midnight.

By simply texting 741741 from anywhere in the U.S., Crisis Text Line users are

quickly connected with volunteer crisis counselors, all of whom undergo a rigorous multi-stage application process, background check and training program.

Given the late-night volume of texters, Crisis Text Line was seeking additional volunteers to secure late-night capacity. iHeart helped by running 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 grateful to iHeartMedia for continuing to help us surface our resource for texters in need at the darkest hours, as well as helping us spread the word to qualified volunteers. Together we've saved lives and we're endlessly appreciative of the iHeart community for that."

ADEENA COHEN

CHIEF BUSINESS OFFICER FOR THE CRISIS TEXT LINE



CAMPAIGN IMPACT

Since Inception Six Years Ago:

150M+

Messages the Crisis Text Line Has Exchanged

36,459

Active Rescues Completed

+1 MILLION

Youth Were Supported in Their Time of Need

ABOUT

CRISIS TEXT LINE

crisistextline.org

Crisis Text Line is free, 24/7 support for people in crisis via text.

CAMPAIGN SNAPSHOT

1/01/19 – 1/15/19

Dates Running

823

iHeartMedia Stations

55,734,100

Media Impressions

HI, HOW ARE YOU? PROJECT

Research shows that talking about mental health has the power to reduce stigma and to make a suffering person feel less isolated. In 2019, iHeartMedia teamed up with Hi, How Are You Project to remove the stigma around mental health and to encourage conversations about well-being.

Hi, How Are You Project is a nonprofit that educates people worldwide about the importance of open dialogue on

mental health by funding research, events and creating comprehensive training programs. The organization, founded by the American singer-songwriter Daniel Johnston, hosted its second annual Hi, How Are You Day benefit featuring Flaming Lips, Bob Mould, The Black Angels, Built to Spill and Yo La Tengo in Austin, Texas to bring national attention around the need to remove stigma surrounding mental well-being and start an honest conversation around mental health issues.

In January 2019, iHeartMedia and Hi, How Are You Project ran a PSA campaign across iHeart's radio stations reminding listeners to simply reach out and check in on the people around them – to ask a friend, loved one or stranger “How are you really doing today? Are you okay?” Additionally, the campaign was supported through social media and encouraged users to digitally tag someone and start a meaningful conversation.



The generous support of iHeartMedia enabled the Hi, How Are You Project to spread our messaging of open dialogue around mental health and well-being, to encourage people to check on friends, family, loved ones and co-workers, and to promote our featured awareness event on January 22 – Hi, How Are You Day – an annual celebration of the life and legacy of the great Daniel Johnston. Having this partnership with iHeartMedia was critical to communicating four little words that have a big impact, HI, HOW ARE YOU? Each and every one of these conversations brings us one step closer to removing the stigma around mental health.”

TOM GIMBEL

CO-EXECUTIVE DIRECTOR, HI, HOW ARE YOU PROJECT



CAMPAIGN IMPACT

\$200,000

Raised in January for Hi, How Are You Project

2,200

Fans Attended the Hi, How Are You Day Benefit

5,000+

Tune in to the Livestream

ABOUT

HI, HOW ARE YOU PROJECT

hihowareyou.org

Hi, How Are You Project is a non-profit organization inspiring new conversations around mental health issues by funding and creating thoughtful media content, projects and events. The Foundation, created with the support of Daniel Johnston and Family, strives to remove the stigma and shame around mental health so people will feel open to communicate. We believe if we can change minds, we can change the world!

CAMPAIGN SNAPSHOT

1/16/19 – 1/22/19

Dates Running

817

iHeartMedia Stations

25,485,400

Media Impressions

PROJECT YELLOW LIGHT

In 2018, 2,841 people were killed in motor vehicle crashes involving distracted drivers. According to the National Highway Traffic Safety Administration (NHTSA), during daylight hours, approximately 481,000 drivers are using cell phones while driving. That creates enormous potential for deaths and injuries on U.S. roads. Teens were the largest age group reported as distracted at the time of fatal crashes.

For the ninth 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.

iHeartMedia helped bring attention to the dangers of texting and driving by supporting the ninth annual Project Yellow Light contest, which was created by the family of Hunter Garner to honor his memory after his death in a car crash at age 16. The contest called on high school and college students to submit PSAs to help raise awareness among their peers about the dangers of distracted driving. The

contest allowed students to create 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 would be distributed across the U.S. through iHeartMedia.

The 2019 Project Yellow Light radio winners were high school student Nathan Perkins (Bartlesville, Okla.) and college student Amanda Baird (Great Falls, Va.), each of whom received \$2,000 and had their radio creative aired nationally across all iHeartMedia broadcast radio stations.



Project Yellow Light is thrilled with this year's scholarship winners and honored to have iHeartMedia as our partner in helping us spread the word against distracted driving. iHeart not only supports the scholarship fund, it promotes the message through its vast national network, helping to save lives in the process."

JULIE GARNER

FOUNDER OF PROJECT YELLOW LIGHT



CAMPAIGN IMPACT

1.4 BILLION

Overall Ad Council Campaign Impressions

4,872

Submissions in the Last Two Years

ABOUT

PROJECT YELLOW LIGHT

projectyellowlight.com

Project Yellow Light is a film, billboard and radio scholarship competition in which 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 – the number one killer 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

1/23/19 – 10/11/19

Dates Running

812

iHeartMedia Stations

101,219,200

Media Impressions

AMERICAN HEART ASSOCIATION

Heart disease is the leading cause of death for both men and women in the United States. Every year, one in three deaths is caused by cardiovascular disease. But heart disease can often be prevented when people make healthy choices and manage their health conditions. Over the last eight years, iHeartMedia has committed nearly \$5.2 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.

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

From February 2 through February 28, 2019, iHeartMedia hosted a month-long PSA campaign that included a series of five spots across select radio stations to

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



We are thankful for iHeartMedia's continued commitment to the American Heart Association and our lifesaving mission. Together, we can make a positive impact on all Americans. Together, we can be a relentless for to help everyone live longer, healthier lives."

BERTRAM L. SCOTT

CHAIRMAN OF THE BOARD OF THE AMERICAN HEART ASSOCIATION

American Heart Association

Go
ed
ome



CAMPAIGN IMPACT

\$198 MILLION

Invested by AHA Research Over the Fiscal Year

The AHA championed legislation expanding patient access to heart attack and stroke care; supported bipartisan efforts to prohibit tobacco sales to people under 21; and fought to preserve and extend health insurance coverage for all Americans.

ABOUT

AMERICAN HEART ASSOCIATION

heart.org

The American Heart Association is devoted to saving people from heart disease and stroke – the two leading causes of death in the world. We team with millions of volunteers to fund innovative research, fight for stronger public health policies and provide lifesaving tools and information to prevent and treat these diseases. The Dallas-based association is the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke.

CAMPAIGN SNAPSHOT

2/01/19 – 2/28/19

Dates Running

811

iHeartMedia Stations

69,287,500

Media Impressions

WOMENHEART

THE NATIONAL COALITION FOR WOMEN WITH HEART DISEASE

48 million women in the United States are at risk for, or are living with, heart disease. For the third 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, 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 highlighting

that women often experience different heart attack symptoms than men. The entire campaign was centered on identifying the signs and symptoms of heart attacks specifically in women; the symptoms included pain in the jaw, neck, back and/or abdomen, nausea and shortness of breath.



WomenHeart supports, educates and advocates for women living with or at risk of heart disease. All women deserve the support and resources needed to thrive with their heart health, including quality health care and information. Thanks to our partnership with iHeartMedia, we are able to reach more women, spreading awareness about heart health. The more women we reach, the more lives we will save.”

CELINA GORRE

WOMENHEART CEO



CAMPAIGN IMPACT

18,530

People Reached

55

Community Events

ABOUT

WOMENHEART: THE NATIONAL COALITION FOR WOMEN WITH HEART DISEASE

womenheart.org

WomenHeart: The National Coalition for Women with Heart Disease is the nation's first and still only patient centered organization serving the 48 million American women living with or at risk for heart disease – the leading cause of death in women. WomenHeart is solely devoted to advancing women's heart health through advocacy, community education and the nation's only patient support network for women living with heart disease.

WomenHeart is a community of thousands nationwide, including women heart patients and their families, physicians and health advocates, all committed to helping women live longer, healthier lives.

CAMPAIGN SNAPSHOT

2/01/19 – 2/28/19

Dates Running

396

iHeartMedia Stations

31,424,900

Media 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, 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 one large study, approximately 49% of children in grades 4 – 12 reported being bullied by other students at school at least once during the past month, whereas 31% reported bullying others during that time. 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 five years, iHeartMedia has played an active role in sharing information about the festival and has aired thousands

of PSAs across all of its radio stations to encourage submissions. Additionally, stations have conducted interviews with past festival winners and continue to find innovative ways to empower young people to get involved and participate. The 2019 Peace in the Streets Global Film Festival entries came from communities across the United States, 13 countries internationally and six continents worldwide.

The 2019 Peace in the Streets Global Film Festival finalists were hosted at iHeartMedia's executive headquarters in New York City; more than 35 kids and their families gathered for a preview of the winning entries.



The Peacemaker Corps Association appreciates iHeart's years of support and promotion of the annual Peace in the Streets Global Film Festival, Peace in the Streets. By spreading the word through iHeart's network they have helped us grow our festival worldwide. PCA has enjoyed our relationships with all the folks who help us along the way with their positive messaging and support. Let's save our future now, invest in youths."

CAROLE KRECHMAN

PRESIDENT,
THE PEACEMAKER CORPS



CAMPAIGN IMPACT

- Entries From Across the United States, 13 Countries Internationally and Six of the Seven Continents
- Social Media Growth From 2018 to 2019
- Increase in Submissions From 2018 to 2019

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 trainings in fall of 1999.

CAMPAIGN SNAPSHOT

**3/01/19 - 3/11/19 +
3/21/19 - 3/31/19**

Dates Running

815

iHeartMedia Stations

60,234,500

Media Impressions

CHILDREN'S MIRACLE NETWORK HOSPITALS

#CHILDRENSHOSPITALSWEEK

Every day there are thousands of children in local communities treated at nearby hospitals for both common childhood afflictions and other more severe challenges – and one in 10 children in North America are treated by a Children's Miracle Network Hospital each year.

iHeartMedia is one of Children's Miracle Network Hospitals' main media supporters through its many local programs.

Children's Miracle Network Hospitals raises funds and awareness for 170 children's hospitals across the United States and

Canada. When Children's Miracle Network Hospitals receive a donation, it stays in the community to help local kids – a dynamic that is closely aligned with iHeartMedia's commitment to serve its local listeners and communities.

In March 2019, iHeartMedia ran a PSA campaign across over 800 radio stations encouraging listeners to support Children's Miracle Network Hospitals and make a donation during #ChildrensHospitalsWeek, with funds going to the nearest local Children's Miracle Network Hospital and staying in the community.

#ChildrensHospitalsWeek was a week-long celebration highlighting the importance of children's hospitals and how donations help kids – no matter their illnesses or injuries – get the best care when they need it. The series of PSAs highlighted inspiring stories of children treated at Children's Miracle Network Hospitals and helped drive tune in to the first-ever #ChildrensHospitalsWeek Live-athon.

Additionally, many on-air personalities participated in Children's Miracle Network Hospitals' Band-Aid Selfie social media campaign.



iHeartMedia's continued commitment to Children's Miracle Network Hospitals provides benefits to thousands of kids in local communities. The power of local radio is demonstrated by the selfless dedication of the iHeartMedia teams across the country who provide a connection to local audiences. The passion and loyalty of these fans is the driving force year over year behind the success of our campaigns. Consumers overwhelmingly prefer supporting purpose-driven companies and iHeartMedia has secured their position as a charitable leader in the industry through their impressive efforts to save kids' lives."

FLEUR VORUZ

SENIOR DIRECTOR MEDIA PARTNERSHIPS, CHILDREN'S MIRACLE NETWORK HOSPITALS



CAMPAIGN IMPACT

\$2.63 MILLION

Raised in 2019

900 MILLION

Impressions Since 2017, #ChildrensHospitalsWeek Has Achieved

ABOUT

#CHILDRENSHOSPITALSWEEK

childrensmiraclenetworkhospitals.org

#ChildrensHospitalsWeek is focused on highlighting children's hospitals to ensure they have the funds they need to care for more than 10 million kids a year.

#ChildrensHospitalsWeek was established in 2017 as a time to recognize the needs of children's hospitals, show how donations are used to care for kids and celebrate the network of people – from corporate partners to caregivers – dedicated to helping kids treated at children's hospitals.

CAMPAIGN SNAPSHOT

3/12/19 – 3/20/19

Dates Running

808

iHeartMedia Stations

28,948,000

Media Impressions



HABITAT FOR HUMANITY

1 in 6 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 and essentials such as health care, education or healthy food.

For the past four years, iHeartMedia 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 to encourage others to join the effort to make home a reality for more people here 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 to life Habitat's unified nationwide Home is the Key campaign that opens 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 as well as airing a number of onsite interviews.



Our partnership with iHeartMedia continues to shine a critical spotlight on the affordable housing crisis in this country. It brings communities and people together nationwide to join in the movement for support. As our media partner, iHeartMedia uses its incredible platform to help spread the word about Home is the Key through Public Service Announcements, social media and participation at our campaign events across America. We are grateful for the support.”

JONATHAN RECKFORD

HABITAT FOR HUMANITY INTERNATIONAL CEO



CAMPAIGN IMPACT

500 MILLION

Impressions From Social and PR (Traditional Earned Media) for the Campaign

+\$3 MILLION

In Funds Raised in April for Habitat for Humanity

300 MILLION

Social Media Impressions

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. Through shelter, we empower.

CAMPAIGN SNAPSHOT

4/1/19 – 4/28/19

Dates Running

325

iHeartMedia Stations

25,000,000

Media Impressions

MAKE-A-WISH® WORLD WISH DAY

Research shows that granting a wish can help kids build the physical and emotional strength they need to fight a critical illness. In 2019, iHeartMedia partnered with Make-A-Wish® for World Wish Day® to help celebrate the hundreds of thousands of life-changing wishes that have been granted – and the thousands of wishes still to come.

Make-A-Wish® – the global organization that creates life-changing wishes for

children with critical illnesses – celebrated World Wish Day on April 29, 2019, the 39th anniversary of the wish for then-7-year-old Chris Greicius that inspired the founding of the organization. Leading up to and through the day, iHeartMedia radio stations launched a month-long World Wish Day campaign with the theme: "Where There's A Wish, There's A Way." The series of radio PSAs highlighted the stories of wish alumni – young and old – whose

wishes were a turning point in their medical treatment, helping to give them the strength they needed to fight their critical illness. By showcasing alumni, the campaign illustrated that a wish is not necessarily a last wish, but rather, an important part of a child's medical treatment and healing.

Additionally, iHeart also utilized its social platforms to help share inspirational stories of the wish kids and alumni.



The 'Where There's A Wish, There's A Way' PSA illustrates the imperative role a wish plays in a child's medical treatment, a message essential for us to reinforce with communities across the country in pursuit of our vision to grant the wish of every eligible child. Make-A-Wish is grateful to iHeartRadio, who significantly elevated the World Wish Day campaign by generously sharing the PSA, ultimately enabling the wishes of children battling critical illnesses today, tomorrow and into the future."

JANELL HOLAS

MAKE-A-WISH AMERICA CHIEF MARKETING OFFICER



CAMPAIGN IMPACT

Where There's a Wish, There's a Way Radio PSA Has Aired

13,200

Times

\$1.2 MILLION

In Media Value

87 MILLION

Impressions

ABOUT

MAKE-A-WISH®

wish.org

Make-A-Wish creates life-changing wishes for children with critical illnesses. We seek to bring every eligible child's wish to life because every child deserves a childhood. Research shows children who have wishes granted can build the physical and emotional strength they need to fight their illness. Headquartered in Phoenix, Arizona, Make-A-Wish is the world's leading children's wish-granting organization, serving children in every community in the United States and in more than 50 countries worldwide. Together, generous donors, supporters, staff and more than 34,000 volunteers across the U.S. grant a wish every 33 minutes, on average, somewhere in the country. In total, Make-A-Wish has granted more than 330,000 wishes to children in the U.S. and its territories; more than 15,800 wishes in 2019 alone.

CAMPAIGN SNAPSHOT

4/04/19 – 5/02/19

Dates Running

813

iHeartMedia Stations

75,939,600

Media Impressions

TAKE OUR DAUGHTERS AND SONS TO WORK

Each year, more than 4 million American workplaces, schools, nonprofits and other participating organizations open their doors to 44.5 million employees and their children on Take Our Daughters And Sons To Work Day. For the last several years, iHeartMedia has hosted hundreds of kids across the country as part of this iconic day and has actively encouraged the public to participate in the program as well.

The Take Our Daughters And Sons To Work Foundation is dedicated to developing innovative strategies and research-based

activities to confront and overcome societal messages about youth so that they may reach their full potential and live fulfilling lives. For decades, the Take Our Daughters And Sons To Work program has given thousands of children across the country the valuable opportunity to learn firsthand by inviting them into the workplace to learn about potential job and career paths.

iHeartMedia, a longtime participant of the program, launched a national public service company campaign across all its radio stations that encouraged companies and employees to open their

programs to kids in their community who don't have a workplace to visit and are typically unable to participate.

Additionally, on April 25, iHeartMedia NY's corporate office and radio stations across the country hosted a fun and educational day that was unique to their daily operations, including recording a radio commercial and learning about iHeart's day-to-day operation. In NYC, the kids were treated to a special iHeartRadio Live Sessions performance by the band In Real Life.



Each year for the past 27 years, millions of kids and adults every year have participated in the Take Our Daughters And Sons To Work Day program in thousands of workplaces across the country and overseas. iHeartMedia has been instrumental in educating on jobs, career, and family as well as community and personal responsibility.”

CAROLYN MCKECUEN

EXECUTIVE DIRECTOR, TAKE OUR DAUGHTERS AND SONS TO WORK FOUNDATION



CAMPAIGN IMPACT

12%

Of Site Traffic on
Mobile Device Access
and Social Media

4.3%

TODASTW Website
Traffic Increase

2.7%

TODASTW Website
Downloads

ABOUT

TAKE OUR DAUGHTERS AND SONS TO WORK

daughtersandsonstowork.org

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

CAMPAIGN SNAPSHOT

4/18/19 – 4/25/19

Dates Running

810

iHeartMedia Stations

27,057,400

Media Impressions

THE CHILD MIND INSTITUTE & NAMI

LET'S TALK

It's time we talk about mental health. Research shows that talking about mental illness has the power to reduce stigma and to make a suffering person feel less isolated. Each year, millions of Americans face the reality of living with a mental illness, yet many don't feel comfortable sharing their experience with others. In observance of Mental Health Awareness Month, iHeartMedia teamed up with the National Alliance on Mental Illness (NAMI) and the Child Mind Institute to kick off a multi-year 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 is to weave a virtual support system through iHeartMedia's 850 stations across the U.S. for people struggling with anxiety and depression and to let them know 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.

Beginning May 1, 2019 through the end of the year, iHeartMedia aired over \$2.2 million worth of diverse PSAs that educated the public on the general state of mental illness – such as the fact that over 350 million people in the U.S. of all ages are dealing with depression – and describe the signs and symptoms associated with the most common mental health concerns.

Additionally, throughout the year, iHeartMedia's on-air personalities had open and organic discussions about their personal struggles with mental illness



CAMPAIGN IMPACT

1.3 MILLION

Unique Visitors in May 2019, NAMI Hosted. (a 72% Increase Over May 2018) and 9.2 Million Unique Visits From May Through December 2019

2.3 MILLION

Visitors to the Child Mind Institute Website (77% Over Average). During May of 2019

420 MILLION

Pro-Bono Impressions Across iHeartMedia Combined Assets, on-Air, Digital and Social, the Equivalent of \$4.2 Million in Ad Value

75%

Visitor Uptick During the First Phase of the Campaign on the Let's Talk Website

THE CHILD MIND INSTITUTE & NAMI

LET'S TALK CONTINUED

and provided reminders to listeners to take care of their mental well-being and help others who may be struggling. All of the radio spots drove listeners to iHeartRadio.com/TALK where they could find curated resources published by NAMI and the Child Mind Institute, 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 intended to reach parents and educators and to help them identify and proactively address concerns that they may be facing with the kids in their lives. During the month of May, iHeartMedia provided an extended platform for the Child Mind Institute's digital campaign #MyYoungerSelf, which asks celebrities what they would tell the

younger version of themselves about mental health. Radio stations across the country aired :30 second audio clips of artists and celebrities, including Kristen Bell, Wayne Brady, Weezer, Pete Wentz, Charlamagne Tha God, Imagine Dragons and others, sharing heartfelt words of encouragement and advice around mental health.



We are thrilled to be partnering with iHeartMedia to spread the word that mental health disorders are real, common and treatable, and that asking for help is the bravest thing young people can do. Years ago most people suffered in silence with mental health disorders, and people didn't want to believe that children and adolescents could be anxious or depressed. That's changing now, and it is a real sign of the times that an organization like iHeartMedia thinks it is important to educate its audience and build awareness."

HAROLD S

KOPLEWICZ, MD, THE CHILD MIND INSTITUTE PRESIDENT



ABOUT

THE CHILD MIND INSTITUTE & NAMI

childmind.org, nami.org

The Child Mind Institute is an independent, national nonprofit dedicated to transforming the lives of children and families struggling with mental health and learning disorders. Our teams work every day to deliver the highest standards of care, advance the science of the developing brain and empower parents, professionals and policymakers to support children when and where they need it most. Together with our supporters, we're helping children reach their full potential in school and in life. We share all of our resources freely and do not accept any funding from the pharmaceutical industry.

The National Alliance on Mental Illness is the nation's largest grassroots mental health organization dedicated to improving the lives of individuals and families affected by mental illness.

CAMPAIGN SNAPSHOT

5/02/19 – 12/24/19

Dates Running

577

iHeartMedia Stations

293,135,573

Media Impressions

RED NOSE DAY

Nearly 1 in 6 children in the U.S. live in poverty, meaning millions of kids may lack consistent access to even the most basic needs, like healthy food, stable housing, medical care or a quality education. To help address this crisis iHeartMedia again teamed up with its partner Walgreens in support of Red Nose Day and its mission to end child poverty.

Red Nose Day is a fundraising campaign run by the non-profit organization Comic Relief US. 2019 marked the fifth annual

Red Nose Day in the US, which harnesses the power of entertainment to raise money and awareness for children living in poverty in America and internationally.

Throughout the multi-week campaign, iHeartMedia helped to promote the fundraiser and drive its listeners to Walgreens and Duane Reade locations nationwide to purchase the campaign's iconic Red Noses – a symbol for Red Nose Day around the world. Donations to Red Nose Day, including one hundred

percent of net proceeds from the sale of the Red Noses, helped support programs that ensure children in need are safe, healthy and educated, across the U.S. and around the world.

Additionally, iHeartMedia ran a series of PSAs featuring its nationally recognized on-air personalities Ryan Seacrest, Steve Harvey and Bobby Bones and promoted tune-in to NBC's fourth annual "Red Nose Day Special" on Thursday, May 23, 2019.



Once again, iHeart's generous support of Red Nose Day helped to engage millions of people across the country behind the annual campaign and its important messages — millions of children here and around the world are living in unthinkable tough circumstances, but many small actions really can add up to big change."

ALISON MOORE
CEO, COMIC RELIEF US



CAMPAIGN IMPACT

In Its First Five Years, Red Nose Day Raised \$200 Million to Positively Impact Nearly 25 Million Children.

Red Nose Day Funds Have Supported Programs in All 50 States, Puerto Rico, and Over 30 Countries Internationally

ABOUT

RED NOSE DAY

rednoseday.org

Red Nose Day is a fundraising campaign run in the United States by Comic Relief USA, a 501(c)(3) nonprofit organization. Red Nose Day started in the U.K., built on the foundation that the power of entertainment can drive positive change, and has raised over \$1 billion globally since the campaign's founding in 1988. Red Nose Day launched in the U.S. in 2015 with a mission to end child poverty, and has raised nearly \$150 million to date. Money raised supports programs that ensure children in need are safe, healthy and educated, both in America and around the world. Since launching in the U.S., Red Nose Day has received generous support from millions of Americans, hundreds of celebrities and many outstanding partners, including Walgreens, NBC, Mars Wrigley Confectionery, and the Bill & Melinda Gates Foundation. Red Nose Day returned for its fifth year on Thursday, May 23, 2019.

CAMPAIGN SNAPSHOT

5/03/19 - 6/02/19

Dates Running

814

iHeartMedia Stations

31,070,000

Media Impressions

UNCF

UNITED NEGRO COLLEGE FUND

Recent data shows 39% of students who enrolled in HBCUs (historically black colleges and universities) in the fall did not return to college the following year – due in part to lack of financial resources. Financial assistance can make the difference between a student dropping out of college or graduating with a degree and entering the increasingly competitive workforce. iHeartMedia has been a longtime partner of UNCF and is committed to helping low-income students get the education they need and that we, as a nation, need them to have.

UNCF, the country's largest provider of scholarships to students of color, awards more than 10,000 scholarships per year, through more than 400 programs,

to students at over 1,100 colleges and universities. In addition to scholarships, UNCF provides operating costs to 37 private, historically black colleges and universities and advocates at the federal level on behalf of HBCUs and students of color for higher education priorities and policies. Since its founding in 1944, UNCF's member institutions have empowered more than half a million students to earn college degrees, most of them African American, a population increasingly critical to the nation's need for higher college graduation rates.

2019 marked the 75th Anniversary of UNCF, and to help commemorate this anniversary iHeartMedia personalities including Steve Harvey and DJ Envy,

Angela Yee and Charlamagne Tha God of "The Breakfast Club" created PSAs to help drive donations for HBCUs. The PSAs aired on several stations nationwide. Additionally, Dr. Elfred A. Pinkard, President of Wilberforce University, appeared on "The Breakfast Club" and discussed the critical role of HBCUs as well as the need for the #WilberforceUnite fundraising campaign -- a 69-day effort to help meet Wilberforce University's need in support of students, facility enhancements, development and academic programs. The show aired on Power 105.1 FM - New York's Hip-Hop and R&B station – on June 20th. And to round out the year, many local radio stations teamed up with UNCF to develop and execute several media campaigns.



We greatly appreciate the support of our longtime friend, iHeartMedia, in making our work visible to the public and keeping the flame burning bright. Such an avid and vocal ally enables us to do more for our HBCUs and deserving students across the nation."

DR. MICHAEL L. LOMAX

MD, PCF PRESIDENT AND CEO UNCF PRESIDENT AND CEO



CAMPAIGN IMPACT

+7,200

Scholarships Provided to Students Attending More Than 1,100 Colleges and Universities Across the U.S.

ADVOCATED

For Federal Legislation and Policies to Support HBCUS and Deserving Students Seeking Higher Education

+400

Academic Funding and Educational Programs Operated

37

HBCUS Supported With Operating Funds

+\$90 MILLION

In Scholarship Funds Granted

ABOUT

UNITED NEGRO COLLEGE FUND (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 21 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.TM

CAMPAIGN SNAPSHOT

4/15/19 – 4/28/19

Dates Running

137

iHeartMedia Stations

10,446,600

Media Impressions

NO KID HUNGRY

When the school doors close for the year, many kids lose access to the meals they depend on like school breakfast and lunch, making summer the hungriest time of year for kids in need. Families already struggling to make ends meet have a tough time in the summer, spending over \$300 more on groceries each month when kids are out of school for the summer. Free summer meals are available for kids across the country through the national Summer Food Service Program but too many children are missing out. Six out of seven hungry kids don't get the summer meals they need*.

To make sure kids have enough to eat during the summer months, No Kid Hungry runs a summer meals texting service, available in English and Spanish.

Parents, grandparents and caregivers can text 'FOOD' or 'COMIDA' to 877-877 to find free summer meals sites in their nearby community, open to anyone 18 years or younger. While summer meals are there for kids when the school doors close for the year, many barriers stand in the way of children accessing summer meals; meal sites may be far away, hard to get to or closed due to extreme heat or bad weather. But the biggest obstacle is awareness. Far too many families with hungry kids 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.

No Kid Hungry, a national campaign to end childhood hunger in America, launched

the Summer Meals Texting Program in 2013 and has helped connect children across the country with summer meals. The service is free and open to anyone – no questions asked. When texting 'FOOD' or 'COMIDA' to 877-877, the system prompts the user to provide their address or zip code to generate the locations and service information for summer meals sites in the nearby community.

In 2019, all iHeartMedia radio stations ran public service campaigns promoting the texting service 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.



When schools close doors during the summer months, it creates real hardship for families who depend on their kids receiving meals at school. It's the mom who skips a meal so her child can eat. It's the parent who has to make the unthinkable decision between paying for groceries or paying the rent. The summer meals program is there for kids, but too many families don't know these programs exist, making our partnership with iHeartMedia critical to reaching families who may need these services, or who know someone in need."

LAURA WASHBURN

INTERIM CHIEF COMMUNICATIONS OFFICER AT NO KID HUNGRY



CAMPAIGN IMPACT

+300,000

Families Were Connected to Summer Meal Sites Near Them Through the Texting Service in 2019 With the Help From iHeartMedia

+1.3 MILLION

Families Have Used No Kid Hungry's Texting Service to Find Free Summer Meals for Their Kids in Their Communities

+6,000

Spanish-Speaking Families Used the Texting Service to Locate Summer Meal Sites Near Them

ABOUT

NO KID HUNGRY

NoKidHungry.org

No child should go hungry in America. But millions don't know where their next meal is coming from. No Kid Hungry is ending 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 by Share Our Strength, an organization working to end hunger and poverty.

CAMPAIGN SNAPSHOT

6/18/19 – 8/07/19

Dates Running

813

iHeartMedia Stations

97,597,200

Media Impressions

NATIONAL SUMMER LEARNING ASSOCIATION

There is a large body of research that documents the academic gap between low-income students and their wealthier peers. And summer, according to most research on the topic, is the time low-income students especially in urban and rural areas experience more setbacks than their peers. Being cut off from the meals and learning resources available to them during the school year means the long summer break amounts to a “time out” from the learning opportunities they need to mature and flourish, not only as learners

but as young people navigating the world around them. The National Summer Learning Association (NSLA) works to ensure every young person in America, regardless of their background, zip code or income, can access and participate in life-changing experiences every summer.

Since 2016, iHeartMedia and NSLA have joined forces on a national public service campaign to promote the importance of summer learning and fun. Through a multi-platform awareness campaign, including its first-ever National Summer Learning

Week, iHeartMedia aired NSLA Public Service Announcements voiced by Dr. Steve Perry – one of the most sought after educators in America – across its more than 850 radio stations nationwide during the month of July. The PSAs highlighted the importance of keeping all kids learning, safe and healthy every summer as well as promoting affordable, quality summer enrichment options for all families. All efforts drove listeners to smartersummers.org for free educational resources.



Kids grow up quickly and the important transitional times of their lives like summers have the chance to make a positive impact that is both immediate and lasting. Educators and policymakers would be wise to ensure all students, not just a few, receive high quality, hands on summer learning experiences. iHeartMedia has played a tremendous role in amplifying the essential role summers play in the healthy development and well-being for every young person in America – for that, NSLA is immensely grateful.”

AARON DWORKIN

NATIONAL SUMMER LEARNING ASSOCIATION CEO



CAMPAIGN IMPACT

\$40,000

Awarded to 4 Exceptional Summer Programs That Were Honored With the 2019 New York Life Foundation's Excellence in Summer Learning Award and the Inaugural Lands' End Love Learning Award

3.5 BILLION

Reached in Media News Stories on Summer Learning Tracked by NSLA

98,882

Youth Celebrated National Summer Learning Week Across 611 Events and in 38 States

6.6 MILLION

Reached on Twitter With NSLA's Hashtag #SummerLearningWeek

ABOUT

NATIONAL SUMMER LEARNING ASSOCIATION

summerlearning.org

The National Summer Learning Association (NSLA) is the only national nonprofit exclusively focused on closing the achievement and opportunity gaps by increasing access to high-quality summer learning opportunities. NSLA recognizes and disseminates what works in summer learning, advances effective policies and research around summer learning, and empowers key community stakeholders to embrace summer learning as a solution for equity and excellence in education.

CAMPAIGN SNAPSHOT

7/04/19 – 7/26/19

Dates Running

812

iHeartMedia Stations

77,572,200

Media Impressions

THE CHILD MIND INSTITUTE

In the wake of a traumatic event, providing support and reassurance can make children feel safe, help them manage their fears, guide them through grief and help them recover in a healthy way. Following the tragic mass shootings in El Paso, Texas and Dayton, Ohio, iHeartMedia enlisted the help of the Child Mind Institute – a national nonprofit dedicated to transforming the lives of children affected by mental health disorders.

iHeart worked with the Child Mind Institute to give listeners the tools for talking to children of different ages about upsetting news. A newly produced PSA directed listeners to the Child Mind Institute's evidence-based resources offering simple tips from clinicians on what to expect, what to do and what to look out for when helping children following a disturbing event. Additionally, radio stations across the country broadcast interviews with Child Mind Institute clinicians, including

Dr. Harold S. Koplewicz, the founding president of the Child Mind Institute, to offer timely advice to help kids cope in the healthiest possible way following the shootings.

iHeart also helped secure participation from leading musicians, like Weezer, to participate in the organization's annual mental health public awareness campaign, #MyYoungerSelf.



The Child Mind Institute is grateful to iHeartMedia for helping us reach millions of American families with mental health resources and support. They are always willing to use their platform to advocate, educate and inform around this issue that touches every one of us. We can count on our friends at iHeart to join us in transforming the lives of children struggling with mental health and learning disorders."

HAROLD S. KOPLEWICZ

MD, THE CHILD MIND INSTITUTE PRESIDENT



ABOUT

THE CHILD MIND INSTITUTE

childmind.org

The Child Mind Institute is an independent, national nonprofit dedicated to transforming the lives of children and families struggling with mental health and learning disorders. Our teams work every day to deliver the highest standards of care, advance the science of the developing brain and empower parents, professionals and policymakers to support children when and where they need it most. Together with our supporters, we're helping children reach their full potential in school and in life. We share all of our resources freely and do not accept any funding from the pharmaceutical industry.

CAMPAIGN SNAPSHOT

8/07/19 – 8/21/19

Dates Running

812

iHeartMedia Stations

50,193,400

Media Impressions



GLOBAL CITIZEN

Global Citizens take action to eliminate extreme poverty and reduce global inequality. Each year, Global Citizen Festival brings together music fans and activists to spread awareness and help advocate for the changes that are necessary to meet the United Nations' Sustainable Development Goals by 2030. For the eighth consecutive year, iHeartMedia broadcast the Festival live across its radio stations nationwide and streamed the event digitally on iHeartRadio.

In 2019, iHeartMedia was the presenting media partner alongside MSNBC and Comcast NBCUniversal of the Global Citizen Festival and played an instrumental role in promoting the event both in New York City and across the U.S. leading up to the event through on-air and digital PSAs as well as ticket giveaways and contesting.

Queen + Adam Lambert, Pharrell Williams, Alicia Keys, OneRepublic, H.E.R. and Carole King headlined the 2019 Global Citizen Festival, a free-ticketed event on the Great Lawn in Central Park in

New York City on Saturday, September 28, 2019. iHeartMedia broadcast the festival live from Central Park on over 150 radio stations across the U.S. and streamed it on the iHeartRadio app.

Since the first Global Citizen Festival in New York in 2012, Global Citizen has grown into one of the largest, most visible platforms for people around the world calling on world leaders to honor their responsibilities in achieving the United Nations' Sustainable Development Goals and ending extreme poverty by 2030. Global Citizens have generated commitments and policy announcements from leaders valued at over \$50 billion that are set to affect the lives of more than 2.25 billion people.

2019 was a critical year for the movement to end extreme poverty, and this year marks the ten-year countdown to achieve the United Nations' Sustainable Development Goals; the blueprint to achieve an equitable future for all.





CAMPAIGN IMPACT

\$1 BILLION

In Global
Commitments

7.6 MILLION

Lives Set to
Be Affected

1.08 MILLION

Actions Taken

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 50M monthly content engagements across all digital platforms, 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, have resulted in commitments and policy announcements from leaders valued at over \$50 billion, affecting the lives of more than 880 million people.

CAMPAIGN SNAPSHOT

6/30/19 – 9/28/19

Dates Running

833

iHeartMedia Stations

225,787,000

Media Impressions

PROSTATE CANCER FOUNDATION

1 in 9 U.S. men will be diagnosed with prostate cancer in their lifetime. For African American men, this figure is 1 in 7. Prostate cancer is also a family issue – it is estimated that more than 57% of disease risk is due to genetics. At the same time, prostate cancer is 100% treatable if detected early. For the fourth consecutive year, iHeartMedia launched a public service campaign in conjunction with the Prostate Cancer Foundation (PCF) and in support of Prostate Cancer Awareness Month during September to help raise awareness of the importance of screening, early detection and being informed.

The Prostate Cancer Foundation is the world's leading philanthropic organization funding and accelerating prostate cancer research. iHeartMedia has been a longtime supporter of PCF to broaden public awareness of the fight against prostate cancer and to help inspire, energize and accelerate actions that lead to greater awareness, new therapies and fewer deaths from prostate cancer.

In 2019, iHeartMedia created and aired targeted radio PSAs that addressed specific issues and risk factors of varying demographics, including the unique prostate cancer issues facing African

Americans. The spots explored how family history, genetics and lifestyle factors like smoking and diet increase a person's chances of developing prostate cancer; addressed the fact that African American men are over 75% more likely to get prostate cancer and over two times more likely to die from it; and encouraged female listeners to talk to the men they love about getting screened. All the spots drove listeners to PCF.org to learn more and download a free exercise and nutrition guide, giving them actionable information to live a healthier life.



We are grateful for the continued support of iHeartRadio. Our work together is making a difference as we extend PCF's mission to millions of families with important information about prostate cancer and the latest resources available to men and their families."

JONATHAN SIMONS

MD, THE PROSTATE CANCER FOUNDATION PRESIDENT AND CEO



CAMPAIGN IMPACT

+\$230,000

Raised for Prostate Cancer Research Including 591 First Time Donations From New Constituents

+12,500

Distributed Printed and Downloaded Copies of the Prostate Cancer Patient Guide

DOUBLED

Year Over Year September Web Traffic to pcf.org

ABOUT

THE 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 raised more than \$840 million in support of cutting-edge research by more than 2,200 research projects at 220 leading cancer centers in 22 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% and countless more men are alive today as a result. PCF research now impacts more than 73 forms of human cancer by focusing on immunotherapy, the microbiome, and food as medicine.

CAMPAIGN SNAPSHOT

9/01/19 – 9/30/19

Dates Running

262

iHeartMedia Stations

43,359,900

Media Impressions

SEPTEMBER 11 NATIONAL DAY OF SERVICE AND REMEMBRANCE

2019 marked the 18th anniversary of the 9/11 attacks, and for the ninth consecutive year iHeartRadio inspired listeners nationwide to participate in the September 11 National Day of Service and Remembrance ("911day.org"). This annual nationwide campaign encourages Americans to observe the anniversary of the September 11, 2001 terrorist attacks as a national day of unity and service, inviting listeners to pay tribute to those lost and injured, and the many who rose in service, by performing simple good deeds that help those in need.

The 2019 campaign featured a compelling group of energized youth ambassadors – some of whom were children born on September 11, 2001 – to prompt all Americans to participate in the 9/11 Day observance.

A total of 13,238 children were born in the U.S. on September 11, 2001, according to the Division of Vital Statistics, National Center for Health Statistics.

To support 9/11 Day, iHeartMedia launched a large-scale national and local on-air PSA campaign, encouraging listeners

to participate in their own communities by volunteering or donating to charities of their choice, or by simply making a voluntary pledge to perform good deeds that help people and communities in need.

All of iHeartMedia's radio stations ran a powerful and inspiring "Born on 9/11" radio PSA that featured Hillary O'Neill from Norwalk, CT – a young woman born on September 11, 2001. In addition to asking listeners to engage in acts of service, the PSA drove those listening to 911day.org for more information and to access age-appropriate lesson plans along with videos, photos and teaching guides to help parents and teachers explain the events of 9/11 and its aftermath to children in non-threatening ways and involve them in 9/11 Day and community service.

Lastly, iHeartMedia radio stations in eight cities helped promote, and in some cases participated in, local 9/11 Day volunteer service projects that mobilized nearly 10,000 volunteers and generated over 3.1 million non-perishable meals to support hunger relief in these communities. Among those participating were stations in Los Angeles, San Francisco, Phoenix, New York City, Dallas, Atlanta, Chicago and St. Louis.



Over the past nine years, the extraordinary support we've received from iHeartRadio and its stations has literally transformed the way Americans see and observe the anniversary of 9/11. Today millions of people remember and pay tribute by volunteering, supporting charities and engaging in other good deeds."

DAVID PAINE

PRESIDENT AND CO-FOUNDER OF
9/11 DAY



CAMPAIGN IMPACT

+30 MILLION

People Have
Performed Simple
Good Deeds in
Remembrance of the
Victims of Terrorism on
9/11 to Date

+3.1 MILLION

Non-Perishable
Goods were packed
by 10,000 Volunteers
in 2019

9/11 DAY

Has Grown to Become
the Nation's Largest
Day of Charitable
Service in the U.S.

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 and others who rose in service in response to the attacks, 9/11 Day became a federally-designated 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 Day of Service in American history. Today, tens of millions of Americans observe 9/11 Day with unity and charitable service.

CAMPAIGN SNAPSHOT

8/28/19 – 9/11/19

Dates Running

811

iHeartMedia Stations

49,346,200

Media Impressions

#TALKTOME

A recent study by Shatterproof found that 75% of all people who are impacted by substance misuse are in the workforce, and the estimated yearly economic impact of substance abuse in the workplace is over \$442 billion. While corporate initiatives, community efforts, federal and state spending and resources to combat the opioid epidemic have been on the rise, the stigma of opioid addiction remains one of the biggest obstacles to true progress in combating it. Recent studies have found that stigma is among the most commonly cited barriers to substance abuse treatment.

In response to the nation's opioid epidemic, the National Opioid Action Coalition (NOAC), formed by Fors Marsh

Group (FMG), iHeartMedia and WPP in 2018, launched #TalkToMe – a science-based public awareness initiative that unites the public and private sectors with pop culture influencers to reduce stigma as a barrier to opioid use disorder prevention, treatment and recovery.

Launched during National Recovery Month in September, #TalkToMe was an invitation for people to initiate a conversation with a friend or loved one about opioid misuse; for people in recovery to share their stories; and for everyone to learn how to talk about opioid use disorder. The goal was to make it easier for families, communities and workplaces to have the kind of honest, compassionate conversations that will

help reduce the stigma that prevents effective treatment and lasting recovery.

As part of the #TalkToMe movement, iHeartMedia aired a series of #TalkToMe vignettes across its 850+ radio stations for the entire month of September that were focused on the opportunity to change the narrative and tone around opioid use disorder, encouraged conversation and invited listeners to join the movement to break the stigma in America. The radio spots featured on-air personalities and musicians across a variety of genres including Mötley Crüe bassist Nikki Sixx, Macklemore, Camila Cabello, Dan + Shay, Papa Roach, The Band Perry, Jason Wahler and Wells Adams.



Addressing a crisis of this magnitude requires everyone who has a stake to be part of the solution – especially the business community. The people who are impacted by America's opioid epidemic are our employees, our colleagues and our peers. Initiatives like #TalkToMe are critical to reducing stigma and fighting this unprecedented public health crisis.”

CAROLYN CAWLEY

PRESIDENT OF THE U.S. CHAMBER FOUNDATION



CAMPAIGN IMPACT

40,000

Messages Nationally Delivering
About 65mm Impressions

ABOUT

NOAC

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.

CAMPAIGN SNAPSHOT

1/23/19 -1/31/19

Dates Running

557

iHeartMedia Stations

85MM+ MILLION

Media Impressions

T-MOBILE CHANGEMAKER CHALLENGE

In 2019, iHeartMedia teamed up with T-Mobile for its second annual Changemaker Challenge to inspire youth activism and to help give today's youth the tools and resources to change the world for good. The T-Mobile Changemaker Challenge was a nationwide search focused on finding and supporting trailblazing teens and young adults with big ideas that will create positive, long-lasting change in their communities.

During the month of July, iHeartMedia aired a series of PSAs to help recruit submissions from youth teams between

the ages of 13 and 23 from across the country. Thirty winning teams were sent to the T-Mobile headquarters in Seattle to kickstart their projects at a two-day intensive Changemaker Lab. Winners also received in-depth mentorship, training and support to turn their revolutionary ideas into reality. The top six CEO picks then returned to T-Mobile headquarters for additional mentorship and to help get their projects launched.

The winning 2019 project ideas ranged from apps to robots to political advocacy groups, and offered solutions around

topics ranging from mental health to bee colony collapse, flood warning systems and gun violence prevention. Several proposals focused on better integrating science, technology, engineering and math instruction (STEM) into U.S. classrooms and prioritizing greater diversity and equity within the tech industry.



When I was diagnosed with autism at age 14, stereotypes led me to believe that I was broken. Like many others on the spectrum, that led to anxiety, depression and low self esteem. After years of being ashamed of who I was, I finally knew that I never needed to be fixed; I just needed to be heard. I started Social Cipher to make sure that every young autistic person finds that truth. Our video games give players a safe place to apply and understand social skills, while also learning to advocate for themselves through characters that represent them.”

AVA

2019 CHANGEMAKER CHALLENGE WINNER

2019

HANGEMAKE CHALLENGE

WINNERS



CAMPAIGN IMPACT



Increase Over Last Year's
Total Submissions

ABOUT

T-MOBILE CHANGEMAKER CHALLENGE

t-mobile.com

The T-Mobile Foundation is committed to changing the world for good. The Foundation advances positive change in our communities by supporting causes that focus on youth development, and by providing opportunities for T-Mobile employees to engage in causes that benefit the communities where they live and work. The T-Mobile Foundation, created and funded by T-Mobile US, Inc., is recognized by the IRS as a Section 501(c)(3) private foundation.

CAMPAIGN SNAPSHOT

8/17/19 – 9/23/19

Dates Running

295

iHeartMedia Stations

25,447,800

Media 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 third year, iHeartMedia expanded its efforts by launching an on-air PSA campaign across stations to encourage listeners to go purple and unite against the bullying of LGBTQ youth. iHeartRadio also promoted Spirit Day on Instagram, Facebook and Twitter, sharing the organization's goal of preventing the bullying of LGBTQ youth.

In honor of the day of awareness, nationally-recognized Z100 personality Elvis Duran shared words of encouragement on-air and online to those wanting to come out despite facing discrimination over their identities. He emphasized the importance of having a circle of support to help live authentically. Elvis continues to be a driving force in helping to overcome bullying of LGBTQ youth and promoting acceptance for all people.



LGBTQ youth face disproportionate rates of bullying than their straight and cis counterparts. That's why it's so important that we have partners like iHeartMedia who are proudly standing in solidarity with LGBTQ youth and helping to send messages of solidarity and acceptance. Together, we can create a better world for young people, especially LGBTQ young people, everywhere."

MATHEW LASKY

DIRECTOR OF COMMUNICATIONS FOR GLAAD



CAMPAIGN IMPACT

+1.7 BILLION

Social Impressions
for #SpiritDay

+364,000

Engagement on
Social Media

+573 MILLION

Reach on
Social Media

+11,000

Number of Signatures
on Spirit Day Pledge

+400

Number of Influencers
Who Participated

+1.8 MILLION

Likes on Instagram

ABOUT

GLAAD

glaad.org

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

CAMPAIGN SNAPSHOT

10/11/19 – 10/18/19

Dates Running

517

iHeartMedia Stations

13,825,809

Media Impressions

COVENANT HOUSE

More than 4.2 million young adults experience a form of homelessness every year. From couch surfing to living on the streets, youth homelessness is increasing at alarming rates. For the last three years, people across the country have participated in the Covenant House's Sleep Out America, giving up the warmth of their beds and the comfort of their homes to spend a night sleeping outside as an act of solidarity.

Funds raised through Sleep Out America directly benefit Covenant House, an international nonprofit that provides youth with housing and supportive services so that young homeless people can transform their lives and get on a path to independence.

In 2019, iHeartMedia teamed up with Covenant House to bring awareness to the millions of young people facing homelessness and to promote the 19 Sleep Outs in Covenant House throughout November. The campaign also aimed to solicit virtual participants who could Sleep Out in their own community in support of young people facing homelessness across the U.S.

Additionally, New York City's Z100 participated in the Covenant House Sleep Out at the iconic Yankee Stadium and helped kick off a nationwide week of advocacy. Leading up to the event, all iHeartMedia NYC stations promoted the events through on-air PSAs and a series of interviews with Covenant House leaders.





CAMPAIGN IMPACT

\$1.8 MILLION

Raised for Youth Overcoming Homelessness by Covenant House's NYC Sleep Out in Yankee Stadium

\$10.9 MILLION

Raised by Sleep Out and Sleep Out America, Directly Benefiting the 2,000+ Young People Who Sleep in a Covenant House Bed Each Night

ABOUT

COVENANT HOUSE

covenanthouse.org

For more than four decades, Covenant House has helped transform and save the lives of more than a million homeless, runaway and trafficked young people. We offer housing and support services to young people in need – currently reaching 74,000 youth every year.

CAMPAIGN SNAPSHOT

11/08/19 – 11/25/19

Dates Running

809

iHeartMedia Stations

590,097,000

Media Impressions

AMEX SMALL BUSINESS SATURDAY

According to the 2019 Small Business Saturday Consumer Insights Survey, 97% of consumers who shopped on Small Business Saturday agree that small businesses are essential to their community and 95% reported the day makes them want to shop or eat at small, independently-owned businesses all year long, not just during the holiday season. Small Business Saturday has become an important part of how many small businesses launch their busiest shopping season.

For the 10th consecutive year, iHeartMedia played a major role in American Express' national initiative to encourage consumers to shop locally as they kick off the holiday shopping season. Saturday, November 30, 2019 marked the 10th annual Small Business Saturday – a day to celebrate and support small businesses and all they do for their communities. Created by American Express, Small Business Saturday brings attention to the local businesses that create jobs, boost the economy and preserve neighborhoods around the country.

In November, iHeartMedia aired PSAs leading up to Small Business Saturday encouraging listeners to support their local communities and shop at a small business. The PSAs included a series of messages from select public officials as well as customized local stories that celebrated individual community merchants.



CAMPAIGN IMPACT

\$19.6 BILLION

In Reported Spending for
the 10th Annual Small
Business Saturday



Increase Over Last Year's
Total Submissions

110 MILLION

Shoppers Up From 2018

ABOUT

SMALL BUSINESS SATURDAY

ShopSmall.com

November 30, 2019 was the tenth 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. Learn more at and connect with us on ShopSmall.com.

CAMPAIGN SNAPSHOT

11/18/19 – 11/30/19

Dates Running

812

iHeartMedia Stations

76,861,100

Media Impressions

MUSICIANS ON CALL

Many studies show that music in hospitals can be seen to have social, emotional, therapeutic or educational benefits for patients, especially for children. Musicians On Call (MOC) is the nation's leading provider of live music in hospitals. For over 20 years MOC has brought live and recorded music to the bedsides of patients in healthcare facilities ranging from children's hospitals to adult facilities, VA hospitals and hospices.

In 2019, Aflac and iHeartMedia teamed up to share music and holiday cheer with children being treated at pediatric cancer

hospitals through the iHeartRadio Jingle Ball Tour. In Atlanta, popular boy band Why Don't We provided young patients and families at the Aflac Cancer and Blood Disorders Center of Children's Healthcare of Atlanta with an intimate acoustic performance. In Washington, D.C., award-winning country music stars Dan + Shay engaged patients and families with a special music set at Children's National Hospital.

In addition to hosting an exclusive concert for pediatric cancer patients who were unable to leave the hospital in Atlanta

and Washington, D.C., throughout the iHeartRadio Jingle Ball Tour there were a number of unique Aflac-branded activations including backstage moments, a co-branded editorial series, customized iHeartRadio playlists and more.



Musicians On Call has been a proud partner of iHeartMedia for decades and it's always a pleasure to team up with Aflac to deliver the healing power of music to patients who need it most. It's incredible to see reactions from brave pediatric patients when they are surprised with exclusive performances from chart-topping artists like Why Don't We and Dan and Shay. It's because of the support of iHeart and Aflac that we can continue to make a difference in the lives of patients, families and caregivers."

PETE GRIFFIN

PRESIDENT & CEO OF MUSICIANS ON CALL



CAMPAIGN IMPACT

2400

Reached on MOC Socials

ABOUT

MUSICIANS ON CALL

musiciansoncall.org

Musicians On Call (MOC) is the nation's leading provider of live music in hospitals. For over 20 years MOC has brought live and recorded music to the bedsides of patients in healthcare facilities ranging from children's hospitals to adult facilities, VA hospitals and hospices. MOC has a vision of a world filled with the healing power of music and continues to expand its Virtual Bedside Performance Program and Music Pharmacy to serve the populations most in need during this pandemic, including hospital patients who are undergoing visitor restrictions, caregivers serving their communities on the frontlines and elderly or at-risk individuals who must remain at home. MOC supporters over the years include Bruce Springsteen, Kelly Clarkson, Luke Bryan, Sia, Keith Urban, Jason Derulo, Blake Shelton, Ed Sheeran, Reba McEntire, James Taylor, Gavin DeGraw, Darius Rucker, Pharrell, Amos Lee, Nick Jonas, Camila Cabello, Kelsea Ballerini, Charles Esten and many more. For more information on how Musicians On Call is delivering the healing power of music, visit www.musiciansoncall.org.

THE RYAN SEACREST FOUNDATION

According to the Connecticut Hospital Association, each year more than three million children are hospitalized in the United States.

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

The Ryan Seacrest Foundation builds broadcast media centers, named

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

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.

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



The Ryan Seacrest Foundation is thankful for its long-standing partnership with iHeartMedia and honored to have been the beneficiary of the 2019 Jingle Ball Tour. With iHeart's incredible support, our foundation has now built 10 Seacrest Studios in children's hospitals across the United States– with a new studio scheduled to open in Orlando later this year! From national to localized support, RSF has found a true partner in iHeartMedia!"

MEREDITH SEACREST

EXECUTIVE DIRECTOR AND COO, RYAN SEACREST FOUNDATION



CAMPAIGN IMPACT

\$1.4 MILLION

Raised in the Past Seven Years

+\$57,000

iHeartMedia Helped Raised
for the Foundation Through
a Variety of Online Fundraising
Platforms in 2019 Alone

\$113,000

Raised in Cash Donations
Through the 2019
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.

THE LUPUS RESEARCH ALLIANCE

Hundreds of thousands of Americans are estimated to have lupus, 90% of whom are women. Lupus disproportionately affects people of color and is most often diagnosed between the ages of 15 and 44. iHeartMedia has been a longtime supporter of the Lupus Research Alliance and a champion of Walk with Us to Cure Lupus, the organization's national fundraising program.

Lupus is an autoimmune disease in which your immune system attacks healthy cells by mistake and can damage many parts of the body. There is no known cure for lupus, but available treatments can help.

The Lupus Research Alliance is the largest private sector organization dedicated to advancing lupus research. Through the Lupus Research Alliance Walk with Us to Cure Lupus program, thousands of community members come together to raise money to fund innovative research programs that will help lead to new treatments for the disease and one day a cure.

For the past eight years, iHeartMedia radio stations nationwide have helped bring awareness for the disease through on-air media support, and heavily support annual Walk with Us events in many markets. In 2019, multiple iHeartMedia radio stations in Florida, California,

Massachusetts, Illinois, Texas, New York and Maryland participated in the live events, providing music and entertainment at the walks and coverage on-air.

Additionally, iHeartMedia helps the Lupus Research Alliance fundraise every year by providing VIP tickets to events such as the iHeartRadio Jingle Ball Tour and iHeartRadio Music Festival for the Alliance's donors.



iHeartMedia has been a tremendous partner for the lupus community, and we deeply appreciate their generosity. Their support greatly boosts awareness for lupus, encouraging people to talk to their doctor about possible signs of the disease and helping raise funds for the most promising research."

KENNETH FARBER

LUPUS RESEARCH ALLIANCE PRESIDENT AND CEO



CAMPAIGN IMPACT

\$2.4 MILLION

Raised in 2019

\$20 MILLION

iHeartMedia Has Helped
Raised Over the Last 10 Years

ABOUT

LUPUS RESEARCH ALLIANCE

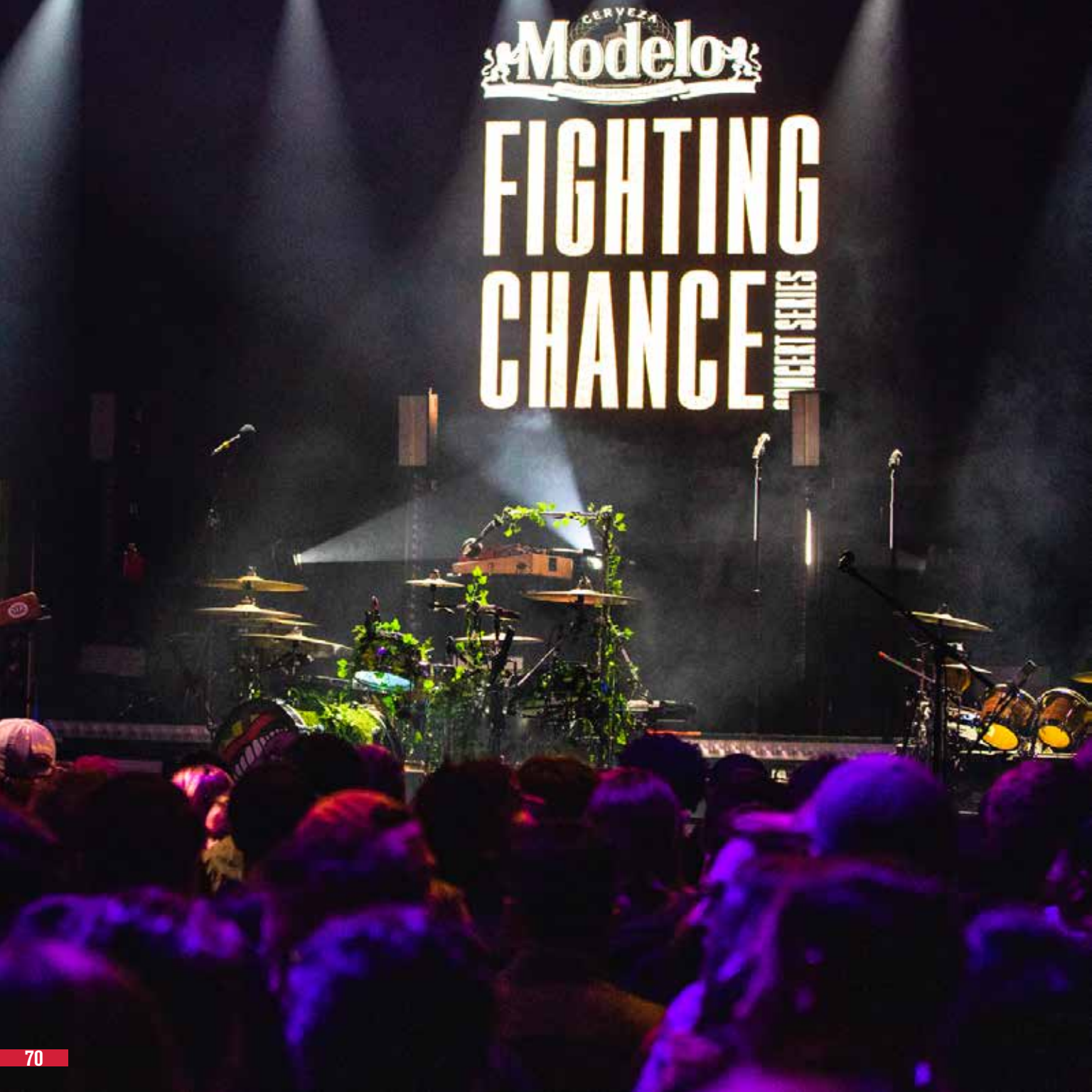
Lupusresearch.org

The Lupus Research Alliance aims to transform treatment while advancing toward a cure by funding the most innovative lupus research in the world. The organization's stringent peer review grant process fosters diverse scientific talent who are driving discovery toward better diagnostics, improved treatments and ultimately a cure for lupus. Because the Lupus Research Alliance's Board of Directors fund all administrative and fundraising costs, 100% of all donations goes to support lupus research programs.

CERVEZA
Modelo

FIGHTING CHANGE

CONCERT SERIES



iHeartMedia has helped shape the way in which media interacts, educates and connects with the public. Each year iHeartMedia makes a company-wide commitment beyond media or financial support to address a specific issue or cause, and in 2019, the company reacted to a number of timely and relevant concerns.

In 2019, iHeartMedia further invested in helping to combat the national opioid epidemic through its founding of The National Opioid Action Coalition as well as by promoting safe and local prescription drop-off locations with the DEA.

Additionally, iHeartMedia forged a relationship with the innovative nonprofit GreenLight Fund and together they are working to bring proven programs to iHeart cities where they are needed most.

The company also continued to address the national veteran unemployment crisis with the largest public service campaign in its

history – iHeartRadio Show Your Stripes, which helps returning veterans find jobs -- and continued its deep commitment to the health and wellbeing of veterans through iHeartCountry One Night For Our Military Concert, which was an opportunity to celebrate our service members while bringing attention to the high prevalence of diabetes among the military population.

iHeart remains committed to cultivating and fostering diversity at every level of our company to ensure that we reflect our broad and diverse audiences across the many communities in which we live and work and launched national and local programs celebrating women, members of the LGBTQ+ community, Hispanics, refugees and immigrants.

In addition, iHeartMedia granted holiday wishes for hundreds of families in local communities across America through its 11th annual “Granting Your Christmas Wish” program.

2019 SPECIAL PROJECTS

GREENLIGHT FUND

In the United States, 43% of children currently live in households considered low-income. At the same time, social entrepreneurs are developing innovative, proven approaches to help address social challenges and create opportunities for children and families to thrive. The GreenLight Fund partners with communities to bring innovative, proven programs that best address communities' unmet needs in order to achieve measurable impact.

The GreenLight Fund was founded in Boston in 2004 and is now in nine sites (Atlanta, Boston, Charlotte, Cincinnati, Detroit, Kansas City, Philadelphia, San Francisco Bay Area and the Twin Cities) across the country. In each city, in collaboration with the local community, the organization builds local infrastructure and a consistent annual process to

identify critical unmet needs, invests in the replication of proven, results-oriented programs for the city to address those needs, and galvanizes local support to help the selected programs reach and sustain measurable impact in the community.

In 2019, iHeartMedia made an annual media commitment to support new and existing GreenLight Fund sites that are each working to bring proven programs to cities where they are needed in order to create opportunities for lasting change for children, youth and families. To kick off the partnership, iHeart launched media campaigns in San Francisco, Charlotte and Boston. 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, local stations highlighted GreenLight's selection of ParentChild+, an early literacy, parental engagement and school readiness model that prepares children for success in pre-K and beyond. This program was selected to address the low rates of third grade literacy in Charlotte-Mecklenberg schools and is already making an impact in Charlotte.

In Boston, local stations provided an on-air and digital media platform for announcing GreenLight's selection of Per Scholas, a workforce development solution. Per Scholas provides technical skills training and job search support for motivated adults who have aged out of traditional programs. The media coverage helped attract many students for the first classes held in Boston. 70% of Per Scholas's graduates are employed within four months of graduation.



The national partnership with iHeartMedia is a tremendous opportunity to showcase the work of the impactful organizations we've brought to our cities. It gives them a platform to raise awareness, attract participants and build support for the important work they are doing to break down barriers and open up opportunities for children and families. We look forward to rolling this out across all of our cities in the coming year."

MARGARET HALL

GREENLIGHT FUND CEO AND CO-FOUNDER



CAMPAIGN IMPACT

110,000

Children and Families Across Greenlight's Cities With Their Innovative, Replicable and Effective Programs Were Reached by Greenlight's 27 Portfolio Organizations in 2019.

These Programs Address a Wide Variety of Issues Including Early Childhood Literacy, College Access and Persistence, Teacher Effectiveness, Poor Health Outcomes, Family Income and Asset-Building, and Youth Aging Out of Foster Care.

ABOUT

THE GREENLIGHT FUND

greenlightfund.org

The GreenLight Fund helps transform the lives of children, youth and families in high-poverty urban areas by creating local infrastructure and a consistent annual process to: Identify critical needs Import innovative, entrepreneurial programs that can have a significant, measurable impact, and Galvanize local support to help programs reach and sustain impact in the new city.

DEA

THE U.S. DRUG ENFORCEMENT ADMINISTRATION NATIONAL PRESCRIPTION DRUG TAKE BACK DAY

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. Providing individuals with a secure and convenient way to dispose of medications provides an opportunity for Americans to prevent drug addiction and overdose deaths.

For the last several years, iHeartMedia has helped inform its listeners of the more than

6,036 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 two campaigns during April and October, which yielded the disposal of 910 tons of unused drugs.

Now in its 10th year, the National Prescription Drug Take Back Day initiative continues to remove high amounts of opioids and other medicines from homes, where they are vulnerable to misuse,

theft or abuse by family members and visitors, including children and teens. iHeart radio stations across the country helped promote both National Take Back Days in 2019 by airing a series of PSAs nationally and contributing more than 100 million impressions in one week.

Since the first National Prescription Drug Take Back Day, DEA has collected more than 11 million pounds of medication.



The results of our most recent Take Back Day clearly demonstrate a need for this initiative as a tool in the fight against America's opioid crisis. The success of this event is a direct reflection of DEA's commitment to prevent drug addiction and overdose deaths in the U.S. Together, we are all helping to make a difference to keep our friends and families safe."

UTTAM DHILLON

FORMER ACTING ADMINISTRATOR OF THE DRUG ENFORCEMENT ADMINISTRATION AND NEW INTERPOL WASHINGTON DIRECTOR



CAMPAIGN IMPACT

9,865

Total Law
Enforcement Participation

1,820,362 LB

Total Weight Collected
(910 Tons)

12,432

Total Collection Sites

ABOUT

THE U.S. DRUG ENFORCEMENT ADMINISTRATION (DEA) NATIONAL PRESCRIPTION DRUG TAKE-BACK DAY

deatakeback.com

The mission of the Drug Enforcement Administration (DEA) is to enforce the controlled substances laws and regulations of the United States and bring to the criminal and civil justice system of the United States, or any other competent jurisdiction, those organizations and principal members of organizations, involved in the growing, manufacture, or distribution of controlled substances appearing in or destined for illicit traffic in the United States; and to recommend and support nonenforcement programs aimed at reducing the availability of illicit controlled substances on the domestic and international markets.

CAMPAIGN SNAPSHOT

4/17/19 – 10/26/19

Dates Running

810

iHeartMedia Stations

254,841,629

Media Impressions

NOAC

NATIONAL OPIOID ACTION COALITION

Every 11 minutes someone in the United States dies from an opioid overdose; one out of every four families has a loved one struggling with an opioid addiction. Opioid overdoses are the number one leading cause of death for the U.S. population under the age of 50.

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

NOAC aims to help support local, state and federal opioid misuse and addiction prevention, treatment and recovery efforts

by elevating the conversation around 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, and which provides free access to online resources including a treatment locator for people seeking assistance.

Additionally, iHeartMedia launched multiple initiatives around National Recovery Month. The campaign 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, Camilla 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 to use and deploy its #TalkToMe creative to help combat substance use disorder and addiction stigma and 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.



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 OF IHEARTMEDIA, INC.



ABOUT

NOAC

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.

IHEARTCOUNTRY ONE NIGHT FOR OUR MILITARY CONCERT

According to the most recent census there are over 18 million military veterans living in America. One out of every 10 Americans is living with diabetes. Additionally, nearly 25% of the Veterans Affairs patient population is living with this chronic condition. For National Diabetes Awareness Month, iHeartMedia again partnered with Roche Diabetes Care for the second annual iHeartCountry One Night For Our Military concert on November 7, at the Country Music Hall of Fame in Nashville.

In recognition of National Diabetes Month, and the one in four U.S. veterans living with the chronic condition, the exclusive event included performances by Jason Aldean, Kelsea Ballerini and the evening's host, Scotty McCreery. The private event was filled with American heroes from across the nation, and the performance was broadcast across iHeartRadio's Country stations nationwide and livestreamed exclusively on LiveXLive.com on Veterans Day, Monday, November 11.

iHeartCountry One Night For Our Military Concert is a natural extension of iHeart's deep commitment to U.S. military and an opportunity to celebrate our service members while bringing attention to the high prevalence of diabetes among the military population.



With diabetes on the rise and affecting nearly 25% of the VA's patient population, this sponsorship fits our mission of helping people with diabetes live more active and unrestricted lives. The iHeartCountry One Night For Our Military partnership allows us to celebrate our servicemen and women while simultaneously raising much-needed awareness about diabetes among the military population."

MATT LOGAN

VICE PRESIDENT OF MARKETING, ROCHE DIABETES CARE



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COUNTRY
ONE NIGHT FOR OUR
MILITARY
PRESENTED BY
Roche

iHeart
RADIO

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IHEARTRADIO SHOW YOUR STRIPES

According to the U.S. Bureau of Labor Statistics, the veteran unemployment rate for the calendar year of 2019 was 3.1%, which is the lowest annual veteran unemployment rate since 2000.

This is a decline from last year's veteran unemployment rate of 3.5%. While this a great improvement over previous years, there are still millions of veterans entering a period of unemployment upon transition.

Now in its eighth year, iHeartRadio Show Your Stripes remains committed to addressing veteran unemployment and employment retention – encouraging businesses to hire and retain skilled veterans.

iHeartRadio Show Your Stripes – with the tagline “Hire Smart – Hire Vets” – is iHeartMedia's long-term effort to help guide veterans back into civilian life by highlighting their valuable training and experience. Since the program's launch, iHeartMedia has invested well over \$180 million in radio, digital and out-of-home resources to highlight

the skills brought home by returning servicemen and women and their value to employers in the workplace – making iHeartRadio Show Your Stripes the largest and longest-running public service program in the company's history.

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

In 2018, iHeartMedia reinvented the successful showyourstripes.org – a centralized, easy-to-use destination for veterans, businesses and supporters.

The new and improved website was launched in partnership with Career One Stop, the flagship career, training and job search website for the U.S. Department of Labor and provides veteran users with access to military-friendly jobs while also easily directing them to physical American Job Centers. The Job Centers offer free one-on-one counseling, job search workshops, free computer access and more. Additionally, the website features the most relevant and timely resources to help veterans successfully transition into the civilian workforce.

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

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

COL. DAVID SUTHERLAND

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



CAMPAIGN IMPACT

+4,000

Participating Local and National Businesses Have Joined the Show Your Stripes Alliance Including Coca Cola, Wal-Mart, Target, GE and FedEx

+200,000

Job Applications Have Been Submitted to a Wide Variety of Companies Directly Through showyourstripes.org

3.5%

The Jobless Rate for All Veterans Since the Launch of Show Your Stripes, an 18-Year Low in 2018. From Its Peak at 9.9% in 2011

~2.5 MILLION

Public Service Announcements Have Aired on iHeartMedia Radio Stations Nationally

28+ MILLION

Billboard Displays Have Featured the Program Message Since Launch

+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

ABOUT

IHEARTRADIO SHOW YOUR STRIPES

showyourstripes.org

INTERNATIONAL WOMEN'S DAY

International Women's Day (March 8) is a global day celebrating the social, economic, cultural and political achievements of women. The day also marks a call to action for accelerating women's equality. International Women's Day (IWD) has occurred for well over a century.

Every year, iHeartMedia looks for unique opportunities to honor the amazing achievements of women in the workplace with our brands, partners and markets across the U.S. during International Women's Day. In the week leading up to March 8, iHeart honored the 2019 International Women's Day theme of #BalanceforBetter, which focused on the important role that gender balance plays in driving a more productive world.

Beginning Monday, March 4 and running through the evening of Friday, March 8, more than 850 iHeartMedia radio stations and on-air personalities launched a collaborative effort both on-air and online featuring top female musicians talking about their mentors and sharing personal stories about the artistic, cultural and political achievements of women around the world. Participating artists, radio personalities and cultural influencers included Gwen Stefani, Halsey, Maren Morris, Meghan Trainor, Reba McEntire, Becky G, Bebe Rexha, Sabrina Carpenter, Sheryl Crow, Dido, Sara Bareilles, Trisha Yearwood, Kelsea Ballerini, Haley Reinhart, Carly Pearce, Bishop Briggs, Alice Merton, Jana Kramer, Lzzy Hale, Amy Brown, Amy Shark, Amara La Negra, Ann Wilson and dozens more.

iHeart also partnered with IBM's #BeEqual initiative for their multi-year program that explores the importance of hiring, developing, mentoring and promoting women at every level of business. During special on-air spots, our stations encouraged listeners to take the pledge to help promote an equal opportunity workplace.

In recognition of International Women's Day, Los Angeles' Alt 98.7's Tamo and Andrew Harms hosted iHeartRadio Women Who Rock Presented by the Amazon Original Series HANNA with some of Alternative music's biggest stars including Karen O, St. Vincent, Lykke Li, Donna Missal, Meg Myers and K.Flay. The event was livestreamed on iHeartRadio.



LOCAL HIGHLIGHTS

ELVIS DURAN AND THE MORNING SHOW

sat down with the CMO of IBM to discuss gender balance in the workplace.

ON AIR WITH RYAN SEACREST

featured a video montage including all the women on the show talking about their mentors.

CMT AFTER MIDNITE WITH CODY ALAN

celebrated with Maren Morris, whose album, "GIRL," came out that day, and also featured stories and photo galleries of iconic Country females on their website.

THE BOBBY BONES SHOW

also featured Maren Morris as a special guest; she chose three songs by other women in Country music and shared how the songs inspired her own career.

BIG BOY'S NEIGHBORHOOD

featured interviews with Cardi B and Tiffany Haddish and brought several women to the studio for manicures, massages and a brunch; they then helped lead on-air segments.

THE ELLEN K MORNING SHOW

on Los Angeles' KOST 103.5 asked callers to share the moments when they felt like a superwoman.

IHEART'S WOMEN'S INITIATIVE NETWORK

hosted a reception at the company's corporate offices in NYC to toast the amazing efforts of the women of iHeart, celebrate the economic, cultural and political achievements of women, and listen to a special live performance by emerging artist CXLOE.

IHEARTMEDIA DENVER'S KRFX

played unforgettable tracks from women who shaped Classic Rock.

1040 WHO

in Des Moines recognized the contributions and talents of women by broadcasting an all-female program lineup.

98.7 WMZQ

personalities in Washington, D.C. highlighted the accomplishments of two different women in music each hour.

IHEARTMEDIA WINCHESTER

stations featured hourly segments of listeners sharing the influential women in their lives.

NEWS RADIO 1290

in West Palm Beach highlighted the record performance of women in the workforce in a series of stories that aired during the morning show and as a news feature.

GREENBORO'S Q104.1

aired a special all-women edition of the "iHeartCountry Lunchtime Top 10" and their sister station 105.7 Man Up did "Man Up salutes women" segments throughout the day.

IHEARTMEDIA ORLANDO

ran an ad in the Orlando Sentinel featuring all the women of iHeart Orlando and interviewed the first woman McDonald's franchise owner in a podcast.

ON-AIR PERSONALITIES FROM 98.7

The River in Savannah read comments from listeners about the women who inspired them.

MILWAUKEE'S FM106.1

shared past "Women Crushing It Wednesday" blogs and podcasts featuring Country artists and local business owners.

INTERNATIONAL RESCUE COMMITTEE

MODELO FIGHTING CHANCE CONCERT SERIES

Displacement around the world continues to reach record levels, as millions risk their lives for safety.

In Fall 2019, iHeartMedia teamed up with Modelo and Anderson .Paak for a series of concerts benefitting the International Rescue Committee (IRC) to help refugees, immigrants and Americans in need achieve their full potential.

The three-stop concert series, produced by iHeartMedia, featured Anderson

Paak performances in San Francisco on November 13; in Atlanta on November 15; and in New York on November 17.

Funds raised from the concert series supported the IRC's breadth of programs spanning health, education and economic development, as well as helping those fleeing from crisis and conflict survive, recover and rebuild their lives. In the U.S., the IRC offers a variety of critical financial and employment services, including job-search assistance, skill-building workshops,

business counseling and access to car, credit and small business loans.

As part of the program, iHeart helped raise awareness for the IRC through an on-air and digital radio campaign as well as a sweepstakes allowing four lucky fans an opportunity to win VIP trips to New York to see Anderson .Paak in concert and experience a photo opportunity with the musician.



As someone who's struggled, who not too long ago had no job or place to call home, I know the importance of being given a fighting chance. Music was my fighting chance. Now, I'm thankful to team up with Modelo to give those in need a shot at proving what they're made of."

ANDERSON .PAAK

MUSICIAN



CAMPAIGN IMPACT

\$142K+

Raised

3.2K+

Total Attendees

ABOUT

THE INTERNATIONAL RESCUE COMMITTEE

rescue.org

The International Rescue Committee responds to the world's worst humanitarian crises, helping to restore health, safety, education, economic wellbeing, and power to people devastated by conflict and disaster. Founded in 1933 at the call of Albert Einstein, the IRC is at work in over 40 countries and 25 offices across the U.S. helping people to survive, reclaim control of their future, and strengthen their communities.

CAMPAIGN SNAPSHOT

10/16/19 – 12/30/19

Dates Running

59.2M+

Media Impressions

PRIDE RADIO

iHeartRadio is proud to support the LGBTQ+ community and strives to provide the most relevant LGBTQ+ news and information to its listeners every day.

In 2019, Pride Radio – iHeartRadio’s digital entertainment destination for the LGBTQ+ community – expanded its footprint with the addition of 12 HD radio stations.

iHeartRadio’s PRIDE Radio brings the best of music and programming to the LGBTQ+ community and its allies around the country, and is featured on the iHeartRadio app as well as on 29 iHeart stations. Each station, hosted by leading LGBTQ+ on-air personalities, features a dynamic

blend of music alongside its signature LGBTQ+ Audio Vignette series with top music artists such as The Chainsmokers, Ariana Grande, Sam Smith, Lizzo and the Backstreet Boys as well as influencers.

iHeartMedia proudly supports the LGBTQ+ community and actively participates in LGBTQ+ events and initiatives across the country including its partnership with NYC WorldPride March, the largest Pride celebration in the world spanning the entire month of June. In 2019, NYC WorldPride March, singer, producer and YouTube sensation Alex Aiono joined iHeartRadio for its float in the NYC

WorldPride March. In addition, over 30 iHeartRadio employees and personal friends joined the march to showcase their support for the LGBTQ+ community.

Markets include: Houston; Chicago; Denver; Boston; Tampa, Florida; Cleveland; Columbus, Ohio; Seattle; Miami; Cincinnati; Charlotte, North Carolina; Baltimore; New York; Los Angeles; San Francisco; Dallas; Philadelphia; Atlanta; Washington, D.C., San Diego; Phoenix; Minneapolis; Portland, Oregon; St. Louis; Orlando, Florida; Pittsburgh; and Hartford, Connecticut.

LOCAL PRIDE RADIO ACTIVATIONS

- iHeart participated in the promotion and live video stream of Stonewall Day in New York City, marking the 50th anniversary of the Stonewall Riots hosted by Elvis Duran with Alicia Keys. The stations promoted the video stream on-air via live mentions and across social.
- iHeart’s PRIDE radio stations continuously promote Pride celebrations via live DJ mentions and social posts as the celebrations are planned and announced, helping to promote participation within the community in cities across the country. All major markets, plus large and medium. PRIDE Radio hosted floats in multiple Pride parades including Los Angeles, New York and Washington, D.C.
- In Washington, D.C., PRIDE Radio is the annual presenting sponsor, along with local iHeart HOT 99.5, for the Capital Pride Concert in front of the Capitol Building. iHeart has sponsored the concert for many years and assists with producing the show. Additionally, PRIDE Radio personality Houston volunteers to host and executive produce. This concert helps bring the community together and amplifies the message of equality and support to a broader audience. The 2019 concert featured live performances by Marshmello, Zara Larsson and Todrick Hall. Past Capital Pride Concerts have featured Miley Cyrus, Charlie Puth, Meghan Trainor, Troye Sivan, Alessia Cara and Carly Rae Jepsen.
- PRIDE Radio personalities across the country serve in various capacities at local Pride celebrations in San Francisco, Sacramento, San Diego, Orlando and Nashville as well as Washington, D.C. to support the LGBTQ+ community and help amplify voices and build momentum throughout the community and beyond.



THE U.S. DEPARTMENT OF HEALTH AND 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. In December 2019, the U.S. Department of Health and Human Services (HHS) launched Ready, Set, PrEP, a national program that makes medications for PrEP, taken daily to prevent HIV, available at no cost to people without prescription drug insurance coverage. When taken as prescribed, PrEP is highly effective at reducing an individual's risk of acquiring HIV.

Ready, Set, PrEP is a key component of the Ending the HIV Epidemic: A Plan for

America (EHE) initiative. EHE aims to reduce the number of new HIV infections in the United States by 75% in five years and by 90% in 10 years. By increasing awareness of PrEP and its access, the Ready, Set, PrEP program can provide thousands of people a safe, effective way to prevent HIV and bring our nation one step closer to ending the HIV epidemic.

In late 2019, iHeart forged a multi-year partnership with the U.S. Department of Health & Human Services (HHS) to get the word out about "Ready, Set, PrEP" across all of 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.

READY SET PrEP



Ending
the
HIV
Epidemic



WE ARE ALL HUMAN FOUNDATION

THE HISPANIC PROMISE

Hispanics make up 18% of the U.S. population, 12% 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.

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, to feel valued, to enjoy equal access to opportunity and to 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); HISPA; 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); 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 13th consecutive year, iHeartMedia granted Christmas Wishes to those in need and deserving of a special holiday gift. The 2019 annual “Granting Your Christmas Wish” program attracted over 40,000 entries with wishes ranging from plane tickets to visit family members, toys for children, assistance with bills, family vacations, housing repairs and more. Beginning November 21 through December 13, 2019, iHeartMedia 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 70 winning entries received a gift of between \$1,000 – \$4,000, for a total of over \$150,000.

SAMPLE WISHES

TRICIA G. – MOTHER OF BULLIED SON

WISH: COMPUTER FOR SON WHO IS AN ARTIST

“My wish is for my son who is an artist. Art is his therapy – it allows him to escape from his anxieties and bullying. His drawings are unique, and he receives a lot of attention when people see his notebook. Michael draws all the time and would love to learn

and experiment with digital art, but my husband and I cannot afford to buy him a computer for that. Thank you for helping make people’s holidays a little bit brighter.”

MILDRED P. – MOTHER OF TWO

WISH: TRIPS TO DISNEY WORLD

“I am single mother of two little girls – aged four and six. When my oldest turned four, I started saving to take them to Disney World. Unfortunately, our whole life came crumbling down when their father left us. Bills started piling up and my lights and water were cut off for two weeks. My daughter came to me with \$10 from her piggy bank asking if that would be enough to help. As a single mother it breaks my heart. My wish for them is to be able to take them to Disney or give them the best Christmas they could ever imagine.”

ANN H. – WIFE OF A VETERAN

WISH: HANDYMAN HELP AROUND HOUSE

“For Christmas, I would love to have the services of a handyman for two or three days. My husband, who is a veteran and could fix anything, is now on hospice and I am his caregiver. It would be so wonderful to have some help for small projects that he is no longer able to do.”

PETER D. – FATHER OF A SOLDIER

WISH: MONEY TO VISIT SON

“My only son joined the army last year. He is stationed in Hawaii for the next three years. He just turned 19 on November 6. His mom, his two sisters and I miss him more than anything, but we could never afford to go see him. I would give anything to go visit him this summer.”

LISA T.

WISH: REPLACE REFRIGERATOR IN PARENT’S HOME, WHO ARE TAKING CARE OF THEIR GRANDCHILDREN

“In May my parents who are in their 60s took emergency custody of my brother’s four young children. Neither of my parents are in great health, but they never hesitated when asked to take in four children under 10. This has been extremely hard on them physically, mentally and financially. My mom works long hours as a nurse, my dad is working part time, and it’s been hard to watch them struggle. They are exhausted while providing the kids with a loving, safe home. I would love to be able to help them with replacing their refrigerator.”

TONY H.

WISH: MONEY TO HELP MEDICAL TREATMENT

“We recently learned that my dad, a retired firefighter, hero, father to seven kids, grandparent and great grandparent has

terminal brain cancer. The prognosis is that he may not survive to Christmas, but we are hopeful. My true wish is that he makes it to Christmas, and we are able to have one holiday party with all his family and friends as a final celebration with him.”

CONSTANCE M. – RETIREE

WISH: MONEY FOR CHRISTMAS GIFTS AND PAYMENTS

“I’ve been listening to your radio station for over 25 years. I’m a single mom, retired two years ago. I have a daughter and four precious grandchildren. My daughter has been in an abusive relationship for almost nine years. About three months ago she decided to leave and stay with me. It’s been very stressful on our family, both emotionally and financially. For many years I gave to senior centers, toy drives and to the homeless but I never imagined that I would be asking for help. I would be grateful for anything you could do for us.”

MICHAEL W.

WISH: HANDICAP VAN

“I wish my son Hunter would get a handicapped van with a wheelchair ramp for Christmas. He is 12 years old. He lives with many physical challenges including cerebral palsy, a feeding tube, epilepsy and microcephaly. Hunter has profound developmental disabilities and requires

complete dependent care 24 hours a day for everything. His abilities are not anticipated to change, so this vehicle will be Hunter’s long-term option that would accommodate his wheelchair and other medical equipment for years to come.”

MELANIE S.

WISH: SON’S SENIOR PICTURES, ANNOUNCEMENTS, CAP AND GOWN

“My son Daniel has earned enough credits and will officially be done with high school in December. I’m so incredibly proud of him. Daniel has been a type 1 diabetic for almost 13 years. He has never let it keep him from doing what he loves. In the past year and a half, he has worked and made enough money to buy himself a car. I hope that you pick me so that I’ll be able to buy his senior pictures, his cap gown, tassel and graduation invitations because he wants to walk in June to get his diploma with the rest of his class.”



St. Jude Research

Finding cures. Saving lives.



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.

Over the past nine years, KFI PastaThon has raised over \$2.8 million and over 500 thousand pounds of pasta and sauce to feed thousands of children in Southern California and help end the cycle of poverty.

In 2019, iHeartMedia stations in markets across the U.S. raised nearly \$3.3 million through the power, dedication and uniqueness of their local radiothon programs.

RADIOTHONS

CHILDREN'S MIRACLE NETWORK HOSPITALS®

Every day there are thousands of children in local communities treated at nearby hospitals for both common childhood afflictions and other more severe challenges. Children's Miracle Network Hospitals® treat 16,000 kids with trauma every day. iHeartMedia is one of Children's Miracle Network Hospitals' main media supporters through its many local programs.

Children's Miracle Network Hospitals raises funds and awareness for 170 children's

hospitals across the United States and Canada. When Children's Miracle Network Hospitals receive a donation, it stays in the community to help local kids – a dynamic that is closely aligned with iHeartMedia's commitment to serve its local listeners and communities. iHeartMedia helps Children's Miracle Network Hospitals fundraise locally by airing a significant number of PSAs that raise awareness for the organization and its member hospitals as well as hosting annual one- or two-day English and Spanish

radiothon events which have been an integral part of Children's Miracle Network Hospitals' fundraising efforts since 1997.

iHeartMedia radiothon programs represent annual giving traditions for many local communities. A radiothon typically lasts between one and two days and highlights personal patient and family stories related to local hospital treatment.



Our iHeartRadio station partners play a major role in supporting Children's Miracle Network Hospitals' ability to change kids' health to change the future. These teams of talented professionals across the U.S. commit passionately to sharing the stories of patients in their communities and engaging their loyal audiences in support of our mission. Together, iHeartRadio and CMN Hospitals have built a partnership legacy that continues to save and improve children's lives when they need it most."

FLEUR VORUZ

SENIOR DIRECTOR MEDIA PARTNERSHIPS, CHILDREN'S MIRACLE NETWORK HOSPITALS



CAMPAIGN IMPACT

\$6.9 Million Raised by 71 Stations for Children's
Miracle Network Hospitals and Distributed to Fulfill Varying Hospital Needs

\$1,725,000

Patient Services

\$1,587,000

Advancement Services

\$1,242,000

Charitable Care

\$1,035,000

Equipment

\$828,000

Research

\$483,000

Education

ABOUT

CHILDREN'S MIRACLE NETWORK HOSPITALS®

CMNHospitals.org

Children's Miracle Network Hospitals® raises funds and awareness for 170 member hospitals that provide 32 million treatments each year to kids across the U.S. and Canada. Donations stay local to fund critical treatments and healthcare services, pediatric medical equipment and charitable care. Since 1983, Children's Miracle Network Hospitals has raised more than \$7 billion, most of it \$1 at a time through the charity's Miracle Balloon icon. Its various fundraising partners and programs support the nonprofit's mission to save and improve the lives of as many children as possible. Find out why children's hospitals need community support and identify your member hospital at www.CMNHospitals.org.

PARTICIPATING IHEART MARKETS INCLUDE:

Akron, Albany, Albuquerque, Augusta, Baton Rouge, Birmingham, Cedar Rapids, Charleston, Columbus, GA, Fargo, Grand Forks, Grand Rapids, Hartford, Honolulu, Indianapolis, Nashville, Omaha, Pittsburgh, Poughkeepsie, Rochester, San Diego, Seattle, Sioux City, Syracuse, Tupelo, Washington, DC, Williamsport, Winchester and Youngstown

ST. JUDE CHILDREN'S RESEARCH HOSPITAL®

iHeartMedia has partnered with St. Jude for over 30 years, most notably through its radiothon programs raising an incredible \$124 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% to 80% since the hospital opened more than 50 years ago.

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 – because all a family should worry about is helping their child live. The majority of the funding must come 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

and raising awareness and revenue for St. Jude's lifesaving mission.

In 2019, 65 iHeartMedia radio stations aired annual radiothons raising more than \$12.4 million to help support St. Jude's lifesaving mission.

Nationally-recognized iHeart personality Bobby Bones also continues to be a champion for St. Jude, raising more than \$14 million since he began supporting St. Jude and bringing in more than 5,000 new pledges through his record-breaking radiothon in December.

PARTICIPATING IHEART MARKETS INCLUDE

Albany, Atlanta, Auburn, Austin, Baltimore, Baton Rouge, Beaumont, Biloxi, Birmingham, Boston, Cedar Rapids, Charlotte, Cleveland, Colorado Springs, Columbus, Davenport, El Paso, Fayetteville, Greensboro, Greenville, Harrisburg, Harrisonburg, Hartford, Houston, Huntington, Jackson, Jacksonville, Las Vegas, Little Rock, Louisville, Loveland, Lynchburg, Madison, Mansfield, Memphis, Milwaukee, Minneapolis, Mobile, Montgomery, New Orleans, Oklahoma City, Panama City, Port St. Lucie, Poughkeepsie, Raleigh, Reading, Salinas, Salisbury, San Antonio, Sarasota, Springfield, Tallahassee, Tampa, Washington, DC, Weslaco and Wilmington



CAMPAIGN IMPACT

\$14 MILLION

Total Raised by "The Bobby Bones Show" and Its Listeners in the Last Six Years

+\$124 MILLION

Raised Since 1989 to Help Kids at St. Jude Fight Cancer and Other Deadly Diseases

+\$1 MILLION

K102 in Minneapolis Raised for the Fifth Year in a Row

\$12.4 MILLION

Raised With 66 Stations

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, sharing stories and videos from St. Jude Inspire, liking St. Jude on Facebook, following St. Jude on Twitter and Instagram and subscribing to its YouTube channel.

#CHANGE4CHANGE

Historically Black College and Universities (HBCU) enroll thousands of diverse talented students and successfully serve the needs of many first-generation and low-income students with more than 70% of all students at HBCUs qualifying for federal Pell Grants, and 80% receiving federal loans. In 2019, iHeartMedia's "The Breakfast Club's" all-day 2019 #Change4Change radiothon raised over \$700,000 to help positively impact the lives of deserving HBCU students.

In 2019, iHeartMedia's popular and nationally-syndicated show "The Breakfast Club" launched The Breakfast Club HBCU Scholarship for any full-time student enrolled as a freshman, sophomore, junior or senior for the 2020 – 2021 school year at any accredited public or private HBCU. The scholarships were awarded through the

Thurgood Marshall College Fund (TMCf), the nation's largest organization exclusively representing the Black College Community.

The Breakfast Club's on-air personalities, DJ Envy, Angela Yee and Charlamagne Tha God, hosted the all-day radiothon and helped solicit donations from celebrities and companies such as Cardi B, TMCf National Ambassador Terrence J, Andrew Yang, Tyrese, Queen Naija, Don Pooh, Pardison Fontaine, Tory Lanez, Sia_Collective, Dr. Oz, Fabolous, Rapsody, Jay Pharoah, Elvis Duran and Lena Waithe as well as Atlantic Records, Columbia Records and Epic Records.

The #Change4Change radiothon was broadcast on Thursday, November 21, 2019 during "The Breakfast Club" morning show from 6 – 10 a.m. local time across more than 77 syndicated

markets and continued from 10 a.m. – midnight on Power 105.1, New York's Hip-Hop and R&B station.

For the past three years, the #Change4Change radiothon has raised over \$1.7 million to benefit various organizations including Thurgood Marshall College Fund, The Gathering for Justice and PROJECT375.

Major donations to TMCf came from the following individuals:

- **Michael Rubin: \$125,000**
- **Byron Allen: \$100,000**
- **Chadwick Boseman: \$100,000**
- **Robert F. Smith: \$100,000**
- **Jo Koy: \$20,000**
- **Maury Povich: \$15,000**



Words cannot fully express how grateful I am to The Breakfast Club and iHeartMedia for this truly astounding opportunity afforded to TMCf and to all HBCU students through their tireless work during the #Change4Change Radiothon. It was exhilarating being in the studio and seeing the calls come through knowing real HBCU students with real financial needs would receive help because of everyone's donations, large and small."

HARRY L. WILLIAMS

THURGOOD MARSHALL COLLEGE FUND PRESIDENT AND CEO



CAMPAIGN IMPACT

\$1.7 MILLION

Raised in Just Three Years

\$700,000

Raised in One Day

77

Syndicated Markets

ABOUT

THE THURGOOD MARSHALL COLLEGE FUND (TMCF)

tmcf.org

Established in 1987, the Thurgood Marshall College Fund (TMCF) is the nation's largest organization exclusively representing the Black College Community. TMCF member-schools include the publicly-supported Historically Black Colleges and Universities and Predominantly Black Institutions, enrolling nearly 80% of all students attending black colleges and universities. Through scholarships, capacity building and research initiatives, innovative programs and strategic partnerships, TMCF is a vital resource in the K-12 and higher education space. The organization is also the source of top employers seeking top talent for competitive internships and good jobs.

KFI PASTATHON

17.5 million households in the U.S. struggle against hunger, according to the USDA. On December 6, 2019, iHeartMedia Los Angeles' KFI AM 640 and Caterina's Club held its ninth annual KFI PastaThon, an on-air fundraising event to help feed local children in need. The event raised a new record of over \$435,000 and 109,000 pounds of pasta. Money raised from the event benefitted 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.

During the 17-hour live broadcast, 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. were on-site encouraging listeners to donate money along with pasta and pasta sauce to help feed underprivileged children who live in motels without access to a kitchen.

Over the past nine years, KFI PastaThon has raised over \$2.8 million and over 500 thousand pounds of pasta and sauce to feed thousands of children in Southern California and help end the cycle of poverty. Caterina's Club serves the 5,000 pasta dinners each night in 89 locations in Orange and L.A. counties with more than 3 million meals served. The organization's work has extended far beyond the local California area to include Chicago, New York, Texas, Mexico and Italy.



We are so grateful to KFI and especially Bill Handel whose tireless efforts on behalf of Caterina's Club helps us achieve our goal of serving as many in need as possible."

BRUNO SERATO

EXECUTIVE DIRECTOR AND BOARD MEMBER, CATERINA'S CLUB



CAMPAIGN IMPACT

\$2.8 MILLION

Raised in Nine Years

500,000

Pounds of Pasta Since Inception

\$435,000

Raised in 2019

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 223 families and more than 250 teenagers have been trained through the Caterina's Club Hospitality Academy program at four 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.



LOCAL RADIOTHONS

In 2019, a number of iHeartMedia radio stations launched locally organized radiothon programs that yielded over \$3.3M for various community organizations

WAEB AID RADIOTHON

ALLENTOWN, PA

NEWSRADIO 790 WAEB

\$614,100 for Animals in Distress Shelter, Children's Home of Easton, Allentown Rescue Mission, Center for Animal Health & Welfare and Blue Star Mothers of PA

WAEB BOWL-A-THON

ALLENTOWN, PA

NEWSRADIO 790 WAEB

\$105,000 raised for the Center for Animal Health & Welfare in Easton, PA

WAEB RADIOTHON

ALLENTOWN, PA

NEWSRADIO 790 WAEB

\$159,100 raised for Animals in Distress Shelter in Coopersburg, PA

WAEB REMEMBERING 9/11 RADIOTHON

ALLENTOWN, PA

NEWSRADIO 790 WAEB

\$27,000 raised to benefit the Blue Star Mothers/ Lehigh Valley Chapter in PA

WAEB SPAGHETTI DINNER RADIOTHON & COMMUNITY DINNER

ALLENTOWN, PA

NEWSRADIO 790 WAEB

\$153,000 raised for the Allentown Rescue Mission

HEAVEN 600 RADIOTHON

BALTIMORE, MD

HEAVEN 600

\$9,110 raised for Roberta's House

WSRW 101.5 RADIOTHON

CHILlicothe, OH

WSRW 101.5

\$100,000 raised for Highland County Society for Children and Adults

MIX 107.7 RADIOTHON

DAYTON, OH

MIX 107.7

\$53,184 raised to benefit Ronald McDonald House Charities of Dayton

HOPE FOR THE HOLIDAYS RADIOTHON

DENVER, CO

97.3 KBCO

\$70,000 raised for Denver Rescue Mission

2019 WHO PINKY SWEAR RADIOTHON

DES MOINES, IA

1040 WHO

\$215,000 raised for The Pinky Swear Foundation

94.7 BOB FM RADIOTHON

ERIE, PA

94.7 BOB FM

\$15,000 raised to benefit local Make-A-Wish chapter

HOUSES 4 HOMELESS RADIOTHON

FLORENCE, SC

103 X AND THE FLO 102.9

\$30,980 raised for House of Hope

KAPIOLANI RADIOTHON

HONOLULU, HI

92.3 KSSK

\$300,138 raised for the Kapiolani Medical Center for Women & Children

KFI'S 9TH ANNUAL PASTATHON

LOS ANGELES, CA

KFI-AM 640

\$435,499 raised and 109,000 pounds of pasta and sauce for Caterina's Club

THE RED CROSS RADIOTHON

MARION, OH

1490 WMRN

\$15,000 raised to benefit Red Cross

KEX KIDS FUND RADIOTHON

PORTLAND, OR

K103 PORTLAND

\$107,690 raised for Oregon Lions
Sight & Hearing Foundation

LEND A HELPING CAN RADIOTHON

PORTSMOUTH, NH

100.3 WHEB, ROCK 101, 104.9

THE HAWK AND Q106,

\$168,000 raised for 11 New Hampshire
charities working to combat local
hunger and homelessness.

WE SHARE HOPE RADIOTHON

PROVIDENCE, RI

IHEARTMEDIA PROVIDENCE

\$90,000 worth of food collected for
Operation Stand Down Rhode Island

MAKE 12 HOURS COUNT RADIOTHON

MANCHESTER, NH

NEWSRADIO 610 AND NEWSRADIO 96.7

\$153,000 raised to benefit Veterans Count

BREAKFAST CLUB'S #CHANGE4CHANGE RADIOTHON

NEW YORK CITY, NY

POWER 105.1

\$708,000 raised for Thurgood
Marshall College Fund

Y102 LANEY'S LEGACY OF HOPE RADIOTHON

READING, PA

Y102 AND FM97

\$60,000 raised to benefit
Laney's Legacy Of Hope

ELF LOUISE RADIOTHON

SAN ANTONIO, TX

1200 WOAI

\$247,599 raised for The Elf
Louise Christmas Project.

HUNGERTHON 2019 WITH 105.9 KGBX

SPRINGFIELD, MO

105.9 KGBX

\$156,564 raised to benefit
Ozarks Food Harvest

SHARE THE LIGHT RADIOTHON

SPRINGFIELD, MO

ALICE 95.5

\$7,200 raised to help the
underserved population in the
community with their electric bill





iHeartMedia continually looks for ways to encourage the communities in which we live and work to protect the environment and to conserve energy and natural resources. From Public Service Announcements to local long form shows and live events, local radio stations use their platforms to inform and educate their audiences and incite action.

In 2019, iHeart forged a relationship with the United Nations Development Programme to raise awareness around the Sustainable Development Goals

and the role we all play in protecting our planet. iHeart also played an active role in helping to plant 20 million trees by partnering with the Arbor Day Foundation for #TeamTrees, the biggest community-driven campaign YouTube has ever seen.

Additionally, 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.

ENVIRONMENTAL

UNITED NATIONS DEVELOPMENT PROGRAMME

The Sustainable Development Goals are a collection of 17 global goals designed to be a “blueprint to achieve a better and more sustainable future for all.” The goals were set in 2015 by the United Nations General Assembly and are intended to be achieved by the year 2030. In November 2019, iHeartMedia teamed up with the United Nations Development Programme (UNDP) to raise awareness around the Sustainable Development Goals.

The all-new radio campaign was developed by the United Nations Development

Programme and Sustainable Partners, Inc., founded by musician Adam Metzger of the indie pop band AJR. The series of radio PSAs were created to inspire individuals to play an active part in achieving the 17 Sustainable Development Goals. Also known as the Global Goals, they were agreed upon by world leaders as a roadmap to protect the planet and people from the effects of climate change, poverty and inequality.

The first phase of this campaign consisted of a series of PSAs, which offered actions

everyone can take in their daily lives, such as reducing waste with reusable coffee cups, conserving water through smart clothing purchases and protecting rainforests with wiser food choices, among others. These small everyday acts, coupled with calls for bigger policy and system changes, will lead to wide-scale impact for the planet.

The PSAs featured artists including AJR, Steve Aoki, Rachel Crow, Max, Local Natives and iHeartMedia on-air personality Greg T.



The Global Goals provide a framework for artists to align themselves with a clearly identified and attainable mission. This campaign with iHeartMedia gives artists an opportunity to let their activism stand side by side with their music, reaching audiences far beyond their own social media. It is a win-win for the Global Goals and the artists.”

ADAM METZGER

MUSICIAN AND FOUNDER OF SUSTAINABLE PARTNERS, INC.



CAMPAIGN IMPACT

+ \$150,000

Raised for Charities Related to the SDGs

MILLIONS

of Views Garnered by the Videos

ABOUT

UNDP

undp.org

UNDP works in some 170 countries to help governments and society to power and accelerate their progress towards the Sustainable Development Goals to end poverty, protect the planet and ensure that all people enjoy lasting peace and prosperity. UNDP knows from experience that incremental change is not enough. Tackling drought is not just about water. Fighting poverty is not just about income. Preventing drought and famine will consolidate peace and security. Fighting poverty will improve people's health. In short, one well-designed, positive change leads to many others. Learn more at www.undp.org or follow at [@UNDP](https://twitter.com/UNDP).

CAMPAIGN SNAPSHOT

10/11/19 - 11/08/19

Dates Running

811

iHeartMedia Stations

88,077,500

Media Impressions

#TEAMTREES

Scientists say planting trees across the world is an effective tool for reducing carbon dioxide levels, which is seen as a major factor in climate change. The Arbor Day Foundation says over their lifespan, 100 million trees could absorb eight million tons of carbon – the equivalent of taking more than six million cars off the road for a year.

iHeartMedia radio stations and some of its biggest personalities including Ryan

Seacrest, Steve Harvey, Elvis Duran, Bobby Bones and others joined hundreds of the internet's biggest stars to raise \$20 million to plant 20 million trees in less than two months. Known collectively as #TeamTrees (TeamTrees.org), the program asked people to donate and for every \$1 raised, the Arbor Day Foundation planted one new tree in a forest of high need. iHeart also ran a series of radio and digital PSAs that drove listeners to TeamTrees.org to learn more and donate.

#TeamTrees was the biggest community-driven campaign YouTube has ever seen, with YouTube Creators coming together to do something positive for the planet and ending the decade on a high note. Organized by YouTubers Jimmy "MrBeast" Donaldson (27 million subscribers), ex-NASA engineer Mark Rober (10 million subscribers) and a growing network of other creators, #TeamTrees flooded the internet with videos about the importance of planting trees.



#TeamTrees demonstrated the power of digital media to mobilize young environmental activists. Thanks to partners like iHeartMedia, who helped to amplify our message, this record-breaking campaign rallied more than half a million individuals around the globe to better their world by planting trees."

DAN LAMBE

PRESIDENT, ARBOR DAY FOUNDATION



CAMPAIGN IMPACT

+800,000

Supporters From More Than
200 Countries and Territories

276 MILLION

Total Views Earned
on YouTube

+21.5 MILLION

Planted Trees

+\$21.5 MILLION

Dollars Raised to Date

ABOUT

#TEAMTREES

Teamtrees.org

#TeamTrees came to life when the online community challenged 21-year-old YouTuber Jimmy Donaldson – aka MrBeast – to plant 20 million trees to commemorate hitting 20 million YouTube subscribers. Joining forces with other online influencers, including fellow YouTuber and former NASA scientist Mark Rober, Donaldson drove the YouTube community's campaign to raise \$20 million to plant 20 million trees around the globe. The campaign reached its \$20 million goal on December 19, just 56 days after its launch on October 25. To date, the campaign has collected more than 800,000 donations totaling more than \$21.5 million. While #TeamTrees garnered large contributions from tech industry leaders - including Elon Musk, Marc Benioff, Susan Wojcicki and Tobi Lütke – smaller donations from hundreds of thousands of donors pushed the campaign to the finish line. The most common donation amount was just \$5.

CAMPAIGN SNAPSHOT

11/18/19 - 12/29/19

Dates Running

572

iHeartMedia Stations

87,308,800

Media Impressions

ENVIRONMENTAL

2019 LOCAL SPOTLIGHTS

LA PARKS FOUNDATION

LOS ANGELES

104.3 MYFM

For the past 4 years 104.3 MYfm has been a major supporter of the LA Parks Foundation Griffith Park 5k Run – a Half Marathon and 5K road race in Griffith Park organized by the LA Parks Foundation. The LA Parks Foundation is dedicated to promoting and enhancing the city's public park system, which includes over 440 public parks and recreation centers stretching over more than 16,000 acres. MYfm supported the 2019 LA Parks Foundation Griffith Park 5k Run with on-air and social promotion leading up to the event and provided an on-site DJ for their pre-run activities.

LOVE FOR LOCAL

HARTFORD, CT

THE RIVER 105.9

Founded in 2016, Love for Local showcases the importance of supporting locally sourced sustainable foods, produce and products. The program highlights local companies through on-air interviews with iHeartMedia influencers, digital, social and a monthly sweepstakes for consumers in the Connecticut market.

PLANTING TREES

POUGHKEEPSIE, NY

COUNTRY 107.3 WRWD

For the last several years, Country 107.3 WRWD has teamed up with a local recycling company to distribute small pine trees during the summer months to its listeners and encourage them to plant trees within in the community as a way to positively impact the planet.

SOLVE OREGON

PORTLAND, OR

K103 PORTLAND

iHeartRadio Portland teamed up with SOLVE -- an organization that restores and preserves Oregon's environment by mobilizing the power of volunteers and partners to improve the health and safety of neighborhoods and natural areas including the coast, rivers, parks and forests – to support their beach, neighborhood and river clean up programs as well as their Earth Day initiative, encouraging listeners to help keep Oregon green and the planet healthy. The campaigns are supported through PSAs and long-form public affairs interviews.

TREE PEOPLE

LOS ANGELES, CA

102.7 KIIS-FM

Following the 2019 Southern California wildfires, iHeartRadio Los Angeles teamed up with TreePeople, a nonprofit organization that inspires and supports the people of LA to come together to plant and care for trees, harvest the rain and renew depleted landscapes. TreePeople has involved more than 3 million people in planting and caring for more than 3 million trees. The partnership united listeners to help replant vital trees that were destroyed in Southern California wildfires for a healthy, thriving Los Angeles.

ST. SIMONS LAND TRUST

BRUNSWICK, GA

HALLELUJAH 96.3

Hallelujah 96.3 helped advance the mission of St. Simons Land Trust -- a local conservation organization on St. Simons Island, Georgia that helps protect the Island's natural and scenic character and enhance quality of life for present and future generations. The station donated over \$50k worth of media and hosted

guests on-air to discuss a program wherein businesses pledge 1% of their revenue towards preserving land on St. Simons Island. In 2019, the program helped raises approximately \$1M.

KEEP GOLDEN ISLES BEAUTIFUL

BRUNSWICK, GA

HALLELUJAH 96.3

Since 1979, Keep Golden Isles Beautiful has been a leader in helping keep the Golden Isles of Georgia clean, green and beautiful. A volunteer and community-based educational organization, volunteers contribute 14,000+ hours annually in Keep Golden Isles Beautiful efforts, programs and initiatives. For the last several years, iHeart has donated significant media to Keep Golden Isles Beautiful in an effort to encourage listeners to keep the community clean and litter-free.

FRIENDS OF PADRE/BIG SHELL BEACH CLEANUP

CORPUS CHRISTI, TX

KRYS AND KCTX

KRYS and KCTX 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. In 2019, a new record of 1,500 volunteers showed up and together removed 60 tons of trash from 33 miles of beach – more than half of the 62 miles that comprise Padre Island National Seashore. The stations played an active role in supporting the event through on-air promotion and its public affairs podcast promoting the cleanup.

UNIVERSITY OF NORTH DAKOTA EAST GRAND FORKS PARK BOARDS AND PUBLIC WORKS

GRAND FORKS, ND

96.1 THE FOX

iHeart North Dakota teamed up with the University of North Dakota in combination with Grand Forks and East Grand Forks Park Boards and Public Works, as well as local businesses to help clean up debris left behind from melted snow from the previous winter. In addition to promoting the volunteer event, Trevor D in the Morning show team helped pick up the trash and played music for the event.



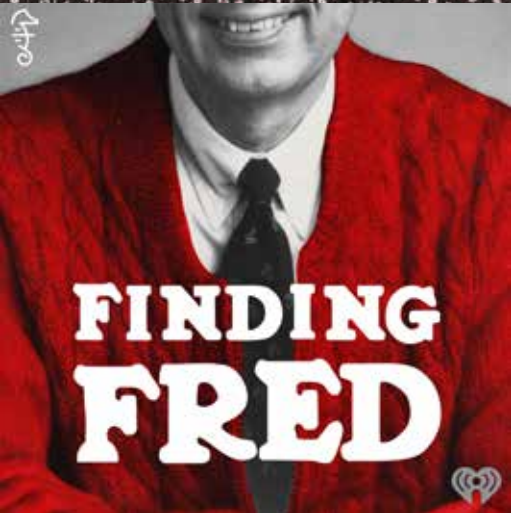
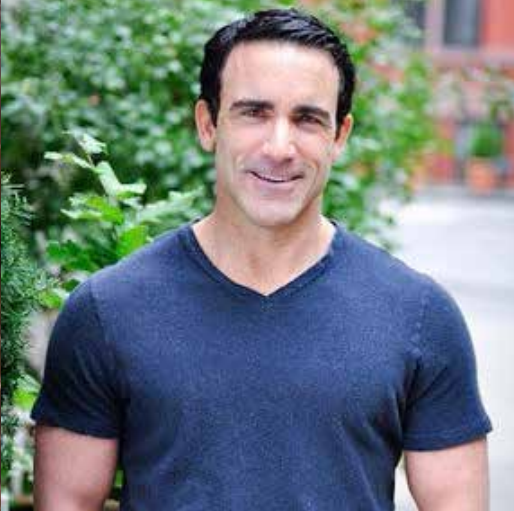
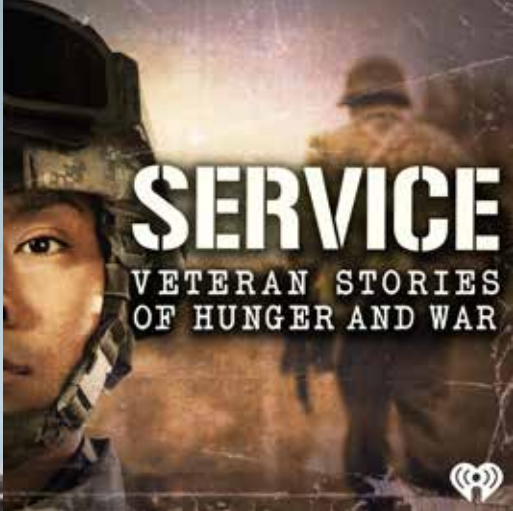
THE IHEARTPODCAST NETWORK

As the #1 commercial podcast publisher globally, 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.

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 2019:

- Health & Wellness
- Environment
- Race and Equality
- Mental Health
- Women and Girls
- LGBTQ+
- Citizenship
- Kindness
- Veterans





“SPIT” WITH 23ANDME

In 2019, iHeartMedia released season two of the popular podcast “Spit,” an iHeartRadio podcast with consumer genetics company 23andMe. Launched in August 2018 and hosted by Baratunde Thurston, “Spit” welcomed an eclectic mix of artists, scientists and thinkers to discuss how DNA testing changes the way people see themselves and the world around them. “Spit” allowed listeners to eavesdrop on intimate conversations that span topics like identity, race, family and health.

To kick off the second season of “Spit,” iHeartRadio and 23andMe hosted a live recording session for the first episode at the SXSW Interactive Festival in Austin, TX. The SXSW session featured Tim McGraw – singer/songwriter and long-time activist and advocate for

health and wellness – alongside host Baratunde Thurston and guests Julia Hu, the CEO and Founder of Lark Health – the leader in chronic disease prevention and management using AI – and Tracey Brown, the CEO of the American Diabetes Association, for a thought-provoking conversation around one of the major challenges to health in the 21st century – the national type 2 diabetes epidemic – and answered the question of how we can use new technology, genetics and advocacy to help solve this health crisis.

Over the last two years, the “Spit” podcast series has featured fascinating conversations about **identity** with John Legend, **race** with Wyclef Jean, **mental health** with Mike Shinoda and **diabetes** with Tim McGraw.



STUDIO D

RIT
ROCHESTER INSTITUTE
OF TECHNOLOGY



LGBTQ+ PODCASTS

iHeartRadio, Pride Media and Out Magazine teamed up to co-produce a slate of LGBTQ+ podcasts in 2019 – 2020 that are available on the iHeartRadio app and everywhere podcasts are available.

The partnership kicked off with the launch of “The Outcast,” a new iHeartRadio Original podcast co-produced with Out Magazine. Hosted by Fran Tirado, Deputy Editor of Out Magazine, the weekly podcast explores queer and queer-adjacent topics as they pertain to politics, pop culture, fashion, relationships, money

and more. Each episode took a deep dive into one theme or story – some tied to timely news topics, others evergreen –expanding on Out Magazine’s brand of thought-provoking coverage using a combination of interviews, reporting and roundtable discussions. The first episode of the series launched on July 18.

iHeartMedia also welcomed “Food 4 Thot,” a podcast hosted by four queer men who discuss sex, relationships, race and identity, to the iHeartPodcast Network.



THE
Out
CAST

“ARE YOU KIDDING PODCAST”

BENEFITING STAND UP TO CANCER

iHeartMedia teamed up with South Florida-based charity sock company, Are You Kidding Socks, and kid entrepreneurs Brandon Martinez (13 years old) and Sebastian Martinez (11 years old) to launch a new kid-hosted podcast “Are You Kidding Podcast” aimed to inspire kids to help other kids by finding creative ways to give back and benefit Stand Up To Cancer. The eight-episode series launched Monday, August 5 and ran through September, which was Pediatric Cancer Awareness Month.

Produced by Enrique Santos, Hispanic radio legend and Chairman and Chief Creative Officer of iHeartLatino, “Are You Kidding Podcast” told the story of how the two brothers founded Are You

Kidding Socks, a for-profit company that designs and sells boutique socks while raising funds and awareness for local and national charities through its philanthropic arm, Are You Kidding Cares.

The inaugural episode of the podcast featured Poppy, a 13-year-old who was diagnosed just five days before her 11th birthday with acute lymphoblastic leukemia and helped design the unique Stand Up To Cancer charity socks. Since 2015, the brothers have sold over 100,000 pairs of socks for cancer research and other charities and have raised nearly \$200,000 for organizations such as JDRF, Autism Speaks, Make-a-Wish, American Cancer Society, Live Like Bella Foundation and others.

The iHeartRadio Original “Are You Kidding” podcast also featured celebrity guests and on-air personalities including John Leguizamo, Bobby Bones and Elvis Duran who shared their own passion for giving back. Additionally, the shows highlighted inspiring kids who have benefitted from the work of Stand Up To Cancer and other organizations and how they are using their stories to impact others.

Listeners were encouraged to purchase a pair of the specially designed Stand Up To Cancer socks to raise funds for cancer research during pediatric cancer awareness month.



FINDING FRED

KINDNESS AND CITIZENSHIP

iHeartMedia and Fatherly debuted a new iHeartRadio Original podcast, "Finding Fred," in 2019 that explored the legacy and teachings of Mister Rogers and how his iconic lessons can be applied to create a kinder, gentler world. The 10-episode podcast was hosted by New York Times bestselling author, memoirist and award-winning podcaster Carvell Wallace.

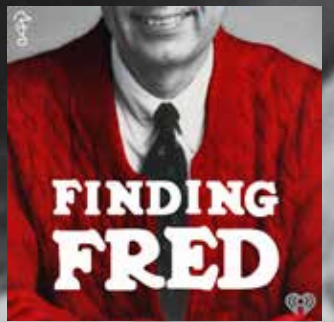
"Finding Fred" reintroduced an adult audience to Fred Rogers, who is best known as the presenter on the beloved childhood show "Mister Rogers' Neighborhood" but was also an important

American thinker with a profound and radical worldview. Episodes featured interviews with people whose lives were changed by Fred Rogers, and people who got close enough to understand precisely what motivated this remarkably determined man. Biographical details sprinkled throughout helped listeners understand how Rogers arrived at fascinating insights into topics as varied as power, faith, responsibility, and citizenship.

Featured throughout the series were the voices of prominent writers and thinkers like Ashley C. Ford, Eve Ewing and

W. Kamau Bell, investigative journalist Cristof Putzel, TV critic David Bianculli, "Mister Rogers' Neighborhood" cast member Francois Clemmons, Fred's biographer Maxwell King, and producers who worked with Fred for 30+ years.

"Mister Rogers has had a huge impact on an entire generation of children. As this generation becomes parents, raising children of their own, it's important to discuss how his words and ideas are still relevant today," said host Carvell Wallace.



“SERVICE: STORIES OF HUNGER AND WAR”

iHeart’s new 2019 podcast “Service: Stories of Hunger and War” reflected on the sacrifices of our military service members and explored how food stories change during wartime. The podcast amplified the stories of our veterans and wartime volunteers and shared their experiences through the universal language of food.

Each episode followed a veteran or wartime volunteer from their home in the United

States through their overseas deployment and back again. Listeners learned firsthand where they fought, who they fed, how they ate, and what tastes they missed most while away at war. Hosted by Jacqueline Raposo – a food writer and podcast producer – the podcast brought together a range of individuals – from World War II through today, soldiers and civilians come together at the table to remember, reflect and show respect for our veterans.



“THE WOMEN”

iHeartRadio launched “The Women,” a new 2019 original podcast featuring personal and candid interviews with some of today’s female changemakers. The intimate conversations aimed to get to the core of who these inspiring women are as people and professionals and ask questions like “What was her first stand?”, “How does she navigate successes and failures?” and “What are the costs of fighting for others?”

The interviewees of “The Women” included artists, politicians, amateur kickboxers and

mothers who didn’t back down in the face of resistance. For example, one episode of the show spoke to Mona Hanna-Attisha, the pediatrician who exposed the Flint water crisis and risked her career to challenge the Michigan state and local authorities. Another one of the 26 episodes included a conversation with former CIA agent Valerie Plame, whose identity was leaked to the media by U.S. government officials and who recently ran for Congress in New Mexico.



“PARKLANDIA!”

NATIONAL PARKS AND WILDLIFE

The all-new 2019 iHeart podcast “Parklandia!” documented married couple Brad and Matt Kirouac’s cross-country road trip to visit America’s national parks. Each podcast explored one of America’s iconic landscapes and described the beauty of the parks as well as their discoveries about what makes each so special. From the intimidating wildlife of the Everglades to the cinematic lore of Redwood’s forests, “Parklandia” explored the beauty of our country’s national parks and inspired listeners to get outside and enjoy the environment around them.



PUBLIC AFFAIRS SHOWS

In addition to airing millions of PSAs every year that address a number of national and local issues, iHeartMedia radio stations dedicate airtime every week to ensure they are informing the public about the most relevant issues facing their particular communities. Every iHeartMedia radio station produces and airs a weekly 30-minute radio show to address unique community interests and to connect community members to one another and to world issues. Each show takes a deep look into important topics, ranging

from health and wellness to foreign and domestic policies and local legislation, and features a variety of live interviews from top authorities in the related fields. Each 30-minute show, 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 and its Local Advisory Boards to identify the most appropriate issues to discuss each week.



27,000

**HOURS OF PUBLIC AFFAIRS
PROGRAMMING WERE AIRED BY
IHEARTMEDIA IN 2019 ACROSS
MORE THAN 850 RADIO STATIONS**

Some of the most common issues of 2019 that were addressed across a large number of stations include:

- Adoption
- Affordable Housing/Health
- Agriculture
- AIDS & HIV
- ALS
- Animal Welfare
- Arts and Culture
- Blood Drives
- Breast Cancer
- Budgeting and Financial Literacy
- Bullying
- Business/Economy
- Cancer Awareness and Research
- Car Seat Safety
- Child Abuse
- 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
- Suicide Prevention
- Tourism and Traveling
- Traffic Safety
- Transportation
- Unemployment and Job Market
- Volunteering
- Youth and Family

9/11 DAY: HONORING HEROES

9/11 DAY AND PORT AUTHORITY POLICE

2019 marked 18 years since the horrific events of September 11, 2001 when 3,000 people lost their lives in terrorist attacks. Today, our country is still feeling the aftermath of the event in which thousands of families lost loved ones and many first responders continue to fall ill from inhaling toxins at the disaster site.

To commemorate the 18th anniversary of 9/11, iHeartMedia produced a 30-minute radio show that focused on how organizations and individuals have turned tragedy into good. Hosted and moderated by Shelli Sonstein, Q104.3 on-air personality of the Jim Kerr Rock and Roll Morning Show, “9/11 Day: Honoring Heroes” featured two men affected by the 9/11 tragedies;

- Ed Cetnar, Port Authority Police Superintendent and the highest-ranking 9/11 First Responder who is now fighting a cancer related to 9/11.
- Jay Winuk, co-founder of 9/11 Day of Service, a non-profit with the mission to transform 9/11 from a day of tragedy into a day of service, unity and peace.

The 30-minute show explored the current state of health for workers like Ed Cetnar and thousands of other first responders who were at Ground Zero up to 8 months after 9/11 and also focused on the importance of honoring our heroes and serving our communities by doing good deeds.



On 9/11 We Packed
2,500,000 MEALS

CHICAGO
Meal Pack for 9/11 Day

Guest

IHEARTRADIO'S 'A LOOK INTO DIABETES: GENETICS & PREVENTION'

ACCU-CHEK, 23ANDME AND AMERICAN DIABETES ASSOCIATION

According to the CDC, more than 100 million Americans have diabetes or prediabetes. Some might not even know they are at risk.

In 2019, iHeartMedia produced iHeartRadio's "A Look Into Diabetes: Genetics & Prevention," a long form radio show that took a closer look at what it means to have diabetes, the ways to treat and manage diabetes, and what role genetics play in managing and preventing the development of the disease.

Hosted and moderated by Shelli Sonstein, Q104.3 on-air personality of the Jim Kerr Rock and Roll Morning show, the show featured three speakers:

- Stephen Ranjan, Vice President, Franchise Lead, Pre-Diabetes & Non-Insulin Therapy Solutions for Roche Diabetes Care.
- Tracey D. Brown, CEO of the American Diabetes Association, the nation's largest voluntary health organization and a global authority on diabetes. Tracey discussed the implication of living with diabetes, prediabetes and the importance of knowing your glucose numbers.
- Shirley Wu, Director of Health Product for 23andMe. With an impressive scientific background including a PhD in Biomedical Informatics from Stanford University, Shirley explained the importance of understanding the genetic risk factors for developing diabetes

The show ran across all iHeart stations in November 2019 which is National Diabetes Awareness month.



NATIONAL PRESCRIPTION DRUG TAKE BACK DAY

DRUG ENFORCEMENT ADMINISTRATION (DEA)

According to the 2017 National Survey on Drug Use and Health, 6 million Americans misused controlled prescription drugs. The study shows that most abused prescription drugs were obtained from family and friends, often from the home medicine cabinet.

In 2019, iHeartMedia partnered with DEA for a national public affair show that explored the importance of properly disposing unused prescription

drugs and the physical, emotional and social effects of substance abuse.

Hosted by iHeartMedia's Bernie Lucas, the show featured Uttam Dhillon, Former Acting Administrator of the Drug Enforcement Administration and New Interpol Washington Director.

The show aired on over 100 stations in May and October during DEA's biannual drug takeback campaigns.





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.

RESPONDING TO CRISIS

DISASTER ASSISTANCE AND 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 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," 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 EMERGENCY RESPONSE TEAM

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 radio broadcasters. Pursuant to the “Sandy Act,” iHeartMedia is recognized as an essential service provider and must be afforded access to disaster sites to restore and repair essential services in an emergency or major disaster. By giving broadcast radio stations official status during emergencies, the Sandy Act places iHeartMedia radio stations among a statutorily-select group of “essential service providers” – also known as “First Informers” – for public safety purposes. This statute

recognizes the unique and essential role of radio stations in providing critical and often lifesaving information before, during and after man-made and natural disasters.

The iHeartMedia Technical Operations Center (iTOC) and its Emergency Response Team – made up of more than 300 iHeartMedia engineers and team members – monitors operations and coordinates emergency planning and response for the company’s 850+ radio stations across the U.S. to ensure that our local communities can be served even under the most dire circumstances.



LOCAL AND NATIONWIDE EMERGENCY ALERT AND 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 station for news and information, especially during emergencies. Class A AM stations operate at higher power levels and with FCC-mandated interference protections that enable their signals to be received reliably by millions of listeners and at great distances – especially at night, when changes in the ionosphere permit high-power AM signals to travel much farther distances – often hundreds

of miles – than is possible during the day. iHeartMedia owns and operates 18 of the country's Class A AM radio stations and as a result covers most of the United States with these strong signals at night.

FEMA's Integrated Public Awareness and Warning System (IPAWS) relies heavily on Class A AM radio stations for rapid, nationwide dissemination of emergency information. Seven iHeartMedia Class A AM stations have been designated and specially reinforced by FEMA to serve as Primary Entry Point (PEP) stations to the IPAWS network to provide official emergency alert and warning information to the nation in the event of major emergencies because of their reach

and interference protections. FEMA has also designated iHeartMedia's Premiere Networks for satellite-based redundancy for its PEP emergency warning system.

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



IHEARTMEDIA DISASTER RELIEF FUND

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

company to the communities they serve. 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.





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 appropriate relief efforts that will aid those affected.

In 2019, the U.S. experienced a total of 14 weather and climate disasters that resulted

in losses exceeding \$1 billion, according to NOAA (National Oceanic and Atmospheric Administration). These 14 billion-dollar weather events resulted in total losses of approximately \$45 billion, and include 1 wildfire event (affecting multiple areas in Alaska and California); 2 tropical cyclones (Dorian and Imelda); 3 inland floods (affecting the Missouri, Arkansas and Mississippi Rivers); and 8 severe storms.

2019 NEWS EVENTS

2019 WEST COAST WILDFIRES

In 2019, California suffered deadly and destructive wildfires that burned more than 500,000 acres across the state and caused more than \$80 billion in damage. Approximately half of that acreage impacted local iHeart communities.

iHeartMedia Los Angeles' KFI-AM 640 kept listeners aware of the latest details of the various fires with continual coverage and dispatched a team of local reporters to the various scenes. The stations assisted with disseminating vital information by broadcasting live press conferences with updates on

damages, areas and roadways affected, emergency services and shelters available; interviewed local officials; and provided vital information on services available to help those displaced by the fires.

Additionally, KFI-AM 640 provided up-to-date, commercial-free news and information with live press conferences around evacuations, traffic, areas to avoid and where people could find help and assistance. The station dedicated more than 120 hours of on-air programming to keep listeners informed and educated.



HURRICANE DORIAN

Hurricane Dorian caused at least \$4.6 billion in damage in The Bahamas, Southeast U.S. and Canada. Dorian's storm surge brought significant flood damage to eastern North Carolina, particularly on the Outer Banks. Ocracoke Island (population 1000) was particularly hard-hit. Parts of Florida, Georgia, South Carolina, North Carolina, and Virginia all incurred damage from Dorian; the hurricane killed ten people in the U.S. and cost \$1.2 billion, according to NOAA.

South Florida residents donated over 21 semi-trucks filled with critically needed supplies to residents of the Bahamas who were impacted by Hurricane

Dorian. These relief drives were part of the #iHeartBahamas Relief Effort led by on-air personalities from all iHeartMedia South Florida broadcast stations and Mobile Mike. As part of the effort, listeners were encouraged to donate new generators, plywood, construction materials, tents, gas cans, unopened baby supplies, canned foods, sleeping items and unopened pet food.

During the storm, select stations in Florida and South Carolina, including WLRO-FM, WMMB-AM, WFKS-FM, WCOS and WVOC offered 48 straight hours of wall-to-wall coverage surrounding the impact of Hurricane Dorian.



ALABAMA TORNADOES

On March 3, 2019 a cluster of storms ripped through the Southeast -- spawning multiple tornadoes, killing at least 23 people and leaving a trail of rubble. As the storms pushed east, the tornadoes left a path of destruction that stretched from Alabama into Florida and Georgia.

Although they were not in the storm's direct path, iHeart's Alabama radio stations broadcast wall-to-wall coverage both before and during the storm and provided continued storm updates throughout the

day. In the storm's aftermath, stations aired 'After the Storm' alerts on all stations and social media channels and provided the most updated information on local shelters and federal agencies providing relief and assistance.

In addition, iHeartMedia stations in Auburn, Birmingham, Gadsden and Tuscaloosa, AL hosted a fundraiser to benefit the Community Foundation of East Alabama's Long-Term Recovery Fund, which raised over \$20,000 for local families in need.



**iHeart
RADIO
ALABAMA**

Pay to the
Order of Community Foundation of East Alabama \$17,453.65

seventeen thousand four hundred fifty three dollars and ⁶⁵/₁₀₀ Dollars

For Disaster Relief Fund

Dayle P. McIntire
AUTHORIZED SIGNATURE

0543:51025:011312:1600

MISSISSIPPI RIVER 2019 FLOODING

Flooding in the Mississippi River Basin during the winter, spring and summer of 2019 caused at least 12 deaths and economic losses in 19 states totaling in excess of \$20 billion and had an enormously detrimental impact on the agriculture in the area.

In response to the extreme flooding, iHeartMedia Davenport's WLLR-FM helped drive donations through a local fundraising drive. Additionally, four iHeartMedia stations in the River Valley region of Arkansas and Oklahoma provided two news updates each hour around the clock and provided live coverage of daily press conferences throughout the duration of the flood.





2019 SHOOTINGS

On August 3, 2019, a mass shooting occurred at a Walmart store in El Paso, Texas in which a gunman shot and killed 23 people and injured 23 others. The shooting has been described as the deadliest attack on Latinos in modern American history. Less than 24 hours after the El Paso shooting, a gunman opened fire in the early hours of Sunday, August 4, fatally shooting nine people and wounding 17 others near the entrance of the Ned Peppers Bar in the Oregon District of Dayton, Ohio.

Immediately following the news of an active shooter in El Paso, three iHeartRadio stations – KPRR-FM, KTSM-FM and KHEY-FM – began providing wall-to-wall coverage of the events and continual real-time updates. From 2-4 pm on the following Sunday, all stations simulcast special programming that focused on

providing their listeners with resources for emotional and mental counseling; information around how to donate blood through local blood centers; and where to donate money for those affected by the mass shooting. The KPRR Morning Show also left the studio to broadcast live from a park near the scene of the mass shooting. Listeners and first responders stopped by to donate to a victims' fund and provide emotional support to the community. Members of the Morning Show and a group of listeners visited a memorial near the scene of the shooting to pay their respects.

In Dayton, OH the iHeart team was immediately onsite, as the location of this terrible tragedy was right next to the iHeart Dayton offices. iHeart stations -- WMMX, WCHD, WTUE, WZDA, WYDB, WRZX, WIZE and WONE-- began immediate live news simulcast with their TV partner and

also provided real-time live updates all day long. That night, a vigil for the victims took place outside the nightclub and the stations were there to both participate and to cover as a news story to inform the local community. Beginning Monday morning, the stations began to take calls from listeners who wanted to pay tribute to the victims.

Nationally, iHeartMedia teamed up with the Child Mind Institute to direct listeners to the Institute's online resource -- Helping Children Cope After a Traumatic Event -- which suggests ways to comfort children and help them express their feelings, as well as how to answer questions about traumatic mass shootings. Many stations nationally hosted interviews with clinicians from the Child Mind Institute that offered expert advice for parents, caregivers and teachers to talk with students about these events.





WISH GRANTING

WISH GRANTING

Every day, Make-A-Wish supporters change the lives of children with serious illnesses by granting their one true wish. Wishes help children cope with – or even overcome – the medical conditions that have disrupted their lives. Every year, iHeartMedia aims to use its one-of-a-kind events to create irreplaceable memories for children with life-threatening medical conditions and their families. iHeartMedia is proud to work with organizations like Make-A-Wish and other similar groups to create memorable experiences for sick or underprivileged children, at risk kids and families in crisis. In 2019, iHeartMedia brightened lives through local celebrity meet and greets, exclusive concert admissions, red carpet access and other specially organized experiences.

DAN + SHAY

2019 IHEARTCOUNTRY FESTIVAL

Child: Melissa, age 16
Hometown: Porcupine, Ontario, Canada
Wish: To meet her favorite country duo Dan+Shay
Medical Condition: Cystic Fibrosis

Dan+Shay granted a very special wish during the 2019 iHeartCountry Festival for 16-year-old Melissa. Dan and Shay spent time talking to Melissa and her family, and they signed memorabilia for her. After pictures were taken by the professional photographer and goodbyes were being said, Dan and Shay asked Melissa if she had ever been on a tour bus. When she said no, they immediately invited the

entire family to take a quick tour of their bus before the show started. The wish surpassed all of Melissa's expectations and she left the concert feeling like she "just made two new best friends!"

Z100

GOVERNOR'S BALL

Child: Alex, age 18
Hometown: Bedford Hills, NY
Wish: To perform at Governor's Ball festival.
Medical Condition: Paraspinal Ewing's Sarcoma

iHeartMedia New York station Z100 partnered with Make-A-Wish to grant a wish to 19-year-old musician Alex B., who began making his own music after being diagnosed with Ewing's Sarcoma in 2016. Alex was interviewed by Z100's Maxwell where he found out on air that he would DJ a set at New York City's Governor's Ball music festival. Alex was extremely excited to hear the news and performed an amazing set at Governor's Ball.

BILLIE EILISH

2019 IHEARTRADIO MUSIC FESTIVAL

Emilee's life was forever altered in 2017 after a serious motor vehicle accident that left her with permanent physical disabilities. iHeartMedia partnered with The Dream Factory to provide Emilee and her family with an opportunity to attend

the iconic iHeartRadio Music Festival and for Emilee to meet her idol, Billie Eilish. Emilee loves Billie because she's different from any other pop star out there, and for someone who feels different after her accident, Billie and her music make her feel less alone during the tough days. Emilee discovered Billie's music during her long stays in the hospital, and it was her absolute dream come true to be able to meet her idol and thank her for all of the support Billie's music has provided during an incredibly difficult time in her life.

CNCO

2019 IHEARTRADIO MUSIC FESTIVAL

Child: Maria, age 20
Hometown: Italy
Wish: To meet CNCO
Medical Condition: Hemophilia

Maria considers herself one of CNCO's biggest fans. Their optimistic lyrics have helped her through many hard times. Maria's wish to meet CNCO came true in 2019 when she flew all the way from Italy to Las Vegas for the 2019 iHeartRadio Music Festival. The group loved spending time with her before their performance and recorded a video for her social media account.



WISH GRANTING

CONTINUED

MILEY CYRUS

2019 IHEARTRADIO MUSIC FESTIVAL

Child: Halley, age 18

Hometown: Camp Hill, PA

Wish: To meet Miley Cyrus, have her autograph items and spend as much time as possible with her.

Medical Condition: Kidney transplant

18-year old Halley has a lot in common with her idol, Miley Cyrus. She has a beautiful voice and loves to sing; they are both passionate about animals, and their grandmas are their biggest fans. Miley invited Halley to attend the soundcheck before her performance at the 2019 iHeartRadio Music Festival. Miley also spent time backstage with Halley and her family and they sang an a capella song together – “The Climb.” The experience left Halley in tears of joy.

JENNIFER LOPEZ

2019 IHEARTRADIO FIESTA LATINA

Child: Zoe, age 7

Hometown: Spring Valley, CA

Wish: Daniella LOVES dancing and singing to JLo songs and really wanted to meet her!

Medical Condition: Cerebral Palsy, Complex partial epilepsy, Dysphagia, Retinopathy, Post-hemorrhagic Hydrocephalus

Jennifer Lopez fulfilled a very special wish before her performance at the 2019 iHeartRadio Fiesta Latina in Miami. Seven-year old Zoe was over the moon excited to meet JLo and she was dancing as soon as she set eyes on her idol in the room. The two took pictures together and exchanged adorable remarks in Spanish, calling each other pretty. Jennifer Lopez was visibly touched to meet Zoe and her sweet spirit.

KATY PERRY

2019 KIIS FM JINGLE BALL IN LOS ANGELES

Child: Miranda, age 13

Hometown: Montclair, CA

Wish: To meet Katy Perry

Medical Condition: Osteosarcoma

As a big sister, Miranda (13) is always brave and very positive. She always drew a lot of strength from Katy Perry's songs. Miranda got a chance to meet her idol at the 2019 KIIS FM Jingle Ball in Los Angeles and they shared a nice moment together backstage.

CNCO

2019 Y100 JINGLE BALL JINGLE BALL

Child: Rosa, age 17

Hometown: Oak Creek, WI

Wish: To meet CNCO

Medical Condition: Cerebral Palsy

As soon as she met CNCO Rosa started tearing up with excitement. The band was very friendly to her and her family, signing her CNCO pillow and t-shirt and taking numerous pictures, and she received hugs from all the band members. Following the encounter Rosa and her family watched the band and the rest of the Jingle Ball lineup in first row seats. Rosa had a great time and danced all night.



WISH GRANTING

CONTINUED

KHALID

2019 HOT 99.5 JINGLE BALL

Child: Josalyn, age 17
Hometown: Truckee, CA
Wish: To Meet Khalid
Medical Condition: End-stage renal failure

17-year old Josalyn's wish was to meet Khalid. When she was going through treatment for renal failure, she always listened to Khalid. She loves his music and is a huge fan of the artist. Khalid was friendly and excited to meet his fan and her family. Josalyn also showed Khalid a photo of her parking space at her high school that she painted with the art from his album "Free Spirit". The family watched the rest of the Jingle Ball performers from front row seats. The month was truly special for Josalyn as she also received a kidney transplant.

KATY PERRY

2019 KDWB JINGLE BALL

Child: Abbey, age 10
Hometown: Pico Rivera, CA
Wish: To meet Katy Perry
Medical Condition: Wilm's Tumor

Abbey's wish to meet Katy Perry was a dream come true. Katy greeted 10-year old Abbey by her name and asked her to introduce everyone in her family to her. The two talked about school, how long she waited for her wish, hugged and took pictures together. Ahead of her performance, Katy told Abbey - "I'll think of you when I sing Roar. You're so strong! You beat cancer!" Abbey and her family were so happy to meet Katy who has been a great source of strength through Abbey's treatment. After the wish, Abbey got to see the Jingle Ball show from great floor seats.





iHeartMedia produces tens of thousands of national and local events every year. From the largest concert event in radio history – the two-day, nationally recognized iHeartRadio Music Festival – and the nationally televised iHeartRadio Music Awards, to locally produced shows in towns and cities of all sizes, iHeartMedia creates high-demand events across the nation. As the company launches exciting new programs and events, it proactively layers community-focused goals and strategies to ensure the events can make a

difference locally by creating opportunities for effective fundraising, awareness and live interactions for nonprofits and local listeners. Additionally, iHeartMedia supports an array of philanthropic events in local communities in the form of financial contributions, media support, internal resources and talent booking. In the last three years, iHeartMedia has helped raise approximately **\$3.7 million** for a number of organizations through cash donations and in-kind fundraising.

SPECIAL EVENTS AND FUNDRAISING

2019 BENEFIT EVENTS

iHeartMedia participates in a number of industry and philanthropic events that serve our communities. iHeartMedia supported the following organizations' events in 2019:

ORGANIZATION	CATEGORY
Ad Council	Family & Social Impact
American Heart Association	Health & Wellness
Capitol Hill Club	Family & Social Impact
Congressional Black Caucus Institute	Family & Social Impact
Ellevest Network	Family & Social Impact
LA Family Housing	Family & Social Impact
Maestro Cares	Family & Social Impact
MITS - Music Industry Trusts Award	Music & Arts
Multiple Myeloma Charity Classic	Health & Wellness
NAB Education Foundation	Family & Social Impact
New York City Police Foundation	Family & Social Impact
Project Yellow Light	Family & Social Impact
Rainbow Push Coalition/ Citizenship Education Fund	Family & Social Impact
Rock & Roll Bash - The Lustgarten Foundation	Health & Wellness
Shawn Mendes Foundation	Health & Wellness
ThanksUSA	Family & Social Impact
The Congressional Football Game for Charity	Family & Social Impact
The Kristen Ann Carr Fund	Health & Wellness
The Media Institute	Family & Social Impact
UJA-Federation of New York	Family & Social Impact



IHEARTRADIO EVENT FUNDRAISING

In 2019, iHeartMedia offered unique philanthropic opportunities and experiences at its iHeartRadio Music Festival, iHeartRadio Jingle Ball, iHeartCountry Festival, iHeartRadio Music Awards and

iHeartRadio Fiesta Latina events. Other efforts included giving concert event experiences to philanthropic supporters, donating exclusive packages to nonprofits for both live and online auctions and

allocating a portion of iHeartRadio Jingle Ball ticket sales across the country to the Ryan Seacrest Foundation. 2019 benefiting organizations included:

ORGANIZATION

CATEGORY

ALS Association of Texas	Health & Wellness
American Civil Liberties Union (ACLU)	Family & Social Impact
American Red Cross	Health & Wellness
Camp Southern Ground	Health & Wellness
Charcot Marie Tooth Association	Health & Wellness
Chester Heights Civic Association	Family & Social Impact
Children's Miracle Network Hospitals	Health & Wellness
Community Foundation of Northwest Mississippi	Family & Social Impact
Foundation for Prader-Willi Research	Health & Wellness
Goodie Two Shoes Foundation	Family & Social Impact
Green School Alliance	The Environment
Hanover Charities	Health & Wellness
Horace Mann School	Education & Literacy
Horizons	Family & Social Impact
Jets Foundation	Family & Social Impact
Lalela	Music & Arts
LREI High School	Education & Literacy
Lupus Research Alliance	Health & Wellness

ORGANIZATION

CATEGORY

McLean School	Education & Literacy
Musicians on Call	Health & Wellness
Pink Aid	Health & Wellness
PS11	Education & Literacy
Rays of Sunshine Foundation	Health & Wellness
Rumsey Hall School	Education & Literacy
Ryan Seacrest Foundation	Health & Wellness
Somerset Hills Learning Institute	Family & Social Impact
Stephanie Morgan Memorial Fund Inc	Family & Social Impact
Texas Advocacy Project	Family & Social Impact
The American Association for Cancer Research	Health & Wellness
The Friends Seminary	Education & Literacy
The Genesis Foundation for Children	Health & Wellness
The Kristen Ann Carr Fund	Health & Wellness
Turn 2 Foundation	Family & Social Impact
Urban Upbound	Family & Social Impact
Your Dream is Our Dream	Family & Social Impact

CORPORATE GIVING & VOLUNTEERISM

In 2019, 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.



KSSK

92.3 HAWAII



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. The following pages highlight how some iHeartMedia employees spent their annual Local Spirit Day of Service in 2019.

UNITED WAY OF THE CAPITAL REGION ALBANY, NY

In 2019, KISS102.3 teamed up with United Way of the Capital Region to promote "518 Day" – an organized "day of service" taking place on May 18 across the Capital Region. Organizations and individuals were encouraged to sign up with United Way to work together on a project in need of volunteers in the community. In addition, the KISS 102.3 team collected books for United Way's literacy program.

SCHOOL DISTRICTS AROUND THE LEHIGH VALLEY AND VARIOUS LOCAL CHARITIES ALLENTOWN, PA

B104's morning show hosts Mike and Steph have graciously donated hundreds of hours a year volunteering and serving the Lehigh Valley community. They've emceed numerous galas and charity walks for various organizations including the JDRF, Autism Speaks, the United Way, the Lehigh Valley Hospital DUI Task Force, the Pediatric Cancer Foundation and the American Cancer Society. In addition, Mike and Steph also visit numerous elementary, middle school and high school classrooms in the community to read to students, speak about their careers in radio and more.

ALLENTOWN RESCUE MISSION ALLENTOWN, PA

Each year Newstalk 790 WAEB hosts the annual Spaghetti Dinner for the Allentown Rescue Mission. Newstalk 790 WAEB's morning show host Bobby Gunther Walsh spent the whole day with the mission's staff and volunteers, and he prepared all the meatballs for the event. Throughout

the year, Gunther donates his time to help at the Allentown Rescue Mission's Thanks for Giving Food and Supplies Drive.

9/11 DAY OF SERVICE ATLANTA, GA

On September 11, 2019, iHeartMedia Atlanta's on-air talent volunteered and supported the Atlanta Meal Pack for 9/11 Day, helping pack over 300,000 meals in remembrance of the victims of and responders to the 9/11 attacks.

DENNY TERRACE COMMUNITY CENTER COLUMBIA, SC

In 2019, 100.1 The Beat staff teamed up with The Talented Tenth, a nonpartisan, nonprofit organization that is representative of the young professionals in the Greater Columbia area, for a free turkey giveaway for families in need in the community. Over 200 turkeys were given away with the help of 100.1 the Beat and various donors in the community. 100.1 The Beat staff along with members of The Talented

Tenth volunteered their time to help distribute the turkeys in the community.

SALVATION ARMY

FLORENCE, SC

During the 2019 holiday season, iHeartMedia Florence on-air personality Denis Davis participated in a celebrity bell ringing to raise funds for the Salvation Army. Denis spent eight hours volunteering to help raise funds for the organization.

SECOND HARVEST FOOD BANK OF NORTHWEST NC

GREENSBORO, NC

In 2019, 99.5 WMAG's on-air personality Lora Songster volunteered for Second Harvest Food Bank of Northwest NC at several events, including their 19th Empty Bowls: Stock the Shelves for Summer Food and the Running of the Balls. A long-time supporter of the organization, Lora spent time serving and prepping food at the food bank as well as emceeding at various fundraising events.

OPERATION FUEL

HARTFORD, CT

In 2019, iHeartMedia Hartford on-air personalities volunteered their time to help raise funds for Operation Fuel Icehouse. Operation Fuel helps families in Connecticut who are struggling with their heating bills. The iHeartMedia Hartford staff broadcasted out of a house made of ice to raise funds and awareness for less fortunate families in the community. During the fundraiser Operation Fuel raised over \$30,000 for Connecticut residents in need.

9/11 NATIONAL DAY OF SERVICE

LOS ANGELES, CA

On September 11, 2019 iHeartMedia Los Angeles employees and members of the community volunteered at a local event organized by 9/11 National Day of Service, an organization dedicated to transforming 9/11 from a day of tragedy into a day of service, unity and peace. In addition, iHeartMedia Los Angeles on-air personalities encouraged listeners to join them as they packed more than 500,000 meals for local food banks.



LOCAL SPIRIT DAY OF SERVICE

CONTINUED

KENTUCKY CHILDREN'S HOSPITAL, ST. JUDE CHILDREN'S HOSPITAL AND THE ALZHEIMER'S ASSOCIATION

LOUISVILLE, KY

Michael Jordan, Senior Vice President of Programming for iHeartMedia Louisville, supports and volunteers his time with various local charities including Kentucky Children's Hospital, St. Jude Children's Hospital and the Alzheimer's Association. In addition, he has also served on the Mayor's Board for Community events.

KENTUCKY HARVEST

LOUISVILLE, KY

In 2019, Real 93.1 hosted Pop-Up Recess in partnership with the local food bank Kentucky Harvest. The station's on-air personalities volunteered their time to provide fruit and healthy meals to the students at Wheatley Elementary and Lyman T Johnson Middle School. The event titled Get Fit highlighted the importance of an active and healthy lifestyle for children in the community.

ADOPT A HIGHWAY PROGRAM

MINNEAPOLIS, MN

In 2019, the Dave Ryan Show asked listeners to join them in adopting a highway. On-air personality Dave Ryan along with fans and listeners volunteered their time on Wednesday, June 26, 2019 to clean up a portion of Highway 7 as part of Minnesota Department of Transportation's Adopt a Highway program.

COVENANT HOUSE

NEW YORK CORPORATE TEAM

In 2019, the iHeartMedia Communications Team volunteered with the Covenant House's youth shelter located in NYC and worked with young residents during a job-readiness workshop to help them prepare for future job interviews. The Covenant House is the largest privately funded agency in the Americas providing shelter, food, immediate crisis care, and an array of other services to homeless and runaway youth.

AMERICAN RED CROSS

NEW YORK CORPORATE TEAM

On April 30, 2019, iHeartMedia NYC's digital office organized a blood drive in partnership with the local American Red Cross. The drive generated 23 units, enough to potentially save 39 lives.

9/11 NATIONAL DAY OF SERVICE

NEW YORK CORPORATE TEAM

On September 11, 2019, 40 employees from the iHeartMedia Digital Team and the iHeartMedia NYC Local Team joined 5,000 volunteers at the Intrepid Museum in NYC to pack meals for families in need in the tri-state area. With the help of 5,000 volunteers, 9/11 day of Service packed over 1 million meals to benefit families in need.

THE BOWERY MISSION **NEW YORK CORPORATE TEAM**

On November 21, 2019, the iHeartMedia corporate team volunteered their time to pack essential items (toiletries and personal care items) to benefit people in need in the New York City area. 50 iHeartMedia employees packed hundreds of “blessings bags” that were distributed through The Bowery Mission, a non-profit organization serving homeless and hungry New Yorkers since the 1870s.

WE SHARE HOPE **PROVIDENCE, RI**

On Tuesday November 19, 2019, 20 iHeartMedia Providence employees joined the teams from Rhode Island Public Transit and We Share Hope food bank to unload and distribute 30,000 pounds of donated food from buses. The food was collected during the 94 HJY annual food drive held the previous weekend.

HABITAT FOR HUMANITY **TOLEDO, OH**

In 2019, iHeartMedia Toledo's 92.5 KISS FM staff partnered with the local Habitat for Humanity to help paint homes for families in the community. Habitat for Humanity has provided housing solutions for 5,000 families in Ohio and 13 million people around the world.

SUNDAY BREAKFAST MISSION **WILMINGTON, DE**

In 2019, 94.7 WDSB's on-air personality Christa Cooper invited listeners to join her to pack boxes for the Sunday Breakfast Mission. On November 19, 2019, Crista and her team of listeners helped Sunday Breakfast Mission pack boxes with turkeys, canned food and vegetables for Thanksgiving meal for over 1500 families in need.





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.

HOLIDAY GIFT DRIVES

HOLIDAY GIFT DRIVES

NEW YORK CARES WINTER WISHES

NEW YORK, NEW YORK

IHEARTMEDIA, NYC

For the fourth consecutive year, iHeartMedia NYC partnered with New York Cares, the largest volunteer network in New York City, to deliver specific holiday gifts to families throughout the city. Employees responded to over 175 handwritten letters from kids and teens requesting a specific toy or present they wanted or needed. Employees also donated dozens of new winter coats, hats and gloves and \$500 worth of new children's books. All the gifts were given to a Head Start program in the Bronx.

MEMORIAL SLOAN KETTERING CENTER

NEW YORK, NY

Z100 JINGLE BALL EVENT

In 2019, Z100 Jingle Ball featured a social stop backstage where artists performing at the event were invited to wrap a present and send an autographed gift tag to the kids at the hospital. Over 100 toys were donated as part of a grassroots toy drive that local 7-year-old and former MSK patient organized. Over the last 3 years Ava has collected over 1500 gifts as part of her home-grown initiative.

TOYS FOR TOTS

ALBANY, NY

PYX 106

On October 20, 2019, PYX 106 morning show hosts Quinn and Cantara hosted the Toys for Tots Bike Run, which kicked off their annual Marine Toys for Tots campaign. On-air personality Dr. John Cooper participated alongside more than 400 community members who brought new unwrapped toys or a \$10 cash donation. During the holiday season, PYX 106 also encouraged listeners to visit the station website to learn where they could donate a toy. The station, led by Dr. John, also took part in two toy convoys, the first on November 17 alongside the Saratoga Sheriff Department where over 60,000 toys were collected and the second on December 1, where Dr. John helped Santa at the North Pole distribute toys to communities in need.

COATS FOR KIDS COAT DRIVE

AUSTIN, TX

98.1 KVET

In 2019, 98.1 KVET partnered with the Junior League of Austin for the 31st annual Coats for Kids Distribution Day. The station promoted the event on-air, online and via social media. Due to their efforts, the Junior League of Austin collected more than 35,000 warm winter coats for children in Central Texas.

SALTY'S CHRISTMAS CRUIZIN' TOY DRIVE

BAKERSFIELD, CA

98.5 THE FOX

On December 12, 98.5 The Fox broadcasted live from Salty's BBQ for a toy drive to benefit the Marine Corps' Toys for Tots. The station promoted the drive on-air, online and via social media and encouraged local car clubs to gather donations. Their efforts helped fill a 15-foot trailer with toy donations for local children.

IHEARTMEDIA BINGHAMTON GIFTS FOR GOLDENS

BINGHAMTON, NY

NOW 105.7

Now 105.7 set up a Christmas tree with paper ornaments at Oakdale Mall in the Binghamton community that was adorned with the names of senior citizens in need. Listeners were encouraged to stop by, grab a tag and bring back an unwrapped gift to the stations' booth at the mall. In 2019, approximately 400 senior citizens received Christmas presents, which were giftwrapped by members of RSVP, the Retired Seniors Volunteer Program and distributed to five participating nursing homes.

CHRISTMAS WISH

BIRMINGHAM, AL

MAGIC 96.5

Every December, Magic 96.5 holds their annual Christmas Wish campaign, which has been a staple in Birmingham for over 20 years. The campaign features an on-air auction with products and services donated by the station's partners to raise money for local underprivileged families. On two consecutive Fridays, "The Rob & Hilary Magic Morning Show" asked listeners to nominate families in need to receive \$500 Visa gift cards. The 2019 Christmas Wish campaign raised \$20,000, which provided financial assistance to families in need in the Birmingham community.

BIGGEST GIVE AND RECEIVE HOLIDAY JAM

CHICAGO, IL

INSPIRATION 1390

Inspiration 1390 presented their annual Chicago's Biggest Give and Receive Holiday Jam at Apostolic Faith Church on December 13, 2019. The station encouraged listeners to bring toy donations to the Holiday Jam, which featured local and national recording artists and drew over 3,000 attendees. During the event, the station presented local families with \$3,000 to purchase food, clothing and toys for the holidays and collected enough toys to assist over 100 families.



HOLIDAY GIFT DRIVES

CONTINUED

COATS FOR KIDS

CLEVELAND, OH

NEWSRADIO WTAM 1100

Newsradio WTAM 1100 created Coats for Kids in 1981 after station staff learned that thousands of local children and families were without warm winter coats. Now in its 38th year, Coats for Kids has become one of Cleveland's most celebrated charities. In 2019, afternoon host Mike Trivisonno held a week-long fundraiser for the charity in June that included a two-night variety show benefit, and his efforts alone raised \$400,000. In all, the 2019 Coats for Kids raised more than \$600,000 and collected more than 20,000 coats for local residents in need.

TOYS FOR TOTS

CORPUS CHRISTI, TX

IHEARTMEDIA CORPUS CHRISTI

During the holidays, all six iHeartRadio Corpus Christi stations teamed up with partner H-E-B Grocery Company and joined the U.S. Marine Corps for their annual Toys for Tots donation drive. The stations promoted the drive on-air, online and via social media and asked listeners to drop off new, unwrapped toys at H-E-B Grocery Company. In 2019, K99 collected more than \$2,500 in cash donations and hundreds of toys to ensure local children had a wonderful Christmas.

TOYS FOR TOTS

DALLAS, TX

STAR 102.1

Star 102.1 teamed up with Fox 4 and the United States Marine Corps. to collect new and unwrapped toys to help bring the joy of Christmas to less fortunate children. From December 2 through December 7, on-air personalities Leigh Ann, Jeremy, Amanda, Rick and Anna volunteered with station staff at several different sites to encourage listeners to drop off a donation. Their efforts helped collect more than 1,000 toys for the United States Marine Toys for Tots program.

CHRISTMAS FOR KIDS

DEFIANCE, OH

MIX 98.1

Leading up to the holiday season, Mix 98.1 promoted Christmas for Kids, a six-week event through 60 live remotes, which encouraged listeners to donate money or toys for needy families in northeast Ohio. With the help of the U.S. Marine Corps volunteers, Mix 98.1 was able to collect thousands of toys for distribution and \$130,000 in cash donations.

TOYS FOR TOTS

FRESNO, CA

IHEARTMEDIA FRESNO

For their 2019 Toys for Tots campaign, iHeartMedia Fresno stations worked with local chapters to help collect new and unwrapped toys for underprivileged children in the Central Valley. In addition to several live on-site broadcasts at local shopping malls, the stations promoted the annual Jingle Bell 5k run, which had 4,000 participants. B95's Juice Crew morning show also held their yearly 28-hour Juice Crew Campout radiothon, which helped collect over 3,000 toys. iHeartMedia Fresno's efforts helped Toys for Tots reach their goal of providing over 50,000 toys to local children across Fresno, Tulare and Kings counties.

ELLIS & BRADLEY'S STUFF THE TRUCK FOR TOYS FOR TOTS

GREENVILLE, SC

WHISTLE 100

For the 19th year, the Ellis and Bradley Show held the single biggest Toys for Tots drive in Upstate South Carolina. The morning show broadcasted live from a local dealership on December 15 encouraging listeners to stop by and donate new, unwrapped toys to benefit underprivileged children in the Greenville area. Collected by the Salvation Army, the event collected enough toys to "stuff" five trucks.

TOY HILL

LITTLE ROCK, AR

KSSN 96

Each year, KSSN 96 and 105.1 The Wolf host the annual Toy Hill event to benefit the Marine Toys for Tots program. During a 48-hour broadcast in December 2019, on-air personality Bob Robbins encouraged listeners to bring new unwrapped toys to the drop off locations to benefit children in the community. The 2019 toy drive collected enough toys to fill four 18-wheeler trucks.

TOYS FOR TOTS

LOUISVILLE, KY

CARDS RADIO 790 KR D

On December 10, Cards Radio 790 KR D hosted their annual Toys For Tots toy drive where they accepted cash and toy donations for children in the area. The station promoted the event, which was hosted at a local bar that provided promoted specials for listeners, on-air, online and via social media. Their efforts helped collect more than 200 toys for local children.



HOLIDAY GIFT DRIVES

CONTINUED

TOYS FOR TOTS DRIVE

MINNEAPOLIS, MN

KFAN

KFAN joined the Minnesota Vikings and the United States Marine Corps for their annual Toys For Tots toy drive on December 10. The station broadcasted live for over 13 hours and encouraged listeners to bring new and unused toys to donate as they watched the live radio broadcast. The 2019 drive collected 21 pallets of toys for the Marine Corps' Toys for Tots program.

LITE FM HOLIDAY GIFT WRAPPING PARTY

NEW YORK, NY

106.7 LITE FM

On December 23, 106.7 Lite fm hosted their annual party to wrap toys for children at several local hospitals in New York and New Jersey. The station promoted the party on-air, online and via social media in an effort to encourage listeners to donate to the hospitals. In 2019, 4,000 gifts were wrapped and dropped off at the hospitals for the children.

96 ROCK'S NOT SO SILENT NIGHT

PANAMA CITY, FL

96 ROCK

96 Rock held their first-ever 96 Rock's Not So Silent Night concert on December 13 to benefit the local Stuff the Bus Toy Drive. For the admission price of donating two toys, local residents were able to listen to bands Safe to Say, Cline Street, Blow It Up, and Heritage Band headlining the night as well as enjoy a block party with food, prizes and music. The Not So Silent Night concert helped collect 500 toys worth \$5,000 and \$300 in cash donations to help local children enjoy the holidays.

Z107.7 TOY TOWN TOY DRIVE

ST. LOUIS, MO

Z107.7 ST. LOUIS

Z107.7 held their second annual toy drive to benefit the Salvation Army's Toy Town from November 15 through 17 in the parking lot of the St. Louis Galleria. The station promoted the drive on-air, online and via social media to encourage listeners to donate toys, which went to different hospitals and organizations in need.

SANTA JAM AND BOATLOAD OF TOYS

ST. LOUIS, MO

93.7 THE BULL

During the weekend of December 7 and 8, 93.7 The Bull held their annual Santa Jam and Boatload of Toys drive outside Bass Pro Shops in St. Charles to benefit Youth In Need, which serves more than 8,000 of the area's most vulnerable children, teens and families at nearly 100 locations in six counties in eastern Missouri. A crowd of 3,000 listeners attended the eighth Annual Santa Jam featuring Trea Landon, Abby Anderson, Tenille Townes, Jon Langston, Jordan Davis and Chris Janson, helping collect thousands of toys for local children.

WINTERIZE KIDS COAT AND WARM WEAR DRIVE

ST. LOUIS, MO

THE BEAT, MAJIC 103.7 & HALLELUJAH 1600

On December 14, 100.3 The Beat, Majic 103.7 and Hallelujah 1600 broadcast live from 10 am – 3 pm from a local Empire Beauty and collected new coats, hats, gloves, boots, earmuffs and heavy socks for kids ages 10 and up. Their efforts

helped more than 400 local kids in need and the items were distributed through the Spreading Our Love Foundation, which takes pride in sharing, caring and loving those who are in need in our community.

1200 WOAL ELF LOUISE RADIOTHON

SAN ANTONIO, TX

NEWS RADIO 1200

News Radio 1200 WOAL partnered with the North Star Mall on December 6 and 7 for an annual radiothon and online auction to benefit the Elf Louise Christmas Project, a local nonprofit organization that purchases and delivers toys during the holiday season to Bexar County's less fortunate children. The station promoted the two-day broadcast on-air and online and encouraged listeners to donate. Their efforts helped collect almost \$250,000, which provided presents for more than 20,000 children in Bexar County.



HOLIDAY GIFT DRIVES

CONTINUED

SANA CLAUS TOY AND FOOD DRIVE

SAN FRANCISCO, CA

106.1 KMEL

106 KMEL hosted their seventh annual Sana Claus Toy and Food Drive on December 20 to benefit the Alameda County Food Bank and the Alameda County Fire Department's Toy Program. The station promoted the drive on-air, digitally via the 106 KMEL website and on social media. During the live broadcast, the "Sana G Morning Show" invited listeners to give back and helped collect over 1,500 toys and \$1,350 to help families in need during the holiday season, as well as for those rebuilding following natural disasters or home fires. In addition, the drive collected 415 pounds of food, roughly the equivalent of 345 meals, to benefit the community.

MERRY X-MAS

TALLAHASSEE, FL

X101.5

On December 14, X101.5 held a concert featuring top local artist to benefit Toys for Tots in Tallahassee. The station promoted the show on-air and via social media, encouraging listeners to bring a toy in order to enjoy performances by The Retrograde, Blow it Up, Heritage and Rob Barnhart. Merry X-Mas collected

300 toys with an approximate value of \$3,000 to help Toys for Tots provide a memorable holiday for local children.

TOY-A-THON

TOLEDO, OH

92.5 KISS FM

92.5 KISS FM's Toy-A-Thon provides gifts for children living in foster care, with relatives or with their families under supervision of Lucas County Children Services. The four-hour December 7 event at the Franklin Park Mall in Toledo collected toys, gifts, clothes and products for children of all ages as well as cash donations. Toy-A-Thon also included performances from live bands, a Meet-N-Greet with special guest Lindsey Sterling and a live broadcast from 92.5 KISS FM and sister station, 101.5 THE RIVER. The 2019 event collected more than 3,000 items and over \$6,000 cash to benefit local children.

MO & SALLY'S 16TH ANNUAL DUELING TOY DRIVE

WEST PALM BEACH, FL

KOOL 105.5 PALM BEACH

KOOL 105.5's The Mo & Sally Morning Show teamed up with the U.S Marine Corps Reserve Toys for Tots program for

Mo & Sally's 16th Annual Dueling Toy Drive. During the all-day event on December 14, Mo and Sally broadcast live from separate Walmart locations in a friendly competition to see who could collect the most new, unwrapped toys. In 2019, the morning show hosts collected 4,500 toys, which were distributed as Christmas gifts to less fortunate children in the local community. Since its inception, the drive has provided more than 50,000 toys to local children.

12 GUITARS OF CHRISTMAS

WEST PALM BEACH, FL

98.7 THE GATER

98.7 The Gater held its 16th annual 12 Guitars of Christmas holiday event on December 12 to benefit Toys for Tots. On-air personalities Big Rig, Doc Ren and Amelia hosted the free event, which gave away 12 autographed guitars from Rock music's biggest names to listeners who brought a new, unwrapped toy to donate to the U.S. Marine Corps Reserve's Toys for Tots program. The 2019 12 Guitars of Christmas collected over 3,000 toys for children.

12 DAYS OF CHAOS

WEST PALM BEACH, FL

REAL RADIO 94.3

Beginning December 2, Real Radio 94.3 held their 14th annual 12 Days Of Chaos toy drive to benefit the Marine Toys for Tots program. Every day, the station unveiled a new grand prize and listeners were able to receive one entry for each prize by attending a special event on December 15 at a local seafood restaurant hosted by Dano and the Real Radio crew. Listeners were able to receive additional prize entries for each toy they donated. In 2019, 12 Days of Chaos collected more than 3,200 toys and \$1,000 for local children.



STUFF A SLEIGH

WHEELING, WV

98.7 COUNTRY WOVK AND MIX 97.3

98.7 Country WOVK and Mix 97.3 partnered with the Salvation Army on the Stuff A Sleigh toy drive. During the December 14 event, on-air personalities broadcasted their shows from a local Walmart, encouraging listeners to donate new, unwrapped toys for children in the community. The drive collected over 20 bicycles and enough toys to fill the Salvation Army box truck.



2019 HONORARY AWARDS & RECOGNITION

Each year iHeartMedia, its key executives and iHeartMedia local radio stations are honored by various groups and organizations for their charitable contributions to a wide variety of causes and initiatives.

In 2019, iHeartMedia's Chairman and CEO Bob Pittman, President, COO, & CFO Rich Bressler, President of Entertainment Enterprises John Sykes and Chief

Programming Officer and President of National Programming Group Tom Poleman were honored with the prestigious Music Visionary of the Year award by UJA-Federation of New York President; seven iHeartMedia programs and talent were honored with Gracie Awards; and on-air personalities and programmers received several inductions and honors for their exemplary work in local communities across the U.S.



UJA-FEDERATION OF NEW YORK - MUSIC VISIONARY OF THE YEAR AWARD

In 2019, iHeartMedia's Chairman and CEO Bob Pittman, President, COO, & CFO Rich Bressler, President of Entertainment Enterprises John Sykes and Chief Programming Officer and President of National Programming Group Tom Poleman were honored with the prestigious Music Visionary of the Year award by UJA-Federation of New York for their remarkable philanthropic contributions to the New York City community by fostering the power of music.

The four executives were honored at the foundation's annual gala luncheon

on June 11 in New York. Past recipients of the award include Sony Music CEO Rob Stringer, Universal Music Group executive vice president Michele Anthony, and Republic Records founders Monte and Avery Lipman, among others.

2019 performers included Jade Bird, country hitmakers Dan + Shay and award-winning singer, rapper, songwriter, and flutist Lizzo. Past years have featured performances from Pearl Jam's Eddie Vedder, Justin Timberlake, Alicia Keys, H.E.R. and many others.



ABOUT

UJA-FEDERATION OF NEW YORK

ujafedny.org

Working with a network of hundreds of nonprofits, UJA extends its reach from New York to Israel to nearly 70 other countries around the world, touching the lives of 4.5 million people each year. To date, UJA has allocated more than \$52 million to help respond to the devastating impact of the coronavirus pandemic. Aid has supported New Yorkers facing food insecurity, UJA partner organizations providing essential health and human services to New Yorkers, Jewish Community Centers, low-income students, single parents, and ensuring dignified Jewish burials. For more information, please visit www.ujafedny.org.



THE GRACIE AWARDS

The Gracies recognize exemplary women and women-led programming in radio, television, cable and interactive media. In 2019, the Gracies honored seven of iHeartMedia's incredible talent and programming spanning several national and local categories.

2019 GRACIE AWARD WINNERS:

PERSONALITIES:

Lynda McLaughlin, Producer of "The Sean Hannity Show"
Angela Yee, Co-Host of Power 105.1's "The Breakfast Club"
LaDona Harvey, Host of "I am NOT grateful, I am qualified"
Kaelin Roberts, Producer of "Fred + Angi Mornings"

PROGRAMMING:

KOST 103.5's "**The Ellen K Morning show**"
Power 105.1's "**Power on The Block**"
The iHeartPodcast Network's "**Anna Faris is Unqualified**"



NATIONAL ASSOCIATION OF BROADCASTERS BROADCASTING HALL OF FAME

iHeartMedia's nationally syndicated radio personalities Ryan Seacrest and Sean "Hollywood" Hamilton were inducted into the National Association of Broadcasters (NAB) Broadcasting Hall of Fame in 2019. The induction occurred during the 2019 Induction Ceremony and Celebration on Friday, November 8, 2019 at Gotham Hall in New York City.

Ryan Seacrest is the host of "On Air with Ryan Seacrest," his market-topping #1 nationally syndicated LA morning drive-time show for iHeartMedia's 102.7 KIIS-FM, as well as the nationally-syndicated "On Air with Ryan Seacrest," "American Top 40 with Ryan Seacrest," and the weekday vignette "Direct from Hollywood." Beyond radio, Seacrest is a host and executive producer of the Disney/ABC syndicated "Live with

Kelly and Ryan," daily entertainment talk show, alongside Kelly Ripa. Seacrest is also a host of the iconic music competition series "American Idol" and he is host and executive producer of the annual ABC live broadcast of "Dick Clark's Rockin' New Year's Eve with Ryan Seacrest."

Ryan's philanthropic efforts include serving as chairman of the Ryan Seacrest Foundation (RSF), which has opened ten broadcast media centers – Seacrest Studios – in pediatric hospitals in cities across the country. He also serves on the board of the Los Angeles County Museum of Art (LACMA) and as honorary chair of the Grammy Museum Foundation.

Sean "Hollywood" Hamilton's career has spanned more than 20 years and has

not only positioned him as one of the most recognized names in radio from coast-to-coast, but also established a legion of fans and admirers within the music industry.

Seventeen-year-old Sean Hamilton had always dreamed about becoming a disc jockey. At the age of 21, Hamilton delivered the #1 rated nighttime show in New York. In January 2013, Hamilton signed a deal with Premiere Networks to syndicate his shows Weekend Top 30 with Hollywood Hamilton and Hollywood Hamilton's Remix Top 30.

Previous NAB Radio Broadcasting Hall of Fame inductees include Elvis Duran, Delilah, Mike Golic and Mike Greenberg, KROQ's Kevin and Bean, Steve Harvey, Dave Ramsey, Bob Uecker, Gerry House, Ron Chapman and Vin Scully, among others.



CLASS OF 2019

RYAN SEACREST



RADIO
HALL OF FAME

Ryan Seacrest was born and raised in Albany, Georgia. His radio career started with an internship at WISN when he was 16 years old. Today, the creative entrepreneur holds prominent positions in nationally syndicated and local radio, as well as broadcast and cable television.

Seacrest hosts the #1 Los Angeles morning drive-time show for 102.7 KISFM, while also hosting the nationally syndicated, 24/7 with Ryan Seacrest, America's Top 40 with Ryan Seacrest and the weekly sports show Ryan McPherson. In recognition of his impact on the radio industry, the National Association of Broadcasters presented him with the Mosaic Award for "Network Syndicated Personality of the Year" in 2011 and 2014.

Simultaneously, Seacrest cohosts and executive produces Live with Kelly and Ryan, a nationally syndicated, Entertainment television show, as well as the annual Dick Clark's "New Year's Rockin' Eve" with Ryan Seacrest. Plus, he still hosts "American Idol," which he has done since 2002.

Dedicated to inspiring today's youth through entertainment and education-focused initiatives, Seacrest serves as chairman of the Ryan Seacrest Foundation. To date, 10 syndicated broadcast media centers have been opened in pediatric hospitals across the U.S., called Seacrest Studios, where patients get to be the stars.

NAB CRYSTAL RADIO AWARDS

Since 1987, the NAB Crystal Radio Awards have recognized radio stations for their outstanding year-round commitment to community service. For their work in 2019, Power 105.1 in New York and Newsradio WTAM 1100 were among the 10 winners to receive the NAB Crystal Radio Award.

The ten recipients were chosen among 50 finalists who were honored at the We Are Broadcasters Celebration at the NAB Show, held April 6 - 11, 2019, in Las Vegas, NV. NAB Crystal Radio Award finalists and winners were chosen by a panel of judges representing broadcasting, community service organizations and public relations firms.





ABOUT

THE NATIONAL ASSOCIATION OF BROADCASTERS (NAB)

nab.org

The National Association of Broadcasters is the premier advocacy association for America's broadcasters. NAB advances radio and television interests in legislative, regulatory and public affairs. Through advocacy, education and innovation, NAB enables broadcasters to best serve their communities, strengthen their businesses and seize new opportunities in the digital age. Learn more at www.nab.org.

MAYOR OF CHICAGO RAHM EMMANUEL PROCLAIMS THURSDAY, APRIL 25, 2019 ANGELA INGRAM DAY

To celebrate the great contributions made to the community, Mayor of Chicago Rahm Emmanuel declared Thursday, April 25, 2019 Angela Ingram Day. As Senior Vice President of Communications for the market, Angela has made a tremendous impact on the community.

Angela's career spans over 30 years of spearheading marketing and communication strategy for iHeartMedia Chicago's six stations, including V103, 107.5 WGCI, 103.5 KISS FM, 93.9 LITE FM, BIG 95.5 and Inspiration 1390. She oversees internal and external communications, serves as market compliance officer, manages and monitors the dynamics of public opinion, which includes community partnerships and government relations. She is also the chief spokesperson for iHeartMedia Chicago's six stations.

Angela is the driving force behind iHeartMedia Chicago's community partnerships with various local organizations that tackle issues such as education, literacy, health, finance, employment and entrepreneurship.

Angela was honored by former Chicago Mayor Richard M. Daley for her leadership and excellence in advancing the status of women in the broadcast industry and Chicago communities. Other achievements include being named "Executive of the Year" by the National Association of Black Female Executives in Music and Entertainment and one of "The 35 Most Influential African-Americans in Radio" by Radio Ink Magazine.

 **iHeart**MEDIA
EVERYTHING SOUND
radio + digital + mobile + social + events



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 2019, 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	ASSOCIATION	AWARD
iHeartMedia Birmingham	Birmingham, AL	Alabama Broadcasters Association	ABBY Award for Community Service
103.5 KISSFM	Chicago, IL	Alliance for Women in Media	2019 Gracie Award- Producer Category, Kaelin Roberts, Executive Producer of 103.5 KISSFM's Fred & Angi Morning Show
107.5 WGCI Chicago	Chicago, IL	Illinois Broadcasters Association	Silver Dome Awards- Best Broadcast Team - The 107.5 WGCI Morning Show (Le on Rogers, Kendra G, Kyle Santillian)
BIG95.5 FM	Chicago, IL	Illinois Broadcasters Association	Silver Dome Awards - Best Community Service Project -BIG 95.5 Jason Aldean Benefit Concert
107.5 WGCI Chicago	Chicago, IL	Illinois Broadcasters Association	Silver Dome Awards - Best Community Service Project -107.5 WGCI Peace in the Streets

RECIPIENT	MARKET	ASSOCIATION	AWARD
News Radio WTAM 1100	Cleveland, OH	National Association of Broadcasters	NAB Crystal Radio Award for Community Service
Newsradio WOOD1300	Grand Rapids, MI	Disability Advocates of Kent County	Invest in Ability Award awarded to Phil Tower, Program Director to Newsradio WOOD1300
iHeartMedia Hartford	Hartford, CT	Connecticut Education Association	Local Media Award awarded to Renee DiNino, on-air personality and community affairs director for iHeartMedia Connecticut
102.7 KIIS-FM	Los Angeles, CA	A Place Called Home	Legacy Award - For over 10 years of community work
K103 Portland	Portland, OR	Susan G. Kamen	Top Fundraiser Award to on-air personality Janine
iHeartMedia Providence	Providence, RI	Association of Fundraising Professionals	The Outstanding Philanthropic Corporation Award
102.3 WSUS	Sussex, NJ	New Jersey Business & Industry Association	Best Business Award
Rumba 106.5 Tampa	Tampa, FL	City of Tampa and Course of Action	Spanish Station of the Year in Tampa Bay

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 850 radio stations in 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.

DIGITAL ARTIST INTEGRATION PROGRAM

In 2012, iHeartMedia extended the "Artist Integration Program" to its iHeartRadio digital platform. Each month, four new tracks per format are featured in new music spots that run in national inventory across format-appropriate iHeartRadio digital stations. The songs run in their entirety 3-4 times per day across all format relevant digital streams online,

helping to build impressions and artist familiarity. In 2019, the iHeartRadio Digital "Artist Integration Program" accumulated 2.8MM impressions and ran over 430 DAIP spots throughout the year.

ON THE VERGE (OTV)

The "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. "On The Verge" program launched and positioned the success of the below artists. In 2019 alone, the "On The Verge" campaign has helped to kickstart the careers of artists including: Lewis Capaldi, Doja Cat, Rex Orange County, Dominic Fike, Oliver Tree, Kiana Lede, Tenille Townes, Ingrid Andress, FLETCHER, and more.





2019 AIP ARTISTS

Mumford & Sons
Jake Owen
P!NK
The National
Thomas Rhett
Madonna
The Chainsmokers
Zac Brown Band
Chris Janson
Beck
Brantley Gilbert
Gucci Mane
Luke Combs
Lady Antebellum

Florida Georgia Line
Lizzo
PNB Rock
King Combs
Caylee Hammack
Sabrina Carpenter
Midland
Red Hearse
Miranda Lambert
Niall Horan
Scotty McCreery
Old Dominion
AJR
Lindsey Stirling

Maren Morris
Sheryl Crow
Cage the Elephant
DJ Khaled
Lewis Capaldi
YBN Cordae
SIR
Jon Pardi
Jason Aldean
Roddy Ricch
Fitz & The Tantrums
Tank
Pardison Fontaine
Louis York

2019 ON THE VERGE ARTISTS

Houses
Oliver Tree
Angelica Vila
PJ
Caylee Hammack
Layton Greene
Louis York

Kiana Lede
Tenille Townes
Dominic Fike
Lewis Capaldi
Ingrid Andress
Rex Orange County
Baby Keem

FLETCHER
Nicole Bus
Dirty Honey
Summerella
Snoh Aalegra
Doja Cat

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 LABs bring together community representatives with broad-based expertise. 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 in each market carefully monitor

public opinion and assist iHeartMedia teams in identifying and implementing projects that enable meaningful public service in each community. For over 15 years, these Local Advisory Boards have improved iHeartMedia's ability to effectively collaborate with community partners to meet important local needs. Below are comments from some representatives of iHeart's Local Advisory Boards about their participation and the impact the boards have within the communities in which they live and work.

LOCAL ADVISORY BOARD MEMBER SPOTLIGHT:

ABE AMBROZA

CEO, VETERAN'S MEMORIAL
CIVIC & CONVENTION CENTER

LIMA, OH | LAB MEMBER SINCE 2019 (1 YEAR)

"I am pleased to be a part of iHeart's LAB to not only see how iHeartRadio can impact our community, but also the community leaders this collaboration has brought together."



ABE
AMBROZA



JESSICA
ELLIOTT



ASHLEY
DUNCAN



LISA DE LA
RIONDA

JESSICA ELLIOTT

EXECUTIVE DIRECTOR, HABITAT
FOR HUMANITY OF THE LEHIGH VALLEY
ALLENTOWN, PA | LAB MEMBER SINCE 2019 (1 YEAR)

"Being a part of the iHeartMedia Local Advisory Board has given me the opportunity to work closely with community leaders and discuss how we can have the largest and most positive impact in our community and then put those discussions into action."

ASHLEY DUNCAN

VICE PRESIDENT, DIRECTOR, DIVERSITY
AND INCLUSION; REPUBLIC BANK
LOUISVILLE, KY | LAB MEMBER SINCE 2017 (3 YEARS)

"I have had a fantastic time serving on iHeartMedia Louisville's Local Advisory Board. I admire that this company is willing and wanting to use its assets to support organizations that work to better the city of Louisville."

LISA DE LA RIONDA

DIRECTOR, PALM BEACH COUNTY
PUBLIC AFFAIRS DEPARTMENT
WEST PALM BEACH, FL | LAB
MEMBER SINCE 2019 (1 YEAR)

"iHeartMedia has been a lifesaver, a real champion for Palm Beach County and has made a big difference for us in our community."

KELLEY KLOPE

PUBLIC INFORMATION OFFICER,
ASHEVILLE FIRE DEPARTMENT
ASHEVILLE, NC | LAB MEMBER SINCE 2014 (5 YEARS)

"iHeart's LAB has helped us build relationships with other public communication specialists not just in the city of Asheville and Buncombe County, but across Western North Carolina. We are thankful to iHeartRadio for assisting us in disseminating vital information to the community in a timely manner."

GENEVIEVE LEIGHTON-ARMAH

ACADEMY COORDINATOR & COMMUNITY LIAISON, BAYVIEW
HUNTERS POINT CENTER FOR ARTS AND TECHNOLOGY
SAN FRANCISCO, CA | LAB MEMBER
SINCE 2017 (3 YEARS)

"Through the local advisory board, iHeartMedia has been tremendous in helping us support youth and families in our community and build meaningful relationships."

MOLLY SILVERMAN

CHIEF STRATEGIC ENGAGEMENT OFFICER, YWCA
METROPOLITAN CHICAGO
CHICAGO, IL | LAB MEMBER SINCE 2019 (1 YEAR)

"Being a member of iHeartMedia Chicago's LAB has helped build awareness of YWCA Metropolitan Chicago's services across the region and brought to light partnership opportunities that will ultimately benefit our communities and drive social impact."



KELLEY
KLOPE



GENEVIEVE
LEIGHTON-ARMAH



MOLLY
SILVERMAN

LOCAL ADVISORY BOARDS

CONTINUED

JAMES O'NEAL

BUSINESS OWNER, JAMES O'NEAL ALLSTATE INSURANCE
AUGUSTA, GA | LAB MEMBER SINCE 2018 (2 YEARS)

"Through LAB Augusta, I have been able to connect with other community leaders and establish collaborations to address the needs that are specific to the Augusta River Region. I am grateful to iHeartMedia Augusta for giving us this forum to address the issues that are relevant to our community and for giving us the tools to bring about positive changes."

LES ECHOLS

DIRECTOR, COMMUNITY AND MINORITY ENTERPRISE
GREATER FLORENCE CHAMBER OF COMMERCE
FLORENCE, SC | LAB MEMBER SINCE 2017 (3 YEARS)

"With LAB, iHeart has truly created an effective and inclusive platform for change and growth in Florence and across the Pee Dee region. Working with iHeart's LAB has been a great opportunity to collaborate on resources, time and talents with other leaders in order to develop and unite the community."

DR. CATHY GRACE

CO-DIRECTOR, GRADUATE CENTER FOR THE STUDY OF EARLY
LEARNING UNIVERSITY OF MISSISSIPPI
TUPELO, MS | LAB MEMBER SINCE 2015 (4 YEARS)

"I enjoy being able to lend my opinion on issues in our community that I feel should be addressed. The several iHeartRadio stations broadcasting to Northeast Mississippi have such a great reach, and they are always interested in more ways to ensure that people in our area are getting needed information."



JAMES
O'NEAL



LES
ECHOLS



DR. CATHY
GRACE

BRIAN BARKS

PRESIDENT & CEO, FOOD BANK FOR THE HEARTLAND
OMAHA, NE | LAB MEMBER SINCE 2015 (5 YEARS)

"Collaboration is something the nonprofit sector must do in order 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."

MEG CAMPOS

DIRECTOR OF SOCIAL OUTREACH,
CATHEDRAL OF CHRIST THE KING
LEXINGTON, KY | LAB MEMBER SINCE 2019 (1 YEAR)

"Being on iHeart's Local Advisory Board provides an opportunity to support organizations that contribute so much to our community but often go unnoticed. I'm thrilled to be involved in this wonderful work in the community"

DANIELLE VEIRA

DIRECTOR OF COMMUNICATIONS & ENGAGEMENT OF A
BETTER CHICAGO AND EXECUTIVE DIRECTOR OF WOMEN OF
COLOR IN COMMUNICATIONS CHICAGO
CHICAGO, IL | LAB MEMBER SINCE 2019 (1 YEAR)

"I am so honored to be part of this community of changemakers and advocates. Being a member of iHeartMedia Chicago's LAB allows me the opportunity to engage with diverse leaders across a variety of sectors and collaborate in impactful, exciting ways to build a Chicago we can all be proud of. I leave every meeting and event inspired and hopeful for the future, even in these uncertain and challenging times, because I know each and every one of us is committed to changing our world for the better."

MARCO DOMINGUEZ

ASSISTANT VICE PRESIDENT OF COMMUNITY OUTREACH,
FINANCIAL CENTER FIRST CREDIT UNION
INDIANAPOLIS, IN | LAB MEMBER SINCE 2019 (1 YEAR)

"iHeartMedia is approaching our community to help those in need and give back to our society. I feel so proud and honored to be a part of the Local Advisory Board and I am ready to work to continue to create meaningful initiatives that support the entire Indianapolis community. iHeartMedia is the United States. iHeartMedia is who we all should support."



BRIAN
BARKS



MEG
CAMPOS



DANIELLE
VEIRA



MARCO
DOMINGUEZ



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. Because of the highly personal nature of the connection between listeners and on-air talent, 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.

IHEARTMEDIA'S INDUSTRY-LEADING ON-AIR PERSONALITIES

DELILAH

Delilah continues to lend her name and considerable resources to Point Hope, a 501c3 nonprofit organization founded in 2004. Sixteen 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 over

400 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 2019, Delilah also hosted a five-hour radiothon benefiting the Hassenfeld Children's Hospital in coordination with 106.7 Lite FM in New York City. Hassenfeld Children's Hospital is a part of NYU Langone, one of the nation's premier academic medical centers.



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 2019, 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 nondenominational 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.

Hannity raises awareness and donations on-air and via social media.



RYAN SEACREST

According to the Connecticut Hospital Association, each year more than three million children are hospitalized in the United States. The Ryan Seacrest Foundation contributes positively to the healing process of these children by building broadcast media centers in hospitals across the country – providing a respite for children being treated and their families. iHeartMedia is committed to helping further the mission of the Foundation.

The Ryan Seacrest Foundation builds broadcast media centers, named Seacrest Studios, in pediatric hospitals for patients to explore the creative realms of radio, television and new media. There are now studios in ten cities across the United States, including Atlanta,

Philadelphia, Dallas, Orange County, Charlotte, Cincinnati, Denver, Boston, Washington, D.C. and Nashville.

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

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

Children's Hospital
Philadelphia

seacrest
STUDIOS



THE BREAKFAST CLUB

On November 21, 2019, The Breakfast Club's third Annual #Change4Change radiothon featuring on-air personalities DJ Envy, Angela Yee and Charlamagne Tha God raised over \$700,000. Broadcasting throughout the day on nearly 80 stations nationwide, including flagship station Power 105.1 in New York City, the trio encouraged listeners to donate in support of the Thurgood Marshall College Fund | Breakfast Club HBCU Scholarship. Established in 1987, the Thurgood Marshall College Fund (TMCf) is the nation's largest organization exclusively representing the Black College Community. The new need-based TMCf | Breakfast Club HBCU Scholarship

launched in spring 2019 for any full-time student enrolled as a Freshman, Sophomore, Junior or Senior for the 2020-2021 school year at any accredited public or private Historically Black College and University (HBCU). The radiothon received support from thousands of listeners across the country, as well as a variety of organizations and artists, including Cardi B, TMCf National Ambassador Terrence J, Andrew Yang, Dr. Oz and many more.

In 2019, Power 105.1 partnered with The Priceless Gown Project for "Prom Me Out" hosted by The Breakfast Club's Angela Yee. The goal of the event was

to give underprivileged girls the chance to go to prom. The Breakfast Club promoted "Dress Drives" across the city, where listeners could donate dresses, shoes, purses and anything else to help make a young woman's prom complete. The campaign culminated on April 28, with an all-day, free event hosted by Angela, where families came to "shop" for a dress of their choosing. The first 100 women were also able to pick a pair of new shoes, and attendees were treated to free mini-makeovers and giveaways, including a car service to the prom, dinner and retailer gift cards, electronics, concert tickets and more.



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 LGBTQ 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.

In 2019, Elvis helped raise funds and awareness for many organizations, including New York's LGBT Community Center; Cookies for Kids' Cancer, the notable

non-profit dedicated to funding pediatric cancer research; Charity: Water, a nonprofit organization focused on bringing clean and safe drinking water to people in developing countries; and DonorsChoose.org, which makes it possible for anyone to support a classroom in need. To date, Elvis has raised over \$75K through DonorsChoose.org/Elvis. Additionally, the sale of "Hello Lady" merchandise has raised more than \$50K for charities including, Cookies for Kids' Cancer, The Trevor Project, and the Born This Way Foundation.

In addition, Duran is a partner to Musicians On Call, which brings live and recorded music to the bedsides of patients in healthcare facilities.



JOHNJAY AND RICH

The Johnjay and Rich Show continues its work with the Johnjay and Rich #LoveUp Foundation, a nonprofit organization that strives to be a force for positive change and impact the lives of children and adults in our community, with a primary focus on improving the quality of life for children living in the foster care system. The show raises funds through the sale of #LoveUp t-shirts and merchandise, as well as private donors, corporate contributions and community grants.

Listeners and fans of the show continue to submit nominations for "LoveUp" moments on The Johnjay and Rich Show website.

In 2019, #LoveUp Foundation community contributions included sending a single mother who just lost her job, along with her four daughters, to Disneyland for a special weekend, including hotel accommodations,

car rental and park tickets; building a brand-new playground at an elementary school in Mesa, AZ; giving a teenage girl a backstage meet and greet with Shawn Mendes after hearing that she found his music inspirational while doing rehab for a brain aneurysm; providing brand new Nike shoes to 20 boys living in a group home; awarding \$1,000 to a teacher of a local elementary school to spend on her students for the upcoming year; and many more.

In December 2019, The Johnjay & Rich Show cleared off the "Angel Tree" at a local elementary school, guaranteeing that each child on the tree would receive a present. As always, The Johnjay & Rich Show closed out 2019 with their Christmas Wish campaign, providing thousands of dollars' worth of items and gifts to struggling families, including new TVs, washers and dryers, bicycles, X-Boxes and more.



STEVE HARVEY

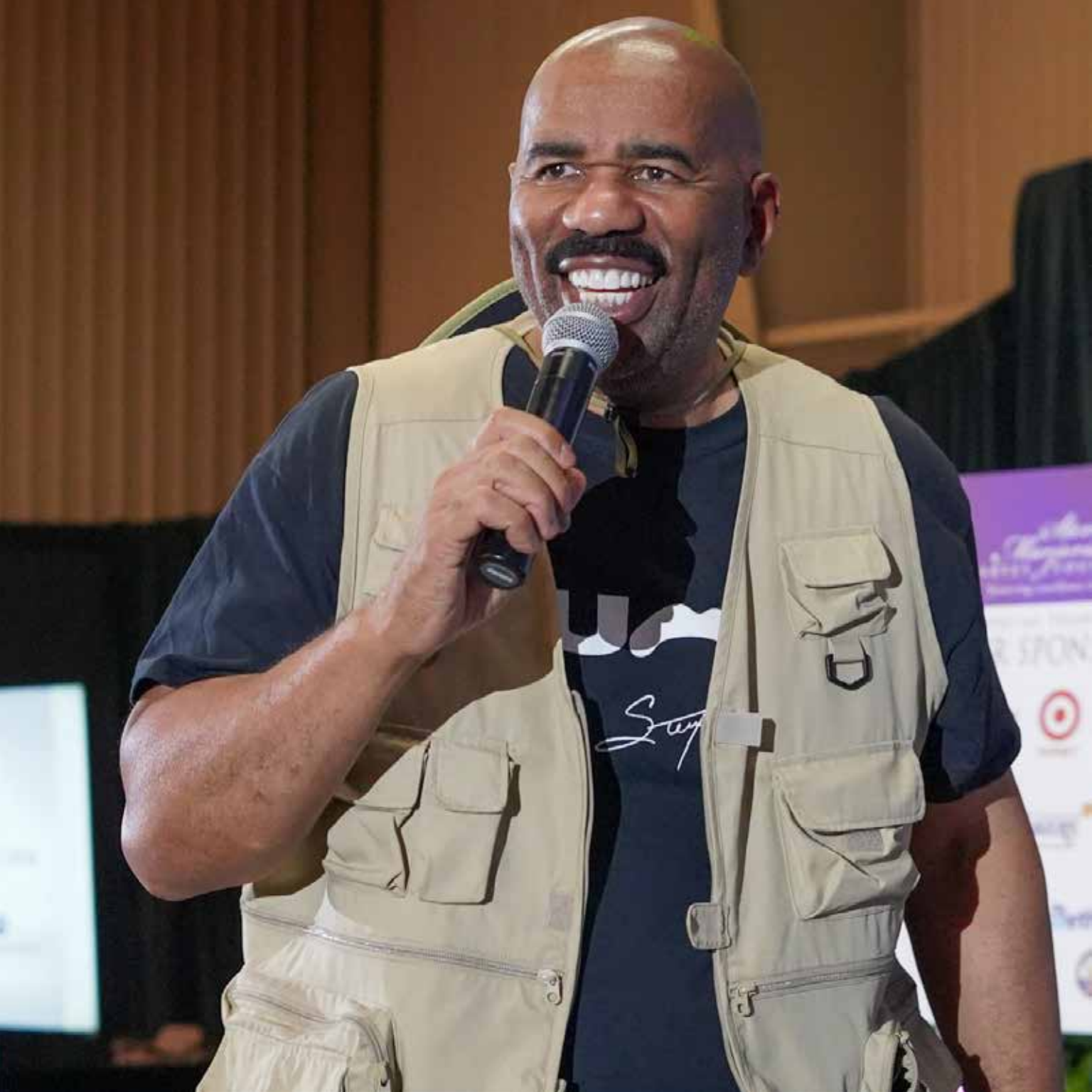
The Steve and Marjorie Harvey Foundation is committed to giving back, which is embedded in the organizational values and mission. Since its establishment in 2009, the organization has devoted time and resources to transforming the lives of the youth, families and community. The Steve and Marjorie Harvey Foundation provides youth outreach services that cultivates 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 well-being in urban and diverse communities; ensuring that the needs of the whole child are met.

In 2019, more than 3,000 families and children experienced interactive programs to support their emotional, educational and physical needs. Programs that challenged the youth both mentally and physically, cultivating the courage and leadership skills necessary to overcome

life's challenges. In addition, the Foundation also donated over \$150,000 in academic scholarships for deserving youth at numerous academic institutions including SCAD, Georgia College & State University, Morehouse, Florida A & M University and Alabama State University.

The foundation also helped feed more than 10,000 homeless and impoverished individuals, through partnerships with Hosea Helps, Atlanta Community Food Bank, and other nonprofit organizations.



CODY ALAN

Cody Alan gives back to the Country community with his unparalleled optimism and passion for organizations supporting equality, military families and children's hospitals.

As the host of GLAAD's Annual Concert For Love & Acceptance benefitting GLAAD and ACM Lifting Lives, as well as the Human Rights Campaign Nashville Equality Dinner, and leader of Team CMT

during Nashville's annual Pride Parade, Cody fearlessly represented the LGBTQ community in the Country family in 2019.

He also hosted both Party for a Cause benefitting ACM Lifting Lives and CMT's Hometown Heroes benefitting Operation Homefront, as well as visited a USO base in South Korea, broadcasting his nationally-syndicated radio shows CMT After MidNite and CMT Radio Live from

the bases with the men and women serving there as his special guests.

Additionally, Cody continued his partnership with the Ryan Seacrest Foundation's Seacrest Studios. Bringing Country stars to Vanderbilt University's Monroe Carrel, Jr. Children's Hospital for interviews and performances, the special visits gave the young patients an experience of a lifetime.



GLENN BECK

Glenn Beck created Mercury One, a nonprofit that would reflect his belief in the individual, self-determination, free enterprise and the essential need for faith. Through his national radio show, The Glenn Beck Program, and outreach events across the nation, Mercury One works to restore the human spirit by providing disaster relief, offering education programs, and leading the charge of humanitarian initiatives, including critical humanitarian efforts to fight human trafficking and to protect persecuted religious minorities. Glenn Beck, through

Mercury One, has raised more than \$65 million since 2011 to provide humanitarian aid to those in need and education about the truth of our nation's history. Mercury One's humanitarian support has included disaster relief response, counter-human trafficking initiatives and veterans and first responders support.

When Glenn took initiative to stand up and assist Christians and religious minorities being persecuted for their faith, he founded The Nazarene Fund. To date, The Nazarene Fund has spared over

one hundred thousand people from the evils of ISIS in the Middle East and other terrorist organizations around the world. The Nazarene Fund's rescue operations have successfully freed more than 455 captives since 2015, and over 37,000 people have been evacuated from conflict zones and unsafe locations and resettled into new home countries. Mercury One's The Nazarene Fund has been a beacon of hope to those suffering in the darkness of slavery, persecution and despair in the Middle East and around the world.



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 \$14 million for St. Jude Children's Research Hospital with various events and fundraisers, including The Bobby Bones Show's annual "Million Dollar Show" and St. Jude Radiothon, which raised a record-breaking \$2.5 million in two days in 2019. Both events featured support and live performances from some of Country music's biggest superstars. Additionally, Bones has made many visits to St. Jude Children's Research Hospital in Memphis, TN with his comedy band The Raging Idiots, performing for patients and their families.

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 "Pimpin Joy" 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. Additionally, a limited-edition patriotic Pimpin Joy clothing was created to raise funds to help build an ADA certified home for Army Specialist Scotty West who lost both legs while deployed. After just three days, over \$165,000 was raised for Building Homes for Heroes, which helped West and his family. A native of Mountain Pine, Arkansas, Bones also visited his old high school and donated new Air Jordan shoes to the basketball team.



THIS
SHIRT
SAVES
LIVES

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Over the course of every year, iHeartMedia radio stations and outdoor regions each support hundreds of local non-profit organizations through:

MEDIA INVENTORY

in the form of radio and digital PSAs

TAKING ACTION

in communities facing disasters

CHAMPIONING THE MISSIONS

of various non-profit groups

ADVOCATING THE ISSUES

engaging local officials and decision makers 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**

CAPITAL PRIDE 2019

ALBANY, NY

KISS 102.3

KISS 102.3 was a media sponsor for the Pride Center of the Capital Region's Capital Pride 2019 festival on June 9 in Albany's Washington Park. In addition to generating awareness and celebrating the 50th anniversary of the Stonewall Uprising, the celebration included 10 days of events, including a kickoff BBQ, a 5k run, PRIDE Parade, Alt Prom and after PRIDE parties leading up to the festival. KISS 102.3 promoted Capital Pride 2019 on-air, online and via social media, helping the festival attract approximately 50,000 people who came together to celebrate the LGBTQ+ community.

TOYS FOR TOTS

ALBANY, NY

PYX 106

On October 20, 2019, PYX 106 morning show hosts Quinn and Cantara hosted the Toys for Tots Bike Run, which kicked off their annual Marine Toys for Tots campaign. On-air personality Dr. John Cooper participated alongside more than 400 community members who brought new unwrapped toys or a \$10 cash donation. During the holiday season, PYX 106 also encouraged listeners to visit the station website to learn where they could donate a toy. The station, led by Dr. John, also took part in two toy convoys, the first on November 17 alongside the Saratoga Sheriff Department where over 60,000 toys were collected and the second on December 1, where Dr. John helped Santa at the North Pole distribute toys to communities in need.

BARK & BREW

ALBANY, NY

WILD COUNTRY 99.9

Wild Country 99.9 was the media sponsor for the eighth annual Bark & Brew event on September 21, 2019. The station promoted the event on-air, online and via social media and provided music on-site during the event, which also featured dog friendly vendors, K9 demonstrations, a costume parade, professional portraits and other activities throughout the day. Proceeds from the 2019 Bark & Brew benefited local animal shelters and rescue organizations.

PET OF THE WEEK

ALBANY, NY

99.5 THE RIVER & 98.3 TRY

For the fifth consecutive year, 99.5 The River's Morning Show and 98.3 TRY's Jaime Roberts invited the Mohawk Humane Society to bring an adoptable pet to their studios each week. During the segments, the hosts encouraged listeners to adopt the animals and promoted other animals that the Mohawk Humane Society had available for adoption. The pets were also featured in videos posted on the stations' websites. An estimated 90% of the animals featured found forever homes in 2019.

WGY CHRISTMAS WISH

ALBANY, NY

NEWS RADIO 810 & 103.1 WGY

From November 14 – December 23, 810 & 103.1 News Radio WGY asked listeners to donate to their 40th annual WGY Christmas Wish program, which distributed donations to aid local nonprofit

children's organizations. Donations were collected at various sponsor locations, online, at a special live broadcast Breakfast with Santa event and during a morning long radiothon hosted by morning show personalities Chuck and Kelly. In 2019, the WGY Christmas Wish program distributed grants to more than 100 organizations in the community. The event has raised more than \$3.4 million since 1979 to help local children in need.

PAY LESS FOR THE DRESS

ALBANY, NY

99.5 THE RIVER

In 2019, 99.5 The River teamed up with local dry cleaner Best Cleaners for the fifth consecutive year to help Capital Region girls have a fun prom experience without the worry of the high expense for a dress. The station collected gently used formal dresses during a March 22 event at Proctors Theatre. Best Cleaners cleaned all donated dresses and Capital Region residents were charged just \$9.95 to purchase an affordable dress for prom. The station's efforts helped raise \$6,000 for the Bernard & Mille Duker Children's Hospital at Albany Medical Center and Proctors Theatre's Education Scholarship Fund.

WAEB CHILDREN'S HOME OF EASTON RADIOTHON

ALLENTOWN, PA

NEWSRADIO 790 WAEB

In November 2019, NewsRadio 790 WAEB held their two-week Christmas Gift Drive radiothon to benefit the Children's Home of Easton, a private nonprofit organization established in 1885 to provide a caring,

nurturing environment for children in need and assistance to their families. The radiothon was conducted at the WAEB studios with volunteers from the Children's Home of Easton answering the pledge phones. Morning show host Bobby Gunther Walsh interviewed staff and children from the Children's Home of Easton each morning and promoted matching challenge hours where listeners could double their donation dollars, thanks to charity sponsors and station sponsors. The station also held their yearly Children's Christmas party at the Children's Home Gymnasium on December 21, where they broadcasted live while children opened their gifts. NewsRadio 790 WAEB's efforts helped raise over \$170,000 and collect over 200 Christmas gifts for children living in the Children's Home of Easton and within foster care.

BLOOD DRIVES

ALLENTOWN, PA

B104 & 95.1 ZZO

B104 and 95.1 ZZO teamed up with the Miller Keystone Blood Center to execute three blood drive events in 2019 – the Love of Life blood drive in February, the World Blood Donor Day in June and the Halloween Blood Drive in October. During the month prior to each event, the stations asked listeners to make appointments to give blood. Each blood drive brought 100 – 150 potential blood, platelet and plasma donors, who also enjoyed games, a prize wheel, donor incentives, free lunch and a live on-site broadcast with the stations' on-air hosts. All donated blood was sent to the Miller Keystone Blood Center, which is the primary blood bank for 27 Lehigh Valley hospitals.

THE BEARMAN MEMORIAL .5K

ALLENTOWN, PA

95.1 ZZO

95.1 ZZO lost a huge part of their team when morning host Kevin "The Bearman" Schutts suddenly passed away in early 2019. The station hosted The Bearman Memorial .5K in his honor at Blue Mountain Resort in the Poconos on June 16. Before the walk, The Bearman's co-host Keith Moyer and Rover from "Rover's Morning Glory" spoke about The Bearman's legacy. Over 800 95.1 ZZO listeners came out to walk, eat, drink and honor The Bearman, helping the station raise more than \$5,700 for two charities close to the Bearman's heart – the Juvenile Diabetes Research Foundation and The Love Ran Red Foundation, which helps adults with autism and developmental disabilities lead comfortable lives.

GUITAR JAM

ASHEVILLE, NC

99.9 KISS COUNTRY

99.9 Kiss Country held their 12th annual Guitar Jam concert. The 2019 event benefited the Asheville Fire Fighters Association. The October 16 acoustic concert, which was sold out and featured performances by Rodney Atkins, Scotty McCreery, Jon Langston and Dillon Carmichael with local artist Joe Lasher, helped raise over \$25,000 for local fire fighters to aid in medical costs and essential equipment purchases.



94.9 THE BULL'S CONCERT FOR THE KIDS

ATLANTA, GA

94.9 THE BULL

On December 13, 94.9 The Bull held their first 94.9 The Bull's Concert for the Kids holiday show to benefit the St. Jude Children's Research Hospital starring Locash, Lauren Alaina, Russell Dickerson, Lindsay Ell and Teddy Robb. For three months prior to the concert, the station promoted the event on-air, online and via social media. During the show, they encouraged attendees to become a Partner in Hope using a Text to Give and online donation site. Their efforts raised \$2,500 to help St. Jude's mission to help the world understand, treat and defeat childhood cancer.

BEAUREGARD TORNADO COVERAGE

AUBURN, AL

iHEARTMEDIA AUBURN

After Lee County in Alabama was hit with a devastating EF-4 tornado on March 3 that killed 23 people, local iHeartMedia Auburn brands were the only radio stations in the area covering the storm live and providing updates. In addition, the stations created a Lee County Tornado Relief GoFundMe page, which they promoted on-air, online and via social media, to encourage listeners to help those in need. Due to their efforts, almost \$17,500 was raised for the Disaster Relief Fund and went to assist those affected by the devastating tornadoes.

CHILDREN'S HOSPITAL OF GEORGIA RADIOTHON

AUGUSTA, GA

iHEARTMEDIA AUGUSTA

iHeartMedia's Augusta market had a radiothon on December 5, 2019 to benefit the Children's Hospital of Georgia. The stations promoted the fundraiser on-air, online and via social media and their efforts raised more than \$260,000 for local children's health and wellness.

KASE 101 COUNTRY CARES FOR ST. JUDE KIDS RADIOTHON

AUSTIN, TX

KASE 101

KASE 101 held its annual Country Cares for St. Jude Kids Radiothon to benefit the St. Jude Children's Research Hospital. Each year on the second Thursday and Friday in December, KASE 101 asks their listeners to make a donation to the hospital's life-saving work. Their efforts helped donate more than \$244,000 to St. Jude's in 2019.

COATS FOR KIDS COAT DRIVE

AUSTIN, TX

98.1 KVET

In 2019, 98.1 KVET partnered with the Junior League of Austin for the 31st annual Coats for Kids Distribution Day. The station promoted the event on-air, online and via social media. Due to their efforts, the Junior League of Austin collected more than 35,000 warm winter coats for children in Central Texas.

SALTY'S CHRISTMAS CRUIZIN' TOY DRIVE

BAKERSFIELD, CA

98.5 THE FOX

On December 12, 98.5 The Fox broadcasted live from Salty's BBQ for a toy drive to benefit the Marine Corps' Toys for Tots. The station promoted the drive on-air, online and via social media and encouraged local car clubs to gather donations. Their efforts helped fill a 15-foot trailer with toy donations for local children.

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COUNTRY CARES ST. JUDE CHILDREN'S RESEARCH HOSPITAL RADIOTHON

BALTIMORE, MD

93.1 WPOC

On December 12 and 13, 93.1 WPOC hosted their Country Cares for St. Jude Kids Radiothon raising money for childhood cancer and other pediatric disease treatment. During the event, WPOC personalities shared patient stories and interviews encouraging listeners to join in the fight against childhood cancer and diseases by becoming Partners in Hope.

In 2019, 93.1 WPOC's radiothon to benefit St. Jude Children's Research Hospital raised almost \$365,000, bringing the station's 12-year radiothon total to over \$3.9 million.

THE BALTIMORE STATION'S HOMERUN FOR RECOVERY

BALTIMORE, MD

102.7 JACK-FM

102.7 JACK-FM helped sponsor the 27th annual Homerun for Recovery fundraiser on April 25, 2019 to benefit The Baltimore Station, an innovative therapeutic residential treatment program supporting veterans and others who are transitioning from poverty, addiction and homelessness to self-sufficiency. The station promoted the event on-air, online and via e-newsletters. 102.7 JACK-FM's efforts helped Homerun for Recovery attract over 438 participants and raise more than \$174,000 for The Baltimore Station.

TOYS FOR TOTS OF ANNE ARUNDEL COUNTY

BALTIMORE, MD

93.1 WPOC

In 2019, the inaugural 93.1 WPOC Michael J's Toy Mountain drive collected over 700 toys, enough to fill over 18 donation boxes to benefit the US Marine Toys for Tots program of Anne Arundel County in Maryland. Michael J's Toy Mountain featured 93.1 WPOC's on-air personality Michael J who alongside the promotions team broadcasted live at the donation site in Gambrills, MD

for three days encouraging listeners to drop off toys during that weekend.

LEUKEMIA & LYMPHOMA SOCIETY'S STUDENT OF THE YEAR GALA

BALTIMORE, MD

Z104.3

On March 9, Z104.3 supported the Leukemia & Lymphoma Society's Student of the Year Gala, which honors high school students in Maryland who took part in the organization's leadership development and philanthropy fundraising program. The station ran PSAs and promoted the event via social media. Z104.3 on-air personality Intern John hosted the gala, which raised a record-breaking more than \$496,000 for the Leukemia & Lymphoma Society.

ROBERTA'S HOUSE RADIOTHON

BALTIMORE, MD

HEAVEN 600

Heaven 600 held a twelve-hour radiothon on March 29 to support Roberta's House, a nonprofit organization that offers a comprehensive bereavement support program for children and their families in the Baltimore area. In addition to running PSAs, the station promoted the radiothon on-air, online and via social media. Their efforts helped raise more than \$9,000 for Roberta's House's bereavement support program.



GIFT OF LIFE 5K RIBBON RUN COLOR RUSH

BEAUMONT, TX

COOL 92.5, NEWS TALK 560 KLVI & BIG DOG 106

On October 5, 2019, Cool 92.5, News Talk 560 KLVI and Big Dog 106 promoted the ninth annual Gift of Life 5K Ribbon Run on October 5 to benefit the Gift of Life program, an organization that provides medical services to underserved communities in Southeast Texas. The stations promoted the event, which is the largest color rush in Southeast Texas, on-air, online and via social media. Their efforts helped raise \$275,000 for Gift of Life to provide free breast cancer screenings to those can't afford them.

VIRTUAL FOOD DRIVE

BEAUMONT, TX

104.5 KISS FM

On May 1, 104.5 KISS FM held a virtual food bank to benefit the Southeast Texas Food Bank. The station promoted the drive on-air, online and via social media and their efforts help raise \$50,000, which was donated in the battle to combat hunger in Southeast Texas.

GIFT OF LIFE CHAMPAGNE & RIBS FUNDRAISER

BEAUMONT, TX

KICKER 95.1

Kicker 95.1 held their 14th annual Champagne & Ribs fundraiser on April 4, 2019 to benefit Gift of Life, which helps provide lifesaving health services for men and women in need. The event was promoted by the station on-air, online and via social media and the \$325,000 raised

helped provide the men of Southeast Texas with 10,000 prostate screenings.

THANKS-4-GIVING TURKEY DRIVE

BINGHAMTON, NY

MIX 103.3

For the past 18 years, Mix 103.3 morning host Lori has spent a week broadcasting at a local Walmart to collect Thanksgiving-related food donations for the Thanks-4-Giving Turkey Drive to benefit the Broome County Catholic Charities. The station promoted the event on-air and via social media and local businesses competed against each other to see who could donate the most turkeys. Mix 103.3 and Lori's efforts helped collect almost 4,000 frozen turkeys and five van loads of nonperishable items such as cranberry sauce and stuffing mix for Broome County Catholic Charities to distribute to local residents in need.

IHEARTLEECOUNTY

BIRMINGHAM, AL

103.7 THE Q

Along with other iHeartMedia Alabama stations, 103.7 The Q created the iHeartLeeCounty GoFundMe page to help aid the community of Lee County following deadly tornadoes on March 3, 2019. The station promoted the GoFundMe page on-air, online, via social media and through a TV partnership, helping raise \$18,000 for the Community Foundation of East Alabama to provide food, shelter and tools for local residents.

ST. JUDE RADIOTHON

BIRMINGHAM, AL

102.5 THE BULL

102.5 The Bull held a three-day radiothon in 2019 to raise money for St. Jude Children's Research Hospital and educate listeners about the great service that the hospital provides. The stations promoted the fundraiser on-air, online and via social media. Their efforts helped raise over \$278,000 to help St. Jude continue their life-saving research.

CHRISTMAS WISH

BIRMINGHAM, AL

MAGIC 96.5

Every December, Magic 96.5 holds their annual Christmas Wish campaign, which has been a staple in Birmingham for over 20 years and features an on-air auction with products and services donated by the station's partners to provide \$500 Visa gift cards to local underprivileged families. On two consecutive Fridays, "The Rob & Hilary Magic Morning Show" asked listeners to nominate families in need, and they received thousands of submissions. Their efforts raised \$20,000, which provided financial assistance to families in the Birmingham community.

OPEN YOUR HEART

BISMARCK, ND

KFYR

Since 1930, the Open Your Heart project has been an annual Christmas charity event for families in need in Bismarck and Burleigh County. On the first Saturday in December, KFYR Radio does a live

broadcast from a local mall and encourages listeners to donate nonperishable foods or make a cash donation. The donations are used in food baskets created by local volunteers and delivered to families in need. In 2019, Open Your Heart collected more than \$33,000 in cash donations and nonperishable food.

TURKEY DRIVE

BRUNSWICK, GA

HALLELUJAH 96.3

On the Tuesday before Thanksgiving, Hallelujah 96.3 held its first-ever turkey drive and giveaway at the H Street Gym. The station asked 10 local businesses to provide turkeys and invited 100 families to attend the event, which featured different stations with traditional Thanksgiving food so families could enjoy an entire meal for the holiday. The drive was promoted on-air and via social media and the station also had a live remote broadcast from the drive location.

THE KINDNESS CREWS-AID

CHARLESTON, SC

103.5 THE WEASEL

In 2019, 103.5 The Weasel began a random acts of kindness campaign called The Kindness Crews-Aid. As part of the campaign, the station handed out 103 free hams on Easter and 103 free turkeys on Thanksgiving. 103.5 The Weasel, teamed up with the North Charleston Police department to gather more than \$70,000 in goods and services for nearby communities impacted by Hurricane Florence. The 2019, The Kindness

Crews-Aid helped donate more than \$100,000 to various community causes.

PENCIL CASE PROJECT

CHARLOTTE, NC

102.9 THE LAKE & HITS 96.1

102.9 The Lake and HITS 96.1 teamed up with Classroom Central, a nonprofit that equips students in need by collecting and distributing free school supplies, to launch Pencil Case Project. The project was promoted on-air, online and via social media throughout August to encourage listeners to drop off donations at five Office Depot and Office Max stores in the Charlotte area. Due to 102.9 The Lake and HITS 96.1's efforts, over \$1,200 worth of school supplies were distributed to local school children.

FESTIVUS

CHARLOTTE, NC

106.5 THE END

In 2019, 106.5 The END celebrated the holidays by expanding their annual concert into a three-night series to raise money for North Meck Animal Rescue, a local nonprofit focused on ending pet abandonment, abuse and neglect. The benefit, which the station promoted on-air, online and via social media, featured performances by Cage The Elephant, Of Monsters And Men and Phantogram. The 2019 Festivus three-night concert series raised a total of \$6,000 for North Meck Animal Rescue to help end pet abandonment and abuse.



HITS 96.1 ACE & TJ'S GRIN KIDS

CHARLOTTE, NC

HITS 96.1

As in years past, HITS 96.1 supported Ace & TJ's Grin Kids, a nonprofit created by the station's morning show hosts that provides all-expense paid trips to Walt Disney World for families of terminally ill children. The station promoted the organization on-air, online and via social media and in 2019, they helped send more than 20 families on this once in a lifetime trip.

BEDS FOR KIDS

CHARLOTTE, NC

99.7 THE FOX

99.7 The Fox partnered with Live Nation and the Trans-Siberian Orchestra to help Beds for Kids, a nonprofit organization that provides essential furniture to children in need. The station spent three months promoting the December 7 concert on-air, online and via social media to encourage listeners to buy tickets and the orchestra donated \$1 from every ticket sold to the local charity. In 2019, 99.7 helped raise almost \$21,000 for Beds for Kids.

ST. JUDE RADIOTHON

CHARLOTTE, NC

96.9 THE KAT

96.9 The Kat held their annual St. Jude Radiothon on December 5 and 6 to benefit the St. Jude Children's Hospital. The 2019 radiothon raised over \$240,000 for hospital equipment and to ensure no family receives a bill for their treatment at St. Jude Children's Research Hospital.

SISTER STRUT

CHICAGO, IL

V103

On October 5, 2019, V103 partnered with Ford to hold their third annual Sister Strut breast cancer walk to benefit the Sisters Network Chicago Chapter. The station promoted the walk on-air, online and via social media. Their efforts led to more than 5,000 listeners participating in the walk, which raised over \$25,000 to aid the Sisters Network's mission to provide a strong support base and emotional safe haven for women diagnosed with breast cancer, become involved in local communities through advocacy and educational outreach programs and educate women and the community about the early detection of breast cancer.

PILOTS & PAWS

CHICAGO, IL

103.5 KISS FM

103.5 KISS FM's morning host Fred of "The Fred Show" is a pilot who volunteers with animal-related causes throughout the year including Pilots & Paws, an organization that unites volunteer pilots and aircraft owners around the country to relocate at risk and homeless animals to new forever homes and shelters. Throughout 2019, Fred regularly promoted the organization during his morning show broadcast and has flown over 150 animals safely to shelters so they can find their forever home.

BACK TO THE BAR STARRING DIERKS BENTLEY

CHICAGO, IL

BIG 95.5 FM

The second annual BIG 95.5 Back To The Bar concert was an opportunity for Chicago Country music fans to see superstar Dierks Bentley perform at Joe's Bar, the first place he ever played in Chicago. The station donated 100% of its ticket sales from the October 27 show to support Bentley's Riser Foundation, a fund that supports adolescents dealing with health needs, homelessness, literacy, education and hunger. In 2019, almost 3,000 listeners signed up to purchase tickets and the station selected only 900 listeners to receive tickets to the show. As a result, BIG 95.5 Back To The Bar raised more than \$33,000 to help The Riser Foundation in their work to help children and families in need.

THE COME UP SHOW

CHICAGO, IL

107.5 WGCI CHICAGO

107.5 WGCI partnered with AT&T to produce The Come Up Show, a month-long contest where local unsigned Chicago musicians and DJs were encouraged to submit an original song and enter for the chance to win \$25,000 along with a distribution deal with United Masters. Each week host Kendra G featured the songs on her show and interviewed the artists and DJs. The contest was promoted on-air, online and via social media and musician Femdot was crowned the winner.

BIG JAM WINTER CONCERT

CHICAGO, IL

107.5 WGCI CHICAGO

For the third year, 107.5 WGCI continued their partnership with Scott Joplin Elementary School to develop its music program for students. Working with LiveNation, the station donated \$1 of each ticket sale from their annual Big Jam Winter Concert, which featured Migos, Da Baby, Megan Thee Stallion, Wale and many more acts. The concert was promoted on-air, online and via social media, helping the station raise over \$15,000 for Scott Joplin Elementary School in 2019 and over \$80,000 to date.

BIGGEST GIVE AND RECEIVE HOLIDAY JAM

CHICAGO, IL

INSPIRATION 1390

Inspiration 1390 presented their annual Chicago's Biggest Give and Receive Holiday Jam at Apostolic Faith Church on December 13, 2019. The station encouraged listeners to bring toy donations to the Holiday Jam, which featured local and national recording artists and drew over 3,000 attendees. During the event, the station presented local families with \$3,000 to purchase food, clothing and toys for the holidays and collected enough toys to assist over 100 families.

TELETHON ERNIE BLANKENSHIP RADIO-TELETHON

CHILlicothe, OH

WSRW 101.5

The Hillsboro and Greenfield Rotary Clubs held their first radio-telethon in 1973 and later renamed it after Ernie Blankenship, a well-known iHeartMedia Chillicothe on-air host who passed away in 2013. The annual event benefits the Highland County Society for Children and Adults, which helps local residents with special needs with their medical expenses. WSRW 101.5 broadcasted the fundraiser to encourage listeners to donate and bid on a memorabilia auction and the efforts helped the annual Ernie Blankenship Radio-Telethon raise more than \$90,000 for the Highland County Society for Children and Adults.

RUBBERDUCK REGATTA

CINCINNATI, OH

102.7 WEBN

For the 25th year, 102.7 WEBN partnered with the Freestore Foodbank of Greater Cincinnati for the Rubber Duck Regatta. To support the annual event, WEBN launched a three-month promotional campaign that included an all-day live broadcast and encouraged listeners to donate to the foodbank. For the sixth consecutive year, the event raised over \$1 million – the equivalent of more than 3 million meals for children and families in need.



RAINBOW BABIES & CHILDREN'S HOSPITAL

CLEVELAND, OH

99.5 WGAR

University Hospitals' Rainbow Babies & Children's Hospital is a 244-bed, full-service children's hospital and academic medical center that's been a trusted leader in pediatric health care for more than 130 years. On January 24, 99.5 WGAR brought Country artists Russell Dickerson and Carly Pearce to the hospital before their concert at the House of Blues. The musicians performed an intimate show for the hospital's staff, families and patients, many of whom weren't able to leave the hospital during cold and flu season.

GITARS FOR GIRLS

CLEVELAND, OH

99.5 WGAR

99.5 WGAR held their 19th annual Guitars for Girls benefit concert for the Susan G. Komen foundation on October 9, 2019. The benefit featured performances by Country artist Maren Morris and Avenue Beat and raised almost \$31,000 for breast cancer research and awareness.

ST. JUDE RADIOTHON

CLEVELAND, OH

99.5 WGAR

On December 5 and December 6, 99.5 WGAR held their annual St. Jude radiothon, interviewing families, patients and St. Jude staff to encourage listeners to donate to St. Jude Children's Hospital. In addition, 99.5 WGAR held their annual autograph store at the radio station where listeners could buy autographed photos,

CDs and artist merchandise with 100% of the proceeds benefitting St. Jude. The station's combined efforts raised more than \$200,000 to help St. Jude pioneer research and treatments for children with cancer and other life-threatening diseases.

COATS FOR KIDS

CLEVELAND, OH

NEWSRADIO WTAM 1100

Newsradio WTAM 1100 created Coats for Kids in 1981 after station staff learned that thousands of local children and families were without warm winter coats. Now in its 38th year, Coats for Kids has become one of Cleveland's most celebrated charities. In 2019, afternoon host Mike Trivisonno held a week-long fundraiser for the charity in June that included a two-night variety show benefit, and his efforts alone raised \$400,000. In all, the 2019 Coats for Kids raised more than \$600,000 and collected more than 20,000 coats for local residents in need.

JIMMY MALONE SCHOLARSHIP GOLF CLASSIC

CLEVELAND, OH

MAJIC 105.7

Majic 105.7 and the Jimmy Malone Scholarship Fund created by Jimmy Malone from the station's "Nolan, Malone, Kullik and Tracey" morning show held and promoted the 23rd annual Jimmy Malone Scholarship Golf Classic in 2019. The event raised \$200,000 to help provide college scholarships to deserving Northeast Ohio students.

BLOOD DRIVE

COLUMBIA, SC

97.5 WCOS

97.5 WCOS kicked off the new year by teaming up with the Red Cross for their annual blood drive on January 1, 2019 to help refill the blood banks in the Columbia area. After the holiday season, local blood banks had less than a three-days' worth supply of blood. The station promoted the drive on-air, online and via social media encouraging listeners to come out and donate.

KUTZ FOR KIDZ BACK TO SCHOOL GIVEAWAY

COLUMBIA, SC

100.1 THE BEAT

100.1 The Beat hosted Kutz for Kidz Back to School Giveaway, a day-long event on August 19 that gave away free haircuts and school supplies to local children. The station promoted the event on-air, online and via social media and encouraged local beauticians and stylists to donate their services. Their efforts helped hundreds of children from the Columbia area get ready for the start of school.

CHILDREN'S MIRACLE NETWORK RADIOTHON

COLUMBUS, GA

IHEARTMEDIA COLUMBUS

In September, iHeartMedia Columbus stations hosted their annual two-day radiothon to benefit Piedmont Hospital, which is part of the Children's Miracle Network. The stations promoted the event on-air, online and via social media. Their efforts helped raise more than \$30,000 for the Piedmont Hospital.

TOYS FOR TOTS

CORPUS CHRISTI, TX

iHEARTMEDIA CORPUS CHRISTI

During the holidays, all six iHeartRadio Corpus Christi stations teamed up with partner H-E-B Grocery Company and joined the U.S. Marine Corps for their annual Toys for Tots donation drive. The stations promoted the drive on-air, online and via social media and asked listeners to drop off new, unwrapped toys at H-E-B Grocery Company. In 2019, K99 collected more than \$2,500 in cash donations and hundreds of toys to ensure local children had a wonderful Christmas.

CARTER BLOOD CARE BLOOD DRIVE

DALLAS, TX

LONE STAR 92.5

On June 17, Lone Star 92.5 kicked off their 43rd annual six-day blood drive with Carter Blood Care at various locations throughout the Dallas-Fort Worth Metroplex. The station's Bo & Jim and Jeff K broadcasted live during the morning and afternoon drives to encourage listeners to donate blood during the summer months, which is typically a time when blood donations are low. During the blood drive, Lone Star 92.5 was able to collect over 898 pints of blood for area hospitals and helped boost the Carter Blood Care donor center collections to 2,062 pints of blood over the six days.

KIDD'S KIDS DAY

DALLAS, TX

106.1 KISS FM

On August 28, 106.1 KISS FM hosted its 28th annual Kidd's Kids Day to benefit the

Kidd's Kids nonprofit organization started by late radio host Kidd Kraddick to send children and their families dealing with life altering conditions on an annual trip to Walt Disney World. During the drive, the station interviewed children and families who received the all-expenses paid vacation and encouraged listeners to donate online and via phone and text. In addition, the station helped organize a special trip kick-off event at Southwest Airlines where the entire "Kidd Kraddick Morning Show" team was there to announce each family as they boarded the plane. The station's efforts helped Kidd's Kids send 40 children and their families on a trip of a lifetime.

THE RUSS MARTIN SHOW LISTENERS FOUNDATION

DALLAS, TX

97.1 THE EAGLE

On June 7, Grand Prairie Police Officer AJ Castaneda was killed in the line of duty. On June 10, 97.1 The EAGLE afternoon host Russ Martin sent a check for \$40,000 to Officer Castaneda's family. The check came from The Russ Martin Show Listeners Foundation, which supports the families of Dallas and Fort Worth police officers and firefighters who have lost their lives while protecting the general public. The station solicited donations for Officer AJ Castaneda both on-air and online.



PALENTINE'S DAY

DALLAS, TX

102.9 NOW

102.9 NOW hosted their inaugural PALEntine's Day event on February 9, 2019, benefiting the SPCA of Texas' Jan Rees-Jones Animal Care Center in Dallas. Listeners were encouraged to come to the event to meet the adoptable pets and speak with current foster parents. PALEntine's Day was promoted by the station on-air, online and via social media and through 102.9 NOW's efforts, 20 animals found their forever homes.

TOYS FOR TOTS

DALLAS, TX

STAR 102.1

Star 102.1 teamed up with Fox 4 and the United States Marine Corps. to collect new and unwrapped toys to help bring the joy of Christmas to less fortunate children. From December 2 through December 7, on-air personalities Leigh Ann, Jeremy, Amanda, Rick and Anna volunteered with station staff at several different sites to encourage listeners to drop off a donation. Their efforts helped collect more than 1,000 toys for the United States Marine Toys for Tots program.

TOYS FOR TOTS

DAVENPORT, IA

MIX 96.1

MIX 96 joined KWQC-TV 6's annual Toys for Tots drive and encouraged listeners to donate new, unwrapped toys to benefit the U.S. Marine Corps' annual toy drive. The station promoted the event on-air, online and via social media and broadcasted live from outside their studio on December 5, 2019. Their

efforts resulted in three truckloads of toys being donated for local children.

MISSISSIPPI RIVER FLOOD RELIEF

DAVENPORT, IA

103.7 WLLR

In early 2019, the Mississippi River was considered in the severe flood stage level for several months, causing a man-made levee to breach. As a result, several businesses in downtown Davenport flooded. On May 6, 103.7 WLLR encouraged their listeners to donate to the Mississippi River Flood Relief fund and help the businesses in need. The station promoted the relief fund on-air, online and via social media and was able to raise \$20,000.

POLAR PLUNGE

DAVENPORT, IA

Q106.5

Q106.5 participated in a Polar Plunge event to benefit the Special Olympics Iowa. The October 26 event at Scott County Park was broadcasted live and hosted by Q106.5 Program Director and afternoon personality Mark Manuel. The station promoted the event on-air, online and via social media and helped to raise \$10,000 for the Special Olympics.

PROJECT BUNDLE-UP

DAVENPORT, IA

WOC NEWS TALK 1420

Project Bundle Up is the Salvation Army's annual effort to collect new winter coats, gloves, hats, scarves, and boots for those in need. WOC News Talk 1420 promoted the October 2019 drive on-air, online

and via social media and encouraged listeners to drop off items. In 2019, Project Bundle-Up collected enough donations to fill two truckloads with clothing.

IHEART SAVING LIVES BLOOD DRIVE

DAVENPORT, IA

FOX SPORTS RADIO 1230

Fox Sports Radio 1230 and iHeartMedia's Quad Cities stations held their third iHeart Saving Lives Blood Drive over the 2019 Thanksgiving holiday weekend. The market partnered with the Mississippi Valley Regional Blood Center for the two-day event and their efforts included live remotes to encourage local residents to donate. The blood drive resulted in 260 donors during a time when blood donation was at one of its lowest periods.

ST AMBROSE DANCE MARATHON

DAVENPORT, IA

101.3 KISS FM

101.3 KISS-FM was the exclusive media sponsor for St. Ambrose University's 2019 Dance Marathon, which is the school's largest student-run philanthropic organization and benefits the University of Iowa Stead Family Children's Hospital through the Children's Miracle Network. This 24-hour event took place on March 31 and was hosted by KISS-FM's Todd Alan. It raised more than \$250,000 for enhancements and program support, education, research and more at University of Iowa Stead Family Children's Hospital.

WORLD SPAY DAY

DAVENPORT, IA

ALT 104.5

Doris Day started the first World Spay Day in 1995 when animal shelters were overcrowded with millions of cats and dogs. Today, its organized by the Humane Society and has grown to 74 countries. Alt 104.5 helped promote the February event on-air, online and via social media, urging listeners who are pet owners to get their animals spayed or neutered.

CONCERT FOR A CURE

DAYTON, OH

MIX 107.7

MIX 107.7 held their 12th annual Concert for a Cure on October 16, 2019 to benefit the Noble Circle Project, an organization that brings together and supports women who have been diagnosed with cancer. The station broadcasted live before the event and hosted the show. The concert featured several musical guests for an exclusive acoustic performance and raised more than \$11,000 in 2019 for cancer research through ticket sales.

CHRISTMAS FOR KIDS

DEFIANCE, OH

MIX 98.1

Leading up to the holiday season, Mix 98.1 promoted Christmas for Kids, a six-week event through 60 live remotes, which encouraged listeners to donate money or toys for needy families in northeast Ohio. With the help of the U.S. Marine Corps volunteers, Mix 98.1 was able to collect thousands of toys for distribution and \$130,000 in cash donations.

KBCO STUDIO C CD

DENVER, CO

97.3 KBCO

Every year, 97.3 KBCO gathers recording artists to perform in Studio C and packages the recordings as the KBCO Studio C CD. Proceeds from sales benefit two local charities – the Food Bank of the Rockies, which feeds nearly half a million local homeless each year, and the Boulder County AIDS Project, which provides support, advocacy and education for Denver residents living with HIV. 2019 marked the 31st anniversary of the KBCO Studio C series and the CD featured musical acts Mumford & Sons, The Revivalists, Nathaniel Rateliff and dozens more. The station promoted the CD from November 15 – December 7 and raised \$75,000 for Boulder County Aids Project and \$25,000 for the Food Bank of the Rockies.

INTERNATIONAL WOMEN'S DAY CELEBRATION

DENVER, CO

95.7 THE PARTY

To celebrate International Women's Day, 95.7 The Party hosted a happy hour and comedy show to benefit Girls Inc., a local nonprofit that supports the next generation of women. On-air talent from all Denver iHeartRadio stations attended the happy hour, which was followed by a set from comedian Nancy Norton. The celebration, which was also promoted on-air, online and via social media, generated \$500 for Girls Inc. through ticket sales.



A HERO'S THANK YOU

DENVER, CO

KOA NEWSRADIO

During the holiday season, listeners nominated a veteran or current active servicemember to KOA NewsRadio for the A Hero's Thank You fundraiser. As part of the campaign, the station selected three of the nominated individuals, who received a cash donation to help for the holidays. On-air hosts Ben Allbright and Ryan Edwards delivered the good news to the three winners and presented them each with a \$2,000 check to provide a helping hand.

WINTER WONDERLAND

DENVER, CO

97.3 KBCO & 95.7 THE PARTY

In 2019, 97.3 KBCO and 95.7 The Party partnered with Channel 4 to raise money and collect toys for underprivileged youth in the community. Winter Wonderland drive raised \$10,000 and collected over 28,000 toys to be distributed through the Boys and Girls Clubs of Metro Denver.

WHO PINKY SWEAR RADIOTHON

DES MOINES, IA

1040 WHO

On December 13, 1040 WHO held their fifth annual radiothon on behalf of the Pinky Swear Foundation to help pay the mortgages, utility bills and other financial needs of 200 local families who have a child with cancer. The station promoted the event on-air, online and via their

newsletter in efforts to encourage listeners to donate. During the 15-hour radiothon, on-air hosts spoke with local families at a call center at the Valley West Mall about the financial and emotional impact their children's cancer diagnosis had on their lives. The 2019 radiothon raised \$215,000 for the Pinky Swear Foundation.

SUSAN G. KOMEN MORE THAN PINK WALK

DES MOINES, IA

107.5 KISS FM

On October 26, 107.5 KISS FM was the sole media sponsor for the Susan G. Komen More Than Pink Walk for breast cancer awareness. On-air personalities Taylor J and Eric White hosted the event and provided music along the walk route. Prior to the walk, the station promoted the event on-air, online and via social media. In addition, on October 3, 2019 Komen supporters received a \$10 discount on tickets to the Broadway touring production of "Mean Girls" to encourage participation at the More Than Pink Walk.

MOONLIGHT CLASSIC FOR ORCHARD PLACE

DES MOINES, IA

100.3 THE BUS

On the evening of July 13, almost 500 cyclists joined 100.3 The BUS at the Moonlight Classic bike ride around Des Moines to benefit Orchard Place, which provides mental health services for over 8,500 children in Iowa. The station promoted the event on-air, online and via their newsletter. 100.3 The BUS' efforts helped Orchard Place raise a record \$121,000 in 2019.

JAY'S JUNIORS

DETROIT, MI

100.3 WNIC

In December, 100.3 WNIC and morning show host Jay Towers held the sixth annual Jay's Juniors, which gives children with chronic or terminal illnesses the opportunity to go to Walt Disney World during the holidays. The station raised over \$320,000, allowing the Jay's Juniors program to take 27 Detroit area children and their families on the all-expenses paid five-day trip to Orlando.

COATS FOR KIDS

DETROIT, MI

97.9 WJLB

With the cold winters in Michigan, many underprivileged local children cannot attend classes because they don't have a warm coat to wear while they walk to school. Every year, 97.9 WJLB holds a radiothon to help the Salvation Army of Southeast Michigan collect money and coats for kids in need in Detroit. The 36th annual Coats for Kids fundraiser featured musical performances and celebrity guests. The event, hosted by station personalities Bushman, Kirby Gwen, Dr. Darrius and K Smoot collected over 1,000 coats and raised over \$33,000 for the Salvation Army of Southeast Michigan.

SISTA STRUT

DETROIT, MI

MIX 92.3

On October 19, 2019, Mix 92.3's hosted their 20th annual Sista Strut charity walk at downtown Detroit's Grand Circus Park to benefit the Karmanos Cancer Institute, the largest cancer research and provider network in Michigan. The station promoted the event on-air, online and via social media, encouraging listeners to participate in the walk. Their efforts helped raise more than \$23,000 for the Karmanos Cancer Institute's Breast and Cervical Cancer Control Program.

BREAKING AND ENTERING CHRISTMAS

DETROIT, MI

CHANNEL 955

Channel 955's 18th annual Breaking and Entering Christmas asked local listeners to write letters to the station about friends or family members in need during the Christmas season. As in years past, the station's morning show "Mojo in the Morning" received hundreds of emails about families in the metro Detroit, Toledo and Grand Rapids areas who had a rough year and were in need of helping during the holiday season. The show selected ten families and one organization, Wish Upon a Teen, to make over their Christmas by gifting clothing, toys, furniture and more.

MASS SHOOTING EL PASO WALMART

EL PASO, TX

POWER 102.1

On August 3, a gunman opened fire at a Walmart in El Paso, Texas, killing 23 people. All stations in the El Paso community provided continuous updates to their listeners. In the following weeks, the stations promoted blood drives and their staffs assisted in handing out drinks and snacks to those waiting in line to donate. In addition, the Power 102.1 Morning Show with Patti Diaz and Mike Dee broadcast live near the Walmart to give their listeners the opportunity to talk about how they were feeling in the aftermath of the shooting and begin the healing process.

BOB PLAYS ANYTHING FOR CHILDREN RADIOTHON

ERIE, PA

94.7 BOB FM

The Hamot Health Foundation and 94.7 BOB FM hosted their seventh annual BOB Plays Anything for Children Radiothon in June 2019. The all-day event supported the Children's Care Fund, which helps kids dealing with a medical crisis as well as funds research and provides programs aimed at making Erie a healthier community. The event was promoted on-air, online and via social media and helped raised over \$14,000 for the fund.



KOMEN OZARK WALK FOR A CURE

FAYETTEVILLE, AR

KIX 104

For 20 years, Kix 104 and the Susan G. Komen Foundation partnered together for an annual run, but in 2019 they hosted the country's first Walk for a Cure in Northwest Arkansas. The inaugural walk was promoted by Kix 104 and three other local stations on-air, online and via social media. Over 12,000 people attended the walk and helped raise nearly \$650,000.

SISTA STRUT OF FLORENCE

FLORENCE, SC

THE FLO 102.9

The Flo 102.9 promoted the Sista Strut of Florence at the Florence Center to raise money for the Cancer Relief Fund. The station promoted the May 11 event on-air to encourage listeners to participate. Their efforts helped generate \$2,500 to help the Cancer Relief Fund provide educational resources and raise awareness about breast cancer.

HOUSES 4 HOMELESS

FLORENCE, SC

103 X

House of Hope of the Pee Dee is working to build about 24 houses for homeless families in Florence. The campus is called Opportunity Village and provides shelter and temporary housing for those women, men and their children who have no place to go. 103 X hosted the Houses 4 Homeless Radiothon from November 1 – December 15 to help House of Hope's efforts and raised over \$30,000 for Opportunity Village.

HAND THAT FEEDS

FORT COLLINS, CO

107.9 KBPI

The Denver Rescue Mission combats hunger in the Denver community. On November 11, 2019 107.9 KBPI hosted Hands that Feeds and encouraged their listeners to donate nonperishable items or money during the all-day event. The station also promoted on-air, online and via social media and brought in almost 27,000 pounds of food and raised over \$28,000 in cash donations for the mission.

TOYS FOR TOTS

FORT MYERS, FL

IHEARTMEDIA FORT MYERS

On December 13, 2019 all the iHeartMedia Fort Meyers stations teamed up with the U.S. Marine Corps to collect donations of new unwrapped toys for local children in need during the holiday season. The stations encouraged listeners and local businesses to donate toys at local drop box locations around town. The event was promoted on-air, online and via social media and collected over \$20,000 worth of toys for Toys for Tots.

GALISANO CHILDREN'S HOSPITAL AND BARBARA'S FRIENDS RADIOTHON

FORT MYERS/NAPLES, FL

CAT COUNTRY 107.1

Cat Country 107.1 partnered with local eatery Mel's Diner and other organizations to host a radiothon to raise money for Barbara's Friends, a nonprofit that benefits the Galisano Children's Hospital to help children with cancer. Along with the

radiothon, Cat Country 107.1 also hosted a fundraiser breakfast, celebrity auction and other events to encourage listeners to donate. The stations efforts helped raise \$860,000 for Barbara's Friends.

THE HOMETOWN HOLIDAY FOOD DRIVE

FORT SMITH, AR

IHEARTMEDIA FORT SMITH

In the summer of 2019, the River Valley in Arkansas suffered their biggest flood in history, leaving thousands of people without shelter and food. With the help of Walmart, iHeartMedia Fort Smith stations hosted The Hometown Holiday Food Drive, a three-day radiothon on November 5 – 7 that was broadcasted live from area stores and asked listeners to drop off either nonperishable foods or cash to benefit the Community Services Clearinghouse. Through their efforts, iHeartMedia Fort Smith was able to collect over five tons of food and \$10,000 in cash.

SUPPORT BLUE RUN/WALK

FRESNO, CA

POWER TALK 96.7

On February 23, Power Talk 96.7 supported the fourth annual Support Blue Run/Walk to benefit the Fresno Police Chaplaincy, a nonprofit organization dedicated to serving the Fresno Police Department and local citizens. On-air talent from the station's morning show hosted the walk and exceed the event. Power Talk 96.7's efforts helped the 2019 Support Blue Run/Walk raise \$15,000 in donations.

TOYS FOR TOTS

FRESNO, CA

IHEARTMEDIA FRESNO

For their 2019 Toys for Tots campaign, iHeartMedia Fresno stations worked with local chapters to help collect new and unwrapped toys for underprivileged children in the Central Valley. In addition to several live on-site broadcasts at local shopping malls, the stations promoted the annual Jingle Bell 5k run, which had 4,000 participants. B95's Juice Crew morning show also held their yearly 28-hour Juice Crew Campout radiothon, which helped collect over 3,000 toys. iHeartMedia Fresno's efforts helped Toys for Tots reach their goal of providing over 50,000 toys to local children across Fresno, Tulare and Kings counties.

PARS AND GUITARS GOLF TOURNAMENT

FRESNO, CA

102.7 THE WOLF

On September 21, 102.7 The Wolf partnered with the Central Valley Blue Star Moms for their annual Pars & Guitars Golf Tournament and Concert. On-air hosts Nick Cash and Katie Price served as emcees for the golf tournament and concert, which featured an acoustical set from Drake White. Over 104 golfers participated in the scramble tournament and 102.7 The Wolf's efforts helped raise \$12,000 for programs that supported military personnel and Veteran affairs.

MIRACLE MAKER RADIOTHON

GRAND FORKS, ND

96.1 THE FOX & XL93

96.1 The Fox and XL93 held their seventh annual Miracle Maker radiothon on March 7 and 8 from the Sanford Clinic in East Grand Forks. Morning show hosts Trevor D from XL93 and Dangerous Dave from 96.1 The Fox broadcasted live for 12 hours each day, interviewing local families who benefited from the Children's Miracle Network Hospital in Fargo while listeners called in to the on-location phone bank and donated pledges. In 2019, iHeartMedia Grand Forks raised more than \$50,000 for the Children's Miracle Network at Sanford Children's Hospital.

OPERATION CHRISTMAS MORNING

GRAND FORKS, ND

96.1 THE FOX

In 2019, 96.1 The Fox hosted "Operation Christmas Morning" – a live two-day event at Cabela's store in East Grand Forks. The station's on-air personalities broadcasted live from the event encouraging listeners to stop by and donated new unwrapped toys to benefit children in the community. Sponsored by Cabela, the drive featured prizes for attendees. "Operation Christmas Morning" collected over \$5,000 worth of toys to be distributed through Salvation Army for children in the community.



HELEN DEVOS CHILDREN'S HOSPITAL RADIOTHON

GRAND RAPIDS, MI

B-93, STAR 105.7 & 107MUS

On December 5 and 6, Star 105.7 held their 20th annual Helen DeVos Children's Hospital Radiothon. Star 105.7 was joined by sister stations B93 and 107MUS to broadcast live for over 24 hours and encourage listeners to donate via phone or online to help the local pediatric medical and surgical center for children. The three stations' efforts raised over \$420,000, breaking all previous donation records for the annual event.

TOYS FOR TOTS

GREENSBORO, NC

Q104.1 AND 100.3 KISS FM

The 12th annual Toys for Tots Kickoff took place on Friday, December 6, 2019. Alongside U.S. Marines and local partners, Q104.1 and 100.3 Kiss FM offered a fun packed day to encourage the community to donate toys. Listeners enjoyed free Biscuitville biscuits, coffee from A Special Blend, Krispy Kreme doughnuts, haircuts from Great Clips, and BBQ Chicken lunches. On-air personalities from Q104.1 and 100.3 Kiss FM broadcasted live from the event. The event collected over 59 boxes filled with toys for the children in the Greensboro area, which were distributed through Toys for Tots.

COUNTRY CARES FOR ST. JUDE CHILDREN'S RADIOTHON

GREENSBORO, NC

Q104.1

Q104.1 held its annual Country Cares for St. Jude Children's Radiothon on December 12 and 13, 2019. The station promoted the event on-air, online and via social media in an effort to encourage listeners to donate. The 2019 radiothon raised more than \$220,000 for St. Jude.

BRENNER CHILDREN'S HOSPITAL AUCTION

GREENSBORO, NC

99.5 WMAG

Brenner Children's Hospital is a 144-bed "hospital within a hospital" affiliated with Wake Forest Baptist Medical Center and Wake Forest University in Winston-Salem, North Carolina. In December 2019, 99.5 WMAG held a four-day online auction to help the hospital raise money for a new neonatal intensive care unit (NICU). The station promoted the auction on-air, online and via social media, sharing stories of local patients who were treated at the hospital. Their efforts helped raised almost \$115,000 for the children's hospital's NICU expansion.

ACE AND TJ'S BREAKING AND ENTERING

GREENSBORO, NC

100.3 KISS FM

Each year, "The Ace & TJ Show" select families who need an extra hand around the holidays and delivers gifts to their home without them knowing. The morning show asks local listeners to nominate a family through their website. The 2019

holiday campaign selected a local family who lost their 28-year-old mother of three after a two-year battle with leukemia. On December 12, the show surprised the family with toys, tools, a trampoline, bedding, groceries and more donated by local businesses, organizations and listeners.

ELLIS & BRADLEY'S STUFF THE TRUCK FOR TOYS FOR TOTS

GREENVILLE, SC

WHISTLE 100

For the 19th year, the Ellis and Bradley Show held the single biggest Toys for Tots drive in Upstate South Carolina. The morning show broadcasted live from a local dealership on December 15 encouraging listeners to stop by and donate new, unwrapped toys to benefit underprivileged children in the Greenville area. Collected by the Salvation Army, the event collected enough toys to "stuff" five trucks.

ST. JUDE KIDS RADIOTHON

HARRISONBURG, VA

104.3 KCY COUNTRY

In December 2019, 104.3 KCY Country held a radiothon to benefit St. Jude Children's Research Hospital. The event ran for 12 hours over two days and was promoted on-air prior to the live broadcast. As a result of the station's efforts, they raised over \$68,000 to aid St. Jude in their research for the upcoming year.

MIX 93-1 KIDS CHRISTMAS CALL-IN

HARRISONBURG, VA

MIX 93-1

Mix 93-1 partnered with the Staunton Rotary Club for the Kids Christmas Call-In radiothon to provide gifts for local children on November 22. The station's efforts helped raise \$25,000, which was used in a shopping spree with participating businesses to buy 250 gifts for local children.

PEANUT BUTTER DRIVE

HARRISONBURG, VA

98 ROCK

Many don't know that peanut butter is one of the most needed items at most foodbanks. In August 2019, 98 ROCK helped a local grocery chain put together a peanut butter collection drive for the Blue Ridge Area Foodbank. The station promoted the drive on-air, online and via social media and their efforts helped collect \$25,000 worth of peanut butter.

WALK TO END ALZHEIMER'S

HARRISONBURG, VA

MIX 93-1

In September and October 2019, Mix 93-1 hosted two separate Walk To End Alzheimer's events to benefit the Alzheimer's Association. As part of their two-month on-air campaign, the station promoted the event and asked listeners to participate in the annual walk. Mix 93-1 staff also broadcasted live from the event to encourage donations and team members participated in the walk, which

helped the Alzheimer's Association Central and Western Virginia raise \$100,000.

SANTA SLEIGH MINISTRY

HARTFORD, CT

THE RIVER 105.9

In December 2019, The River 105.9 encouraged listeners to donate toys for Santa Sleigh's Ministry toy distribution. On-air personality Renee held various live broadcast events encouraging listeners to stop by and donate new unwrapped toys. On December 21, over 1,000 families in the community received holiday gifts at the annual Santa's Sleigh Ministry Toy Distribution event.

CAMPAIGN FOR BULLY FREE COMMUNITIES

HARTFORD, CT

THE RIVER 105.9

In 2019, The River 105.9 participated in the Community Foundation of Middlesex County's 10th annual Campaign For Bully Free Communities campaign, which asked local school children, parents and teachers to take a pledge to be an agent of change. The campaign included PSAs and interviews before concluding with a rally hosted by Renee DiNino. The rally was attended by more than 400 students, who enjoyed a variety of activities and team building games and signed the pledge to stop bullying in school.



CT RECOVERS: BREAK THE STIGMA OF OPIOID USE DISORDER

HARTFORD, CT

COUNTRY 92.5

County 92.5 joined the Connecticut REALTORS nonprofit organization, WTNH News 8, and the Connecticut Department of Mental Health and Addiction Services (DMHAS) to generate awareness and break the stigma of opioid use disorder in the state. CT Recovers: Break the Stigma of Opioid Use Disorder kicked off on September 23, 2019 and was promoted on-air, online and via social media. The campaign included A Concert for Recovery with Keith Urban on November 17. Country 92.5's efforts helped raise \$600,000 to help DMHAS's efforts to combat the opioid epidemic.

KAPIOLANI RADIOTHON FOR KIDS

HONOLULU, HI

KSSK-FM

Every August, KSSK-FM devotes two full days of broadcast time to raise money for the Kapiolani Medical Center for Women and Children, which is Hawaii's only children's hospital and part of the Children's Miracle Network. The station promoted the radiothon on-air, online and via social media more than a month prior to the event. During the live broadcast from the hospital, KSSK-FM aired interviews with families who have been helped by the medical center and vignettes of compelling stories of hope, which helped the radiothon raise more than \$300,000.

MAYORAL TOWN HALL

HOUSTON, TX

KPRC 950

On October 28, KPRC 950's Jimmy Barrett hosted a Town Hall featuring candidates running for Mayor of the City of Houston. The Town Hall was promoted on-air, online and via social media, to encourage listeners to submit questions on the station's website and social media platforms. On the day of the event, the station invited 30 listeners to the event to ask questions to candidates Dwight Boykins, Tony Buzbee, Bill King and Sue Lovell.

BACK TO SCHOOL BACKPACK PROGRAM

HOUSTON, TX

94-5 THE BUZZ

For the eleventh year, 94-5 the Buzz and "The Rod Ryan Show" joined the Houston Children's Charity and passed out school backpacks filled with school supplies to Houston-area kids on August 8. The station promoted the Back to School Backpack program on-air, online and via social media, to encourage listeners to buy t-shirts or donate \$20 so the station can purchase the backpacks.

ST. JUDE CHILDREN'S CANCER CENTER RADIOTHON

HOUSTON, TX

SUNNY 99.1

On December 5 and 6, SUNNY 99.1 held their third St. Jude Radiothon to benefit the St. Jude Children's Research Hospital. The two-day radiothon broadcasted live from the station's studios in Uptown Houston and on-air personalities including Michael Berry and SUNNY 99.1's Dana Tyson from "Dana & Jay in the Morning"

shared stories and encouraged listeners to become Partners in Hope. Since 2017, SUNNY 99.1 has raised over \$1 million for childhood cancer research.

ADOPT-A-CHILD

HUNTINGTON, WV

103.3 TCR

During the holiday season, iHeartMedia Huntington asked listeners to adopt over 200 local children from Ironton City Missions and Big Brothers/Big Sisters of the Tri-State and gift them with toys and clothing. Listeners picked the names from Angel Trees placed in retail stores or from the 103.3 TCR website. The station also matched the gifts, which were given out during a holiday party featuring food, a balloon artist, Christmas carols and Santa Claus. Since its inception, the Adopt-A-Child program has provided gifts to close to 7,000 children.

PEANUT BUTTER FOOD DRIVE

HUNTINGTON, WV

KEE 100

Throughout November 2019, KEE 100 on-air personalities Dave and Jenn held a contest for local schools to see who could collect the most jars of peanut butter for the Facing Hunger Food Bank. The winner received a school dance hosted by Dave and Jenn, who personally collected the peanut butter from participating schools and hand-delivered a trophy to the winner. The Peanut Butter Food Drive collected 700 jars of peanut butter to help the food bank feed local residents.

WEST VIRGINIA HOT DOG FESTIVAL

HUNTINGTON, WV

NEWS TALK 800 WVHU

For the past 15 years, iHeartMedia Huntington has hosted the West Virginia Hot Dog Festival to benefit the Hoops Family Children's Hospital at Cabell Huntington Hospital. The 2019 festival, which took place on July 27, featured dog races, a car show, a hot dog eating contest and a root beer chugging contest. The 15,000 residents in attendance also enjoyed local and regional musical acts. iHeartMedia Huntington's efforts helped raise over \$25,000 for children and families needing services provided by the Hoops Family Children's Hospital.

PINK DUCKS

HUNTINGTON, WV

KEE100

KEE100 kicked off Breast Cancer Awareness Month in October 2019 with a Tickled Pink fundraising event. Local businesses donated items to be auctioned off and KEE100 sold t-shirts and pink rubber ducks. All funds raised were to help women who were uninsured or underinsured in the Tri-State area receive mammograms. In total, the station raised \$12,000 and the funds were divided among St. Mary's Medical Center, Cabell Huntington Hospital, Kings Daughters Medical Center and Our Lady of Bellefonte Hospital.

DINGO'S HIDEY HO-HO-HO PATROL TOY DRIVE

HUNTSVILLE, AL

102.1 WDRM

From November 16 through 22, Dingo from 102.1 WDRM's "Dan, Dingo & Josie Morning Show" visited nine Walmart locations across North Alabama and South Central Tennessee as part of the Dingo's Hidey Ho-Ho-Ho Patrol toy drive. The drive benefited Kids to Love, a nonprofit organization committed to meeting the needs of foster children. 102.1 WDRM promoted the drive on-air, online and via social media and encouraged listeners to donate sports equipment, games, art supplies, accessories, make up and more. The 2019 Dingo's Hidey Ho-Ho-Ho Patrol Toy Drive provided Christmas gifts for more than 1,700 local children.

MORE THAN A BACKPACK

HUNTSVILLE, AL

100.3 THE RIVER

More than a Backpack is a school supplies drive by Kids to Love to help foster children in North Alabama and South-Central Tennessee who don't have anything to call their own. 100.3 The River promoted the July 31 event on-air, online and via social media before and during the event. Their efforts helped collect more than 6,000 backpacks, which were filled with school supplies and given to local children in North Alabama and South Tennessee.



HEAT RELIEF: BOTTLED WATER DRIVE

INDIANAPOLIS, IN

Q95

On June 14, Q95 hosted their sixth annual Heat Relief Bottled Water Drive to benefit the Midwest Food Bank whose mission is to alleviate hunger by gathering and distributing food donations to not-for-profits and disaster sites. The station promoted the event on-air, online and via social media to encourage listeners to drop bottled water off at a local Walmart during the event. Q95 collected more than 150,000 bottles of water in 2019 and has collected over 400,000 bottles of water since the drive's inception.

OUT OF THE DARKNESS WALK

JACKSONVILLE, FL

107.3 PLANET RADIO

107.3 Planet Radio joined the American Association For Suicide Prevention for the first time in 2019 for the Out of the Darkness Walk in December. The station promoted the walk on-air, online, via social media and during a special PSA show interview. In addition, 107.3 Planet Radio set up a walk team, which they invited listeners to join. The 2019 Out of the Darkness Walk had over 1,500 walkers, who helped raise more than \$45,000 to Help the American Association For Suicide Prevention to invest in new research, create educational programs, advocate for public policy and support survivors of suicide loss.

SISTA STRUT

JACKSONVILLE, FL

V101.5 & 93.3 THE BEAT

V101.5 and 93.3 The Beat held their fourth Sista Strut walk on September

14 to heighten awareness about the issues of breast cancer in women of color and provide information on community resources. The stations promoted the walk on-air, online and via social media and encouraged listeners to participate and donate. Due to their efforts, the 2019 Sista Strut had more than 1,000 participants and raised more than \$2,500 for the Sisters Network Inc., a national African American breast cancer survivorship organization.

BACK TO SCHOOL BLOCK PARTY

JACKSONVILLE, FL

93.3 THE BEAT & V101.5

93.3 The Beat and V101.5 held their first Back To School Block Party in their parking lot on July 27. The free event hosted by T-Roy and DJ Wizkidd featured bounce houses, face painting, free ice cream, dance troupe performances, a fashion show provided by local children boutiques, a radio station tour and more fun activities. In addition, the station passed out backpack filled with school supplies to the first 300 children who attended the block party.

ST. JUDE CHILDREN'S RESEARCH HOSPITAL RADIOTHON & JINGLE JAM

JACKSONVILLE, FL

99.1 WQIK

99.1 WQIK partnered with St. Jude Children's Research Hospital on a series of events to help raise money for the organization. The station held their third radiothon and partnered with businesses to help raise awareness and money for St. Jude's mission. In addition, 99.1 WQIK once again held their Jingle Jam for St. Jude concert featuring Thompson Square, Matt Stell, Haley & Michaels and

Dylan Carmichael. In 2019, 99.1 WQIK's efforts helped raise almost \$212,000 for St. Jude Children's Research Hospital.

26.2 WITH DONNA BREAST CANCER RUN

JACKSONVILLE, FL

97.9 KISS FM

For years, 97.9 KISS-FM has been a strong partner with The Donna Foundation's 26.2 With DONNA, a local charity marathon that helps to maintain the Mayo Clinic Breast Cancer Translational Genomics Program. The station promoted the February 2019 marathon on-air, online, on-site and through social media to raise event awareness and to collect funds from local listeners. In 2019, 97.9 KISS-FM helped attract nearly 10,000 registered participants for the organization and drive close to \$5 million in economic impact to the community.

TOYS FOR TICKETS

LAS VEGAS, NV

95.5 THE BULL

95.5 The Bull's annual Toys for Tickets drive asks our listeners to donate a new/unwrapped toy with a minimum value of \$15 in exchange for a ticket to an exclusive iHeartRadio show. In 2019, 95.5 The Bull collected 7,500 toys and raised over \$5,000. Gifts were distributed to children in the community with the help of the Catholic Charities of Southern Nevada.

THE BURN FOUNDATION'S FILL THE TRUCK

LAS VEGAS, NV

SUNNY 106.5

In 2019, Sunny 106.5 and PODs Moving & Storage Las Vegas joined forces for Fill The Truck toy drive. Listeners were

encouraged to stop by and drop off a new a toy or gift card donation valued at fifteen dollars or more to the safe and secure PODS containers. The drive collected over \$2,000 worth of toys to benefit children in the community. Toys were distributed through The Burn Foundation.

ALL-STAR GUITAR PULL

LAS VEGAS, NV

95.5 THE BULL

On April 4, 95.5 The Bull held their eleventh annual All-Star Guitar Pull to benefit St. Jude Children's Research Hospital. During the show, Dustin Lynch, Chase Rice, Lee Brice, Kip Moore and more came together for one sold-out night at the Pearl at Palms Casino Resort. The 2019 All-Star Guitar Pull raised \$90,000 for St. Jude Children's Research Hospital to advance cures for pediatric diseases.

PET SUPPLY DRIVE

LAS VEGAS, NV

SUNNY 106.5 LAS VEGAS

For the fourth straight year, Sunny 106.5 joined Vegas performer Mat Franco in October and November to collect items for The Animal Foundation, the state's largest open admission shelter. During the month-long drive, visitors to any Las Vegas-area PetSmart location who purchased a minimum of \$10 worth of items from the organization's wish list, or a gift card of equivalent value, received one complimentary ticket voucher to see Franco's magic show. The 2019 drive collected blankets, collars, harnesses, leashes, dog and cat treats, toys and more. Since 2016, the annual campaign to collect supplies and monetary gifts has

raised more than \$20,000 in animal care supplies and monetary gifts for the shelter.

ACOUSTIC JAM

LEXINGTON, KY

98.1 THE BULL

On December 10, 98.1 The Bull held its fifth annual Acoustic Jam concert at the Lexington Opera House to benefit Central and Eastern Kentucky children being treated at Kentucky Children's Hospital. Acoustic Jam featured Country acts including Carly Pearce, Rodney Atkins, Hunter Hayes, Jordan Davis, Mitchell Tenpenny and Dillon Carmichael performing in an intimate setting. Since its inception, Acoustic Jam has raised over \$558,000 to help the hospital treat children.

SPECIAL OLYMPICS KENTUCKY

LEXINGTON, KY

104.5 THE CAT & MIX 94.5

For several years, 104.5 The Cat and Mix 94.5 have been proud partners of Special Olympics Kentucky and helped to raise funds and awareness for children with special needs. In 2019, the stations' efforts included promoting and attending the Polar Bear Plunge and pulling a UPS 18-wheeler during the Special Olympics Kentucky Big Brown Truck Pulls. In 2019, 104.5 The Cat and Mix 94.5's efforts helped raise more than \$102,000 to support local Special Olympics athletes.



EASTER EGG HUNT

LIMA, OH

IHEARTMEDIA LIMA

In 2019, iHeartMedia Lima's five stations hosted an Easter Egg Hunt at the Lima City Football Stadium, where local children searched for more than 20,000 eggs filled with candy and prizes. The stations promoted the event on-air, online and via social media in an effort to encourage children of all ages to attend the free event, which also gave those who attended an opportunity to win a family trip for four to Disney World. iHeartMedia Lima also invited several organizations and banks to take part and teach children about anti-bullying, saving money and more.

TOY HILL

LITTLE ROCK, AR

KSSN 96 & 105.1 THE WOLF

Each year, KSSN 96 and 105.1 The Wolf host the annual Toy Hill event to benefit the Marine Toys for Tots program. During a 48-hour broadcast in December 2019, on-air personality Bob Robbins encouraged listeners to bring new unwrapped toys to the drop off locations to benefit children in the community. The 2019 toy drive collected enough toys to fill four 18-wheeler trucks.

SALUTE TO VETERANS

LITTLE ROCK, AR

105.1 THE WOLF

On February 15, 105.1 The Wolf helped the Little Rock Veterans Administration celebrate their annual Salute to Veterans Week. As part of the celebration, on-air personality Bob Robbins broadcasted his morning show from the local VA

Hospital where he spoke with various staff about what they do and how they help local veterans with their needs. After the broadcast, the station took part in a formal ceremony for local VA volunteers and helped distribute hand drawn Valentine's Day cards to the veterans from local children.

SUMMER CEREAL DRIVE

LITTLE ROCK, AR

HOT 94.9

Hot 94.9 has partnered with the Arkansas Foodbank and TV partner KTHV for seven years on the Summer Cereal Drive for local children who are no longer receiving breakfast at school. In June 2019, "Kramer in the Morning" and the local TV station broadcasted from eight different grocery stores and encouraged listeners to donate boxes of cereal with each grocery store competing to see who could collect the most boxes. The 2019 Summer Cereal Drive collected more than 320,000 boxes of cereal for the Arkansas Foodbank.

HALLOWEEN CHILI COOK OFF

LITTLE ROCK, AR

100.3 THE EDGE

The September Fund is a scholarship fund that 100.3 The Edge's morning show started on September 11, 2003 as a living memorial for those who died during the September 11 terrorist attacks. Their main 2019 fundraiser was a Halloween Chili Cook Off judged by 10 local celebrities. Station on-air personalities Corey & Patrick, Matt Cruz, and Kevin Cruise volunteered at the event, which charged a \$5 admission fee, and nearly 2,000 people attended the cook off, which helped raise

close to \$11,000 to fund scholarships for children of Arkansas first responders.

"VALENTINE IN THE MORNING" GIRL SCOUT COOKIE BUY

LOS ANGELES, CA

104.3 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 2019 contest on-air, online and via social media and encouraged people to nominate their local troops online. Once the Girl Scout Troop is selected, the morning show purchases \$5,000 worth of cookies from the winning Troop and they are donated to the Bob Hope USO with military personnel coming through LAX.

PEP RALLY WITH KIIS FM & JONAS BROTHERS

LOS ANGELES, CA

102.7 KIIS-FM

To celebrate kids returning to school in September, 102.7 KIIS-FM had a campaign offering local schools a chance to win a pep rally with the Jonas Brothers. Southern California area students nominated their schools and listeners voted on their favorite. Girls Academic Leadership Academy, which has less than 600 students, received the most votes and joined the Jones Brothers and the 102.7 KIIS-FM team for a softball game and pep rally while the KIIS-FM Street Team handed out t-shirts and school supplies.

HOME FOR THE HOLIDAYS

LOS ANGELES, CA

102.7 KIIS-FM

In December 2019, 102.7 KIIS-FM encouraged listeners to donate new unwrapped toys to help support Home For the Holidays Festival, a free community event hosted by A Place Called Home, a nonprofit offering a safe, nurturing environment to young people in South Central Los Angeles. 102.7 KIIS FM collected and distributed over 5,000 toys for children at the event.

SISTA STRUT

LOUISVILLE, KY

REAL 93.1

For the last three years, Sista Strut and Real 93.1 have joined forces with Kentucky African Americans Against Cancer and Susan G. Komen Kentucky to increase awareness throughout the African American community about how cancer affects them. Real 93.1 promoted the 2019 Sista Strut 3k Breast Cancer Walk on-air, online and via social media for 13 weeks to encourage local listeners to attend the event on October 19. Their efforts helped raise almost \$10,000 for Kentucky African Americans Against Cancer and Susan G. Komen Kentucky.

97.5 WAMZ

LOUISVILLE, KY

97.5 WAMZ

On December 9, 97.5 WAMZ hosted their annual Acoustic Jam, an intimate, acoustic concert headlined by some of today's most popular artists, with a portion of the ticket proceeds benefitting St. Jude

Children's Hospital. 2019's musicians Jon Pardi, Kip Moore, LoCash, Scotty McCreery, Michael Ray, Jimmie Allen and Ben Rue performed during the intimate concert, which the station promoted on-air, online and via social media. In 2019, 97.5 WAMZ's Acoustic Jam raised \$25,000 to help children battling cancer and other life-threatening diseases.

WHAS CRUSADE FOR CHILDREN

LOUISVILLE, KY

NEWS RADIO 840 WHAS

For more than 65 years, the WHAS Crusade for Children telethon has raised money during the first weekend in June to help make life better for children with special needs. As in years past, the telethon aired for over 24 hours on NewsRadio 840 WHAS and on WHAS-TV. iHeartMedia Louisville's Terry Meiners, Tony Vanetti and Dave Jennings served as emcees and helped the WHAS Crusade for Children raise more than \$5,690,000, making it one of America's most successful annual telethons.

TOYS FOR TOTS

LOUISVILLE, KY

CARDS RADIO 790 KRD

On December 10, Cards Radio 790 KRD hosted their annual Toys For Tots toy drive where they accepted cash and toy donations for children in the area. The station promoted the event, which was hosted at a local bar that provided promoted specials for listeners, on-air, online and via social media. Their efforts helped collect more than 200 toys for local children.



SISTA STRUT

MACON, GA

V101.7 & 97.9 WIBB

African American women in the US have a 41% higher death rate from breast cancer than white women. On October 5, V101.7 and 97.9 WIBB held their fifth annual Sista Strut to heighten awareness about the issues of breast cancer in women of color and provide information on community resources. The stations promoted the event on-air, online and via social media and television to encourage listeners to participate. Their efforts helped the Women's Health Division of Navicent Health's breast cancer center raise over \$2,500 to provide free mammograms for women of color.

ST. JUDE KIDS RADIOTHON

MANSFIELD, OH

101.3 WNCO

In 2019, 101.3 WNCO held Country Cares for St. Jude Kids radiothon to benefit the St. Jude Children's Research Hospital. The two-day December event highlighted national and local examples of families who have benefited from the pediatric research and care facility's efforts. Through the efforts of 101.3 WNCO and on-air personalities Matt Appleby and Kelly Sheehan, the radiothon raised nearly \$49,000 for St. Jude and raised awareness for the organization's life-saving work.

COATS FOR CHRISTMAS

MARION, OH

1490 WMRN-AM

In 2019, 1490 WMRN-AM asked listeners to donate gently used outerwear during its Coats for Christmas drive. The drive took

place throughout the months of October and November. Coats for Christmas collected over 10,000 coats for the Marion community in need. Sponsor for the event included Kimmel Cleaners who dry cleaned all the donated coats before distribution.

PEANUT PUSH

MARION, OH

1490 WMRN

On the first Saturday in December 2019, 1490 WMRN held its annual Peanut Push to benefit the Marion Junior Service Guild's Christmas Clearinghouse, which provides Christmas gifts and supplies to hundreds of local families each year. Local residents paid to push a peanut across a downtown Marion street with their nose. As part of 1490 WMRN-AM's efforts, more than \$13,000 was raised, which assisted almost 400 local families and over 1,000 children in need during the holidays. Peanut Push has raised over \$73,000 since its inception.

10 MAN JAM

MCALLEN, TX

FM 100 KTEX

FM 100 KTEX held their tenth annual 10 Man Jam concert on December 7 to benefit the Food Bank RGV, which serves close to one million meals a month to those in need. The all-day concert showcased 10 up-and-coming Country acts and drew a record number of Country fans. The 2019 10 Man Jam was the second biggest Jam in the event's history, raising over \$80,000 for the Food Bank of RGV, which helped the food bank provides almost 410,000 meals.

ACS MAKING STRIDES AGAINST BREAST CANCER BREVARD WALK

MELBOURNE, FL

LITE ROCK 99.3

Lite Rock 99.3 helped the American Cancer Society Brevard promote their 16th annual Making Strides Against Breast Cancer 3k and 5k walk to raise awareness and funds to save lives from breast cancer. The station promoted the event on-air, online and via social media to encourage local residents to participate and on-air personalities Mike & Mindy attended the walks to encourage the 10,000 participants. Their efforts helped Brevard County's American Cancer Society surpass their goal of raising \$300,000 in 2019 to fund innovative research, provide free information and support and help people reduce their breast cancer risk or find it early when it's most treatable.

HEART HEALTH AWARENESS MONTH

MELBOURNE, FL

LITE ROCK 99.3

In honor of National Heart Awareness Month in February, Lite Rock 99.3 and the Brevard County Chapter of the American Heart Association teamed up for several Heart-friendly events, including the Go Red For Women party to benefit women's heart health awareness at Steward Medical Center. The campaign culminated with the annual Heart Association Brevard Heart Walk at the Avenue Viera, which drew over 2,000 walkers and raised more than \$175,000 for the American Heart Association's Brevard County Chapter.

RELAY FOR LIFE

MELBOURNE, FL

WMMB-AM, KISS 95.1 & LITE ROCK 99.3

WMMB-AM, KISS 95.1 and Lite Rock 99.3 have partnered with the American Cancer Society Relay For Life Brevard events for the last 16 years to help raise awareness and funds to save lives in the fight against cancer. In March and April 2019, each station promoted individual charity walks throughout the county to encourage listeners to participate and hosted the kick off for their respective events. Their combined efforts helped attract more than 1,000 participants for each relay and raise more than \$85,000 to support research, patient programs and cancer screening.

HATSGIVING

MILWAUKEE, WI

FM106.1

In 2012, eight-year-old Jeremy Wernick started Hatsgiving as a way to do something nice for children with cancer. Hatsgiving has since donated more than 11,000 hats to different children's hospitals around the nation. In 2019, FM106.1 collected hats at their events and concerts to donate to the Children's Hospital of Wisconsin and promoted the organization on-air, online and via social media to encourage listeners to donate. Due to their efforts, FM106.1 far exceeded their original goal of collecting 106 hats when more than 800 hats were donated and delivered to Children's Hospital of Wisconsin and other children's hospitals across the country.

CITIES GIVES BACK LIVE

MINNEAPOLIS, MN

CITIES 97.1

After 30 years producing its annual Cities 97.1 Sampler CD, Cities 97.1 started a new tradition in 2019 with their first Cities Gives Back Live concert on November 8. The station promoted the special event on-air, online and via social media and the concert featured performances by Adam Lambert, Julia Brennan, Yam Haus, American Authors, O.A.R. and Andy Grammer. In its inaugural year, Cities Gives Back Live raised \$35,000 for local charities including Best Buy Foundation, GIVE16, Ruff Start Rescue, Angel Foundation and others.

DAVE RYAN'S CHRISTMAS WISH

MINNEAPOLIS, MN

101.3 KDWB

Every year, 101.3 KDWB and "The Dave Ryan Show" strive to make Christmas an unforgettable holiday for deserving families in the Twin Cities. The station asks listeners to share stories about people, families and organizations who need help and spotlights one of them every day. In 2019, 101.3 KDWB was able to help 17 families and one youth charity thanks to generous donations from listeners and partners.



TOYS FOR TOTS

MINNEAPOLIS, MN

KFAN

KFAN joined the Minnesota Vikings and the United States Marine Corps for their annual Toys for Tots toy drive on December 10. The station broadcasted live for over 13 hours and encouraged listeners to bring new and unused toys to donate as they watched the live radio broadcast. The 2019 drive collected 21 pallets of toys for the Marine Corps' Toys for Tots program.

AMERICAN CANCER SOCIETY CHILI COOK-OFF

MOBILE, AL

iHEARTMEDIA MOBILE

On March 30, iHeartMedia Mobile joined 73 other local teams to compete in the 30th annual American Cancer Society Chili Cookoff at Mardi Gras Park in downtown Mobile and raise money for local American Cancer Society programs. All eight Mobile stations also promoted the event via PSAs and a 30-minute locally produced public affairs program. Their efforts helped attract more than 9,000 attendees and raise more than \$140,000 to help the American Cancer Society provide wigs and transportation for cancer patients, fund research at facilities like the USA Health Mitchell Cancer Institute in Mobile and more.

HOLIDAY FOOD DRIVE

MONTEREY, CA

102.5 KDON

In 2019, 102.5 KDON took part in an annual holiday food drive to benefit Second Harvest Food Bank of Santa Cruz County, an organization that strives to

eliminate hunger through education and advocacy. The station promoted the drive on-air and broadcasted live from a local grocery store to encourage listeners to donate food and money in person and online. The holiday food drive collected thousands of pounds of food to help feed families during the holiday season.

WICKED WISHES

MYRTLE BEACH, SC

THE GATOR 107.9

The Myrtle Beach area has never had its own chapter of Make-A-Wish, which helps fulfill the wishes of children with critical illnesses. In 2019, the Gator 107.9 teamed up with a popular area restaurant, Wicked Tuna, and held an all-day Wicked Wishes festival to raise money for local efforts to found a chapter. The event, which featured food and live music, raised just over \$18,000, which helped Make-A-Wish South Carolina grant wishes for two local children.

TURKEY TRADE

NEW YORK CITY, NY

103.5 KTU

103.5 KTU partnered with ASG for its Turkey Trade drive on November 19 – 22 at four Met Food or Met Fresh supermarkets. The first 103 listeners who brought a new or gently used coat to donate at each location were given a turkey donated by ASG. In addition, Met Food and Met Fresh donated \$103.50 worth of food to City Harvest, New York City's largest food rescue organization, for every coat that was donated. The 2019 Turkey Trade collected almost 400 coats and 50 blankets, which were donated to Bowery Mission.

PROM ME OUT

NEW YORK, NY

POWER 105.1

In April 2019, Power 105.1 partnered with The Priceless Gown Project for Prom Me Out, which aimed to give underprivileged young girls the chance to go to prom. "The Breakfast Club" promoted Dress Drives across the city and encouraged listeners to donate dresses, shoes, purses and other items to help make a young lady's prom complete. The campaign culminated on April 28, with an all-day, free event hosted by The Breakfast Club's Angela Yee, where families came to shop for a dress and the first 100 visitors also were given a pair of new shoes.

HOPE FOR THE HOLIDAYS RADIOTHON

NEW YORK, NY

106.7 LITE FM

On December 19, 106.7 Lite fm held their second annual Hope for the Holidays radiothon to benefit Hassenfeld Children's Hospital at NYU Langone. During the 14-hour event, station on-air personalities encouraged listeners to donate and become "Bright Lights" who would contribute \$20 each month to the hospital. The radiothon raised more than \$515,000 to help Hassenfeld Children's Hospital's experts develop therapies, find cures and improve children's health in the local community.

LITE FM HOLIDAY GIFT WRAPPING PARTY

NEW YORK, NY

106.7 LITE FM

On December 23, 106.7 Lite fm hosted their annual party to wrap toys for children at several local hospitals in New York and New Jersey. The station promoted

the party on-air, online and via social media in an effort to encourage listeners to donate to the hospitals. In 2019, 4,000 gifts were wrapped and dropped off at the hospitals for the children.

MOVIN 107.7 ACTS OF KINDNESS

NORFOLK, VA

MOVIN 107.7

Each month, MOVIN 107.7 spotlights a local charity to raise awareness for the organization's mission and achieve the station's goal of collecting 1,077 items for the charity. Each donation drive was tailored to each charity's specific need, and the station placed donation drop-off locations at a local bank throughout the Hampton Roads Area. In 2019, MOVIN 107.7 promoted the drives on-air and online, helping to collect soap for Union Mission; toiletries for the GROW Foundation, an organization focused helping families who are victims of domestic abuse; bookbags and teddy bears for the Tidewater Friends of Foster Care; and books for REACH, which distributes free books to families in need to keep children engaged and learning.

2019 BEST OF THE 7CITIES

NORFOLK, VA

103 JAMZ & 92.1 THE BEAT

103 JAMZ and 92.1 The Beat highlighted local businesses and community organizations during the second annual Best of the 7Cities campaign. The stations asked listeners to nominate the area's best church choir, barber shop, car wash, activist, hair salon, teacher, pastor, soul food, athlete, coach and the 7Cities Icon. The top four nominees in each category were invited to a special

awards gala at the historic Attucks Theater in downtown Norfolk on April 28. The 2019 Best of the 7Cities received over 6,000 nominations, and more than 700 people attended the awards gala.

NORFOLK POLICE "GUNS DOWN" MOVEMENT

NORFOLK, VA

92.1 THE BEAT & 103 JAMZ

103 JAMZ and 92.1 The Beat partnered with the Norfolk Police Department for a series of community outreach events to raise awareness on gun violence. The stations invited listeners to share their concerns about gun violence and the state of their local communities with Norfolk police officers, Chief of Police Larry Boone, community leaders and station personalities. Over 300 people attended the events throughout the city of Norfolk.

RED, KAT AND BLUE

OMAHA, NE

KAT 103.7FM

Throughout 2019, KAT 103.7FM broadcasted their monthly Red, Kat and Blue program that recognized first responders. The station promoted the fundraiser on-air, online and via social media and encouraged listeners to nominate their family, friends and peers. Winners then received a special visit from on-air personality Hoss Michaels who delivered lunch and did a Facebook Live broadcast to recognize the nominee.



STARS AND GUITARS

PANAMA CITY, FL

92.5 WPAP

92.5 WPAP helped promote the eighth annual Stars and Guitars event benefitting the Gulf Coast Children's Advocacy Center. The concert was held on February 1 and featured a two-hour acoustic performance from Country music star Travis Tritt. The station promoted the event on-air, online and through social media. In addition, morning show hosts Tess Connell and Dr. Shane acted as emcees for the evening, which raised \$30,000 to help abused and neglected children.

FURRY FRIEND 5K RUN/WALK

PANAMA CITY, FL

SUNNY 98.5

Sunny 98.5 served as the media sponsor and emcee for the ninth annual Furry Friend 5k Run Walk on April 6 to benefit the Bay County Humane Society. The station promoted the walk on-air and via social media as well as served as emcees for the event. Their efforts helped raise \$5,000 which went towards finding forever homes for pets as well as for their care and shelter.

96 ROCK'S NOT SO SILENT NIGHT

PANAMA CITY, FL

96 ROCK

96 Rock held their first-ever 96 Rock's Not So Silent Night concert on December 13 to benefit the local Stuff the Bus Toy Drive. For the admission price of donating two toys, local residents were able to listen to bands Safe to Say, Cline Street, Blow It Up, and Heritage Band headlining the

night as well as enjoy a block party with food, prizes and music. The Not So Silent Night concert helped collect 500 toys worth \$5,000 and \$300 in cash donations to help local children enjoy the holidays.

STUFF THE BUS

PANAMA CITY, FL

IHEARTMEDIA PANAMA CITY

On December 9, five iHeartMedia Panama City stations held their eighth annual Stuff The Bus campaign, which collects toys, food and shoes for local area children for the holidays. To encourage people to donate, Stuff the Bus founder Skip Bondur, lives on top of the bus in a Walmart parking lot until the bus is filled. The stations promoted the event through on-air interviews, PSAs and liners as well as on-site live social coverage, helping the 2019 event collect 10,000 toys, 10,000 pounds of food and 1,000 pairs of shoes for local children.

MAKING STRIDES AGAINST BREAST CANCER

PANAMA CITY, FL

IHEARTMEDIA PANAMA CITY

On November 16, iHeartMedia Panama City participated in an annual Making Strides Against Breast Cancer 5k, a fun run and walk to raise money and awareness for the American Cancer Society. The stations promoted the event through PSAs and interviews and encouraged listeners to show support for those battling breast cancer. On the day of the event, on-air personalities John Lund, DJ Big Boi, Jake Navarro and Tess Connell served as emcees, as iHeartMedia hosts have done for the past six years. Their efforts helped raise \$75,000 for the American Cancer Society.

TEEN AND FAMILY NIGHT

PARKERSBURG, WV

102 THE RIVER

On August 16, 2019, 102 The River teamed up with The Right Path of Washington County for Teen and Family Night. The free event offered resources and advice for teens on how to avoid drugs and alcohol. Held at the Marietta Aquatic Center, the event drew over 350 teens from the community. Partners for Teen and Family night included Wendy's and the Right Path, a local organization dedicated to keeping teens safe and healthy.

MORE THAN PINK WALK

PORTLAND, OR

K103

iHeartMedia Portland has served as the radio partner for the local Susan G. Komen walk for almost 25 years. Leading up to the September 16 More Than Pink Walk, K103 ran PSAs, live mentions and interviews with breast cancer survivors. In addition, morning show host Janine Wolf, a breast cancer survivor herself, formed Team Janine for the eleventh straight year and served as emcee for the event. In 2019, Team Janine raised more than \$42,000 to advocate for early detection through screenings and help Susan G. Komen Oregon & Southwest Washington provide resources for treatment, research and education in the fight against breast cancer.

LEND A HELPING CAN

PORTSMOUTH, NH

100.3 WHEB

On November 21 and 22, 100.3 WHEB aired the 29th annual Lend A Helping Can radiothon to benefit 11 New Hampshire

organizations that help feed the area's needy and homeless. During the 13-hour live broadcast, the "Greg and the Morning Buzz" show auctioned items including signed guitars, concert packs, trips and deals. In 2019, Lend A Helping Can raised \$168,000 for those in need.

ST. JUDE RADIOTHON COUNTRY CARES

POUGHKEEPSIE, NY

COUNTRY 107.3 WRWD

Country 107.3 WRWD held their 29th annual Country Cares for St. Jude Kids radiothon on March 15 and 16, 2019. The station's on-air personalities shared interviews and stories from patients undergoing treatment and hospital caretakers to encourage donations throughout the broadcast. Country 107.3 WRWD raised over \$160,000 for St. Jude Children's Research Hospital during the two-day event.

GREATER HUDSON VALLEY TOY DRIVE

POUGHKEEPSIE, NY

COUNTRY 107.3 WRWD

From November 4 through December 2, 2019, Country 107.3 WRWD encouraged listeners to stop by the local mall and donate a new unwrapped toy for the children in need the community. Greater Hudson Valley Toy Drive collected thousands of toys for the holiday season. Sponsors for the event included Hudson Valley & Mid-Hudson Valley Federal Credit Union, who also offered additional toy drop off locations throughout the duration of the drive.

PAUL AND AL'S BIG WOODY GOLF TOURNAMENT

POUGHKEEPSIE, NY

94 HJY

For the past 20 years, 94HJY has organized Paul and Al's Big Woody Golf Tournament to benefit the Amos House, an organization that helps people transition out of homelessness and poverty through vital services and results-oriented programs. The station promoted the July 8 tournament on-air, online and via social media, which helped the event raise over \$10,000 for the Amos House.

TOYS FOR TOTS

PROVIDENCE, RI

94 HJY

In 2019, 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 including on December 6, when all station broadcasted live from various Cardi's stores encouraging listeners to stop by and donate toys. The campaign collected 12 53-ft trailers full of toys.



THE VICTORY RIDE TO CURE CANCER

RALEIGH, NC

IHEARTMEDIA RALEIGH

iHeartMedia Raleigh stations promoted the second annual Victory Ride to Cure Cancer a one-day charity cycling event on May 18 to benefit the V Foundation for Cancer Research, which was founded by basketball coach Jim Valvano. The stations promoted the event on-air, online and via social media, which helped the ride attract more than 600 registered riders, who completed 10-, 30-, 60- or 100-mile bike routes. The 2019 Victory Ride to Cure Cancer raised more than \$230,000, which was donated to Duke Cancer Institute, UNC Lineberger Comprehensive Cancer Center and Wake Forest Baptist Health Comprehensive Cancer Center.

TRANS-SIBERIAN ORCHESTRA

RALEIGH, NC

100.7 WRDU

100.7 WRDU partnered with Trans-Siberian Orchestra, which donates \$1 from every concert ticket sold to local charities, to help SAFEchild, a nonprofit organization aimed at eliminating child abuse in Wake County. The station promoted the November 20 concert on-air, online and via social media to encourage listeners to buy tickets. Their efforts helped raise almost \$9,250 for SAFEchild and preventing child abuse and neglect.

COUNTRY CARES FOR ST. JUDE KIDS RADIOTHON

RALEIGH, NC

B93.9

On December 5 and 6, B93.9 hosted their third Country Cares for St.

Jude Kids Radiothon to raise money for childhood cancer and pediatric disease treatment. During the event, B93.9 personalities shared stories and interviews and encouraged listeners to join in the fight against childhood cancer. In 2019, B93.9's radiothon to benefit St. Jude Children's Research Hospital raised more than \$120,000.

STUFF A BUGGY

READING, PA

FM97

FM97 WLAN and Water Street Ministries hosted their eighth annual Stuff-A-Buggy food drive on November 23. The station promoted the food drive on-air and online to inform listeners about the most needed items. FM97 WLAN also broadcasted live from the donation site to encourage listeners to donate and fill an Amish buggy with non-perishable food items. In 2019, the event collected 2,100 pounds of food for Water Street Ministries.

COVER THE IE COLLECTION DRIVE

RIVERSIDE, CA

99.1 KGGI

On November 23 and 24, 99.1 KGGI hosted their fourth annual Cover The IE Collection Drive to benefit Water of Life Community Church's CityLink ministry, which provides a variety of services for local residents in need. During the live broadcast, the station encouraged listeners to donate gently used clothing, blankets, new personal hygiene products and more. In 2019, the Cover The IE Collection Drive collected over 4,000 items for the Water of Life Community Church.

OUT OF THE DARKNESS WALK

ROANOKE LYNCHBURG, VA

NEW COUNTRY 107.9

On October 5, New Country 107.9 participated in the American Foundation for Suicide Prevention Out of the Darkness Walk to raise money and awareness for the organization. The station promoted the event on-air and online, encouraging listeners to take part in the annual event. On the day of the walk, Program Director and on-air talent Scott Stevens and Promotions Director Caroline Cook served as emcees for the walk, which raised more than \$50,000 to help the American Foundation For Suicide Prevention's mission to save lives and bring hope to those affected by suicide.

WHAM HOLIDAY SHOW

ROCHESTER, NY

NEWS RADIO WHAM 1180

News Radio WHAM 1180 hosted their annual holiday show on December 9, 2019 at the Dryden Theater in downtown Rochester to raise money for the Veteran's Outreach Center. Broadcasted live and commercial-free, the concert was hosted by the station's Bob Lonsberry and featured by local musicians and group skits from some of the station's talent. The 2019 WHAM Holiday Show raised \$5,000 to help the Veteran's Outreach Center provide free programs and support for veterans in Rochester and surrounding areas.

CARES FOR KIDS RADIOTHON

ROCHESTER, NY

MIX 100.5

On February 14 and 15, Mix 100.5 hosted their annual Cares for Kids Radiothon to

benefit the Golisano Children's Hospital. The station broadcasted live from the hospital's lobby, speaking with doctors, nurses, other hospital staff and families of children who have utilized the hospital's services in an effort to encourage listeners to donate. In 2019, Mix 100.5 raised almost \$225,000 for Golisano Children's Hospital.

WEASE CARES BROADCAST **ROCHESTER, NY** RADIO 95.1 ROCHESTER

The Wease Cares Broadcast is an annual event on Radio 95.1 raising money for the Golisano Children's Hospital and the HUGS Foundation, which provides free surgeries for cleft lip, cleft palate, microtia, cleft rhinoplasty and other congenital facial deformities to children in Ecuador, Vietnam and Guatemala. During the 12-hour event, on-air talent from "The Brother Wease Show" broadcasted live from the station and later a local restaurant, encouraging listeners to stop by and donate. The efforts helped raise \$60,000 for both foundations.

BACK THE BADGE **SACRAMENTO, CA** NEWSRADIO KFBK

On January 25, NewsRadio KFBK teamed up with the Roseville Automall for a special Back the Badge event to support local law enforcement after the deaths of police officers Natalie Corona and Ronil Singh. During the 12-hour event, the station gave out "Back the Badge" wristbands to those who stopped by the Automall while former Sacramento Sheriff John McGinness was on-air during morning and afternoon drive. In addition to encouraging listeners to donate to memorial funds for Officers Corona and Singh, the station also asked

listeners to donate to the Sac Sheriff/ Bruce Verhoeven Foundation and the Sacramento Police Foundation. Their efforts helped raise \$10,000, which was used toward scholarships funding, training, and basic academy needs for future cadets.

Z107.7 TOY TOWN TOY DRIVE **ST. LOUIS, MO** Z107.7 ST. LOUIS

Z107.7 held their second annual toy drive to benefit the Salvation Army's Toy Town from November 15 through 17 in the parking lot of the St. Louis Galleria. The station promoted the drive on-air, online and via social media to encourage listeners to donate toys, which went to different hospitals and organizations in need.

SANTA JAM AND BOATLOAD OF TOYS **ST. LOUIS, MO** 93.7 THE BULL

During the weekend of December 7 and 8, 93.7 The Bull held their annual Santa Jam and Boatload of Toys drive outside Bass Pro Shops in St. Charles to benefit Youth In Need, which serves more than 8,000 of the area's most vulnerable children, teens and families at nearly 100 locations in six counties in eastern Missouri. A crowd of 3,000 listeners attended the 8th Annual Santa Jam featuring Trea Landon, Abby Anderson, Tenille Townes, Jon Langston, Jordan Davis and Chris Janson, helping collect thousands of toys for local children.



WINTERIZE KIDS COAT AND WARM WEAR DRIVE

ST. LOUIS, MO

THE BEAT, MAJIC 103.7 & HALLELUJAH 1600

On December 14, 100.3 The Beat, Majic 103.7 and Hallelujah 1600 broadcast live from 10 am – 3 pm from a local Empire Beauty and collected new coats, hats, gloves, boots, earmuffs and heavy socks for kids ages 10 and up. Their efforts helped more than 400 local kids in need and the items were distributed through the Spreading Our Love Foundation, which takes pride in sharing, caring and loving those who are in need in our community.

STUFF THE BUS

SALISBURY, MD

FROGGY 99.9

On Saturday, December 7, 2019, iHeartMedia Salisbury stations hosted live broadcast from various local Walmart stores for its annual Stuff the Bus toy drive. The event collected over 1,000 toys for kids in the community. Toys were distributed through the US Marine Toys for Tots chapters in Maryland and Delaware.

MILES FOR MILITARY

SALISBURY, MD AND WILMINGTON, DE

IHEARTMEDIA SALISBURY AND IHEARTMEDIA DELAWARE

iHeartMedia Delaware and iHeartMedia Salisbury hosted the 15th annual Miles For Military motorcycle ride to benefit USO Delaware and Operation We Care, a local nonprofit supporting military and law enforcement efforts. The stations promoted the August 10 ride to Dover International Speedway, where riders gathered to enjoy an afternoon of food and entertainment.

In 2019, more than 500 riders and passengers joined the motorcycle ride, which raised more than \$13,000.

FOOD BANK OF DELAWARE

WILMINGTON, DE

IHEARTMEDIA WILMINGTON

In 2019, iHeartMedia Wilmington held its 22nd annual Turkey Round Up, a food-drive and fundraiser to benefit families living in the Delaware area. All contributions benefited the Food Bank of Delaware, a nonprofit with the mission to provide nutritious foods to Delawareans in need. In 2019, Turkey Round Up collected 300 turkeys, over 7,600 pounds of non-perishable food items and raised over \$5,500 for the Food Bank of Delaware.

MAKING STRIDES AGAINST BREAST CANCER

SALT LAKE CITY, UT

105.9 KNRS

Ten years ago, 105.9 KNRS News Director and Anchor Abby Bonnel helped launch the Salt Lake City Making Strides Against Breast Cancer to help raise money to fight breast cancer. In 2019, the station again partnered with the American Cancer Society on October 26 for the 5k walk. The station promoted the event and encouraged local residents to form teams and take part in the walk. The 2019 Making Strides Against Breast Cancer walk drew more than 8,000 participants and raised \$265,000.

SECRET SANTA

SALT LAKE CITY, UT

97.1 ZHT

For almost a decade, 97.1 ZHT has organized a Secret Santa to help local residents during the holiday season. The station asked listeners to nominate families and provide Christmas wishlists. 97.1 ZHT staffers then select 10 families, who received \$1,000 in gifts that were delivered by “elves.” The selected families also received a personal phone call from on-air personalities Frankie & Jess.

KJ97 CARES FOR KIDS ST. JUDE RADIOTHON

SAN ANTONIO, TX

KJ97

The 2019 KJ97 Cares For Kids St. Jude Radiothon took place December 12 and 13 at the North Star Mall. The station promoted the annual event on-air, online and via social media and the live broadcast also included a silent auction. Their efforts helped raise more than \$545,000 in donations to help St. Jude ensure that no family ever receives a bill for treatment, travel, housing or food.

1200 WOAI ELF LOUISE RADIOTHON

SAN ANTONIO, TX

NEWS RADIO 1200 WOAI

News Radio 1200 WOAI partnered with the North Star Mall on December 6 and 7 for an annual radiothon and online auction to benefit the Elf Louise Christmas Project, a local nonprofit organization that purchases and delivers toys during the holiday season to Bexar County's less fortunate children. The station promoted the two-day broadcast on-air and online

and encouraged listeners to donate. Their efforts helped collect almost \$250,000, which provided presents for more than 20,000 children in Bexar County.

SANA CLAUS TOY AND FOOD DRIVE

SAN FRANCISCO, CA

106.1 KMEL

106 KMEL hosted their seventh annual Sana Claus Toy and Food Drive on December 20 to benefit the Alameda County Food Bank and the Alameda County Fire Department's Toy Program. The station promoted the drive on-air, digitally via the 106 KMEL website and on social media. During the live broadcast, the "Sana G Morning Show" invited listeners to give back and helped collect over 1,500 toys and \$1,350 to help families in need during the holiday season, as well as for those rebuilding their lives following natural disasters or home fires. In addition, the drive collected 415 pounds of food, roughly the equivalent of 345 meals, to benefit the community.

CHRISTMAS WISH

SAVANNAH, GA

98.7 THE RIVER

98.7 The River hosted its 21st annual Christmas Wish campaign to award local families with loved ones undergoing cancer treatment with holiday gifts. During the ten-week campaign, the station shared letters from nurses and staff at Dwaine & Cynthia Willett Children's Hospital of Savannah who nominated families unable to experience the joy of the holiday because

of the financial expenses of cancer. In 2019, the Christmas Wish campaign raised \$35,000 for 10 local families to help with rent, medical equipment and even a vehicle to help a patient get to the hospital for chemo treatment.

HOUSE OF PROM

SAVANNAH, GA

97.3 KISSFM

House of Prom is 97.3 KISSFM's annual prom dress drive for teenaged girls who cannot afford the high cost of purchasing brand new dresses. In 2019, the station collected new and gently used prom, bridesmaid and evening gowns from listeners via two donation locations. On March 2, 97.3 KISSFM had a one-day dress sale and sold each donated dress for \$9.73. The 2019 House of Prom event sold more than 240 dresses and collected a record-breaking \$2,400, which the station donated to the Savannah Rape Crisis Center.



SAVANNAH STATE HOMECOMING

SAVANNAH, GA

IHEARTMEDIA SAVANNAH

iHeartMedia Savannah's three R&B and Hip-Hop stations helped promote homecoming events for Savannah State University, a 130-year-old Historically Black College or University (HBCU). The stations promoted the events on-air and via their social media platforms, letting local listeners know about the school's voter registration drive and other events throughout the week of October 20 through 27. They also hosted and provided the music for the local step show, which provided thousands of dollars in scholarships for Savannah State University students.

MICHAEL BAISDEN VOTING DRIVE

SAVANNAH, GA

LOVE 101.1

LOVE 101.1 partnered with the Wesley Community Center and radio personality Michael Baisden to take on the issue of the purging of voter polls in Georgia and the local mayoral race. During the August 21 special event, Baisden discussed ensuring individuals remained eligible to vote in the upcoming Mayoral election and for the Presidential election in 2020.

ANGEL OF THE WINDS PARTY PIT

SEATTLE, WA

SPORTS RADIO 950 KJR AM

Sports Radio 950 KJR AM teamed up with other iHeartMedia Seattle stations to host an outdoor tailgate before every home Seahawks game to raise money for Northwest Literacy, a foundation that

works to enhance youth literacy in the Pacific Northwest by providing literature and resources to underserved communities. The tailgate events, which provided free entry, live music, games and prizes, raised \$8,500 for Northwest Literacy.

TOY DRIVE FOR JOINT BASE LEWIS MCCHORD FAMILIES

SEATTLE, WA

102.5 KZOK AND KUBE 93.3

In 2019, KUBE 93.3 and 102.5 KZOK partnered with Tacoma Dodge Chrysler Jeep Ram to collect toys for children of military families at Joint Base Lewis McChord. On-air personality Danny Bonaduce broadcasted live from the dealership on Saturday, December 7, 2019 encouraging listeners to donate new unwrapped toys for military families. The drive collected toys for over 2,000 to enjoyed during Christmas.

ONE BIG CONCERT

SEATTLE, WA

106.1 KISS FM SEATTLE

106.1 KISS FM held One Big Concert for One Big Heart featuring Why Don't We on December 17 at the Hard Rock Café to benefit the Seattle Children's Hospital. The first 106.1 KISS FM listeners who raised \$1,000 each were invited to the exclusive event, where they and a friend go to meet Why Don't We and get autographs. 106.1 KISS FM's One Big Concert raised more than \$83,000 for the local hospital.

ROCK THE HARVEST

SEATTLE, WA

102.5 KZOK

102.5 KZOK hosted its 22nd annual Rock the Harvest event on October 17 benefiting Northwest Harvest, Washington's statewide hunger relief agency. For twelve hours, 102.5 KZOK asked listeners to make donations of \$102.50 to feed a family of four for one month. The 2019 Rock the Harvest raised a record-setting \$101,000 to help Northwest Harvest feed over 465,000 families. Since its inception, the event has raised more than \$1.2 million for the agency.

ONE BIG HEART RADIOTHON

SEATTLE, WA

IHEARTMEDIA SEATTLE

In December 2019, iHeartMedia Seattle held their first annual One Big Heart Radiothon to raise money for the Seattle Children's Hospital. 106.1 KISS FM's Carla Marie and Anthony and 95.7 The Jet's Marty and Jodi broadcasted live from the Ocean Café at Seattle Children's Hospital while the other Seattle stations aired radiothon spots and asked listeners to donate. The radiothon also featured interviews with patients and families and a special visit from Seahawks D.K. Metcalf and Michael Dickson, the mascot Blitz, and members of the Seahawks Dance Team. The first One Big Heart radiothon raised more than \$280,000 in 13 hours for the hospital.

CANCEL HUNGER FOOD DRIVE

SEATTLE, WA

KUBE 93.3

KUBE 93.3's Cancel Hunger Food Drive was held at a Tacoma-area Fred Meyer supermarket to benefit Food Lifeline, which provides 134,000 meals each day to more than 300 food banks, shelters and meal programs across Western Washington. All of the station's on-air personalities attended the drive and took donations of non-perishable items and money. Their efforts helped the Cancel Hunger Food Drive fill 60 boxes, which is the equivalent of 1,000 pounds of food to help Food Lifeline feed people experiencing hunger.

KG95 CARING FOR KIDS RADIOTHON

SIOUX CITY, IA

KG95

KG95 held a two-day KG95 Caring for Kids radiothon on April 25 and 26 to benefit the Children's Miracle Network. The station broadcasted live from UnityPoint Health – Sioux City St. Luke's Regional Medical Center and interviewed doctors, nurses, parents and children about the life-saving impact of the Children's Miracle Network. In addition, KG95 recorded drops from different departments off the hospital to upload and play online to let listeners know exactly how their donations were being used. The 2019 KG95 Caring for Kids radiothon raised \$87,000.

TRANS-SIBERIAN ORCHESTRA

SPOKANE, WA

KISS 98.1

KISS 98.1 partnered with the Trans-Siberian Orchestra for a Christmas

concert to benefit Women & Children's Free Restaurant & Community Kitchen, which fills nutritional gaps for women and children in need in the Spokane community. The orchestra gave \$1 from every ticket sale to the organization and more than \$8,750 was donated to help the Women & Children's Free Restaurant & Community Kitchen serve over 90,000 meals in 2019.

EASTER EGG HUNT AT SPOKANE FALLS COMMUNITY COLLEGE

SPOKANE, WA

103.1 KCDA

On April 20, 103.1 KCDA partnered with One Heart Spokane, a local charity focused on helping low income families, for an annual Easter egg hunt at the Spokane Falls Community College Central Lawn. The event also featured free popcorn and cotton candy, a bounce house and a visit from the Easter Bunny. More than 1,000 local children searched for over 13,000 eggs filled with candy and prizes.

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. On December 14, the station broadcasted live for 12 hours in front of the station and encouraged listeners to purchase Christmas-themed red and green light bulbs for the program. The station's efforts raised over \$20,000 to help local families in need with their utility and heating bills.



HUNGERTHON RADIOTHON

SPRINGFIELD, MO

105.9 KGBX

105.9 KGBX hosted the 21st annual Hungerthon Radiothon from September 6 through 9. The station broadcasted live in front of the radio station to raise money for Ozarks Food Harvest's Weekend Backpack program, which provides food insecure children with nutritious meals. In 2019, the radiothon raised over \$156,000, which provided more than 500 kids with backpacks full of food each weekend during the school year when they might otherwise have gone hungry.

ANGEL TREE FOR BOYS AND GIRLS CLUBS OF SPRINGFIELD

SPRINGFIELD, MO

ALICE 95.5 AND 105.9 KGBX

In 2019, Alice 95.5 and 105.9 KGBX hosted the Angel Tree program which benefited the Boys and Girls Clubs of Springfield. Listeners were encouraged to take an angel ornament off of the tree that included a wish from a child at a local Boys and Girls Club in the community. The drive helped collect over \$10,000 worth of gifts that were distributed through various local clubs for their annual Christmas Parties.

BACKPACK SNACKS FOR KIDS

SUSSEX, NJ

102.3 WSUS

Although local school programs help children eat during the week, there are many children who spend weekends hungry. On March 4, 102.3 WSUS held their spring food drive to benefit the Sussex County Division of Social Services Food Pantry. The station promoted the drive

on-air, online and via social media and encouraged listeners to donate food. The Backpack Snacks For Kids drive collected more than 5,000 pounds of food and almost \$2,700 to help feed local children in need.

MARY NELSON BBQ AND SCHOOL SUPPLY GIVE AWAY

SYRACUSE, NY

POWER 620

For the past 14 years, the Mary Nelson's Youth Day BBQ has been an annual event that collects backpacks and school supplies for Central New York students in need. Power 620 supported the donation drive on-air and online to encourage listeners to attend the distribution BBQ party and donate much needed supplies. Their efforts helped the Mary Nelson Youth Center collect more than 18,000 backpacks filled with school supplies for local students.

UPSTATE GOLISANO CHILDREN'S HOSPITAL RADIOTHON FOR KIDS

SYRACUSE, NY

Y94, NEWSRADIO 570 WSYR & B104.7

On February 28 and March 1, iHeartMedia Syracuse stations Y94, NewsRadio 570 WSYR, and B104.7 partnered with the Upstate Golisano Children's Hospital and local television station WTVH for their annual radiothon to help the hospital provide care for more than 100,000 children. The stations broadcasted live from the hospital's lobby to highlight specific needs for the hospital, share patient stories and encourage people to donate. Their combined efforts raised over a record breaking \$250,000 to help fund programs

and purchase equipment for Central New York's sick and injured children.

COUNTRY CARES FOR ST. JUDE KIDS RADIOTHON

TALLAHASSEE, FL

94.9 TNT

After Hurricane Michael forced 94.9 TNT to cancel their 2018 Country Cares for St. Jude Kids Radiothon, the two-day radiothon returned on December 5 and 6, 2019 to raise money for St. Jude Children's Research Hospital. On-air personalities Jason Taylor and Tess Connell hosted the event for the station and their efforts helped raise almost \$32,000 for St. Jude's life-saving work.

HANG TOUGH FOUNDATION ADULT FIELD DAY

TALLAHASSEE, FL

IHEARTMEDIA TALLAHASSEE

The Hang Tough Foundation offers resources and encouragement to families during their journey with childhood illness and special needs. On August 9, five iHeartMedia Tallahassee stations took part in the Hang Tough Adult Field Day, which lets adults relive the glory days of elementary school Field Day while enjoying friendly competition. The stations promoted the event on-air, online and via social media, helping the Hang Tough Foundation raise \$7,500 for local families in the Tallahassee community.

MIRACLES ON MADISON

TALLAHASSEE, FL

94.9 TNT

94.9 TNT was the media partner for the Miracles on Madison downtown Spring

block party on May 18, 2019. The station promoted the event on-air and via social media and encouraged listener to attend the event and enjoy a progressive dining hop through some of Tallahassee's best restaurants, shops and live music. Their efforts helped raise \$25,000 through ticket sales, sponsorship and an auction, which all benefited the Children's Miracle Network and Shands Hospital.

UNITED WAY OF FLORIDA CHILDREN'S WEEK AND SENIOR DAY

TALLHASSEE, FL

94.9 TNT & 100.7 WFLA

For the past several years, 94.9 TNT and 100.7 WFLA have partnered with the United Way of Florida for Children's Week and Senior Day at Florida's Capitol. During the Children's Week events on May 26 and 27, 94.9 TNT broadcasted live and interviewed key figures at the Capitol. The next day, 100.7 WFLA did their own live broadcast in honor of Senior's Day. The stations' efforts, which also included PSAs and online promotion, helped share how lawmakers are working to pass legislation to help Florida's children and seniors thrive in their communities.

MAKING STRIDES AGAINST BREAST CANCER WALK

TALLHASSEE, FL

iHEARTMEDIA TALLHASSEE

iHeartMedia Tallahassee stations came together to support the American Cancer Society's annual Making Strides Against Breast Cancer 5k walk on October 20, 2019. The stations promoted the event on-air and provided music for

the halfway point of the course. The 2019 Making Strides Against Breast Cancer walk raised \$120,000 for the American Cancer Society's efforts to save lives from breast cancer.

MERRY X-MAS

TALLHASSEE, FL

X101.5

On December 14, X101.5 held a concert featuring top local artists to benefit Toys for Tots in Tallahassee. The station promoted the show on-air and via social media, encouraging listeners to bring a toy in order to enjoy performances by The Retrograde, Blow it Up, Heritage and Rob Barnhart. Merry X-Mas collected 300 toys with an approximate value of \$3,000 to help Toys for Tots provide a memorable holiday for local children.



VIVA TAMPA BAY AWARDS CEREMONY

TAMPA, FL

RUMBA 106.5

The Viva Tampa Bay Festival is a large multi-faceted event in October created by Rumba 106.5 to benefit the Course of Action Foundation, a nonprofit that advocates, educates and organizes charitable programs to promote trade and commerce between the USA and Latin America. The station also holds an invite-only annual awards ceremony with the Mayor of Tampa prior to the event to honor community leaders that have made – and continue to make an impact – within the Tampa Bay community including educators, firefighters, police officers and political figures. In 2019, their efforts helped raise \$5,000, which was used to create scholarships and programs to keep the local community safe and thriving.

FIESTA DE REYES CELEBRATION AND TOY DRIVE

TAMPA, FL

RUMBA 106.5

RUMBA 106.5 held their fourth annual Fiesta de Reyes celebration and toy drive on January 6, 2019 to support the Missions of Miracles Foundation, which was created after Hurricane Maria devastated the island of Puerto Rico in 2017. The station's promotion efforts included PSAs and interviews, and RUMBA 106.5 also collected and donated toys for the Toy Drive at the Fiesta de Reyes. During the event, local children were able to tell the Three Kings their wishes for the new year and receive a gift. As a result of RUMBA 106.5's efforts, more than 250 toys were collected and given to local children.

NATIONAL BLACK BUSINESS MONTH AWARENESS

TAMPA, FL

95.7 THE BEAT

During August's National Black Business Month, 95.7 The Beat spent the entire month recognizing the Black-owned businesses across Tampa Bay. The station encouraged listeners to nominate a local Black-owned business for a chance for the business to be highlighted on-air and win a free \$10,000 advertising schedule. Nominations began on July 13 and 95.7 The Beat featured one station a day on-air and online starting on August 1.

COUNTRY CARES FOR ST. JUDE KIDS RADIOTHON

TAMPA, FL

US 103.5

US103.5 held their Country Cares for St. Jude Kids Radiothon on December 3 & 4, 2019 to benefit St. Jude Children's Hospital. The live broadcast featured stories from St. Jude patients, vignettes from Country musicians and appearances from local patients in an effort to encourage listeners to donate. The 2019 Radiothon raised more than \$240,000 for St. Jude Children's Hospital.

METROPOLITAN MINISTRIES HELPING HANDS FOOD DRIVE

TAMPA, FL

NEWSRADIO WFLA

On November 22, NewsRadio WFLA took part in a five-hour food drive to benefit Metropolitan Ministries, a local nonprofit that provides practical solutions for poor and homeless families and individuals throughout Tampa Bay. The

station promoted the drive on-air and via social media, encouraging listeners to donate non-perishable food items, turkeys and money, as well as broadcasted live during the event to encourage listeners to drop off donations. Their efforts helped Metropolitan Ministries raise more than \$10,000 and collect more than 75 turkeys to help fill empty plates for Thanksgiving.

TOY-A-THON

TOLEDO, OH

92.5 KISS FM

92.5 KISS FM's Toy-A-Thon provided gifts for children living in foster care, with relatives or with their families under supervision of Lucas County Children Services. The four-hour December 7 event at the Franklin Park Mall in Toledo collected toys, gifts, clothes and products for children of all ages as well as cash donations. Toy-A-Thon also included performances from live bands, a meet and greet with special guest Lindsey Sterling and a live broadcast from 92.5 KISS FM and sister station, 101.5 THE RIVER. The 2019 event collected more than 3,000 items and over \$6,000 cash to benefit local children.

TRUNK OR TREAT

TOLEDO, OH

92.5 KISS FM

On October 26, 92.5 KISS FM hosted its sixth annual Trunk or Treat, which offers a safe space for kids in the community who may not have a place to go Trick or Treating. The three-hour event included on-site activities like character meet and greets, craft areas, a bouncy house and a

Best Costume contest. In 2019, more than 13,000 people attended Trunk or Treat and the station and its sponsors passed out more than 520,000 pieces of candy.

SALVATION ARMY'S STUFF THE BUS

TUCSON, AZ

93.7 KRQ AND MY 92.9

On December 13, 2019, iHeartMedia Tucson partnered with the Salvation Army for the Stuff the Bus toy drive. 93.7 KRQ and My 92.9 on-air personalities live broadcasted their shows from a Walmart in Tucson encouraging listeners to stop by and donate new unwrapped toys for the children in the community. The drive collected enough toys to stuff three large public transit buses for less fortunate families in the community.

#LOVEPUP FAMILY FEST

TUCSON, AZ

93.7 KRQ

93.7 KRQ promoted the #LovePup Family Fest on September 27, 2019 to benefit the #LovePup Foundation, a nonprofit organization started by syndicated iHeartMedia on-air personality Johnjay Van Es and his wife Blake that rescues and finds homes for dogs. The free event was open to the public and featured live music, kid and pet friendly activities and pet adoptions. The station promoted the family friendly event on-air, online and via social media, helping the 2019 #LovePup Family Fest raise over \$20,000 for the #LovePup Foundation and local Tucson animal rescue organizations.

TUCSON KIDSFEST

TUCSON, AZ

MY 92.9 TUCSON

For the third straight year, iHeartMedia Tucson and My 92.9 hosted the 2019 Tucson Kidsfest, the largest family event in the Tucson area. My 92.9 broadcasted live from the June 22 and 23 event, which featured kid-friendly activities including a mobile Ninja Warrior obstacle course, a dinosaur encounter, game trucks, inflatables, carnival rides and appearances by stars of TVs "American Ninja Warrior." In 2019, thousands of families enjoyed the fun and safe community festival, helping the event raise more than \$100,000 for military and first responders.

SALVATION ARMY EMPTY BOWLS

TUPELO, MS

WIZARD 106

In 2019, Wizard 106 helped promote the local Salvation Army's Empty Bowls benefit where local businesses set up booths to serve their favorite soup to attendees who purchased tickets to taste test all the soups. The station promoted the event on-air two weeks prior to the March 6 benefit and hosted a Tide Pen table on-site to help clean any soup that got on clothes. Their efforts helped raise \$52,000 for the Salvation Army Food Program that helps feed homeless, the elderly and those who cannot feed their families.



FURSDAY

TUSCALOOSA, AL

94.1 ZBQ

Every other week throughout the year, 94.1 ZBQ on-air personality Kate invited the Tuscaloosa Metro Animal Shelter to bring an adoptable pet to the studio in an effort to find a forever home for the animal. The Fursday Pet of the Week is also featured in videos on the station's website and YouTube, Facebook and Instagram accounts so listeners can learn more about the pet. In 2019, 94.1 ZBQ efforts helped 90% of the Fursday Pet of the Week get adopted.

SOUTH 40 EXPO

WACO/KILLEEN, TX

IHEARTMEDIA WACO

On March 23 and 24, all five iHeartMedia Waco stations were a sponsor at the annual South 40 Expo to raise money for the Heart of Texas Fair and Rodeo Scholarship Fund for high school students. In addition to sponsoring a classic car show, BBQ Cook Off, Boat/RV show and fishing tournament, the stations promoted the expo on-air, online and via social media and did live remotes during the events. Approximately 40 cars entered the car show, hundreds entered the Cookoff and over 200 fishermen participated. The entry fees raised over \$40,000 for local scholarships.

SUSAN G. KOMEN RACE FOR A CURE

WASHINGTON, DC

97.1 WASH-FM

In 2019, 97.1 WASH-FM again supported the annual Susan G. Komen Race for a Cure to raise money for breast cancer research. The station and its morning show hosts Toby and Chilli raised

awareness for the event on-air, online and via social media and were on the National Mall while the walk took place on September 7. Their efforts helped the 2019 Susan G. Komen Race for a Cure raise \$5,000 for their local organization.

CHRISTMAS CHOIR COMPETITION

WASHINGTON, DC

97.1 WASH-FM

During the 2019 holiday season, 97.1 WASH-FM launched its first annual Christmas Choir Competition, which asked local elementary, middle and high school choirs to submit entries singing their favorite holiday songs. The station then asked listeners to vote for their favorite performances in two categories: elementary/middle school and high school. The winning choirs received up to \$5,000 for their school's music program courtesy of Mattress Warehouse and were invited to the iHeartRadio Sound Stage to perform their song for their family and friends.

WASH CARES FOR KIDS RADIOTHON

WASHINGTON, DC

97.1 WASH-FM

On December 18 and 19, 97.1 WASH-FM held its fifth annual WASH Cares for Kids Radiathon to benefit the Children's National Medical Center, a Children's Miracle Networks hospital. For two days, station personalities broadcasted live from the hospital and spoke to patients, doctors and volunteers on the importance of becoming a Miracle Maker and the continuous efforts made to end childhood cancer. The two-day event raised over \$630,000 for the medical center.

INTERN JOHN'S REVIVAL COMEDY SHOW TOUR

WASHINGTON, DC

HOT 99.5

For the third consecutive year, HOT 99.5's Intern John and others performed on the Intern John's Revival Comedy Show tour to benefit Fisher House Foundation, which helps injured veterans. The station promoted the May through November tour on-air, online and via social media, helping the tour raise money for Fisher House Foundation. In 2019, the comedy tour raised \$7,000 for the charity and has raised more than \$30,000 since its inception.

CAPITAL PRIDE PARADE AND FESTIVAL

WASHINGTON, DC

HOT 99.5

On June 8 and 9, HOT 99.5 was the exclusive radio sponsor of the annual Capital Pride Celebration created by the Capital Pride Alliance, which serves to educate, support and inspire the local LGBTQ community. The 2019 event included a massive Pride parade through the city and the Capital Pride Concert, which featured Marshmello, Zara Larsson, Todrick Hall, Shea Diamond, Nina West and Calum Scott performing in front of the U.S. Capitol. HOT 99.5 promoted the event on-air, online and via social media and more than 450,000 local residents came out to celebrate the LGBTQ community.

DC101'S ONE MORE LIGHT WALK

WASHINGTON, DC

DC101

Prompted by the shocking passing of Linkin Park lead singer Chester Bennington, DC101 created the One More Light Walk team in 2017 and has participated in the American Foundation for Suicide Prevention's Out of the Darkness Washington, DC Walk. As in past years, the station encouraged listeners to join its team of walkers, which was led by on-air personality and DC101 Music Director Roche and included special guest walker Brent Smith of the multiplatinum band, Shinedown. DC101's One More Life Walk 2019 team had 192 walkers for the October 5 event and raised almost \$55,000 to help bring awareness for suicide prevention along with their partner Leidos who donated \$30,000. Over the last three years, DC101's One More Life Walk team has raised almost \$155,000, making them the highest fundraising walk team in DC history.

12 STRAYS OF CHRISTMAS

WASHINGTON, DC

BIG 100

BIG 100's 12 Strays of Christmas seeks to provide homes for animals in local Washington, D.C.-area shelters. During the month of December, midday host Lisa Berigan spotlights different homeless animals and encourages listeners to consider adoption. The promotion is supported through on-air mentions, website promotion and social media. In 2019, BIG 100 helped provide homes to 12 animals in need before the holidays and encouraged many other listeners in the community to adopt.

ST. JUDE CHILDREN'S RESEARCH HOSPITAL RADIOTHON

WASHINGTON, DC

98.7 WMZQ

On December 5 and 6, 98.7 WMZQ hosted its 28th annual Country Cares for St. Jude Kids Radiothon to raise money for childhood cancer and other pediatric disease treatment. During the event, WMZQ personalities shared patient stories and interviews to encourage listeners to join in the fight against childhood cancer and diseases by becoming Partners in Hope. In 2019, 98.7 WMZQ's radiothon to benefit St. Jude Children's Research Hospital raised more than \$570,000, bringing the station's 26-year radiothon total to over \$17 million.

HURRICANE DORIAN RELIEF EFFORTS

WEST PALM BEACH, FL

IHEARTMEDIA OF THE PALM BEACHES AND TREASURE COAST

In September 2019, Hurricane Dorian hit the Bahamas, devastating the area and causing more than 70 deaths. All 11 iHeartMedia radio stations in the Palm Beaches and Treasure Coast held two all-day events collecting goods and supplies on September 13 and 27. The stations promoted the drives on-air, online and via social media as well as broadcasted live from the donation sites to encourage listeners to donate. Their efforts helped collect more than six semi-trucks of supplies that were sent to the Bahamas to help those hit hardest.



MO & SALLY'S 16TH ANNUAL DUELING TOY DRIVE

WEST PALM BEACH, FL

KOOL 105.5 PALM BEACH

KOOL 105.5's The Mo & Sally Morning Show teamed up with the U.S Marine Corps Reserve Toys for Tots program for Mo & Sally's 16th Annual Dueling Toy Drive. During the all-day event on December 14, Mo and Sally broadcast live from separate Walmart locations in a friendly competition to see who could collect the most new, unwrapped toys. In 2019, the morning show hosts collected 4,500 toys, which were distributed as Christmas gifts to less fortunate children in the local community. Since its inception, the drive has provided more than 50,000 toys to local children.

PALM BEACH FOOD & WINE FESTIVAL GRAND CHEF THROWDOWN

WEST PALM BEACH, FL

KOOL 105.5 PALM BEACH

Each year, the Palm Beach Food & Wine Festival has a Grand Chef Throwdown asking three local chefs to compete for a \$10,000 charity prize. KOOL 105.5 sponsored the annual December event, which was hosted by the station's morning show hosts Mo and Sally. In addition, they entered Tommy Nevill from Ill Forks into the competition and the local chef won the grand prize, helping the station donate \$10,000 to the Loggerhead Marinelife Center, a nonprofit sea turtle hospital that promotes conservation of ocean ecosystems.

12 GUITARS OF CHRISTMAS

WEST PALM BEACH, FL

98.7 THE GATER

98.7 The Gater held its 16th annual 12 Guitars of Christmas holiday event on December 12 to benefit Toys for Tots. On-air personalities Big Rig, Doc Ren and Amelia hosted the free event, which gave away 12 autographed guitars from Rock music's biggest names to listeners who brought a new, unwrapped toy to donate to the U.S. Marine Corps Reserve's Toys for Tots program. The 12 Guitars of Christmas collected over 3,000 toys for children in 2019.

BILL'S BIKES TOY RUN

WEST PALM BEACH, FL

98.7 THE GATER

In 2019, 98.7 The Gater sponsored the 37th annual Bill's Bikes Toy Run, an annual motorcycle ride to benefit the Marine Toys for Tots foundation. The station promoted the December 15 event on-air, online and via social media to encourage listeners to participate and donate a toy or money for children in need. Their efforts helped attract more than 5,000 rides and collect 7,000 toys and \$10,000 that helped local children have a special holiday season.

12 DAYS OF CHAOS

WEST PALM BEACH, FL

REAL RADIO 94.3

Beginning December 2, Real Radio 94.3 held their 14th annual 12 Days of Chaos toy drive to benefit the Marine Toys for Tots program. Every day, the station unveiled a new grand prize and listeners were able

to receive one entry for each prize by attending a special event on December 15 at a local seafood restaurant hosted by Dano and the Real Radio crew. Listeners were able to receive additional prize entries for each toy they donated. In 2019, 12 Days of Chaos collected more than 3,200 toys and \$1,000 for local children.

COUNTY CARES FOR ST. JUDE KIDS RADIOTHON

WEST PALM BEACH, FL

WAVE 92.7

On-air hosts Heath West and Eric Hunter from WAVE 92.7 hosted an annual two-day Country Cares for St. Jude Kids radiothon on December 5 and 6, 2019. During the event, they shared patient stories and information on St. Jude Children's Hospital and posted real-time donation updates on the station's Facebook page and Facebook Live. Their efforts helped raise \$43,000 for St. Jude's work treating children suffering from cancer and other life-threatening diseases.

MAKING STRIDES AGAINST BREAST CANCER WALKS

WEST PALM BEACH, FL

WILD 95.5, KOOL 105.5, MIA 92.1 & 1390 THE ZONE

Throughout October 2019, WILD 95.5, KOOL 105.5, Mia 92.1 and 1390 The Zone promoted two local Making Strides Against Breast Cancer Walks to benefit the American Cancer Society. Leading up to both events, the stations promoted the walks on-air, online, via social media and through email blasts educating listeners on the American Cancer Society's impact on the community. In addition, KOOL

105.5's Morning Show's Mo, Sally and Curtis served as emcees for the West Palm Beach walk and WiLD 95.5's afternoon host Carmine served as emcee during the Boca Raton walk. The stations efforts helped raise more than \$1 million for the American Cancer Society.

STUFF A SLEIGH

WHEELING, WV

98.7 COUNTRY WOVK AND MIX 97.3

98.7 Country WOVK and Mix 97.3 partnered with the Salvation Army on the Stuff A Sleigh toy drive. During the December 14 event, on-air personalities broadcasted their shows from a local Walmart, encouraging listeners to donate new, unwrapped toys for children in the community. The drive collected over 20 bicycles and enough toys to fill the Salvation Army box truck.

Q102 CARES FOR KIDS RADIOTHON

WINCHESTER, VA

Q102

On March 7 and 8, Q102 held their seventh annual Q102 Cares For Kids Radiothon to benefit Children's National Health Systems, a local children's hospital. During the 26-hour broadcast, the station's on-air hosts shared inspiring stories from children and families who have been treated at the hospital and appealed to listeners about the importance of their donations. In 2019, the radiothon raised more than \$200,000, which helped comfort and support local families and improve an environment dedicated to treating only children.

CONCERN HOTLINE FRIDAY FISH FRY

WINCHESTER, VA

99.3 THE FOX ROCKS

On September 9, 99.3 The Fox Rocks helped Concern Hotline with their 20th annual Friday Fish Fry to raise money and awareness for the locally funded suicide prevention hotline staffed by volunteers. In addition to recorded promos that began three weeks prior to the fish fry and live mentions during the week of the event, the station created and provided local statistics and awareness for Concern Hotline's mission in the local community. Their efforts helped raise \$40,000 for the Concern Hotline's life-saving work.

COATS FOR KIDS DRIVE

WINCHESTER, VA

IHEARTMEDIA WINCHESTER

In 2019, iHeartMedia Winchester stations partnered with the local Rotary Club for its annual Coats for Kids drive. On-air personalities encouraged listeners to donate funds to buy new, warm coats for underprivileged children in our area. The drive raised over \$10,000 which supplied 500 brand new coats for children in need in the community.



