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iHeart
RADIO

IHEARTMEDIA

COMPANY OVERVIEW

ABOUT iHEARTMEDIA

With over a quarter of a billion monthly listeners in the U.S. and over 131 million social followers, iHeartMedia has the largest national reach of any radio or television outlet in America. As the leading audio and media company in the U.S., iHeartMedia serves over 150 local markets through 849 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, 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 the country's top 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 1.7 billion downloads, 120 million registered users and is the No. 1 commercial radio podcaster in the U.S.

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. (PINK: IHRTQ).

ABOUT iHEARTMEDIA, INC. & iHEARTCOMMUNICATIONS, INC.

iHeartMedia, Inc. (PINK: IHRTQ), the parent company of iHeartCommunications, Inc., is one of the leading global media and entertainment companies. The company specializes in radio, digital, outdoor, mobile, social, live events, on-demand entertainment and information services for local communities and uses its unparalleled national reach to target both nationally and locally on behalf of its advertising partners. The company is dedicated to using the latest technology solutions to transform the company's products and services for the benefit of its consumers, communities, partners and advertisers and its outdoor business reaches over 31 countries across five continents, connecting people to brands using innovative new technology.

ABOUT CLEAR CHANNEL OUTDOOR HOLDINGS, INC.

Clear Channel Outdoor Holdings, Inc. (NYSE: CCO) is one of the world's largest outdoor advertising companies with over 560,000 displays in 31 countries across Asia, Europe, Latin America and North America. Reaching millions of people monthly, including consumers in 43 of the top 50 U.S. markets, Clear Channel Outdoor enables advertisers to engage with consumers through innovative advertising solutions. Clear Channel Outdoor is pioneering the integration of out-of-home with mobile and social platforms, and the company's digital platform includes more than 1,200 digital billboards across 28 markets in the U.S. and more than 14,000 digital displays in international markets.



EXECUTIVE LETTER

At iHeartMedia, we place great emphasis on serving the neighborhoods and communities in which we live and work through our diverse portfolio of assets. As the leading audio company in America, and as the company with the largest reach of any media company in the country, we believe that the most distinguishing characteristic of radio is its distinctive emphasis on community combined with its unique ability to connect on a personal level with millions of radio listeners. We also believe that we have a profound obligation to help shape the way our entire company — from our markets to individual stations and talent across our multiple platforms interacts, educates and connects with the public and we have made it a company priority to use our reach into communities, our unparalleled connection to our listeners and our broad array of assets to positively touch the lives of others.

All of iHeartMedia's 2017 national and local campaigns were developed with the goal of

engaging our many diverse audiences and accurately representing what matters most to them. Locally, our stations responded to hyper-local stories and issues that benefitted families living in some of the smallest towns across the U.S. — and at the same time we monitored the biggest concerns facing all Americans and reacted nationally as a family of 850 radio stations and a network of the most prominent Outdoor displays across America.

The challenges of 2017, including some of the most devastating news and natural disasters in decades, proved that iHeartMedia is positioned to react rapidly in times of crisis to deliver the highest level of service to the public during emergency situations. Emergency broadcasting is an important element of iHeartMedia's role in local communities and one that we prepare for daily by continually improving our innovative procedures around disaster response efforts. It was because of iHeartMedia's "Disaster Assistance and

Response Plan," which included a reserve of radio transmitters, emergency power generators and other news-gathering equipment, that we were able to stay on the air and deliver critical news and information during Hurricanes Harvey and Irma. Additionally, through our deep and ongoing relationship with the U.S. Department of Justice and the National Center for Missing and Exploited Children, Clear Channel Outdoor Americas has helped recover a number of abducted children, reuniting them with their families through the instant distribution of Amber Alerts.

Every year we strive to provide opportunities that mobilize our quarter of a billion monthly listeners in the U.S., our millions of digital listeners and our over 131 million social followers and position them as a powerful force for good. The following pages of this year's Community Impact Report highlight the important initiatives and change agents who passionately advocate for thousands of causes and issues every

day; the dedicated iHeartMedia employees who continue their mission of serving their communities while also having to deal with the impact of natural disasters on their own homes and families; and of course, our listeners who continually rally for others in times of need.

As the needs of our listeners change and societal pressures evolve, iHeartMedia will diligently invest in cause-related solutions that improve the lives of others and help communities in need. We invite you to explore the pages of this Community Impact Report as a reminder of the collective power of our own community, and we look forward to building upon these efforts in 2018 and beyond.



A handwritten signature of Bob Pittman's name.

BOB PITTMAN

CHAIRMAN + CEO
iHEARTMEDIA, INC.

A handwritten signature of Rich Bressler's name.

RICH BRESSLER

PRESIDENT, COO & CFO
iHEARTMEDIA, INC.

COMMITMENT TO COMMUNITY

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

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

ENRICHING COMMUNITIES

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

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

PRESENTING DIVERSE PROGRAMMING & WORKFORCE

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

SERVING LOCAL NEEDS

iHeartMedia invests in and partners with individuals and organizations that are

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

RESPONDING TO DISASTERS & CRISES

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

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

FOSTERING MUSIC DEVELOPMENT

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

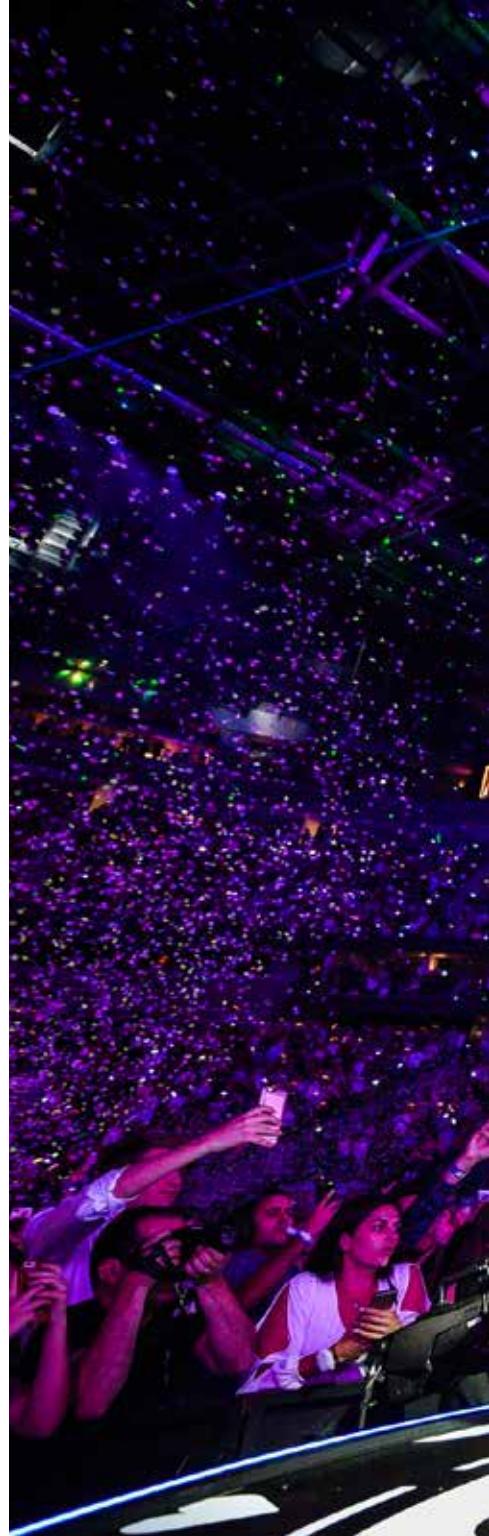


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MULTI-CULTURAL PROGRAMMING

At iHeartMedia, Inc. we value diversity as a cornerstone of our business, our people and how we recognize our differences. We are committed to cultivating diversity throughout our company, including people of color, women and the LGBTQ community. As a company that scores very high on the Human Rights Campaign's Corporate Equality Index, we strive to create an inclusive culture which includes and supports gender identity and sexual orientation. We are dedicated to attracting

and developing a diverse, talented workforce that creates and delivers a spectrum of content for our diverse audiences across multiple platforms and live events.

Additionally, iHeartMulticultural, an iHeartMedia business/branding initiative, aims to connect brands with Hispanic, Black, LGBTQ and female consumers delivering unique and unprecedented multicultural content and partnerships.

AFRICAN AMERICAN

Throughout the year, iHeartMedia features special programming and events that celebrates the achievements of African Americans and recognizes the central role of African Americans in both pop culture and U.S. history.

URBAN PROGRAMMING

iHeartMedia's urban, urban adult contemporary and gospel stations reach more than 32 million African Americans weekly across the U.S. — and iHeartMedia stations feature a number of iconic African American syndicated personalities who connect with their local communities every day and inspire positive action among their dedicated listeners. The following pages highlight just a few of the iHeartMedia personalities who use the power of radio to positively impact and improve the lives of others.

BIG BOY

Big Boy is a nationally syndicated American radio host, author and actor. His show, Big Boy's Neighborhood, is widely respected within the Hip-Hop culture and features many of the industry's hottest artists as guests every week. Recipient of many community awards, a three-time Marconi Award winner and National Radio Hall of

Fame member, Big Boy is committed to the communities in which his show broadcasts.

THE BREAKFAST CLUB

One of the most-listened-to syndicated Urban Contemporary morning shows in America, The Breakfast Club features DJ Envy, Angela Yee and Charlamagne Tha God. The program features unrivaled interviews with the biggest celebrities and recording artists, and the hosts are also known for always addressing matters head on. The Breakfast Club discusses issues important to the audience, such as the influence of Hip-Hop on American culture, civil rights, voting rights and racial inequalities.

STEVE HARVEY

The Steve Harvey Morning Show, which features multimedia superstar Steve Harvey and his on-air crew including Shirley Strawberry, Nephew Tommy, Carla Ferrell, Junior and J. Anthony Brown, is one of the biggest syndicated morning shows in America. The program is uplifting, inspirational, entertaining and motivating, and covers topical issues and community concerns that touch everyone. Steve Harvey has always been passionate about issues in his own community and created the Steve & Marjorie Harvey Foundation

which focuses on providing youth with educational enrichment, mentoring and life transformation skills.

REVEREND JESSE JACKSON

An American icon, international statesman, and one of our nation's leading civil rights advocates, Reverend Jesse Jackson is known for his outspoken nature and close working relationship with the late Dr. Martin Luther King Jr. His national radio show, Keep Hope Alive with Reverend Jesse Jackson, is a community-based program that covers news and current events, and dispenses advice and outreach to urban communities and supports numerous charitable works.

KEITH SWEAT

Legendary R&B singer, music producer and songwriter Keith Sweat is host of the nationally syndicated radio program The Sweat Hotel — the #1 nationally syndicated Urban AC nighttime radio show. As a former music producer, Sweat has elevated, grown and mentored countless African American artists such as Dru Hill, The Isley Brothers, The O' Jays, IMx, Ol' Skool and more. For his work, Sweat was honored with the "Lifetime Achievement Award" at the 2013 Soul Train Awards.



ANGELA YEE

Co-host of the nationally syndicated morning show, The Breakfast Club, Angela Yee is the female voice alongside DJ Envy and Charlamagne Tha God. Angela is known for her quick wit and inquisitive interviews with celebrities, Hip-Hop artists and newsmakers that probe deeper than the public's knowledge. She continues to expand her already impressive brand with the popular iHeartRadio podcast "Angela Yee's Lip Service." An ambassador of the New York Public Library, Angela has received a WEEN Mission Award, the "Shirley Chisholm Woman of Distinction" Award, and donates her time and efforts to speaking at schools and on educational panels, working with Coats for Kids, Dress for Success, Makeover Your MS, Children Making Strides Against Pediatric Cancer, The Bowery Mission and various other charitable organizations.

BLACK HISTORY MONTH

Each year, in celebration of Black History Month, iHeartMedia showcases the achievements of Black Americans throughout history, including their continued and unmatched contribution to the world of music. In 2017, iHeartRadio paid tribute to some of the most historically respected

African American artists in the country with custom playlists and stations including legendary artists like Ella Fitzgerald, Chuck Berry, B.B. King, Whitney Houston, Ray Charles and Michael Jackson, as well as contemporary artists such as Alicia Keys, Beyonce, Missy Elliot and many others. Additionally, iHeartRadio showcased specially-curated stations for Urban Jazz & Blues, Motown Sounds and Classic Funk.

In addition to a series of on-air vignettes that celebrated influential musicians from different decades and ran across select radio stations, iHeartMedia featured a Black History Month podcast page which highlighted dozens of today's most culturally relevant podcasts.

MARTIN LUTHER KING, JR. DAY

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

HISPANIC

iHeartMedia has the largest reach among Hispanic audiences of any other media company. The iHeartRadio Hispanic Network includes both Spanish and English-speaking stations that feature content and music specially curated to meet the interests of its Hispanic listeners. The company reaches 93% of all Hispanics, or 40 million people monthly, utilizing its 22 dedicated Spanish-language broadcast stations as well as its reach on 100+ English-language stations with high Hispanic listenership.

HISPANIC PROGRAMMING

JENNY CASTILLO

Born in Santo Domingo, Dominican Republic, for the last 13 years Jenny Castillo has served as the co-host of WRUM Rumba 100.3's Morning Show — Central Florida's top-rated Hispanic radio station — alongside John Musa. Jenny loves spending time with her family and actively supports the community through a number of charitable efforts.

MARIO LOPEZ

Mario Lopez is a popular television personality, producer, actor and best-

selling author and host of On with Mario Lopez, a four-hour, music-intensive program featuring a unique blend of entertainment stories and celebrity interviews from a multimedia star's point of view. Mario was named the Alumni Ambassador of Fitness by the Boys & Girls Clubs of America (BGCA), while joining the ranks of some 25 other prominent alumni, including Denzel Washington and President Clinton, in the organization's BE GREAT campaign. Mario helps bring to light the major issues affecting today's young people, including the importance of graduating from high school and maintaining a healthy lifestyle, and the key role community-based organizations like Boys & Girls Clubs play in the positive development of children.

LULU & LALA

Born in North Bergen, New Jersey, television and radio personalities and twin sisters Lulu & Lala began to captivate the Latin market in 2007 as part of the syndicated Luis Jimenez Show. Six years later, these Cuban-Salvadorian sisters moved to the English radio market. Throughout their tenure the girls have been regular correspondents for the entertainment news show "El Gordo y la

Flaca," Univision's highest rated national TV show, and have also corresponded for many events including Premios Juventud, Premio Lo Nuestro, the Latin Grammys and the multiple auditions for Nuestra Belleza Latina in New York.

JOHN MUSA

John Musa is a Puerto Rican native and award-winning radio broadcaster and morning show host for Los Anormales on the tropical formatted station WRUM Rumba 100.3. John has 20 years of radio experience and has been on the air with Jenny Castillo for over 13 years on Rumba 100.3.

ENRIQUE SANTOS

In 2017, iHeartMedia launched "On the Move" with popular bilingual personality Enrique Santos, a 20-year radio personality known for his humor, social satire and political commentary. Enrique is currently the only personality in the U.S. to have both an English weekend show (On The Move with Enrique Santos) and a Hispanic weekday show (Tu Mañana con Enrique Santos) on the air. Santos is also the Chairman and Chief Creative Officer of iHeartLatino, a new Hispanic platform

intended to activate iHeartMedia's Hispanic audiences, develop new Latino-focused programming and content and find and develop new Hispanic talent.

HISPANIC HERITAGE MONTH

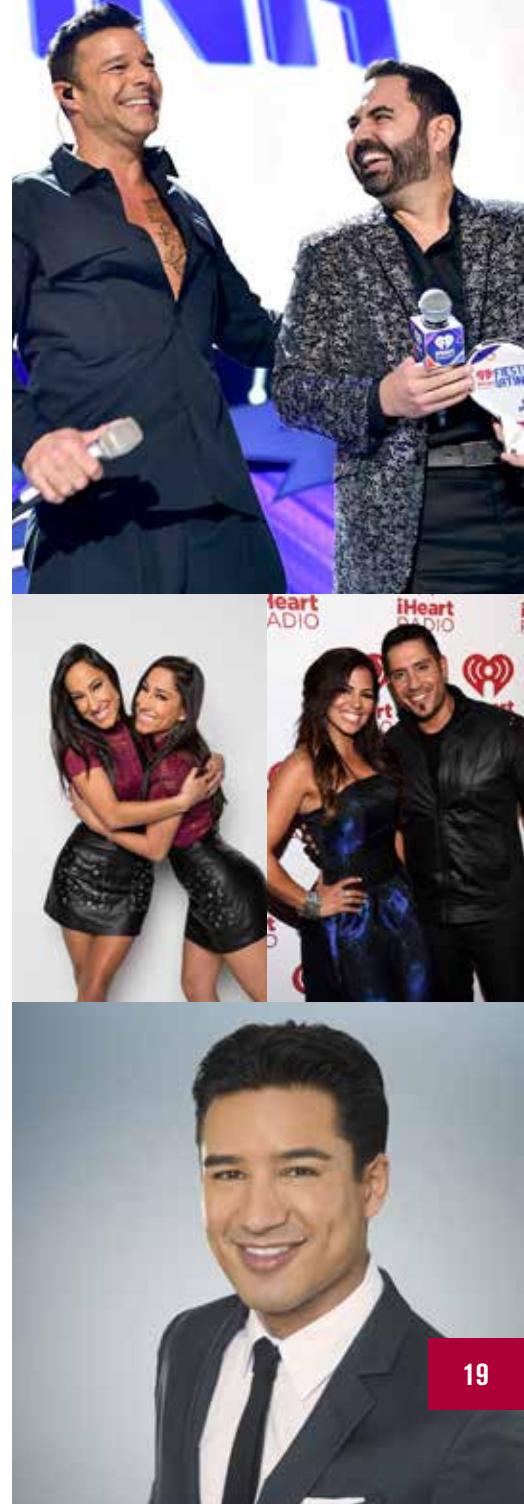
Each year, iHeartMedia observes National Hispanic Heritage Month from September 15 to October 15, by celebrating the histories, cultures and contributions of American citizens whose ancestors came from Spain, Mexico, the Caribbean and Central and South America. In 2017, iHeartMedia radio stations across the country launched campaigns that celebrated some of the biggest Hispanic influencers with on-air programming, live events and digital tributes.

IHEARTRADIO FIESTA LATINA

iHeartRadio Fiesta Latina is iHeartMedia's annual concert that celebrates the wide variety of Latin music and artists its stations play every day on its Spanish and English radio stations throughout the U.S. It is the only bilingual, multicultural and multigenerational Latin music concert event in the country. Artists including Marc

Anthony, Nicky Jam, Yandel, Juanes, Don Omar, Marco Antonio Solis, Ricky Martin, Camila Cabello, Enrique Iglesias, Pitbull, Jennifer Lopez, Prince Royce, Becky G and others have participated in the iHeartRadio Fiesta Latina, which has taken place in Miami for the last five years.

In 2017, iHeartRadio Fiesta Latina focused on the communities and survivors of the many unfortunate natural disasters that took place that year and celebrated the first responders who helped so many local residents in need. The show was renamed "iHeartRadio Fiesta Latina: Celebrating Our Heroes" and aired on Telemundo LIVE as a four-hour television special.



WOMEN

WOMEN-FOCUSED PROGRAMMING

iHeartMedia reaches 34 million — or 92% — of all women aged 18-34 across its radio stations and is committed to serving this audience by providing quality programming and delivering valuable information that will help improve women's health and well-being.

Every year, iHeartMedia airs millions of PSAs specifically targeted to women that address critical initiatives of interest to this audience, including:

- Breast Cancer
- Gender Equality
- Heart Health
- Women in Tech
- Sexual Assault
- Cervical Cancer
- Pregnancy
- Body Image
- Human Trafficking

iHeartMedia radio stations feature a number of iconic female syndicated personalities; the following are just a few of the many who made a positive impact in radio and their communities in 2017.

AMY BROWN

Amy Brown is co-host of The Bobby Bones Show, iHeartMedia's award-winning Country radio show. Broadcasting live from Nashville, the program reaches millions of listeners and is also heard nationally via iHeartRadio. Airing weekday mornings from 5 to 10 a.m. CT, Amy helps welcome the biggest names in Country music and entertains listeners with a unique mix of pop culture news and information, crazy stunts and hilarious conversations. Amy also co-hosts Country Top 30 with Bobby Bones, Women of iHeartCountry, and the newly-launched 4 Things with Amy Brown podcast. Inside and outside the studio, Brown is passionate about giving back. She donates her time to working with orphans in the U.S., Africa and Haiti, where she recently adopted two young children, and she utilizes her national platforms to raise awareness and funds for numerous charitable organizations including St. Jude Children's Research Hospital, TJ Martell Foundation and the American Red Cross.

DELILAH

Delilah is one of the most-listened-to woman on radio in the U.S. Her soothing voice, open heart and love of music reach more than 10 million monthly listeners.

Often referred to as the "Oprah of Radio," she is the author of four books, is a National Radio Hall of Fame and National Association of Broadcasters (NAB) Broadcasting Hall of Fame inductee, and also hosts a new podcast, Conversations with Delilah, which is available on iHeartRadio. Delilah is the single mother of 13 children, 10 of whom are adopted — they live on a farm with more than 600 animals. Delilah has many passions, including women's empowerment, sustainability and her foundation Point Hope, which helps children and orphans domestically and abroad.

BROOKE FOX

Brooke Fox is half of the Brooke & Jubal morning show, heard nationwide on 50 radio stations. Brooke has worked in morning radio for the past 15 years. She hosted Top 40 radio's first all-female morning drive show in Spokane (KZZU-FM), served as music director and morning co-host in Portland (KKRZ-FM), and started another all-female morning show in Seattle (KQMV-FM) — all before finding her radio match with Jubal Flagg in 2011. Brooke & Jubal support numerous charitable organizations, and Brooke serves as a spokesperson for the American Heart

Association and the Komen Foundation, the latter of which presented her with the Outstanding Media Partner Award in 2014.

KENDRA G

For over the last 15 years Radio Host/ TV Personality, Kendra G, has become one of the most popular media figures in the country. She is co-host of iHeartMedia's "The WGCI Morning Show" in Chicago and is a recurring personality on FOX "Good Day Chicago." For the past two years "Source Magazine" has named her one of the 30 most powerful radio personalities in the country. Kendra G is also an author of a book for teen girls, "Abstinence is Kool," which challenges middle school and high school girls to give up sex for the school year. Kendra G has also been seen on CNN, BET and the E! Network. She also leads the "Sista Strut Breast Cancer Awareness Walk" in Chicago. Throughout the walk Kendra G honors her mother, who passed away from Breast Cancer in 2012.

MEDHA GANDHI

Medha Gandhi was recently named co-host of Elvis Duran and the Morning Show. Gandhi joined the show from sister CHR

"Kiss 108" WXKS-FM Boston, where she was executive producer and co-host for Matty in the Morning. Prior to that role, she served as an on-air talent and executive producer of the Dave & Jimmy show at iHeartMedia's WNCL, a Top 40 radio station in Columbus, Ohio. The Ohio State University graduate started her radio career while in college and is an accomplished comedy writer, parody song producer and voice talent. She is the great-great-granddaughter of Mahatma Gandhi and is involved with various charitable organizations, including the Muscular Dystrophy Association (MDA), The Alzheimer's Association and others.

ANGIE MARTINEZ

Angie Martinez is recognized as one of the most influential personalities in pop culture and multimedia. Originally known as "The Voice of New York" Angie boasts nearly 20 years of on-air hosting experience. The Power 105.1 host is also an author, actress, television host, recording artist, brand spokesperson and activist for youth and health awareness.



WOMEN

CONTINUED

ELLEN K

Ellen K is the host of her own morning show, "The Ellen K Morning Show" on KOST 103.5." She began her career in radio while in college, and prior to taking the morning helm at KOST, Ellen K famously co-hosted mornings with Ryan Seacrest on 102.7 KIIS-FM in Los Angeles and the nationally-syndicated "On Air With Ryan Seacrest" for 12 years. "The Ellen K Morning Show" features lifestyle, news and interviews and offers an empowering, upbeat take as a modern mom navigating everyday life. Additionally, Ellen K recently launched the Ellen K Weekend Show — a nationally syndicated program focused on lifestyle trends and inspired by "feel-good" moments. Ellen was recently honored with a STAR on the Hollywood Walk of Fame, the annual Genie Award, the inaugural Airblazer award commemorating 'Women Inspiring Women in radio,' and has been named one of the most-influential women in radio by industry publication Radio Ink on multiple occasions.

DANIELLE MONARO

For more than 20 years, Danielle Monaro has sat alongside Elvis Duran as co-host of the hugely popular Elvis Duran and The Morning Show. Armed with a notorious laugh, quick wit and outspoken personality,

Danielle has helped propel the New York-based show to become one of the most successful shows in America, reaching nearly 8 million monthly listeners. From providing pop culture news to interviewing celebrity guests, to lending her voice to the hilarious prank "Phone Taps," the wife and mother of two boys is a key member of a diverse cast of personalities on the morning-drive program who effortlessly relates to the audience, while incorporating callers like chatting friends to discuss music, life and the latest in entertainment. The Bronx native is a strong supporter of her community and several charitable organizations, including Autism Speaks, using her national platform to raise awareness and drive support for these important causes.

CHRISTINE NAGY

Christine Nagy is the co-host of The Bob and Christine Morning Show, weekday mornings on 106.7 Lite-FM in New York. Prior to joining 106.7 Lite-FM, Christine was part of the morning shows on Z100 in New York and Q104.3. Christine is passionate about animal causes and promoting charities that help support people with Alzheimer's, breast cancer and autism.

SISANIE

Sisanie is co-host of the top-rated morning show On Air with Ryan Seacrest, heard locally in Los Angeles on 102.7 KIIS-FM. The program, which is also syndicated worldwide, focuses on all aspects of the entertainment industry, including highlights and interviews with top talent from the worlds of music, film and television. Prior to joining "On Air With Ryan Seacrest," Sisanie hosted her own midday show on KIIS-FM for eight years and also broadcast a midday show for KHTS-Channel 93.3, San Diego's Hit Music Station. The bilingual, Mexican/Peruvian talent discovered her passion for broadcasting in high school. Sisanie was only 19 years old when she started interning for iHeartMedia.

ANGI TAYLOR

Angi Taylor is host to Chicago's biggest morning show "Fred + Angi in the Morning" on 103.5 KISS-FM. Angi is a long-time radio personality, and while she's been with KISS-FM since 2008, she's been working with iHeartMedia for 22 years. Angi is active with many local charities including PAWS Chicago, the Alzheimer's Association, Girls on the Run, and others.

THE iHEARTMEDIA WOMEN'S INITIATIVE NETWORK (WIN)

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

INTERNATIONAL WOMEN'S DAY

On March 8 — International Women's Day — iHeartMedia and its stations celebrated the social, economic, political and cultural achievements of women throughout history and around the world. iHeartRadio created the custom Inspired Women digital station to showcase the amazing work of many

inspirational women and highlighted the musical talent and contributions of female artists who overcame obstacles and became great musical innovators. The station featured artists including Beyonce, Lady Gaga and Florence Welch, all who shared personal stories of women who have inspired them. Additionally, many local stations shifted the focus of their daily programming to celebrate International Women's Day.

"EQUALIZING MUSIC" INITIATIVE

The "Equalizing Music" initiative is an effort to increase gender diversity within the electronic music space and encouraged industry leaders to sign a pledge to advance gender representation across performance bookings, exposure in media and music availability. iHeartRadio was one of the first to sign the pledge and created exclusive iHeartRadio female-focused playlist recommendations across several genres including Queens of Country, Women Who Rock, Pop Divas and Women of EDM.



LGBTQ

iHeartRadio is proud to support the LGBTQ community and strives to provide the most relevant LGBTQ news and information to its listeners every day. Throughout the year, many radio stations take part in local celebrations to spread knowledge, understanding and acceptance of the LGBTQ community nationwide.

PRIDE RADIO

Pride Radio, iHeartRadio's digital entertainment destination for the LGBTQ community, expanded its reach into several new markets like St. Louis, Minneapolis and Philadelphia in 2017. The Pride Radio streaming station broadcasts the hottest dance remixes and pop hits and features a line-up of popular on-air personalities with a refreshing take on entertainment and LGBTQ community news. In addition to its new markets, Pride Radio's programming and music is syndicated in 13 DMAs on HD signals.

SPIRIT DAY

For the sixth consecutive year, iHeartMedia joined forces with GLAAD's Spirit Day, a day when millions wear purple to take a stand against bullying and show support

for LGBTQ youth. In addition to showing support both on-air and online, the company launched an on-air PSA campaign across all of its CHR and AC stations. Featuring award-winning artist Halsey, listeners were encouraged to go purple and unite against the bullying of LGBTQ youth. In addition, on-air personalities across the country, including Enrique Santos and Elvis Duran, discussed the importance of Spirit Day with listeners on their radio programs.

Alexandra Bolles, Associate Director of Campaigns & Spirit Day Program Manager for GLAAD, penned a post on the iHeartRadio blog about the partnership.

LGBTQ HISTORY MONTH

During the month of October and in celebration of LGBTQ History Month, iHeartMedia launched an on-air and digital campaign showcasing positive stories and inspiration from lesbian, gay, bisexual and transgender people; history; and events.

COMMUNICATIONS GUIDE

In partnership with GLAAD, iHeartMedia co-produced and distributed a communications guide to all of its on-air

personalities discussing the appropriate way to reference members of the LGBTQ community. iHeartMedia's on-air talent and programmers use these best practices to tell fair, accurate and inclusive stories about LGBTQ topics across the country.

LGBTQ ANNUAL EVENTS

In 2017, iHeartMedia sponsored OUT & Equal's Workplace Diversity Summit — an annual gathering of over 3,000 business leaders, LGBTQ employers, LGBTQ employees and other participants. During the summit, attendees network, discuss best practices and take part in training sessions, as well as the National Gay and Lesbian Chamber of Commerce Conference, the largest national organization to support LGBTQ business owners.

HRC CORPORATE EQUALITY INDEX

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

THE 2017 CONCERT FOR LOVE & ACCEPTANCE



LOCAL PRIDE CELEBRATIONS

In 2017, iHeartMedia supported many Pride celebration events across the country. Here are just a few local highlights:

MIAMI

939 MIA supported many LGBTQ events and initiatives, including Fort Lauderdale Pride, Gay 8 (Ocho), Miami Beach Gay Pride, Wilton Manors Stonewall Pride Parade and Festival, Diversity Honors with The Harvey Milk Foundation, Night of 1000 Madonnas, Ultimate Drag and Tracy Young's Genesis.

NEW YORK CITY

Elvis Duran and the Morning Show joined Miami Beach Gay Pride with Bebe Rexha for their annual LGBTQ parade for the second consecutive year. In addition, Elvis also donated to The Center Dinner, an organization that raises critical funds to support LGBTQ life-saving and life-enhancing programs.

WASHINGTON, D.C.

HOT 99.5 teamed up with The Capital Pride Concert — the largest LGBTQ annual event in the national capital region, attended by

more than 300,000 people. The 2017 event featured Miley Cyrus, Tinashe, The Pointer Sisters and Vassy.

ST. LOUIS

Z107.7 and ALT 104.9 were key partners of the annual Pride Festival attended by over 300,000 people. Julie Tristan, host of Billy & Julie in the morning on 103.3 KLOU, hosted the event. On-air personalities Fletcher, Maurice DeVoe and Taylor J. were also involved in many aspects of the weekend events.

SAN FRANCISCO

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

ATLANTA, CHICAGO, SAN DIEGO AND MINNEAPOLIS

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



NATIONAL RADIO CAMPAIGNS

BLESSINGS IN A BACKPACK

One in five American children faces food insecurity. During the school week, most of these children depend on the federal free and reduced meal program their school offers. Sometimes, the meals at school are the only meals that they receive. Through a 3-month on-air campaign, iHeartMedia and Blessings in a Backpack helped to mobilize communities, individuals and resources to provide food on the weekends for elementary school children across America who might otherwise go hungry.

When school closes its doors on Friday afternoon, many children go home to

empty cupboards and empty bellies for 65 hours until they return to school on Monday morning. For as little as \$100, the Blessings in a Backpack program feeds one child on the weekends for a 38-week school year. iHeartMedia teamed up with the National Association of Broadcasters and over 30 television and radio companies to help further the mission of Blessings in a Backpack and to send more kids home with food for the weekend. The radio PSAs, voiced by Academy Award nominated actress and philanthropist Sharon Stone, ran across select iHeartMedia stations between January and April.





CAMPAIGN IMPACT

+88,000

CHILDREN IN 48 STATES AND
THE DISTRICT OF COLUMBIA

900

PARTICIPATING SCHOOLS

ABOUT

BLESSINGS IN A BACKPACK

www.BlessingsInABackpack.org

Blessings in a Backpack, People Magazine's Charity of 2012, is a results-oriented program that is designed to feed elementary school children whose families qualify for the federally funded National School Lunch Program and have little or no food on the weekends. Better test scores, improved reading skills, positive behavior, improved health and increased attendance have all been attributed to the success of this program.

CAMPAIGN SNAPSHOT

DATES: 1/9 – 4/02

OF STATIONS: 835

MEDIA IMPRESSIONS: 35.7 MILLION

PROJECT YELLOW LIGHT

According to the National Highway Traffic Safety Administration (NHTSA), in 2016, nine percent of drivers 15 to 19 years old who were involved in fatal crashes were reported as being distracted at the time of the crash. This age group has the largest percentage of drivers who were distracted at the time of a fatal crash. iHeartMedia and Clear Channel Outdoor 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 and Clear Channel Outdoor got behind texting and driving prevention in a big way to help support the Ad Council's 6th annual Project Yellow Light contest. The contest called upon 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 campaigns. The contest offered the chance to win a college scholarship and have their campaigns turned into a PSA that would be distributed across the U.S. through iHeartMedia and Clear Channel Outdoor.

The winners were awarded scholarships and had their creative aired nationally as part of the Ad Council's campaign. Additionally, Clear Channel Outdoor and iHeartMedia helped announce the winners at an event in Times Square. iHeartMedia provided scholarships as well and aired the winning radio spot across its 850 radio stations nationally.

“Project Yellow Light is so honored to have iHeartMedia and Clear Channel Outdoor as partners, helping to spread the word against distracted driving. It’s a perfect alliance that not only amplifies our anti-texting message but also provides an ideal platform for our winning students’ work.”

JULIE GARNER,
FOUNDER, PROJECT YELLOW LIGHT



CAMPAIGN IMPACT

835,349,807

OVERALL AD COUNCIL
CAMPAIGN IMPRESSIONS

ABOUT

PROJECT YELLOW LIGHT

www.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

(RADIO ONLY)

DATES: 1/17 – 11/30

OF STATIONS: 850

MEDIA IMPRESSIONS: 152 MILLION

UNITED NEGRO COLLEGE FUND (UNCF)

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 is committed to

increasing the number of college-educated minority professionals in our country through its partnership with UNCF.

iHeartMedia has been a longtime supporter of UNCF, the nation's largest and most effective minority education organization, investing media annually. From February 1 through February 28, 2017, and in celebration of Black History Month, nearly

460 iHeartMedia radio stations across the U.S. helped to drive donations for UNCF's Building Better Futures campaign and for students in need of funding for college. Additionally, many local radio stations teamed up with UNCF throughout the year to develop and execute several media campaigns.

“ In a month that celebrates African American history and culture, we also wanted to remember education. By investing in UNCF, iHeartMedia and its listeners helped to build a better and brighter future for the next generation of scientists, engineers, educators, clergy and business leaders. ”

MAURICE E. JENKINS, JR.
EXECUTIVE VICE PRESIDENT, UNCF



CAMPAIGN IMPACT

+\$98 K
RAISED FOR UNCF

ABOUT

UNCF

www.UNCF.org

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

CAMPAIGN SNAPSHOT

DATES: 2/01 – 02/28
OF STATIONS: 460
MEDIA IMPRESSIONS: 7.5 MILLION

PARTNERSHIP FOR A HEALTHIER AMERICA

Of the \$2 billion per year spent on advertising food & beverages to youth, less than one percent is spent on healthier foods. In 2017, iHeartMedia helped to get America to eat more fruits and vegetables by supporting the "FNV" campaign in collaboration with Partnership for a Healthier America.

Today 9 in 10 children don't eat enough fruits and vegetables. Launched in 2015, Partnership for a Healthier America has united every type of fruit and vegetable under one brand: FNV. Since then FNV is harnessing the power of marketing to promote fruits and vegetables in the same

way big brands market their products. In just two years the campaign has attracted major celebrity talent and fostered strong partnerships that have helped build a fresh and bold movement behind fruits and vegetables.

In 2017, iHeartMedia joined the growing list of supporters and powered a large-scale radio and digital campaign that attracted celebrity support from artists like Common and Desiigner. Unique and witty radio PSAs were placed on over 858 radio stations promoting fruits and vegetables as a brand and encouraging listeners to eat more of them.





CAMPAIN IMPACT

80%

OF PEOPLE BOUGHT OR CONSUMED MORE FRUITS AND VEGETABLES AFTER SEEING FNV ADVERTISING

90%

OF PEOPLE HAVE A FAVORABLE IMPRESSION OF FNV

30 K

VIEWS GENERATED ON IHEARTMEDIA "SNAPS"

35 K

VIEWS GENERATED ON IHEARTMEDIA INSTAGRAM STORIES

ABOUT

PARTNERSHIP FOR HEALTHIER AMERICA

The Partnership for a Healthier America (PHA) is devoted to working with the private sector to ensure the health of our nation's youth by solving the childhood obesity crisis. In 2010, PHA was created in conjunction with — but independent from — First Lady Michelle Obama's Let's Move! effort. PHA is a nonpartisan nonprofit organization that is led by some of the nation's most respected health and childhood obesity experts. PHA brings together public, private and nonprofit leaders to broker meaningful commitments and develop strategies to end childhood obesity. Most important, PHA ensures that commitments made are commitments kept by working with unbiased, third parties to monitor and publicly report on the progress our partners are making. For more information about PHA, please visit www.aHealthierAmerica.org and follow PHA on Twitter @PHAnews.

CAMPAIN SNAPSHOT

DATES: 1/27 – 02/21

OF STATIONS: 858

MEDIA IMPRESSIONS: 47.6 MILLION

AMERICAN HEART ASSOCIATION

Heart disease is the leading cause of death in the United States, striking someone in the U.S. every 42 seconds. Over the last six years, iHeartMedia has committed over \$3.9 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 in support of American Heart Month.

Education is the key to raising awareness about heart disease, its signs and symptoms and its impact as the #1 killer of

women and leading cause of death overall. Because both older and younger audiences are critical to changing the long-term heart disease outcome, iHeartMedia tailored its annual American Heart Month campaign to address the unique issues associated with both male and female audiences.

From February 9 through February 28, 2017, iHeartMedia hosted a month-long PSA campaign across select radio stations to educate listeners about the risks associated with uncontrolled high blood pressure, which often leads to stroke, heart

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

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

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

A photograph of ten women of diverse ethnicities and ages, all wearing bright red sleeveless dresses. They are posed in two rows on a set of stone steps in a garden setting with large trees and a stone wall in the background.

ABOUT AMERICAN HEART ASSOCIATION

The American Heart Association is devoted to saving people from heart disease and stroke — the two leading causes of death in the world. We team with millions of volunteers to fund innovative research, fight for stronger public health policies and provide lifesaving tools and information to prevent and treat these diseases. The Dallas-based association is the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke. To learn more or to get involved, call 1-800-AHA-USA1, visit heart.org or call any of our offices around the country. Follow us on Facebook and Twitter.

CAMPAIGN SNAPSHOT

DATES: 2/9 - 2/28

OF STATIONS: 858

MEDIA IMPRESSIONS: 59.2

WOMENHEART

THE NATIONAL COALITION FOR WOMEN WITH HEART DISEASE

48 million women are at risk or living with heart disease, the leading cause of death in women. In 2017, iHeartMedia teamed up with WomenHeart: The National Coalition for Women with Heart Disease and Burlington Stores to help promote free heart health screenings across the country.

iHeartMedia expanded upon its existing annual heart health month campaign to

help raise awareness and educate women nationwide about the importance of their heart health, as heart disease in women is more fatal than all cancers combined. Throughout the month of February, 46 Burlington store locations nationwide hosted free heart health screenings in partnership with WomenHeart. iHeartMedia was instrumental in driving listeners to these events where they had the

opportunity to get their blood pressure, pulse, cholesterol and BMI checked by a certified health professional. Participants received bi-lingual (English/Spanish) women's heart health information and tips for living heart healthy. 24 iHeartMedia markets and 143 radio stations participated in this campaign.

“WomenHeart is so grateful for our partnership with iHeartMedia. Its airwaves have allowed us to educate millions of women about their number one killer – heart disease, which kills 1 in 4 women annually. Every woman is at risk of heart disease, which is why it is so critical for women to have access to resources and information and free heart health screenings.”

MARY MCGOWAN,
CEO, WOMENHEART



WomenHeart Champion
Pamela, 46



CAMPAIGN IMPACT

+1,100

PEOPLE WERE SCREENED
AT 46 SELECT LOCATIONS

+15,000

BI-LINGUAL EDUCATIONAL MATERIALS
(12,000/ENGLISH – 3,250/SPANISH)
WERE DISTRIBUTED



WomenHeart Champion
Pam, 46

#KnockOutHeartDisease

THE LEADING CAUSE OF DEATH IN WOMEN

LEARN MORE

GET UPDATES

FIND A SCREEN

A graphic for the KnockOutHeartDisease campaign. It features a woman in a white shirt and red boxing gloves on the left. The central text reads "#KnockOutHeartDisease" at the top, followed by "THE LEADING CAUSE OF DEATH IN WOMEN" in large, bold letters. Below this are three call-to-action buttons: "LEARN MORE", "GET UPDATES", and "FIND A SCREEN".

WomenHeart Champion
B., 53

ABOUT

WOMENHEART

www.WomenHeart.org

WomenHeart: The National Coalition for Women with Heart Disease is the nation's first and 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 both a coalition and a community of thousands of members nationwide, including women heart patients and their families, physicians and health advocates, all committed to helping women live longer, healthier lives.



CAMPAIGN SNAPSHOT

DATES: 3/10 - 3/25

OF STATIONS: 143

MEDIA IMPRESSIONS: 17.4 MILLION

THE PEACEMAKER CORPS

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

The Peace in the Streets Global Film Festival is a worldwide program from The Peacemaker Corps, an organization whose mission is to promote peace, tolerance and

nonviolent conflict resolution. Over 30% of high school students have reported being in at least one physical fight and nearly 20% have reported being bullied on school property. In a world where violence is a part of so many young people's lives, the film festival offers an outlet for youth from the Americas, Africa, Asia and Europe to submit an original 1 - 5 minute video that expresses what peace means to them and illustrates how they influence peace and love in their own neighborhoods.

For the last three 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 2017 Peace in the Streets Global Film Festival entries came from communities across the United States, eight countries internationally and four continents worldwide.

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

CAROLE KRECHMAN,
PRESIDENT, THE PEACEMAKER CORPS



CAMPAIGN IMPACT

+300%

SOCIAL MEDIA GROWTH
FROM 2015 TO 2016

25%

INCREASE IN SUBMISSIONS
FROM 2016 TO 2017

ENTRIES FROM ACROSS THE
UNITED STATES, 16 COUNTRIES
INTERNATIONALLY AND SIX OF
THE 7 CONTINENTS

CAMPAIGN SNAPSHOT

DATES: 3/9 – 7/21

OF STATIONS: 836

MEDIA IMPRESSIONS: 57.6 MILLION

HABITAT FOR HUMANITY

Families in need of access to affordable housing live everywhere: small towns and villages; sprawling cities; in every community. Housing insecurity touches nearly half of adults at some point in their lives, and currently in the U.S., 1 in 4 families doesn't have access to a safe, affordable place to call home. In 2017, iHeartMedia helped launch Habitat for Humanity's first nationwide cause marketing campaign, Home is the Key, and served as the official media partner.

Many local iHeartMedia radio stations are long-time supporters of their respective Habitat for Humanity chapters, but in 2017 all iHeartMedia radio stations came together to bring to life Habitat's first-ever, unified nationwide Home is the Key campaign in an effort to change lives so that more families have access to decent housing. The on-air, digital and live event programs 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, many programs, including the Elvis Duran Morning Show, participated at local campaign events and builds.

“Home is the Key really comes from the view that housing is an invisible crisis in this country. Our partnership with iHeartMedia helped shine a critical spotlight on the need. And in-turn, rallied people nationwide to join in the movement for support. As our media partner, iHeartMedia used 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.”

JONATHAN RECKFORD,
CEO, HABITAT FOR HUMANITY



CAMPAIGN IMPACT

\$1.8 MM

FUNDS RAISED IN APRIL FOR HABITAT

111,606,317

NATIONAL PRINT AND
DIGITAL AD IMPRESSIONS

457,828,178

SOCIAL AND PR
(TRADITIONAL EARNED MEDIA)

164,587,873

SOCIAL MEDIA IMPRESSIONS

ABOUT

HABITAT FOR HUMANITY

www.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 1,300 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

(PRO BONO ONLY)

DATES: 4/1 – 4/21

OF STATIONS: 835

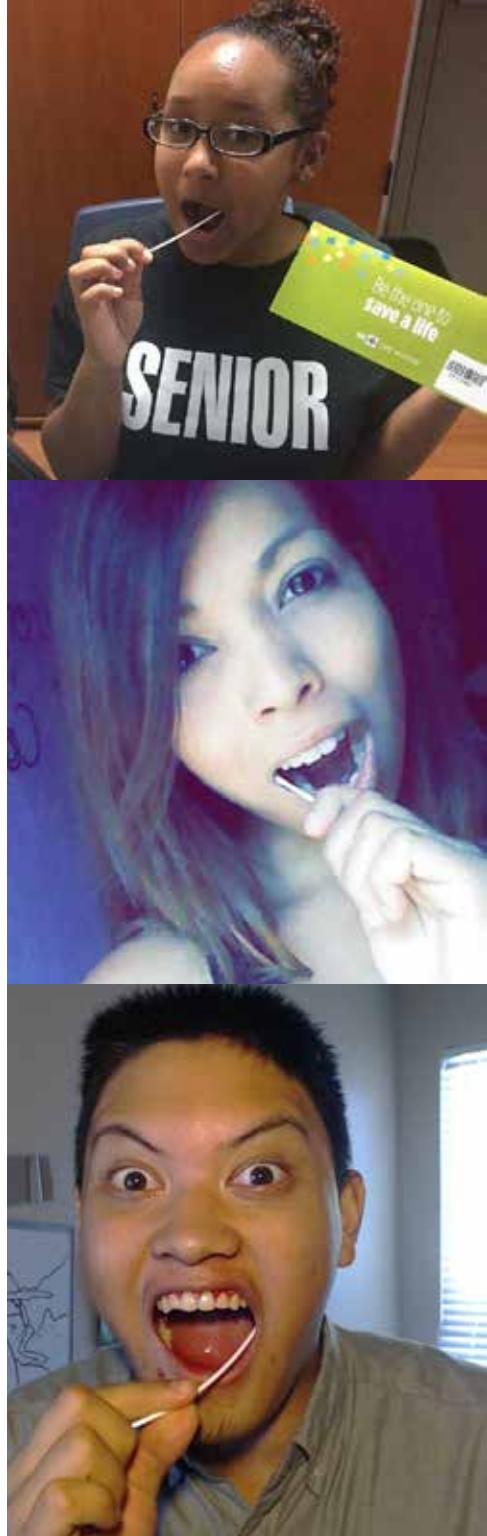
MEDIA IMPRESSIONS: 31 MILLION

DOSOMETHING.ORG & BE THE MATCH

Every three minutes, someone in the United States is diagnosed with a blood cancer like leukemia. For many of these people, their only hope for a cure is a bone marrow transplant. Because the most successful transplants come from people ages 18-44, iHeartMedia joined forces with one of the largest organizations for young people and social change, DoSomething.org, to engage young people to take action.

70% of people who need a transplant do not have a fully matched donor in their family. They rely on a complete stranger for marrow donation to save their life. "Give a Spit About Cancer," is DoSomething.org's effort to get more young and diverse

people to join the Be The Match Registry as potential bone marrow donors. In partnership with DoSomething.org and Be The Match, iHeartMedia helped promote this national campaign across over 660 radio stations in an effort to mobilize young individuals aged 18+ to order a swab kit by registering online. Once the kit arrived, participants simply swabbed their cheek, snapped a selfie to inspire others and sent the swab to a local address found on the kit. If the listener was a match for a person in need, Be The Match (which runs the national bone marrow registry) reached out directly.





CAMPAIGN IMPACT

86,955

YOUNG PEOPLE WHO SIGNED UP
TO PARTICIPATE IN THE CAMPAIGN

2,598

PEOPLE JOINED THE BONE MARROW
REGISTRY THROUGH COLLEGE
DRIVES AND ONLINE REGISTRATIONS
REPORTED BY OUR MEMBERS

ABOUT

DO SOMETHING.ORG

www.DoSomething.org

DoSomething.org mobilizes young people in every US area code and in 131 countries. One of the largest global organizations for young people and social change, the organization's 6 million members tackle campaigns that impact every cause, from poverty to violence to the environment and countless others.

CAMPAIGN SNAPSHOT

DATES: 4/1 - 4/21

OF STATIONS: 664

MEDIA IMPRESSIONS: 4.3 MILLION

DOSOMETHING.ORG

Even though Americans these days are six times better at wearing a seat belt since the 80s, teens still have the lowest seat belt usage among any age group.

During the fall of 2017, iHeartMedia was a proud media supporter of DoSomething.org's "Ride & Seek" campaign designed to creatively empower young people to change their behaviors when it comes to seat belts and safe driving practices.

The "Ride and Seek" campaign featuring model, actress and beauty and fashion

expert Amanda Steele aimed to rally thousands of young people to buckle up effectively and provided shareable and intriguing content — not scare tactics — to keep friends safe on the road.

Launched on October 12, the goal of the campaign was to have young listeners encourage others to stay safe in the car and to buckle up. Young people could sign up online or by texting SEEK to 38383, where they could easily download and print interactive "Ride and Seek" campaign flyers

with easy tips on how to protect others in the car. Those who uploaded a picture of their posters were entered for the chance to win a \$5,000 scholarship.

From October 12 – November 22, iHeartMedia supported the campaign by airing PSAs voiced by Amanda Steele across its radio stations nationwide to encourage listeners to play a game of "Ride & Seek" and stay informed on safe driving practices.

“DoSomething.org is incredibly grateful for iHeartMedia's continued partnership. How incredible is it to have a seatbelt safety campaign promoted as you are driving? Or speaking to young people directly about racial discrepancies that exist in the bone marrow registry? Whatever the cause may be, iHeartMedia is the premier place to engage a captivated audience for good.”

ARIA FINGER,
CEO, DOSOMETHING.ORG

CAMPAIGN IMPACT

68,003

YOUNG PEOPLE WHO SIGNED UP TO PARTICIPATE IN THE CAMPAIGN

10,307

VERIFIED POSTERS PUT UP

ABOUT

DOSOMETHING.ORG

www.DoSomething.org

DoSomething.org mobilizes young people in every US area code and in 131 countries. One of the largest global organizations for young people and social change, the organization's 6 million members tackle campaigns that impact every cause, from poverty to violence to the environment and countless others.

CAMPAIGN SNAPSHOT

DATES: 10/12 – 11/22

OF STATIONS: 170

MEDIA IMPRESSIONS: 4.2 MILLION



TAKE OUR DAUGHTERS AND SONS TO WORK

Each year, more than 3.9 million American workplaces open their doors to 40 million employees and their children on Take Our Daughters and Sons to Work Day. In 2017, iHeartMedia hosted hundreds of kids across the country as part of this iconic day and encouraged the public to participate in the program as well.

Take Our Daughters and Sons to Work Foundation supports and facilitates the

creation of Take Our Daughters and Sons to Work Day for employers of all sizes across the U.S. (and around the world). 2017 marked the 24th anniversary of the National Take Our Daughters and Sons to Work Day, a national public awareness program that connects what children learn in school with the actual working world by inviting them into the workplace. iHeartMedia, a longtime participant of the program, launched a national public service campaign across all of its radio stations

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

Additionally, 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.

“For nearly 25 years the Take Our Daughters and Sons to Work program has been inspiring young dreamers to envision a future for themselves in a workplace where everyone is welcomed. iHeartMedia has been instrumental in helping our nation’s daughters and sons reach their full potential, while expanding their future opportunities.”

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



CAMPAIGN IMPACT

+30%
WEBSITE TRAFFIC

+28.5%
WEBSITE DOWNLOADS

+3.41%
MOBILE DEVICE ACCESS



ABOUT TAKE OUR DAUGHTERS AND SONS TO WORK

www.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

DATES: 4/15 - 4/27
OF STATIONS: 835
MEDIA IMPRESSIONS: 20.8 MILLION

JANIE'S FUND

In our country, each year more than 500,000 children suffer from serious neglect each year, more than 100,000 children are beaten or physically abused and 68,000 children are raped or sexually abused. One in 5 girls is sexually abused before they are 18 years old. And experts say these figures reflect under-reporting. In 2017, iHeartMedia partnered with Steven Tyler and Janie's

Fund to help abused girls find effective help through Tyler's Janie's Fund.

Opened in 2015 and named for the Aerosmith hit "Janie's Got a Gun," Janie's Fund works with the nonprofit Youth Villages to provide effective help to girls who have suffered neglect and abuse. Over 330 iHeartMedia radio stations helped support this important initiative by airing

PSAs hoping to identify children who have been abused and help them find resources during Child Abuse Prevention Month in April and May's Foster Care Awareness Month. The PSAs urged individuals who suspect a child is being abused to call 1-800-4-A-Child or visit janiesfund.org to learn more about resources available to help girls and women heal.

“ It's reported that one in five girls will be sexually abused before they're 18. This alone should arrest all of us into taking action, but the sad fact is we know that abuse still goes under reported. It's a crisis we all need to play a part in addressing. Thanks to iHeartMedia's support of our PSA campaign during Foster Care Awareness Month, we were able to shed some much-needed light into what often seems like a very dark world. There is hope, and there is always a way out. Janie's Fund is committed to making sure that hope spreads and girls receive the care and support they deserve in order to become strong women. ”

**STEVEN TYLER,
MUSICIAN**



CAMPAIGN IMPACT

435 K

CHILDREN IN FOSTER CARE

25 K

YOUTH SERVED

16

STATES SERVED

ABOUT

JANIE'S FUND

www.Janie'sFund.org

Janie's Fund is a philanthropic initiative created by Steven Tyler in partnership with Youth Villages to bring hope and healing to girls who have suffered the trauma of abuse and neglect. Steven first gave voice to this cause with his hit "Janie's Got a Gun," and his establishment of the fund ensures that these vulnerable girls will have an enduring voice for years to come. Janie's Fund has two important goals: to bring much-needed awareness to the issue of abuse and neglect of children and to generate financial support to ensure that girls receive the most effective services available to help them overcome the trauma and pain of abuse. Contributions to Janie's Fund support proven programs at Youth Villages that have demonstrated effectiveness in addressing the trauma of sexual and physical abuse in children as well as expansion of these services to help even more girls.

CAMPAIGN SNAPSHOT

DATES: 4/28 - 5/16

OF STATIONS: 335

MEDIA IMPRESSIONS: 8.4 MILLION

RACE TO ERASE MS

Multiple sclerosis (MS) affects close to two million Americans primarily between the ages of 20 and 40 and three times as many women as men. In 2017, iHeartMedia helped to bring awareness to this autoimmune disease by supporting Race to Erase MS and its annual fundraising event.

Multiple sclerosis is a disease of the central nervous system, the brain and spinal cord. The insulating protective covering surrounding the nerves is destroyed or damaged, resulting in interference with the brain's signals to various parts of the body. On Friday May 5, 2017, iHeartMedia, Race to Erase MS and GRAMMY

award-winning and Oscar nominated singer-songwriter Siedah Garrett collaborated for the official premiere of an exclusive song across more than 825 iHeartMedia radio stations. All on-air radio spots encouraged listeners to learn more about MS and help support those affected by downloading the full version of Siedah Garrett's song. 100% of the proceeds raised through the campaign supported the Center Without Walls program, a unique collaboration of the world's leading MS research scientists currently representing Harvard, Yale, Cedars Sinai, University of Southern California, Oregon Health Science University, UC San Francisco, and Johns Hopkins.





CAMPAIGN IMPACT

\$1.6 MM

RAISED AT THE 24TH ANNUAL
RACE TO ERASE MS GALA

ABOUT

RACE TO ERASE MS

www.EraseMS.org

Race to Erase MS is dedicated to the treatment and ultimate cure for MS. Funding research is the core focus of the foundation and significant strides have been made to find the cause and cure of this debilitating disease. At the event's inception 24 years ago, the absence of medications and therapies encouraged its involvement; the Race has been instrumental in funding many pilot studies that have contributed to drugs now on the market and other very important therapies that are improving the lives of people suffering from MS.

All funds raised support the Center Without Walls program, a unique collaboration of the world's leading MS research scientists currently representing Harvard, Yale, Cedars Sinai, University of Southern California, Oregon Health Science University, UC San Francisco and Johns Hopkins. This nationwide collaboration of physicians, scientists and clinicians are on the cutting-edge of innovative research and therapeutic approaches to treat MS. It is the hope of the Race to Erase MS that in addition to combating MS through research in a clinical environment, awareness will be created by educating the public about this mysterious disease.

CAMPAIGN SNAPSHOT

DATES: 5/22 - 6/8

OF STATIONS: 825

MEDIA IMPRESSIONS: 28.1 MILLION

NATIONAL LAW ENFORCEMENT OFFICERS MEMORIAL FUND

On average, one law enforcement officer is killed in the line of duty somewhere in the U.S. every 61 hours. Since the first known death in 1791, more than 20,000 U.S. law enforcement officers have lost their lives in service. With the dedication of 129 names in 2017, Clear Channel Outdoor Americas and iHeartMedia joined the National Law Enforcement Officers Memorial Fund (NLEOMF) for the fourth annual national Police Week tribute to law enforcement heroes.

The Memorial Fund celebrated the 26th anniversary of the National Law Enforcement Officer Memorial in 2017.

To help commemorate this anniversary, iHeartMedia and Clear Channel Outdoor Americas launched a multi-platform media tribute to honor 129 police officers killed in the line of duty in 2017.

The company efforts included running a 4-day digital out-of-home tribute for each of the officers on Clear Channel Outdoor Americas' digital media in the city or town where the fallen officer served and airing PSAs across iHeartMedia's more than 858 radio stations to pay tribute to officers who lost their lives and the men and women who protect and serve the communities in which we live and work. The PSAs encouraged

public participation during the designated week of remembrance and drove listeners to LawMemorial.org where they could light a virtual candle, donate, or simply learn about the heroic acts of these brave men and women.

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

“We are grateful to iHeartMedia and Clear Channel for their continued support of the Memorial Fund’s mission. As we move closer to launching the National Law Enforcement Museum in the fall of 2018, this partnership carries an even greater level of importance in helping meet our business objectives.”

CRAIG W. FLOYD,
CHIEF EXECUTIVE OFFICER, NATIONAL LAW ENFORCEMENT OFFICERS MEMORIAL FUND



CAMPAIGN IMPACT

+30,000

LAW ENFORCEMENT
OFFICERS, SURVIVORS AND
SUPPORTERS PARTICIPATED

ABOUT NATIONAL LAW ENFORCEMENT OFFICERS MEMORIAL FUND

www.LawMemorial.org

Founded in 1984, the National Law Enforcement Officers Memorial Fund is a private non-profit [501(c)(3)] organization dedicated to telling the story of American law enforcement and making it safer for those who serve. The Memorial Fund maintains the National Law Enforcement Officers Memorial in Washington, DC, which contains the names of more than 20,000 officers who have died in the line of duty throughout U.S. history. The Memorial Fund is now building the National Law Enforcement Museum, which is currently under construction and will tell the story of American law enforcement through high-tech, interactive exhibits, collections, research and education.

CAMPAIGN SNAPSHOT

DATES: 5/16 - 5/21

OF STATIONS: 850

MEDIA IMPRESSIONS: 11.1 MILLION
OVER 16,000 BILLBOARD SPOTS

NATIONAL SUMMER LEARNING ASSOCIATION

Every summer, low-income youth lose two to three months in reading and math achievement. By fifth grade, the cumulative years of summer learning loss can leave low-income students almost three years behind their peers. iHeartMedia and Clear Channel Outdoor Americas joined the National Summer Learning Association (NSLA) for a national public service campaign to improve access to summer learning opportunities for all students.

In an effort to close the achievement gap by supporting the expansion of access to

summer learning opportunities, the NSLA — an organization dedicated to spreading summer learning opportunities across the country — iHeartMedia and Clear Channel Outdoor Americas partnered to elevate the importance of keeping kids learning, safe and healthy during the summer months.

Through a multi-platform campaign, iHeartMedia aired public service announcements across over 850 radio stations nationwide during the months of June and July featuring Sydnee Chaffee, the Council of Chief State School

Officers' National Teacher of the Year, and Talia Brooks, a rising seventh grader in Baltimore who dreamed of becoming an artist. Additionally, Clear Channel Outdoor Americas ran PSAs on nearly 1,000 digital billboards across 28 markets carrying the message: Smarter Summers = Brighter Futures. Both campaigns highlighted National Summer Learning Day, led by NSLA.

“The partnership with Clear Channel Outdoor Americas (CCOA) and iHeartMedia has been critical in NSLA’s efforts to reach more students, teachers, families and community leaders with our message that summer matters and matters significantly, in helping students thrive in the school year ahead and in closing the achievement gap. The support from these global media leaders has activated summer learning champions in many local markets across the country and helped sparked national conversation around the need for greater summer support and services for our most vulnerable students.”

**MATTHEW BOULAY,
FOUNDER AND CEO, NSLA**



CAMPAIGN IMPACT

+1,000

EVENTS OR PROGRAMS HOSTED
IN CELEBRATION OF NATIONAL
SUMMER LEARNING DAY

21,235,586

IMPRESSIONS FOR THE NSLA'S
HASHTAG #KEEPKIDSLEARNING

3,000

MEDIA STORIES ON
SUMMER LEARNING

**ABOUT
NATIONAL SUMMER
LEARNING ASSOCIATION**

www.SummerLearning.org

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

CAMPAIGN SNAPSHOT

DATES: 6/20 - 7/20

OF STATIONS: 850

MEDIA IMPRESSIONS: 44.4 MILLION

UNDERSTOOD.ORG

One in five children have learning and attention issues like dyslexia and ADHD. It is often difficult to recognize the signs of these issues in young children and even harder to understand once a diagnosis is made. In 2017, iHeartMedia launched a new partnership with Understood.org to raise awareness of childhood learning and attention issues.

Understood.org offers unique resources that are designed to illustrate how children with learning and attention issues view

the world and to give parents the personal support they need to help their children thrive in school and in life.

iHeartMedia joined forces with Understood.org in an effort to inform listeners who may have a son or daughter struggling with a range of learning disabilities about the free interactive tools, personalized resources and access to experts available to them on the Understood.org platform. The campaign included PSAs in both English and Spanish

and were voiced by Ryan Seacrest, Elvis Duran, Bobby Bones and Mario Lopez, along with a long-form public affairs show that explored and raised awareness of learning and attention issues, with the aim of breaking stereotypes about these children who are often misunderstood.

Additionally, iHeartMedia invited Nancy Smith, Executive Leader of Corporate Partnerships & Alliances at Understood.org, as a guest writer for the iHeartRadio blog.

“Understood.org is happy to call iHeartMedia a partner in our mission to raise awareness for learning and attention issues through informative radio spots and programming. Having the support of a community of artists and fans who embrace differences helps build widespread acceptance for a population of youth who are often misunderstood.”

NANCY SMITH,
EXECUTIVE LEADER OF CORPORATE PARTNERSHIPS & ALLIANCES, UNDERSTOOD.ORG



CAMPAIGN IMPACT

25%

INCREASE IN TRAFFIC TO
UNDERSTOOD.ORG VS. 2016

300%

INCREASE IN SOCIAL MENTIONS

3,500

FACEBOOK FILTER ADOPTIONS

900 K

INFLUENCER VIDEO VIEWS

ABOUT

UNDERSTOOD.ORG

www.Understood.org

In October of 2017, Understood.org launched its annual #BeUnderstood campaign as part of Learning Disabilities, Dyslexia and ADHD Awareness month. Learning and attention issues impact one in five kids, but they can go unidentified or misunderstood for years. Understood.org wants to change this by encouraging early identification and support. Kids with learning and attention issues can have bright futures, but they need to know they are not alone and they are capable.

CAMPAIGN SNAPSHOT

(RADIO ONLY)

DATES: 8/8 – 9/1

OF STATIONS: 858

MEDIA IMPRESSIONS: 39.9 MILLION

THANK AMERICA'S TEACHERS

America's teachers live and breathe education every day. They give their time, talent and knowledge so children walk away smarter, more confident, and better prepared for the future. Inspired by their great work and tireless dedication, Farmers Insurance created the Thank America's Teachers initiative and iHeartMedia has been a proud supporter for the last two years.

In 2017, iHeartMedia helped celebrate the powerful impact that America's educators

have on today's youth by participating in the Thank America's Teachers program sponsored by Farmers Insurance. Over \$1 million dollars in educational grants were given to teachers across the country and iHeartMedia's listeners played a part in identifying the worthiest teachers by nominating and voting for teacher's proposals. Additionally, the public was asked to send notes of appreciation to teachers that positively influenced their lives through the Thank America's Teachers online platform.

iHeartMedia ran a series of PSAs across more than 550 stations in support of the program and engaged a variety of on-air personalities and celebrities to participate in this program.

“Teachers across the country are so passionate about what they do, and they are committed to improving their schools in any way they can. It is an honor to award teachers with \$2,500 and \$100,000 grants for supplies to help their students become smarter and better prepared for the future. We're grateful that through our partnership with iHeartRadio we were able to extend our Thank America's Teachers® message across the country to allow us to give back to our communities in a greater way.”

TU-HAN PHAN,
MANAGING LEAD, THANK AMERICA'S TEACHERS



CAMPAIGN IMPACT

72,250

(*ESTIMATED)
STUDENTS IMPACTED

92%

OF THE U.S. STATES AWARDED
EDUCATIONAL GRANTS

XXX

THANK AMERICA'S TEACHERS ENTERED ITS FIFTH FULL YEAR IN 2018 WITH FARMERS HAVING DONATED MORE THAN \$4 MILLION IN EDUCATIONAL GRANTS TO HELP FUND EXCITING TEACHER-SUBMITTED PROJECTS THAT MAKE A DIFFERENCE IN MORE THAN 1,000 CLASSROOMS AROUND THE COUNTRY.

ABOUT

THANK AMERICA'S TEACHERS®

www.Farmers.com/Thank-Americas-Teachers

Through Thank America's Teachers, Farmers has invested over \$4 million dollars in educational grants since 2014. The public helps determine who receives the grants at ThankAmericasTeachers.com. Farmers presents over 200 \$2,500 grants throughout the year in addition to the five \$100,000 Dream Big Teacher Challenge® grants, which are presented at the end of this year.



CAMPAIGN SNAPSHOT

DATES: 5/8 - 5/15

OF STATIONS: 557

MEDIA IMPRESSIONS: 50 MILLION

THE PROSTATE CANCER FOUNDATION

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

The Prostate Cancer Foundation is the world's leading philanthropic organization funding and accelerating prostate cancer research. During the month of June, and in celebration of Father's Day, iHeartMedia

and Clear Channel Outdoor Americas teamed up with Major League Baseball (MLB) and The Prostate Cancer Foundation to support their annual Home Run Challenge. Now in its 22nd year, the Home Run Challenge encouraged baseball fans to make a pledge — ranging from \$0.50 to \$1,000 — for every home run hit during all MLB games from June 1 through Father's Day, June 18.

In support of the program, iHeartMedia ran \$1.2 million worth of media across all of its 858 stations and rallied support from

personalities and celebrities including Ryan Seacrest, Elvis Duran, Bobby Bones, Steve Harvey, The Breakfast Club and others — all of whom delivered a tailored message for each radio station format.

Additionally, Clear Channel Outdoor Americas ran customized out-of-home PSAs on digital billboards across the U.S.

“iHeartMedia has been an enormously valuable partner in our progress toward ending prostate cancer deaths and delivering eventual cures. By joining forces with the Prostate Cancer Foundation and Major League Baseball during our annual Home Run Challenge, iHeart has demonstrated extraordinary leadership, compassion and dedication to helping us raise vital awareness and support for research programs that are saving thousands of lives.”

**JONATHAN W. SIMONS, MD,
PRESIDENT AND CEO, PCF**

CAMPAIGN IMPACT

\$3,700,000

RAISED BY THE HOME RUN
CHALLENGE IN 2017 FOR PROSTATE
CANCER RESEARCH

692 HOME RUNS

WERE HIT ACROSS MAJOR LEAGUE
BASEBALL FROM JUNE 1 THROUGH
JUNE 18, FUELING FANS TO MAKE
A DONATION TO FIND A CURE FOR
PROSTATE CANCER

FATHER'S DAY

EVERY MLB PLAYER AND COACH
WORE COMMEMORATIVE BLUE
JERSEYS AND CAPS TO RAISE
FURTHER AWARENESS AND SUPPORT
THE PROSTATE CANCER FOUNDATION
IN THEIR RESEARCH EFFORTS

CAMPAIGN SNAPSHOT

DATES: 6/12 - 6/18

OF STATIONS: 858

MEDIA IMPRESSIONS: 123 MILLION



MANY VS CANCER

SAVE THE MALES

Prostate cancer threatens one in nine men in the U.S. and 14 million worldwide, but very few men are aware of their risk or talk about the disease.

iHeartMedia is a long-time supporter of the Prostate Cancer Foundation and helped the organization launch its new global fundraising initiative, Many vs Cancer, with a unique and comedic PSA campaign called "Save the Males."

Many vs Cancer is the Prostate Cancer Foundation's new fundraising movement. This grassroots community of patients, caregivers, survivors, family and friends are rallying around a united goal: defeating prostate cancer. In recognition of Prostate Cancer Awareness Month, iHeartMedia helped promote Many vs Cancer's public awareness campaign, Save the Males, informing men about their risk of prostate

cancer and inviting them to join Many vs Cancer to fund the research to defeat the disease.

The audio and video PSAs, produced in partnership with Funny or Die, featured Dax Shepard, Dr. Drew Pinsky and Rob Riggle, and ran across 835 iHeartMedia radio stations. The campaign applied humor to this very serious topic by showcasing the many threats men "in the wild" face, while relaying startling statistics about one of their gravest risks — prostate cancer. Participants were encouraged to participate by sharing the video and tagging men they know on social media with #savethemales to inform them about the risk of prostate cancer.

" We are grateful for iHeartMedia's continued support of our mission. Through the company's generosity, our campaign was able to reach a larger audience with potentially life-saving men's health information. "

COLLEEN MCKENNA,
VICE PRESIDENT, MARKETING & COMMUNICATIONS,
PROSTATE CANCER FOUNDATION



CAMPAIGN IMPACT

+626,000

MEN "TAGGED" WITH
LIFESAVING INFORMATION

337

EARNED MEDIA PLACEMENTS AND
PRESS RELEASE SYNDICATIONS

+40 MM

REACHED ON SOCIAL MEDIA

600,000 MM

VIDEO VIEWS

ABOUT

PROSTATE CANCER FOUNDATION

www.PCF.org

The Prostate Cancer Foundation (PCF) is the world's leading philanthropic organization funding and accelerating prostate cancer research. Founded in 1993, PCF has raised more than \$745 million and provided funding to more than 2,000 research programs at more than 200 cancer centers and universities. The PCF global research enterprise extends to 21 countries and funds a robust research portfolio. PCF advocates for greater awareness of prostate cancer and more efficient investment of governmental research funds for transformational cancer research. Its efforts have helped produce a 20-fold increase in government funding for prostate cancer.

CAMPAIGN SNAPSHOT

DATES: 9/1 - 10/1

OF STATIONS: 835

MEDIA IMPRESSIONS: +124 MILLION

9/11 NATIONAL DAY OF SERVICE AND REMEMBRANCE

2017 marked the 16th anniversary of the 9/11 attacks. For the seventh consecutive year, iHeartMedia led listeners nationwide to participate in the September 11th National Day of Service and Remembrance ("9/11 Day") and to promote national unity, empathy and charitable service on 9/11.

In support, iHeartMedia launched a large-scale national and local on-air PSA campaign, encouraging listeners to participate in their own communities by volunteering, donating to charities of their choice, or simply making a voluntary pledge

to dedicate time to performing good deeds that help people and communities in need.

In 2017, iHeartMedia's PSA support helped to spur local engagement for specially-organized 9/11 Day service projects, including in Washington, DC; Boston; Phoenix; Austin; and New York City. In New York City, 9/11 Day staged a major meal pack event at the Intrepid Sea, Air & Space Museum, docked in the Hudson River. The Z100 morning on-air personality Greg T joined the effort where almost 3,000 volunteers packed 589,000

meals for those in need in New York and in other communities affected by Hurricanes Harvey and Irma. Z100 promoted the high-energy charitable event on-air, as well as on social media and digital platforms, encouraging listeners to come together and do good deeds.

The 9/11 Day and iHeartMedia partnership was highlighted on the iHeartRadio blog with a guest post written by 9/11 Day President and Co-Founder David Paine.

“With each passing year, this observance grows substantially, illustrating both the power of individuals to truly make a difference for those in need and the commitment of millions of Americans to ‘never forget. iHeartMedia’s role in this national program is highly impactful, an essential partner in building awareness and bringing people together from all walks of life to work toward a common goal.”

JAY S. WINUK,

A 9/11 FAMILY MEMBER WHO CO-FOUNDED THE OBSERVANCE WITH DAVID PAINÉ



CAMPAIGN IMPACT

+30 MM

AMERICANS IN SERVICE MOBILIZED ON 9/11 DAY IN TRIBUTE TO THE 9/11 VICTIMS, FIRST RESPONDERS, MEMBERS OF THE MILITARY AND OTHERS WHO ROSE IN SERVICE IN RESPONSE TO THE ATTACKS

37% AWARENESS

FROM 2012 TO 2017 PUBLIC AWARENESS OF THE ANNIVERSARY OF 9/11 AS A NATIONAL DAY OF SERVICE ROSE FROM 28% TO 37%, (+45% AGES 18-34), IN GREAT MEASURE DUE TO THE IHEART PSA SUPPORT PROGRAM

43% PARTICIPATION

FROM 2012 TO 20117 PARTICIPATION IN 9/11 DAY ALSO GREW OVER THIS TIME FROM 35% TO 43%

ABOUT

9/11 DAY

www.911Day.org

9/11 Day is a nonprofit observance that annually inspires tens of millions of Americans to observe September 11 as a day of national unity and charitable service. 9/11 Day was originally established in 2002 by the nonprofit MyGoodDeed and the 9/11 community to provide a positive and permanent way to forever remember and pay tribute to the 9/11 victims, rescue and recovery workers, members of our military and others who rose in service in response to the attacks. In 2009, the U.S. Congress formally designated 9/11 as a National Day of Service and Remembrance under federal law. Today 9/11 Day is the nation's largest annual day of charitable engagement, with approximately 30 million Americans dedicating time to helping others in need each year to help promote national unity.

CAMPAIGN SNAPSHOT

DATES: 9/1 - 9/11

OF STATIONS: 835

MEDIA IMPRESSIONS: 14.9 MILLION

GLOBAL CITIZEN

Global Citizens can have an impact on ending extreme poverty through the actions they take. In 2017, iHeartMedia and the Global Citizen Festival once again partnered to help channel the power of music to fight inequality, protect our planet and end extreme poverty by 2030.

Global Citizen's annual free-ticketed event on the Great Lawn in Central Park in New York City returned on Saturday, September 23rd, headlined by Stevie Wonder, Green Day, The Killers, The Lumineers and featured The Chainsmokers and special guest appearances by Pharrell Williams, Big Sean, Andra Day and Alessia Cara.

Over the past six years, the Global Citizen Festival has served as a convening moment where tens of thousands of Global Citizens — all of whom have taken action

to attend — come together to celebrate their efforts and global impact and to call on leaders around the world to uphold their responsibility to end poverty, tackle climate change and fight inequalities by 2030.

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

For the second consecutive year, iHeartMedia's two-day marquee event took place on the same weekend, allowing for a special crossover performance by Big Sean who performed on both festival stages on the same night.

"We are so fortunate to have a radio and streaming partner that supports us in achieving the global goals. We would not have seen the millions of actions taken and know that millions of lives are set to be affected without iHeartMedia's support year after year."

ANDREW KIRK,
GLOBAL DIRECTOR OF COMMUNICATIONS,
GLOBAL CITIZEN



CAMPAIGN IMPACT

1.6 MM

ACTIONS

\$3.1 B

WORTH OF COMMITMENTS

221 MM

LIVES SET TO AFFECT

ABOUT

GLOBAL CITIZEN

www.GlobalCitizen.org

Global Citizen is a social action platform, for the global generation that wants to solve the world's biggest challenges, where you can learn about issues, take action on what matters most and join a community committed to social change. Global Citizen believes extreme poverty can be ended by 2030 by the collective actions of Global Citizens across the world. In 2016, Global Citizen brought the movement and action-based model to Canada and India for the first time. Over the last five years, more than eight million Global Citizens around the world took over 10 million actions to solve the world's biggest challenges, set to affect the lives of over 1 billion people.

CAMPAIGN SNAPSHOT

DATES: 7/24 - 9/23

OF STATIONS: 858

MEDIA IMPRESSIONS: +260 MILLION



In 2002, roughly 1,500 babies were born every day with HIV. Today that number is down to 400. In an effort to help get that number close to zero, iHeartMedia supported (RED) in partnership with Coca-Cola to help kick off World AIDS Day and the 2017 (RED) SHOPATHON.

For the fifth consecutive year, iHeartMedia partnered with (RED) in the fight to end AIDS and leveraged its broad array of assets — its deep social influence, on-air, digital, live events and the strong relationships talent and on-air personalities

have with listeners — to generate excitement for the massive annual (RED) campaign.

Timed with the launch of the (RED) SHOPATHON in support of World AIDS Day, iHeartMedia and (RED) secured an exclusive, winnable behind the scenes “pizza party” experience with Ed Sheeran at the iHeartRadio Jingle Ball concert in Los Angeles on Dec 1, 2017. For the five weeks prior, iHeartMedia radio stations promoted the experience across 835 stations in partnership with Coca-Cola and also

promoted exclusive video content featuring Ed. Additionally, the campaign mobilized Ed's massive fan base (via radio, digital and social channels) to generate excitement and donations to the AIDS fight. The once-in-a-lifetime experience was fulfilled with a number of winners at the LA iHeartRadio Jingle Ball and featured within the television broadcast of the concert on the CW.

Following the launch event, iHeartMedia continued to promote the (RED) SHOPATHON for the entire month of December.

“When every two minutes an adolescent becomes infected with HIV, there has never been a more important time in history for companies like iHeartMedia to step out and rally their vast, young audience around the AIDS fight. Thanks to iHeartMedia’s incredible support of (RED)’s 2017 World AIDS Day campaign, they not only engaged millions of people — they helped raise millions of dollars to provide life-saving programs where they are needed most.”

DEBORAH DUGAN,
CEO, (RED)



CAMPAIGN IMPACT

+\$1.6 MM

GENERATED BY ED SHEERAN'S (RED) EXPERIENCE TO SUPPORT THE WORK OF THE GLOBAL FUND TO FIGHT AIDS

+150 MM

MEDIA IMPRESSIONS GENERATED BY IHARTMEDIA ALONE

+\$500 MM

RAISED BY (RED) TO DATE FOR THE GLOBAL FUND TO FIGHT AIDS, TUBERCULOSIS AND MALARIA, TO SUPPORT HIV/AIDS GRANTS IN GHANA, KENYA, LESOTHO, RWANDA, SOUTH AFRICA, SWAZILAND, TANZANIA AND ZAMBIA. 100% OF THE MONIES RAISED GOES TO AIDS PROGRAMS

+110 MM PEOPLE

HAVE BEEN IMPACTED BY GLOBAL FUND GRANTS THAT (RED) SUPPORTS WITH PREVENTION, TREATMENT, COUNSELING, HIV TESTING AND CARE SERVICES

ABOUT

(RED)

www.RED.org

(RED) was founded in 2006 to engage businesses and people in the fight against AIDS. (RED) partners with the world's most iconic brands that contribute proceeds from (RED)-branded goods and services to the Global Fund. (RED) Proud Partners include: Amazon, Apple, Bank of America, Beats by Dr. Dre, Belvedere, Claro, The Coca-Cola Company, MCM, Salesforce, SAP, Starbucks and Telcel. (RED) Special Edition partners include: aden+anais, Alessi, ALEX AND ANI, Andaz, Baxter of California, Bombas, Fatboy USA, Fully, Girl Skateboards, Le Creuset, Nickelodeon, Mophie, S'well, Wanderlust and Vespa.

CAMPAIGN SNAPSHOT

DATES: 10/12 - 12/17

OF STATIONS: 835

MEDIA IMPRESSIONS: +204 MILLION

GLAAD

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

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

In 2017, iHeartMedia expanded its efforts by launching an on-air PSA campaign

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

iHeartRadio promoted Spirit Day, sharing the organization's goal of preventing the bullying of LGBTQ youth on Twitter and rebranding its assets purple. iHeartRadio also went purple in-app, on iHeartRadio.com, via social media and on its Snapchat Discover channel. Additionally, iHeartRadio's editorial team wrote several articles in support of Spirit Day, and the iHeartRadio Blog published "Go Purple for #SpiritDay 2017," a post that encouraged fans to support LGBTQ youth and to share iHeartRadio's Spirit Day messages with friends on social media.

“ Working with iHeartMedia has helped GLAAD bring messages of acceptance to hundreds of millions of listeners. From inspiring support for LGBTQ youth to training on-air hosts to more effectively discuss LGBTQ issues, the impact of our partnership is immeasurable. ”

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



CAMPAIGN IMPACT

+2.2 B

IMPRESSIONS ACROSS
DIGITAL AND SOCIAL MEDIA

+5.3 MM

IMPRESSIONS ON TWITTER
AND INSTAGRAM WITH
+150K ENGAGEMENTS

+73 K

USES OF THE SPIRIT DAY
FACEBOOK FRAME

+250

INFLUENCERS AND
ENTERTAINERS PARTICIPATED

ABOUT GLAAD

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

CAMPAIGN SNAPSHOT

DATES: 10/16 - 10/20

OF STATIONS: 230

MEDIA IMPRESSIONS: 7 MILLION

THE JED FOUNDATION (JED)

Suicide is the second leading cause of death among young adults. For every youth suicide, it is estimated that 100-200 others attempt suicide (CDC; ACHA NCHA). In 2017, iHeartMedia teamed up with the JED Foundation to bring attention to emotional health and to prevent suicide for the nation's teens and young adults.

Transitioning into adulthood can bring big changes and intense challenges. Young adulthood is a critical time when many people experience mental health issues as well as significant stress from life transitions, such as gaining more independence and responsibility when moving from home and beginning college

or a career. The Jed Foundation (JED) empowers teens and young adults with the skills and support to grow into healthy, thriving adults.

In the wake of Linkin Park front man Chester Bennington's suicide, iHeartMedia launched a suicide prevention campaign in partnership with the JED Foundation that encouraged young listeners to reach out and ask for help if they were in crisis. The customized PSAs ran across 294 AC, CHR and urban stations and drove listeners to the Jed Foundation website for helpful information and resources and encouraged those in immediate crisis to text the Crisis Textline immediately.

“The partnership with iHeartRadio is invaluable to JED’s mission of reaching teens and young adults where they are, letting them know that they are not alone and that help is available.”

KEVIN MACKALL,
EXECUTIVE CREATIVE DIRECTOR, JED





CAMPAIGN IMPACT

+3,000

COLLEGES AND UNIVERSITIES HAVE STRENGTHENED THEIR SAFETY NETS FOR STUDENTS BY USING AT LEAST ONE RESOURCE FROM JED

195 COLLEGES

REPRESENTING +2 MM STUDENTS ARE PARTICIPATING IN JED CAMPUS, WORKING WITH JED TO IMPROVE THEIR MENTAL HEALTH, SUBSTANCE ABUSE AND SUICIDE PREVENTION PROGRAMMING

+5,000

CAMPUS PROFESSIONALS EDUCATED BY JED IN SUICIDE PREVENTION THROUGH CONFERENCE PRESENTATIONS AND WEBINARS

+1,600

COLLEGES AND UNIVERSITIES UTILIZE JED'S ULIFELINE.ORG ONLINE RESOURCE CENTER TO PROVIDE STUDENTS WITH INFORMATION ABOUT MENTAL HEALTH AND HOW TO SEEK HELP

+25 MM PEOPLE

REACHED BY JED'S MENTAL HEALTH PUBLIC SERVICE CAMPAIGNS

+30,000 STUDENTS

USED JED'S ANONYMOUS MENTAL HEALTH SELF-EVALUATOR TO ASSESS THEIR SYMPTOMS AND RECEIVE CUSTOMIZED INFORMATION ABOUT HOW TO SEEK HELP

ABOUT

JED

www.JedFoundation.org

JED is a nonprofit that exists to protect emotional health and prevent suicide for our nation's teens and young adults. We're partnering with high schools and colleges to strengthen their mental health, substance abuse and suicide prevention programs and systems. We're equipping teens and young adults with the skills and knowledge to help themselves and each other. We're encouraging community awareness, understanding and action for young adult mental health.

CAMPAIGN SNAPSHOT

DATES: 10/12 - 10/16

OF STATIONS: 294

MEDIA IMPRESSIONS: 9.8 MILLION

THE Y

Our communities are fraying and people across the United States are dealing with everything from anxiety to social isolation to a lack of empathy.

iHeartMedia teamed up with the Y for the second phase of a campaign focusing on uniting people and strengthening community bonds through programs and resources available at the Y.

During September 2017, YMCA of the USA launched the second phase of "For a better us," a multimedia positioning campaign that brought attention to the programs and resources available at 2,700 Ys across the country. The campaign, which first launched in 2016, aimed to change perceptions about the Y and raise awareness that the

Y is one of the most effective and enduring nonprofit organizations in the country. In more than 10,000 communities across the country, the Y focuses on strengthening community through youth development, healthy living and social responsibility.

In tandem with a number of other media companies, iHeartMedia helped to distribute the campaign via a series of radio spots, digital assets and social media content, all which featured kids, adults and families who are members of the Y. Additionally, iHeartMedia engaged Cody Alan and others to participate in the Y's #SelfieWithSomeoneNew social media campaign to highlight how the Y uniquely brings people together.



CAMPAIGN IMPACT

DELIVERY ON ADULTS 25-54

184,496,600

GROSS IMPRESSIONS

38.4%

U.S. REACH

ABOUT

THE Y.TM FOR A BETTER US

www.YMCA.net/ForABetterUs

From career readiness to safe spaces, the Y is giving families and kids the support they need to thrive.

CAMPAIGN SNAPSHOT

DONATED MEDIA PORTION

DATES: 9/25 - 12/31

OF STATIONS: 52

MEDIA IMPRESSIONS: 34.6 MILLION



THE RYAN SEACREST FOUNDATION

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

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

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

“The Ryan Seacrest foundation is grateful for its long-standing partnership with iHeartMedia and honored to be the beneficiary of the 2017 Jingle Ball Tour. We deeply appreciate iHeart’s dedication to helping us create a positive and uplifting distraction for patients in children’s hospitals across the country.”

**MEREDITH SEACREST,
EXECUTIVE DIRECTOR, RSF**



CAMPAIGN IMPACT

NEARLY \$110 K

IN CASH DONATIONS IHEARTMEDIA HELPED TO RAISE FOR THE RYAN SEACREST FOUNDATION THROUGH THE 2017 IHEARTRADIO JINGLE BALL TOUR

+\$78 K

IHEARTMEDIA HELPED RAISE FOR THE FOUNDATION THROUGH A VARIETY OF ONLINE FUNDRAISING PLATFORMS IN 2017 ALONE

ABOUT

THE RYAN SEACREST FOUNDATION

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

DEPARTMENT OF HOMELAND SECURITY

The Department of Homeland Security has a vital mission: to secure the nation from the many threats we face.

Informed, alert communities play a critical role in keeping our nation safe. In 2017, iHeartMedia was a key media platform to help launch new creative from The Department of Homeland Security's (DHS) If You See Something, Say Something™ public awareness campaign.

If You See Something, Say Something® is a national campaign that raises public awareness of the indicators of terrorism and terrorism-related crime, as well as the

importance of reporting suspicious activity to state and local law enforcement.

In late 2017, iHeartMedia ran a series of PSAs across all radio stations that reminded listeners not to take for granted the routine moments in an ordinary day — going to work or school, the grocery store, or the gas station and if they see something that they know shouldn't be there — or someone's behavior that doesn't seem quite right — say something. Because only you know what's supposed to be in your everyday.

PARTICIPATING IHEARTMEDIA ON-AIR PERSONALITIES:

WWPW Atlanta Terry J

WXKS Boston Billy Costa

WHYI Miami Mack in the afternoon

WBTP Tampa Queen B

WASH D.C. Toby Knapp

WBIG D.C. Lisa Berigan

WIHT D.C. Rose

WMZQ D.C. Michael J

WWDC D.C. Mike Jones

Additionally, The Department of Homeland Security's (DHS) If You See Something, Say Something™ message was highlighted at select events including the iHeartRadio Jingle Ball.



CAMPAIGN SNAPSHOT

(DONATED MEDIA ONLY)

DATES: 12/18 - 12/31

OF STATIONS: 840

MEDIA IMPRESSIONS: 36.6 MILLION



2017 SPECIAL PROJECTS

iHeartMedia has helped shape the way in which media interacts, educates and connects with the public. Each year iHeartMedia makes a company-wide commitment beyond media or financial support to address a specific issue or cause, and in 2017, the company reacted to a number of timely and relevant concerns. In 2017, iHeartMedia teamed up with the DEA to address the national opioid epidemic by promoting safe and local prescription drop-off locations. The campaign yielded the most drug take-backs in the agency's history. 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. iHeartMedia continued its efforts as the founding member of Together for Safer Roads, a coalition to create safer roads for future generations both in the U.S. and globally. In addition, iHeartMedia granted holiday wishes for a number of families in local communities across America through its 10th annual Granting Your Christmas Wish program, and encouraged the public to make a positive difference in their local communities through State Farm Neighborhood Sessions.

IHEARTRADIO SHOW YOUR STRIPES

The unemployment rate for veterans who served on active duty in the U.S. Armed Forces at any time since September 2001 edged down to 4.5 percent in 2017 according to the U.S. Bureau of Labor Statistics. While the jobless rate for all veterans declined from 4.3 percent to 3.7 percent in 2017, there are still millions of veterans entering a period of unemployment upon transition. Now in its sixth 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 has run in support of the program since launch and includes testimonials from real-life veterans, success stories from large and small businesses that have benefitted from hiring veterans and encouragement and personal anecdotes on the importance of hiring veterans from some of the biggest artists and political leaders in the world, including First Lady Michelle Obama, Dr. Jill Biden, Elton John, John Legend, Kelly Clarkson, Carrie Underwood, Brad Paisley, Ryan Seacrest, Mario Lopez, Trace Adkins, Krewella, Adam Lambert, Flo Rida, LL Cool J and many more.

All public service announcements direct listeners to showyourstripes.org — a centralized, easy-to-use destination for veterans, businesses and supporters. The website provides veteran users with access to military-friendly jobs and offers businesses the opportunity to post jobs specifically geared toward veterans' skills. Showyourstripes.org offers veterans and businesses a customized experience that delivers the most relevant and helpful employment resources in a clear and easy-to-navigate way.

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



KEY PROGRAM STATISTICS

AS OF NOVEMBER 2016

+200,000

JOB APPLICATIONS HAVE BEEN SUBMITTED TO A WIDE VARIETY OF COMPANIES DIRECTLY THROUGH SHOWYOURSTRIPES.ORG

NEARLY 2.5 MM

PUBLIC SERVICE ANNOUNCEMENTS HAVE AIRED ON IHEARTMEDIA RADIO STATIONS NATIONALLY

+28 MM

BILLBOARD DISPLAYS HAVE FEATURED THE PROGRAM MESSAGE

+7 B

MEDIA IMPRESSIONS

+4,000

PARTICIPATING LOCAL AND NATIONAL BUSINESSES HAVE JOINED THE SHOW YOUR STRIPES ALLIANCE INCLUDING COCA COLA, WALMART, TARGET, GE AND FEDEX

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

GRANTING YOUR CHRISTMAS WISH

For the 11th consecutive year, iHeartMedia granted Christmas Wishes to those in need and deserving of a special holiday gift. The 2017 annual "Granting Your Christmas Wish" program attracted over 61,000 entries with wishes ranging from plane tickets to visit family members, toys for children, assistance with bills, family vacations, housing repairs and more.

Beginning November 23 through December 15, 2017, iHeartMedia stations encouraged listeners to share their wish requests via participating radio station Websites during its annual Grant Your Christmas Wish campaign. All participants were required to submit a short paragraph stating why they should have their wish granted or to nominate someone worthy in their lives. The program was designed to share listeners' personal stories, with the goal of inspiring non-winners to give back and do something special for their own families or community. All 41 winning entries were broadcasted on-air in the winners' hometown markets and each winner received a matching gift of between \$2,000 - \$4,000.

" My husband and I have been out of work for months due to illness. We have been struggling to keep our house and have sold anything of value including our wedding bands. In 2017, we were hit by Hurricane Harvey. Our home got flooded and all of our winter clothes stored in the attic were destroyed. FEMA helped slightly, but it was not enough to complete the construction. Unfortunately, we do not have anything for Christmas. We have four children between the ages of 10 and 20 and are in need of winter clothes, food, books and other necessities. **"**

JOYANN ALLEN

" On September 22, 2017, my family lost both my brother and my stepfather in a car accident caused by a drunk driver. My brother was 22, and my stepfather was 49. They supported our entire family. My

mother cries everyday over our loss and worries about losing the house. My four-year-old nephew believes because it's Christmas time Santa will bring his Peepaw and Uncle Bubba home; and while I know this isn't possible, I want to make sure my family has a Christmas this year. **"**

TAYLOR OWENS

" My Christmas wish is to bless my daughter with a new laptop for school. She is a senior in high school, and she is already enrolled in an early college program and will receive her associate nursing degree. We cannot afford to buy her a computer, which would really help further her education. She goes to her Aunt's house or the library to do her school work even though she does not have much free time between work and

school. We are so proud of her for staying focused and building her future. " "

TOSHIANA BAKER-CLEMENTS

" " My daughter fought a very hard battle with stage 2 Hodgkin's Lymphoma this year, and it has impacted us emotionally and financially. This year has been so stressful on my daughter and our entire family. I would love to gift my family with a stress-free Christmas. Please help grant my wish to have presents under our tree for a very deserving daughter and son. " "

HOLLY GRENIER

" " I recently left a very toxic marriage. I moved into a safe house at first, and I have since been able to find a place to rent. I left the relationship with nothing. I recently graduated nursing

school and have acquired a great deal of debt. Although I am working full-time, I have not been able to afford a bed. I would love to have my granddaughters visit me, but it breaks my heart to have them sleep on the floor. My wish is for my granddaughters to have a slumber party at my house! " "

RAMONA AUDETTE

" " Our son is a sergeant in the Army and is currently deployed in Afghanistan until March of 2018. This is the second Christmas he's spending in Afghanistan, and we would like to send him and his fellow military friends the gift of a Christmas party! Please help us send holiday surprises and gifts for him to hand out to his friends so they can feel the holiday spirit away from home. " "

BECKY FORTUNE



TOGETHER FOR SAFER ROADS

COMPANIES DRIVEN TO SAVE LIVES

Collisions on the world's roads are rapidly becoming one of this generation's most pressing global health and development crises, posing grave consequences for life and economies. Each year, 1.25 million people are killed, and 50 million people are injured on the world's roads.

As a founding member of Together for Safer Roads (TSR), iHeartMedia is committed to helping communities transform transportation systems into a sustainable, safer source of prosperity — ultimately saving lives. The coalition includes other

companies with the knowledge and expertise to improve road safety: AB InBev, AIG, AT&T, Republic Services, Abertis, CalAmp, Ericsson, GM, IBM, Octo Telematics, PepsiCo, Ryder, UPS and Walmart. As a private sector coalition, Together for Safer Roads engages with road users, governments, policymakers and other stakeholders to identify top road safety issues and realize the vision of a world where roads are safer for all people.

As a coalition member, iHeartMedia is focused on helping deliver key messages to

its millions of listeners to drive awareness of this prevalent and growing issue and helping to educate the public to be safer road users. In 2017, iHeartMedia produced and aired a series of three PSAs across all of its stations in conjunction with World Day for Safety that was focused on three major factors contributing to road crashes: Distracted driving, seatbelt safety and obeying speed limits.

“ *TSR’s focus on private sector solutions to save lives on the world’s roads matches the passion and desire from companies to prioritize social good. As a media company dedicated to educating and connecting with the public, it’s humbling to see global companies, such as iHeartMedia, adopt a leadership role to combat road safety challenges and save lives. ”*

DAVID BRAUNSTEIN

TOGETHER FOR SAFER ROADS, PRESIDENT



CAMPAIGN IMPACT

NEARLY 1.5 MM

PEOPLE ENGAGED BY TSR ACROSS 85 COUNTRIES TO BE SAFER ROAD USERS

50% INCREASE

IN ENGAGEMENT IN 2017,
COMPARED TO 2016

ABOUT

TOGETHER FOR SAFER ROADS

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

CAMPAGN SNAPSHOT

DATES: 4/28-5/16

OF STATIONS: 835

MEDIA IMPRESSIONS: 18.1 MILLION

IHEARTRADIO & STATE FARM NEIGHBORHOOD SESSIONS

Most people want to give back, but only 1 in 4 actually do. To help close the gap between intention and action, State Farm & iHeartRadio launched Neighborhood of Good to inspire the public to do anything, big or small, to make a positive difference in local neighborhoods.

In partnership with iHeartRadio, State Farm Neighborhood Sessions celebrated great artists who inspire individuals to give back to their neighborhoods and also gave the biggest names in music a chance to say "thank you" to the neighbors who inspire greatness in their communities every day.

For this program, iHeartRadio and State Farm produced a series of videos that shared backstories of artists and the communities that helped shape who they are today and shed a light on their philanthropic interests and efforts. The audio PSAs highlighted the artist stories and key charitable moments and drove listeners to view the specially-produced video content.

In 2017, the healing power of music was a clear and persistent theme throughout the campaign and showcased seven compelling and thought-provoking stories. Featured artists and charities included:

LINKIN PARK

Helped local and international communities through the band's foundation, Music for Relief

GAVIN DEGRAW

Healed spirits and put smiles on faces of hospital patients through Musicians on Call

JUDAH AND THE LION

Spread hope to kids with special needs through the Love Up organization

LINDSEY STIRLING

Unleashed creativity with Write Girl

KHALID

Used music as therapy with CAMMO Music + American Legion

KIP MOORE

Made a difference through building skate parks in inner cities

KELSEA BALLERINI

Gave back to her hometown high school

"This program is at the heart of what iHeartMedia is about – the neighborhoods and communities we serve together every day."

BOB PITTMAN

CHAIRMAN AND CEO, IHEARTMEDIA



CAMPAIGN IMPACT

15.4 MM

VIEWS (122% INCREASE YOY)

75%

INCREASE IN WATCH TIME

140%

INCREASE IN SHARES

346%

INCREASE IN LIKES

FIRE FAMILY FOUNDATION

In 2017, over 90 firefighters lost their lives in the line of duty. Established in 2008, Fire Family Foundation is committed to providing financial assistance to fire families in need, scholarships and financial education while supporting fire charities nationwide.

In 2017, iHeartMedia and Jack Daniel's teamed up to raise funds for the Fire Family Foundation — an organization that offers immediate assistance to firefighters and their families, fire victims, fire departments and charities. The Rise From the Fire campaign was a collaboration between Jack Daniel's Tennessee Fire and iHeartMedia that highlighted the efforts of national and local community organizations that benefit firefighters and victims of fire. Through a nationwide series of benefit

concerts featuring a mix of top tiered and emerging artists, the campaign encouraged consumers to support organizations which aid the firefighting community.

In 2017, iHeartMedia and Jack Daniels launched a prosocial sweepstakes in stations across 12 markets including San Francisco, Tampa, Cincinnati, Austin, Pittsburgh, St. Louis, Phoenix, Seattle, Los Angeles, Boston and New York. The sweepstakes invited listeners ages 21+ to enter for a chance to win an all-expenses paid trip for two to New York for a benefit concert featuring Hip-Hop artist Wale.

The sweepstakes and concert series were part of an effort to generate awareness and raise funds in support of the Fire Family Foundation.



A photograph of a male country singer with a beard and short hair, wearing a light-wash denim jacket over a dark t-shirt. He is holding a black microphone and singing into it. He has his right arm raised in a gesture. The background is a dark stage with colorful stage lights, including blue, green, and yellow beams.

CAMPAIGN IMPACT

\$25 K

CONTRIBUTED TO FIRE
FAMILY FOUNDATION

165 MM

IMPRESSIONS A21-44

THE U.S. DEA NATIONAL PRESCRIPTION DRUG TAKE BACK DAY

The majority of prescription drug abusers report in surveys that they get their drugs from friends and family. iHeartMedia helped The U.S. Drug Enforcement Administration collect a record amount of unused prescription drugs at the 13th National Prescription Take Back Day on April 29, 2017.

The National Prescription Drug Take Back Day initiative addresses a crucial public safety and public health issue. According to the 2015 National Survey on Drug Use and Health, 6.4 million Americans abused controlled prescription drugs. The study shows that a majority of abused prescription drugs were obtained from family and friends, often from the home medicine cabinet. The DEA's Take Back Day events provide an opportunity for Americans to prevent drug addiction and overdose deaths.

In 2017, The U.S. Drug Enforcement Administration and more than 4,200 of its law enforcement and community partners

collected more unused prescription drugs than at any of the 12 previous National Prescription Drug Take Back Day events. On Saturday, April 29, the event brought in 900,386 pounds (450 tons) at close to 5,500 sites across the nation. Marking the 13th National Prescription Drug Take Back Day since September 2010, these events have altogether collected 8,103,363 pounds (4,052 tons) of prescription drugs.

iHeartMedia leveraged all of its on-air and digital assets to bring attention to the local National Prescription Drug Take Back Day and targeted audiences by behavior, demographic, interest and intent. All efforts drove listeners to ClearYourCabinet.com, launched by Former Attorney General of New York Eric Schneiderman, and made it easy to find the closest drop-off sites.

“ Too often, unused prescription drugs find their way into the wrong hands. That's dangerous and often tragic. That's why it was great to see thousands of folks from across the country clean out their medicine cabinets and turn in – safely and anonymously – a record amount of prescription drugs. ”

CHUCK ROSENBERG
ACTING DEA ADMINISTRATOR



CAMPAIGN SNAPSHOT

DATES: 4/18-4/29

OF STATIONS: 840

MEDIA IMPRESSIONS: 36.6 MILLION



RADIOTHON

97

At iHeartMedia, it is universally important to use the power of all our local assets in the service of giving back and in assisting the organizations that are helping our neighbors in need. iHeartMedia's radiothon program has leveraged its unparalleled reach and local influence to raise hundreds of millions of dollars over the last decade.

A radiothon typically lasts between one and two days, during which stations press pause on their day-to-day programming to dedicate all attention and resources to the issue being addressed. Through its many local radiothon programs, iHeartMedia is one of the biggest

supporters of The Children's Miracle Network Hospitals and St. Jude Children's Research Hospital. In addition, many iHeartMedia radio stations have established annual radiothon programs to address locally, critical issues, ranging from childhood diseases and homelessness to domestic violence. In 2017, many local iHeartMedia radio stations set and broke already ambitious fundraising goals by raising millions of dollars in just a few days.

**NEARLY \$20 MM
RAISED BY IHEARTMEDIA STATIONS
IN 2017 THROUGH THE POWER
AND UNIQUENESS OF THEIR
RADIOTHON PROGRAMS**

CHILDREN'S MIRACLE NETWORK HOSPITALS

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

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

commitment to serve its local listeners and communities. iHeartMedia helps Children's Miracle Network Hospitals fundraise locally by airing a significant number of PSAs that raise awareness for the organization and its member hospitals, as well as hosting annual one or two-day English and Spanish radiothon events which have been an integral part of Children's Miracle Network Hospitals' fundraising efforts since 1997.

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

PARTICIPATING iHEARTMEDIA MARKETS INCLUDE

Seattle, Dallas, Sioux City, Davenport, Albuquerque, Bismarck, Grand Forks, Baton Rouge, Corpus Christi, Honolulu, Omaha, Oklahoma City, Washington DC, Augusta, Pittsburgh, Rochester, Florence SC, Tampa, Columbus GA, Albany NY, Akron, Wilkes Barre, Birmingham, Cedar Rapids, AK/Youngstown, Nashville, Syracuse, Richmond, Winchester and Savannah.

“ iHeartMedia has been one of our most valuable media partners year over year. The impact that the local iHeartMedia radio stations have on the kids in their individual markets is immense. The power of local radio is demonstrated every day by the passionate, dedicated and talented iHeartmedia teams that selflessly continue to do good for kids. The local Children's Miracle Network Hospitals couldn't do what they do best without the iHeartMedia team and their connection to the local audiences. The iHeartMedia stations have set the bar high for others in the industry to reach. Saving lives through the power of local radio! ”

DAIN CRAIG

MANAGING DIRECTOR OF MEDIA PARTNERS, CHILDREN'S MIRACLE NETWORK HOSPITALS

CAMPAIGN IMPACT

ABOUT \$6.5 MM

RAISED IN 2017 BY 30 iHEARTMEDIA MARKETS FOR CHILDREN'S MIRACLE NETWORK HOSPITALS – 12% INCREASE YEAR OVER YEAR. \$6.5 MM WAS DISTRIBUTED TO FULFILL VARYING HOSPITAL NEEDS:

\$839,016

UNCOMPENSATED CARE

\$1,613,493

EQUIPMENT

\$774,476

RESEARCH

\$451,778

EDUCATION

\$968,095

SPECIAL SERVICES

\$1,807,112

CUSTOM NEEDS

ABOUT \$38 MM

WAS RAISED IN THE LAST FIVE YEARS ALONE BY iHEARTMEDIA FOR CHILDREN'S MIRACLE NETWORK HOSPITALS

99

CAMPAIGN SNAPSHOT

OF STATIONS: 30

OF MARKETS: 30



ST. JUDE CHILDREN'S RESEARCH HOSPITAL

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

St. Jude has treated children from all 50 states and around the world and treats about 8,500 children with cancer and other life-threatening diseases each year. It costs approximately \$1 billion to operate St. Jude annually, and the majority of that must come from generous donors.

iHeartMedia supports the work of St. Jude by utilizing its broad reach to raise funds and public support so that its work can continue. Each year, radio stations

nationwide air thousands of PSAs in support of St. Jude and showcase the hospital's lifesaving treatment and research progress. Additionally, in 2017, 64 iHeartMedia radio stations produced their annual radiothon Country Cares for St. Jude Kids and Radio Cares for St. Jude Kids — the most successful radio fundraising program in America.

PARTICIPATING iHEARTMEDIA MARKETS INCLUDE:

Memphis	TN	Cleveland	OH	Davenport	IA
Jacksonville	FL	Las Vegas	NV	Eau Claire	WI
Greensboro	NC	Lynchburg	VA	Atlanta	GA
Louisville	KY	Biloxi	MS	Port St. Lucie	FL
Tallahassee	FL	Salinas	CA	Montgomery	AL
Milwaukee	WI	Houston	TX	Birmingham	AL
El Paso	TX	San Antonio	TX	Huntington	WV
Austin	TX	Minneapolis	MN	Harrisonburg	VA
Charlotte	NC	Baltimore	MD	Wilmington	DE
Raleigh	NC	Hartford	CT	Salisbury	MD
Oklahoma City	OK	Harrisburg	PA	Mansfield	OH
Madison	WI	Loveland	CO	Mobile	AL
Cedar Rapids	IA	Weslaco	TX	Baton Rouge	LA
Washington	DC	Albany	GA	New Orleans	LA
Boston	MA	Fayetteville	AR	Poughkeepsie	NY
Sarasota	FL	Panama City	FL	Waco	TX
Jackson	MS	Chattanooga	TN	Reading	PA
Rochester	MN	Beaumont	TX	Auburn	AL
Colorado Springs	CO	Little Rock	AR		
Nashville	TN	Springfield	MA		



CAMPAIGN IMPACT

\$11.8 MM

RAISED BY 64 STATIONS IN 2017
FOR ST. JUDE THROUGH INDIVIDUAL
RADIOTHON EVENTS

\$47.1 MM

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

ABOUT

ST. JUDE CHILDREN'S RESEARCH HOSPITAL

St. Jude Children's Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Everything St. Jude does is centered on its mission: Finding cures. Saving children. St. Jude has the world's best survival rates for the most aggressive childhood cancers, and treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to 80 percent since it opened more than 50 years ago. St. Jude is working to drive the overall survival rate for childhood cancer to 90 percent in the next decade. St. Jude freely shares the breakthroughs it makes, and every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children. Families never receive a bill from St. Jude for treatment, travel, housing, or food — because all a family should worry about is helping their child live.



LOCAL RADIOTHONs

In 2017, a number of iHeartMedia radio stations launched locally organized radiothon programs that yielded over \$1.5M for various community organizations.

WGY CHRISTMAS WISH

ALBANY, NY

810 & 103.1 NEWS RADIO WGY

From November 15–December 23, 810 and 103.1 News Radio WGY asked listeners to donate to the 38th annual WGY Christmas Wish program, which distributed donations to aid local nonprofit children's organizations. Donations were collected during a morning-long radiothon hosted by morning show personalities Chuck and Kelly. In 2017, the WGY Christmas Wish program raised over \$100,000 and distributed grants to more than 100 organizations in the community. The event has raised more than \$3.3 million since 1979 to help local children in need.

102

ANIMALS IN DISTRESS RADIOTHON 2017

ALLENTOWN, PA

NEWSRADIO 790 WAEB

The NewsRadio 790 WAEB team and morning show host Bobby Gunther Walsh held a radiothon July 10-14 to benefit Animals in Distress, a no-kill animal shelter in Coopersburg, Pennsylvania. In 2017, the radiothon raised almost \$142,000 for Animals in Distress.

UNIVERSITY OF IOWA DANCE MARATHON RADIOTHON

CEDAR RAPIDS / IOWA CITY, IA

HOT 95.7

On February 2-3, Hot 95.7 held a live radiothon at the 23rd annual University of Iowa Dance Marathon to help raise funds for kids and families battling cancer. During the fundraiser, over 2,300 residents danced for 24 hours and raised \$50,000.

WHO PINKY SWEAR RADIOTHON

DES MOINES / AMES, IA

NEWSRADIO 1040 WHO

On December 8, Newsradio 1040 WHO held its third annual radiothon on behalf of the Pinky Swear Foundation to help pay the mortgages, utility bills and other financial needs of 150 local families who have children with cancer. The 2017 radiothon raised over \$82,000 for the Pinky Swear Foundation.

COATS FOR KIDS

DETROIT, MI

97.9 WJLB

In Michigan, many underprivileged children cannot attend school because they don't have warm coats to wear while they walk to school. Every year 97.9 WJLB holds a radiothon to help the Salvation Army of Southeast Michigan collect both money and coats for kids in need. The 34th annual fundraiser took place November 4 and

featured free food, family-friendly activities and performances from local and national artists including Tee Grizzley, Sada Baby and Rotimi, as well as an appearance from Angela Yee of the nationally-syndicated The Breakfast Club morning show. 97.9 WJLB's Coats for Kids helped collect over \$40,000, the equivalent of over 2,000 coats, for the Salvation Army of Southeast Michigan in 2017.

STAUNTON ROTARY CHRISTMAS CALL-IN RATIOTHON

HARRISONBURG / STAUNTON, VA
MIX 93-1

In 2017, Mix 93-1 launched the Christmas Call-In radiothon to raise funds for the Staunton Rotary Club's annual Christmas party benefitting underprivileged children. During the all-day live broadcast, Mix 93-1 took calls, pledges and in-person donations from listeners. Station host Chris Carmichael interviewed local community and business leaders, encouraging them to

challenge their friends and competitors to donate. Mix 93-1's efforts raised \$25,000, which helped the Staunton Rotary Club gift over 230 local children with individually-wrapped clothing, shoes and toys.

LEND A HELPING CAN

MANCHESTER, NH
ROCK 101

On November 16–21, Rock 101's morning show, Greg & The Morning Buzz, hosted the 27th annual Lend a Helping Can radiothon in an effort to collect donations for 11 local agencies that provide food for the homeless. During the radiothon, Rock 101 auctioned off autographed guitars, concert tickets and memorabilia and interviewed celebrity guests. In 2017, the radiothon raised more than \$160,000 to help combat local hunger in New Hampshire.

1490 WMRN-AM / MAJIC 95.9 RED CROSS RATIOTHON

MARION, OH

1490 WMRN-AM / MAJIC 95.9

On May 11, 1490 WMRN-AM and Majic 95.9 held the 17th annual Marion County Red Cross Radiothon to support programs and services provided to Marion County residents. During the 12-hour broadcast, the station held hourly auctions and shared first-hand stories of the Red Cross' impact on the local community. In 2017, the radiothon raised more than \$23,000 for Marion County's local Red Cross chapter.

MAKE-A-WISH RATIOTHON

MILWAUKEE, WI

95.7 BIG FM

95.7 BIG FM hosted a two-day radiothon to benefit Make-A-Wish of Wisconsin on November 30–December 1, 2017. For the fifth consecutive year, morning show

LOCAL RADIOTHONs

CONTINUED

hosts Murphy & Meg conducted on-air interviews with Make-A-Wish children and families who were the recipients of a "wish" experience. The event raised more than \$215,000 to help grant wishes to local children facing life-threatening medical conditions.

KIDS TO KAMP RADIOTHON

OMAHA, NE

NEWSRADIO 1110 KFAB

Kids to Kamp is a summer program organized by Open Door Mission to send local homeless children to camp. On May 16, NewsRadio 1110 KFAB held its 10th annual Kids to Kamp radiothon to raise funds for the program. The all-day event raised almost \$50,000 for Kids to Kamp and allowed Open Door Mission to send 101 area children to the 10-week summer camp.

104

OPEN DOOR MISSION HOPE FOR THE HOLIDAYS RADIOTHON

OMAHA, NE

NEWSRADIO 1110 KFAB

NewsRadio 1110 KFAB held its Open Door Mission Hope for the Holidays radiothon on November 16 to raise money for the Open Door Mission homeless shelter. Its efforts raised over \$71,000, enough to feed 1,449 homeless people 21 hot meals during the week of Thanksgiving and provide each with a hat and gloves.

HURRICANE MARIA PUERTO RICO DISASTER RELIEF RADIOTHON

ORLANDO, FL

RUMBA 100.3

On September 22–24, Rumba 100.3 held a three-day radiothon to raise money for Hurricane Maria relief efforts in Puerto Rico. The station featured interviews to help raise awareness for the plight of

those in need, and on-air personalities encouraged listeners to donate to relief aid. The station's efforts resulted in over \$150,000 for CASA for Puerto Rico (La Coordinadora de Apoyo, Solidaridad y Ayuda), a coalition of 14 Hispanic Central Florida organizations.

ELF LOUISE CHRISTMAS PROJECT

SAN ANTONIO, TX

1200 WOAI

News Radio 1200 WOAI partnered with the North Star Mall on December 1–2 for a 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. In 2017, the radiothon raised over \$230,000, which provided presents for more than 25,000 children.

950 KJR KARES-A-THON

SEATTLE, WA

SPORTS RADIO 950 KJR AM

Sports Radio KJR AM hosted its 21st annual 950 KJR Kares-a-thon on June 27, 2017 to benefit the Seattle Children's Hospital and Strong Against Cancer. The radiothon featured live broadcasts from the hospital and Russell Wilson's Celebrity Golf Tournament. Station hosts encouraged listeners to donate online or via phone and to participate in an online auction that included unique sports memorabilia and entertainment experiences like a trip to the 2017 iHeartRadio Music Festival. The 2017 950 KJR Kares-a-thon raised more than \$89,000 for Strong Against Cancer and Seattle Children's Hospital.

ROBERTA'S HOUSE RADIOTHON

WASHINGTON, DC/BALTIMORE, MD

HEAVEN 600

HEAVEN 600 held a twelve-hour radiothon on March 31, 2017 to support Roberta's House, a non-profit organization that offers a comprehensive bereavement support program for children and their families in the Baltimore area. The station ran PSAs and promoted the event online and via social media. Their efforts raised nearly \$30,000 for Roberta's House.

PUBLIC AFFAIRS SHOWS

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

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

Each 30-minute show, 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 AIRED BY
IHEARTMEDIA IN 2017 ACROSS
MORE THAN 858 RADIO STATIONS

Some of the most common issues of 2017 that were addressed across a large number of stations include:

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



NATIONAL PUBLIC AFFAIRS SPECIALS

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

The following are examples of nationally-produced shows that were distributed to stations to run at their discretion throughout 2017.





UNDERSTOOD.ORG

MUSIC HELPS ME #BEUNDERSTOOD

According to the 2014 State of Learning Disabilities Report from the National Center for Learning Disabilities, one in five people in the United States age 3 to 20 have problems with reading, math, writing, focus and attention. Some who struggle are formally identified with issues like dyslexia or ADHD, but many aren't. Understood.org launched nearly three years ago with the support of 15 nonprofit organizations to give parents the personal support they need to help their kids thrive in school and in life. Today, it supports and empowers millions of parents through personalized resources, daily access to experts, a community of other parents and experts and interactive tools—all available in English and Spanish.

iHeartMedia produced a 30-minute long-form public affairs show entitled Music Helps Me #BeUnderstood that explored music's impact on kids with learning and

attention issues. The show uncovered the ways in which music can unlock the potential of those who struggle with reading, writing, math, organization, or focus and featured stories from experts, teachers, parents and kids with learning and attention issues.

Music Helps Me #BeUnderstood documented a teenager's perspective on living with dyslexia and showcased how performing in musical theater changed her life. The show also featured a mother from Utah discussing how music helps her children with ADHD find their inner calm. Lastly, two educators highlighted the learning benefits of music.

The show was distributed across all iHeartMedia radio stations throughout the month of October, which was also Learning Disabilities Awareness Month.



AMERICAN RED CROSS

DISASTER RELIEF

In response to Hurricanes Harvey and Irma, iHeartMedia used its broad range of assets 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. As part of its fundraising efforts, iHeartMedia teamed up with the American Red Cross and produced two 30-minute podcasts that helped generate much-needed recovery funds.

IHEARTRADIO'S TEXAS STRONG SUPPORT FOR VICTIMS OF HURRICANE HARVEY

iHeartMedia produced and aired a long-form public affairs show in Spanish and English that informed non-affected areas around the country about the devastation taking place in Texas as a result of Hurricane Harvey and provided avenues for listeners to help. Hosted by iHeartRadio's nationally syndicated personalities Elvis Duran and Enrique Santos, as well as reporters from the region, the show highlighted flood victims,

first-responders and politicians and discussed the historic storm and massive recovery effort. The show aired over the weekend of September 2-3 on all 850 iHeartMedia radio stations and was also featured as a podcast on the iHeartRadio digital platform.

IHEARTRADIO PRESENTS SUPPORT FOR VICTIMS OF THE HURRICANES

iHeartMedia produced and aired a second long-form public affairs show in both Spanish and English that reinforced iHeartMedia's commitment to assisting those affected by Hurricanes Harvey and Irma. The program was also hosted by iHeartRadio's nationally syndicated personalities Elvis Duran and Enrique Santos and featured a strong appeal to donate to the American Red Cross as part of the program. The audio show aired over the weekend of September 16 or 17 on all 850 iHeartMedia radio stations and was also featured as a podcast on iHeartRadio.



TO *Fa*
LAS VEGAS
NEVADA

#VEGASSTRONG

YESCO



RESPONDING TO CRISIS

Every year, local communities in which iHeartMedia and its 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 immediately respond in times of distress.

NATURAL DISASTERS

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

DISASTER ASSISTANCE AND RESPONSE PLAN (DARP)

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

EMERGENCY OPERATIONS CENTER

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



2017 NEWS EVENTS

When natural disasters or traumatic events occur, iHeartMedia stations do everything in their power to not only deliver comprehensive news coverage and relay key messages to listeners but also to mobilize listeners to action by donating appropriate relief efforts that will aid those affected.

The following are a few examples of how iHeartMedia has helped in rebuilding impacted communities in 2017.





2017 HURRICANES

With \$307 billion in damages, 2017 was the costliest year to-date for weather and climate-related disasters in the United States, according to the National Oceanographic and Atmospheric Administration (source CNN). In 2017, over the course of a few short weeks, Hurricane Harvey hit Houston with record levels of rainfall. Two other major storms—Irma, the most intense Atlantic hurricane to strike the continental U.S. since Katrina, and Hurricane Maria, the worst natural disaster on record in Dominica and Puerto Rico—devastated the Caribbean Islands, the Florida peninsula and Puerto Rico.

During the time when the residents and neighborhoods of impacted areas desperately needed information, reassurance and support, iHeartMedia radio stations were the voice for these communities—providing vital lifesaving information, encouragement and a close personal connection with listeners. From on-air and online updates on closures and evacuations to inspirational stories about how communities come together to help

neighbors in need, iHeartMedia served as a lifeline for millions of people.

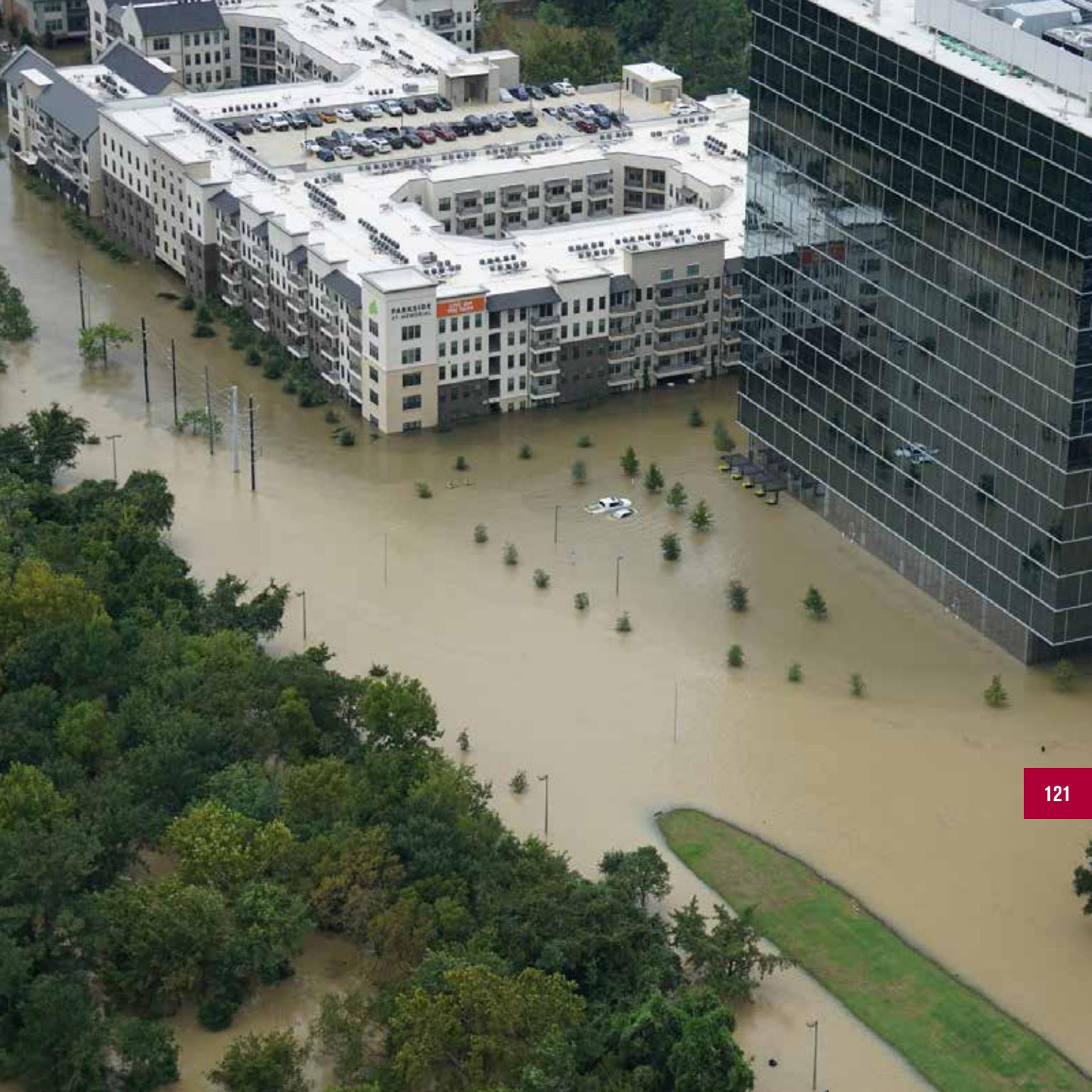
In addition to delivering comprehensive news coverage, iHeartMedia teamed up with The American Red Cross to nationally inform and educate listeners through its broadcast stations and iHeartRadio. All iHeartMedia radio stations ran American Red Cross PSAs to encourage donations for victims of hurricanes Harvey and Irma and also produced two 30-minute podcasts in partnership with The American Red Cross.

iHeartMedia also used its nationally recognized live concert events as an opportunity to provide information on how listeners could support the impacted communities. iHeartMedia reprogrammed its annual iHeartRadio Fiesta Latina concert hosted by Enrique Santos and Telemundo's Jessica Carrillo to **iHeartRadio Fiesta Latina: Celebrating Our Heroes**. Telemundo aired the event live as a four-hour television special, which included special tributes to first responders and

communities impacted by natural disasters. iHeartMedia also broadcast the event live nationwide across its Spanish-Pop, Tropical, regional Mexican and Spanish Adult Hit radio stations and livestreamed it on iHeartRadio's Official YouTube channel.

Additionally, all local on-air personalities educated listeners on the most effective ways to support victims of the Hurricanes. For example, Angie Martinez partnered with the NYC mayor's office to encourage people to donate critically-needed items for Puerto Rico, such as batteries, baby food, diapers and feminine hygiene products. Products were delivered to Puerto Rico victims by planes provided by Tidal.

iHeartMedia partnered with a number of benefit relief concerts and telethons to help amplify efforts including Telemundo's Todo Unidos Telethon, Hand in Hand: A Benefit for Hurricane Relief telethon, and One Voice: Somos Live! A Concert for Disaster Relief.



LAS VEGAS MASS SHOOTING

LAS VEGAS, NEVADA

On Sunday, October 1, 2017, a gunman opened fire on a crowd of concertgoers at the Route 91 Harvest music festival on the Las Vegas Strip in Nevada, leaving 58 people dead and 851 injured. The incident was the deadliest mass shooting committed by an individual in the United States.

Following the tragic mass shooting, iHeartMedia Las Vegas and surrounding markets came together to help survivors, victims' families and the entire Las Vegas community. Efforts included using stations' digital and social platforms to share relief and recovery details and news updates.

Stations also encouraged listeners to donate to the Las Vegas Victims Fund and become blood donors. Nearby markets brought water and supplies to those in line to donate blood.

In addition, iHeartMedia Las Vegas helped promote a local benefit concert in December, which raised \$700,000 for the Las Vegas Victims Fund and provided concert tickets to Trauma Intervention Program of Southern Nevada counselors. Stations also activated many other fundraising efforts throughout the year.



SUTHERLAND SPRINGS BAPTIST CHURCH

SAN ANTONIO, TEXAS

At least 26 people were killed and 20 others injured on November 5, 2017, when a gunman opened fire at a church in a small town near San Antonio in what has become one of the largest mass shootings in modern U.S. history. The attack occurred at the First Baptist Church in Sutherland Springs, Texas, a small community located in Wilson County about 30 miles away from San Antonio.

In the immediate wake of the tragedy all iHeartMedia San Antonio stations came together to provide wall-to-wall coverage. Additionally, local on-air personalities Charlie Parker, Joe Pags, Jim Forsyth,

Russell Rush, Randy Carroll and Jamie Martin updated listeners with information about how to help, including how to donate blood for the wounded victims. iHeartMedia San Antonio radio stations also offered extensive coverage of the newscast and invited guests on-air, including Governor Greg Abbott, Attorney General Dan Patrick and US Senator Ted Cruz.

Lastly, syndicated radio personality Glenn Beck offered financial assistance for the Sutherland Springs First Baptist Church community, raising more than \$100,000 to support the families and victims.

Crystal

Baby
Welcome

Grey

Bryan



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 can help children cope with—or even overcome—the medical conditions that have disrupted their lives. Every year, iHeartMedia aims to use its one-of-a-kind events to create irreplaceable memories for children with life-threatening medical conditions and their families.

iHeartMedia is proud to work with organizations like Make-A-Wish and other similar groups to create memorable experiences for sick or underprivileged children, at-risk kids and families in crisis. In 2017, iHeartMedia brightened lives through local celebrity meet-and-greets, exclusive concert admissions, red carpet access and other specially organized experiences.

ED SHEERAN

IHEARTRADIO THEATER NEW YORK

Mercedes, a 19-year-old who has been struggling with renal failure, wanted to meet Ed Sheeran for many years. iHeartMedia helped make her wish come true during his performance at the iHeartRadio Theater in New York.

DARIUS RUCKER

IHEARTCOUNTRY FESTIVAL

Nine-year-old Jack's wish was to meet Darius Rucker. Jack is nonverbal but he loves Darius's music, which has a soothing effect on him when he's upset. Both Jack and his brother Luke meet Darius backstage at the Festival.

MILEY CYRUS

KTUPHORIA

Halley has been battling renal failure. Her big wish was to meet Miley Cyrus and to spend time with her. Her wish came true when they hung backstage at KTUphoria.

P!NK

IHEARTRADIO MUSIC FESTIVAL

Nineteen-year-old Sara grew up listening to P!NK's music and admires her for how she treats other people. Sara met P!NK at the iHeartRadio Music Festival, and it was a dream come true.

DEMI LOVATO, LOGIC AND NICK JONAS

MIAMI'S Y100 JINGLE BALL

Sabrina's wish was to attend the Y100 Jingle Ball. In addition to attending the show, Sabrina was surprised with three meet and greets—Demi Lovato, Logic, and Nick Jonas!

CHAINSMOKERS

PHILADELPHIA'S Q102 JINGLE BALL

Although confined to his chair, 18-year-old Bryce is a kind and cheerful young man with a great sense of humor. He was very excited to meet with the Chainsmokers. Both members of the band chatted with him and signed a T-shirt.

DERIK BAKER

TORONTO JINGLE BALL

Abby is a bright, happy and fun-loving girl who has been living with a seizure disorder since she was 2 years old. When she was asked to make a wish, Abby knew she wanted to meet her idol, Canadian singer and songwriter, Derik Baker!





SPECIAL EVENTS AND FUNDRAISING

iHeartMedia produces tens of thousands of national and local events every year. From the largest concert event in radio history—the two-day, nationally recognized iHeartRadio Music Festival, which sells out in minutes every year, and the nationally televised iHeartRadio Music Awards, broadcast live, to locally produced shows in towns and cities of all sizes. iHeartMedia creates high-demand events across the nation. As the company launches exciting new programs and events, it proactively layers community-focused

goals and strategies to ensure the events can make a difference locally by allowing for effective fundraising, awareness and live interactions for nonprofits and local listeners. Additionally, iHeartMedia supports an array of philanthropic events in local communities in the form of financial contributions, media support, internal resources and talent booking. In 2017 alone, iHeartMedia helped raise approximately \$2.3 million for a number of organizations through cash donations and in-kind fundraising.

2017 BENEFIT EVENTS

iHeartMedia has made it a priority to participate in a number of industry and philanthropic events that serve our communities. iHeartMedia supported the following organizations' events in 2017:



ORGANIZATION	CATEGORY
American Advertising Federation	Music & Arts
American Association of Advertising Agencies (4A's)	Music & Arts
American Heart Association	Health & Wellness
American Red Cross	Health & Wellness
British Red Cross	Health & Wellness
Broadcasters Foundation of America	Music & Arts
City of Hope	Health & Wellness
Fashion Institute of Technology	Education & Literacy
John A. Reisenbach Foundation	Family & Social Impact
Lustgarten Foundation	Health & Wellness
Multicultural Media, Telecom & Internet Council	Family & Social Impact
Multiple Myeloma Research Foundation	Health & Wellness
National Association of Broadcasters Education Foundation	Education & Literacy
NATPE Educational Foundation	Education & Literacy
New York City Police Foundation	Family & Social Impact
New York State Broadcasting Association	Music & Arts
Prevent Cancer Foundation	Health & Wellness
Running Start	Family & Social Impact
ThanksUSA	Education & Literacy
The Kristen Ann Carr Fund	Health & Wellness
The Media Institute	Family & Social Impact
The Phillips Collection	Music & Arts
The Texas Association of Broadcasters	Music & Arts
UJA-Federation of New York	Family & Social Impact
Washington Performing Arts	Music & Arts
Women's Media Awards	Family & Social Impact
YMCA	Education & Literacy



IHEARTRADIO EVENT FUNDRAISING

In 2017, iHeartMedia offered unique experiences at its iHeartRadio Music Festival, iHeartRadio Jingle Ball, iHeartCountry Festival, iHeartRadio Music Awards and iHeartSummer '17 Weekend by AT&T 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.

2017 Benefitting Organizations included:

ORGANIZATION	CATEGORY
American Advertising Federation	Music & Arts
ACLU	Family & Social Impact
Active Minds	Health & Wellness
American Association for Cancer Research	Health & Wellness
American Red Cross	Health & Wellness
Bob Woodruff Foundation	Family & Social Impact
Boys and Girls Club of Mount Vernon	Family & Social Impact
Breast Cancer Research Foundation	Health & Wellness
Charcot Marie Tooth Association	Health & Wellness
Children's National Medical Center	Health & Wellness
Community Foundation of Northwest Mississippi	Health & Education
Connecticut Zoological Society	Wildlife Conservation
Corporate Angel Network	Health & Wellness
Curing Kids Cancer	Health & Wellness
East Harlem Tutorial Gala	Education & Literacy
Friends Seminary	Education & Literacy
Fundacion Stefano	Disaster Relief
Genesis Foundation for Children	Health & Wellness
Hanley Foundation Palm Beach Dinner	Health & Wellness
Harlem Academy	Education & Literacy

ORGANIZATION

CATEGORY

Hispanic Chamber of Commerce	Family & Social Impact
Jets Foundation	Health & Wellness
Lalela	Education & Literacy
Lupus Research Alliance	Health & Wellness
Maestro Cares Foundation	Family & Social Impact
Mamaroneck Schools Foundation	Education & Literacy
McLean School	Education & Literacy
Musicians on Call	Health & Wellness
New York Music Festival	Music & Arts
New York Women In Communications Inc.	Education & Career Mentoring
onePULSE Foundation	Family & Social Impact
PS11 School	Education & Literacy
Rett Syndrome Research Trust	Health & Wellness
(RED)	Health & Wellness
Rippowam Cisqua School	Education & Literacy
Rush Philanthropic Arts Foundation	Education & Literacy
Ryan Seacrest Foundation	Music & Arts
Seattle Children's Hospital Strong Against Cancer	Health & Wellness
Simon's Fund	Health & Wellness
Texas Advocacy Project	Family & Social Impact
The Kristen Ann Carr Fund	Health & Wellness
TJ Martell Foundation	Health & Wellness
UJA-Federation of New York	Family & Social Impact
Villa Walsh Academy	Education & Literacy



CORPORATE GIVING & VOLUNTEERISM

In 2017, iHeartMedia donated millions of dollar's 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 is the heart of radio, and on any given day iHeartMedia's 10,000+ employees can be found lending their time, energy and passion to serve the communities in which they live and work.





LOCAL SPIRIT DAY OF SERVICE

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

The following pages highlight how some iHeartMedia employees spent their annual Local Spirit Day of Service in 2017.

BROADWAY COMMUNITY LUNCH PROGRAM

NEW YORK, NEW YORK

According to the Coalition for Homelessness, in recent years, homelessness in New York City has reached the highest levels since the Great Depression of the 1930s; in March 2018, there were 62,974 homeless people. On

December 13, 2017, the iHeartMedia communications team volunteered at the Broadway Community Lunch Program, a soup kitchen that provides four-course meals to all people who show up. Guests were seated at tables and served by iHeartMedia volunteer waiters. The volunteers also helped prep, cook and clean up the lunch service for over 125 homeless people in the Harlem community.

NEW YORK PUBLIC LIBRARY

NEW YORK, NY

Older adults face several unique barriers and challenges when it comes to adopting new technologies. On November 2, 2017, five team members of the iHeartRadio Digital team volunteered at the New York Public Library for their Computer Basics program. iHeartMedia volunteers helped senior citizens with questions regarding the use of computers, smartphones and other digital products.

GOOD+ FOUNDATION

NEW YORK, NY

GOOD+ Foundation partners with leading organizations and programs to break the cycle of family poverty through the power of donated goods and transformational services. Ten members from the iHeartRadio Digital team volunteered with GOOD+ Foundation on September 7, 2017. During their volunteer shift they sorted, screened and bundled items including books, toys and clothing for future donations.

REDWOOD EMPIRE FOOD BANK

SAN FRANCISCO, CA

iHeartMedia launched its annual Give Back Week in support of the victims of the North Bay Fire. On Monday, December 18, 30 employees were invited to volunteer with Redwood Empire Food Bank in Santa Rosa—the largest hunger-relief organization serving north coastal California, from Sonoma County to the Oregon border.



Additionally, all iHeartMedia employees were invited to participate in a volunteer activity at the iHeartMedia offices.

ANIMAL HUMANE SOCIETY

MINNEAPOLIS, MN

The Minneapolis iHeartMedia team participated in Precious Cargo at Animal Humane Society—an event that welcomed animals from overcrowded and underfunded shelters and prepared them for the adoption process. iHeartMedia volunteers assisted with checking puppies into the humane society including activities like weighing them, checking for fleas, bathing and feeding.

MUSCULAR DYSTROPHY ASSOCIATION

ALLEGHENY, PA

For the second year, B104 staff members volunteered at the Muscular Dystrophy Association's Summer Camp in Hardwick, NJ, which provides free overnight camp for children age 6-17 who have a muscle

disease. B104 helped campers create a musical performance for fellow campers, assisted with arts & crafts and organized adaptive games.

SAN DIEGO FOOD BANK

SAN DIEGO, CA

iHeartMedia San Diego employees spent their Spirit Day volunteering at the San Diego Food Bank on Friday, December 15, 2017. The Food Bank is the largest hunger-relief organization in San Diego County. The Food Bank distributed 22 million pounds of food in 2017, serving 370,000 people every month in communities throughout San Diego County.

SIOUXLAND HUMANE SOCIETY

SIOUX CITY, IA

The Siouxland Humane Society is Siouxland's only open admission full-service shelter, caring for thousands of pets each year. Members of the KGLI 95.5 FM team volunteer annually at the organization's



LOCAL SPIRIT DAY OF SERVICE

CONTINUED

Valentine's Day caramel apple sale to help dip, drizzle and wrap apples in an effort to raise money for the shelter.

RHODE ISLAND COMMUNITY FOOD BANK

PROVIDENCE, RI

On April 26, fifteen members of the iHeartMedia Providence team worked at the Rhode Island Community Food Bank sorting and packing food for distribution to residents. The Rhode Island Community Food Bank distributes food to people in need through a statewide network of 155 member agencies.

SPECIAL OLYMPICS CONNECTICUT

HARTFORD, CT

Penguin Plunge is the largest grassroots fundraiser to benefit Special Olympics Connecticut. Members of the iHeartMedia Hartford team volunteered at the Special

Olympics Connecticut Winter Games, holding an official opening ceremony.

HUNTINGTON AREA HABITAT FOR HUMANITY

HUNTINGTON, WV

Members of KEE100 volunteered to help build housing for local homeless veterans as part of the Women in Media Build Day for the Huntington Area Habitat for Humanity, whose mission is to partner with qualified families in need and provide them the opportunity for safe, decent and affordable housing.

DISASTER RELIEF

HOUSTON, TX

Team members from all iHeartMedia Houston stations took part in rebuilding efforts following Hurricane Harvey. Company volunteers visited a number of impacted communities to help remove

debris, damaged flooring and drywall from affected homes.

NATIONAL MULTIPLE SCLEROSIS SOCIETY & MUSCULAR DYSTROPHY ASSOCIATION

ALLENTOWN, PA

WAEB AM News Director Dan Holzman and his family participate in the Lehigh Valley WALK MS each year. In 2017, they raised \$20,000 for the National Multiple Sclerosis Society. WAEB team members also attended the Muscle Walk benefitting the Muscular Dystrophy Association at Cedar Creek Park in Allentown. 100.3 WNIC.

VARIOUS ORGANIZATIONS

DETROIT, MI

iHeartMedia Detroit's Time Team program affords employees the opportunity to

volunteer for a different charity every quarter. In 2017, station team members volunteered at Focus: HOPE, Wish Upon a Teen, Miracle League, Forgotten Harvest and Kroger's Hearts to Hands program.

AMERICAN CANCER SOCIETY OF NEW ENGLAND

BOSTON, MA

iHeartMedia Boston's Shaileen Santoro personally supports a number of nonprofit organizations. She believes that help comes in many forms—a smile, a hello or even a hug. In 2018, she looks forward to using her Spirit Day to participate in this year's Making Strides Against Breast Cancer event, which supports the American Cancer Society make a difference in so many ways, from funding innovative breast cancer research to simply providing a hand to hold.

WOMEN IN NEED (WIN)

NEW YORK, NEW YORK

One in seven New York City public school students experience homelessness before they reach fifth grade. Catalina Stan, Senior Associate of Communications for iHeartMedia, volunteers periodically with WIN, the largest provider of shelter and supportive housing for NYC's homeless families. Catalina participates in various volunteer programs, such as the after-school reading program where she helps children develop their reading skills and helps with WIN's largest annual fundraising events such as the WIN Gala.



HOLIDAY GIFT DRIVES

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

Below are just a few highlights from iHeartMedia's 2017 Holiday Drives:

NEW YORK CARES WINTER WISHES

NEW YORK, NY
IHEARTMEDIA NEW YORK

For the second 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 200 handwritten letters from kids and teens requesting a specific toy or present they wanted or needed. Gifts were then distributed to New Settlement Community Campus in the Bronx.

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HOLIDAY GIFT WRAPPING PARTY

NEW YORK, NY
106.7 LITE-FM

On December 19, 2017, 106.7 Lite-FM hosted its annual toy wrapping party to benefit children being treated at various New York City hospitals. The station encouraged listeners to donate gifts and also to help wrap the collected items while artists performed holiday songs. In 2017, close to 400 listeners wrapped over 5,000 gifts for local children.

CHILDREN'S TRUST CHRISTMAS SHOPPING & HOLIDAY PARTY

IOWA CITY, IA
800KXIC

During the month of November 2017, AM 800 KXIC ran a campaign encouraging listeners to donate money or a new, unwrapped toy to benefit less fortunate kids in the Iowa City area. Proceeds from the drive benefited Hawkeye Area Community Action Program's Homeless Children's Trust. The holiday drive culminated with a Shopping & Holiday party on December 9, 2017 where 86 children and their parents

chose toys and gifts for the holidays. The event generated over \$2,000 in donations for HACP Homeless Children's Trust.

CHRISTMAS ANGELS

NASHVILLE, TN
101.1 THE BEAT

Starting November 20, 2017 through December 13, 2017, 101.1 The Beat partnered with Big Brothers Big Sisters of Middle Tennessee to present Christmas Angels. Listeners were asked to donate gifts for one of 17 local children who were "adopted" for the holidays. The program's goal was to help provide Christmas for kids on the waiting list for the local Big Brothers Big Sisters program. At the end of the promotion, 101.1 The Beat hosted a Christmas party where the children unwrapped their presents.

12 GUITARS OF CHRISTMAS

WEST PALM BEACH / FT. PIERCE, FL
98.7 THE GATE

98.7 The Gater held its 14th annual 12 Guitars of Christmas holiday event on December 14 to benefit Toys for Tots. On-air personalities Andy Preston, Tyson, Jodi Stewart and special guest Nicko McBrain of Iron Maiden 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 2017 12 Guitars of Christmas collected over 2,000 toys for children.

STUFF THE BUS

PANAMA CITY, FL
IHEARTMEDIA PANAMA CITY

In December, 96 Rock held its sixth annual Stuff The Bus holiday drive to benefit area families. The station's on-air host, Paco, broadcast remotely from the bus to encourage listeners to fill the vehicle with toys, shoes and food for local children. As a result of 96 Rock's efforts, over 14,500 toys were donated to Toys for Tots, over 1,500 pairs of shoes were donated to Shoes For Souls and over 6,000 pounds of food was donated to local backpack ministries that provide weekend food for children in need.

CHRISTMAS WISH

SAVANNAH, GA
98.7 THE RIVER

During December 2017, 98.7 The River hosted its 19th annual Christmas Wish campaign to provide holiday gifts to local families with loved ones undergoing cancer treatment holiday gifts. In 2017, the Christmas Wish campaign raised \$35,000 for 10 local families.

JINGLE JAM AND TOY RUN

WACO / KILLEEN, TX
102.5 THE BEAR

On December 9, 102.5 The Bear held its annual Jingle Jam and Toy Run to benefit Project Angel Tree, which provides Christmas for Central Texas children who have parents in prison. For the event, the station encouraged listeners to bring a new, unwrapped toy and donate \$10. In addition, 103.5 The Bear broadcast live during the event. Their efforts helped collect \$5,000 and 500 toys for Project Angel Tree.



HOLIDAY GIFT DRIVES

CONTINUED

THE BEAT BIKE GIVEAWAY

HOUSTON, TX

93.7 THE BEAT

For the month of November and December 2017, 93.7 The Beat partnered with A Better Kid Foundation and Hamp's Camp for the second annual The Beat Bike Giveaway event. The station asked listeners to visit the 93.7 The BEAT Website and share why their child needed a new bicycle. As part of their efforts, over 100 local children received new bikes.

CHRISTMAS FOR KIDS

DEFIANCE, OH

MIX 98.1

For the past 23 years, Mix 98.1 has held its annual Christmas for Kids to collect monetary donations and toys for families struggling during the holiday season. The campaign is a joint fundraising effort with the Marine Corps League and helps over 5,000 local children each year. In 2017, Mix 98.1 promoted the event on-air and online and encouraged listeners to drop off money or an unwrapped toy to one of several drive

locations. Their efforts helped raise over \$176,000 in cash and over \$200,000 in toy donations for children in six counties in Northwest Ohio.

COVER THE IE COLLECTION DRIVE

RIVERSIDE / SAN BERNADINO, CA

99.1 KGGI

On December 2–3, 99.1 KGGI hosted its 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 2017, the Cover The IE Collection Drive collected 750 items for the Water of Life Community Church.

ELF LOUISE CHRISTMAS PROJECT

SAN ANTONIO, TX

NEWS RADIO 1200 WOAI

News Radio 1200 WOAI partnered with the North Star Mall on December 1-2 for a radiothon and online auction to benefit the Elf Louise Christmas Project, a local non-profit organization that purchases and

delivers toys during the holiday season to Bexar County's less fortunate children. The station promoted the two-day broadcast on-air and online for the week prior to the event and encouraged listeners to donate. In 2017, the radiothon raised over \$230,000, which provided presents for more than 25,000 children.

PROJECT SANTA

OMAHA, NE

99.9 KGOR

From November 20 through December 10, 99.9 KGOR supported the annual Project Santa event to collect toys for the Open Door Mission homeless shelter. The station promoted the toy drive on-air, online and via social media and encouraged listeners to drop off new, unwrapped toys at four local businesses. Their efforts helped Open Door Mission collect almost 4,500 toys, which were wrapped and given to homeless and near-homeless children at a special Christmas party.

HOT TOY TOUR

MONTGOMERY, AL

HOT 105.7

On December 19, 2017, Hot 105.7 presented its Hot Toy tour. Hot 105.7 staff traveled the city of Montgomery, AL with a truck filled with toys and educational items and gave them away in various low-income neighborhoods to include community centers around the city. Miss Monique and The Lil Homie and promotions team members Ashley and Kenya assisted with 2 days of giveaways.

MS TURKEY DRIVE

JACKSON, MS

IHEARTMEDIA JACKSON

iHeartMedia Jackson stations held their 14th annual Turkey and Food Drive on November 18 to benefit Stewpot Community Services, a Jackson-based organization that provides food, clothing and shelter to local residents in need. On-air personalities from MISS 103, Hallelujah 95.5, 105.1 The River, Z-106.7 and AM 620 WJDX set up tents at a local

grocery store and encouraged listeners to drop off non-perishable food items and turkeys. In 12 hours, the 2017 Turkey Drive collected nearly 600 turkeys and enough food to feed over 400 families.

12 HOURS OF CHRISTMAS TOY DRIVE

JACKSON, MS

IHEARTMEDIA JACKSON

iHeartMedia Jackson held its annual 12 Hours of Christmas Toy Drive on December 18 to benefit the Good Samaritan Center in Jackson. During a live broadcast from a local Walmart, MISS 103, Hallelujah 95.5, 105.1 The River, Z-106.7 and AM 620 WJDX asked listeners to donate unwrapped toys for local children and non-perishable food items for families who needed assistance. Over 1,500 toys were collected during the 12-hour drive, and over \$5,000 of monetary donations were used to purchase food baskets for those in need.

TOYS FOR TOTS HOLIDAY DRIVE

PROVIDENCE, RI

IHEARTMEDIA PROVIDENCE

In December 2017, iHeartMedia Providence partnered with Cardi's Furniture and the U.S. Marines to collect Toys for Tots. iHeartMedia market stations promoted the drive throughout the holiday season and live broadcast from Cardi's stores on December 3 while collecting toys from generous listeners. The campaign collected 12 tractor trailer trucks of toys for needy kids.

HOLIDAY GIFT DRIVES

CONTINUED

EAST COUNTY TOY DRIVE

SAN DIEGO, CA

IHEARTMEDIA SAN DIEGO

In December 2017, KOGO-AM sponsored the East County Toy Drive in conjunction with the Salvation Army. In 2017, more than 16,000 toys were collected for underprivileged children. All seven iHeartRadio San Diego stations hosted a drive-through food drive at the local stadium parking lot where over 3,100 pounds of food was collected.

FREECEMBER CONCERT AND TOY DRIVE

SAN DIEGO, CA

CHANNEL 933

On December 2, Channel 933 hosted the FREEcember Concert and Toy Drive, an annual concert that grants free admission to all listeners who bring a brand-new, unwrapped toy for the Boys & Girls Clubs of San Diego County. The outdoor show featured performances from up-and-coming

artists Why Don't We and Alex Aiono. Channel 933's efforts helped collect over 500 toys for local children during the holiday season.

2ND ANNUAL ACOUSTIC CHRISTMAS SHOW

CORPUS CHRISTI, TX

IHEARTMEDIA CORPUS CHRISTI

KRYS/K99 hosted the 2nd Annual Acoustic Christmas Show at Brewster Street in Corpus Christi on December 6, 2017. Listeners were encouraged to bring toy donations in exchange for tickets to the show, which featured music from Country music performers Josh Turner and Joe Nichols. During the three-week period of the campaign, over 1,200 toys were collected for the US Marine Corp Toys for Tots campaign in Corpus Christi.

STUFF THE TRUCK FOR PROVIDENCE HOUSE

CLEVELAND, OH

NEWSRADIO WTAM 1100

Providence House is a crisis nursery that provides a safe living environment for hundreds of Cleveland children each year

whose parents may temporarily not be able to care for them. On October 3rd and October 4th, Newsradio WTAM 1100 held a Stuff The Truck for Providence House event and asked listeners to help stuff a box truck with diapers, child care supplies, toys, paper products, bottled water and other items the charitable organization desperately needed. The radio station collected more than \$8,500 in gift cards and filled an entire box truck with items for the nursery.

99.5 THE RIVER HOLIDAY PJ & TOY DRIVE

ALBANY, NY

99.5 THE RIVER

On December 9, 99.5 The River held its annual toy drive, expanded to include pajama donations. The annual drive was also promoted on-air across sister stations KISS 102.3 and 98.3 TRY and included a live remote broadcast from a local Walmart. Special guests Santa Claus, Mrs. Claus and Buddy the Elf made an appearance,

while pajama-clad 99.5 The River staff helped collect new, unwrapped toys and pajamas for kids to wear on Christmas Eve. During the event, over 1,000 toys and pajamas were collected and donated to local community organizations.

SANTA CAUSE

SARASOTA/BRADENTON/VENICE, FL
107.9 WSRZ

On December 15, 2017 107.9 WSRZ's Jones and Company hosted the 21st annual Santa Cause, a toy and fund drive to benefit The Safe Children's Coalition - Sarasota YMCA. During the drive, the station raised \$15,000 in cash and toy donations in just four hours. The donations benefited 1,200 children in Sarasota/Manatee and DeSoto counties who have come into the foster care system due to abuse, neglect, or abandonment.

TOYS FOR TOTS HOLIDAY TOY DRIVE

SARASOTA/BRADENTON/VENICE, FL
92.1 CTQ

On December 1, 92.1 CTQ partnered with Conley Buick GMC for their annual toy drive to benefit Toys for Tots. During the drive, they broadcast live for 12 hours at a local Walmart Supercenter and encouraged listeners to donate. The station's efforts helped collect over \$17,000 in cash and toys for local children.

OPERATION SANTA CLAUS

PHOENIX, AZ
KNIX-FM

Operation Santa Claus is an Arizona tradition and partnership between ABC15 and Sanderson Ford to collect food, toys, clothes and monetary donations for Arizona charities. iHeartMedia Phoenix partnered with Operation Santa Claus to help promote and participate in the fundraiser across all local Phoenix stations. The

supported charities included St. Mary's Food Bank Alliance, Ronald McDonald House Charities of Phoenix, Southwest Autism Research and Resource Center (SARRC) and Military Assistance Mission (MAM).

PROJECT ANGEL TREE TOY RUN

WACO/KILLEEN, TX
102.5 THE BEAR AND 107.3 THE FOX ROCKS

On December 9, 2017 iHeartMedia Waco's 102.5 The Bear and 107.3 The Fox Rocks promoted Project Angel Tree Toy Run, where riders were encouraged to bring a new, unwrapped toy or make a \$10 donation to Adam Smith's Harley Davidson of Waco off I-35. Riders were guaranteed free entry at the Jim Jam Concert that featured eight local bands. The event raised over \$5,000 in cash donations and over 500 toys donated to benefit local children in need in the community.

HOLIDAY GIFT DRIVES

CONTINUED

STUFF-A-BUS

CAPE COD, MA

IHEARTMEDIA CAPE COD

From December 8–10, iHeartMedia Cape Cod held its annual Stuff-A-Bus toy drive, which was a collaboration with Toys "R" Us and the U.S. Marine Corps Reserve. During the three-day event, the station broadcast for 60 hours and invited the community to bring an unwrapped toy to the bus to make a Cape Cod child's Christmas wish come true. The 2017 Stuff-A-Bus met iHeartMedia Cape Cod's goal of collecting 29,000 toys for local children for the holidays.

STUFF A BUS

MANCHESTER/PORTSMOUTH, NH

IHEARTMEDIA MANCHESTER/PORTSMOUTH

On December 2–4, iHeartMedia Manchester/Portsmouth partnered with WMUR-TV to host their annual Stuff-A-Bus event to benefit U.S. Marine Corps Reserve's Toys For Tots program. During live remotes from the event, the stations encouraged listeners to drop off new, unwrapped toys to be distributed as

Christmas gifts to community children in need. The three-day toy drive collected over 16,000 toys and over \$22,000 for the youth-serving organization

TOYS FOR TOTS DRIVE

JACKSONVILLE, FL

IHEARTMEDIA JACKSONVILLE

In December 2017, iHeartMedia Jacksonville supported the local 19th Street Charity and its efforts to collect toys for U.S. Marine Corps Reserve's Toys For Tots program. The stations encouraged listeners to donate new toys to 19th Street Charities' drop off locations for local children in need. Together, the community collected over 100 children's bicycles, raised more than \$10,000 and received 1,000 toys for children in the community.

PEANUT PUSH

MARIION, OH

1490 WMRN-AM

On December 2, 1490 WMRN-AM held its annual Peanut Push to benefit the Marion Junior Service Guild's Christmas

Clearinghouse. Local residents paid \$20 each to push a peanut across a downtown Marion street with their nose. As part of 1490 WMRN-AM's efforts, 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.

MO & SALLY'S 14TH ANNUAL DUELING TOY DRIVE

WEST PALM BEACH/FT. PIERCE, FL

KOOL 105.5

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 14th Annual Dueling Toy Drive. During the all-day event on December 9, Mo and Sally broadcast live from separate Toys "R" Us locations in a friendly competition to see who could collect the most new, unwrapped toys. In 2017, the morning show hosts collected over 3,000 toys, which were distributed as Christmas gifts to less fortunate children in the local community.

12 DAYS OF CHAOS

WEST PALM BEACH / FT. PIERCE, FL

REAL RADIO 94.3

In December 2017, Real Radio 94.3 held its annual 12 Days of Chaos to benefit the U.S. Marine Corps Reserve Toys for Tots program. The campaign featured 12 days of grand prize on-air giveaways and culminated in the station's annual holiday party hosted by on-air personalities from The Love Doctors, where winners picked up their prizes. Real Radio 94.3 also gave away a trip to Cancun at the party, and attendees received one entry for the Cancun giveaway for every toy they brought for Toys for Tots. In 2017, 12 Days of Chaos helped the station collect over 1,500 toys for local children.



2017 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 2017, President of Entertainment Enterprises John Sykes was honored by the Green Schools Alliance and received the Champion of Change Award, and iHeartMedia personalities Bobby Bones and Sean Hannity were inducted into the National Radio Hall of Fame.

In 2017, a number of local iHeartMedia radio stations received awards and recognition for efforts in their communities.



GREEN SCHOOLS ALLIANCE CHAMPION OF CHANGE AWARD

In 2017, iHeartMedia President of Entertainment Enterprises John Sykes was honored by the Green Schools Alliance, an organization that connects and empowers schools worldwide to lead the transformation to a sustainable future. John Sykes received the Green Schools Alliance Champion of Change Award, which celebrates the extraordinary accomplishments of an individual whose dedication and commitment to business and philanthropy alters the course of our world and empowers others to serve as "change agents" in their own communities.

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The fundraising event took place in NYC on April 20 and raised over \$500,000 to support the work of the Green Schools Alliance.





THE NATIONAL RADIO HALL OF FAME

Since 1988, The National Radio Hall of Fame has recognized and showcased radio talent from diverse programming formats and celebrates broadcasters who have helped shape radio from the very beginning. In 2017, iHeartMedia syndicated personalities Bobby Bones and Sean Hannity were inducted into the National Radio Hall of Fame.

BOBBY BONES

In 2017, Bobby Bones was the youngest personality to be elected into the National Radio Hall of Fame. When The Bobby Bones Show debuted in Austin in 2002,

it quickly became the city's top-rated morning show.

The Bobby Bones Show joined Premiere Networks' national lineup in 2011 and was nationally syndicated on CHR radio until February 2013 when the program transitioned to a Country format. Today, the program originates from WSIX in Nashville and can be heard on more than 100 Country radio stations nationwide by millions of listeners.

The program was honored with its third ACM Award in 2018 for "National On-Air Personality of the Year," following a 2017

CMA Award in the same category. Bobby was voted "Best Radio DJ" by readers of The Tennessean in 2013, 2014 and 2015 and he made Nashville Lifestyles' "25 Most Beautiful People" list in 2013.

SEAN HANNITY

In 2017, Sean Hannity was inducted into the National Radio Hall of Fame for his work on The Sean Hannity Show. Sean Hannity is a multimedia superstar, spending four hours a day, every day, reaching out to millions of Americans on radio, television and the Internet.

Nationally syndicated by Premiere Networks, The Sean Hannity Show is heard by 14 million loyal listeners each week. Hannity is the second most-listened-to talk show host in America, according to Talkers magazine. Hannity has been the recipient of two Marconi Awards for "Network/Syndicated Personality of the Year," and is a three-time consecutive winner of the Radio & Records "National Talk Show Host of The Year" award.

Hannity has also authored three #1 The New York Times bestsellers: Let Freedom Ring, Deliver Us from Evil and Conservative Victory.



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 2017, 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.

STATION NAME	MARKET	AWARD
WMAN News Radio	Ashland-Mansfield, OH	Earth Stewardship Celebration
99.1 WQIK (WQIK-FM)	Jacksonville, FL	VOID Magazine: Best Radio Station
107.9 WSRZ	Sarasota/Bradenton/Venice, FL	Terumo BCT Award for Pints for Play Blood Drive
iHeartMedia Farmington	Farmington, NM	Salvation Army Community Service Award
iHeartCommunities Hartford & New Haven	Hartford, CT	Connecticut General Assembly: Good Citizen Award (Renee DiNino)
Inspiration 1390	Chicago, IL	Illinois Broadcasters Association: Silver Dome Award for Best Radio Station Community Service
106 WCOD	Cape Cod, MA	Hyannis Chamber of Commerce: Community Award
96.3 KHEY Country	EI Paso, TX	The City Magazine: Radio Station of the Year
KTST	Oklahoma City, OK	Oklahoma Association of Broadcasters: Best PSA
98.7 The River	Savannah, GA	Georgia Medical Society: "Healthcare Hero"
iHeartMedia Marion	Marion, OH	Red Cross Hero Award

STATION NAME	MARKET	AWARD
NewsRadio 920/94HJY/B101/Coast 93.3	Providence, RI	Rhode Island Radio Hall of Fame: Broadcaster of the Year
NewsRadio WTAM 1100	Cleveland, OH	U.S. Marshals Service Awarded: Outstanding Community Partner Award in 2016
iHeartMedia Fort Smith	Fort Smith	United Way: "Media Voice" Award
iHeartMedia West Palm Beach	West Palm Beach/Ft. Pierce, FL	Autism Speaks Foundation: Media Partner of the Year
1040 WHO	Des Moines, IA	Midwest Broadcast Journalism Association: Sevareid Award
102.3 WSUS	Sussex, NJ	New Jersey Broadcasters Hall of Fame (Steve Andrews)
93.9 The Lite	Chicago, IL	Illinois Broadcasters Association: Silver Dome Award for Best Radio PSA
KOGO AM	San Diego, CA	Southern California Radio Television Association: Golden Mike Award (Phil Farrar)
Premiere Networks	National	National Radio Hall of Fame: Music Format On-Air Personality (Bobby Bones)
Premiere Networks	National	National Radio Hall of Fame: Spoken Word On-Air Personality (Bill Handel)
Premiere Networks	National	National Radio Hall of Fame: Active Network/Syndication (Sean Hannity)

MUSIC DEVELOPMENT

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

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 cities 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, five new tracks per format are featured in new music spots that run in national inventory across format-appropriate iHeartRadio digital stations. The songs run in their entirety 3-4 times per day across all format relevant digital streams online, helping to build impressions and artist familiarity. In 2017, iHeartMedia executed 545 Digital Artist Integration Programs.

ON THE VERGE

iHeartMedia's "On The Verge" Artist program promotes key tracks and artists that iHeartMedia programmers are excited

with Macy's to select 10 emerging artists to present to fans across America. Full artist biographies, music tracks and videos are made available online to help fans choose their favorite artist. The program, designed to support unsigned and independent artists, is featured on hundreds of iHeartMedia radio stations across the country and includes exposure on all of iHeartMedia's platforms including on-air, digital, social, press, events, etc. Artists receive on-air, digital, social and Macy's in-store support throughout the campaign, in addition to being featured on iHeartRadio's digital station, MSTYLE Radio, which is broadcast daily in all Macy's stores nationwide. Additionally, the Top 10 contestants will play a Rising Star concert in their hometown. The program has also aligned past winners with larger partnerships with Macy's, including being featured in national Macy's television commercials and performing in the Macy's Thanksgiving Day parade.

LIST OF 2017 AIP ARTISTS

Blink-182	Tucker Beathard	Lauren Alaina
Kehlani	Bebe Rexha	Caroline Jones
Ryan Adams	Jonathan Ellison	Pitbull
Spoon	Trey Songz	Midland
Idina Menzel	Paramore	Wale
Chris Stapleton	Zac Brown Band	MisterWives
New Kids on the Block	All Time Low	Luke Combs
Fifth Harmony	Lindsay Ell	Bob Seger
Miranda Lambert	Stone Sour	Lady Antebellum
Sevyn Streeter	Meek Mill	Sheryl Crow
Brett Eldredge	DJ Envy	Thomas Rhett
The National	Foo Fighters	Dustin Lynch
Tank	A Boogie wit da Hoodie	Miley Cyrus
Shania Twain	Gucci Mane	Beck
Kelly Clarkson	Ty Dolla \$ign	Francis and the Lights
Blake Shelton	U2	Andra Day
Luke Bryan	K. Michelle	Fergie
DVSN		

2017 MACY'S iHEARTRADIO RISING STAR

The "Macy's iHeartRadio Rising Star" campaign is a nationwide search for new music in which iHeartMedia industry experts join with Macy's to select 10 emerging artists to present to fans across America. Full artist biographies, music tracks and videos are made available online to help fans choose their favorite artist. The program, designed to support unsigned and independent artists, is featured on hundreds of iHeartMedia radio stations across the country and includes exposure on all of iHeartMedia's platforms including on-air, digital, social, press, events, etc. Artists receive on-air, digital, social and Macy's in-store support throughout the campaign, in addition to being featured on iHeartRadio's digital station, MSTYLE Radio, which is broadcast daily in all Macy's stores nationwide. Additionally, the Top 10 contestants will play a Rising Star concert in their hometown. The program has also aligned past winners with larger partnerships with Macy's, including being featured in national Macy's television commercials and performing in the Macy's Thanksgiving Day parade.

LIST OF 2017 ON THE VERGE ARTISTS

Rag'n'Bone Man	Bibi Bourelly	Julia Michaels
Russ	Luke Combs	Lecrae
Ocean Park Standoff	Sir Sly	Carly Pearce
WizKid	SZA	Sleeping With Sirens
24HRS	Devin Dawson	MAJOR.

LOCAL ADVISORY BOARDS

Local Advisory Boards (LABs) play an integral role in guiding iHeartMedia's support of the most relevant issues impacting individual communities.

Quarterly or bi-annual LAB meetings bring together a group of community representatives with broad-based expertise and are designed to serve as a forum for iHeartMedia executives, local communities, government and educational leaders to discuss issues and solutions in an open, collegial environment. The diverse boards in each market carefully monitor public opinion and assist iHeartMedia teams in identifying and implementing projects that enable meaningful public service in each community.

For over 10 years, these Local Advisory Boards have improved iHeartMedia's ability to effectively collaborate with community partners to meet important local needs.

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LOCAL ADVISORY BOARD MEMBER SPOTLIGHT

BRENDA PALMS BARBER

EXECUTIVE DIRECTOR
NORTH LAWNDALE EMPLOYMENT NETWORK
CHIEF EXECUTIVE OFFICE
SWEET BEGINNINGS, LLC
CHICAGO, IL
LAB MEMBER SINCE 2017 (1 YEAR)

"As a new member of the Local Advisory Board for iHeartMedia Chicago, it quickly became evident that iHeartMedia is very strategic about creating a diverse and dynamic group of committed leaders designed to give advice and exchange with one another."

MICHELE ANTHONY

EXECUTIVE DIRECTOR
NATIONAL KIDNEY FOUNDATION
WASHINGTON, DC
LAB MEMBER SINCE 2010 (8 YEARS)

"The iHeartMedia Local Advisory Board is a vital institution in the Washington, DC area. The LAB provides a forum for community leaders and non-profit organizations to come together with the iHeartMedia DC staff to discuss pressing needs in the community. The National Kidney Foundation has been a part of the Local Advisory Board and a recipient of multiple media campaigns for the past eight years. iHeartMedia has consistently demonstrated its commitment to strengthening communities and supporting the development of the individuals that make up our local neighborhoods."



BRENDA
PALMS
BARBER



MICHELE
ANTHONY



BRITTNEY
HAMILTON



LEE
MATTHEWS



KATHY
YEAGER



PATTY
GREENE

BRITTNEY HAMILTON

EXECUTIVE DIRECTOR
OPERATION WARD 57

SEATTLE, WA
LAB MEMBER SINCE 2014 (3 YEARS)

"I am grateful for the invitation I received in 2014 to join the Local Advisory Board as the spokesperson for Veterans and their families through Operation Ward 57. I look forward to continuing the partnership with iHeartMedia and the LAB and working collaboratively."

LEE MATTHEWS

DIRECTOR OF PUBLIC
SERVICE PROGRAMMING
IHEARTMEDIA OKLAHOMA CITY

OKLAHOMA CITY, OK
LAB MEMBER SINCE 2006 (11 YEARS)

"As the news talk leader in the Oklahoma City Metro area, it is important to stay connected to the issues that are important to the community, especially for a community as diverse as Oklahoma City."

KATHY YEAGER

FOUNDER, "WATER 4" PROJECT

OKLAHOMA CITY, OK
LAB MEMBER SINCE 2006 (11 YEARS)

"It is so important for radio to be in touch with the local community not only in times of crisis but in times of service. I feel like I am helping the Oklahoma City Metro area get to know itself better by participating in iHeartMedia's Local Advisory Boards."

PATTY GREENE

MANAGER, COMMUNITY AFFAIRS
& GRASSROOTS, SOUTHWEST AIRLINES

CHICAGO, IL
MEMBER SINCE 2014 (3 YEARS)

"I love serving on iHeartMedia's Local Advisory Board. It's a dedicated and dynamic group of diverse leaders who come together to focus on the challenges facing our communities and work together to develop possible solutions. The discussions are lively and demonstrate the passion that the board members have for our city and its residents, particularly those who are the most vulnerable."



IHEARTMEDIA'S INDUSTRY-LEADING ON-AIR PERSONALITIES

iHeartMedia's most popular on-air radio personalities are active members of local communities across the nation and have a rich history of connecting to listeners within their communities. 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 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.

CODY ALAN

VARIOUS ORGANIZATIONS

Cody Alan is dedicated to giving back and supports many charitable causes. In 2017, the radio and TV personality hosted the Opry's "Country Goes Pink" night for breast cancer awareness, and he joined Nick Cannon on stage to host the Children's Miracle Network Hospitals Momentum Celebration in Orlando. After the Route 91 tragedy in Las Vegas, Cody traveled to Vegas to visit and thank first responders with artist Cole Swindell. Joining with Country artists in Nashville, Cody's interviews brought fans inside the Country

Rising benefit concert, which raised more than four million dollars to support charitable initiatives for those affected by the September 2017 hurricanes as well as victims of the Las Vegas shooting. Cody also hosted major GLAAD charity events in 2017, including the Nashville Concert for Love and Acceptance and the GLAAD Atlanta Gala. Cody's philanthropic efforts extend as a speaker to many academic groups, and regular involvement with CMT's charity initiative, CMT One Country.

Ty Herndon's

THE 2017 CONCERT TOUR



glad



GLENN BECK

MERCURY ONE

Glenn Beck created the nonprofit Mercury One to reflect his belief in the individual, self-determination, free enterprise and the essential need for faith. Through The Glenn Beck Program and premier outreach events such as Restoring Courage, Restoring Love, Man in the Moon and Restoring Unity, Glenn and the team at Mercury One raise monetary donations and supplies used for disaster relief, veterans, combating human trafficking and the persecution of religious minorities around the world, preserving history and empowering individuals, families and communities across the country.

In early September 2017, Glenn and Mercury One traveled to Galveston, TX with 1.2 tons of food, diapers, water and supplies for the residents of Galveston country and Houston, where flooding had devastated communities. The non-profit also supported water rescues, food, aid relief, clean-up and rebuilding support throughout Texas, Florida and Puerto Rico during the 2017 hurricane season.

Additionally, the non-profit continued its work with The Nazarene Fund rescuing, restoring and rebuilding the lives of Christians and other persecuted religious minorities in the Middle East. By December 2017, it had provided humanitarian relief to more than 35,000 refugees, helped to rehome in country more than 5,400 individuals, resettled more than 8,200 refugees who had fled their homes and rescued more than 100 women and children who had been captured and enslaved by ISIS.

Mercury One also supported education and leadership training for more than 1,000 high school and college-aged students and, in partnership with Folds of Honor and Milestone Electric, raised more than \$1 million to support children and families of fallen and disabled servicemen and women with educational scholarships.



BIG BOY

TOGETHER IN HIS ARMS & VARIOUS ORGANIZATIONS

Big Boy is a long-time supporter of Together in His Arms, which provides support for families who have lost a child and helps pay the family's bills during their time of mourning. In 2017, Big Boy once again offered a line of "Hellooo" holiday sweaters and T-shirts to benefit the organization. He also hosted a donation drive in September called Big's Kids, which benefitted hurricane relief and local charities.

In addition, Big Boy participated in the Kingdom Day Parade in Los Angeles, which celebrates the life and legacy of Dr. Martin

Luther King Jr. With a parade theme of "When They Go Low, We Go High," Big gave high fives, hugs and danced with the crowd throughout the entire parade. Finally, Big Boy was a part of the 5th Annual Compton Toy Giveaway for children, which featured snow for the kids to play in, a petting zoo, pictures with Santa, free food and a live performance from DJ Quick.



BOBBY BONES

ST. JUDE CHILDREN'S RESEARCH HOSPITAL & OTHER ORGANIZATIONS

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 has helped raise nearly \$8 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, both of which feature 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 non-profit 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.

In 2017, The Bobby Bones Show raised \$275,000 to benefit the Hurricane Harvey and Irma relief efforts of the American Red Cross. Part of those proceeds were raised through the program's annual "Joy Week" celebration, which inspires, influences and encourages people to spread happiness and do good things for others. The special, week-long broadcast, which also supports St. Jude, raises funds through the sale of "Pimpin Joy" merchandise.

Lastly, The Bobby Bones Show enlisted the Country music community and its audience to help those affected by the Las Vegas shooting, raising \$200,000 through the sale of limited-edition Love > Hate apparel.



THE BREAKFAST CLUB

#CHANGE4CHANGE RATHOTHON

iHeartMedia's The Breakfast Club, the popular morning show syndicated on Hip-Hop and R&B stations nationwide, continually uses its massive platform to bring attention to important and timely issues and causes. In 2017, the show focused on racial inequality and raised over \$800,000 during the #Change4Change radiothon that took place on Thursday, November 16, 2017. The Breakfast Club's #Change4Change radiothon featured on-air personalities DJ Envy, Angela Yee and Charlamagne Tha God who

encouraged listeners to donate and support The Gathering for Justice, a charity that sponsors movements such as The Women's March, Justice League NYC and Colin Kaepernick's Know Your Rights Camp.

The radiothon received support from thousands of listeners across the country, as well as a variety of organizations and artists including The Marshall Mathers Foundation, Diddy, DJ Khaled, will.i.am and Kevin Hart.



DELILAH

POINT HOPE

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

education and access to medical care, Point Hope also oversees a fresh water distribution service for the needs of more than 30,000 Ghanaian residents unable to access potable water. Delilah made her 30th trip to Ghana in 2017 and celebrated her 13-year commitment to Point Hope by hosting the third-annual Farm-To-Table dinner fundraiser for 60 people at her home in Seattle. iHeartMedia supported Delilah's philanthropic efforts in 2017 through national on-air programming and digital resources.



ELVIS DURAN

VARIOUS ORGANIZATIONS

Elvis Duran is a committed philanthropist with several causes close to his heart. He currently serves as co-chair of Rosie's Theater Kids, an organization that brings enrichment through the arts to underprivileged Manhattan children, and 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 2017, HealthCorps®, a national non-profit that builds resilience in America's youth through innovative health and wellness education, honored Duran for

his advocacy work on children's health, anti-bullying and mental resilience. Also in 2017, Duran and his morning show crew supported numerous charitable causes and foundations, including New York's Lesbian, Gay, Bisexual & Transgender Community Center, a one-of-a-kind organization that empowers community members to lead healthy, successful lives; 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, the morning show has raised more than \$30,000 via DonorsChoose.org/Elvis. In addition, Duran is a partner to Musicians On Call, which brings live and recorded music to the bedsides of patients in healthcare facilities.



STEVE HARVEY

THE STEVE AND MARJORIE HARVEY FOUNDATION

The mission of The Steve and Marjorie Harvey Foundation is to ensure that the needs of the whole child are met through the development of programs and support of community-based organizations that foster excellence in the areas of health, education and social well-being within urban and ethnically diverse communities. The two cornerstone programs are The Steve Harvey Mentoring Program for Young Men, which aims to share, teach and demonstrate the principles of manhood to young men; and the Girls Who Rule The World Mentoring Weekend, a program designed by Marjorie Harvey to enhance the development of young girls and expose them to the benefits and importance of positive self-image, responsible personal conduct and self-respect. In 2017, these programs mentored hundreds of young adults in cities across the country, and iHeartMedia supported the effort with national sponsor integrations, on-air

promotions and programming. Thanks to the Foundation, these young adults are part of a monthly follow-up program that encourages and inspires their continued growth, education and success. In addition, mentees from the Girls Who Rule The World program traveled to Peru with Girls Going Global—an international travel camp which combines education, adventure and service to create transformative experiences.

In addition, the Foundation and Premiere Networks partnered to give away 8,000 turkeys as part of The Steve Harvey Morning Show Annual Turkey Give. Affiliates of the national radio program gave the turkeys away to help the less fortunate celebrate the Thanksgiving holiday. Since the Turkey Give was launched in 2009, nearly 60,000 turkeys have been distributed.



JOHNJAY AND RICH

#LOVEUP FOUNDATION

In 2017, The Johnjay and Rich Show continued its work with the Johnjay and Rich #LoveUp Foundation, a non-profit organization that strives to improve the quality of life for the most vulnerable children in our communities, with a primary focus on 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 donations and community grants. In 2017, the #LoveUp Foundation treated nearly 2,000 foster children to special events and experiences such as trips to Universal Studios, the Arizona State Fair, a Star Wars movie premiere and a spectacular Christmas party.

180

Johnjay and Rich closed out 2017 by helping families in need across the U.S. celebrate the holidays with their 16th

annual Christmas Wish program. The finale 2017 Christmas Wish culminated with the presentation of a new Ford Fusion to a struggling young mother providing kinship foster care to three young girls. Throughout the year, Johnjay and Rich also raised funds for #LoveUp's sister foundation, #LovePup, by hosting adoption and fundraising events. To date, more than 500 rescue dogs have found forever homes through #LovePup's ongoing efforts.

In addition to serving children and animals, Johnjay and Rich raised over \$52,000 through t-shirt sales for Hurricane Harvey relief and the victims of the Las Vegas concert shooting.



RYAN SEACREST

THE RYAN SEACREST FOUNDATION

Over a dinner with his family, iHeartMedia radio personality Ryan Seacrest decided he wanted to create a foundation that would lift the spirits of hospitalized kids and their families. Along with his parents and sister Meredith, he created the Ryan Seacrest Foundation, a non-profit 501(c)(3) organization dedicated to inspiring today's youth through entertainment and education-focused initiatives. The foundation's main initiative is to build broadcast media centers, named Seacrest Studios, within pediatric hospitals for patients to explore the creative realms of radio, television and new media. Today, the Ryan Seacrest Foundation operates 10 studios across

the country in children's hospitals in Atlanta, Boston, Charlotte, Cincinnati, Dallas, Denver, Nashville, Orange County, Philadelphia and Washington D.C. Ed Sheeran, Halsey, Charlie Puth, Katy Perry, Niall Horan, Dierks Bentley and Liam Payne are just a few of the music artists who visited during 2017 and met with patients.

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





LOCAL STATION HIGHLIGHTS

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

MEDIA INVENTORY

in the form of radio and digital PSAs or billboard inventory

TAKING ACTION

in communities facing disasters

CHAMPIONING THE MISSIONS

of various nonprofit 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

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

From November 15 to December 23, 810 and 103.1 News Radio WGY asked listeners to donate to their 38th annual WGY Christmas Wish program, which distributed donations to aid local non-profit children's organizations. Donations were collected at various sponsor locations, online, at a special live broadcast Breakfast with Santa event and during a morning-long radiothon hosted by morning show personalities Chuck and Kelly. In 2017, the WGY Christmas Wish program raised over \$100,000 and distributed grants to more than 100 organizations in the community. The event has raised more than \$3.3 million since 1979 to help local children in need.

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

810 & 103.1 News Radio WGY and 99.5 are longtime supporters of The Children's Hospital at Albany Medical Center. On May 4 and 5, the stations hosted the annual Children's Miracle Network Radiothon. This two-day event featured interviews with patients, families and medical staff to help educate listeners on how the hospital can help children in the community. In 2018, the Children's Miracle Network Radiothon raised more than \$265,000 for The Children's Hospital at Albany Medical Center.

PAY LESS FOR THE DRESS**ALBANY, NY****99.5 THE RIVER**

99.5 The River teamed up with local dry cleaner Best Cleaners to collect gently used formal dresses for their Pay Less for the Dress event at Proctors Theatre on March 19. Best Cleaners cleaned all donated dresses, and Capital Region residents were charged just \$9.95 to purchase an affordable dress for prom. In 2017, over \$4,500 was raised for the Children's Hospital at Albany Medical Center and Proctors Theatre's Education Scholarship Fund.

COMBAT CANCER WITH 99.5 THE RIVER**ALBANY, NY****99.5 THE RIVER**

In October 2017, 99.5 The River partnered with the Susan G. Komen foundation to raise community awareness of breast cancer treatment, prevention and resources. The month-long campaign kicked off at the Komen Northeastern New York Race for the Cure where on-air personalities broadcasted live from several local locations with the station's pink camouflage River Combat Cancer Van. During the live weekly broadcasts, hosts encouraged listeners to donate in tribute to someone special in their lives, as well as sign the River Combat Cancer Van in memory of a loved one. In 2017, Combat Cancer with 99.5 The River raised over \$2,500 for Susan G. Komen of Northeastern New York.

99.5 THE RIVER**HOLIDAY PJ & TOY DRIVE****ALBANY, NY****99.5 THE RIVER**

On December 9, 99.5 The River held their annual toy drive, which they expanded to include pajama donations. The annual drive was also promoted on-air across sister stations KISS 102.3 and 98.3 TRY and included a live remote broadcast from a local Walmart. Special guests Santa Claus, Mrs. Claus and Buddy the Elf made an appearance, while pajama-clad 99.5 The River staff helped collect new, unwrapped toys and pajamas for kids to wear on Christmas Eve. During the event, over 1,000 toys and pajamas were collected and donated to local community organizations.

U.S. MARINE CORPS RESERVE TOYS FOR TOTS**ALBANY, NY****PYX 106**

In October 2017, PYX 106 hosted the Toys for Tots Bike Run, which kicked off their annual Toys for Tots campaign. On-air personality John Cooper participated alongside more than 700 community members who brought a new, unwrapped toy or a \$10 donation. During the holiday season, PYX 106 also encouraged listeners to visit the station website to learn where they could donate a toy. The station, led by midday host Dr. John, also took part in the Toys for Tots Holiday Train on December 3, where toys were transported by train to local communities. In 2017, PYX 106 helped collect thousands of toys and raised over \$10,000 for the Capital Region Toys for Tots foundation.

LEATHERSTOCKING HONOR FLIGHTS

ALBANY, NY

PYX 106 & 810 & 103.1 NEWS RADIO WGY

For the past four years, PYX 106 and 810 and 103.1 News Radio WGY have sponsored the Leatherstocking Honor Flights program, which provides World War II and Korean War veterans with free one-day trips to Washington, DC to experience the memorials. The stations promote the program annually on Memorial Day and Fourth of July weekends and encourage listeners to make online donations to help fund upcoming Honor Flights. WGY weekend morning show host Joe Gallagher broadcasts live from Albany International Airport the day of the flights, which takes place throughout the year and include a ceremony for the veterans and their families. In addition, PYX 106's Dr. John volunteers as a guardian for a veteran and is on the committee that organizes the trips. In 2017, over 100 veterans went on Honor Flights.

VETS "ROCK" PYX 106 ON VETERANS DAY

ALBANY, NY

PYX 106

PYX 106 observed Veterans Day with a special broadcast featuring military servicemen and women from the Capital Region. Prior to the event, PYX 106 encouraged local veterans to visit the station website and submit why they wanted to be a guest DJ on PYX 106. On November 11, the station chose 11 local military servicemen and women — including a husband and wife

team — to host the station's programming, music and conversational topics for the day, as well as share stories about their time in Vietnam, Iraq and Afghanistan.

STARS FOR OUR TROOPS PROGRAM WITH PYX 106

ALBANY, NY

PYX 106

PYX 106 invited listeners throughout the year to volunteer their time to help Stars For Our Troops, an organization that removes stars from retired U.S. flags and sends them to active service members. As in years past, PYX 106 provided office space where listeners, PYX 106 staff and additional community members carefully removed and packaged the stars. With PYX 106's assistance, Stars For Our Troops has distributed thousands of star packages to active military around the world.

BARK & BREW

ALBANY, NY

WILD COUNTRY 99.9

Wild Country 99.9 was the media sponsor for the sixth annual Bark & Brew event on September 23. The station promoted the event on-air, online and via social media and provided music on-site during the event, which also featured dog-friendly vendors and activities throughout the day. Proceeds from the 2017 Bark & Brew benefited local animal shelters and rescue organizations.



99.5 THE RIVER & 98.3 TRY PET OF THE WEEK

ALBANY, NY

99.5 THE RIVER & 98.3 TRY

For the third consecutive year, 99.5 The River's Kevin and Shanna and 98.3 TRY's Jaime Roberts invited the Mohawk Humane Society to bring an adoptable pet to iHeartMedia Albany's studios each week. During the segments, the hosts encouraged listeners to adopt the animals and promoted other animals the Mohawk Humane Society had available for adoption. The pets were also featured in videos posted on the stations' websites. In 2017, 48 animals were placed with adoptive families.

ALBANY LATINFEST

ALBANY, NY

KISS 102.3

KISS 102.3 was the media sponsor for Albany LatinFest, a free family-oriented festival with musical performances highlighting and celebrating the diversity of Hispanic musical genres and culture. The August 26 all-day event also featured a wide array of food; arts and crafts vendors; children's amusements; and community, government and business information booths. KISS 102.3 brought musical act and Disney star Jorge Blanco to perform on the Albany LatinFest main stage.

SANTA SPEEDO SPRINT

ALBANY, NY

KISS 102.3

On December 16, KISS 102.3 supported the 12th annual Santa Speedo Sprint, an 800-meter run that raises funds for the

Albany Damien Center and the HIV / AIDS program at Albany Medical Center. Runners are encouraged — but not required — to wear speedos and dress in festive holiday gear as they run through the streets of Albany on a cold December day. The station promoted the sprint on-air, online and via social media and helped the Santa Speedo Sprint raise \$14,000.

REAL MEN WEAR PINK CAMPAIGN

ALLENTOWN, PA

B104

In October, B104 morning show host Mike Kelly participated in the American Cancer Society's 2017 Real Men Wear Pink campaign. He attended numerous PINK events throughout the month and committed to wearing pink every day to help raise awareness among women about the effects of breast cancer. With the support of morning show co-host Steph Wells and the B104 team, Kelly helped the American Cancer Society raise \$72,000 in October.

ANIMALS IN DISTRESS RADIOTHON 2017

ALLENTOWN, PA

NEWSRADIO 790 WAEB

The NewsRadio 790 WAEB and morning show host Bobby Gunther Walsh held a radiothon July 10 - 14 to benefit Animals in Distress, a no-kill animal shelter in Coopersburg, Pennsylvania. During the event, the station shared stories from the shelter and had special matching hours where listeners could double their donations. On July 15 and 16, the morning show host went on location for special

wrap-up broadcasts at client events and the shelter. In 2017, the radiothon raised almost \$142,000 for the Animals in Distress shelter, which was a record for the annual event.

MUSCULAR DYSTROPHY ASSOCIATION OF THE GREATER LEHIGH VALLEY

ALLENTOWN, PA

95.1 ZZO

In 2017, 95.1 ZZO teamed with the Trans-Siberian Orchestra, which donates \$1 from every concert ticket sold to local charities, to help the Muscular Dystrophy Association of the Greater Lehigh Valley. The orchestra's November 18 concert at the PPL Center in Allentown raised over \$8,100 for the non-profit organization. The donation will be used to send Lehigh Valley children to MDA Summer Camp in June of 2018.

THE KISS COUNTRY CARES FOR KIDS RATIOTHON

ASHEVILLE, NC

99.9 KISS COUNTRY

99.9 Kiss Country hosted their ninth annual Kiss Country Cares for Kids Radiothon on February 17 and 18, which benefited the local Mission Children's Hospital. Morning show hosts Eddie Foxx and Sharon Green broadcasted live and shared stories of the hospital's lifesaving pediatric care. The 2017 radiothon raised over \$95,000, bringing the nine-year total to nearly \$1.4 million.

TALKIN' TRIBE LUNCH

ASHLAND/MANSFIELD, OH

WMAN AM & FM

On February 6, News Radio WMAN sponsored the annual Talkin' Tribe Lunch to benefit Friendly House, a local United Way agency community center that provides low-cost recreational, educational and other programs to residents. The event, which was hosted by Cleveland Indians broadcast team Rusty Cates and Tommy Barnes, featured an auction of Cleveland Indians memorabilia. In 2017, over 150 residents attended the luncheon, which raised over \$1,100 for Friendly House.

COUNTRY CARES FOR ST. JUDE KIDS RADIOTHON

ASHLAND-MANSFIELD, OH

101.3 WNCO

On February 2 and 3, 101.3 WNCO held their 12th Country Cares for St. Jude Kids Radiothon. Throughout the two-day event, the station highlighted national and local examples of families who have benefited from the pediatric research and care facility's efforts. Station personalities Matt Appleby and Kelly Sheehan helped raise over \$45,000 during the 2017 radiothon.

ADOPT A PINK DUCK FOR JUST FIVE BUCKS

ASHLAND-MANSFIELD, OH

IHEARTMEDIA ASHLAND-MANSFIELD

iHeartMedia stations in the Ashland-Mansfield market partnered with Baker's Collision in October 2017 for the Adopt a Duck for Just Five Bucks fundraiser to benefit the Pat Kracker Breast Cancer

Fund of Richland County. The fund was established in memory of Mansfield resident Pat Kracker to encourage breast cancer early detection, refer women to breast cancer assistance organizations, and help Richland County residents with breast-cancer-related expenses. The stations encouraged listeners to adopt a Pink Duck from local sponsors and to post pictures of their pink ducks on social media to create awareness. iHeartMedia Ashland-Mansfield's efforts helped raise over \$4,500 for Pat Kracker Breast Cancer Fund.

FAKE-A-PALOOZA 3

BAKERSFIELD, CA

98.5 THE FOX

98.5 The Fox held their third annual Fake-A-Palooza music festival on August 26 featuring tribute bands Jumping Jack Flash, The Who Show, Generation Idol and local band the Aviators. A portion of the proceeds from the festival was donated to the Bakersfield Police Activities League, a local non-profit specializing in programs to assist at-risk youth. 98.5 The Fox's on-air personality Mike Bell hosted the event, which had over 1,500 attendees and raised \$1,000 for Bakersfield Police Activities League.



KID FEST 2017**BEAUMONT, TX****IHEARTMEDIA BEAUMONT**

On June 10, 2017, iHeartMedia Beaumont partnered with a local Valero winery for Kid Fest 2017, an event dedicated to family fun in Southeast Texas that includes booths with children's activities, entertainment on the Kid Fest stage and free hot dogs for children. The stations promoted the free festival on-air and approximately 3,500 parents and children attended Kid Fest in 2017.

**HOOPS 2 HELP 3 ON 3
BASKETBALL TOURNAMENT****BRYAN, TX****103.1 KISS FM & MIX 104.7**

On June 10, 103.1 KISS FM and Mix 104.7 partnered with the Brazos Valley Association of Realtors for a Hoops 2 Help 3 on 3 Basketball Tournament to benefit the Boys & Girls Club of Brazos Valley. The stations promoted the event on-air and encouraged listeners to sign up for the tournament. 103.1 KISS FM Program Director Ashlee served as the emcee for the tournament, which featured 12 teams and a \$10,000 shot contest. During the tournament, 103.1 KISS FM and Mix 104.7 also presented the Boys & Girls Club with a \$5,000 check raised from their total proceeds and charitable donations.

**HURRICANE HARVEY
DONATION DRIVE****BRYAN, TX****AGGIE 96**

In August 2017, Hurricane Harvey devastated parts of the southern United States and south Texas. Aggie 96 partnered with the Ranch Harley Davidson dealership in College Station to collect cleaning supplies, food, clothing, school supplies and more to help those in need. The station broadcasted live from the dealership several times a week to encourage donations and asked listeners to also drop supplies off at the station. The donations were loaded onto a semi-trailer truck, and Harley Davidson dealership staff made daily trips to the Rockport and Houston suburbs, which were two of the hardest hit areas. Aggie 96's efforts helped send more than two tons of donations to the affected communities.

STUFF-A-BUS**CAPE COD, MA****IHEARTMEDIA CAPE COD**

From December 8 to 10, iHeartMedia Cape Cod held its annual Stuff-A-Bus toy drive, a collaboration with Toys "R" Us and the U.S. Marine Corps Reserve. During the three-day event, the station broadcasted for 60 hours and invited the community to bring an unwrapped toy to the bus to make a Cape Cod child's Christmas wish come true. The 2017 Stuff-A-Bus met iHeartMedia Cape Cod's goal of collecting 29,000 toys for local children for the holidays.

**HORIZONS SURVIVORS
WINE GALA****CEDAR RAPIDS/IOWA CITY, IA****100.7 THE FOX**

Horizons provides an array of human services to East-Central Iowa residents, including their Survivors Program that focuses on helping crime victims and witnesses of homicides develop a "new normal" following a traumatic life event. 100.7 The Fox helped raise funds for the program at the annual the Horizons Survivors Wine Gala on September 16. The station's efforts included promoting the gala two weeks prior to the event and hosting a silent auction. In 2017, over \$30,000 was raised to assist the families and friends of murder victims as well as those who witnessed a crime.

**UNIVERSITY OF IOWA DANCE
MARATHON RADIOTHON****CEDAR RAPIDS/IOWA CITY, IA****HOT 95.7**

On February 2 and February 3, Hot 95.7 held a live radiothon at the 23rd annual University of Iowa Dance Marathon on the school's campus to help raise funds for kids and families battling cancer. During the student-run fundraiser, over 2,300 residents danced for 24 hours. Hot 95.7's radiothon raised almost \$50,000, which helped the University of Iowa Dance Marathon Radiothon raise a record-breaking \$2,580,000 for youth cancer patients and their families.

STEAKS & STILETTOS

CEDAR RAPIDS/IOWA CITY, IA

96.5 KISS COUNTRY

96.5 FM Kiss Country partnered with Habitat for Humanity on September 30 for Steaks and Stilettos to raise funds to build homes for local families in need. The stations promoted the event on-air and online. On-air host Katheryn Foxx served as emcee for the event, which featured a formal dinner, raffles, silent auction, door prizes and more. Over 200 people attended Steaks & Stilettos and 96.5 FM Kiss Country's efforts helped raise almost \$17,000 for Habitat for Humanity.

2017 WALK TO CURE ARTHRITIS

CEDAR RAPIDS/IOWA CITY, IA

1360 KMJM & 96.5 FM KISS COUNTRY

For the third straight year, 1360 KMJM and 96.5 FM Kiss Country sponsored their local Walk to Cure Arthritis to benefit the Arthritis Foundation, which provides information, resources, care and community connections to those battling arthritis and their families. The stations promoted the event on-air and online for one month and personalities Katheryn Foxx and JJ Cook participated in the May 20 walk. In 2017, 1360 KMJM and 96.5 FM Kiss Country helped the 2017 Walk to Cure Arthritis raise over \$28,000 for the Arthritis Foundation.

BACK TO SCHOOL BACKPACK PROGRAM

CEDAR RAPIDS IOWA CITY, IA

AM 800 KXIC

In July, AM 800 KXIC held a back to school backpack program to benefit HACAP, a community-focused non-profit action agency that helps low-income residents become self-sufficient. For one month prior to a special back-to-school event on July 18 for local children, the station promoted the program and conducted live interviews with HACAP representatives to encourage listeners to donate money or back-to-school items at the station or HACAP offices. In 2017, AM 800 KXIC raised \$4,000 for HACAP and helped 285 receive backpacks, school supplies and helped.

CHILDREN'S TRUST CHRISTMAS SHOPPING & HOLIDAY PARTY

CEDAR RAPIDS/IOWA CITY, IA

AM 800 KXIC

During the month of November 2017, AM 800 KXIC ran a campaign encouraging listeners to donate money or a new, unwrapped toy to benefit the less fortunate kids in the Iowa City area. Proceeds from the drive benefited Hawkeye Area Community Action Program's Homeless Children's Trust. The holiday drive culminated with a Shopping & Holiday party on December 9, 2017, where 86 children and their parents were able to choose toys and gifts for the holidays. The event generated over \$2,000 in donations for HACP Homeless Children's Trust.



WALK FOR ALZHEIMER'S

CEDAR RAPIDS/IOWA CITY, IA
AM 600 WMT

Since 2014, AM 600 WMT has supported the Alzheimer's Association's Walk for Alzheimer's to help raise awareness for the disease. The station promoted the September 30 event through recorded promos and live interviews with Alzheimer's Association representatives. In addition, station personality Doug Wagner hosted the 5k walk, and AM 600 WMT did a live remote on the day of the walk. In 2017, the Walk for Alzheimer's raised \$180,000 for the Alzheimer's Association.

103.5 KISSMAS WISH

CHICAGO, IL
103.5 KISS FM

In December, 103.5 KISS FM conducted their annual KISSmas Wish contest, urging listeners to nominate themselves or someone they know who is in need and could use extra help for the holidays. They teamed up with Toyota and Verizon to grant one special KISSmas Wish to a listener named Maritza after receiving her heartfelt submission about her family's struggle to buy their children Christmas presents. Maritza and her husband also couldn't afford to celebrate their birthdays and anniversary, which all took place in December as well. During a live broadcast with on-air hosts Fred and Angi, 103.5 KISS FM's Paulina and Kaelin surprised Maritza and her family with toys, gift certificates to enjoy dinner for their anniversary and \$1,000 to help with holiday bills.

PARADE FOR WORLD WAR II VETERAN WOODY HUGHES

CHICAGO, IL
BIG 95.5

Every year, Chicago's BIG 95.5 celebrates and honors those who have served and protected our country. On November 10, morning show hosts Mason, Remy and Alabama brought a parade to 92-year-old World War II Veteran, Woody Hughes. The Wheeling, Illinois resident was a private first class in the 5th Amphibious Corp. Signal Battalion. He fought in the battles of Tinian, Saipan, Guam and Iwo Jima, where he saw the flag rise. During the festivities, BIG 95.5 was joined by the Prospect High School marching band, the Wheeling Police Department, the Wheeling Fire Department, Chicagoland Jeep groups and Woody's family, friends and neighbors.

107.5 WGCI, V103 & INSPIRATION 1390 ADOPTS SCOTT JOPLIN ELEMENTARY SCHOOL

CHICAGO, IL

107.5 WGCI, V103 & INSPIRATION 1390

iHeartMedia Chicago's 107.5 WGCI, V103 and Inspiration 1390 forged a partnership with Scott Joplin Elementary School to develop a music program for its students. As part of the partnership, 107.5 WGCI and V103 donated \$1 of each ticket sale from the stations' signature annual concerts. In addition, 107.5 WGCI launched a merchandise store selling branded hats, t-shirts and other apparel with 100% of the net proceeds going to the music program. iHeartMedia Chicago also partnered with creative agency Live

Art International, who donated their time to paint a mural in the music room at the school. The stations' efforts helped raise over \$37,000 for the Chicago South Side school's music program, and their tireless work was highlighted NBC Chicago's "Making a Difference" news segment.

93.9 THE LITE CHRISTMAS WISH

CHICAGO, IL
93.9 LITE FM

From November 13 through December 14, 93.9 Lite FM granted Christmas wishes for listeners. The station encouraged residents to send their or someone else's Christmas wish through the station's Website. Listeners submitted a variety of Christmas wishes including needing toys for kids, paying bills and bringing home a family member for the holidays. The station then selected winners, and 93.9 LITE FM personality Kristina Kage notified them live on-air each morning during her show. In 2017, 93.9 LITE FM granted over \$10,000 in wishes to listeners.

CHICAGO'S 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 8, 2017. The station encouraged listeners to bring toys and non-perishable food donations to the concert, which featured local and national recording artists and drew thousands of attendees. Approximately \$10,000 was given out to those in need during the event, and the

station collected over 3,000 toys and food items for local children and families. Inspiration 1390 received the Illinois Broadcasters Association Silver Dome Award for Best Radio Station Community Service for their Biggest Give and Receive Holiday Jam.

RUBBER DUCK REGATTA

CINCINNATI, OH

102.7 WEBN

For the 23rd 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 fourth consecutive year, the event raised over \$1 million dollars — the equivalent of more than 3 million meals for children and families in need in the community. Over the last 23 years, the event has raised more than \$12 million.

COATS FOR KIDS

CLEVELAND, OH

NEWSRADIO WTAM 1100

WTAM 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 36th year, Coats for Kids has become one of Cleveland's most celebrated charities. Every December, the station works with corporate partners such as Cintas uniform company; coordinates volunteers, secures drop-off locations at local malls and retail outlets, collects and cleans all coats, obtains and operates a coat warehouse and coordinates

coat distribution with Cleveland-area schools and Boys & Girls Clubs. In 2017, the station's efforts helped raise over \$283,000 and collect 20,000 coats for local residents in need.

GUITARS FOR GIRLS

CLEVELAND, OH

99.5 WGAR

99.5 WGAR held their 17th annual Guitars For Girls benefit concert for the Susan G. Komen foundation on October 11, 2017. The benefit featured performances by Country artists Kane Brown, RaeLynn and Carly Pearce, raising almost \$29,000 for breast cancer research and awareness.

ST. JUDE RADIOTHON AND AUTOGRAPH STORE

CLEVELAND, OH

99.5 WGAR

On December 7 – 8, 99.5 WGAR held their annual St. Jude Radiothon to raise funds and awareness for St. Jude Children's Research Hospital. The station interviewed families, patients and St. Jude staff during the event. In addition, 99.5 WGAR held its 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 efforts raised almost \$176,000 to help St. Jude pioneer research and treatments for children with cancer and other life-threatening diseases.



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 and Kullick morning show, held and promoted the 21st annual Jimmy Malone Scholarship Golf Classic on July 10, 2017. The event raised \$200,000 to help provide college scholarships to deserving Northeast Ohio students.

THE TASTE OF THE COASTAL BEND CORPUS CHRISTI, TX

IHEARTMEDIA CORPUS CHRISTI

iHeartMedia Corpus Christi supported the annual Taste of The Coastal Bend on June 14 to benefit Ronald McDonald House of Corpus Christi. The event featured food samples from over 30 area restaurants, music, a live auction, silent auction and raffles to help raise money for the organization and the families it serves. The market's six stations all promoted the event on-air, online and via social media with on-air personalities from K99, C101 and KSAB-FM hosting the festivities. In 2017, the event raised over \$7,600 from ticket proceeds to help Ronald McDonald House provide housing for families of critically ill children who must travel for treatment.

LONE STAR 92.5 BLOOD DRIVE WITH CARTER BLOOD CARE

DALLAS, TX

LONE STAR 92.5

On June 19, Lone Star 92.5 kicked off their annual Lone Star 92.5 Blood Drive with Carter Blood Care. The five-day blood drive was held at several different venues around the Dallas-Fort Worth Metroplex area, including Billy Bobs in Fort Worth, Lone Star Park in Grand Prairie and Harley Davidson in Garland. The station's Bo & Jim and Jeff K broadcasted live from the various sites to encourage people to give 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 812 pints of blood for the area's hospitals.

STAR 102.1 MIRACLE DAY RATHOTON

DALLAS, TX

STAR 102.1

Star 102.1 partnered with Children's Miracle Network on December 8 to host their first-ever Miracle Day to benefit Children's Health, which provides pediatric health, wellness and acute care services to Dallas and Texas residents. During the 12-hour broadcast, the station's on-air hosts broadcasted live from Children's Medical Center Dallas and dedicated all of its content to encourage listeners to donate. Their efforts raised \$355,000 to help the Children's Health system provide care for hundreds of thousands of patients.

STAND TO HONOR FOR FOLDS OF HONOR

DALLAS, TX

106.1 KISS FM, 102.9

NOW & 97.1 THE EAGLE

On May 10, 106.1 Kiss FM, 102.9 NOW and 97.1 The Eagle took part in Stand to Honor for Folds of Honor, which has provided educational scholarships to spouses and children of America's fallen and disabled service-members since 2007. During the event, on-air personalities stood for 13 minutes to help raise awareness about the needs of the men and women who have served our country. Their efforts helped Folds of Honor reach its goal of raising \$1 million dollars for scholarships for children of America's fallen and disabled veterans.

IHEART SAVING LIVES BLOOD DRIVE

DAVENPORT, IA

IHEARTMEDIA QUAD CITIES

iHeartMedia's Quad Cities stations held their first iHeart Saving Lives Blood Drive over the 2017 Thanksgiving holiday weekend. The market partnered with the Mississippi Valley Regional Blood Center for the two-day event, which took place at four different Quad-City locations. The stations' efforts included live remotes from the Blood Center's Lakeview Parkway headquarters to encourage local residents to donate. The blood drive resulted in 350 donors during a time when blood donation was at one of its lowest periods.

CHRISTMAS FOR KIDS

DEFIANCE, OH

MIX 98.1

For the past 23 years, Mix 98.1 has held its annual Christmas for Kids to collect monetary donations and toys for families struggling during the holiday season. The campaign is a joint fundraising effort with the Marine Corp League and helps over 5,000 local children each year. In 2017, Mix 98.1 promoted the event on-air and online and encouraged listeners to drop off money or an unwrapped toy to one of several live drive locations. Their efforts helped raise over \$176,000 in cash and over \$200,000 in toy donations for children in six counties in Northwest Ohio.

HENRY COUNTY CHRISTMAS CHEER

DEFIANCE, OH

103.1 WNDH

During the 2017 holiday season, 103.1 WNDH supported the Henry County Christmas Cheer non-profit organization's efforts to raise money and collect food donations for over 500 local families in need. The station promoted the food drive on-air with live broadcasts and encouraged listeners to donate non-perishable food and hygiene items. The 2017 Henry County Christmas Cheer campaign collected nearly \$60,000 in food and money donations to help local residents during the holiday season.

CHANNEL 93.3 MAKE GABBY FAMOUS; NOT SO SILENT NIGHT

DENVER, CO

CHANNEL 93.3

On December 2, Channel 93.3 used their annual Not So Silent Night holiday concert to grant a wish to turn a local child named Gabby into a celebrity for the Make-A-Wish foundation. The station sent a limo to pick Gabby up and held a special pre-show dinner that included fans and autograph cards. Fans also were waiting to greet Gabby when she pulled up to the backstage area of 1st Bank Arena. Once inside, she had her own specialized catered private green room and autograph table, where performing bands stopped in for her autograph. Later, the entire sold-out venue sang Happy Birthday, and headliners Imagine Dragons brought her on stage during "Believer."

WHO PINKY SWEAR RATIOTHON

DES MOINES/AMES, IA

NEWSRADIO 1040 WHO

On December 8, Newsradio 1040 WHO held their third annual ratiothon on behalf of the Pinky Swear Foundation to help pay the mortgages, utility bills and other financial needs of 150 local families who have children with cancer. On-air hosts Van Harden, Bonnie Lucas, Jeff Angelo and Simon Conway spoke with local families about the impact their children's cancer diagnosis had on their lives and encouraged listeners to donate. The 2017 ratiothon raised over \$82,000 for the Pinky Swear Foundation.



MOONLIGHT CLASSIC

DES MOINES/AMES, IA

100.3 THE BUS

On the evening of July 15, 700 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 as well as on social media, and on-air personality John McKeighan rode in the event. 100.3 The Bus's efforts helped Orchard Place raise \$105,000 and help almost 9,000 children in 2017.

HACKFEST

DES MOINES/AMES, IA

1460 KXNO

1460 KXNO held their annual Hackfest golf tournament on July 28 to benefit Courage League Sports, which provides adaptive sports and recreational programs for children and adults with physical, cognitive, or emotional disabilities. The station promoted Hackfest on-air, online and via social media. 1460 KXNO on-air personalities broadcasted live from the event throughout the day. In 2017, 150 golfers participated in Hackfest, which helped 1460 KXNO raise almost \$5,000 for Courage League Sports.

GOATS 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 34th annual fundraiser took place November 4 and featured free food, family-friendly activities and performances from local and national artists including Tee Grizzley, Sada Baby and Rotimi, as well as an appearance from Angela Yee of the nationally-syndicated Breakfast Club morning show. 97.9WJLB's Coats for Kids helped collect over \$40,000, the equivalent of over 2,000 coats, for the Salvation Army of Southeast Michigan in 2017.

SISTA STRUT

DETROIT, MI

MIX 92.3

On August 26, 2017, Mix 92.3's ninth annual Sista Strut charity walk was held 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 attract more than 500 registrants and raise more than \$5,000 for the Karmanos Cancer Institute.

**MOJO'S BREAKING
AND ENTERING CHRISTMAS**

DETROIT, MI

CHANNEL 95.5

Each year, Channel 95.5's Mojo in the Morning hosts their annual Mojo's Breaking and Entering Christmas to help greater Detroit, Toledo and Grand Rapids residents

during the holidays. The morning show hosts ask local listeners to nominate friends or family members in need during the Christmas season. In 2017, Channel 95.5 collected a record \$100,000 in donations, which were used to provide 15 local families with gifts, gift cards, and basic family needs.

JAY'S JUNIORS

DETROIT, MI

100.3 WNIC

In December, 1003.3 WNIC and morning show host Jay Towers held the fourth 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 \$170,000, which allowed the Jay's Juniors program to take 20 Detroit area children and their families on the all-expenses-paid trip to Orlando.

MIKE DEE'S BIG ADVENTURE

EL PASO, TX

POWER 102.1

Each year, Mike Dee's Big Adventure selects 20 youth with special needs and/or disabilities to take on a trip to Sea World in San Antonio, Texas. The non-profit organization headed by Power 102.1 morning show hosts Patti Diaz and Mike Dee strives to give these adolescents an opportunity to learn and utilize life skills, to increase their independence, to learn about services that are available to them and to create lifelong memories with their peers. Since its inception ten years ago, Mike Dee's Big Adventure has impacted over 140 young people and their families in the El Paso listening area.

RUBY RODRIGUEZ DRIVE

EL PASO, TX

POWER 102.1

On April 24, El Paso-area resident Ruby Rodriguez was murdered by her ex-boyfriend. Her mother suddenly found herself having to raise her daughter's two young children. Power 102.1 held a drive to help the family with much-needed supplies, including diapers, baby food, school supplies, toys and more. The station promoted the drive on-air and via social media to encourage listeners to drop off donations at a parking lot of a local Buffalo Wild Wings. Power 102.1 listeners donated an entire truckload of supplies, which were delivered directly to Ruby Rodriguez's mother.

EL PASOANS FIGHTING HUNGER

EL PASO, TX

SUNNY 99.9

During the holidays, Sunny 99.9 teamed with Albertsons supermarkets to support El Pasoans Fighting Hunger food bank and pantries. The station promoted the event on-air, online and via social media, encouraging listeners to give cash donations at Alberton's checkouts to support El Pasoans Fighting Hunger. Throughout November and December, Sunny 99.9 and Albertsons raised \$50,000 to help El Pasoans Fighting Hunger provide assistance to one in five El Paso residents who do not have enough food to eat every day.

ST. JUDE RADIOTHON

EL PASO, TX

96.3 KHEY COUNTRY

On December 7 - 8, 96.3 KHEY Country hosted its annual radiothon to benefit St. Jude Children's Research Hospital. During the live two-day broadcast, the station shared the organization's story through vignettes and solicited "Partners in Hope" donations from its listeners. In 2017, KHEY Country raised over \$45,000 and has raised over \$1 million for St. Jude Children's Research Hospital over the past twenty-two years.

T'S FOR TURKEYS

FARMINGTON, NM

IHEARTMEDIA FARMINGTON

On November 16, iHeartMedia stations in Farmington hosted their 14th annual T's For Turkeys food drive and collected frozen turkeys in partnership with the Salvation Army. The holiday-driven on-air campaign generated over 200 turkey donations, and over 1,000 people were served a free Thanksgiving Day dinner. In addition, iHeartMedia Farmington raised over \$6,000 to create food baskets that the Salvation Army distributed for Christmas. Their past efforts with T's for Turkeys earned them the 2016 Salvation Army Community Service Award.



DICKSON STREET SLIDE

FAYETTEVILLE, AR

KIX 104

On August 27, the main road in Fayetteville was transformed into a 1,000-foot water slide to raise money for Soldier On Service Dogs, which provides Northwest Arkansas veterans diagnosed with PTSD and/or TBI with free service dogs. Kix 104 and iHeartMedia Fayetteville stations were on-site to support the event, and Kix 104 morning show host Jake McBride served as the emcee for the day. Over 30,000 residents participated in the all-day event, which included a mini-street festival with local vendors, a live music stage and a beer garden. iHeartMedia Fayetteville's efforts helped raise over \$40,000 to assist in the training of service dogs for area veterans.

LET'S PLAY BUILD A PLAYGROUND

FORT SMITH, AR

B98

B98 created an on-air campaign to recruit volunteers to help build a playground on October 12 for Girls Inc., a local organization that inspires all girls to be strong, smart and bold through direct service and advocacy. The station conducted interviews with Girls, Inc. personnel and promoted the event on-air throughout September and October. During the event, B98 broadcasted live from the build site as 200 volunteers built the playground in less than eight hours. As a result of B98's efforts, over 800 local children now use the new playground during the school year and summer afterschool programs.

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SUPPORT BLUE RUN / WALK

FRESNO, CA

SOFT ROCK 98.9 FM

On February 25, Soft Rock 98.9 FM supported the second annual Support Blue Run/Walk to benefit the Fresno Police Chaplaincy, a non-profit organization dedicated to serving the Fresno Police Department and local citizens. Jason Hurst from the Jason & Teri Ann Morning Show hosted the walk and emceed the event, which had over 1,700 participants. Soft Rock 98.9 FM's efforts helped the 2017 Support Blue Run raise over \$6,000 in donations.

GIRLS WORLD EXPO

FRESNO, CA

IHEARTMEDIA FRESNO

On March 5, iHeartMedia Fresno sponsored Girls World Expo, a day-long event created by local teen girls for local teen girls. Four Fresno stations promoted the expo on-air, online and via social media to encourage young listeners to attend a day filled with seminars, performances, vendors and more. In addition, B95 on-air personalities Carmen, Dayana Jiselle and Mo along with Soft Rock 98.9 FM's Jason Hurst helped host the event. In 2017, over 4,000 girls registered for Girls Word Expo.

EARTH DAY PARK CLEANUP

FRESNO, CA

IHEARTMEDIA FRESNO

iHeartMedia Fresno partnered with the California State Parks Foundation to help clean up a recreation area in Millerton Lake State Park to celebrate Earth Day in April

2017. The stations promoted the cleanup on-air and via social media to encourage listeners to volunteer. Their efforts helped recruit over 300 volunteers to restore trails and improve the park.

SUPER PET ADOPTION

FRESNO, CA

IHEARTMEDIA FRESNO

iHeartMedia Fresno stations partnered with the Valley Animal Center on an annual pet adoption event on May 13 to raise money for the center and encourage local residents to adopt animals in need of a good home. The stations promoted the event on-air, online and via social media. Several animal centers from across Central California brought pets that were available for adoption to the all-day event, which took place at Dr. James W. Thornton Dog Park. As part of iHeartMedia Fresno's efforts, over 85 pets were adopted by local residents.

PARS & GUITARS GOLF TOURNAMENT AND CONCERT

FRESNO, CA

102.7 THE WOLF

On May 20, 102.7 The Wolf partnered with the Central Valley Blue Star Moms for their fourth annual Pars & Guitars Golf Tournament and Concert to benefit A Combat Veterans Hope Foundation and the Wounded Warrior Project. On-air hosts Nick Cash and Greg Lane served as emcees for the golf tournament and concert, which featured performances from several Country music stars. Over 104 golfers participated in the scramble

tournament and 102.7 The Wolf's efforts helped raise \$12,000 for veterans and their families in 2017.

COMCAST CARES DAY WITH SOFT ROCK 98.9

FRESNO, CA

SOFT ROCK 98.9

On June 24, Soft Rock 98.9 partnered with Comcast for their annual Comcast Cares Day, a local community service day that helped restore a city park in Selma, California. The station was on-site during the event, and morning show personality Teri Ann joined over 250 participants from various community organizations to help refurbish the park.

FRESNO / CLOVIS WALK TO END ALZHEIMER'S

FRESNO, CA

IHEARTMEDIA FRESNO

The Fresno / Clovis Walk to End Alzheimer's is an annual 5k charity run/walk designed to help raise funds to advance the care and research efforts of the Alzheimer's Association. For the September 16 5k, iHeartMedia Fresno on-air personalities served as ambassadors to help create awareness for the event and the need to find a cure for the disease. The 2017 Walk to End Alzheimer's drew over 2,000 participants and raised \$300,000 for the Alzheimer's Association.

A TOAST FOR HEROES BENEFIT DINNER

FRESNO, CA

IHEARTMEDIA FRESNO

On October 14, iHeartMedia Fresno supported the sixth annual A Toast for Heroes benefit dinner for A Combat Veterans Hope, which provides resources to veterans who have served in combat zones and are having difficulties adapting to civilian life. The stations actively promoted the event, and on-air personalities from Soft Rock 98.9 FM and 102.7 The Wolf served as hosts for the fundraiser. The dinner was attended by 450 people and raised \$18,000 for veteran resources.

CHRISTMAS TREE LANE WALK NIGHTS

FRESNO, CA

IHEARTMEDIA FRESNO

For over 95 years, a two-mile stretch of Fresno's Van Ness Boulevard has been transformed into Christmas Tree Lane to help benefit local non-profit organization, Tree Fresno. The annual event features over 140 homes and 300 trees over a nearly two-mile area that are decorated for the holidays. In December 2017, iHeartMedia Fresno promoted the event through interviews and social media posts and was on-site for Christmas Tree Lane's two pedestrian-only Walk Nights. The stations partnered with Tree Fresno to provide 2,500 pedestrians with shuttle bus rides to the attraction in exchange for donations. iHeartMedia Fresno's efforts helped Tree Fresno raise over \$17,000 to plant trees across the Fresno area.



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

For their 2017 Toys for Tots campaign, iHeartMedia Fresno stations worked with local chapters throughout December 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 station promoted the annual Jingle Bell 5k run, which had 4,000 participants. B95's Juice Crew morning show also held the 28-hour Juice Crew Campout radiothon, which helped collect over 3,000 toys. iHeartMedia Fresno's efforts helped Toys for Tots reach their goal of providing over 50,000 toys to local children across Fresno, Tulare and Kings counties.

HELEN DEVOS CHILDREN'S HOSPITAL RATIOTHON**GRAND RAPIDS, MI****STAR 105.7, B-93 & 107MUS**

On December 7 and 8, Star 105.7 held their 18th annual Helen DeVos Children's Hospital Radiothon. Star 105.7 was joined by sister stations B93.7 and 107MUS to broadcast live for over 24 hours and encourage listeners to donate via phone, online and text to help the local pediatric medical and surgical center for children. The three stations' efforts garnered over 1,600 donations and raised over \$330,000, breaking all previous donation records for the annual event. Over the last 18 years, the Helen DeVos Children's Hospital Radiothon has raised over \$3 million for the hospital.

STUFF-A-BUS**GRAND RAPIDS, MI****1045 SNX**

On December 11 - 15, 1045 SNX held their first Stuff-A-Bus to collect toys for the Salvation Army. The entire station staff broadcasted live for 100 hours from a bus in downtown Grand Rapids in freezing cold temperatures to encourage listeners to drop off a toy for a local child in need. Their efforts helped collect toys for over 5,000 Grand Rapids-area children for the holidays.

TURKEY DROP**GRAND RAPIDS, MI****NEWSRADIO WOOD RADIO****1300 AND 106.9 FM**

On November 8, Newsradio WOOD 1300 and 106.9 FM partnered with Mel Trotter Ministries, a ministry that helps the hungry and homeless of Grand Rapids, for the 14th annual Turkey Drop. In just 12 hours, the holiday-driven campaign generated over 1,500 turkeys that fed local families across West Michigan for the Thanksgiving and Christmas holidays.

COUNTRY KICKS CANCER**CONCERT SERIES****GRAND RAPIDS, MI****B-93**

Throughout the year, B93.7 teamed up with local venue The Intersection to donate \$1 of each ticket purchased for their Country concerts to the Purple Community, a non-profit arm of the Van Andel Institute that raises funds to find a cure for cancer and neurodegenerative diseases. The series

included performances from Granger Smith, Brett Young, Kane Brown, Chase Rice and more. The station promoted the campaign on-air and via their social media pages. In addition, B-93 on-air personalities attended each show to encourage concert-goers to donate to the institute. In 2017, the Country Kicks Cancer Concert Series helped raise \$20,000, which was donated directly to the Van Andel Institute.

ELLIS AND BRADLEY GREAT POSSIBLE TURKEY FRY**GREENVILLE, SC****WHISTLE 100**

On November 21, Whistle 100 morning show hosts Ellis and Bradley held their annual Ellis and Bradley Great Possible Turkey Fry to benefit Miracle Hill Ministries, which provides food and shelter for homeless adults and children. As part of the station's efforts, over 650 turkeys were donated and over 250 volunteers helped prepare, cook and serve meals to more than 5,000 local homeless people in shelters for the holidays.

COUNTRY CARES FOR ST JUDE KIDS RATIOTHON**HARRISONBURG STAUNTON, VA****104-3 KCY COUNTRY**

From February 2-3, KCY Country hosted a 12-hour radiothon to benefit St. Jude Children's Research Hospital as part of the Country Cares for St. Jude Kids program. All on-air personalities participated by sharing stories and interviews throughout the broadcast. In 2017, the station raised more than \$63,000 for the charity and has raised over \$1,005,000 in the last decade.

STUFF-A-TRUCK

HARRISONBURG/STAUNTON, VA
98 ROCK

On September 15, 98 Rock broadcasted live from four local grocery stores for their Stuff-A-Truck event to collect donations of food and other items for local residents in need. The station promoted the event on-air, online and via social media, asking listeners to donate critical items such as non-perishable food, baby products and soap, toothbrushes and feminine products. During the annual all-day event, 25,000 pounds of donations were collected for the Blue Ridge Area Food Bank.

WALK TO END ALZHEIMER'S

HARRISONBURG STAUNTON, VA
MIX 93-1

Mix 93-1 was a media partner for the Alzheimer's Association's Walk To End Alzheimer's on October 21, 2017. 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 \$213,000.

AMERICAN CANCER

SOCIETY RELAY FOR LIFE

HARRISONBURG/STAUNTON, VA

93-7 NOW

On May 5, 93-7 NOW helped host the American Cancer Society's Relay for Life, a 24-hour overnight fundraiser on the James Madison University campus.

The station's on-air personalities shared stories and interviews throughout the event. In 2017, over \$2,000 people participated in the walk, which raised over \$290,000 for cancer research.

STAUNTON ROTARY CHRISTMAS CALL-IN RADIOTHON

HARRISONBURG/STAUNTON, VA
MIX 93-1

In 2017, Mix 93-1 helped the Staunton Rotary Club relaunch their Christmas Call-In radiothon to raise funds for the club's annual Christmas party for underprivileged children. During the December 1 all-day live broadcast from the Stonewall Jackson Hotel and Conference Center, Mix 93-1 took calls, pledges and in-person donations from listeners. Station host Chris Carmichael also interviewed local community and business leaders, encouraging them to challenge their friends and competitors to donate. Mix 93-1's efforts raised \$25,000, which helped the Staunton Rotary Club gift over 230 local children with individually-wrapped clothing, shoes and toys during a holiday celebration.



MACY'S NATIONAL BELIEVE DAY FOR MAKE-A-WISH

HARTFORD, CT

IHEARTMEDIA HARTFORD
& IHEARTMEDIA NEW HAVEN

On December 8, iHeartMedia Hartford and iHeartMedia New Haven supported the Macy's Make-A-Wish Believe Campaign to benefit the Make-A-Wish Foundation. The stations promoted the campaign on-air and online and encouraged listeners to stop by the Macy's at the Westfarms Mall to write letters to Santa and spread Christmas cheer and spirit. The Quinnipiac Legends acapella group also performed at the event. Macy's donated \$2 for every letter written to Santa in 2017, and the company has donated \$15 million to the Make-A-Wish Foundation since the campaign was first introduced in 2008.

HURRICANE HARVEY RELIEF EFFORT

HOUSTON, TX

94.5 THE BUZZ

After the devastation of Hurricane Harvey, 94.5 The Buzz helped spearhead relief efforts for local residents impacted by the hurricane. During their online T-shirt drive on September 8, the station collected donations in exchange for unique shirts and hats emblazoned with the "Houston Strong" message. Their efforts helped collect \$100,000 for Houston Mayor Sylvester Turner's Hurricane Harvey Relief Fund.

CAMP HOPE

HOUSTON, TX

NEWS RADIO 740 KTRH

Camp Hope provides returning veterans suffering from Post-Traumatic Stress Disorder with interim housing and a caring and positive environment. News Radio 740 KTRH on-air personality Michael Berry served as a national spokesperson for the organization and worked throughout 2017 to raise awareness and donations for Camp Hope via on-air mentions and local events. Berry and the station's efforts helped raise over \$3 million for the organization in 2017, which exceeded their fundraising efforts in 2016.

OPERATION COMEDY THERAPY

HOUSTON, TX

950 KPRC-AM

On December 16, 950 KPRC-AM organized Operation Comedy Therapy, a comedy, music and craft beer event that raised money to help Camp Hope support veterans suffering from PTSD. The station promoted the event on-air and online. All listeners who donated to Camp Hope's Website received free admission. The event was hosted by on-air personality Ken Webster, Jr. and featured stand-up from local comedians El Gringo, JB Nader and Nathaniel Amador. In 2017, Operation Comedy Therapy raised \$5,000 for Camp Hope and veterans.

ST. JUDE RADIOTHON

HOUSTON, TX

SUNNY 99.1

On December 7, SUNNY 99.1 held their first St. Jude Radiothon to benefit the St. Jude Children's Research Hospital. During the event, the station converted their live lounge into a call center, and on-air hosts Dana Tyson, Jay Rodriguez, Anthony Chase and Rick Lovett aired stories of hope and celebration from local families affected by cancer and other catastrophic diseases. The personalities also encouraged listeners to become Partners in Hope. In 2017, their efforts helped raise over \$310,000 for childhood cancer research.

THE BEAT BIKE GIVEAWAY

HOUSTON, TX

93.7 THE BEAT

On December 16, 93.7 The Beat partnered with A Better Bail Bond and Hamp's Camp for a Bike Giveaway event. The station asked listeners to visit the 93.7 The Beat website and share why their child needed a new bicycle. As part of their efforts, over 100 local children received new bikes.

THE RELIEF GANG

HOUSTON, TX

93.7 THE BEAT

In the immediate aftermath of Hurricane Harvey, 93.7 The Beat night personality DJ Mr. Rogers partnered with Houston Hip-Hop artist Trae Tha Truth to form the Relief Gang. While on-air, DJ Mr. Rogers

would ask residents to call in if they were trapped in their homes, and both men spent hours personally rescuing hundreds of residents. The Relief Gang's efforts also included taking 180 families on a \$75,000 shopping spree, completely rebuilding several homes, giving out over \$1 million in supplies and bringing Beyoncé to help feed Harvey victims. Their life-saving work was recognized by both the Mayor and Congress, who gave the organization a Congressional Award.

COMMIT FOR LIFE BLOOD DRIVE HOUSTON, TX SPORTS TALK 790

On April 19, Sports Talk 790 held their annual blood drive to benefit Commit for Life, the Gulf Coast Regional Blood Center's program focused on saving lives and permanently increasing the blood supply. The station partnered with the Houston Rockets to promote the event and aired 30-second radio spots to encourage listeners to stop by a Twin Peaks restaurant and donate blood. During the event, almost 600 residents donated blood, including 50 first time donors, which helped save more than 2,200 lives.

WOMEN IN MEDIA BUILD DAY FOR HABITAT FOR HUMANITY HUNTINGTON, WV KEE100 & TCR COUNTRY

Every year Jenn Seay from KEE100 and Judy Eaton from TCR Country volunteer as part of Habitat for Humanity's week-long

Women Build event to help a Huntington resident in need receive a new home. The on-air personalities spent May 7 hanging drywall, sheet rocking a ceiling, building a foundation and more. Women Build was promoted across all iHeartMedia Huntington stations to promote the organization's cause and encourage listeners to also volunteer and donate. In 2017, Habitat for Humanity's Women Build built housing for homeless veterans in Huntington, Ashland and Ironton.

WEST VIRGINIA HOT DOG FESTIVAL HUNTINGTON, WV IHEARTMEDIA HUNTINGTON

Each year, iHeartMedia Huntington hosts the West Virginia Hot Dog Festival to benefit the Hoops Family Children's Hospital at Cabell Huntington Hospital. The 2017 festival took place on July 29 and featured vendors from several states, dog races, a classic car show, inflatables for kids, a hot dog eating contest and a root beer chugging contest. iHeartMedia Huntington's efforts helped raise over \$17,000 for children and families needing services provided by the Hoops Family Children's Hospital.



HEAT RELIEF BOTTLED WATER DRIVE

INDIANAPOLIS, IN

Q95

On June 30, Q95 hosted their fourth annual Heat Relief bottled water drive to benefit the Wheeler Mission Ministries, which provides critically needed goods and services to the local homeless and poor. All iHeartMedia Indianapolis stations helped promote the event on-air, online and via social media. In addition, the station broadcasted live during the event to encourage donations. Q95 collected 86,000 bottles of water in 2017 and has collected over 300,000 bottles of water since the drive's inception.

RADIO CARES FOR ST. JUDE KIDS RADIOTHON

JACKSON, MS

MISS 103 & 95.5 HALLELUJAH FM

On December 7 - 8, MISS 103 and 95.5 Hallelujah FM held their 27th annual radiothon to benefit St. Jude Children's Research Hospital. During the two-day live broadcast, on-air personalities shared stories and interviews with those affected by St. Jude's work. In 2017, the stations raised more than \$90,000 to help St. Jude Children's Research Hospital with its life-saving cancer research.

26.2 WITH DONNA

JACKSONVILLE, FL

97.9 KISS-FM

For years, 97.9 KISS-FM has promoted The Donna Foundation's 26.2 With DONNA, a local charity marathon that helps to maintain the Mayo Clinic Breast Cancer Translational Genomics Program. The station promoted the February 12, 2017 marathon on-air, online and through social media to raise event awareness and to collect funds from local listeners. In 2017, 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.

ST. JUDE CHILDREN'S RESEARCH HOSPITAL RADIOTHON

JACKSONVILLE, FL

99.1 WQIK

On November 30 – December 1, 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 second radiothon and partnered with businesses to help raise awareness and money for St. Jude's mission. In addition, 99.1 WQIK station held their St. Jude Golf Tournament and once again ended the year with their Jingle Jam for St. Jude concert featuring Midland, Lauren Alaina, Granger Smith and Love & Theft. In 2017, 99.1 WQIK's second-year efforts helped raise over \$183,000 for St. Jude Children's Research Hospital.

THANKSGIVING TURKEY GIVEAWAY

JACKSONVILLE, FL

93.3 THE BEAT JAMZ

On November 23, 93.3 The Beat Jamz partnered with The Steve and Marjorie Harvey Foundation to provide turkeys to families in need for Thanksgiving. The station promoted the giveaway on-air and online, and on-air talent was on hand to help give out the turkeys to listeners. The station also did a live remote with record mentions from the event. The station's efforts helped provide turkey dinners to over 100 people in the Jacksonville area.

FEED THE CITY & DECEMBER TO REMEMBER

JACKSONVILLE, FL

V101.5

V101.5 teamed up with the Clara White Mission during the holidays to help the less fortunate in the Jacksonville community. During their 22nd annual Feed the City pre-Thanksgiving lunch, V101.5 staff volunteered to help serve dinner to local homeless and helped raise \$50,000 for the mission's work. In addition, they held their December to Remember event to help five local families in need. V101.5 arranged for the families to be picked up by limos and invited to lunch, where V101.5 teamed up with partners to present each family with a \$500 check and items off of their holiday wish list.

TOYS FOR TOTS

JACKSONVILLE, FL

SPORTSRADIO 930, 107.3

THE RIVER & 97.3 PLANET RADIO

In December 2017, SportsRadio 930, 107.3 The River and 97.3 Planet Radio supported the local 19th Street Charity and their efforts to collect toys for U.S. Marine Corps Reserve's Toys For Tots program. The stations encouraged listeners to donate new toys to 19th Street Charities' drop off locations for local children in need. Together, the community collected over 100 children's bicycles, raised more than \$10,000 and received 1,000 toys for children in the community.

ALL-STAR GUITAR PULL

LAS VEGAS, NV

95.5 THE BULL

On March 30, 95.5 The Bull held their ninth annual All-Star Guitar Pull to benefit St. Jude Children's Research Hospital. The concert featured performances by Chris Stapleton, Darius Rucker, Billy Currington, Jon Pardi and more. The show was hosted by 95.5 The Bull's on-air personalities Big D, Lois Lewis and JoJo. The station's efforts raised nearly \$10,000 for St. Jude Children's Research Hospital.

1 OCTOBER SHOOTING RESPONSE

LAS VEGAS, NV

IHEARTMEDIA LAS VEGAS

Following the tragic mass shooting at a Las Vegas music festival on October 1, iHeartMedia Las Vegas and surrounding markets came together to help survivors, victims' families and the entire Las Vegas

community. Their efforts included using their digital and social platforms to share relief and recovery details and news updates. They also encouraged listeners to donate to the Las Vegas Victims Fund and become blood donors. Nearby markets brought water and supplies to those in line to donate blood. In addition, iHeartMedia Las Vegas helped promote a local benefit concert in December, which raised \$700,000 for the Las Vegas Victims Fund and provided concert tickets to Trauma Intervention Program of Southern Nevada counselors. Other efforts included creating a fundraising campaign with Outback Steakhouse and promoting fundraising efforts at local Pinot's Palette locations, Bear's Best Golf Course and Comfort Cub Therapeutic Teddy Bears.

GLITTERING LIGHTS: A HOLIDAY SPECTACULAR

LAS VEGAS, NV

SUNNY 106.5

During the holiday season, Sunny 106.5 sponsored the annual Glittering Lights: A Holiday Spectacular to benefit the Las Vegas Chapter of Speedway Children's Charity, which provides funding for hundreds of non-profit children's organizations throughout the nation. The station promoted the event on-air, online and via social media, encouraging listeners to attend Glittering Lights. Over 220,000 visitors attended the event and \$450,000 in money and goods were raised for Sunny 106.5 charity partners including Goodwill of Southern Nevada, four local Boy Scout troops and Speedway Children's Charity's Las Vegas Chapter.



TOYS FOR TICKETS

LAS VEGAS, NV

95.5 THE BULL

95.5 The Bull held the 14th annual Toys for Tickets concert on December 10 to benefit Catholic Charities of Southern Nevada and help local children in need. Listeners received a ticket to the concert in exchange for donating a new, unwrapped toy. 95.5 The Bull personalities Big D, Lois "Double L" Lewis and Tay Hamilton hosted the concert, which featured performances by LANCO, Lindsay Ell, Danielle Bradbury, Jordan Davis and Cam. In 2017, Toys for Tickets generated \$27,000 in toys and donations.

2017 LAS VEGAS HEART & STROKE WALK

LAS VEGAS, NV

SUNNY 106.5

On September 30, Sunny 106.5 hosted the 2017 Las Vegas Heart & Stroke Walk to benefit the American Heart Association. Marco and Joanna from the Marco In The Morning show hosted the event, and 5,000 Las Vegas residents walked or ran with family, friends, co-workers and survivors. The station's efforts helped the 2017 Las Vegas Heart & Stroke Walk raise over \$280,000.

ST. JUDE DREAM HOME GIVEAWAY

LAS VEGAS, NV

95.5 THE BULL

95.5 The Bull supported St. Jude Children's Hospital for their first-ever Las Vegas Dream Home Giveaway, which raffled a Las Vegas-area home to raise money for

St. Jude's life-saving pediatric cancer research and treatment. Local builders partnered to donate time and materials to build the new home. 95.5 The Bull sponsored the event and promoted it on-air to encourage listeners to purchase tickets. The station's efforts resulted in \$850,000 in being raised for St. Jude.

ST JUDE CHILDREN'S RESEARCH HOSPITAL RATIOTHON

LAUREL/HATTIESBURG, MS

102 JKX

102JKX held their annual St. Jude Children's Research Hospital Radiothon on February 23-24 to encourage donations for the hospital. During the two-day event, 102KJX staff shared updates from St. Jude and spoke with local families whose children have benefited from the research and healthcare provided by the hospital. In 2017, the station's efforts raised over \$16,000 for St. Jude Children's Research Hospital.

PINE BELT STRONG TORNADO RELIEF

LAUREL HATTIESBURG, MS

IHEARTMEDIA LAUREL / HATTIESBURG

Following the devastating tornado that swept through the Hattiesburg and Petal areas on January 21, 2017, iHeartMedia Laurel/Hattiesburg worked with local television station WDAM-TV and the Greater Pinebelt Community Foundation to raise money for tornado victims. During the February 1 fundraiser, the stations encouraged listeners to donate, and on-air hosts interviewed residents impacted by the tornado. Their efforts

helped raise over \$390,000 to help local residents through the Greater Pinebelt Community Foundation.

PINK RIBBON MUSIC FEST

LAUREL / HATTIESBURG, MS

103.7 THE FOX

On October 22, 103.7 partnered with Brewsky's in Hattiesburg, MS for the annual Pink Ribbon Music Fest to raise money for the American Cancer Society's fight against breast cancer. The station promoted the festival on-air, online and via social media to encourage listeners to purchase tickets. In addition, 103.7 The Fox on-air hosts did live call-ins from the event, which raised \$2,600 in donations for the American Cancer Society.

ACOUSTIC JAM 2017

LEXINGTON, KY

98.1 THE BULL

On December 5, 98.1 The Bull held their annual acoustic concert at the Lexington Opera House to benefit Central and Eastern Kentucky children being treated at Kentucky Children's Hospital. The sold-out Acoustic Jam 2017 featured 12 Country acts including Gary Allen, Lee Brice, Big & Rich and Easton Corbin, raising almost \$125,000 for Kentucky Children's Hospital.

POLAR PLUNGE

LEXINGTON, KY

104.5 THE CAT

104.5 The Cat participated in the Polar Plunge on February 18 to raise money for the Special Olympics Kentucky. During the event, plungers are encouraged to wear

costumes and jump into a pool set up in a Texas Roadhouse parking lot. The station promoted the event on-air, and 104.5 The Cat personality Meredith Lane served as emcee during the fundraiser. Their efforts helped raise almost \$70,000 for Special Olympics athletes.

BIG BROWN TRUCK PULL

LEXINGTON, KY

MIX 94.5

The Big Brown Truck Pull is an annual event held by the Special Olympics Kentucky where teams of 15 people compete to see who can pull a loaded UPS 18-wheeler 12-feet in the shortest time. Mix 94.5 helped promote the August 19 fundraiser in Lexington on the station, and Mix 94.5 personality Traci James served as emcee during the event. The station helped the Big Brown Truck Pull raise \$35,000 for Special Olympics athletes.

FLIP THE SWITCH

LIMA, OH

MIX 103.3

Every year, Mix 103.3 holds their annual free Flip the Switch event to kick off the holiday season. The fourth annual event took place on November 16 and featured face painting, games, bouncy houses and more for local residents. The highlight was flipping on the huge Christmas tree in Lima Square, which kicked off the station's flip to Christmas music. In addition, one listener won a trip to St. Petersburg, Florida.

PASTATHON

LOS ANGELES, CA

KFI AM 640

KFI AM 640 held their seventh annual PastaThon on December 8 to benefit Caterina's Club, a local charity that helps feed children whose families live in low-rent motels. During the 17-hour live broadcast at Christ Cathedral in Garden Grove, KFI AM 640 personalities encouraged listeners to stop by with donations. Their efforts brought in \$462,000 and 102,000 pounds of pasta and sauce, bringing the station's seven-year PastaThon total to \$1,848,000 and 348,000 pounds of food.

MAKE 12 HOURS COUNT

MANCHESTER/PORTSMOUTH, NH

NEWSRADIO 610 & NEWSRADIO 96.7

On March 22, NewsRadio 610 and NewsRadio 96.7 held their third annual Make 12 Hours Count radiothon to benefit Veterans Count, an Easter Seals program that provides financial assistance and services to veterans, service members and their families. The 12-hour fundraiser was hosted by NH Today morning show host Jack Heath and featured interviews with active service members and veterans. In 2017, the Make 12 Hours Count radiothon raised \$160,000 for Veterans Count.



LEND A HELPING CAN

MANCHESTER/PORTSMOUTH, NH
ROCK 101 & 100.3 WHEB

On November 16, Rock 101 and 100.3 WHEB morning show, Greg & The Morning Buzz, hosted their 27th annual Lend a Helping Can radiothon in an effort to collect donations for 11 local agencies that provide food for the state's homeless and others in need. During the radiothon, Rock 101 auctioned off autographed guitars, concert tickets and memorabilia as well as spoke with celebrity guests. In 2017, the radiothon raised more than \$165,000 to help combat local hunger in New Hampshire.

SWIM WITH A MISSION

MANCHESTER/PORTSMOUTH, NH
IHEARTMEDIA MANCHESTER / PORTSMOUTH

On July 14, sponsored the Swim with a Mission festival to help provide financial assistance and services to veterans, service members and their families. The stations promoted the event on-air and online. In addition, the NewsRadio 96.7 and News Radio 610 morning show NH Today broadcasted live on-location, and Greg from Greg & The Morning Buzz served as emcee for the event, which featured swimming races ranging from 1K to 10K and Navy SEAL demonstrations. Their efforts helped Swim With A Mission raise \$370,000 for Veterans Count and the Navy Seal Museum.

STUFF A BUS

MANCHESTER/PORTSMOUTH, NH
IHEARTMEDIA MANCHESTER PORTSMOUTH

On December 2-4, iHeartMedia Manchester/Portsmouth partnered with WMUR-TV to host their annual Stuff-A-Bus event to benefit U.S. Marine Corps Reserve's Toys For Tots program. During live remotes from the event, the stations encouraged listeners to drop off new, unwrapped toys to be distributed as Christmas gifts to community children in need. The three-day toy drive collected over 16,000 toys and over \$22,000 for the youth-serving organization.

COATS FOR CHRISTMAS

MARION, OH
1490 WMRN-AM

On December 9, 1490 WMRN-AM held their annual Coats for Christmas event and asked listeners to drop off gently used winter coats in specially marked Coats for Christmas collection boxes around town. The donations were taken to a local dry cleaner to be cleaned and were given away at locations throughout Marion and Upper Sandusky, Ohio to anyone in need. In 2017, thousands of coats were donated by station listeners and local residents.

PEANUT PUSH

MARION, OH
1490 WMRN-AM

On December 2, 1490 WMRN-AM held their annual Peanut Push to benefit the Marion Junior Service Guild's Christmas

Clearinghouse. Local residents paid \$20 each to push a peanut across a downtown Marion street with their nose. As part of 1490 WMRN-AM's efforts, 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.

WMRN / MAJIC 95.9

RED CROSS RADIOTHON
MARION, OH

1490 WMRN-AM / MAJIC 95.9

On May 11, 1490 WMRN-AM and Majic 95.9 held their 17th annual Marion County Red Cross Radionthon to support programs and services provided to Marion County residents. During the 12-hour broadcast, the station had an hourly auction and shared first-hand stories of the Red Cross' impact on the local community. In 2017, the radiothon raised more than \$23,000 for Marion County's local Red Cross chapter and received the Red Cross Hero Award.

10 MAN JAM

MCALENN/BROWNSVILLE, TX
FM 100 KTEX

FM 100 KTEX held their eighth annual 10 Man Jam concert on December 2 at the Mercedes Show Grounds to benefit the Food Bank RGV, which serves close to one million meals in a month to those in need. The all-day concert showcased 10 up-and-coming Country acts and drew over 13,000 fans. The 2017 10 Man Jam raised over \$90,000 for the Food Bank of RGV during the holiday season.

BOTTLES FOR BURLINGTON WATER DRIVE

MILWAUKEE, WI

IHEARTMEDIA MILWAUKEE

In the summer of 2017, residents in Burlington, Wisconsin and surrounding areas faced an unprecedented water crisis when drinking wells were flooded and possibly contaminated. All six local iHeartMedia Milwaukee radio stations worked together to increase awareness of the issue and to collect cases of water bottles and gallon jugs during an all-day July 14 water drive in the Pettit National Ice Center parking lot. Their efforts helped fill five semi-trailers with water for those in need.

ST. JUDE CHILDREN'S RESEARCH HOSPITAL RADIOTHON

MILWAUKEE, WI

WMIL

FM106.1 had their second annual St. Jude Children's Research Hospital radiothon on December 8 - 9 at the iHeartMedia Milwaukee studios. During the event, on-air hosts Ridder, Scott and Shannen shared inspiring stories and encouraged listeners to donate while volunteers manned the phone banks. FM106.1's efforts helped raise over \$170,000 for St. Jude's Children's Research Hospital.

SUSAN G. KOMEN RACE FOR THE CURE

MILWAUKEE, WI

IHEARTMEDIA MILWAUKEE

On September 24, iHeartMedia Milwaukee participated in the 19th annual Susan G. Komen Race for the Cure. The stations promoted the event on-air, online and via social media. On-air personalities from two stations were on-site to congratulate participants when they completed the race. In 2017, 10,000 people participated in the race, helping to raise over \$233,000 to help the Susan G. Komen foundation invest in research to prevent and cure breast cancer.

MAKE-A-WISH RADIOTHON

MILWAUKEE, WI

95.7 BIG FM

95.7 BIG FM hosted a two-day radiothon to benefit Make-A-Wish of Wisconsin on November 30-December 1, 2017. For the fifth straight year, morning show hosts Murphy & Meg conducted on-air interviews with Make-A-Wish children and families who were the recipients of a "wish" experience. The event raised more than \$215,000 to help grant wishes to local children facing life-threatening medical conditions.



V100.7 TOY STORE SCRAMBLE**MILWAUKEE, WI****V100.7**

During the holidays, the V100.7 Toy Store Scramble provided local families in need the chance to receive a \$100 shopping spree at Toys"R"Us. V100.7 asked listeners to nominate families on their Website, and a special panel of judges selected the winners. In 2017, 50 families received the \$100 gift to buy Christmas presents for their children.

RIDE ON THE WILD SIDE**MILWAUKEE, WI****97-3 NOW**

On September 10, 97-3 NOW was the media sponsor for the annual Ride on the Wild Side, a family-friendly bike ride event through the Milwaukee County Zoo to raise money for the Zoological Society. The station's afternoon host Brett Andrews served as emcee for the event, which had 700 participants. The station's efforts helped raise over \$30,000 for the Zoological Society and its support of the Milwaukee County Zoo.

HUNGER TASK FORCE FOOD DRIVE**MILWAUKEE, WI****iHEARTMEDIA MILWAUKEE**

iHeartMedia Milwaukee stations held a food drive on October 13 to benefit Hunger Task Force, an anti-hunger organization that started in 1974 and opened the area's first food bank in the early 1980s. During the drive, the stations collected food and monetary donations at the Fresh Thyme Market. iHeartMedia Milwaukee's efforts

helped collect 1,000 pounds of food and \$1,000 in donations for the Hunger Task Force.

OVER THE EDGE**MOBILE, AL/PENSACOLA, FL****MIX 99.9**

On March 10, Mix 99.9 took part in the second annual Over The Edge to raise money for seven local charities. During the fundraiser sponsored by The 74 Club of Mobile, local residents rappel 17 floors from the roof of the Mobile Marriott. Mary Booth from Mix 99.9 and Matt McCoy from WRGV-FM rappelled off the building during a special media day and encouraged local residents to participate. Mix 99.9's efforts helped The 74 Club raise close to \$100,000 for Anchor Cross Cancer Foundation, The Beverly Burton Scholarship Fund, Camp Smile, The Family Center, The Shriners Children's Transportation Fund, The Down Syndrome Society of Mobile and Marine Corps League.

SHOP WITH A JOCK**MONTGOMERY, AL****HOT 105.7**

During the holidays, Hot 105.7 held a Shop with A Jock contest for two local families. The station promoted the event on-air and gave Montgomery listeners a chance to win one of two shopping sprees. They selected the winner based on their stories and need. On December 18, Hot 105.7 personality Miss Monique, along with her Hot Elves Kenya and Ashley, accompanied the two families to the store of their choice for a \$500 shopping spree to purchase gifts for the holidays.

RIVER OF HOPE RADIOTHON**NASHVILLE, TN****107.5 THE RIVER**

On December 7 and 8, 107.5 The River, the Children's Miracle Network and the Monroe Carell Jr. Children's Hospital at Vanderbilt held their annual River of Hope Radiothon, a fundraiser to provide emotional and financial support to the hospital's patients. The station broadcasted live from the Ryan Seacrest Studio at the hospital, sharing incredible stories and highlighting heroes. In 2017, their efforts raised over \$183,000 for the children at Monroe Carell Jr Children's Hospital at Vanderbilt.

LIVE LIFE LOVE**NASHVILLE, TN****1075 THE RIVER**

On March 3, 1075 The River held Live Life Love, an acoustic concert benefitting To Write Love On Her Arms (TWLOHA). TWLOHA is a national non-profit suicide prevention organization aiming to present hope and find help for people struggling with depression, addiction and more. The 2017 event featured performances by Fitz & the Tantrums, Bea Miller and For King and Country and raised almost \$12,000 for suicide prevention.

CHRISTMAS ANGELS**NASHVILLE, TN****101.1 THE BEAT**

In December of 2017, 101.1 The Beat partnered with Big Brothers Big Sisters of Middle Tennessee to present Christmas Angels. Listeners were asked to donate

gifts for one of 17 local children who were "adopted" for the holidays. The program's goal was to help provide Christmas for kids on the waiting list for the local Big Brothers Big Sisters program. At the end of the promotion, 101.1 The Beat hosted a Christmas party where the children unwrapped their presents.

SISTA STRUT

NASHVILLE, TN

101.1 THE BEAT

For the third straight year, 101.1 The Beat partnered with the Sisters Network to present Sista Strut, a 3k walk created to heighten awareness about the issues of breast cancer in women of color and to provide information on community resources. The station promoted the April 8 event on-air with tips about breast cancer prevention in the African-American community and provided resources for listeners to learn more. Their efforts helped raise over \$2,300 for the Sisters Network.

TEAM BIG 98 FOR ST. JUDE

NASHVILLE, TN

THE BIG 98

Led by The BIG 98 midday personality Amy Paige, Team Big 98 is a group of runners who participate in local 5k events, fun runs and marathons like the St. Jude Rock-n-Roll Marathon in April to raise money for St. Jude Children's Research Hospital. The station promotes the team's efforts on-air, online and via social media, encouraging listeners to donate on the team's St. Jude fundraising page. In 2017, Team BIG 98 raised over \$166,000 for the kids at St. Jude.

BATTLE FOR THE BONES

NASHVILLE, TN

THE BIG 98

The BIG 98 held their annual Battle for the Bones concert on October 25 to benefit the FTL Sarcoma Fund, which raises awareness for the rare type of cancer and helps fund research. The organization was started in honor of Lindsay Walleman, a local record label regional promotional manager who succumbed to the disease at 28-years-old. The 2017 Battle for the Bones featured Jake Owen, LANCO, Kane Brown and Walker Hayes, raising over \$12,000 for the FTL Sarcoma Fund.

SONGS & STORIES

NASHVILLE, TN

THE BIG 98

On April 4, The BIG 98 held its fifth annual Songs & Stories concert to benefit St. Jude Children's Research Hospital. The show featured performances from Country music artists Chris DeStefano, Brett James, Jessi Alexander, Hillary Lindsey, Rivers Rutherford and Marcus Hummond. The performers were also joined on stage by Music City Hitmakers, a Nashville-based symphony that accompanied the artists on special songs. In 2017, Songs & Stories raised over \$42,000 for the St. Jude organization.



BOBBY BONES AND THE RAGING IDIOTS' MILLION DOLLAR SHOW

NASHVILLE, TN

THE BIG 98

For the second year, The BIG 98 and Bobby Bones and the Raging Idiots brought some of Country's biggest stars to the Ryman Auditorium for a special concert to benefit St. Jude Children's Hospital. The sold-out January 2017 Bobby Bones and the Raging Idiots' Million Dollar Show featured performances by Rascal Flatts, Sam Hunt, The Band Perry, Thomas Rhett and more. Garth Brooks also surprised the audience with a special performance and a \$2 million check for St. Jude.

GUITAR B QUE

NASHVILLE, TN

THE BIG 98

The BIG 98 held their seventh annual Guitar B Que on August 23 at Ascend Amphitheater to benefit St. Jude Children's Research Hospital. The 2017 concert and guitar auction featured Brett Eldredge, Chris Janson, Devin Dawson and Michael Ray. The event raised over \$5,000 for St. Jude, helping The Big 98 raise over \$6 million for the hospital over the years through a variety of fundraising concerts, radiothon and more.

LUPUS WALK

OKLAHOMA CITY, OK

NEWS RADIO 1000 KTOK

On June 3, News Radio 1000 KTOK supported the Oklahoma Lupus Foundation's Lupus Walk, a 5k walk through the Oklahoma Zoo to raise money

for research relating to the autoimmune disease. The station promoted the 5k on-air, online and via social media. On-air personality Lee Matthews, who has lost three family members from Lupus, also streamed the walk live on his Facebook page. Their efforts helped the 2017 Lupus Walk attract 200 teams of walkers and raise almost \$15,000 for Lupus research.

WALK TO END ALZHEIMER'S

OKLAHOMA CITY, OK

96.1 KXY

96.1 KXY supported the 2017 Walk to End Alzheimer's on September 30 to benefit the Oklahoma Alzheimer's Association. The station promoted the event online and via social media and morning show hosts Bills and Shawn interviewed representatives from the Alzheimer's Association to encourage listeners to form teams for the one-mile walk. Ten thousand people participated in the walk, helping the event raise over \$682,000 to fund research for the degenerative disease and rank number 20 of the 600 Walk to End Alzheimer's events nationwide.

ST. JUDE CHILDREN'S

HOSPITAL RATIOTHON

OKLAHOMA CITY, OK

101.9 THE TWISTER

On December 7–8, 101.9 The Twister held a radiothon to benefit St. Jude Children's Hospital. On-air personalities Bobby Bones, Kathie Yeager and Craig Buffington shared stories of some of the miracle children who have been helped by the St. Jude Medical Center in Memphis, TN. They also encouraged listeners to become a Partner

in Hope by contributing \$20 per month. As a result of their work, the number of Partners in Hope increased by over 5,500 people year after year, and the radiothon raised over \$110,000 for St. Jude.

KIDS TO KAMP RATIOTHON

OMAHA, NE

NEWSRADIO 1110 KFAB

Kids to Kamp is summer program organized by the Open Door Mission to send local homeless children to camp. On May 16, NewsRadio 1110 KFAB held its 10th annual Kids to Kamp radiothon to raise funds for the program and bring awareness. The all-day event raised almost \$50,000 for Kids to Kamp and allowed Open Door Mission to send 101 area children to the 10-week summer camp.

ANGELS AMONG US RATIOTHON

OMAHA, NE

NEWSRADIO 1110 KFAB

On September 13, NewsRadio 1110 KFAB held a radiothon to raise funds for Angels Among Us, which provides financial support to families with children battling pediatric cancer. During the all-day event, the station interviewed Angels Among Us mothers, who shared personal stories about their own children's cancer fight. The radiothon helped raise over \$55,000 to help Angels Among Us families pay bills.

TEAM JACK FOUNDATION RADIOTHON

OMAHA, NE

NEWSRADIO 1110 KFAB

On July 13, NewsRadio 1110 KFAB held its first radiothon for the Team Jack Foundation, an organization started by the family of 11-year-old Jack Hoffman, who has brain cancer. The organization's goal is to fund research for pediatric brain cancer and create awareness for the disease. The day-long radiothon began with an interview with Jack's father, Andy Hoffman, who gave an update on Jack's health and pediatric brain cancer research. In addition to NewsRadio 1110 KFAB's efforts, sister station KGOR-FM helped promote the radiothon to encourage listeners to donate. The radiothon raised over \$5,000 for the Team Jack Foundation.

OPEN DOOR MISSION HOPE FOR THE HOLIDAYS RADIOTHON

OMAHA, NE

NEWSRADIO 1110 KFAB

NewsRadio 1110 KFAB held their Open Door Mission Hope for the Holidays radiothon on November 16 to raise money for the Open Door Mission homeless shelter. The station shared stories of hope for lasting change and snippets from the mission's president. Their efforts raised over \$71,000, which was enough to feed 21 hot meals to 1,449 homeless or near-homeless people during the week of Thanksgiving and provide each with a hat and gloves.

UNMC SKATE-A-THON

OMAHA, NE

96.1 KISS-FM

The UNMC Skate-A-Thon was created by Ted and Colleen Wuebben after Colleen was diagnosed with Parkinson's disease in 2005. After Colleen's passing in 2013, the Wuebben family continued to hold the annual ice-skating fundraiser to raise money for Parkinson's Nebraska. 96.1 KISS-FM supported the January 27 event by inviting past participants, including students, to the studio to record promos for the event. In addition, on-air personality Montez served as a special emcee for the last hour of the skate-a-thon. Their efforts helped raise just over \$18,000 for Parkinson's Nebraska.

PROJECT SANTA

OMAHA, NE

99.9 KGOR

From November 20 through December 10, 99.9 KGOR supported the annual Project Santa event to collect toys for the Open Door Mission homeless shelter. The station promoted the toy drive on-air, online and via social media, encouraging listeners to drop off new, unwrapped toys in boxes located at four local businesses. Their efforts helped Open Door Mission collect almost 4,500 toys, which were wrapped and given to homeless and near-homeless children at a special Christmas party.



PAY FOR PLAY**ORLANDO, FL****101ONE WJRR**

101one WJRR hosted its eighth annual Pay for Play event on December 7 to benefit HOPE Helps, Inc., an organization dedicated to preventing and reducing homelessness in Central Florida. During the event, listeners donated money to the charity and were able to play their favorite songs on the station. In 2017, Pay for Play raised \$13,000 for HOPE Helps, Inc., with the proceeds going towards purchasing toys and clothing for those in need in the surrounding communities.

LIVE HURRICANE IRMA BROADCAST**ORLANDO, FL****REAL RADIO 104.1**

With the imminent threat of Hurricane Irma making landfall in Florida in September, Real Radio 104.1 took to the airwaves for a marathon live broadcast. The station's various on-air personalities shared up-to-date news and information and stayed "overnight" with their listeners. Real Radio 104.1 broadcasted live from 10:00 a.m. Sunday morning to 7:00 p.m. Monday night for a total of 33 straight hours to make sure that local residents were well informed about the hurricane's progress.

19TH ANNUAL KICKS 4 GUNS**ORLANDO, FL****REAL RADIO 104.1**

In an effort to decrease gun violence in Central Florida, Real Radio 104.1 launched its gun amnesty Kicks for Guns program almost twenty years ago. In 2017, the

station set up a number of gun collection sites on August 17 in 15 locations with the help of law enforcement from several counties and encouraged people to drop off unwanted or illegal guns with no questions asked. The Kicks for Guns event collected over 750 firearms in 2017 and has collected over 10,000 weapons since its inception.

HURRICANE MARIA PUERTO RICO DISASTER RELIEF RADIOTHON**ORLANDO, FL****RUMBA 100.3**

On September 22 – 24, Rumba 100.3 held a three-day radiothon to raise money for Hurricane Maria relief efforts in Puerto Rico. The station featured interviews to help raise awareness for the plight of those in need, and on-air personalities encouraged listeners to donate relief aid. The station's efforts resulted in over \$150,000 for CASA (La Coordinadora de Apoyo, Solidaridad y Ayuda) for Puerto Rico, a coalition of 14 Hispanic Central Florida organizations.

THE NEWS JUNKIE BIKE DRIVE**ORLANDO, FL****REAL RADIO 104.1**

Real Radio 104.1's The News Junkie show held its fifth annual bike drive on December 8 to benefit HOPE Helps, Inc., a local charity helping families in the Central Florida community. During the live broadcast, the show hosts encouraged listeners to donate bikes for deserving local children. Their efforts helped collect over 300 bikes in 2017, bringing the five-year total to over 1,200 bikes for children celebrating the holiday season.

MONSTERS IN THE MORNING TELETHON**ORLANDO, FL****REAL RADIO 104.1**

On December 22, Real Radio 104.1 and its Monsters in the Morning show held their third annual radio telethon to benefit the Coalition for the Homeless of Central Florida. The variety style event was broadcasted live on the show's YouTube channel and helped generate awareness for the coalition, which provides housing and social services to hundreds of local women, men and children. The show's efforts helped raise over \$8,000 for the organization, which also has helped nearly 1,000 people find permanent housing in the past year.

STARS & GUITARS**PANAMA CITY, FL****92.5 WPAP**

92.5 WPAP helped promote the sixth annual Stars & Guitars event benefitting the Gulf Coast Children's Advocacy Center. The concert was held on January 26 at the Marina Civic Center in Panama City and featured Country music stars Josh Turner, Joe Nichols, Easton Corbin and more. The station promoted the event on-air, online and via social media, raising \$60,000 to help abused and neglected children.

MAKING STRIDES AGAINST BREAST CANCER

PANAMA CITY, FL

SUNNY 98.5

Sunny 98.5 teamed up with the American Cancer Society for the annual Making Strides Against Breast Cancer Walk on October 21, 2017. The event was promoted across all iHeartMedia Panama City stations to encourage listeners to sign up for teams and donate to the walk. Sunny 98.5's John Lund and Dr. Shane from sister station 92.5 WPAP served as emcees for the event, and Lund wore all-pink as one of the Real Men Wear Pink ambassadors helping raise awareness for breast cancer awareness month. Over 3,000 people attended the walk and the station's efforts helped raise over \$65,000 for the American Cancer Society.

STUFF THE BUS

PANAMA CITY, FL

96 ROCK

In December, 96 Rock held its sixth annual Stuff The Bus holiday drive to benefit area families. The station's on-air host Paco was on site at Twisted Suspension in Panama City, broadcasting remotely from the bus several days in a row to encourage listeners to fill the vehicle with toys, shoes and food for local children. As a result of 96 Rock's efforts, over 14,500 toys were donated to Toys for Tots, over 1,500 pairs of shoes were donated to Shoes For Souls and over 6,000 pounds of food was donated to local backpack ministries that provide weekend food for children in need.

99.3 THE BEAT RADIO CARES FOR ST. JUDE KIDS

PANAMA CITY, FL

99.3 THE BEAT

99.3 The Beat held their fifth annual 99.3 The Beat Radio Cares for St. Jude Kids radiothon on February 3, 2017 to help St. Jude continue the fight to end childhood cancer. Station staff interviewed St. Jude representatives, played story songs and told the story of the kids at St. Jude. Led by DJ Big Boi, the team also encouraged listeners to become Partners in Hope by donating \$20 a month to help provide lifesaving services and medical research to help end childhood cancer. In 2017, the radiothon raised over \$55,000 for St. Jude.

BRIDGE WALK / 5K FUN RUN-WALK

PANAMA CITY, FL

94.5 WFLA

iHeartMedia Panama City and 94.5 WFLA teamed up with the Bay County Health Department for the fifth annual Bridge Walk on December 2 to raise awareness for diabetes testing and services. During the walk and 5k at Leslie Porter Park, DJ Big Boi provided music and John Lund served as emcee to encourage participants to get screened. Their efforts helped the Bay County health department provide medical screenings to hundreds of local residents during the walk.



RIGHTIDITAROD FOR THE RIGHT PATH

PARKERSBURG, WV

107 NUS

107 NUS promoted a relay race on April 8 to benefit The Right Path for Washington County, a United Way group that provides activities, programs and leadership opportunities for local young people. Based on the Iditarod dog races, the event featured 15 teams who used a grocery cart to race each other. 107 NUS promoted the event on-air, online and via social media. On-air personality John Chalfant did live remotes where he interviewed participants. Their efforts helped collect over \$10,000 in cash and food donations for local youth.

MILLION CAN CRUSADE

PHOENIX, AZ

KNIX 102.5

KNIX 102.5's Million Can Crusade started ten years ago with the goal of raising one million cans of food to help the St. Vincent De Paul pantry feed local families in need. During the November 1 event, which has become the area's biggest canned food drive, the station asked listeners to donate food items and money in exchange for a chance to win access to exclusive concerts and artist meet-and-greets. The 2017 campaign collected over 2.3 million cans for St. Vincent De Paul during the holiday season.

33 HOUR FOOD-A-THON

PROVIDENCE, RI

IHEARTMEDIA PROVIDENCE

On November 18–19, iHeartMedia Providence held their 33 Hour Food-a-Thon to benefit the Rhode Island Community Food Bank. During the two-day drive, the four stations broadcasted live for 33 straight hours from three Ocean State Job Lot stores and encouraged listeners to help fill three RIPTA buses with needed non-perishable food items. The food drive helped collect over 9,000 pounds of food for local Rhode Island families. In 2017, iHeartMedia Providence received the Rhode Island Hall of Fame's Station of the Year Award for their work with the food-a-thon.

WALK FOR THE ANIMALS

READING/LANCASTER, PA

Y102

On September 23, Y102 participated in the Humane Pennsylvania's 40th annual Walk for the Animals and Walktoberfest, which is the oldest and largest animal welfare event in the area. Thousands of animal lovers, pet owners and pets attend the yearly event to raise funds and awareness to improve the quality of life for local animals. The stations promoted the walk on-air, online and via social media, and morning show host Andi Kurzweg broadcasted live during the event. Y102's efforts helped the Humane Pennsylvania raise almost \$100,000.

STUFF-A-BUGGY

READING/LANCASTER, PA

FM 97 WLAN

FM97 WLAN and Water Street Ministries hosted their sixth annual Stuff-A-Buggy food drive on November 18, 2017. 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 2017, the event collected 900 pounds of food for Water Street Ministries.

PROMESA Y ESPERANZA

RADIOTHON

READING/LANCASTER, PA

RUMBA 92.3 FM & 1340 AM

RUMBA stations in Reading and Lancaster held their second Promesa y Esperanza radiothon to benefit St. Jude Children's Research Hospital on March 2 - 3. During the two-day event, on-air personality Chamo shared stories of the hospital's lifesaving work and featured local patients and families from across the Reading and Lancaster communities. The Promesa y Esperanza radiothon raised over \$35,000 to support medical treatment and research for childhood cancer.

COVER THE IE COLLECTION DRIVE

RIVERSIDE/SAN BERNADINO, CA

99.1 KGGI

On December 2–3, 99.1 KGGI hosted its 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 2017, the Cover The IE Collection Drive collected 750 items for the Water of Life Community Church.

COUNTRY CARES FOR ST. JUDE RADIOTHONS

ROANOKE/LYNCHBURG, VA
NEW COUNTRY 107.9

In 2017, New Country 107.9 held two separate two-day Country Cares for St. Jude Kids radiothons in February and December. During the live events, the station encouraged listeners to donate online and via telephone to help St. Jude's fight against childhood cancer, including becoming monthly Partner of Hope donors. New Country 107.9 kept a tally of donations on their Website, and their efforts helped raise \$64,000 for St. Jude's lifesaving work.

HILL CITY JAM

ROANOKE/LYNCHBURG, VA
NEW COUNTRY 107.9

On May 5, New Country 107.9 held its second annual Hill City Jam to raise money for the Brookville-Timberlake Volunteer Fire Department. The family-friendly event featured a children's area, vendors, food trucks and a performance from headliner Chase Bryant, a 2014 iHeartCountry On the Verge Artist. In 2017, New Country 107.9's Hill City Jam raised over \$6,000 from ticket sales for the Brookville-Timberlake volunteer firefighters.

BREW HA HA

ROANOKE/LYNCHBURG, VA
96.3 WROV

On November 18, 96.3 WROV held its fourth annual Brew Ha Ha comedy and indoor beer festival to benefit the Mountain View Humane Society. On-air personality Joe Johnson served as the emcee for the festival, which included performances from several local comedies and beer from over 20 breweries. 96.3 WROV's efforts helped increase pet adoptions from the humane society that month.

FIRST FRIDAYS AND FRIDAY CHEERS

ROANOKE/LYNCHBURG, VA
IHEARTMEDIA ROANOKE / LYNCHBURG

From May through September, iHeartMedia Roanoke/Lynchburg stations held First Fridays in downtown Roanoke twice a month to raise money for 20 local non-profit organizations. Tickets for the concerts cost \$5, with proceeds going to the charities. The concerts were hosted by on-air personalities including Joe Johnson, Jack Spade, Scott Stevens, Caroline Cook, Steve Cross and Tommy Steeves. Between 1,000 and 3,000 listeners attended each concert, which helped raise more than \$50,000 for area charities. The market did a similar concert series in Lynchburg called Friday Cheers, which raised over \$20,000 in eight weeks for those in need.



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MILES FOR MILITARY

SALISBURY, MD

IHEARTMEDIA DELMARVA

iHeartMedia stations in Salisbury, Maryland and Wilmington, Delaware hosted the 13th annual Miles For Military motorcycle rides, two simultaneous charity events that benefit Operation We Care, a local non-profit supporting military and law enforcement efforts. The stations promoted the June 10 rides to Dover Air Force Base on-air and encouraged listeners to attend and enjoy the event's lunch, raffle and entertainment. On June 10, more than 150 motorcyclists participated in Miles for Military, which collected and donated over \$3,000 to the USO.

STUFF THE BUS

SALISBURY, MD

IHEARTMEDIA DELMARVA

iHeartMedia Delmarva held its 13th annual Stuff the Bus event on December 2 to benefit Toys for Tots. During the fundraiser, the iHeartMedia Delmarva team was on-site at two local Walmart locations for six hours to collect new, unwrapped toys for local children in need on Delmarva. The market also set up donations boxes at various client locations in the area throughout the month of December. Their efforts helped collect thousands of toys for children in need.

TRICK-OR-TREAT STREET

SALISBURY, MD

IHEARTMEDIA DELMARVA

For eleven years, iHeartMedia Delmarva stations have partnered with local businesses to provide a safe and free trick-or-treating experience for local children and families. On October 22, Trick or Treat Street was held on the property of local Baltimore Orioles affiliate the Delmarva Shorebirds and attracted over 5,000 community members. The free event also offered a trick-or-treating area, games, and other family-friendly activities for over 3,000 local residents.

COUNTRY CARES FOR ST. JUDE KIDS RATHOTHON

SALISBURY, MD

FROGGY 99.9

Froggy 99.9 hosted its second annual Country Cares for St. Jude Kids radiothon on February 2 and 3. Morning show personalities Whiskey & Randy were on-air for the entire 26-hour radiothon sharing patient stories, interviewing local parents and families and encouraging the Delmarva community to donate. The two-day radiothon raised over \$70,000 for St. Jude Children's Research Hospital thanks to the generosity of the local community. Over the past two years, the station has raised more than \$150,000 for the hospital.

MAKING STRIDES AGAINST BREAST CANCER

SALT LAKE CITY, UT

IHEARTMEDIA SALT LAKE CITY

The Salt Lake City market partnered with the American Cancer Society on October 7 for the 13th annual Making Strides Against Breast Cancer walk to help raise money to fight breast cancer. The stations promoted the event and encouraged local residents to form teams and take part in the walk. In addition, the stations created their own teams of walkers, which listeners were able to join. The 2017 Making Strides Against Breast Cancer walk drew more than 10,000 participants and raised more than \$350,000.

TURKEYS FOR TROOPS

SAN ANTONIO, TX

IHEARTMEDIA SAN ANTONIO

On November 17, iHeartMedia San Antonio partnered with Toyota of Boerne to hold their annual Turkeys for the Troops event. Station personalities and staff spent the day giving away free frozen turkeys to active and inactive military members to thank them for their service. In 2017, 6,000 turkeys were distributed to military personnel in the San Antonio community.

SUSAN G. KOMEN RACE FOR THE CURE

SAN ANTONIO, TX

96.1 NOW

On April 8, 96.1 NOW sponsored the 20th annual Susan G. Komen Race for the Cure in San Antonio to help the fight against breast cancer. Afternoon on-air

host Russell Rush served as emcee for the event and the station recruited a team to participate in the race. In 2017, the 96.1 NOW 96 Minute Mile-ers included 220 members and raised over \$3,000 for the Susan G. Komen foundation.

PROM NIGHT DO-OVER PARTY

SAN ANTONIO, TX

Q 101.9 & 96.1 NOW

On June 3, 2017, Q 101.9 and 96.1 NOW teamed up with the El Tropicana Hotel and Susan G. Komen San Antonio to host the second Prom Night Do-Over Party to benefit the Susan G. Komen foundation. The stations promoted the event throughout May on-air, via social media and with digital videos. All proceeds from ticket sales were donated to the Susan G. Komen foundation, and the sold-out event raised over \$16,000 for breast cancer awareness.

KJ 97 CARES FOR KIDS RADIOTHON

SAN ANTONIO, TX

KJ 97

On December 14 and 15, KJ 97 hosted their annual KJ 97 Cares For Kids St. Jude radiothon and online auction. During the two-day live broadcast, the station shared inspirational stories of St. Jude patients battling cancer and other life-threatening diseases, encouraging listeners to become Partners in Hope. The 2017 radiothon was one of several events that helped KJ 97 raise over \$510,000 for St. Jude Children's Research Hospital.

KJ 97 STAR PARTY

SAN ANTONIO, TX

KJ 97

KJ 97 held its eighth annual Star Party Concert on December 12 at Cowboys Dancehall to benefit St. Jude Children's Research Hospital. The sold-out concert featured performances by Luke Combs, Carly Pearce, Granger Smith and Ryan Hurd as well as raffle giveaways and silent auction items. In addition, the station's on-air personalities made special appearances and encouraged listeners to donate throughout the event. The Star Party raised over \$1,000 for the hospital.

KJ 97 ST. JUDE JAM

SAN ANTONIO, TX

KJ 97

Since 2012, KJ 97 has held a St. Jude Jam to raise money for St. Jude Children's Hospital through performances, a silent auction and appearances from the station's on-air personalities. The 2017 concert was held on March 21 at Cowboys Dancehall and featured Gary Allan, Casey Donahew, Aaron Watson, Maren Morris, Jon Pardi, Tucker Beathard and William Michael Morgan. The event raised over \$50,000 for St. Jude's lifesaving work.



TEXAS STRONG HURRICANE HARVEY RELIEF CONCERT

SAN ANTONIO, TX

KJ 97

In the wake of Hurricane Harvey devastating the Gulf Coast, KJ 97 and the San Antonio Food Bank held a special Texas Strong Hurricane Harvey Relief Concert in September to help those impacted during the natural disaster. The concert featured performances by Kevin Fowler, Jerrod Niemann, Morgan Wallen, RaeLynn, Joe Nichols, Jon Wolfe, Rich O'Toole and Bri Bagwell. In addition, the food bank was on hand to accept donations for those in need. The KJ 97 Texas Strong Hurricane Harvey Relief Concert raised over \$50,000 in cash and donations for the San Antonio Food Bank.

ELF LOUISE CHRISTMAS PROJECT

SAN ANTONIO, TX

NEWS RADIO 1200 WOAI

News Radio 1200 WOAI partnered with the North Star Mall on December 1 and 2 for a radiothon and online auction to benefit the Elf Louise Christmas Project, a local non-profit organization that purchases and delivers toys during the holiday season to Bexar County's less fortunate children. The station promoted the two-day broadcast on-air and online for the week prior to the event and encouraged listeners to donate. In 2017, the radiothon raised over \$230,000, which provided presents for more than 25,000 children.

KIDD'S KIDS DAY

SAN ANTONIO, TX

96.1 NOW

On October 17, 96.1 NOW hosted its 25th annual Kidd's Kids Day to benefit the Kidd's Kids non-profit organization started by late radio host Kidd Kraddick to send children and their families dealing with life altering conditions on 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. The station's efforts helped Kidd's Kids raise over \$350,000 and send 50 children and their families on a trip of a lifetime.

IHEART HOLIDAY FOOD DRIVE

SAN DIEGO, CA

IHEARTMEDIA SAN DIEGO

On December 8, all seven iHeartMedia San Diego stations hosted a drive-through food drive at the SDCCU Stadium parking lot to help feed the almost 500,000 local residents facing hunger issues. The stations collected unopened, non-perishable food items and monetary donations, which were donated to the Jacobs & Cushman San Diego Food Bank. iHeartMedia San Diego's effort collected over 3,000 pounds of food and helped the food bank provide nutritious food for individuals and families in need.

CLASSROOM HEROES

SAN DIEGO, CA

IHEARTMEDIA SAN DIEGO

In 2017, iHeartMedia San Diego partnered with local credit union, SDCCU, to honor teachers throughout the school year. From September through June, the stations asked listeners to nominate an outstanding San Diego school teacher to receive recognition and an award. The stations then reviewed the essays and selected one teacher each month as a classroom hero. Nine teachers were recognized for their work teaching and inspiring San Diego students, and each received \$500 from SDCCU and their photo displayed on a billboard near their school.

OPERATION DRESS CODE

SAN DIEGO, CA

STAR 94.1

Operation Dress Code helps women who served in the U.S Armed Forces transition to the civilian workforce by providing them with the professional attire needed to pursue work with the confidence and respect they've earned. Star 94.1 partnered with the Courage to Call veterans assistance organization for the November 4 event and helped collect over 20,000 professional clothing items and accessories, which were organized and set up in a hotel ballroom where female veterans could select a professional wardrobe, get career advice and receive a mini-makeover.

KRAMER & GEENA'S BIG THANK YOU

SAN DIEGO, CA

CHANNEL 93.3

During the 2017 holiday season, Channel 93.3 morning show hosts Kramer & Geena started a letter writing campaign for the over thousands of service members deployed overseas. During the first-ever campaign, the hosts encouraged listeners to write thank you letters for U.S. military members. Their efforts resulted in more than 43,000 letters and cards being collected and sent to service members stationed outside the U.S., which was more than double their first-year goal of 20,000 letters.

FREECEMBER CONCERT AND TOY DRIVE

SAN DIEGO, CA

CHANNEL 933

On December 2, Channel 933 hosted the FREEember Concert and Toy Drive, an annual concert that grants free admission to all listeners who bring a brand-new, unwrapped toy for the Boys & Girls Clubs of San Diego County. The outdoor show featured performances from up-and-coming artists Why Don't We and Alex Aiono. Channel 933's efforts helped collect over 500 toys for local children during the holiday season.

#IHEARTSDGIVESBACK

SAN DIEGO, CA

IHEARTMEDIA SAN DIEGO

On September 12, iHeartMedia San Diego held a donation drive to help those in the Houston area impacted by Hurricane Harvey. The stations partnered with the American Red Cross, Salvation Army and SD Blood Bank for the event and asked local residents to drop off clothing, food, water and other necessities for flood victims. The blood bank was also on hand for those wanting to give blood. During the drive, iHeartMedia San Diego filled a 16-wheel semi-truck with donations and collected over 100 pints of blood.

TOYS FOR TOTS HOLIDAY TOY DRIVE

SARASOTA/BRADENTON/VENICE, FL

92.1 CTQ

On December 1, 92.1 CTQ partnered with Conley Buick GMC for their annual toy drive to benefit Toys for Tots. During the drive, the station broadcasted live for 12 hours at a local Walmart Supercenter and encouraged listeners to donate. The station's efforts helped collect over \$17,000 in cash and toys for local children.



SANTA CAUSE**SARASOTA/BRADENTON/VENICE, FL****107.9 WSRZ**

On December 15, 107.9 WSRZ's Jones and Company hosted the 21st annual Santa Cause, a toy drive to benefit The Safe Children's Coalition - Sarasota YMCA. In just four hours, the stations raised \$15,000 in cash and toy donations, which helped 1,200 children in Sarasota/Manatee and DeSoto counties who have come into the foster care system due to abuse, neglect, or abandonment.

PINTS FOR PLAY**SARASOTA/BRADENTON/VENICE, FL****107.9 WSRZ**

107.9 WSRZ partnered with Suncoast Blood Bank for the ninth annual Pints for Play drive on May 4, 2017. During the 13-hour blood drive, the Jones and Company morning show encouraged listeners to donate blood or platelets in exchange for a variety of incentives. Pints for Play was the Suncoast Blood Bank's biggest donation day of 2017 and collected over 603 units of blood. The drive also helped 107.9 WSRZ win the Terumo BCT Award of Excellence in Donor Recruitment, which recognizes a single blood center in the United States that demonstrates exceptional commitment to the volunteer blood donor community and to raising awareness for the need for blood donations.

COUNTRY CARES FOR ST. JUDE**KIDS RADIOTHONS****SARASOTA/BRADENTON/VENICE, FL****92.1 CTQ**

92.1 CTQ partnered with Conditioned Air for two-day Country Cares for St. Jude Kids radiothons in February and December. During both events, the station encouraged listeners to call in and donate to help St. Jude and its mission to end childhood cancer. The radiothons helped 92.1 CTQ raise a combined over \$195,000 for St. Jude Children's Research Hospital.

SUNCOAST COUNTRY CLEANUP**SARASOTA/BRADENTON/VENICE, FL****92.1 CTQ**

On March 25, 92.1 CTQ partnered with Mosaic for the fourth annual Suncoast Country Cleanup to raise awareness for the importance of keeping our area beaches clean. The station encouraged listeners to participate in the event, and morning show hosts Maverick and Lulu served as hosts. As part of the station's efforts, 130 listeners came out to volunteer and assist with the beach cleanup.

FILL THE BOOT MDA DRIVE**SARASOTA/BRADENTON/VENICE, FL****92.1 CTQ**

On March 3, 92.1 CTQ teamed up with the Sarasota Firefighter's Benevolent Association to kick off their annual Fill the Boot drive for the Muscular Dystrophy Association. Morning show hosts broadcasted live to raise awareness and encourage listeners to donate. In 2017, their efforts helped local firefighters

collect over \$2,000 in one day to help fund research to find a cure for muscular dystrophy, ALS and related diseases that take away physical strength and mobility.

HURRICANE IRMA RELIEF DRIVE**SARASOTA/BRADENTON/VENICE, FL****92.1 CTQ**

After the devastation of Hurricane Irma, 92.1 CTQ teamed up with the Sarasota Police Department on September 18 to collect relief items to send to the Florida Keys. Morning shows hosts Maverick and Lulu broadcasted live for six hours from the Sarasota Police Department and encouraged listeners to donate. As a result of the station's relief drive, two semi-trucks full of food, clothing, gas, and generators were sent to the Florida Keys to help those in need.

SUITS FOR VETS**SARASOTA/BRADENTON/VENICE, FL****92.1 CTQ**

92.1 CTQ and Goodwill Manasota held a Suits for Vets donation drive on June 27 to collect professional attire for local veterans. During a four-hour broadcast, morning show hosts Maverick and Lulu encouraged listeners to donate suits or professional dress items to the Goodwill veteran services program, which helps returning service members prepare to re-enter the workforce with mock interviews, resume guidance and clothing. 92.1 CTQ collected over 115 professional clothing items for local veterans.

PINK SUNSET CRUISE

SARASOTA/BRADENTON/VENICE, FL
92.1 CTQ

The American Cancer Society's Real Mean Wear Pink campaign asks participants to wear pink every day in October and compete to raise money for cancer research. As part of the 2017 campaign, 92.1 CTQ's morning show personality Maverick hosted a pink sunset cruise aboard Le Barge on October 30. The cruise raised \$3,000 for the American Cancer Society.

WREATHS ACROSS AMERICA POKER RUN

SARASOTA/BRADENTON/VENICE, FL
92.1 CTQ

On November 5, 92.1 CTQ partnered with a local auto dealer for their fourth annual poker run for Wreaths Across America, an organization whose mission is to ensure that every deceased veteran has a remembrance wreath on their headstone during the holiday season. During the event, participants traveled to five locations and picked up a poker card. The 2017 poker run collected over \$10,000 for Wreaths Across America, and morning show hosts Maverick and Lulu were on-site when the organization laid a wreath on every headstone at the Sarasota National Cemetery.

CHRISTMAS WISH

SAVANNAH, GA
98.7 THE RIVER

During December 2017, 98.7 The River hosted its 19th annual Christmas Wish campaign to award local families with loved ones undergoing cancer treatment with holiday gifts. On-air host Mark Robertson shared letters from nurses or 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 2017, the Christmas Wish campaign raised \$35,000 for 10 local families, and Robertson received the Georgia Medical Society's Healthcare Heroes award for his work with Christmas Wish since its inception.

STEVE HARVEY TURKEY GIVEAWAY

SAVANNAH, GA
LOVE 101.1

On November 22, Love 101.1 partnered with The Steve and Marjorie Harvey Foundation and the Wesley Community Center to provide turkeys to families in need for Thanksgiving. The station's efforts helped provide turkey dinners to over 100 people in the Savannah area.



HOUSE OF PROM**SAVANNAH, GA****97.3 KISS FM**

House of Prom is 97.3 KISS FM's annual prom dress drive for teenaged girls who cannot afford the high cost of purchasing brand new dresses. In 2017, the station collected new and gently used prom, bridesmaid and evening gowns from listeners via donation locations throughout the area. On March 4, 97.3 KISS FM had a one-day dress sale and sold each donated dress for \$9.73. The 2017 House of Prom event collected a record-breaking \$1,500, which the station donated to the Savannah Rape Crisis Center.

BACK TO SCHOOL PROJECT**SAVANNAH, GA****IHEARTMEDIA SAVANNAH**

In 2017, iHeartMedia Savannah stations partnered with the International Diamond Center to launch the Back to School project. To promote the project, the stations asked non-profit organizations to nominate themselves to receive assistance for children in need in the Savannah area. The stations then ordered and put together backpacks filled with school supplies for school children of all ages and grades. As part of iHeartMedia Savannah's efforts, the first Back to School project donated over 200 backpacks to six local organizations.

BENDER'S ONE BIG KISS RADIOTHON**SEATTLE, WA****106.1 KISS FM**

On December 13, 106.1 KISS FM held their annual Bender's One Big KISS radiothon to benefit the Seattle Children's Hospital. During a live fundraising broadcast from the hospital, on-air hosts Bender and Molly Mesnick highlighted stories of patients, families and doctors. The morning show team stayed on the air for 13 hours to encourage donations and helped raise over \$815,000 for the hospital. Over the past 15 years, Bender's One Big KISS Radiothon has raised almost \$16 million for Seattle Children's Hospital.

950 KJR KARES-A-THON**SEATTLE, WA****SPORTS RADIO 950 KJR AM**

Sports Radio KJR AM hosted its 21st annual 950 KJR Kares-a-thon on June 27 to benefit the Seattle Children's Hospital and Strong Against Cancer. The radiothon featured live broadcasts from the hospital and Russell Wilson's Celebrity Golf Tournament. Station hosts encouraged listeners to donate online or via phone and to participate in an online auction for unique sports memorabilia and entertainment experiences, including a trip to the 2017 iHeartRadio Music Festival. The 2017 950 KJR Kares-a-thon raised more than \$89,000 for Strong Against Cancer and the Seattle Children's Hospital.

HABITAT FOR HUMANITY**SEATTLE, WA****95.7 THE JET**

In 2017, 95.7 The Jet partnered with the Tacoma/Pierce County Habitat for Humanity for two special events. In May, the station encouraged women listeners to help build a house for Habitat for Humanity on the first Women Build of 2017. In September, listeners were invited to participate in the Habitat Challenge to help raise money for the organization. The challenge, in which participants rappelled from a 24-story building, raised over \$133,000 for the Tacoma / Pierce County Habitat for Humanity.

ONE BIG CONCERT FOR ONE BIG KISS**SEATTLE, WA****106.1 KISS FM**

106.1 KISS FM held their first One Big Concert for One Big KISS on June 15 to raise money for the Seattle Children's Hospital. Morning on-air personalities Bender and Molly Mesnick hosted the sold-out event, which featured performances by Lindsey Stirling, Spencer Ludwig and Ocean Park Standoff. The benefit concert also featured appearances from the station's other on-air hosts and Seattle Seahawks' quarterback Russell Wilson. The 2017 One Big Concert for One Big KISS raised over \$111,000 for the hospital.

#POWERPLANTINGWA

SEATTLE, WA

POWER 93.3

POWER 93.3 teamed up with Seattle Lifestyle brand, LumberUnion and the American Forests non-profit organization to help rebuild areas of Chelan, Washington that were devastated by forest fires in 2017. As part of #POWERPlantingWA, every time someone purchased the exclusive POWER 93.3 x LumberUnion shirt or tank top, four trees were planted in Chelan. The clothing fundraiser raised over \$2,500 for local forest recovery.

CARING FOR KIDS RATHTHON

SIOUX CITY, IA

KG95

KG95 partnered with the Children's Miracle Network for their annual Caring for Kids Radiothon on April 27 and 28 to help raise funds for equipment and families to use in the Siouxland area. During the two-day event, the station broadcasted live from the atrium of UnityPoint Health at St. Luke's Hospital and encouraged listeners to donate. In 2017, KG95's Caring for Kids Radiothon raised over \$120,000 for the Children's Miracle Network.

JEREMY HICKS MUSIC FESTIVAL

SOMERSET, KY

LAKE 102.3

On March 11, Lake 102.3 supported the Jeremy Hicks Music Festival to benefit St. Jude Children's Hospital. The concert is in honor of Jeremy Hicks, a St. Jude's patient who passed away from a brain tumor. Lake 102.3 promoted the benefit on-air, online and via social media and interviewed Jeremy's father, Joe Hicks, before the show, which featured performances by Borrowed Blue, Rapid Transit, County Wide, Blind Peace and Travis Harris & The West Coast Turnarounds. The 2017 Jeremy Hicks Music Festival raised nearly \$15,000 for St. Jude.

SAM STRAHAN MEMORIAL HIGHWAY

SPOKANE, WA

KISS 98.1

Sam Strahan was a 15-year-old sophomore who was killed on September 13, 2017, after confronting a shooter in the halls of Freeman High School. After the tragic murder, KISS 98.1 afternoon personality Brad Miller launched an online petition to honor Sam Strahan's heroic act by renaming State Highway 27 in his honor. The petition received over 7,500 signatures, including several mayors and state and local politicians. The Washington State Transportation Commission renamed the highway on November 15.



STUFF-THE-BUS**SUSSEX, NJ****103.7 NNJ & 102.3 WSUS**

103.7 NNJ and 102.3 WSUS held their annual Stuff-the-Bus campaign on November 17-19 to benefit the Sussex County Division of Social Services Food Pantry. On-air personalities from both stations broadcasted live during the event, which was also promoted on the 103.7 NNJ and 102.3 WSUS Websites. In 2017, Stuff-the-Bus collected over 35,000 pounds of food and nearly \$7,000 in monetary donations. The campaign has collected almost a quarter of a million pounds of food and over \$53,400 in monetary donations since its inception ten years ago.

JUNETEENTH CELEBRATION**SYRACUSE, NY****POWER 620**

Each year, the Syracuse community comes together in celebration of Juneteenth in Clinton Square. Power 620 encouraged listeners to attend the free two-day event featuring live entertainment, an educational area, a culturally diverse food court, exhibits and more. They promoted the event on-air and via their e-blasts. In addition, Power 620 broadcasted the festival and performances live, and on-air personality Dr. Rick Wright served as an emcee for the event's main stage. Their efforts helped raise \$5,000 for the Juneteenth celebration, which was attended by 10,000 local residents.

YOUTH ON THEIR OWN DRIVE**TUCSON, AZ****MY 92.9**

Youth On Their Own helps keep homeless teens in Pima County in school and provides them with financial assistance, food, clothing, toiletries and ongoing guidance and support. After thieves stole over 1,000 pounds of food and necessities from the non-profit organization, My 92.9 and its Cyndi & Chris in the Morning show held a May 22 drive to restock the organization's supplies. The on-air hosts encouraged listeners to donate money, hygiene products and non-perishable food items. With the help of the Tucson community, My 92.9 was able to collect over 1000 pounds of food and supplies to help Youth On Their Own restock during the summer.

SOUTH 40 EXPO**WACO/KILLEEN, TX****BIG 95 KBGO**

On March 26, BIG 95 KBGO sponsored the classic car show at the annual South 40 Outdoor Expo's classic car to raise money for the Heart of Texas Fair Scholarship Fund. The station promoted the expo on-air, online and via social media and did a live remote during the event. Approximately 30 cars entered the car show, and the entry fees helped BIG 95 KBGO donate \$500 for local scholarships.

BOWEN MUSICFEST**WACO/KILLEEN, TX****WACO 100 & BIG 95**

WACO 100 and Big 95 sponsored the Bowen Family Foundation's 19th annual Bowen MusicFest on June 4 to help raise money for medical expenses and other needs for families with sick children in the Central Texas region. On-air personalities Dewayne Wells and Tamme Taylor from Big 95 and Zack and Jim from the WACO 100 morning team were on hand for the event, which raised approximately \$500,000 for the Bowen Family Foundation.

KOMEN CENTRAL TEXAS RACE FOR THE CURE**WACO/KILLEEN, TX****IHEARTMEDIA WACO / KILLEEN**

For over a decade, Susan G. Komen East Central Texas has held their annual Komen Central Texas Race for the Cure as a tribute to breast cancer survivors and those currently battling the disease. iHeartMedia Waco/Killeen stations supported the September 30 event on-air, online and via social media to encourage local residents to participate. In addition, Dewayne Wells and Tamme Taylor from BIG 95 KBGO and AZ from KBRQ-FM were on hand to support participants and raise awareness for the cause. Over 5,000 people attended the race and iHeartMedia Waco/Killeen's efforts helped Susan G. Komen East Central Texas raise over \$1.7 million for cancer research.

DRAGGIN' BOAT FESTIVAL

WACO/KILLEEN, TX

BIG 95 KBGO

On August 19, BIG 95 KBGO sponsored the first Draggin' Boat Festival to benefit Enrich Seniors, a non-profit organization dedicated to improving the lives of seniors in the Waco/Killeen area. During the event, teams rowed their "draggin'" boat down the Brazos River in timed heats. BIG 95 KBGO promoted the event on-air, online and via social media, and morning show hosts Dewayne Wells and Tamme Taylor served as emcees. More than 20 teams participated in the event, which raised almost \$11,000 for programs for Waco area elderly.

HURRICANE HARVEY

DISASTER RELIEF

WACO KILLEEN, TX

IHEARTMEDIA WACO/KILLEEN

To help victims of Hurricane Harvey and its subsequent flooding, iHeartMedia Waco/Killeen helped collect donations for southeast Texas residents in need. The stations' on-air hosts shared the most needed items with listeners and directed them to a special Red Cross donation page on the stations' Websites that listed organizations requesting assistance across the affected areas of Texas. During the August storm, the stations also aired hourly public safety updates via NBC News.

IHEARTRADIO

HALLOWEEN BLOOD DRIVE

WACO/KILLEEN, TX

IHEARTMEDIA WACO / KILLEEN

On October 25, iHeartMedia stations in Waco and Killeen came together for a vampire-themed Halloween Blood Drive to support Carter BloodCare, which provides life-saving blood components and transfusion services throughout North, Central and East Texas. The stations encouraged listeners to donate by giving each donor a pint of Blue Bell ice cream in exchange for a pint of blood. The 2017 iHeartRadio Halloween Blood Drive had 25 donors and collected 28 pints of blood for Carter Bloodcare.

CARS 'N CANS CRUISE NIGHT

WACO/KILLEEN, TX

BIG 95 KBGO

BIG 95 KBGO hosted its Cars 'n Cans Cruise Night classic cars food drive on November 4 at the Church of the Open Door. The station promoted the event on-air, online and via social media to encourage listeners to bring their classic cars to the food pantry and drop off canned food or monetary donations. In addition, Dewayne Wells and Tamme Taylor from the station's morning show hosted the event and did a live remote for the station. In 2017, the Cars 'n Cans Cruise Night was attended by more than 500 listeners, who donated 1,000 pounds of food and over \$1,600 in cash for local residents in need.



BIG TEXAS CHRISTMAS PRESENT**WACO/KILLEEN, TX****BIG 95 KBGO**

BIG 95 KBGO hosted its annual Big Texas Christmas Present benefit on December 2 at the Texas Ranger Hall of Fame & Museum to benefit Compassion Ministries, which helps find housing and jobs for the homeless. The station invited listeners to attend the event and make a donation in exchange for free admission to the museum. More than 100 listeners attended the event and BIG 95 KBGO's efforts resulted in \$1,200 being raised to help the local homeless and those on the verge of homelessness.

JINGLE JAM AND TOY RUN**WACO/KILLEEN, TX****102.5 THE BEAR**

On December 9, 102.5 The Bear held its annual Jingle Jam and Toy Run to benefit Project Angel Tree, which provides Christmas for Central Texas children who have parents in prison. For the event, the station encouraged listeners to bring a new, unwrapped toy and donate \$10. In addition, 103.5 The Bear broadcasted live during the event. Their efforts helped collect \$5,000 and 500 toys for Project Angel Tree.

THE 254 WHISKER MEN – BEARDS IN THE HOOD**WACO/KILLEEN, TX****107.3 THE FOX ROCKS**

107.3 The Fox Rocks served as the main media sponsor for the third annual The 254 Whisker Men — Beards In The Hood. The October 14 beard competition benefited

disadvantaged youth in sports and Make a Vet Sweat, which funds group fitness gym memberships to veterans and their spouses in order to combat stress related to PTSD.

107.3 The Fox Rocks promoted the event on-air, online and via social media, and its efforts helped raise over \$2,000 for local children and veterans.

LEUKEMIA & LYMPHOMA SOCIETY'S STUDENT OF THE YEAR GALA**WASHINGTON, DC/BALTIMORE, MD****Z104.3**

On March 24, Z104.3 supported the Leukemia & Lymphoma Society's Student of the Year Gala, which honors high school students who took part in the organization's leadership development and philanthropy fundraising program. The station ran PSAs and promoted the event via social media, and Z104.3 on-air personality Miller hosted the gala. In 2017, Z104.3 helped raise a record-breaking amount of over \$265,000 for the Leukemia & Lymphoma Society.

ROBERTA'S HOUSE RADIOTHON**WASHINGTON, DC/BALTIMORE, MD****HEAVEN 600**

HEAVEN 600 held a twelve-hour radiothon on March 31 to support Roberta's House, a non-profit organization that offers a comprehensive bereavement support program for children and their families in the Baltimore area. The station ran PSAs and promoted the event online, and via social media. Its efforts raised over almost \$30,000 for Roberta's House.

ST. JUDE CHILDREN'S RESEARCH HOSPITAL RADIOTHON**WASHINGTON, DC/BALTIMORE, MD****93.1 WPOC**

On December 14 and 15, 93.1 WPOC hosted their annual radiothon to raise money for St. Jude Children's Hospital. During the two-day live broadcast, the station's on-air talent conducted interviews and encouraged listeners to donate online and become Partners in Hope. In 2017, the radiothon raised over \$345,000 for St. Jude Children's Research Hospital.

HOMERUN FOR RECOVERY**WASHINGTON, DC/BALTIMORE, MD****102.7 JACK-FM**

102.7 JACK-FM helped sponsor the 25th annual Homerun for Recovery fundraiser on April 27 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 their newsletter. Their efforts helped Homerun for Recovery attract over 450 participants and raise more than \$150,000 for The Baltimore Station in 2017.

WASH FOR KIDS RADIOTHON**WASHINGTON, DC/BALTIMORE, MD****97.1 WASH-FM**

On December 14 and 15, 97.1 WASH-FM held its third annual WASH for Kids Radiothon to benefit the Children's National Medical Center, a Children's Miracle Networks hospital. For 26 hours,

station personalities Toby & Chilli, Jenni Chase and Sabrina Conte 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 \$605,000 for the medical center.

DC101'S ONE MORE LIGHT WALK TEAM

WASHINGTON, DC/BALTIMORE, MD
DC101

Prompted by the shocking passing of Linkin Park lead singer Chester Bennington, DC101 created the One More Light Walk team and participated in the American Foundation for Suicide Prevention's Out of the Darkness Washington, DC Walk on October 28. The station encouraged listeners to join its team of walkers, which was led by on-air personality Roche, and asked participants to submit a photo of someone they were walking for on the station's Website. DC101's One More Life Walk team had 183 walkers and raised almost \$27,000 to help bring awareness for suicide prevention.

12 STRAYS OF CHRISTMAS

WASHINGTON, DC/BALTIMORE, MD
BIG 100

In December 2017, BIG 100 held its 12 Strays of Christmas to find homes for animals in local shelters. Every afternoon, midday host Lisa Berigan spotlighted a different homeless animal and encouraged listeners to adopt it or another pet from their own local shelter. The on-air personality also discussed the importance

of adopting shelter animals in Loudoun and Montgomery counties. BIG 100's efforts helped several local pets find homes.

ST. JUDE CHILDREN'S RESEARCH HOSPITAL RADIOTHON

WASHINGTON, DC/BALTIMORE, MD
98.7 WMZQ

On December 7-8, 98.7 WMZQ hosted its 26th annual St. Jude Radiothon to raise money for St. Jude Children's Research Hospital. On-air talent from The Bobby Bones Show, as well as Michael J. and Ty Bailey, encouraged listeners to become a Partner in Hope through a monetary pledge to help children and their families fight their battle with cancer. In 2017, 98.7 WMZQ raised over \$512,000 for the hospital.

KANE'S FLIGHT TO NORTH POLE

WASHINGTON, DC/BALTIMORE, MD
HOT 99.5

HOT 99.5 partnered with Able Forces on December 2 for their third annual Kane's Flight to North Pole for military families. For the event, on-air personalities from The Kane Show and HOT 99.5 staff transformed the Chantilly Air airport hangar into the North Pole for fifteen children and their parents. The families boarded a plane at the hangar headed to the "North Pole," where they met Santa Claus, received presents and ate cookies and milk.



SUSAN G. KOMEN**RACE FOR THE CURE**

WEST PALM BEACH/FT. PIERCE, FL

IHEARTMEDIA WEST PALM BEACH

On January 28, iHeartMedia Palm Beach teamed up with Susan G. Komen to support Race For The Cure for the tenth straight year. The eleven radio stations promoted the race on-air and encouraged listeners to participate leading up to the event. Additionally, KOOL 105.5's Mo and Sally broadcasted live from the race, and on-air talent from other iHeartMedia West Palm Beach stations stopped by to share their personal stories of survival and courage. Nearly 10,000 people participated in the race and the stations helped raise over \$600,000 for breast cancer treatment and research.

**MO & SALLY'S 14TH ANNUAL
DUELING TOY DRIVE**

WEST PALM BEACH/FT. PIERCE, FL

KOOL 105.5

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 14th Annual Dueling Toy Drive. During the all-day event on December 9, Mo and Sally broadcasted live from separate Toys "R" Us locations in a friendly competition to see who could collect the most new, unwrapped toys. In 2017, the morning show hosts collected over 3,000 toys, which were distributed as Christmas gifts to less fortunate children in the local community.

12 GUITARS OF CHRISTMAS

WEST PALM BEACH/FT. PIERCE, FL

98.7 THE GATER

98.7 The Gater held its 14th annual 12 Guitars of Christmas holiday event on December 14 to benefit Toys for Tots. On-air personalities Andy Preston, Tyson, Jodi Stewart and special guest Nicko McBrain of Iron Maiden 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 2017 12 Guitars of Christmas collected over 2,000 toys for children.

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

WEST PALM BEACH/FT. PIERCE, FL

WAVE 92.7

WAVE 92.7 held its annual radiothon to benefit St. Jude Children's Hospital on February 15 and 16. During the two-day event, the station's on-air personalities reached out to listeners and let them know why they should become a St. Jude Partner in Hope. They also aired patient stories, which were posted on the Wave 92.7 website. In 2017, the Wave 92.7 Country Cares for St. Jude Kids radiothon raised almost \$38,000 for the hospital.

12 DAYS OF CHAOS

WEST PALM BEACH/FT. PIERCE, FL

REAL RADIO 94.3

In December 2017, Real Radio 94.3 held its annual 12 Days of Chaos to benefit the U.S Marine Corps Reserve Toys for Tots program. The campaign featured 12

days of grand prize on-air giveaways and culminated in the station's annual holiday party hosted by on-air personalities from The Love Doctors, where winners picked up their prizes. Real Radio 94.3 also gave away a trip to Cancun at the party, and attendees received one entry for the Cancun giveaway for every toy they brought for Toys for Tots. In 2017, 12 Days of Chaos helped the station collect over 1,500 toys for local children.

KISS FOR KIDS RATIOTHON

WILLIAMSPORT, PA

KISS 102.7

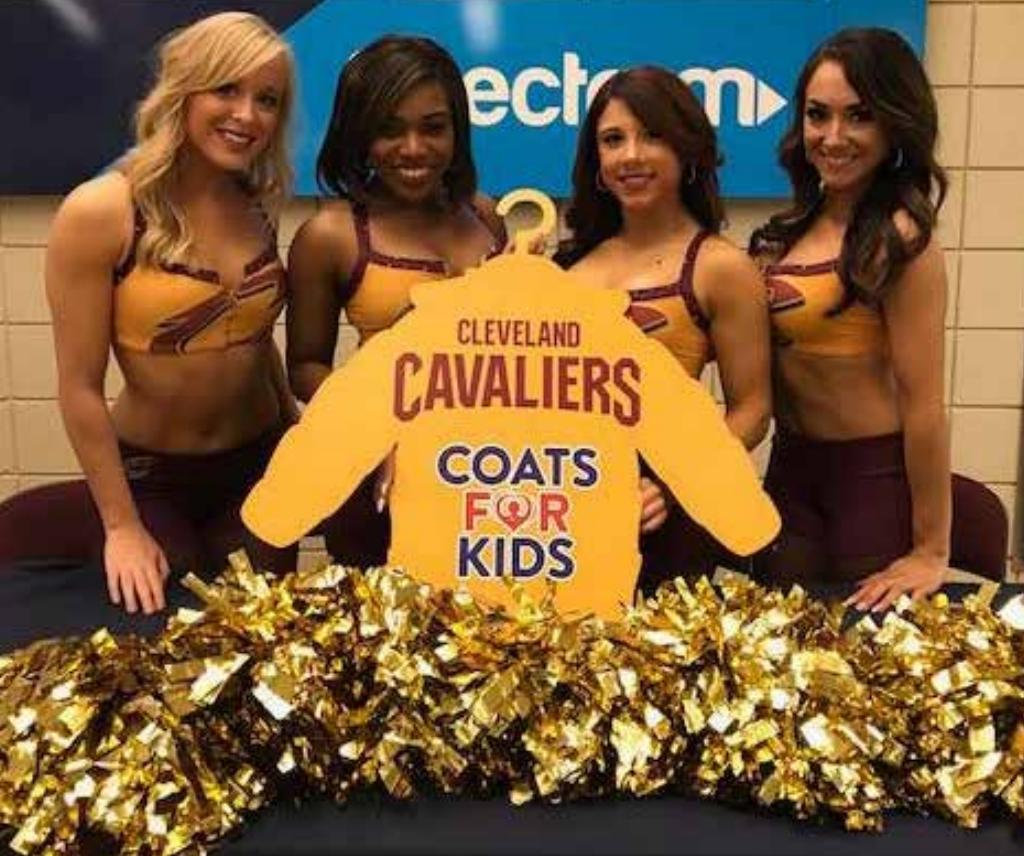
On February 24, KISS 102.7 held its 12th annual KISS for Kids Radiothon to raise money for the Janet Weis Children's Hospital, a Children's Miracle Network hospital. On-air personalities shared stories of local children who were treated at the hospital and encouraged listeners to donate in support of the hospital's work. The day-long KISS For Kids Radiothon raised more than \$10,000 to help provide pediatric equipment, programs and services to the hospital.

RUNNING OVER ADDICTION

WILLIAMSPORT, PA

IHEARTMEDIA WILLIAMSPORT

iHeartMedia Williamsport stations participated in the second annual Running Over Addiction 5k Run/Walk in September 2017 to benefit the West Branch Drug and Alcohol Abuse Commission. The stations promoted the event on-air, online and via social media and helped raise almost \$10,000 for quality substance abuse prevention, intervention and treatment services for local residents.





CLEAR CHANNEL OUTDOOR AMERICAS

As a community partner, Clear Channel Outdoor Americas helps nonprofits and non-government organizations communicate information that creates a positive impact on the lives of those around the country.

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

Channel Outdoor Americas to play a major role in helping these organizations and others communicate critical information to the mass public—instantly.

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

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

PROJECT YELLOW LIGHT

Project Yellow Light was established in 2007 by advertising executive Julie Garner in memory of her teenage son, Hunter, who was killed in a fatal car crash. The annual scholarship competition encouraged applicants to help educate their peers on safe driving habits in an effort to lower instances of fatal crashes involving hand-held devices. The National Highway Traffic Safety Administration reported that 10 percent of drivers between the ages of 15 and 19 involved in fatal crashes were reported as distracted at the time of the crash.

Clear Channel Outdoor Americas first partnered with the U.S. Department of Transportation and the Ad Council to launch the Project Yellow Light billboard design contest in 2016 and continued the partnership in January 2017. As part of

the video and billboard contest, students designed an outdoor advertisement on the dangers of using mobile devices while behind the wheel of a vehicle. The 2017 contest received over 1,100 out-of-home anti-texting and driving design submissions, which was five times the number that was submitted in 2016.

Clear Channel Outdoor Americas unveiled the winners of the video and out-of-home design contests on a digital billboard in New York's Times Square on June 7. The billboard design prize was awarded to two teams, one in high school and one in college, who received \$2,000 scholarships. In addition, the winning out-of-home designs ran across the Clear Channel Outdoor Americas digital network in 29 major markets from June through November.

CAMPAIGN IMPACT

1,200
BILLBOARDS ACROSS
29 MARKETS

200 MM
IMPRESSIONS



THE POLARIS PROJECT

ANTI-HUMAN TRAFFICKING

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In 2017, Clear Channel Outdoor Americas partnered with Polaris for the fourth straight year to combat the \$150 billion a year trafficking industry that forces approximately 20.9 million people worldwide to live in modern day slavery. As the national leader in the fight against human trafficking, Polaris operates the U.S. Department of Justice's National Human Trafficking Resource Center (NHTRC), a confidential, multilingual hotline that connects victims and survivors of all forms of trafficking to nationwide available services to get help and stay safe. The NHTRC also provides the anti-trafficking community with actionable tips and insights.

In March, Clear Channel Outdoor Americas, Polaris and Illinois Lieutenant Governor Evelyn Sanguinetti launched a four-week

anti-human trafficking awareness campaign that ran on over 20 digital billboards across Chicago and throughout Chicago O'Hare International Airport. The campaign alerted victims how to contact the NHTRC hotline for help and informed local residents about the true nature of modern day slavery throughout Illinois and the U.S.

Clear Channel Outdoor Americas also worked with the FBI to launch a Las Vegas-area anti-human trafficking billboard campaign in September. The campaign targeted human trafficking victims and potential witnesses and encouraged them to call the NHTRC's 24-hour hotline to get help. The digital displays ran throughout the year and appeared on 52 local Clear Channel Outdoor Americas billboards, including ten digital billboards.

CAMPAIGN IMPACT

86

BILLBOARDS ACROSS
2 MARKETS

NEARLY
51 MM
IMPRESSIONS



SMARTER SUMMERS = BRIGHTER FUTURES

For the second year, Clear Channel Outdoor Americas worked with the National Summer Learning Association (NSLA), a non-profit organization dedicated to spreading summer learning opportunities across the country as a solution for equality and excellence in education. Every summer, low-income youth lose two to three months in reading and math achievement, and by fifth grade the cumulative years of summer learning loss can leave these students almost three years behind their peers.

Clear Channel Outdoor Americas created a NSLA campaign designed to close the achievement gap by supporting the expansion of access to summer education opportunities and to stress the importance of keeping kids learning, safe and healthy during the summer. The campaign, which ran on digital spaces across the Clear Channel Outdoor Americas network in July and August, featured three separate PSAs that highlighted the NSLA's Smarter Summers = Brighter Futures program that

promotes summer learning as a strategy to help young people get ahead in the new school year.

In addition, Clear Channel Outdoor Americas Atlanta expanded their Smarter Summers = Brighter Futures efforts and collaborated with the Georgia State Department of Education to promote the state's commitment to providing summer resources to local parents.

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“ *Nothing could be more important than making sure Georgia's students are safe, healthy, and learning. Each summer, we look for new ways to spread the word far and wide about opportunities for children and families, because we want to make sure no child goes hungry or loses educational ground just because school is out. I'm grateful for the partnerships-between the public and private entities making up the Get Georgia Reading Campaign and through the generosity of Clear Channel Outdoor Americas—that made this campaign a reality, to the benefit of our students here in Georgia. ”*

RICHARD WOODS
GEORGIA'S SCHOOL SUPERINTENDENT

CAMPAIGN IMPACT

NEARLY
1,000
BILLBOARDS ACROSS
28 MARKETS

75 MM
IMPRESSIONS



NATIONAL LAW ENFORCEMENT OFFICERS MEMORIAL FUND

NATIONAL POLICE WEEK

Clear Channel Outdoor Americas joined forces with the National Law Enforcement Officers Memorial Fund (NLEOMF) for the fourth consecutive year to honor officers who have fallen in the line of duty. Clear Channel Outdoor Americas worked with NLEOMF to build and activate a digital outdoor campaign highlighting National Peace Officers Memorial Day and National Police Week, which began in 1962 and takes place every May.

Clear Channel Outdoor Americas created individual digital tributes to honor all officers who passed away in 2017 as

well as other officers who were killed in previous years and whose deaths were finally confirmed to be in the line of duty. The tributes ran on Clear Channel Outdoor Americas digital billboards in the cities and towns where the fallen officer lived and honorably served and included the officer's name, law enforcement agency and their end of watch date.

In addition, CCO used 1,200 digital billboards to encourage people to tune into the live webstream of the National Police Week Candlelight Vigil.

CAMPAIGN IMPACT

1,200

BILLBOARDS ACROSS
15 MARKETS

1.3 MM

IMPRESSIONS



CCOA MARKET HIGHLIGHTS

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NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN

ALBUQUERQUE, NM

From February 16 – March 19, Clear Channel Outdoor Americas Albuquerque partnered with the National Center for Missing & Exploited Children (NCMEC) on a digital billboard campaign to call attention to Enrique Medel, who's been missing since March 17, 2011. The campaign, which launched with a press conference featuring Enrique's mother, the Albuquerque Mayor, District Attorney and more, broadcast photos and age progression images of Medel across Albuquerque digital billboards and posters. The donated billboards also directed the public to call 1-800-THE-LOST with any information on his disappearance or current whereabouts. Clear Channel Outdoor Americas Albuquerque's out-of-home campaign delivered over five million impressions and more than 530,000 spots across 16 digital billboards and posters.

JOHNS CREEK ARTS CENTER

ATLANTA, GA

From April 6–December 31, Clear Channel Outdoor Americas Atlanta partnered with the Johns Creek Arts Center to help further

the organization's mission of inspiring artistic development for youth and adults and providing affordable cultural arts education to the residents of North Fulton County. Clear Channel Outdoor Americas Atlanta donated digital out-of-home space in the Johns Creek area to promote the center's classes and exhibitions. The campaign delivered 11 million impressions and featured artwork from students and artists on exhibition at the Arts Center, which helped the non-profit organization set attendance records and see a 25% increase in visitors and students in 2017.

ARI SCHULTZ FAMILY

BOSTON, MA

During a routine ultrasound, Ari Schultz's parents learned their unborn baby was diagnosed with fetal critical aortic valve stenosis and evolving hypoplastic left heart syndrome. He became the first person to undergo two successful heart surgeries before he was born. Five years later, Ari passed away peacefully from cardiac arrest after finally receiving a heart transplant. Around the same time, his family discovered that their home needed to be destroyed due to a mold infestation that was not covered by insurance. Clear Channel Outdoor Americas Boston donated billboard space

to help the Schultz family raise money to rebuild their home. The five-week staggered, statewide campaign delivered over 40 million impressions in 44 locations and raised approximately \$300,000.

PATRIOT EDUCATIONAL FUND

CHICAGO, IL

In early 2017, Clear Channel Outdoor Americas Chicago donated \$250,000 in digital advertising to help the Patriot Educational Fund promote its scholarship program for military veterans. The campaign helped raise awareness for the scholarships, and the Patriot Educational Fund noticed a 1,000% increase in online application sessions. Their efforts resulted in the Patriot Educational Fund creating Clear Channel Outdoor Americas scholarships in 2018.

MARSHALL'S DREAM

DALLAS/FORT WORTH, TX

Clear Channel Outdoor Americas Dallas/Fort Worth created a digital campaign to help increase awareness and recruit volunteers for Marshall's Dream, a non-profit organization that offers tutoring, mentoring and sports programs for at-risk youth. The four-week digital campaign

included over 110,000 spots that ran in four market locations for a donated media value of over \$16,000. Clear Channel Outdoor Americas Dallas/Fort Worth's efforts helped garner almost three million impressions and increased website traffic to Marshall's Dream website.

NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN

EL PASO, TX

From May 25 – June 23, Clear Channel Outdoor Americas El Paso and National Center for Missing & Exploited Children (NCMEC) launched a new digital billboard campaign on three digital bulletins in El Paso to call attention to Angel Martinez. She was last seen in El Paso at Henderson Middle School on August 8, 2016 and is believed to still be in the El Paso area. Ruben Batista, Vice President of Clear Channel Outdoor Americas El Paso, kicked off the four-week campaign with a discussion on their efforts to bring attention to National Missing Children's Day using digital billboards to help locate missing children. The campaign delivered over 1,300 spots, 3.9 million impressions and a media value of \$15,000.

GULF COAST EMERGENCY COMMUNICATIONS NETWORK & HURRICANE COUNTDOWN/ PREPAREDNESS/EMERGENCY MESSAGES

HOUSTON, TX

Clear Channel Outdoor Americas Houston launched their Gulf Coast Emergency Communications Network in 2012, which included system protocols and created local emergency managers. Beginning in May 2017, a virtual clock on the region's digital units reminded citizens to prepare for the upcoming hurricane season. The units then broadcast preparedness messages, and printed bulletins were added to the campaign once hurricane season began on June 1. After the mass devastation of Hurricane Harvey, the system's emergency protocols were activated region-wide to keep residents informed, making it the first full activation in five years. During the May 8-November 30 campaign, Clear Channel Outdoor Americas Houston delivered over 1,950,000 spots, 102 million impressions and a media value of \$195,000.

CLEARLY JACKSONVILLE

JACKSONVILLE, FL

Since 2012, Clear Channel Outdoor Americas Jacksonville has partnered with Clearly Jacksonville, a volunteer community advisory committee that supports local non-profit organizations through donated digital billboard displays. The organizations apply to be featured on Clear Channel Outdoor Americas Jacksonville's donated digital billboards, and the Clearly Jacksonville Board of Directors approves select advertisements that make a positive impact on the community. For the 2017 campaigns, Clear Channel Outdoor Americas Jacksonville donated over 1.75 million digital spots valued at \$75,000 to help Clearly Jacksonville promote local law enforcement, animal welfare, arts and culture, education and small businesses. Clear Channel Outdoor Americas Jacksonville has donated over 20 million digital spots valued at \$880,000 to Clearly Jacksonville since 2012.

HUMAN TRAFFICKING AWARENESS

LAS VEGAS, NV

In 2017, Clear Channel Outdoor Americas Las Vegas partnered with the local field office of the FBI and the police on a

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campaign to bring awareness to human trafficking. In October, billboards asking the general public for tips resulted in 5,000 tips in just two weeks. Their efforts received worldwide media attention and led to hundreds of inquiries and investigative actions. In addition to their human trafficking campaign, Clear Channel Outdoor Americas Las Vegas also assisted the police with gathering new leads after the tragic mass shooting on the Las Vegas Strip in October. The FBI awarded Clear Channel Outdoor Americas Las Vegas its prestigious annual Director's Community Leadership Award during a special ceremony in Washington, DC.

HOMEBOY INDUSTRIES LOS ANGELES / SAN DIEGO, CA

In September, Clear Channel Outdoor Americas Los Angeles helped raise awareness for the Homeboy Industries annual 5K run/walk. The Los Angeles-based non-profit organization provides hope, training and support to local men and women who are former gang members and/or who have been incarcerated. Their 5K run/walk is critical to the organization's fundraising efforts and brings community members, sponsors and local businesses together for a single purpose. As in years

past, Clear Channel Outdoor Americas Los Angeles placed two announcements on several digital billboards across Los Angeles in the weeks leading up to the September 23 event. The campaign garnered over 8,385,000 impressions and had a media value of \$64,000, which helped Homeboy Industries attract new participants and sponsors for the annual 5K run/walk.

THE JESSIE REES FOUNDATION LOS ANGELES/SAN DIEGO, CA

After being diagnosed with two brain tumors in 2011, twelve-year-old Jessie Joy Rees created the Jessie Rees Foundation to deliver care packages to other children fighting cancer and other life altering illnesses. The packages are named "Joy Jars" after Jessie's middle name and because they are meant to bring joy to kids fighting cancer. Although Jessie passed away in January 2012, her legacy lives on through the almost 250,000 Joy Jars that have been delivered worldwide. During the 2017 holiday season, Clear Channel Outdoor Americas Los Angeles helped the foundation reach a larger audience and raise donations. The campaign, which spotlighted children helped by the foundation holding their Joy Jars, was

featured on 20 shelters and several digital bulletins throughout Los Angeles. Over four weeks, Clear Channel Outdoor Americas Los Angeles's efforts garnered nearly 4,485,000 impressions, delivered \$40,000 in media value and helped the Jessie Rees Foundation raise money to support 2,500 families.

MOTHERS FIGHTING FOR JUSTICE MIAMI, FL

On August 31, Clear Channel Outdoor Americas Miami and Mothers Fighting Justice worked together to raise awareness about the deadly drive-by shootings that occur in South Miami and Dade County. Mothers Fighting Justice was formed by Romania Dukes after her son was killed in a drive-by shooting. Dukes was joined by Miami Dade Commissioner Dennis Moss and several other elected officials to unveil a special billboard featuring Dukes' son on US Route 1. The printed bulletin campaign ran for 13 weeks and delivered over 10,000 impressions and \$12,000 in media value. A digital bulletin campaign also ran for 18 weeks and delivered a \$27,000 media value and over 571,000 spots.

ANTI-HUMAN SEX TRAFFICKING

MINNEAPOLIS, MN

In 2017, Clear Channel Outdoor Americas Minneapolis partnered with more than 100 community leaders from business, law enforcement, government and non-profit agencies to combat human trafficking ahead of Super Bowl LII, which took place in Minneapolis in 2018. Clear Channel Outdoor Americas Minneapolis helped create two campaigns, including one specifically targeting vulnerable youth that was created entirely by six sex trafficking survivors who are part of The Link service organization. Their I Am Priceless (IAP) prevention campaign shared the message that you are priceless, worthy of respect and deserve to live free from abuse. The Clear Channel Outdoor Americas Minneapolis campaigns included 550,000 spots, had a media value of over \$50,000 and delivered eight million impressions.

LADDERS FOR LEADERS

NEW YORK, NY

On March 13, Clear Channel Outdoor Americas New York unveiled a broad multi-media advertising campaign designed to expand the nationally-recognized Ladders for Leaders summer internship program

during a press conference with New York City Mayor Bill de Blasio and other government officials. As part of the city's Department of Youth and Community Development summer youth employment program, Ladders for Leaders is a competitive summer internship program that connects businesses of all sizes to local, high-achieving high school and college students. Clear Channel Outdoor Americas New York's first-of-its-kind multi-media campaign, which launched across New York City on billboards, bus shelters, taxi TV, LinkNYC kiosks and social media, served as a call to action for employers across New York City to hire homegrown talent.

THE LAKE COUNTY FIREFIGHTERS CHARITY

OCALA, FL

For the third year, Clear Channel Outdoor Americas Ocala helped the Lake County Firefighter's Charity turn Lake County pink for Breast Cancer Awareness month in October. The non-profit organization is comprised of a group of First Responders that believes in giving back to the community whenever possible. Its Turn Lake County Pink campaign includes the firefighters wearing pink shirts and driving a pink fire truck, which is a mobile tribute to

women in the community who battled breast cancer. Clear Channel Outdoor Americas Ocala donated two digital billboards that delivered over 70,000 spots, 650,000 impressions and a value of over \$3,000.

THE HUMANE SOCIETY

OCALA, FL

Clear Channel Outdoor Americas Ocala worked with the Humane Society's Marion County no-kill animal shelter to raise awareness for the organization's numerous community services. Digital billboards highlighted the Human Society's educational programs, spay and neutering assistance and rescues in the Central Florida area. The efforts included an adoption campaign worth \$5,000 that ran over four time periods on one location and garnered over one million impressions. In addition, Clear Channel Outdoor Americas Ocala helped promote the Humane Society's Pet a Pit event at a local farmer's market through a week-long campaign in March at a key location a few blocks from the event. Their efforts resulted in over 48,000 impressions during the week. In all, Clear Channel Outdoor Americas Ocala raised awareness for the adoptions

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and helped the Humane Society of Marion County continue to be one of the more successful small market shelters in the state.

VICTIM SERVICE CENTER OF CENTRAL FLORIDA ORLANDO, FL

Clear Channel Outdoor Americas Orlando partnered with the Victims Service Center for the "What Kind of Baggage Do You Carry?" campaign to highlight a sentiment felt by abuse survivors and their supporters. Clear Channel Outdoor Americas Orlando created a nine-month campaign that highlighted the Victim Service Center's 2017 focus on victims of child abuse, sexual assault, bullying, human trafficking, homicide and stalking. Using a variation of bulletins and messages, creative was posted around the Orlando area with bags or suitcases to let abuse survivors know that Victim Service Center's was here for them and ready to help them move past their trauma. The campaign helped the Victim Service Center generate a 47% increase in the number of people seeking face-to-face crisis counseling and victim

advocacy services. In addition, both the 24/6 Crisis Helpline and 24/7 Sexual Assault Response & Forensic Exams also saw dramatic increases.

JOHN R. ELLIOTT HERO CAMPAIGN FOR DESIGNATED DRIVERS PHILADELPHIA, PA

For the ninth year, Clear Channel Outdoor Americas Philadelphia was the media partner for the John R. Elliott HERO Campaign for Designated Drivers, which promotes the use of safe and sober designated drivers. Since their initial partnership, the campaign has gone from one bulletin on the Atlantic City Expressway to multiple locations in New Jersey, Pennsylvania and Delaware. The 2017 campaign had a \$100,000 media value and was promoted all 12 months with digital, posters and bulletins to help the organization raise donations. A recent poll showed that 70% of residents in Southern New Jersey are aware of the HERO Campaign, primarily through the use of Clear Channel Outdoor Americas signage.

VETS' COMMUNITY CONNECTIONS PHOENIX, AZ

Vets' Community Connections is a Maricopa County organization that helps veterans, active service members and their families successfully integrate into the local community. Clear Channel Outdoor Americas Phoenix worked with the organization to raise awareness for their mission and to encourage local residents to help local service members and veterans. Their efforts also included "Got 10 Minutes For a Vet?" billboards to help honor service members during Veterans Day weekend and kick off a weekend packed with events and activities sponsored by veteran and community organizations throughout Maricopa County. During the ensuing two-month campaign, Clear Channel Outdoor Americas Phoenix donated over 60 different digital bulletins, which delivered 122 million impressions and more than 286,000 spots to raise awareness for Vets' Community Connections and the needs of returning veterans, active service members and their families and caregivers.

SACRAMENTO PHILHARMONIC & OPERA

SACRAMENTO, CA

From October 12-November 30, Clear Channel Outdoor Americas Sacramento and Sactown Magazine promoted the Sacramento Philharmonic and Opera's 2017-2018 performance season by creating "The World's Smallest Concert Hall" in a bus shelter located in front of the performance venue. The activation included cabinet ads and custom window wraps; a sound system that was designed, built and installed by Clear Channel Outdoor Americas Sacramento's operations department to play classical music inside the structure; and theater seats that were re-upholstered by a local store. Clear Channel Outdoor Americas Sacramento and Sactown Magazine also held two free live music performances at the shelter, which attracted a large number of pedestrians and bus riders. Their efforts resulted in over 800,000 impressions and reached a target population of over 3.4 million people.

MISSION OF MERCY

SALISBURY, MD

On March 10 - 11, Clear Channel Outdoor Americas Salisbury partnered with Mission of Mercy for their free dental clinic for Delmarva Peninsula-area adults in need of dental care. The clinic, which began in 2015 and is held every two years, provided over \$1 million worth of cleanings, restorative fillings, extractions and more to over 1,100 patients at the Wicomico Civic Center. Clear Channel Outdoor Americas Salisbury donated the space and production for 10 eco-posters throughout the market for a six-week campaign that began on January 30. In addition, Branch Sales Manager Dennis Weller and his family were among the event's 1,000 volunteers.

NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN

SAN ANTONIO, TX

Clear Channel Outdoor Americas San Antonio and Clear Channel Outdoor Americas Texas led an effort to assist the National Center for Missing and Exploited Children (NCMEC) and the Texas Center for the Missing locate several missing

children throughout the state. As part of the campaign, the organizations selected local children missing in Houston, Dallas, San Antonio and El Paso that were featured in digital messages in the markets. In addition to Clear Channel Outdoor Americas' efforts, local iHeartMedia radio stations ran public service announcements sharing details about each case and press events were held to bring more attention to the children's plights. The campaign received substantial press coverage and helped NCMEC receive several leads on the individual cases.

HUMAN TRAFFICKING AND GUN SAFETY CAMPAIGNS

SAN FRANCISCO, CA

In 2017, Clear Channel Outdoor Americas San Francisco worked closely with the Alameda County District Attorney's office to implement two public service campaigns that were part of their joint partnership to educate those in the community. A January gun safety campaign highlighted the importance of storing guns safely to avoid accidents. In addition, a human trafficking campaign was created in October that sought to educate and heighten public

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awareness of the presence of human trafficking within the Bay Area. Clear Channel Outdoor Americas San Francisco's campaigns were covered by several local news outlets and helped the district attorney's office attract over 9,500 visitors in January and almost 24,000 visitors in October. As a result of their past efforts, Alameda County District Attorney Nancy O'Malley awarded Clear Channel Outdoor Americas San Francisco with its Nancy's Heroes award.

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SEMINOLE HEIGHTS MURDERS

TAMPA, FL

In October and November of 2017, four people in the Seminole Heights neighborhood of Tampa were randomly shot, and police quickly realized that the area had a serial killer. After struggling with finding evidence and witnesses, local law enforcement officials partnered with Clear Channel Outdoor Americas Tampa to help find the killer. For five straight weeks, between four to six Tampa area digital billboards continuously broadcast reward alerts for any information on the murders. Clear Channel Outdoor Americas Tampa's efforts garnered millions of impressions from October 22 until November 20, when the police arrested a suspect.

PIMA COUNTY ATTORNEY'S OFFICE

TUCSON, AZ

Clear Channel Outdoor Americas Tucson began their partnership with the Pima County Attorney's Office after its Vice President of Sales, Bruce Washburn, had a conversation with a U.S. Marshall at a gas station. The result was an annual campaign on four different rotating bulletins to generate tips for cold cases. From March 15 to September 26, Clear Channel Outdoor Americas Tucson put up boards featuring photos and information regarding five criminals suspected of committing some of the area's most heinous crimes. Their efforts helped generate tips that led to the arrest of two long standing felons, including one who was arrested in Mexico after being on the run for several years. The cold case campaign delivered over 775,000 impressions and had a media value of \$9,500.

FAMILY LEAGUE OF CITIES

WASHINGTON, DC/BALTIMORE, MD

From June through August 2017, Clear Channel Outdoor Americas Washington, DC/Baltimore ran a public service campaign for the Family League of Baltimore, an organization dedicated

to providing families and children food, education and other resources to improve their livelihoods. The campaign's goal was to promote free summer meals for kids and teens with families in need. In addition, Clear Channel Outdoor Americas Washington, DC/Baltimore created a bonus digital campaign to promote a free book campaign for children.

METRO CRIME STOPPERS OF MARYLAND

WASHINGTON, DC/BALTIMORE, MD

Every year, Clear Channel Outdoor Americas Washington, DC/Baltimore runs a PSA campaign for Metro Crime Stoppers of Maryland, a volunteer organization actively supporting law enforcement agencies throughout the community in an effort to solve and stop crimes. As part of the campaign, billboards promoted a hotline number for anonymous crime tips. In addition, the market's April Mackoff served as a member of their board, where she hosted and attended meetings and Clear Channel Outdoor Americas Washington, DC/Baltimore purchased a table at Metro Crime Stoppers of Maryland annual bull and oyster charity event.

BALTIMORE CITY OF POLICE

WASHINGTON, DC/BALTIMORE, MD

Clear Channel Outdoor Americas Washington, DC/Baltimore has a long history of partnering with local law enforcement agencies. After a Baltimore City Police Detective was fatally shot on the job in November 2017, Clear Channel Outdoor Americas Washington, DC/Baltimore created a dynamic ad to run on their digital billboards to promote awareness and share information about the reward for any information on the shooting. The digital billboards updated information in real time as the reward amount increased.

LONE SURVIVOR FOUNDATION

CLEAR CHANNEL AIRPORTS

Clear Channel Airports partnered with the Lone Survivor Foundation to support its mission to restore, empower and renew hope for wounded service members and their families through health, wellness and therapeutic support. In addition to a monetary donation, Clear Channel Airports donated digital advertising during the holidays. The campaign was broadcast at 53 national and 439 local airports, which resulted in over 70 million impressions per month and a media value of \$3.7 million.

KIDSPEACE

CLEAR CHANNEL AIRPORTS

Since being founded in 1882, KidsPeace has served the behavioral and mental health needs of children, families and communities by providing emotional and physical health care and educational services in an atmosphere of teamwork, compassion and creativity. Clear Channel Airports partnered with the organization on two separate projects in 2017. The first asked children to create hand-drawn images with an aviation theme that Clear Channel Airports turned into the cover of blank thank you cards. In exchange for the drawings, Clear Channel Airports donated \$5,000 to the continuing efforts to help the lives of families supported by KidsPeace. In addition, Clear Channel Airports employees helped assemble 80 bags for KidsPeace's First Night Bags program, which provides basic essentials such as pajamas, blankets, toiletries and a stuffed animal to children unexpectedly removed from their homes.





