Exhibit A

JUNE 2004

A National Report on Local Broadcasters' Community Service

AMBER Alert • TEAM Coalition's Responsibility Has Its R[illegible] Drink and Drive. You Lose. • Children's Miracle Network • Prom Patrol • De Viva Voz • Austin Humane Society Annual Pet Telethon • Million Koins for Kids • Immunize 4 Healthy Lives • 7 Can Help Kids • Wednesday's Child • Needy Kids Fund Radiothon • American Red Cross and WTVT-TV's Operation Always Ready • One Voice: Media United Against Drugs • WATH-AM's Volunteer Action • WWUP-TV Support Our Troops • Operation Grateful Nation • KBHP-FM Radiothon to End Child Abuse • WHUR-FM Give Me Shelter Radiothon • WCAX-TV Children's Miracle Network Telethon • WTVR-TV Get Out Alive • Coats for Kids • WICO-FM Coastal Clean-Up • WLUC-TV6 Can-A-Thon • WBBM-AM Good Neighbor Radiothon • WGN-AM Neediest Kids Fund • WPUR-FM Country Cares for St. Jude Kids Radiothon KO[illegible]AM/FM Pink Ribbon Luncheon • WMXS-FM Red Cross Minut[illegible] • Nebraska AIDS Project • Cerebral Palsy Inc. of Green Bay • Big Brothers/Big Sisters of New Hampshire • Northeast Ohio Race for the Cure • Make-A-Wish Foundation of Southern West Virginia • Muscular Dystrophy Association • March of Dimes WalkAmerica • Salvation Army's Angel Tree • American Cancer Society • T[illegible] Food Banks • Road Home Shelter • St. Vincent de Paul Food Banks • Chicago Anti-Hunger Federation • Misioneros del Camino • Safe Kids Coalition • Chesterfield Fire Department • Colorado National Guard Foundation Mile High United Way • Prevent Child Abuse Minnesota • Rochester Police Department • Drugs. Drinking. Driving. Dorf. • Rock in Prevention • Delaware Humane Association's Walk for the Animals • It's Kool to Send a Kid to Camp Ta-Kum-Ta • American Heart Association • Teddy Bear Patrol • WZID Christmas is for Kids • Healthy Living for Kids • WLNH Children's Christmas Auction • Kids Giving Radiothon • Rock for Tots • Kidd's Kids • KTBS On Your Side • WSBT-TV Channel 22's "22 Ways of Giving" • El Dia de los Niños • California Wildfires • Tornadoes • Fall Fest 2003 • Ice: Hawaii's Crystal Meth Epidemic • KRVB-FM's Boise River Clean-Up • WBOS-FM Earth Fest • Vermont Green Up Day • Boy Scouts and Girl Scouts • Families for Fathers Walk for Prostate Cancer • KOAA-TV Your Health First • WAFF-TV Can-A-Thon food drive • WLTX-TV Stuff the Bus • WMGX-FM Feed the Hungry Food Drive 2003 • WXIX-TV Food from the Heart • [illegible]-TV and WWUP-TV Treat [illegible] WTHR-T[illegible] the Silence • Gannett Foundation • Public Servic[illegible]nts

local broadcasters
Bringing Community Service Home

National Association of NAB BROADCASTERS®

In Cities and Towns **across America,**

Local Broadcasters Contributed

$9.6 Billion

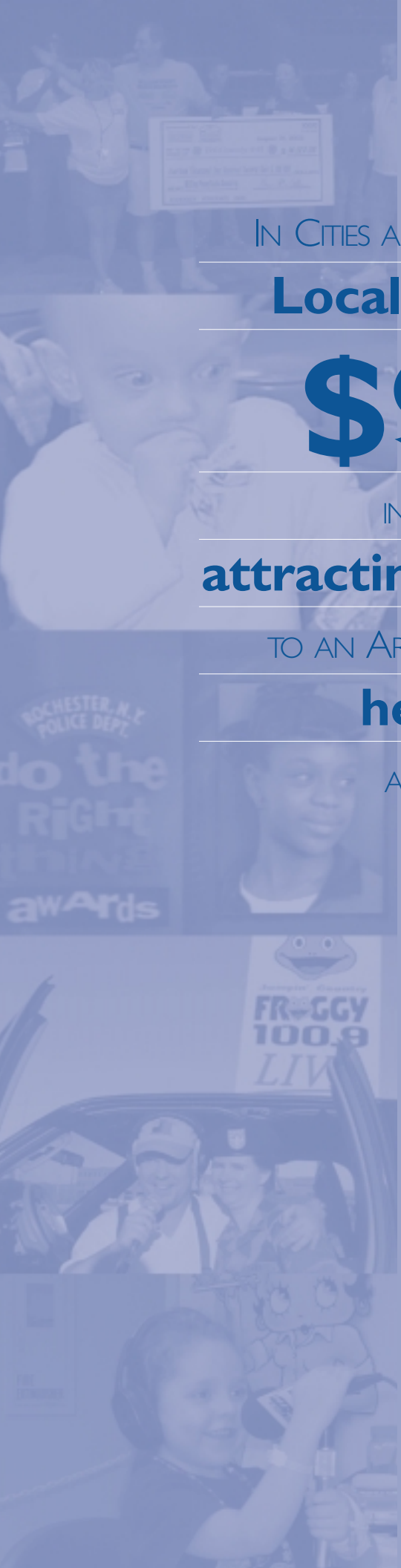
in Community Service in 2003,

attracting attention and **resources**

to an Array of Important Local Causes and

helping people cope

and Survive in Times of Crisis.



AMBER Alert • TEAM Coalition's Responsibility Has Its Rewards • You Drink and Drive. You Lose. • Children's Miracle Network • Prom Patrol • De Viva Voz • Austin Humane Society Annual Pet Telethon • Million Koins for Kids • Immunize 4 Healthy Lives • 7 Can Help Kids • Wednesday's Child • Needy Kids Fund Radiothon American Red Cross and WTVT-TV's Operation Always Ready • One Voice: Media United Against Drugs • WATH-AM's Volunteer Action • WWUP-TV Support Our Troops • Operation Grateful Nation • KBHP-FM Radiothon to End Child Abuse • WHUR-FM Give Me Shelter Radiothon • WCAX-TV Children's Miracle Network Telethon • WTVR-TV Get Out Alive • Coats for Kids • WICO-FM Coastal Clean-Up • WLUC-TV6 Can-A-Thon • WBBM-AM Good Neighbor Radiothon WGN-AM Neediest Kids Fund • WPUR-FM Country Cares for St. Jude Kids Radiothon • KOZE-AM/FM Pink Ribbon Luncheon • WMXS-FM Red Cross Minute Nebrasl[illegible] Palsy Inc. of Green Bay • Big Brothers Big Sisters of New Hampshire • Northeast Ohio Race for the Cure • Make-A-Wish Foundation

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Executive Summary

2003. Mark it down as another year of unrivaled community service by local radio and television stations across the country. In community after community, broadcasters once again gave their support to an array of vital causes—from improving the health of area residents to preventing drunk driving and protecting the victims of domestic violence. And, in a year of deadly wildfires, tornadoes and a Northeast blackout, local radio and television stations again proved adept at delivering life-saving information and relief in times of crisis.

Bringing It Home

How were individual radio and television stations Bringing Community Service Home in 2003?

- News anchor Heather Hayes of **KDFW-TV in Dallas-Fort Worth, Texas** wrote and hosted "Shattered Dreams," a hard-hitting program about the consequences of teenage drinking and driving.
- A holiday campaign organized by **WCLG-AM/FM in Morgantown, West Virginia** collected an amazing 30 tons of donated food for distribution to individuals and families in need.
- When two tornadoes touched down last May in Canton, Missouri and Lima, Illinois, **WGEM-AM/FM and WGEM-TV in nearby Quincy, Illinois** were on the scene, advising residents about the path of the twisters and lending vital support to local recovery efforts.
- Over the past ten years, **KTVX-TV in Salt Lake City, Utah** has played an instrumental role in a statewide campaign to address the low immunization rate among two-year-olds in the state.
- **WICO-FM in Salisbury, Maryland** was the lead media sponsor of Coastal Clean-up, an event that organized more than 3,500 area residents to clean debris and litter from waterways and coastal areas on the Delmarva Peninsula.
- Since 1999, **WSYR-AM in Syracuse, New York** has been a strong and highly visible supporter of a local charity providing support for children who are victims of abuse.

The story was the same in communities across the country, where residents, government officials and community organizations regularly turned to their local radio and television stations for a helping hand.

The Survey

To get a better idea of just how much community service local broadcasters provided in 2003, the National Association of Broadcasters once again joined with the state broadcast associations from all 50 states on an industry-wide research effort. Here is what we discovered:

Local radio and television stations contributed **$9.6** billion in community service nationwide during 2003.

The $9.6 billion figure includes the value of the airtime that local broadcasters contributed for public service announcements (PSAs), as well as the funds stations raised for charitable causes, needy individuals and disaster relief activities.

What the figure does not include is the wide variety of "off-air" community service in which broadcasters are constantly engaged—such as the participation of DJs, news anchors and other station staff in community events. It also does not include the investments stations make in producing PSAs, radiothons, telethons and other community events, as well as production costs and airtime for news and public affairs programs addressing issues of community-wide concern. Nor does it include the value of airtime donated for coverage of disasters, breaking weather emergencies and other crises.

The bottom line is that local broadcasters make substantial public service contributions to their communities—contributions that have great value and impact. And, as always, a major reason for the success of the industry's public service activities is that local broadcasters are making their decisions about where to contribute—and how—based on the specific needs of the communities they serve.

stin Humane Society Annual Pet Telethon • Million Koins for Kids • Immunize 4 Healthy Lives • 7 Can Help Kids • Wednesday's Child • Needy Kids Fund Radiothon
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d the Hungry Food Drive 2003 • WXIX-TV Food from the Heart • WWTV-TV and WWUP-TV Treats for Troops • WTHR-TV Shattering the Silence • Gannett Foundation

A Closer Look at the Findings

The survey shows that local radio and television stations contributed an unrivaled amount of time and effort to community service in 2003:

- **Donating Airtime.** Overall, local radio and television broadcasters in communities across the country contributed a projected value of $7.3 billion in airtime for PSAs last year.

- **Raising Funds for Charity.** More than 9 out of 10 television and radio stations (97 percent) reported helping charities, charitable causes or needy individuals by raising funds or offering other support. The projected value of local broadcasters' fundraising efforts was $2.1 billion.

- **Providing Relief in Times of Crisis.** Local radio and television broadcasters raised a projected $158 million for victims of disasters such as tornadoes, hurricanes, wildfires and flooding. Fifty-six percent of radio stations and 45 percent of television stations reported involvement in on-air or off-air disaster relief campaigns.

- **Responding to Local Issues.** Nearly two-thirds of PSAs (65 percent) aired by the average radio station during the year were about local issues. For the average television station, the figure was 56 percent. Additionally, 60 percent of all radio stations reported airing local public affairs programs of at least 30 minutes in length every week during the year. For television stations, the figure was 43 percent.

- **Supporting a Wide Variety of Community Causes.** Local radio and television broadcasters reported assisting a diverse assortment of groups and charitable causes. In addition to organizing and promoting charitable events and donation drives, they aired a wealth of issue-specific awareness announcements on subjects from health and education to alcohol abuse prevention and community safety.

The remainder of this report provides a more detailed discussion of the survey results, in addition to hundreds of stories about how local broadcasters were serving their communities in 2003, based on extensive interviews with station personnel.

Billion

Research Methodology

The National Association of Broadcasters, in partnership with the state broadcast associations from all 50 states, commissioned a research project among television and radio station broadcasters throughout the United States and the District of Columbia to determine the extent of station participation in community service activities between January 1, 2003 and December 31, 2003.

A variety of methodologies were employed to reach stations, including mail, fax, and Internet options. Surveys were sent out between January and March of 2004. Three waves of survey instruments were sent during this time period, giving all stations multiple opportunities to have their responses included in the data. In addition to the survey mailings, reminders to complete the survey were sent to broadcasters at regular intervals throughout the process in an attempt to ensure the highest possible rate of participation in this project.

Broadcasters representing a total of 727 television stations completed the census, as did broadcasters representing 5,328 radio stations, for a total of 6,055 stations responding. The overall response rate for this project was 53 percent (6,055 of 11,464 commercial broadcast stations). The completion rate among television stations was 63 percent (727 of 1,149 stations), and among radio stations it was 52 percent (5,328 of 10,315 stations). This is an excellent return rate for a project of this type; even when targeting an association's own members, most mail surveys tend to fall in the 20 to 30 percent response range. The return rate for the current project continues the strong response levels historically achieved by this census; the last census, conducted in early 2002, also achieved a 53 percent return rate.

The margin of error for the overall percentages reported here is ±0.87 percent at the 95 percent confidence level. That is, if this census were to be replicated 100 times, we would expect the true percentage of the population to fall within a 1 percent statistical interval at least 95 times. For the television sub-sample, the margin of error is ±2.20 percent; for the radio sub-sample, it is ±0.93 percent.

State broadcast associations and NAB conducted interviews with station staffs to gather the qualitative examples cited in this report.

Other Methodology Notes

- Again this year, the scope of the project included all full-power commercial radio and television stations in the United States.
- Market size and revenue data for stations were linked to the census data, allowing for more precise comparisons of the sample to the actual universe of stations. Following is a table comparing (by market size) the total station universe to the universe of respondents:

	TV STATIONS		RADIO STATIONS	
MARKET SIZE	UNIVERSE	RESPONDENTS	UNIVERSE	RESPONDENTS
Top 1-10	12.2%	9.1%	5.4%	5.0%
11-25	13.5%	13.2%	5.6%	5.6%
26-50	17.7%	17.0%	7.9%	7.8%
51-100	26.1%	28.1%	12.2%	12.8%
101+	30.6%	32.5%	28.2%	29.3%
Unrated	n/a	n/a	40.8%	39.5%

- These data links also made possible more precise weighting and sampling procedures to ensure the reported results are as accurate as possible.

—W.D. McInturff
Public Opinion Strategies, Alexandria, VA

Adding It Up: Broadcasters' Commitment By the Numbers

The $9.6 billion community service contribution of America's local radio and television stations includes airtime for PSAs, as well as broadcasters' fundraising efforts for charities, charitable causes, neighbors in need and disaster relief activities.

Donating Airtime

Overall, local radio and television broadcasters in communities across the country contributed a projected value of $7.3 billion in airtime for PSAs last year.

- The average television station ran 143 PSAs per week. These PSAs amounted to a total contribution of nearly $1.5 million in airtime per television station per year, or a projected total of just under $1.7 billion industry-wide.
- The average radio station ran 195 PSAs per week. This is the equivalent of more than a half million dollars in donated airtime per radio station per year, or a projected total for all radio stations of more than $5.6 billion.

Raising Money for Charity, Disaster Relief

Ninety-seven percent of television and radio stations reported helping charities, charitable causes or needy individuals by raising funds or offering other support. The projected value of local broadcasters' fundraising efforts was $2.1 billion.

- Television stations that raise funds for charities, charitable causes and needy individuals raised an average of $1,049,736 per station during the year. The projected amount raised for charity by all television stations was more than $1.1 billion.
- Among radio stations that raise funds for charities, charitable causes and needy individuals, the average raised per station was $94,480, with the projected amount raised by all radio stations totaling $955 million.
- In addition, local radio and television broadcasters raised a projected $158 million for victims of disasters such as tornadoes, hurricanes, wildfires and flooding. More than half of all radio stations (56 percent) and 45 percent of television stations reported involvement in on-air or off-air disaster relief campaigns.

While broadcasters address a wide variety of issues, the following table examines some specific issues and the percentages of stations that addressed these issues during the survey period.

	TV			RADIO		
ISSUE	PSA	PUBLIC AFFAIRS PROGRAM	NEWS SEGMENT	PSA	PUBLIC AFFAIRS PROGRAM	NEWS SEGMENT
Adult education/literacy	74%	34%	66%	77%	57%	64%
AIDS	57%	24%	69%	58%	38%	57%
Alcohol abuse	82%	31%	72%	83%	56%	66%
Anti-crime	83%	43%	77%	80%	62%	74%
Anti-smoking	72%	29%	66%	73%	51%	56%
Anti-violence	87%	45%	73%	84%	66%	72%
Breast cancer/women's health	87%	40%	76%	86%	58%	69%
Children's issues	92%	50%	76%	89%	68%	73%
Drinking during pregnancy	34%	15%	51%	39%	31%	45%
Drug use/abuse	88%	39%	70%	86%	62%	68%
Drunk driving	87%	30%	74%	89%	59%	73%
Fundraising drives	86%	54%	60%	90%	74%	59%
Homeland security	72%	36%	67%	63%	54%	62%
Hunger/poverty/homelessness	79%	45%	65%	77%	57%	61%

Adding It Up *continued*

Responding to Local Issues

Throughout the year, local radio and television stations used both PSAs and public affairs programming to address issues of concern to their communities.

- Nearly two-thirds (65 percent) of the PSAs aired by the average radio station during the year were about local issues. For the average television station, the figure was 56 percent.
- Additionally, 60 percent of all radio stations aired local public affairs programs of at least 30 minutes in length every week during the year. For television stations, the figure was 43 percent.

Supporting a Wide Variety of Community Causes

Local radio and television broadcasters reported assisting a diverse assortment of groups and charitable causes. In addition to organizing and promoting charitable events and donation drives, they aired a wealth of issue-specific awareness announcements on subjects from health and education to alcohol abuse prevention and community safety.

- Local broadcasters provided important support—including fundraising and awareness campaigns—for community organizations such as hospitals, fire and police departments, libraries, schools, food banks, homeless and domestic violence shelters, and humane societies, among many others.
- Stations also supported and organized community events such as blood drives, charity walks and relays, community clean-ups, town hall meetings, cake auctions, health fairs, and much more.
- Awareness campaigns organized and promoted by local broadcasters covered the full range of issues confronting American communities today, including: AIDS awareness and prevention; alcohol abuse; education and literacy; public safety; violence prevention; women's health and breast cancer awareness; children's issues; drunk driving prevention; drug use and abuse; and hunger, poverty and homelessness (see table).

Raising Funds and Awareness for Nationwide Charities

The following nationwide charities were listed among the key beneficiaries of local broadcasters' public service in communities across the country:

- **ALSAC/St. Jude Children's Research Hospital**
- **American Cancer Society**
- **American Heart Association**
- **American Red Cross**
- **Big Brothers Big Sisters of America**
- **Boy Scouts and Girl Scouts**
- **Children's Miracle Network**
- **Make-A-Wish Foundation**
- **March of Dimes**
- **Muscular Dystrophy Association**
- **Salvation Army**
- **Susan G. Komen Breast Cancer Foundation**
- **Toys for Tots**
- **United Way**

This report includes examples of broadcaster campaigns on behalf of each of these organizations, along with testimonial quotes from the organizations about the important role of local radio and television stations in their success.

Stations also reported engaging in a range of activities to support U.S. troops serving overseas. An entire section of this report is devoted to examples of stations' involvement in these efforts (see page 81).

Country Cares for St. Jude Kids Radiothon • KOZE's Sixth Annual Pink Ribbon Luncheon • WalkAmerica • The KAKE Fan Club • Radiothon for Children's Hospital • Fourth Annual American Heart Walk in Memory of Pattie Bills • Red Cross Minute on WMXS • WOKQ's Year of Service Campaign • Santa Cause • Day of Caring • "Jail and Bail" Fundraiser • WMTW's "It's a Baby Thing" • Labor Day MDA Telethon • Northeast Ohio Race for the Cure • Mix 98-5 Cares for Kids Radiothon • On-Air Auction for Salvation Army • St. Jude Midwest Affiliate Telethon • Chili Cook-Off for the American Cancer Society • Make-A-Wish Radiothon • WJLS Gospel Sings • Runway to the Cure Style Show and Luncheon • WKKS's "Frosty the Show, Man!" Concert • Poker Run for March of Dimes

Local Support for National Charities

Local broadcasters often work with national organizations and their state and local chapters on critical issues confronting communities across the country. What follows are stories of how broadcasters helped some of the national charities identified among the top beneficiaries of stations' public service in 2003, along with testimonial quotes from the organizations' leaders.

ALSAC/St. Jude Children's Research Hospital

"There is no question that St. Jude Children's Research Hospital has enjoyed great success in our fundraising efforts thanks to radio and television. We air our national show across the nation, allowing viewers to see firsthand how our life-saving work impacts patients and their families. Our 'Country Cares' radio program is truly inspiring as people in the Country Music industry rally to support children fighting cancer and other catastrophic diseases."

—Triena Stecks, Vice President of National Direct Marketing ALSAC/St. Jude Children's Research Hospital

WPUR-FM in Northfield, New Jersey hosted its fourth annual "Country Cares for St. Jude Kids Radiothon" in February, raising more than $111,000 to fight childhood cancer and disease. Held at a local shopping mall, the two-day event featured live performances by country artists along with appeals from patients and staff from St. Jude Children's Research Hospital, the largest childhood cancer research center in the United States. Also in attendance was Cody, a St. Jude patient from nearby Forked River. Diagnosed with a genetic disorder that makes his bones weak and susceptible to breaking easily, Cody's condition has improved greatly since his first treatment at St. Jude in 1997.

The "St. Jude Midwest Affiliate Telethon" marked its 28th year on **WEEK-TV in Peoria, Illinois** with a record-breaking $3.2 million fundraising haul. The live, six-hour, Saturday night broadcast was 100-percent locally produced and featured vignettes about the wonderful work of St. Jude Children's Research Hospital and its affiliate organization located at Children's Hospital in Peoria. Alongside all the stories about local children and families who benefited from St. Jude's services, a telethon highlight was the conclusion of the Memphis-to-Peoria charity run for St. Jude. During the broadcast, 200 runners officially completed the 435-mile inter-city trek by jogging as a pack into the WEEK studios. According to WEEK President and General Manager Mark DeSantis, the run alone netted $1.2 million of the $3.2 million fundraising total, with the rest coming from area businesses and WEEK viewers who called in with their pledges of support.

The "Country Cares for St. Jude Kids Radiothon" on **KRNY-FM in Kearney, Nebraska** raised more than $33,000 to support St. Jude Children's Research Hospital. For two full days, KRNY interspersed its regular music programming with informational pieces about the hospital's services for children with cancer and other life-threatening diseases, as well as regular appeals for donations.

A radiothon on **WSIX-FM in Nashville, Tennessee** for St. Jude Children's Research Hospital collected $250,000 to support the hospital's services for children with cancer and other life-threatening diseases. For two full days, WSIX mixed its regular country music programming with informational pieces about the work of St. Jude and regular appeals to listeners for pledges. As part of the programming, the station brought in local children who had been to St. Jude for treatment and aired interviews with doctors and nurses at the hospital talking about the life-saving work they do.

Over the past six years, the "Country Cares for St. Jude Kids Radiothon" on **KOLZ-FM in Cheyenne, Wyoming** has raised more than $100,000 for St. Jude Children's Research Hospital. The two-day event in March includes interviews with St. Jude patients, parents, doctors and nurses, as well as regular appeals for contributions. All proceeds go to St. Jude's, one of the world's premier centers for research and treatment of catastrophic diseases in children, primarily pediatric cancers.

Local Support for National Charities *continued*

American Cancer Society

"The collaborations that the American Cancer Society has forged over the years with local radio and television stations are vital to the Society's mission of eliminating cancer as a major health problem. Through these relationships, we are able to provide Americans nationwide with the information about cancer prevention, early detection and treatment they need to make informed decisions regarding their health and well-being. We greatly appreciate the commitment local broadcasters have made to support the Society in this potentially life-saving endeavor and look forward to continuing such mutually beneficial efforts in the future."

—Susan G. Raphael, Director, Media Relations, American Cancer Society

The February 2003 Chili Cook-Off cosponsored by the American Cancer Society and **WKSJ-FM in Mobile, Alabama** raised $95,000 to support cancer education and research. During the day-long event, 90 chili-cooking teams competed for trophies, with members of the community paying $15 each to sample the chilis of their choice. Pig races and performances by live bands rounded out the fun-filled day, which was promoted with a heavy schedule of PSAs and live broadcasts on WKSJ.

KWXX-FM, KNWB-FM and KPUA-AM in Hilo, Hawaii played a starring role in the success of the 2003 Moonlight Madness Relay for Life, which netted $170,000 for the American Cancer Society. Held at Hilo's Wong Stadium, the July relay attracted nearly 1,500 participants and between 3,000 and 4,000 spectators for a full night of walking to support cancer prevention and treatment. In addition to airing promotional PSAs encouraging people to participate and form relay teams, KWXX, KNWB and KPUA produced a live, 12-hour broadcast from the site. "The stations' support has been invaluable in building this event," said Donna Chalmers, executive director of the East Hawaii Unit of the American Cancer Society. Chalmers added that the proceeds from the event help fund critical services such as transportation to get cancer patients to and from the Big Island for treatments. In recognition of the longtime support of KWXX, KNWB and KPUA, the American Cancer Society recently established the John F. Leonard Business of the Year Award. The award is named for the former KWXX, KNWB and KPUA executive who passed away in 1996.

In May, **KOZE-AM/FM in Lewiston, Idaho** sponsored its sixth annual Pink Ribbon Luncheon to raise awareness of breast cancer in the community. Working with the local chapter of the American Cancer Society, the station lined up speakers for the event and worked with local health agencies to set up educational displays and information booths. KOZE also handled all of the promotion for the event, producing brochures and airing a series of promotional spots that helped sell a total of 250 tickets. "It has become the biggest breast cancer-related event in the community," said KOZE Sales Manager Lisa Jensen, who serves as president of Pink Ribbon Inc., a nonprofit agency established by the station to solicit contributions for the event.

Kentucky radio stations WBIO-FM in Philpot, WXCM-FM in Whitesville, WVJS-AM in Owensboro and WKCM-AM in Hawesville played a starring role in the success of three Relay for Life events that raised more than $60,000 for the American Cancer Society. The summer relays attracted hundreds of area residents for a full night of walking to support cancer prevention and treatment. In addition to airing promotional PSAs encouraging people to participate and form relay teams, WBIO, WXCM, WVJS and WKCM aired interviews with American Cancer Society officials and event organizers and broadcast live from the relay locations. "We don't just go on and make an announcement and that's it," said the stations' president, Bud Walters. "We do everything."

WRVV-FM in Harrisburg, Pennsylvania teamed up with the American Cancer Society in 2003 to raise more than $80,000 during the 24-hour Relay for Life. The event was held at a local high school over a weekend in June. In addition to donating more than $10,000 worth of advertising to the event, WRVV provided staff to play music and emcee the walk.

American Heart Association

"News coverage, PSAs and advertising broadcast on national and local television and radio stations greatly enhance the American Heart Association's ability to communicate our 'Learn and Live' mission to the public. Only by communicating frequently and effectively through the media can the American Heart Association achieve the public understanding and support needed to keep Americans informed of the latest developments in preventing and treating heart disease and stroke. By teaming up with the local media in our communities to promote association events and programs, we are saving lives and helping people put passion into action."

—Coletta Barrett, RN, MHA, FAHA, 2003-2004 National Chair
American Heart Association

As a major sponsor of the Fourth Annual American Heart Walk in Memory of Pattie Bills, **KTVL-TV in Medford, Oregon** helped the American Heart Association raise $150,000 while paying tribute to a beloved community leader who died in 1999. Thanks in part to KTVL's intense promotion of the event, more than 1,500 walkers turned out to show their support for research and education to combat heart disease, which is a factor in 40 percent of deaths in Medford and surrounding Jackson County. The annual event also provided an opportunity for local residents to remember the wonderful work of Pattie Bills, who served as director of the Medford Visitors and Convention Bureau and invented the town's Huggy Bear mascot and slogan, "We hug visitors in Medford."

The local American Heart Walk increased its fundraising total by more than $50,000 thanks to aggressive promotion by first-time sponsor **WJXB-FM in Knoxville, Tennessee**. Each of the station's DJs challenged the others to raise money for the event, and they all went out and walked for a worthy—and healthy—cause.

American Red Cross

"Daily, without hesitation, thousands of volunteers work through the Red Cross to save lives. The partnership between local broadcasters and the American Red Cross helps keep our nation safe, calm and strong. Through airing disaster preparedness and response messages, promoting blood drives, and highlighting health and international issues, Americans are ready to help their neighbors. Thank you to radio and television stations for relentlessly helping all of us volunteer, comfort, donate and prepare. Together, we can save a life."

—Darren Irby, Vice President, External Communications
American Red Cross

During the 10th annual Heartland Blood Drive sponsored by **KFVS-TV in Cape Girardeau, Missouri** and the American Red Cross, more than 1,200 donors braved the rain and cold weather to give the gift of life. The drive collected a total of 1,051 units of usable blood over a three-day period in January, thanks in large part to extensive promotion on KFVS. "We're happy to have a regional partner like KFVS on board to help because they're able to get the word out to nearly everyone in our area," said Dave Palmer of Red Cross Donor Services. "We feel that as long as people are aware of the critical need for blood, they will be willing to help." Over the last decade, the drive has collected more than 10,000 units of blood.

Ever since the tragedy of September 11, 2001, **WMXS-FM in Montgomery, Alabama** and the local chapter of the American Red Cross have been working together on a weekly on-air feature called the "Red Cross Minute." While millions volunteered to give blood in the days and weeks after 9-11, what many did not realize is that blood is needed all year around. As a result, WMXS welcomes a spokesperson from the local American Red Cross every Wednesday morning on the "Mix More Music Morning Show" to update and educate the station's listeners about the need for blood. In addition, the Red Cross uses the time to talk about the numerous other emergency services it provides.

Local Support for National Charities *continued*

Big Brothers Big Sisters of America

"Big Brothers Big Sisters is grateful to the broadcast industry for advocacy and delivery of the messages that inform the public about our organization. Last year, we saw a double-digit increase in the number of children served by volunteer Big Brothers and Big Sisters. Our campaign was so successful, in fact, that we're accelerating our fundraising to support the costs associated with making and sustaining our matches. Each campaign for new volunteers rests in substantial measure on the cooperative and generous spirit of the nation's broadcast industry."

—Judy Vredenburgh, President and CEO
Big Brothers Big Sisters of America

Big Brothers Big Sisters of New Hampshire was the beneficiary of the 2003 "Year of Service" campaign administered by New Hampshire stations **WOKQ-FM in Dover, WPKQ-FM in North Conway and WSAK-FM in Hampton**. Every year, the stations select one

community organization as the recipient of $100,000 worth of free airtime, as well as other promotional support. In addition to producing and airing PSAs encouraging area residents to become Big Brothers and Big Sisters volunteers, WOKQ, WPKQ and WSAK used their morning shows to interview representatives of the statewide charity. As a result of the stations' support, more than twice as many people stepped forward as mentors for youth in 2003, compared to the year before. "It has impacted us in a very big way," said Dick Ingram of Big Brothers Big Sisters of the Greater Seacoast. "We rely on awareness in the community to achieve our mission, and these radio stations enabled us to engage in an unprecedented promotional campaign that achieved real results."

WWWQ-FM "Q100" in Atlanta, Georgia lent a hand to Big Brothers Big Sisters of Atlanta as the charity launched an effort to sign up more adult mentors for city youth. The "Q100 Street Team," which provides volunteers for a variety of charity efforts throughout the year, showed up on an evening in early July when Big Brothers Big Sisters was registering volunteers. In addition to helping with the registration, WWWQ staff added a festive atmosphere to the evening with prizes, games and more. The station's up-front promotional support was crucial in turning out dozens of new Big Brothers Big Sisters volunteers.

Boy Scouts and Girl Scouts

"Boy Scouts of America is grateful for the work of local radio and television stations to draw the attention of their communities to the work of Boy Scout councils across the country. These local collaborations between broadcasters and the Boy Scouts play an important role in helping us fulfill our mission to provide quality youth programs and help young people grow up right."

—Stephen Medlicott, Marketing and Communications Director
Boy Scouts of America

When the local Boy Scouts troop wanted to let the community know about its upcoming spaghetti fundraiser, it turned to **KPIN-FM in Pinedale, Wyoming**. However, with each of the 40 troop members wanting his voice on the air, KPIN had to do some innovative production work. In the end, the station produced two promo spots, each of them splicing together words from 20 or so scouts. "We did it. We got every voice on the air," said KPIN's Bob Rule. "All the families were listening, and it became a big game to pick out each boy's voice." Just as important, each of the boys received credit toward his merit badge by helping to produce the memorable recording.

KIMT-TV in Mason City, Iowa raised $4,000 for Girl Scouts during its March Family Fair event. The Family Fair, held twice a year, is designed to introduce area residents to the work of nonprofit organizations that are busy making the local community a better place to

live. The March event, held at a local shopping center, featured 50 interactive booths set up by the Girl Scouts and other organizations. KIMT asked all of the participating organizations to collect items that could be auctioned to raise funds for Girl Scouts, which was the featured charity for the event. More than 5,000 people attended the March event, and a second Family Fair was held in October. "This is a great opportunity for these charities to get their services out there in front of the people who need them," said KIMT Vice President and General Manager Steve Martinson.

Local Support for National Charities *continued*

Children's Miracle Network

"No one knows better than Children's Miracle Network how vital children's hospitals are in our communities. And no one does more to spread the word about children's hospitals than our 200 affiliated TV stations and 180 radio station partners. Each year the devoted individuals at these stations provide leadership, expertise and countless hours of community service to not only educate their listeners, but also raise millions of dollars to save and improve the lives of children. Children's Miracle Network could not support the 17 million kids treated each year in our children's hospitals without the commitment of these caring stations."

—Mick Shannon, President and CEO, Children's Miracle Network

WCAX-TV in Burlington, Vermont organized its first-ever Children's Miracle Network telethon in 2003, netting more than $300,000 for Fletcher Allen Health Care, Burlington's premier academic medical center. On the Sunday of Memorial Day weekend, the station went on the air all day with stories about children and families served at Fletcher Allen, highlighting the life-saving work of the doctors and nurses in the medical center's Neonatal Intensive Care Unit (NICU). Broadcasting from a local shopping mall, the station appealed to listeners to phone in with their pledges and aired in-person check presentations from generous individuals and businesses from all over the WCAX viewing area.

The first annual "Mix 98-5 Cares for Kids Radiothon" on **WBMX-FM in Boston, Massachusetts** collected a whopping $461,000 for Children's Hospital Boston. During a 25-hour live broadcast from the hospital in late July, WBMX listeners heard inspirational stories about area patients and families who have been treated there. Throughout the radiothon, listeners could call a special 800-number or make an online pledge on the WBMX website. Radiothon callers could choose to make a one-time donation, but many more chose to become "Dream Makers" by providing year-round care for local children with a monthly gift of $15 or more. "The generosity of Mix 98-5 listeners is overwhelming," said WBMX Vice President for Programming Greg Strassel. "Our goal in year one was to raise $200,000. The fact that we more than doubled that is a testament to the level of caring that exists in the Mix 98-5 community."

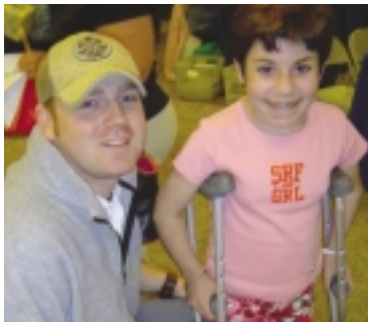
The third annual "John Riley's Big Radiothon for Kids" on **WPBG-FM in Peoria, Illinois** raised $140,000 for Children's Hospital of Illinois. Over four days in early December, WPBG morning host John Riley stayed on the air full-time and interspersed the station's regular music and news programming with stories about children and

families cared for at Children's, as well as a lot of back-and-forth with listeners who called in to pledge their support. A Children's Miracle Network facility, Children's Hospital cares for more children in Illinois than any hospital outside Chicago. "This hospital affects so many people in the Peoria community," said WPBG Program Director Scott Wheeler. "It's a real community treasure." Funds raised during the 2003 radiothon topped those collected in 2002 by 16 percent, according to Wheeler.

A first-ever Children's Miracle Network radiothon on **WDRC-FM in Hartford, Connecticut** collected $156,000 for the city's Children's Medical Center. The three-day broadcast from the medical center cafeteria included pre-produced vignettes about the miraculous work the hospital does for children, as well as interviews with patients and their families and doctors. WDRC staff visited the hospital on a weekly basis over a period of months to plan the event and record the vignettes. "It's a great cause, and everyone at the station got involved," said WDRC's Grahame Winters.

An 18-hour telethon on **KIDK-TV in Idaho Falls, Idaho** raised $119,000 for Primary Children's Medical Center in Salt Lake City, Utah. During the June broadcast, KIDK on-air personalities interviewed patients and staff from the medical center, accepted check presentations from area businesses and individuals, and appealed to viewers to phone in with their pledges of support. KIDK has sponsored the telethon for 13 years—a reflection of the fact that as many as one-fourth of the patients at Primary Children's come from eastern Idaho. Other KIDK-sponsored events during the year that benefited the Children's Miracle Network facility included a "Fright Farm" where area residents paid to experience the many horrors of a Halloween-themed barn in Idaho Falls.

Over just three years, **KWJJ-FM in Portland, Oregon** has collected more than $850,000 for Doernbecher Children's Hospital during the station's annual radiothon for the Children's Miracle Network facility. Doernbecher Children's Hospital is the first full-service children's hospital in the Pacific Northwest. "You can take pride in what you have done to improve the quality of life for kids and families," wrote Children's Miracle Network President and CEO Mick Shannon in a letter to the station.



Once again, **KSL-AM in Salt Lake City, Utah** served as organizer and sponsor of the "Primary Children's Medical Center Radiothon." Held annually for the past 27 years, the radiothon is one of the station's largest fundraisers, helping to raise well over $4 million to provide medical care for children in the Intermountain region, regardless of their family's ability to pay. During the 2003 broadcast, the radio station combined with KSL-TV to raise $1.3 million for Salt Lake City's Primary Children's Medical Center. The 28-hour broadcast featured on-air appearances by politicians, sports personalities, hospital personnel and patients, as well as KSL radio staff.

The second annual "Children's Miracle Network Radiothon" on **WVRV-FM "101.1 The River" in St. Louis, Missouri** helped raise more than $726,000 for Cardinal Glennon Children's Hospital and St. Louis Children's Hospital, the two leading pediatric hospitals in the city. The 56-hour "River of Miracles" broadcast originated at the hospitals, where WVRV personalities Trish Gazall and Vic Porcelli introduced listeners to many of the children and families whom the Children's Miracle Network facilities had helped.

WTCB-FM in Columbia, South Carolina collected $80,000 during its second annual "Radiothon for Children's Hospital." The three-day program was broadcast live from the hospital and included interviews with children and their families, as well as doctors, nurses and hospital staff. In addition, WTCB aired pre-produced segments about all the miraculous things that happen at the Children's Miracle Network facility every day. "This is a real labor of love for us," said WTCB Program Director Brent Johnson, noting that many members of the staff have had children cared for at the hospital. "The whole staff is involved, and we work our hearts out to make it a success."

Local Support for National Charities *continued*

Make-A-Wish Foundation

"The broadcast media are generally very supportive of the Make-A-Wish Foundation and its mission of bringing hope, strength and joy into the lives of children with life-threatening medical conditions and their families. Many of our 75 chapters have developed strong relationships with their local radio and television stations. These stations not only run our PSAs and promote our fundraising events; many of them actually participate in radiothons and telethons that have raised significant dollar amounts for the Make-A-Wish Foundation, and helped us reach new heights in service delivery."

—James R. Maggio, Director of Communications
Make-A-Wish Foundation of America

During its annual "Make-A-Wish Radiothon" in November, **WLUP-FM in Chicago, Illinois** raised $211,000 to grant the wishes of children with life-threatening illnesses. As part of the radiothon, several children were invited into the WLUP studios to talk about

their illnesses and the wishes they wanted granted. Over three days in early December, the WLUP on-air team regularly encouraged listeners to call in with their donations. And, in a testament to the generosity of the station's fans, longtime WLUP listeners Kevin and Dawn Smith approached the station with an offer to match $50,000 in other donations during the radiothon.

WJLS-AM in Beckley, West Virginia organized two gospel sings in the Woodrow Wilson High School auditorium that attracted 1,000 people each time and raised more than $25,000 for the Make-A-Wish Foundation of Southern West Virginia. Each of the events lasted from three to four hours and featured performances by local and national gospel groups. To promote the fall and spring events, WJLS aired a heavy schedule of PSAs and invited the regional Make-A-Wish director into the studio for interviews with the gospel station's DJs. WJLS paid the performers, booked the auditorium and handled all promotion for the event, even producing a souvenir t-shirt.

For two days in March, **KMXS-FM in Anchorage, Alaska** moved its broadcast operations to a community location and encouraged listeners to drop by with contributions for the Make-A-Wish Foundation. With on-air appearances by Anchorage Mayor George Wuerch and other local notables, the station's "Second Annual Make-A-Wish Radiothon" collected more than $26,000 for the charity. All proceeds from the radiothon funded the wishes of Alaska children, many of whom were featured during the broadcast, along with their wishes.

WKSS-FM in Hartford, Connecticut teamed up with the Make-A-Wish Foundation of Connecticut for the station's "Frosty the Show, Man!" concert. The December charity event included a star-studded line-up of national recording artists such as Jessica Simpson. WKSS devoted six weeks to promoting the event and, in the process, raised local awareness of Make-A-Wish through countless on-air mentions and links to the Make-A-Wish Connecticut website. Make-A-Wish received a portion of every ticket sold for the event to support its work granting the wishes of terminally ill children.

Every Wednesday during May, **WDTV-TV in Clarksburg, West Virginia** broadcast live from local businesses that pledged to contribute a portion of their sales that week to the Make-A-Wish Foundation. From 4 to 6:30 p.m., WDTV personalities cut into the station's regular programming and local news to encourage viewers to support the charity by patronizing the businesses. The broadcasts included interviews with children and families that benefit from Make-A-Wish's efforts to grant the wishes of terminally ill kids. Participating businesses ranged from a car dealership and a furniture store to a manufactured housing dealer. In addition to the May broadcasts, WDTV aired approximately $15,000 worth of promotional announcements for Make-A-Wish events in the community in 2003, including a charity casino night at a golf club in the community.

For nine years, **WRVQ-FM in Richmond, Virginia** has sponsored a holiday radiothon benefiting the Make-A-Wish Foundation of Central and Western Virginia. In an effort to expand the event in 2003, WRVQ joined with WRVA-AM, WRXL-FM, WTVR-FM, WRNL-AM and WBTJ-FM for a 12-hour broadcast across the six stations. In all, the "12 Hours of Christmas" event collected more than $225,000, bringing the ten-year fundraising total for the event to more than $1 million. The stations also worked together on a number of other Make-A-Wish projects during the year, including a Chili Cook-Off that attracted 16,000 area residents.

During the summer, **Nebraska broadcasters KQKY-FM in Kearney and KOLN-TV and KGIN-TV in Lincoln/Grand Island** combined forces to raise more than $20,000 for the Make-A-Wish Foundation of Nebraska. In a unique radio-TV partnership, the stations organized a two-week public awareness campaign for the charity, which benefits Nebraska children with life-threatening illnesses. Every night in their combined evening newscast, KOLN and KGIN profiled a different child who was sick and had made a wish request to the charity. The next morning, another child was featured on the KQKY morning show, "Morning Zoo," and the station repeated a two-minute profile of the child six times a day. This was the first year of the stations' "Share the Magic" campaign, which promises to be an annual event.

March Of Dimes

"March of Dimes partnerships with local broadcasters have always been extraordinary. Since the March of Dimes' name was 'coined' by national radio personality Eddie Cantor more than 65 years ago, local radio and, eventually, televisions stations have been very generous with their airtime and other resources, helping us convey critical health messages about having healthy babies and supporting our fundraising efforts. Local broadcasters have been essential partners in both WalkAmerica and in our new Prematurity Campaign. Our friends at radio and TV stations recognize the seriousness of premature birth, and how pervasive it is in every community--crossing all geographic, ethnic and socio-economic lines. In fact, many broadcasters have been directly affected by prematurity, and have opened their hearts and their airwaves to our campaign.

This personal connection has also evolved from partnerships around WalkAmerica—The Walk That Saves Babies Lives. Thousands of radio stations and hundreds of TV stations across the country generate exposure for Walk America, ensuring our success each and every year.

March of Dimes chapters have enjoyed a unique and valuable relationship with local broadcasters, one that we cherish and hope to sustain for many years to come."

—Jane Massey, Executive Vice President and Chief Operating Officer March of Dimes

In the first year of a partnership with the March of Dimes, **KUMU-FM and KAHA-FM in Honolulu, Hawaii** handled all promotional duties, as well as other tasks, for a "Poker Run" fundraising event. During the early August event, more than 300 motorcycle riders visited various locations in and around Honolulu to collect poker cards and, hopefully, a winning hand. Participants paid to take part in the event, with all proceeds going to the March of Dimes and its efforts to prevent premature birth and birth defects. KUMU and KAHA produced and aired PSAs promoting the event, in addition to providing a vital organizing assist and putting together an after-party for the participants complete with live entertainment.

Local Support for National Charities *continued*

As a media sponsor of the ninth annual March of Dimes Walk-America, **WSUS-FM in Franklin, New Jersey** helped raise $112,000 to prevent premature births. In addition to airing PSAs encouraging listeners to take part in one of the numerous walks in the area, the station broadcast live from one of the walks, contributing a grand total of more than $10,000 in airtime to the cause.

WPHM-AM in Port Huron, Michigan came up with the idea for its "Jail and Bail" fundraiser for the March of Dimes more than 40 years ago. The concept: station personalities are "locked up" in a makeshift jail, and contributions to the March of Dimes become the bail to set them free. WPHM brings in local groups and personalities to entertain the "prisoners" while they are in the klink. The 2003 fundraiser collected more than $210,000 for the March of Dimes.

When husband-and-wife news anchors Doug Cook and Elisa Boxer were expecting to become parents during 2003, **WMTW-TV in Portland, Maine** saw an opportunity to educate its viewers about ensuring a healthy pregnancy. Working with the March of Dimes, the station launched "It's a Baby Thing," a six-month public service campaign that included news features and PSAs on issues from vitamins and exercise for the expecting Mom to breastfeeding, proper prenatal care and making sure Dad is doing all he can to help. By the end of the year, Cook and Boxer were proud new parents, and Portland area residents had a better sense of how to protect the health of Mom and baby. "Viewers felt they really went along with Doug and Elisa while they were going through this life-changing experience," said WMTW's Cindy Wolff Fontana.

KHNL-TV and KFVE-TV in Honolulu, Hawaii have helped the March of Dimes with its premier fundraiser, WalkAmerica, for the last 10 years. As the statewide media sponsor of the event, KHNL and KFVE produce PSAs and customize national spots with local information for broadcast on all Hawaii stations. In addition to airing the PSAs to encourage people to participate in the event, the stations produce event-related news coverage and provide an emcee and volunteers for the walk. The 33rd Annual WalkAmerica collected a grand total of $360,000, thanks in part to KHNL/KFVE's hard work.

Muscular Dystrophy Association (MDA)

"When it comes to educating the public, whether to provide direct assistance to those in need or to encourage giving, local radio and television stations play a vital role. The ability to speak directly to the American public through these media has had a major impact on our ability to offer help through services, and hope through research, to the more than 1 million Americans affected by muscular dystrophy and other devastating neuromuscular diseases. It's also helped to make our association and our 'Jerry Lewis MDA Labor Day Telethon' part of the American culture. We place tremendous value on our relationships with local television stations across the country."

—Robert Ross, President and CEO, Muscular Dystrophy Association

WPEC-TV "News 12" in West Palm Beach, Florida has collaborated with the Muscular Dystrophy Association for 33 years to help in the search for a cure for neuromuscular diseases. In 2003, the station collected a record total of $608,000 in donations during the annual Labor Day telethon. "The annual MDA telethon is truly a labor of love for all of us at News 12," said WPEC Station Manager Donn Colee. "We appreciate the opportunity to work side-by-side with our local firefighters, businesses, individuals and the Muscular Dystrophy Association staff and volunteers." Broadcast on more than 200 TV stations nationwide, the 2003 MDA telethon collected a record-high $60.5 million in pledges over Labor Day weekend.

KNOE-TV in Monroe, Louisiana collected more than $200,000 for the Muscular Dystrophy Association during its annual Labor Day telethon for the charity. From 8 p.m. Sunday to 6 p.m. Monday, KNOE was on the air with both the national MDA broadcast and local reports. The KNOE news department produced several features for broadcast during the telethon that highlighted local MDA services, including an MDA children's camp.

The annual Labor Day telethon on **WKOW-TV in Madison, Wisconsin** collected a record sum of $360,000 for the Muscular Dystrophy Association. From 6 a.m. to 6 p.m., WKOW aired the

national MDA broadcast along with extensive local reports about individuals and families affected by the disease, regular appeals for contributions, and check presentations from schools, fire departments, businesses and others. WKOW has aired the Labor Day telethon for more than 30 years.

Salvation Army

"Local radio and television stations play an essential role in the Salvation Army's work in communities across the country. Together, local broadcasters and Salvation Army units are bringing much-needed attention to the needs of disadvantaged Americans and showing people how they can help."

—Commissioner Todd Bassett, National Commander, Salvation Army

For the sixth year in a row, **KVOK-AM and KRXX-FM in Kodiak, Alaska** organized an on-air auction on behalf of the Salvation Army that collected more than $2,000 for the charity. Throughout 2003, the stations appealed to businesses, local artists and others to donate items for the December auction. Contributions in 2003 included everything from bikes and carpeting to a diamond bracelet valued at $1,500. "This is a really big deal for us," said the stations' Ellen Mahle. "We have a small staff and it really takes a lot of everyone's time—and all for a great local cause."

KUSA-TV in Denver, Colorado partnered with the Salvation Army in 2003 for the "Stuff for Students" school supply drive. During the two-week campaign in July and August, the station called on viewers to donate school supplies through PSAs, news coverage and website support. The Salvation Army provided a big yellow school bus, collection barrels, warehouse space to hold the supplies and staff to distribute items to children on the free-lunch program. With the completion of the third annual "Stuff for Students" drive, enough supplies were collected to help more than 26,000 needy students in the five-county Denver area.

During the month of December, the morning show team on **WOQL-FM in Winchester, New Hampshire** set up shop once a week next to a Salvation Army kettle in the community. The goal: to encourage listeners to support the charity's annual holiday fundraising drive. This was the first year the station teamed up with the Salvation Army to promote "kettle awareness," according to WOQL General Manager Bruce Lyons. The WOQL broadcasts originated from kettle locations outside a local grocery store, a donut shop and other places throughout the station's listening area.

Local Support for National Charities *continued*

During its 12th year as media sponsor of the Salvation Army's "Angel Tree" program, **KUTV-TV in Salt Lake City, Utah** played an instrumental role in brightening the holiday season for thousands of children and senior citizens in need. Working closely with the Salvation Army, the station developed a list of seniors and children and what they wanted for a holiday gift. The names and desired gifts were then placed on holiday trees throughout the community, and KUTV got to work both on the air and off to encourage area residents, businesses and schools to do their part to make sure all the angels were adopted. In addition, KUTV organized an Angel Tree benefit concert with the Utah Choral Arts Society in early December.

The "Stuff a Bus" campaign organized by **WJJR-FM in Rutland, Vermont** collected more than 21,000 pounds of food and $4,400 to help the Salvation Army grant the holiday requests of individuals and families in need. Working with the local transit authority, the station parked a bus in downtown Rutland for three days in November and asked people to stop by with their donations of food and/or cash. By the end of the three days, WJJR's listeners had filled not one but two buses with donated goods. All of the food items were distributed in holiday baskets to individuals and families who had applied for assistance from the Salvation Army. In addition, the Salvation Army used the cash contributed by WJJR listeners to purchase toys for needy children. "Stuff a Bus" has been a WJJR project for nine years, according to station General Manager Harry Weinhagen. "Its continuing success is a real reflection of the caring spirit of northern New England communities," he said.

The ninth annual "Coats for Kids" campaign organized by **WSTG-FM in Bluefield, West Virginia** collected hundreds of coats for children from disadvantaged families in the area. Working with the Salvation Army, the station encouraged listeners to drop off lightly used children's coats at selected community locations during four weeks starting in late October. The station also enlisted local dry cleaners to participate in the campaign by cleaning the donated coats for free. All coats were then distributed by the Salvation Army. WSTG's on-air personalities gave the campaign a heavy promotional push in PSAs and on-air mentions, as well as live broadcasts from coat drop-off locations.

During the hot summer months, **KAKE-TV in Wichita, Kansas** launched an on-air campaign to solicit and collect new electric fans for those in need. The "KAKE Fan Club" relied on a close working partnership between the station and the Salvation Army, which agreed to accept the donations and to determine who qualified to receive the donated fans. "The biggest concern we have are for families with elderly people and small children," said Tim Brown with The Salvation Army. "Obviously those are people that have a lot more problems beating the heat."

Susan G. Komen Breast Cancer Foundation

"The Susan G. Komen Breast Cancer Foundation's efforts are greatly empowered by support from local television and radio stations, which are able to give a powerful voice to the Komen Foundation's mission to put an end to breast cancer. The Komen Foundation's greatest source of concern in fulfilling its mission is maintaining a sense of urgency about breast cancer. Local media share the important message of breast cancer awareness through PSAs, visible support of community programs, and encouragement for the general public to become active in the fight against the disease. We know lives will be saved when the message of breast cancer awareness is sent throughout communities with the help of our friends in local television and radio."

—Kristin Kelly, Public Relations Manager
The Susan G. Komen Breast Cancer Foundation

WKYC-TV in Cleveland, Ohio made breast cancer prevention and treatment its signature cause in 2003, airing countless news stories and PSAs on the topic while once again sponsoring the Northeast Ohio Race for the Cure. The station, which has been a Race for the Cure

sponsor for six years, helped the organizers at the Susan G. Komen Breast Cancer Foundation raise $1 million during the event. But it wasn't just about the money. By promoting the race with informative PSAs and news coverage, and by airing a monthly news story called "Friend to Friend," WKYC made a point of educating its viewers about the importance of early breast cancer detection and treatment.

For the ninth year in a row, **KWQC-TV in Davenport, Iowa** was the major force behind Runway to the Cure, a charity style show and luncheon to benefit the Komen Quad Cities Race for the Cure. In addition to raising funds for the race, the event is designed to celebrate survivorship and educate women about the importance of early detection of breast cancer. With KWQC handling all the arrangements and promotion, and with two of the station's anchors emceeing the event, the Runway to the Cure luncheon attracted a capacity crowd of 1,200 area residents in 2003. In related work, KWQC handles all promotional responsibilities for the Race for the Cure. Since its inception in 1990, the race has grown to more than 9,500 participants and raised $2.5 million, in addition to providing more than 8,000 mammography vouchers to eligible women in the area.

The "Buddy Check 8" campaign on **KLAS-TV Channel 8 in Las Vegas, Nevada** encourages viewers to call a buddy on the eighth day of each month to remind her to do a breast self-exam. "Buddy Check 8" is a project of KLAS news anchor Paula Francis. In addition to on-air reminders about breast self-exams, the campaign encourages viewers to call in for informational materials and breast exam shower cards from the Susan G. Komen Breast Cancer Foundation.

Local Support for National Charities *continued*

Toys for Tots

"Local radio and television professionals have been an instrumental partner of the Marine Corps Reserve Toys for Tots Christmas Campaign for many years. Without their generous spirit, professional skills and determination to enhance the public's awareness of our critical needs each Christmas holiday season, our ability to raise toys, books and other gifts for our nation's neediest children would be rendered significantly less effective. The Marine Corps believes that every child deserves a little Christmas, and thanks to our friends in the broadcast industry we were able to reach far more than ever before. Last year, we assisted a record 6.5 million children."

Major William J. Grein, U.S. Marine Corps (Retired), Vice President
Marine Corps Reserve Toys for Tots Foundation

A holiday campaign organized by **WWLP-TV in Springfield, Massachusetts**, in partnership with the local Marine Corps Reserve, collected hundreds of toys for children in need. To get the campaign started, WWLP purchased a top-of-the-line digital camera and distributed raffle tickets for the item in exchange for contributions of new, unwrapped toys. The station's on-air appeals to viewers

to participate in the effort attracted donations from a wide range of businesses and individuals—enough, according to Station Manager John Baran, to fill the large lobby area of the WWLP building. Baran said that WWLP has been sponsor of the Toys for Tots campaign for a number of years. "It has really touched people's hearts and tapped into the community's spirit of giving," he said.

KWHL-FM in Anchorage, Alaska teamed up with the local Marine Corps to collect more than 4,000 toys and cash contributions of $26,000 for Alaska Toys for Tots. The station devoted an entire week to the effort in early December, setting up shop in a motor home outside a local shopping mall and asking people to visit with their donations. "This year was phenomenal," said KWHL Promotions Director Lindsay Silver of the station's 12th annual Toys for Tots campaign. All contributions to the campaign, she explained, help ensure a happy holiday for disadvantaged children in Anchorage and in bush communities throughout Alaska.

KSHB-TV in Kansas City, Missouri joined with the local Marines for the second year in a row to collect holiday gifts for children in need. The "Santa Cause" campaign was spearheaded by star Kansas City Chiefs running back Priest Holmes, along with KSHB sports announcer Lisa Holbrook. In addition to producing and airing a PSA in support of the effort, KSHB broadcast live from a local shopping center for an entire day, encouraging people to come out and buy a toy for a needy child. By the end of the day, the station had collected more than 1,000 toys. KSHB also used its website to show people where in the community they could contribute, and the station provided promotional support for a special Toys for Tots day during a Chiefs game at Arrowhead Stadium that netted almost $12,000 in contributions and 1,800 more toys.

KPOA-FM, KLHI-FM, KJMD-FM, KNUI-AM/FM and KMVI-AM in Maui, Hawaii joined with the Salvation Army and the U.S. Marines to collect more than 5,000 toys for needy children on the island during the 2003 holiday season. The annual Toys for Tots campaign was a chart-topping success thanks to heavy promotion across the six stations, including countless live broadcasts from toy drop-off locations throughout the community. In addition to beating their target of collecting 4,000 toys, the stations raised more than $6,000 in cash to support the effort.

United Way

"For more than 100 years, United Way has engaged in a committed and focused effort to make a measurable difference in communities across America. Together with members of the broadcast community, United Way is able to have a real impact on critical issues."

—Philip H. Jones, Director of Public Relations and Media
United Way of America

WDIV-TV in Detroit, Michigan provided crucial media support to a first-ever fundraiser by the local United Way in which residents bought raffle tickets for one of three brand new cars. In addition to airing PSAs and news stories about the effort, WDIV played a starring role in handing over the keys to the vehicles. Together with a WDIV camera crew, the station's popular weather anchor, Chuck Gaidica, surprised the raffle winners at their homes or offices by delivering the vehicles and offering his congratulations on behalf of the United Way.

For four years, **KQDY-FM, KBMR-AM and KSSS-FM in Bismarck, North Dakota** have teamed up with the United Way to sponsor an annual effort aimed at recruiting volunteers for community projects. During the 2003 Day of Caring, more than 500 area residents turned out for jobs including painting fences in local parks, picking up trash and repainting playgrounds. The high turnout was, in part, due to aggressive promotion of the Day of Caring for more than six weeks on KQDY, KBMR and KSSS. Each of the three stations even fielded its own team of six to 12 volunteers, who demonstrated their hands-on commitment to making their community a better place to live.

AMBER Alert • TEAM Coalition's Responsibility Has Its Rewards • You Drink and Drive. You Lose. • Children's Miracle Network • Prom Patrol • De Viva Voz Austin Humane Society Annual Pet Telethon • Million Koins for Kids • Immunize 4 Healthy Lives • 7 Can Help Kids • Wednesday's Child • Needy Kids Fund Radiothon • American Red Cross and WTVT-TV's Operation Always Ready • One Voice: Media United Against Drugs • WATH-AM's Volunteer Action • WWUP-TV Support Our Troops • Operation Grateful Nation • KBHP-FM Radiothon to End Child Abuse • WHUR-FM Give Me Shelter Radiothon • WCAX-TV Children's Miracle Network Telethon • WTVR-TV Get Out Alive • Coats for Kids • WICO-FM Coastal Clean-Up • WLUC-TV6 Can-A-Thon • WBBM-AM Good Neighbor Radiothon • WGN-AM Neediest Kids Fund • WPUR-FM Country Cares for St. Jude Kids Radiothon • KOZE-AM/FM Pink Ribbon Luncheon • WMXS-FM Red Cross Minute • Nebraska AIDS Project • Cerebral Palsy Inc. of Green Bay • Big Brothers Big Sisters of New Hampshire • Northeast Ohio Race for the Cure Make-A-Wish Foundation of Southern West Virginia • Muscular Dystrophy Association • March of Dimes WalkAmerica • Salvation Army's Angel Tree American Cancer Society • Toys for Tots • Alaska Breast Cancer Detection Center • Bay Area Food Banks • Road Home Shelter • St. Vincent de Paul Food Banks • Chicago Anti-Hunger Federation • Misioneros del Camino • Safe Kids Coalition • Chesterfield Fire Department • Colorado National Guard Foundation Mile High United Way • Prevent Child Abuse Minnesota • Rochester Police Department • Drugs. Drinking. Driving. Don't. • Rock in Prevention • Delaware Humane Association's Walk for the Animals • It's Kool to Send a Kid to Camp Ta-Kum-Ta • American Heart Association • Teddy Bear Patrol • WZID Christmas is for Kids • Healthy Living for Kids • WLNH Children's Christmas Auction • Kids Giving Radiothon • Rock for Tots • Kidd's Kids • KTBS On Your Side • WSBT-TV Channel 22's "22 Ways of Giving" • El Dia de los Niños • California Wildfires • Tornadoes • Fall Fest 2003 • Ice: Hawaii's Crystal Meth Epidemic • KRVB-FM's Boise River Clean-Up • WBOS-FM Earth Fest • Vermont Green Up Day • Boy Scouts and Girl Scouts • Families for Fathers Walk for Prostate Cancer KOAA-TV Your Health First • WAFF-TV Can-A-Thon food drive • WLTX-TV Stuff the Bus • WMGX-FM Feed the Hungry Food Drive 2003 • WXIX-TV Food from the Heart • WWTV-TV and WWUP-TV Treats for Troops • WTHR-TV Shattering the Silence • Gannett Foundation • Public Service Announcements

Bringing it Home:

The Stories *Behind* the Numbers

Alcohol • Prom Patrol • Da Viva Voz • PSAs • You Drink and Drive. You Lose. • Interviews • South Carolina Highway Patrol • South Carolina Department of Public Safety • Mothers Against Drunk Driving • Free Tipsy Tow Service • Community Awareness • We're In This Together Golf and Tennis Gala to Benefit Positive Directions Designate a Driver. It's About Safety. • In-Depth Reports • Remote Broadcasts at Area High Schools • Drugs. Drinking. Driving. Don't. • Support for Fundraising Campaigns • Event Sponsorships • Rock in Prevention (RIP) • Underage Drinking Prevention • Live Remote Broadcasts • Teen Scene • Parents Who Host Lose the Most Joining with Local Sponsors • Session on Drug and Alcohol Abuse Prevention at High School Leadership Convention • Shattered Dreams • Responsibility Has Its Rewards Outreach to the Community • Alcohol-Free Post-Prom Parties • Recruiting Event Participants • Responsible Hosting • Ohio State Highway Patrol • Drinking During Pregnancy • Recording Artists, Actors and Athletes Against Drunk Driving (RADD) • Techniques for Effective Alcohol Management • Safe Celebrations • Red Ribbon Week

Alcohol Abuse

Awareness and Prevention

Alcohol Abuse

Awareness and Prevention

Local broadcasters worked throughout the year to save lives by discouraging alcohol abuse and drunk driving.

During the third year of its "Prom Patrol" program, **KTIV-TV in Sioux City, Iowa** continued its efforts to reinforce safe and sober celebrating by Siouxland high school seniors. "Prom Patrol" seeks to promote post-prom activities organized by area schools and parents to keep kids off the streets and out of trouble. KTIV videotaped 10 alcohol-free after-prom parties so they could be featured in KTIV newscasts and on sister station **KXWB-TV** as public service vignettes encouraging students to celebrate safe. "The students who attend these celebrations are avoiding the temptation to make alcohol part of their senior prom festivities," said KTIV's Jim DeSchepper. "We think it's important to show what they are doing—if only to set an example for other young people and encourage them to play it safe."

The community affairs program, "De Viva Voz," on **KLNV-FM in San Diego, California** recently received the MADD Media Award from Mothers Against Drunk Driving for outstanding coverage of drunk driving issues. The main objective of the weekly program is to provide important information to the Hispanic community on topics ranging from health and education to child safety.

Late in 2003, **WPCC-AM in Clinton, South Carolina** called on South Carolina Highway Patrol Officer Steve Sluder to record two PSAs encouraging area residents not to drink and drive during the holiday season. Keyed to the "You Drink and Drive. You Lose." campaign sponsored by the South Carolina Department of Public Safety, the spots had Officer Sluder reminding listeners of the legal consequences of driving under the influence of alcohol. According to WPCC's Rhonda Cruikshanks, the station aired the spots as a public service to listeners between six and eight times per day in all day parts during the holidays. Cruikshanks added that Sluder visits the WPCC studios up to four times a year to record PSAs on a range of traffic safety issues.

KQLL-FM in Tulsa, Oklahoma regularly goes to bat for organizations working to prevent alcohol abuse and drunk driving. In January, the station aired more than 90 PSAs on behalf of the MADD Market, a flea market fundraiser for Mothers Against Drunk Driving. In addition, the station provided crucial promotional support during the holidays for a toll-free number that listeners could call if they have had too much to drink. The "Free Tipsy Tow" service provides a ride home and vehicle towing at no charge and with no questions asked.

For six years, **WEFX-FM in Norwalk, Connecticut** has served as media sponsor of the We're In This Together Golf and Tennis Gala, an annual event to benefit Positive Directions, a local alcohol abuse treatment and prevention program. WEFX's support for the fundraiser includes an on-air PSA campaign to recruit participants, plus event staffing on the day of the gala. "Your radio coverage prior to and during the day of the event contributes greatly to the success of the day," wrote Positive Directions' Martha Hauhuth and Polly Lynch in a September thank-you letter to the station. According to WEFX's Robin Faller, the station lends its support to Positive Directions whenever possible. In 2003, WEFX handled the promotional duties for a benefit concert for the charity featuring nationally known singer Paul Williams. The station also used its public affairs and news programming during the year to highlight a variety of prevention issues, such as how to talk to teens about alcohol and illicit drugs.

WTUE-FM in Dayton, Ohio was a very visible supporter of a campaign to encourage the use of designated drivers over the July 4th holiday weekend. "Designate a Driver: It's About Safety" was a partnership between the station and the Ohio State Highway Patrol, Ohioans for Responsible Drinking, the Ohio Department of Public Safety and others. During the week leading up to July 4th, WTUE distributed more than 500 complimentary travel mugs featuring the designated driver message; everyone who received a mug was able to fill it up for free at area gas stations. WTUE also donated $2,000 in airtime to PSAs sending the designated driver message.

Every spring, **WRZQ-FM in Greensburg, Indiana** launches a prom-themed awareness campaign to remind teens of the dangers of drinking and driving. At remote broadcasts at area high schools in April and May, the station takes its message directly to teens and asks them to sign a pledge that they will not drink and drive during the prom season. The station awards prizes to students who sign the pledges, including an "Ultimate Dorm Room" package.

The "Drugs. Drinking. Driving. Don't." campaign sponsored by **KRKT-AM/FM, KLOO-AM/FM and KEJO-AM in Albany/ Corvallis, Oregon** seeks to drive home for area residents the dangers of impaired driving. During 2003, station personalities and staff attended as many as 30 community events along with a police officer and two sets of "fatal-vision" goggles that blur an individual's vision so things appear as they would if that person had been drinking. Wearing the goggles, individuals are invited to try to drive through a special obstacle course, gaining a firsthand understanding of how alcohol affects their ability to drive safely. The stations also teamed up with the American Automobile Association of Oregon and Mothers Against Drunk Driving to hand out educational materials about the issue. A separate partnership with the Oregon Department of Transportation showed people at station events what happens when someone is in a crash without a seatbelt.

During 2003, **WOI-TV in West Des Moines, Iowa** played a key role in promoting the work of Rock in Prevention (RIP), an Iowa program that uses rock music to teach kids how to say "no" to alcohol and other temptations. The station's support for RIP included the production of a PSA that was distributed to stations all over the state by the Iowa Broadcasters Association (IBA). "We and other IBA members have contributed a tremendous amount of airtime to this," said WOI's Ray Cole, who serves on the RIP board. The RIP program, Cole explained, has helped more than 500,000 Iowans since 1990 and is nationally recognized for its effectiveness. WOI also supports RIP through an annual telethon and through the station's work with Variety: The Children's Charity, a major RIP benefactor.

On July 3, Sgt. Jim Marr of the Greenwich Police Department appeared on a weekly public affairs program on **WSTC-AM in Stamford, Connecticut** to talk about the problem of underage drinking. The sergeant's appearance coincided with the formation of the Greenwich Coalition to Stop Underage Drinking in response to several incidents in the town. WSTC also covered the topic of underage drinking in its weekly "Teen Scene" program, and the station regularly airs PSAs on underage drinking and drunk driving from Mothers Against Drunk Driving and other organizations.

During prom and graduation season in 2003, **WRYV-FM in Gallipolis, Ohio** developed special programming aimed at the problem of teenage drinking and drunk driving. The station invited students from several local high schools to record their own PSAs encouraging their peers not to drink and drive. WRYV also ran a series of underage-drinking prevention PSAs aimed at parents. The message: "Parents who host lose the most."

After a drunk-driving hit-and-run crash killed a teenager in the community, **WTMJ-AM in Milwaukee, Wisconsin** launched a news investigation. Thanks to the station's digging, WTMJ viewers learned about a quirk in state law that essentially rewarded drunk drivers for leaving the scene of fatal crashes they caused; those who fled the scene were subject to shorter prison sentences than those who remained. As a result of the station's reporting, the loophole was closed.

During its morning show in May, **WCRZ-FM in Flint, Michigan** broadcast a poem, "The Prom," that touched many hearts in the community and stirred conversations between listeners and their children about the dangers of drinking and driving. During an on-air discussion after the poem, WCRZ personalities encouraged parents to talk with their children to ensure a safe prom night for all. At the request of WCRZ listeners, the station also posted the poem on its website.

Alcohol Abuse

Awareness and Prevention *continued*

WJBC-AM in Bloomington, Illinois recognized Red Ribbon Week 2003 with a series of PSAs and other activities aimed at encouraging young people to stay away from drugs and alcohol. As part of the station's outreach, WJBC Station Manager Janae Jontry and Assistant Sales Manager Carol Olson conducted a one-hour session on drug and alcohol abuse prevention at a leadership convention of high school students. Jontry and Olson had the students participating in the seminar write PSAs encouraging their peers to stay away from alcohol and tobacco. After the organizers of the event selected their favorite scripts, WJBC contacted the winning students and brought them into the studios to record their spots. The students' spots were then aired on the station during Red Ribbon Week, allowing local students to hear prevention messages crafted by their peers.

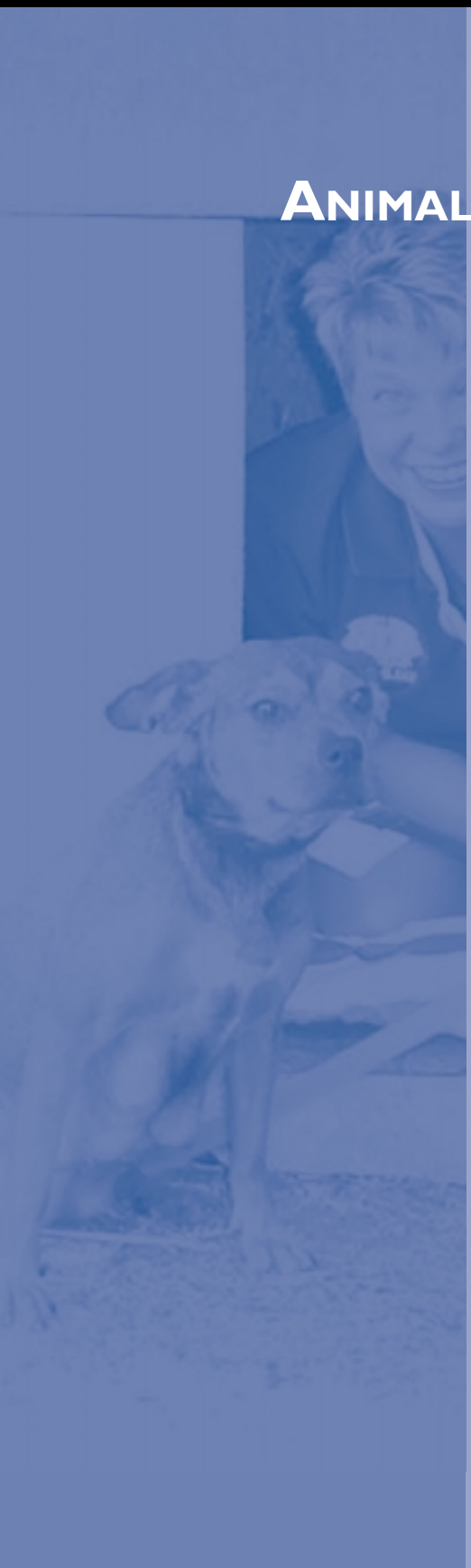
News anchor Heather Hayes of **KDFW-TV in Dallas-Fort Worth, Texas** wrote and hosted "Shattered Dreams," a hard-hitting program about the consequences of teenage drinking and driving. Aired twice on KDFW and once more on sister station KDFI-TV, the program showed viewers what happens when a teen picks up a drink and then picks up the keys. Viewer response to the program was phenomenal, according to the station. One mother wrote to say that she had been watching the program with her son when he started to cry. She asked what was wrong, and the boy told her he had driven drunk and promised never to do it again. "Shattered Dreams" received a 2003 MADD Media Award from Mothers Against Drunk Driving.

WDBO-AM in Orlando, Florida contributed airtime for multiple broadcasts of a PSA featuring Nancy Weldon, the wife of U.S. Rep. Dave Weldon, reminding women about the dangers of drinking during pregnancy. "Babies are like sponges, soaking up their surroundings, developing their own unique personalities," Weldon said in the spot. "Drinking alcohol when you're pregnant can ruin this pretty picture." The PSA was a product of the National Association of Broadcasters' Congressional Families PSA Program, which offers the family of members of Congress a chance to speak directly to their home districts and states on a number of important social issues. In 2003, 101 congressional family members participated in the program, addressing issues from alcohol abuse prevention to breast cancer awareness and child safety.

Between October and December, **WAOK-AM in Atlanta, Georgia** aired more than 120 PSAs in support of a football-themed campaign to promote the use of designated drivers. Entitled "Responsibility Has Its Rewards," the campaign was sponsored by the TEAM Coalition, which works with major sports leagues and public assembly facilities to reduce alcohol abuse and drunk driving. The PSAs encouraged listeners to sign up to be designated drivers each week during the National Football League season. At the end of the season, one designated driver was chosen for each NFL club to receive free tickets to the Super Bowl or Pro Bowl.

WJDX-AM in Jackson, Mississippi aired nearly 1,000 PSAs in 2003 on behalf of Recording Artists, Actors and Athletes Against Drunk Driving (RADD). RADD is an internationally recognized nonprofit organization that links celebrities, media partners and others to combat drunk driving and promote road safety. The group's award-winning messages are hip, positive, nonjudgmental and marketing-driven to impact the targeted audiences. Among the RADD messages that are heard on WJDX and hundreds of other stations across the country are "Music Lives and So Should You" and "Designate Before You Celebrate."

Humane Society of Lenawee County • Interviews with Representatives of County Animal Shelters • Outreach to the Community • Promoting Animal Adoptions • Tompkins Society for the Prevention of Cruelty to Animals • 60-Hour Marathon Broadcast • PSAs • Sixth Annual Pet Telethon on KEYE-TV • The Dog Gone Bulletin Board • Live Remote Broadcasts • Interviews • Colorado Springs All Breed Rescue • Website Promotion for Adoption Fairs • Support for Fundraising Campaigns • Dog Day Afternoons Delaware Humane Association's Walk for the Animals • El Paso Humane Society Walk • Raising Awareness of Humane Society Programs and Pet Safety • Rochelle's Wednesday Friend • Notices of Lost and Missing Animals • Grand Rapids Agility Club • Pet of the Week • In-Depth Reports • Feline Rescue and Rehome • Emceeing Humane Society Events • Finding Permanent Homes for Strays • Event Sponsorships • Helping Hands for Little Paws • Ottertail and Grant County Humane Societies • Once-a-Week Adoption Fairs • Website Promotion • Live Promotional Announcements • Photos of Adoptable Pets on the Web • No Kill Shelter • Second Chance for Greyhounds



Animal Welfare and Adoptions

Animal Welfare

and Adoptions

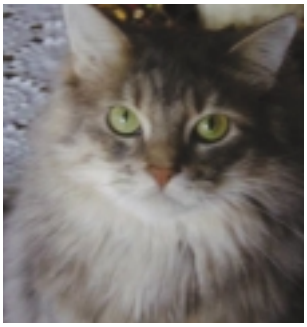
Local humane societies and other animal-friendly charities were popular community partners for local broadcasters.

On the morning of Thursday, July 17, Lori Sallows of **WLEN-FM in Adrian, Michigan** was locked in a dog pen and vowed not to come out until listeners donated $5,000 to the Humane Society of Lenawee County. By early the next morning, Sallows and WLEN secured more than $7,000 in pledges. In addition to the monies raised, Sallows' promotion resulted in the adoption of four animals from the shelter, as well as a higher level of public awareness about its programs and services. This was Sallows' third off-the-wall fundraising promotion in as many years. Previously, she raised funds for a local soup kitchen by jumping out of an airplane and camping out on the roof of a local restaurant.

Two or three times a day, **Colorado radio stations KRKM-FM in Kremmling and KRKY-AM in Granby** broadcast two-minute interviews with representatives of their county animal shelters. During the interviews, which are taped twice a week to ensure that they remain up-to-date, the representatives of the shelters in Grand and Summit counties alert KRKM and KRKY listeners about new listings of pets for adoption. "If we put it on the air that there's a new batch of puppies or kittens at one of these shelters, it's a pretty good bet they'll be gone in no time," said the stations' general manager, M.R. Murray.

KEYE-TV in Austin, Texas hosted the Austin Humane Society's "Sixth Annual Pet Telethon" in June, raising $172,000 while helping the organization adopt out more than 100 animals. The humane society runs a "no-kill" shelter; all animals accepted into the adoption program are kept for as long as it takes to find them loving homes. With the support of KEYE and the rest of the community, the society has saved approximately 2,700 animals in the past year alone.

It has become a "pet project" for Chris Allinger, program director and morning host on **WQNY-FM in Ithaca, New York**. Starting at 6 a.m. on Monday, April 7, Allinger was on the air for 60 hours straight to raise much-needed funds for the Tompkins County Society for the Prevention of Cruelty to Animals. Like other charities, the SPCA has experienced significant cuts in funding and important services, so Allinger's marathon broadcast came at the purr-fect time. "The event not only raised needed money but raised community awareness for the SPCA," said Nathan Winograd, executive director of the group.



In 2003, **KBRF-AM in Fergus Falls, Minnesota** launched a new public service program, "The Dog Gone Bulletin Board," in partnership with the Ottertail and Grant County Humane Societies. The bulletin board airs every weekday morning and includes notices of lost or missing animals, as well as what animals are available for adoption through the local shelters.

Colorado Springs All Breed Rescue (CSABR), an organization that saves stray and abandoned dogs, is the beneficiary of several minutes of airtime each Thursday on **KILO-FM in Colorado Springs, Colorado**. A CSABR representative comes into the studio and goes live with information about a featured dog that is currently in foster care and desperately in need of a permanent home. During the broadcasts, CSABR also relays information about its once-a-week adoption fairs. The charity also is featured on the KILO website.

From April through October, on-air personality Amanda of **WGRD-FM in Grand Rapids, Michigan** hosted Dog Day Afternoons, a monthly event where local pet owners could learn about proper pet care. Among the attractions were an obstacle course for dogs provided by the Grand Rapids Agility Club, as well as games and prizes for people and pets of all kinds. Participants also could learn about pet adoption from the No Kill Shelter, Second Chance for Greyhounds and other groups. Thanks to the fantastic response to Dog Day Afternoons in its first year, the station was planning on making it even better in 2004.

WSTW-FM in Wilmington, Delaware was the media sponsor of the Delaware Humane Association's Walk for the Animals. The September event raised more than $85,000 for the association, thanks in part to WSTW's promotional efforts. In addition to airing more than 20 live promotional announcements for the walk, WSTW broadcast live from the event for four hours. Hosting the walk was WSTW personality Mike Rossi.

KTSM-FM in El Paso, Texas played a starring role in the success of the El Paso Humane Society Walk in May. KTSM Program Director and Humane Society member Bill Tole was on hand with KTSM

personality Melissa Kurr to emcee the daylong event held at a community park. The station also devoted a considerable amount of airtime to promoting the one-mile walk for people and their pets. In 2003, more than 100 people turned out with their furry friends, helping the event raise $7,000 for the city shelter.

Every Monday morning on **KVLO-FM in Little Rock, Arkansas**, hosts Mecy and JoLo announce another needy creature who needs a home and some tender loving care. The announcement highlights cats and dogs that are available for adoption through local agencies such as Feline Rescue and Rehome (FuRR) and Helping Hands for Little Paws. The on-air announcements are echoed by a "Pet of the Week" feature on the KVLO website, with photos of the animals and links to area adoption agencies.

Once a week throughout 2003, **KTRR-FM in Loveland, Colorado** introduced its listeners to a featured "friend" from the Larimer County Humane Society. Hosted by KTRR's Rochelle Mitchell, "Rochelle's Wednesday Friend" featured dogs, cats, gerbils, ferrets and even goats. Mitchell provided a brief description of the animal and directed listeners to photos of that week's pet on the KTRR website. The station reports that 75 percent of animals featured on KTRR have been adopted into permanent homes, some within just hours of being profiled on the air.

"I truly don't believe there have been many fundraisers as successful as this in the history of Laramie. Each of your DJs went out of their way to ensure we got plenty of airtime and fact-filled interviews. Their enthusiasm for the project helped inspire people to give."

—Lisa Kinney, President,
Friends of Community Recreation, in a
letter to KOWB-AM and KCGY-FM in Laramie, Wyoming

Community Champions Program • Offering a Range of Promotional Services • Friends of Community Recreation • PSAs • KTBS On Your Side Jefferson Awards • Profiles of Community Volunteers • Three-Hour Radiothon • Heritage Park of North Iowa • Interviews • 22 Ways of Giving • Giving Day • Collections of Coats, Clothing and Toys • Gala for Kearney Performing Arts Center • Producing an Old-Time Radio Broadcast • Support for Fundraising Campaigns • El Dia de los Niños • National Latino Children's Institute • Cuban American National Council • Arranging Entertainment for Charity Events • Celebrate Rochester • Meeting with City Officials • Community Awareness • Dizzy Gillespie Statue Fundraising Campaign • Martin Luther King, Jr. Holiday Campaign • In-Depth Reports • Volunteer Action • Christmas in the Park Event Sponsorships • Enterprise Rotary Club • Everyday Hero Search • Live Remote Broadcasts • Joining with Local Sponsors • Rural Action • Americorps • Volunteers in Service to America (VISTA) • A Major Promotional Push • Live Reports from Throughout the Community • A Banquet to Honor Awardees • Highlighting Opportunities

Charity Support and Volunteer Recruitment

Charity Support and Volunteer Recruitment

Local broadcasters went to bat for charities and community causes in a big way in 2003—helping with fundraising, volunteer recruitment and public awareness campaigns.

The "Community Champions" program on **WMUR-TV in Manchester, New Hampshire** draws public attention to a different community-serving nonprofit organization every quarter. The program was launched in 2001 in cooperation with a local bank. WMUR's role in the ongoing effort is to produce a PSA and news feature about the work of the organizations selected as Community Champions. Each of the honorees also receives a $25,000 contribution from WMUR's partner, Citizens Bank. Among the organizations that benefited from the program in 2003 were a local food bank; an agency that provides transitional housing for women and children; and an organization that renovates homes for sale at affordable prices. According to WMUR's Jeff Bartlett, the station aired more than 600 PSAs on behalf of its Community Champions in 2003 for a total of $45,000 in airtime. In addition, WMUR met with all of the charities to determine what other promotional services they might need, from website design to marketing assistance.

KOWB-AM and KCGY-FM in Laramie, Wyoming helped a group of local residents raise $30,000 toward the construction of an eight-lane competitive swimming pool for the entire community. One morning in August, the station welcomed the group, Friends of Community Recreation, into its studios for a three-hour radiothon. "I truly don't believe there have been many fundraisers as successful as this in the history of Laramie," wrote the group's president, Lisa Kinney, in a letter to the station. "Each of your DJs went out of their way to ensure we got plenty of airtime and fact-filled interviews. Their enthusiasm for the project helped inspire people to give."

Once again, **KTBS-TV in Shreveport, Louisiana** helped local residents understand and appreciate the contributions of individuals who make a difference in the community through volunteering, teaching and other activities. The KTBS On Your Side Jefferson Awards go to five Shreveport-area residents each year. In 2003, the station received nearly 100 nominations for the awards, and a panel of volunteers was asked to perform the very difficult task of winnowing the list down to five. Each of the award recipients was profiled in a news feature on KTBS designed to highlight the individual's achievements and contributions. In addition, KTBS sent one award recipient to Washington, D.C. to compete with other volunteers from across the country for an award from the American Institute for Public Service. Since KTBS started the Jefferson Awards, two of its awardees have been national winners.

When a local historical park needed an infusion of private funds to qualify for a state grant, **KIOW-FM in Forest City, Iowa** provided the necessary promotional push. Opened in 1999, Heritage Park of North Iowa is dedicated to the preservation of America's rural heritage. It includes a working farm, Indian artifacts, steam engines and demonstrations of grain threshing, log sawing, plowing and much more. In early 2003, however, it was looking as if the park might not qualify for a $200,000 matching state tourism grant because park officials were $50,000 short of raising an equivalent sum on their own. KIOW responded by organizing a one-day radiothon preceded by six weeks of PSAs about the park's predicament and the need for funds. KIOW President and General Manager Tony Coloff expected the radiothon to raise a few thousand dollars at most. However, by the end of the day, KIOW listeners had chipped in $47,000—an amount that, combined with other fundraising by the park, enabled it to qualify for the state grant. "It was phenomenal the way the community responded," said Coloff.

The annual "22 Ways of Giving" campaign on **WSBT-TV Channel 22 in South Bend, Indiana** encourages viewers to support 22 different area charities during the holidays. The charities are selected by an independent committee and include organizations serving young people, the elderly, the poor and other groups. In addition to regular on-air promotions throughout November and December, WSBT organizes a "giving day" with entertainment and booths highlighting the work of the 22 agencies. In 2003, the campaign netted $67,000 in cash, as well as truckloads of in-kind donations, from coats and clothing to toys and computers.

KGFW-AM in Kearney, Nebraska played a key role in the success of a June gala that raised $10,000 toward the construction of the Kearney Performing Arts Center. In a renovation project spearheaded by the Kearney Public Schools Foundation, a construction team started work last year on a project to turn an existing classically styled theater in Kearney into a state-of-the-art performance space for local schools and the community. For one month before the gala, KGFW went on the air with a series of PSAs promoting the event and drawing people's attention to the project. Then, on the night of the 1920s-themed party, KGFW provided its equipment and staff to emcee the event in the style of an old-time radio broadcast. KGFW also used its daily interview program, "Talk of the Town," to educate people about the renovation effort and its value to the community.

WQBA-AM in Miami, Florida was a primary sponsor of "El Dia de los Niños," a one-day festival for children and families organized by the Cuban American National Council, the National Latino Children's Institute and the City of Miami. To ensure maximum turnout for the festival—which is designed to promote literacy, health, fitness and nutrition—WQBA aired a number of promotional PSAs and helped in arranging entertainment and other activities.

Three years ago, **WBZA-FM, WBEE-FM, WBBF-FM and WROC-AM in Rochester, New York** approached the city's mayor, William Johnson, to offer their support for his efforts to promote the city as a great place to live, work and do business. With the city facing an array of urban problems—including disinvestment in the downtown area—the stations worked with the mayor's office to create "Celebrate Rochester," a wide-ranging community service campaign. The core of the campaign is a continuing series of PSAs in which nonprofit organizations talk about their work in the community. In addition, the stations' "Celebrate Rochester" van travels throughout the area all summer recording citizens' comments about why they love Rochester. These comments are then edited into "Celebrate Rochester" PSAs. "Everyone says the media focuses too much on negative things," said the stations' Michael Doyle. '"Celebrate Rochester' is an opportunity to focus on the positive aspects of our community."

WCRE-AM in Cheraw, South Carolina played an instrumental role in the community's efforts to raise money for a statue of jazz king and local hero Dizzy Gillespie. The seven-foot bronze statue by internationally known artist Ed Dwight was dedicated in 2003 on Cheraw's historic town green. In addition to organizing an on-air campaign to help raise the $60,000 for the statue, WCRE was on hand to broadcast live from the ceremony. According to the station's Jane Pigg, the statue has made Cheraw a destination for jazz fans from around the country while reminding local residents of their trumpet-playing favorite son.

On January 20, **WUSL-FM in Philadelphia, Pennsylvania** encouraged its listeners to make the Martin Luther King, Jr. holiday a "day on" and not a "day off." Thanks in part to the station's hard work, more than 35,000 area residents volunteered to participate in service projects in the community. As part of the station's promotional push, WUSL's Coka Lani broadcast live for four hours at Martin Luther King, Jr. High School. Other station personalities filed live reports from locations where volunteers were doing good works to honor the memory of Dr. King.

Charity Support and Volunteer Recruitment *continued*

KTUL-TV in Tulsa, Oklahoma joined with the American Red Cross once again to sponsor the sixth annual Everyday Hero search in 2003. After reviewing hundreds of nominations from the community, the Tulsa Area Chapter of the Red Cross selected six individuals as Everyday Heroes—residents who "quietly save the day for those in need," in the words of the Red Cross chapter's Roger Dahl. Individuals were chosen in six categories, including Save the Day Adult, Save the Day Youth, Animal Rescue, Mentor/Role Model, Emergency Worker and Community Volunteer. The 2003 Everyday Heroes were honored at banquet in May and featured on the KTUL newscast. The station also played a leading role in encouraging nominations for the honor.

After identifying a need for handicapped-accessible recreational and picnicking equipment in an otherwise beautifully appointed city park, **WKMX-FM in Enterprise, Alabama** teamed up with the Enterprise Rotary Club to raise $75,000 to make it happen. The station launched the fundraising campaign with a week of afternoon and evening events in the park featuring Santa Claus, station personalities, music and a carousel leased from a company in Georgia. The Christmas in the Park celebration was such a hit with the community, according to WKMX Executive Vice President and General Manager Terry Duffie, that the mayor's office has decided to make it an annual event. As of December 31, 2003, WKMX and the Rotary had collected $30,000 toward the $75,000 goal for the new park equipment. The station was planning a spring 2004 event to wrap up the fundraising effort.

WATH-AM in Athens, Ohio airs a 30-minute program every Tuesday morning featuring interviews with community nonprofit representatives about opportunities to volunteer. Called "Volunteer Action," the program is produced in partnership with Rural Action and is hosted by retired Ohio University Professor Ray Wagner. Lining up guests for the show is Steve Zarate, a member of Americorps' Volunteers in Service to America (VISTA) program. According to Zarate, the show is helping to raise the profile of many worthwhile organizations while stimulating listeners' interest in community involvement and volunteering.

Million Koins for Kids • It's Cool to Send a Kid to Camp Ta-Kum-Ta • Immunize 4 Healthy Lives • PSAs • Charlie Bear Stuffed Animal Drive • Children's Radiothon KVAK Kids Club • Live Remote Broadcasts • WLNH Children's Christmas Auction • KVLY's Coats for Kids • 7 Can Help Kids • Cars Critters • Kids Giving Radiothon Support for Fundraising Campaigns • Christmas for Kids • Adoption Assistance Program • Children's Museum of Acadiana • Charity Softball Tournament for Jason's Friends Foundation • Wednesday's Child • Kidd's Kids Campaign • 14th Annual WFAN Radiothon • Teddy Bear Patrol • Radiothon for U.C. Davis Children's Hospital • Children's Medical Center Radiothon • WZID Christmas is for Kids Auction • "We Are the Children" Christmas Party • Wish Upon the North Star • Bears on Patrol • Sponsorship of Events • Healthy Living for Kids Event • WEEI Jimmy Fund Radiothon • Rock for Tots Toy Drive • Children's Ride • Telethon to Benefit Variety: The Children's Charity of New York • Interviews with Agency Representatives • Ronald McDonald House • El Paso Rehabilitation Center • Child Crisis Center • Care-A-Van Mobile Unit

Support for **Children**

Support for

Children

Whether the cause was treating pediatric cancer, supporting adoption, or collecting funds and toys for disadvantaged children, local radio and television stations regularly went to bat for their communities' kids.

Responding to the fact that more than 40 percent of El Paso's children live in poverty, **KLAQ-FM in El Paso, Texas** launched "Million Koins for Kids," a wide-ranging effort to help local charities serving children. The idea was to collect as much loose change as listeners could spare and then donate it to organizations such as the Child Crisis Center, the El Paso Rehabilitation Center, the Ronald McDonald House and others. Among the 2003 events: the Tenth Annual Million Koins for Kids Q-Ball Golf Tournament; and a 25-hour radiothon that raised $10,400. During the year, the station raised a grand total of $30,000 for the campaign, with all of the money staying in El Paso to help children in need.

A fundraising effort on **WKOL-FM "KOOL 105" in Burlington, Vermont** collected more than $100,000 to send children with cancer to a special summer camp in Colchester. Last year marked the fourth year of the station's "It's Kool to Send a Kid to Camp Ta-Kum-Ta" campaign. During a week-long drive in December, the station used its morning show to highlight the camp, which provides a week of fun activities every summer on the shores of Lake Champlain for children who have or have had cancer. The station's promotional support for the camp includes interviews with camp counselors and volunteers as well as former and prospective campers, plus regular appeals for contributions. Thanks to the generosity of the station's listeners, WKOL was planning to cover the costs of going to camp for 65 children in 2004, a record total.

Over the past ten years, **KTVX-TV Channel 4 in Salt Lake City, Utah** has played an instrumental role in a statewide campaign to address the low immunization rate among two-year-olds in Utah. Under the banner, "Immunize 4 Healthy Lives," the station uses news coverage, PSAs and website information to encourage parents to make sure their children's shots are up-to-date. In other activities in 2003, KTVX joined with the Utah Department of Health to sponsor the Immunization Care-A-Van, a mobile unit that visited countless community locations offering free immunizations from April through November.

The "Charlie Bear" promotion organized by **KMTK-FM in Bend, Oregon** collected a grand total of more than 4,000 brand new stuffed animals for children admitted to local hospitals and emergency rooms in 2003. Marking its fourth year, the promotional campaign centered on appeals from KMTK on-air personalities for stuffed animal contributions, which could be dropped off at various locations in the community. In a related effort, KMTK organized an auction and party that raised $23,000 for the local Ronald McDonald House, which provides a place to stay for families with children in the hospital. During the first annual Silver Spur Benefit Ball, more than 200 revelers were able to bid on holiday ornaments signed by country music stars such as Willie Nelson and Alan Jackson, as well as other memorabilia.

Over the past six years, **WBEV-AM and WXRO-FM in Beaver Dam, Wisconsin** have raised $340,000 for local charities during the stations' annual "Children's Radiothon." In 2003, the 27-hour broadcast from the stations' parking lot included an on-air auction and non-stop appeals from WBEV and WXRO DJs for listeners to call in or drop by with their contributions. As part of the hooplah, WXRO morning jock John Kraft camped out on the roof of the station with a fishing pole, reeling in contributions of more than $10,000 from the crowd below. The $80,000 raised by the station in 2003 went to several local charities, including a homeless shelter, a home for abused women and children, and an organization providing parenting classes for new and prospective parents.

The KVAK Kids Club started by **KVAK-AM/FM in Valdez, Alaska** gives children from kindergarten through sixth grade an after-school outlet for learning and creativity. On the first Thursday of each

month, fourth, fifth and sixth graders visit the KVAK studios in the afternoon to rehearse and record PSAs on issues from seasonal safety to saying no to drugs. The kids also develop the topics and edit the scripts for the spots. KVAK airs the club members' PSAs two to three times a day all year long. "We find this is really an opportunity for children who aren't necessarily involved in sports and other activities to explore their talents," said KVAK's Laurie Prax. Members of the KVAK Kids Club receive a quarterly newsletter from the station and get to have their birthdays announced on the air. At the end of 2003, the club had approximately 100 members.

An annual auction on **WLNH-FM in Laconia, New Hampshire** raised a record sum of $144,000 for local charities serving children and families. The "WLNH Children's Christmas Auction" has collected more than $1 million in its 20-year history. During the five-day broadcast, WLNH on-air personalities auction off items donated by individuals and businesses throughout the Lakes Region of New Hampshire. Among the organizations selected in 2003 as beneficiaries of the auction dollars were a local agency that provides clothing and toys to needy children over the holidays and an organization offering speech therapy, physical therapy and other services for children from disadvantaged backgrounds.

In its 17th year, the "Coats for Kids" drive organized by **KVLY-TV in Fargo, North Dakota** collected more than 13,000 winter outerwear items for children in need in 49 communities in eastern North Dakota and northwest Minnesota. KVLY arranged for drop-off locations and lined up people and businesses to clean the donated items in each of the participating communities. To spread the word, the station went on the air with PSAs, news coverage and live broadcasts from drop-off locations featuring the station's meteorologist, Tom Szymanski. Over its 17-year history, "Coats for Kids" has collected a grand total of 180,000 coats, snowsuits, boots, mittens and scarves.

"7 Can Help Kids" is an ongoing campaign on **KETV-TV Channel 7 in Omaha, Nebraska** to make a positive difference in the lives of area children. KETV viewers can tune into the station's evening newscast for regular "7 Can Help Kids Reports" that focus on the health, safety and educational issues facing children and their parents. In addition, KETV organizes community service projects that raise and distribute money and materials for local children in need. In 2003, for example, thousands of disadvantaged students started the school year with new backpacks and supplies thanks to the station's "Back to School" program. In other activities, the station has contributed more than $7,000 to Make-A-Wish Nebraska through sales of KETV news anchor Julie Cornell's Italian cookbook.

The "Cars Critters" promotion on **WCRZ-FM in Flint, Michigan** collected 10,000 stuffed animals for disadvantaged children in the community in 2003. During two appeals in the spring and fall, WCRZ asked retailers in the community to place collection boxes in their stores. The station then went on the air to ask listeners to drop off stuffed critters that were distributed to local charities serving children.

The "Kids Giving Radiothon" on **KGON-FM, KRSK-FM, KNRK-FM, KFXX-AM and KKSN-FM in Portland, Oregon** collected more than $111,000 for local charities serving children. Held every November, "Kids Giving" is a 28-hour radio auction that encourages the stations' listeners to phone in their bids on a wide array of donated items, from guitars to cars. The beneficiaries of the 2003 radiothon were: the Community Transitional School, which is dedicated entirely to the needs of children whose families are homeless, in transition and experiencing chronic poverty-related crises; and Kids on the Block, an Oregon nonprofit that uses life-size puppets to help children learn to understand and accept differences in one another and to protect themselves in difficult situations. "One of the most exciting things about 'Kids Giving' is that the money we raise makes a significant difference in the quality of the services these important charities provide to children here in our own community," said the stations' Judy Combs.

Over the last nine years, the annual "Coats for Kids" campaign on **KUGR-AM, KFRZ-FM and KYCS-FM in Green River, Wyoming** has provided more than 1,000 new coats for local children in need. During 2003, the stations supplied local stores with specially made Christmas ornaments that were sold for $5 apiece. In PSAs throughout November and December, KUGR, KFRZ and KYCS encouraged listeners to support the "Coats for Kids" campaign by purchasing an ornament. The stations then used the proceeds from the ornament sales, plus some of their own funds, to buy 100 new coats, which were distributed to families served by the local food bank. Early in 2004, the mayor of Rock Springs presented KUGR, KFRZ and KYCS with a special award in recognition of the "Coats for Kids" effort.

Support for

Children *continued*

The "Christmas for Kids" campaign organized by **KMVT-TV in Twin Falls, Idaho** celebrated its 20th year in 2003 by collecting more than 3,000 toys for needy children in the area. As always, the station kicked off the campaign with "Christmas in the Nighttime Sky," a fireworks display and holiday celebration held on the grounds of a local nursery. "It's a great event, with people coming out for a couple hours and sitting around bonfires, drinking hot chocolate and listening to holiday music," said KMVT's Lee Wagner. KMVT placed barrels in retail outlets throughout the community for one month so residents could donate toys, as well as cash contributions. The station then served as a clearinghouse for the Salvation Army and other agencies that distributed the toys throughout the area.

WGN-TV in Chicago, Illinois devoted $1 million in airtime in 2003 to its ongoing efforts to find loving homes for older, adoptable children. In recognition of the station's commitment to advancing adoption, WGN received the national Champions in Adoption Award in 2003 from U.S. Health and Human Services Secretary Tommy Thompson. WGN worked with a number of adoption organizations in Illinois—from the state's Department of Children and Family Services to smaller agencies—to gather information about children who were available for adoption and to create PSAs about those children. All of the spots encouraged viewers to call an 800-number at the station to find out more. Since the station "adopted" this as its signature issue more than 11 years ago, over 50 percent of the children featured in the spots have been placed in loving homes. WGN also regularly airs news stories about adoption issues and holds adoption parties for children who find new homes as a result of the station's outreach. According to Merri Dee, the station's director of community relations, WGN is "totally committed" to finding homes for older children who need them. "These kids often have disabilities and other issues, but we're making real headway in helping people understand that they can thrive in loving homes," Dee said.

On four Saturdays in 2003, **KLFY-TV in Lafayette, Louisiana** produced live broadcasts from a local children's museum. The quarterly broadcasts from the Children's Museum of Acadiana in Lafayette were designed to focus the community's attention on the museum's many educational offerings, including a working TV studio created by KLFY to teach kids about broadcasting, weather and more. KLFY played an instrumental role in the launch of the museum three years ago, producing and airing PSAs and news interviews to support its initial fundraising efforts.

Twenty-seven teams from throughout the Rocky Mountain region participated in a charity softball tournament organized in May by **KTWO-TV in Casper, Wyoming**. Over four years, the annual tournament has raised thousands of dollars for Jason's Friends Foundation, an organization that helps families of pediatric cancer patients in the community. KTWO recruits all of the teams and handles all promotion for the tournament, which attracted more than 500 spectators and collected $4,200 in 2003. According to the station's community affairs director, Michelle Mackelbust, local children with cancer and their families often have to travel to Denver for treatment. The Jason's Friends Foundation, which was started by the parents of a local boy who died of cancer, helps families pay for travel back and forth, as well as other costs.

Every week, **KYW-AM in Philadelphia, Pennsylvania** teams up with the National Adoption Center for "Wednesday's Child," a profile of one of the hundreds of "hard-to-adopt" children in the local area who are in need of adoptive families. Often, these are children with physical, emotional or mental challenges. Others are siblings who need to be adopted together. Sometimes, it is the final chance these children have to find a stable, loving home.

On November 6, 46 children and their families boarded a Boeing 757 chartered by **KHKS-FM in Dallas-Fort Worth, Texas** for an all-expenses-paid trip to Walt Disney World. The children, all suffering from chronic or terminal illnesses, physical challenges, or impairments due to injury or accident, were this year's beneficiaries of the station's "Kidd's Kids" campaign. Launched in 1990 by KHKS personality and nationally syndicated radio host Kidd Kraddick, "Kidd's Kids" has brought magic to the lives of hundreds of children with special medical needs.

Don Imus and **KFAN-AM in New York, New York** raised $2.9 million in just two days to benefit children's charities. The "14th Annual WFAN Radiothon" began May 22; over the years, the event has collected a grand total of more than $25 million. The beneficiaries include: the Tomorrow's Children Fund, which works to ease the pain and suffering of children fighting cancer and serious blood disorders; the CJ Foundation for Sudden Infant Death Syndrome (SIDS); and the Imus Ranch, which provides children with cancer and the siblings of children who died from SIDS the opportunity to work on a real-life cattle ranch.

The 11th year of the "Teddy Bear Patrol" campaign organized by **WTMJ-AM in Milwaukee, Wisconsin** was the most successful ever. Over a five-week period, the station collected and distributed more than 10,000 teddy bears to police and fire departments in the area so they could be used to comfort children in crisis situations. Local police and fire departments keep the bears from the WTMJ effort in their vehicles to respond to a child's needs in fire and accident situations, as well as cases of abuse and neglect.

The "Teddy Bear Patrol" incorporates a multi-tiered marketing campaign that includes live and recorded PSAs, placement of collection bins at sponsor locations, newspaper advertisements, direct mail, website inclusion and more. During 2003, WTMJ dedicated more than $40,000 of airtime to the effort.

KSEG-FM, KRXQ-FM, KDND-FM and KSSJ-FM in Sacramento, California raised $330,000 for U.C. Davis Children's Hospital during a three-day radiothon in October. During the event, the stations' regular programming was interspersed with taped and live segments about patients who have been treated at hospital, research projects that have been completed and are under way, and appeals for listeners to call and pledge donations. "Because these stations reach a large part of the Sacramento area, the radiothon is a fabulous opportunity to let people know about U.C. Davis Children's Hospital," said Karen Charney of the U.C. Davis Health System.

A three-day radiothon on **WHKO-FM in Dayton, Ohio** raised more than $210,000 for the city's Children's Medical Center. During the week of Thanksgiving, the WHKO morning team of Jim and Nancy broadcast live from the medical center lobby between the hours of 5 a.m. and midnight, taking a five-hour overnight break to sleep in the hospital. With a phone bank set up in the lobby to take pledges, Jim and Nancy called on listeners to contribute to the cause, while interviewing hospital officials, patients and family members. This was the sixth year in a row for the radiothon, said WHKO Operations Manager Nick Roberts, who called it "a very emotional event."

During their "Breakfast with Santa" fundraiser in December, **Wisconsin stations WYTE-FM in Stephens Point and WDLB-AM, WOSQ-FM and WLJY-FM in Marshfield** collected more than $2,200 for Special Olympics. The stations have organized this popular event for 10 years. In2003, they enlisted their on-air personalities and staff to serve a buffet-style breakfast to more than 600 local residents at the Marshfield Eagles Club. In other activities, WYTE, WDLB, WOSQ and WLJY organized a charity baseball game between station staff and the Special Olympics kids where the stations presented their "Breakfast with Santa" check to the charity.

Support for

Children *continued*

The fifth annual "WZID Christmas is for Kids Auction" on **WZID-FM in Manchester, New Hampshire** raised more than $75,000 to fulfill the holiday wishes of children in need throughout New Hampshire. Broadcasting live for two days in early December from a local shopping mall, WZID auctioned off an array of donated items, including vacation packages, concert tickets, spa treatments, home improvement services and much more. In keeping with tradition, the auction also featured on-air interviews with the many community members who turned out to help with the event. Proceeds from the auction went to Child and Family Services, a statewide nonprofit organization that provides services for children in poverty and those who are victims of abuse and neglect. In the weeks following the auction, nearly 100 caseworkers from the agency mobilized to deliver gifts to their clients. According to a local care provider, "These gifts are much greater than the boxes they come in. These are gifts of hope, wrapped in a community that cares."

On Christmas day, **WTIC-FM in Hartford, Connecticut** welcomed more than 1,300 disadvantaged children to Connecticut's premier performing arts center, The Bushnell, for three hours of entertainment, food and fun. The 18th annual "We Are the Children" Christmas party was hosted by WTIC morning personality Gary Craig and made possible by contributions of cash, food, decorations and more—all coordinated by WTIC. Among other activities, the station organized a toy drive that collected more than $250,000 worth of toys for the children. As part of the festivities, the children enjoyed a performance of the Christmas musical, "A Holiday of Hope." Each year, WTIC launches its "We Are the Children" campaign in early November with appeals for contributions from the community.

In March, **WPXN-TV in New York, New York** broadcast the 18th annual "Telethon to Benefit Variety: The Children's Charity of New York." The five-hour event celebrated the charity's support of hospitals, agencies and programs serving children in New York, New Jersey and Connecticut, while providing the charity with an opportunity to give a public thank you to its donors, friends and volunteers. The final fundraising tally: an amazing $2.3 million. Variety: The Children's Charity of New York is one of 58 Variety clubs throughout the world.

Late in the year, **KASH-FM, KBFX-FM, KGOT-FM, KYMG-FM and KENI-AM in Anchorage, Alaska** played a key role in a high-profile fundraising effort for Wish Upon the North Star, an Alaska charity that grants the wishes of terminally ill children in the state. The stations have established an ongoing partnership with the charity, which canvasses doctors' offices and hospitals to identify children who could benefit from its services and then raises money to grant their wishes. Through PSAs, special events and other promotions, the stations have helped the charity grant wishes ranging from a shopping spree with friends and a trip to Disney World to an opportunity to ride in the famed Iditarod dogsled race. Among the stations' many activities: a September teen dance organized by KGOT that netted $3,000 for Wish Upon the North Star.

Several years ago, **WIBC-AM in Indianapolis, Indiana** developed a program to collect teddy bears that police and fire departments in the area can use to comfort children in crisis situations. During 2003, the station provided more than $62,000 worth of promotional support to the "Bears on Patrol" campaign, including PSAs, announcer mentions and interviews with law enforcement officers. The result: police and fire departments had enough bears to help more than 3,500 children involved in fire and accident situations, as well as cases of abuse and neglect. "This is a campaign that really touches everyone's heart in the community all year long," said WIBC's Tom Severino.

KEEL-AM, KWKH-AM, KXKS-FM, KRUS-FM, KVKI-FM and KTUX-FM in Shreveport, Louisiana are major supporters of the work of a local foundation seeking to build a much-needed children's hospital in the three-state Ark-La-Tex region. Fourteen-time PGA champion Hal Sutton created the Hal Sutton Foundation in the fall of 2001, mainly as a way to direct funds to charitable organizations. The foundation quickly developed a more specific goal: teaming up with CHRISTUS Schumpert Health System and the Louisiana State University Health Sciences Center to establish a world-class children's hospital in Shreveport. The radio stations' support for the effort includes extensive promotion of the CHRISTUS Schumpert Charity Classic, a celebrity pro-am tournament that serves as the main fundraiser for the Hal Sutton Foundation. The stations also air PSAs throughout the year encouraging people to support the foundation and its goals.

WBOQ-FM in Beverly, Massachusetts joined with a local social service agency for the fourth year in a row to collect 1,000 toys and thousands of dollars for local families that could not afford to purchase presents for their children. During a one-day blitz, the station's on-air staff broadcast live from a recreational vehicle that visited four towns in Massachusetts' North Shore area. At each location, WBOQ provided entertainment, food and a visit from Santa himself. All of the toys and cash collected during the day went to Action Inc., a community-based program in Gloucester that serves people in need. "This is really an all-station effort," said WBOQ's Eric Rosenberger. "Everybody in the building gets involved."

Maine broadcasters WLBZ-TV in Bangor and WCSH-TV in Portland collected more than 47,000 coats for children all over the state during their annual "Coats for Kids" campaign in 2003. On the first Saturday in December, the stations produced live remote broadcasts from seven coat drop-off locations throughout the state, as well as a special 90-minute program on the drive. WLBZ and WCSH had been promoting the event for weeks before in news coverage and PSAs. All of the collected coats were cleaned for free by the large number of dry cleaners that the stations recruited as partners in the effort. The clean coats were then distributed to children in need by the Salvation Army. As part of the effort, WLBZ and WCSH lined up 60 schools to organize their own coat collection drives.

WXYZ-TV in Detroit, Michigan joined with the Detroit Department of Health and other partners to give thousands of children in the city a "boost." During the 26th annual "Healthy Living for Kids" event, children received free immunizations against polio, rubella, measles, mumps and other childhood diseases. Since the event was established in 1977, the station and its partners have offered free immunizations to 50,000 children. To increase the appeal for kids, the 2003 event, held August 24, included entertainment and other attractions—from bike helmet fittings and bike safety tips to balloons, desserts and other treats. Other services offered during the day included free lead testing, substance abuse information for parents, and sign-ups for state and federal programs offering food and low-cost health insurance for disadvantaged families.

WEEI-AM in Boston, Massachusetts teamed up with the Boston Red Sox to hold an all-day radiothon in August that raised more than $1 million for the Jimmy Fund, a local charity that supports research on children's cancer at the Dana-Farber Cancer Institute. Hundreds of Boston-area residents called in with pledges during the "WEEI Jimmy Fund Radiothon," which aired live on the station from 6 a.m. to midnight. The day-long broadcast also included an auction for a limited number of Red Sox-Jimmy Fund Massachusetts license plates.

WNOK-FM, WCOS-AM/FM, WLTY-FM, WVOC-AM and WXBT-FM in Columbia, South Carolina were the media sponsors of an event that raised more than $71,000 for Children's Hospital of Palmetto Health. The Festival of Trees kicked off with a black tie gala at the South Carolina State Museum where attendees bid on a wide array of exquisitely decorated holiday trees and wreaths, as well as a number of serving platters painted by area artists and other one-of-a-kind holiday items. Any items that did not fetch a set minimum price during the gala remained on public display for two days so others in the community could bid on them. To ensure that people came down to the museum to check out the auction items, the radio stations arranged for live music and other entertainment, as well as a visit from Santa Claus. "We have really adopted this as our signature event of the season," said the stations' Gary Frakes, who also serves as chair of the Festival of Trees. In addition to airing PSAs to encourage people to buy gala tickets and attend the auction, the stations conducted interviews with the organizers of the event and contributed a total of six decorated trees for the auction.

Support for

Children *continued*

The annual "Rock for Tots" toy drive organized by **WNRQ-FM in Nashville, Tennessee** collected hundreds of new, unwrapped toys, as well as cash donations, for distribution by the Nashville Child Advocacy Center. During the two-day drive on December 5 and 6, WNRQ set up shop and broadcast live from a local mall, encouraging listeners to stop by with their contributions. WNRQ supported the center with other activities during the year as well, including a charity concert by the Trans-Siberian Orchestra.

An annual radio auction on **KOAL-AM and KARB-FM in Price, Utah** collected more than $15,000 for the local Kiwanis Club and its efforts to provide services and activities to area children. During the auction, KOAL and KARB provided the Kiwanis Club with the keys to the station, letting them broadcast for a full eight hours so they could auction off donated items from the community. The proceeds from the annual auction fund as much as 70 percent of the club's operations for the year, according to KOAL and KARB General Manager and Kiwanis member Tom Anderson. Among the activities supported by the auction is Kiwanis's Kids Day in the Park, a free event every September with games and prizes for children. KOAL and KARB have contributed their facilities and airtime to the Kiwanis radio auction for an amazing 35 years.

A 12-hour radiothon on **KKAR-AM in Omaha, Nebraska** collected more than $81,000 for a summer activity program for children in city parks. When the station received word that the Sundawgs program administered by the Omaha Department of Parks and Recreation was losing its funding, KKAR went on the air to encourage its listeners to help keep the program alive. In addition to the radiothon, the station produced and aired a series of PSAs and used its website to promote the program and solicit contributions. Thanks to the station's hard work, children in Omaha once again benefited from the Sundawgs program in 2003.

A holiday fundraising campaign organized by **Vermont radio stations WEXP-FM in Rutland and WVAY-FM in Dover** collected $5,000 for a local organization that provides physical, occupational and speech therapy for children with all levels of disabilities. The stations decorated six holiday trees and placed them at various community locations and then went on the air to encourage listeners to visit the trees and buy an ornament in support of Kids on the Move, a Rutland therapy provider. The trees were up for a month between Thanksgiving and Christmas, and WEXP and WVAY broadcast live from a different tree location every Saturday during the campaign. According to the stations' John Gales, the money raised during the month enabled Kids on the Move to buy new equipment and offer reduced fees for therapy to children and families in need.

KLTQ-FM in Omaha, Nebraska collected a grand total of 6,000 Valentine's Day cards, as well as other items, for patients at Omaha Children's Hospital. "Normally these kids would be in school exchanging Valentines with their friends," explained KLTQ's director of marketing, Julie Hanson. "We wanted to make sure they didn't feel left out." After approaching the hospital staff with the idea and receiving an enthusiastic response, KLTQ went on the air with a series of PSAs encouraging people to send in Valentines. According to Hanson, entire schools adopted the effort, as did businesses and individuals. And, by the time Valentine's Day rolled around, the KLTQ lobby was full of not just cards but candy, stuffed animals and more. The Valentine's Day haul was then delivered to the hospital by a posse of KLTQ on-air personalities and staff. "A lot of the kids' beds were covered with these things. It made their day," said Hanson.

In 1987, **KEX-AM in Portland, Oregon** recognized that many children in the local community were falling behind in their studies due to a lack of basic vision and hearing care. In an attempt to give back to the community, the station established the Needy Kids Fund, a nonprofit organization that provides free vision and hearing care for children up to 21 years of age. Since its inception, the Needy Kids Fund has raised well over $1.5 million dollars and has expanded its service area to help more than 16,000 needy children in 14 counties in Oregon and southwest Washington. During its annual radiothon for the Needy Kids Fund in 2003, KEX collected $56,000; the fund also received proceeds from the sale of KEX's annual charity CD, which featured holiday favorites from local, well-known artists. "The important thing to me is that despite whatever economic and personal problems we may be experiencing, our listeners have never failed to step up," said KEX personality Paul Linnman, host of the "Needy Kids Fund Radiothon."

KIRO-TV in Seattle, Washington is a proud sponsor of the annual Children's Ride benefiting Children's Hospital and Regional Medical Center. The June event attracted more than 2,000 motorocycles for an escorted ride from Seattle's Seahawk Stadium to Pacific Raceways in Kent. KIRO devoted extensive PSA and news coverage to the ride, which generated $200,000 for Seattle Children's, which serves as the pediatric referral center for Washington, Alaska, Montana and Idaho.

Wiregrass Law • AMBER Alert • Broadcasting Information About Child Abductions • PSAs • Crimestoppers • Focusing Attention on the Issues • Drop a Quarter for Law and Order • Back the Blue • Interviews • "Ride-Along" with Police • WAFB's Ask First Door Hangers • WOOD-TV's Smoke Detector Giveaway • Safe Street Halloween Celebration • Awareness • "Drive Safe" Campaign with California Highway Patrol • Support for Families of Fallen Firefighters and Police • Live Remote Broadcasts Educational Broadcasts About Preventing Crime • Safe Kids Coalition of Utah • "Get Out Alive" Partnership with Chesterfield Fire Department • North Carolina Coast Guard • Partnership with National Child Safety Education Program • Four-Hour Radiothon • Tips for Parents • Collecting Funds • Website Promotion • Child ID Program Attending Statewide Training • Crack the Case • KLAAS Kids Foundation • Appearances by Station Personalities • In-Kind Contributions • Partnerships with Law Enforcement • Louisiana State Police • Recovery of Stolen Cars • Sponsorship of Community Events • Emergency Warning System • Be on the Lookout

Crime Prevention and Public Safety

Crime Prevention

and Public Safety

Local broadcasters supported the work of fire, police and public safety officials while educating their communities about how to stay safe from crime, accidents and other dangers.

Every week, viewers of **WDFX-TV in Dothan, Alabama** tune into "Wiregrass Law" to get a clearer picture of the issues and problems confronting local police—and how the community can help. During 2003, the program, which airs at 9 p.m. on Saturdays, devoted considerable attention to the issue of drug abuse in the community—for example, alerting parents and teens alike about the dangers of methamphetamine and how to spot a meth lab. Other programs included "ride-alongs" with police as they issued speeding tickets, arrested drunk drivers, and investigated arson cases and other crimes. "It's a real education for people—and we are pleased to say that a lot of people watch it," said WDFX's Renee Rutledge.

"The idea is to educate people about the consequences of crime by making it more visible." She added: "You definitely don't want to be featured on this program, that's for sure."

WGHT-AM in Pompton Lakes, New Jersey devoted considerable effort and airtime in 2003 to educating the local community about the AMBER Alert program for abducted children. Through interviews with local law enforcement and PSAs, the station informed its listeners about the program and how to respond when they hear an AMBER Alert. The station's hard work paid off when a boy was abducted in the area in August, triggering an AMBER Alert. Four times every hour, WGHT broadcast information it was receiving about the case from the state police. Fortunately, the child was found the next day.

WXLY-FM in North Charleston, South Carolina aired more than 1,200 PSAs during 2003 in support of local law enforcement's efforts to encourage the reporting of crimes and solve unsolved cases. The "Crimestoppers" spots used themes including "Drop a Quarter for Law and Order" and "Back the Blue." WXLY estimates that the total value of the airtime contributed for the PSAs in 2003 was $72,540.

When a serial killer was terrorizing the local community in early 2003, **WAFB-TV in Baton Rouge, Louisiana** launched an innovative campaign to remind people not to open the door to strangers. Police reports on one of the killings indicated that the victim had been abducted from her home with no sign of forced entry. This prompted WAFB reporter Greg Meriwether to come up with the idea of creating a door hanger with the phone numbers for the local and state police, sheriff, fire and EMS, as well as package delivery and utility companies. The idea was to remind people to ask first who was at the door and then to use the WAFB "Ask First Door Hanger" to call and find out if the person at the door was supposed to be there. WAFB printed 50,000 door hangers and went on the air with a series of PSAs and news stories telling people about the campaign and encouraging them to pick one up at a local grocery store. Within days, all of the door hangers were gone. Even after accused serial killer Derrick Todd Lee was apprehended later in the spring, the safety message from the station's efforts remained clear: never open the door to a stranger.

After two tragic house fires killed 10 people in western Michigan in the span of a week, **WOOD-TV in Grand Rapids, Michigan** orchestrated a campaign that provided more than 3,000 free smoke detectors to residents and families throughout the area. The station's efforts were spurred by a comment by the fire chief of Grand Rapids in a WOOD interview that the smoke detector in one of the homes that burned had not been working. This prompted the station to contact local fire stations and other community partners to organize free smoke detector giveaways throughout the WOOD viewing area. WOOD also produced and broadcast a PSA about the importance of having working smoke detectors in your home.

KSNE-FM "Sunny 106.5" in Las Vegas, Nevada is a major force behind the success of Safe Street, a trick-or-treating event that attracted more than 30,000 children and their families in 2003 and raised more than $75,000 for Opportunity Village, a Southern Nevada nonprofit organization serving people with disabilities. For three evenings, KSNE on-air personalities and staff were on-site at the event on the Opportunity Village campus. In addition to promoting Safe Street with an intense schedule of PSAs, the station broadcast live from the site and contributed the money for the purchase of all of the candy that made its way into the Safe Street visitors' Halloween bags. Tom and Nicole, from the "Sunny 106.5 Morning Show," dressed in costume to greet trick-or-treaters every night.

KJDX-FM in Susanville, California teamed up with the California Highway Patrol to air PSA campaigns on driver safety during all of the major holiday periods in 2003. The airtime devoted to the "Drive Safe" spots was valued by the station at more than $3,600.

KATU-TV in Portland, Oregon joined with a national child safety education program in 2003 to educate local children and parents about how to stay safe. As part of its partnership with KinderVision, KATU combines broadcast vignettes about child safety with community events where the station hands out videotapes and other educational materials. At one of the 2003 events, KATU distributed more than 450 of the videos, which include personalized footage of the recipients' children as an added incentive to get the whole family to watch.

Within two days of a house fire in which two local firefighters lost their lives, **WKTW-FM, WKRL-FM, WZUN-FM, WSCP-FM and WTLA-AM in Syracuse, New York** raised more than $50,000 to support the firefighters' families. The stations' president and CEO, Ed Levine, who lives near the fire station where the fallen firefighters were based, visited the station a day after the tragedy to pay his respects. In conversations with the firefighters there, Levine asked how his stations could help and was told about the young children whom the firefighters had left behind. Back at the station, Levine and his staff made plans for a four-hour radiothon the following day. The stations' appeals for contributions started during their morning shows and, because of the overwhelming community response, extended for more than 12 hours. Throughout the day, the stations' DJs were taking calls and pledges and talking on the air with local residents about what had happened and how the community could help. "It was a tremendous event and a real testament to this community's giving spirit," said Levine.

KNRS-AM, KALL-AM, KODJ-FM, KZHT-FM, KURR-FM, KCPX-FM and KOSY-FM in Salt Lake City, Utah joined with the Safe Kids Coalition of Utah in 2003 to air thousands of PSA messages featuring timely tips for parents about child safety. Every month, the stations selected a new theme keyed to seasonal topics or events in the news. The messages covered bicycle safety, fire safety and more. In addition, the stations worked closely with the Safe Kids Coalition to organize a Safe Kids Fair in February, complete with interactive displays, games and family entertainment. In all, more than 20,000 people attended the event, thanks in large part to the radio stations' promotional support.

WMC-TV and WMC-FM in Memphis, Tennessee raised more than $200,000 to support the families of a fallen police officer and firefighter in 2003. Since 1999, the stations have activated their "In the Line of Duty" campaign whenever the local fire and police departments suffer an on-the-job death. Memphis residents now know to drive by WMC-TV's Union Avenue studios in the 24 hours immediately following such a tragedy so they can present their cash and check contributions to the station employees, firefighters and police who gather outside to collect the funds. The station announces the collection effort on the air and provides news updates to make sure everyone knows how to support the families of the fallen heroes. "We wish we didn't have to do it, but it does provide a way for the community to show it cares," said WMC-TV's Craten Armmer.

Twelve years ago, **WDGG-FM in Huntington, West Virginia** came up with an idea for a safe trick-or-treating event in the community on Halloween, and now it is a Huntington tradition. In 2003, more than 5,000 area residents of all ages turned out on a closed city block downtown for a safe and fun-filled evening of entertainment and music—and, of course, lots of candy. WDGG organized the event in close partnership with the local parks department and other government officials, and the station lined up a critical mass of local businesses and service organizations to set up tables and distribute candy to participating kids. Also participating in the event was the local fire department, which brought its "rolling firehouse" to the party to educate children and their parents about fire safety. "We had no idea when this started how big it would be," said WDGG's Jeff Crawford. "It is really ingrained in the mind of the community."

"Get Out Alive" is a partnership of **WTVR-TV in Richmond, Virginia** and the Chesterfield Fire Department. The fire safety campaign combines on-air reports with detailed information on the WTVR website about how to prevent fires—and how to escape. News features and web content during the year focused on a variety of topics, from the importance of having a home fire escape plan to the dangers of carbon monoxide and fire safety for seniors. The "Get Out Alive Kids Corner" on the WTVR website also includes kid-specific information and games to send home the fire safety message.

Crime Prevention

and Public Safety *continued*

During 2003, **WRBZ-AM in Raleigh, North Carolina** aired more than 750 PSAs on behalf of the North Carolina Coast Guard and its efforts to save North Carolinians' lives, stop drug dealers and protect the coastal environment. The value of the announcements, which included safety tips as well as informational messages, was more than $61,000.

In October, **KELO-FM in Sioux Falls, South Dakota** broadcast live for two hours from a community event where children were fingerprinted and given an ID in an effort to keep them safe. The event, which was organized by the KLAAS Kids Foundation, attracted nearly 400 people, thanks in part to KELO's up-front promotional support. In addition to getting IDs for their kids, parents attending the event could have their carseats checked for safety.

Every week, **WLAN-FM in Lancaster, Pennsylvania** donates airtime to the Lancaster city police for its "Crimestoppers" segment. The segment is designed to help local police catch criminals by asking the public for information on unsolved crimes. "Crimestoppers" airs for approximately 15 minutes every Thursday morning on WLAN, and police credit the program with helping them solve a number of cases.

Trooper Willie Williams of Louisiana State Police Troop I is a regular guest on **KTDY-FM in Lafayette, Louisiana**. As the public information officer for the area, Williams goes on the air to educate KTDY listeners about issues from driver impairment and seat belt use to proper child restraint. "Our good relationship with State Police greatly contributes to our information pool as it pertains to public safety as well as for newsgathering," said KTDY General Manager Mike Grimsley.

KSL-AM in Salt Lake City, Utah has been a leader in the implementation of a statewide system to notify the public of child abductions. "I want to thank you for everything you have done to make Utah's AMBER Alert Plan one of the best in the nation," wrote Utah Attorney General Mark Shurtleff in a letter to the station. "You should be proud to have been there for the conception, birth and the joys and pains of the child abduction alert system."

Through its "Back of the Blue" public service campaign, **WEZL-FM in Charleston, South Carolina** offers airtime to local law enforcement as a way to inform the community about crime prevention and public safety. The station produces and airs "Back of the Blue" PSAs throughout the year on topics recommended by area law enforcement. WEZL also airs a 15-minute "Crimestoppers" feature every week discussing key crime prevention topics—from identity theft to home invasion, car theft and domestic violence. "I'd like to take this opportunity to thank you for the great support that your station has given to our programs. The job that you do through your station provides a vital link in the fight against crime," wrote Noah Moore of the Crimestoppers organization in a letter to the station.

WWKI-FM in Kokomo, Indiana has been an active participant in the Indiana AMBER Alert system, working with the Indiana Broadcasters Association, the Indiana State Police and local law enforcement to provide timely public notification of child abductions. In 2003, WWKI staff members attended statewide training sessions, as well as local meetings, on the Indiana AMBER Alert system, which was activated three times during the year.

The morning show staff on **KOMP-FM in Las Vegas, Nevada** were designated as honorary members of the Metro Police Department for their role in the recovery of stolen cars in the region. Each year, more than 12,000 cars are stolen in metropolitan Las Vegas; Nevada ranks third in the country in the number of stolen vehicles. In response, KOMP DJs Andy Kaye, Craig Williams and Sweet Al Miller, along with producer Douglas Marsh, regularly air information about vehicles that have been stolen and encourage the station's listeners to call authorities if they see them. Last year alone, the quartet helped recover 15 stolen cars, prompting the police department to name them honorary officers.

KGAS-AM/FM in Carthage, Texas serves as the primary emergency warning system for the local community, according to the station's owner and general manager, Jerry T. Hanszen. Whenever the local volunteer fire department is called to an emergency, KGAS interrupts its programming to let listeners know about what's happening and where, in part so they can clear the road for the emergency vehicles to pass through. "It is common knowledge that when you hear the Carthage town siren go off, you need to tune your radio to KGAS to find out exactly what is happening," Hanszen said.

After Sheriff Saul Gallegos was slain in the line of duty in June, **KYSN-FM, KZPH-FM, KAAP-FM, KWWW-FM and KWWX-AM in Wenatchee, Washington** teamed up with a local restaurant to help his family. During a one-day fundraising drive, the five stations broadcast live from the restaurant, which donated a percentage of its proceeds to the sheriff's wife and children. The effort raised a total of $10,000.

KSAT-TV in San Antonio, Texas works closely with the city police department, community organizations and businesses to help "take a bite out of crime." "Crack the Case," a live program on the station, features details about unsolved local crimes and asks viewers to call a hotline number to provide information to police. In addition, KSAT airs "Be on the Lookout," a segment in the local news that provides glimpses of crimes caught on tape and asks viewers to call with clues and tips. Last but not least, the station regularly airs crime prevention tips in PSAs. According to the National Crime Prevention Council, "KSAT continually and creatively finds ways to maximize the medium and not only disseminate valuable crime prevention information, but establish programs that aid in building community and reducing crime."

WCMT's Emergency Communications Plan • Communications Hub for the Community • PSAs • Staying on the Air with Emergency Generators • Help for Victims of California Wildfires • Interviews with Fire and Emergency Experts • "Stuff the Bus" Campaign • Informing the Community • Partnership with Salvation Army • Appeals for Money, Food, Clothing • Renew and Remember • Fundraiser for Tornado Victims • Live Remote Broadcasts • A Day-Long Fundraising Effort • Around-the-Clock Broadcast • Comforting Updates and Emergency Information • Fielding Hundreds of Requests for Assistance • Operation Always Ready • Early Storm Warnings • Hurricane Warnings • Continuous Tornado Coverage • Federal Emergency Management Agency (FEMA) • Project Impact • Regular Updates on Available Emergency Assistance Community Rally • Delivering Relief • Support for American Red Cross Relief • Reporting from the Emergency Command Center • Northeast Blackout Coverage and Relief • Salvation Army • On the Scene • Paying Tribute to Those Who Lost Their Lives • KFOR's Specially Equipped Weather Van • Keeping the Community Informed

Disaster Awareness and Recovery

Disaster

Awareness and Recovery

Local radio and television stations were a lifeline for communities across the country facing wildfires, tornadoes, hurricanes and other disasters.

Area residents knew to turn to **WCMT-AM in Martin, Tennessee** when two tornadoes ripped through its community on May 4. In 2001, WCMT worked closely with the City of Martin to develop an emergency communications plan, which is broadcast on WCMT 10 times every week. As a result, Martin residents know that when the city sounds its emergency warning sirens, they should immediately tune to WCMT for critical information. And that's exactly what they did last May. Once the tornadoes hit, WCMT became the communications hub for the community, relaying information to emergency responders, police officers on the street and, of course, residents in need. With its generators going strong, WCMT was the only place in town with power during the decisive several hours after the tornadoes did their damage. An example of the power of local radio in an emergency situation came when a husband and wife, both doctors, called the station to say they were trapped in their subdivision by felled trees and could not get to the hospital to care for the injured. Within minutes, neighbors who were listening to the station showed up with chainsaws at the ready so they could clear the road. Martin's police chief credited WCMT as a major reason why the tornadoes, which caused $1.6 million in damage, resulted in no loss of human life.

During the first few days of the southern California wildfires, **KCBQ-AM and KPRZ-AM in San Diego** featured continuous coverage of the devastation and brought in fire and emergency experts to help listeners understand what was happening and how to stay safe. The stations also compiled and broadcast extensive listings of the specific needs of people and families in the affected areas. Thanks to the stations' hard work, listeners knew exactly what they could do to help, as well as where to call and how to deliver needed money, food, clothing and other relief items.

KGUN-TV in Tucson, Arizona responded to the horrific forest fires that struck the Catalina Mountains north and east of the city in typical fashion: by airing extensive news coverage so residents could stay safe and by organizing a relief effort to help hundreds of people who were forced out of their homes. The June fires destroyed 350 homes and at one time forced a full-scale evacuation of the northern part of Tucson. In addition to the stations' four hours of daily news coverage, KGUN regularly cut into its other programming to carry press briefings by the mayor and other officials and to issue new alerts as conditions changed. With the fires still raging, the station organized a "Stuff the Bus" campaign with the city bus company to collect emergency supplies for displaced homeowners, as well as sunscreen, water and other items for firefighters. Later, KGUN joined with other broadcasters to organize a day-long fundraising effort to help a fire department in one of the ravaged mountain communities cover the costs of a new fire truck that had been purchased in the weeks immediately preceding the fires. As a result of live broadcasts throughout the day encouraging people to contribute to the effort, KGUN and its partners raised $200,000 to pay for the truck.

When Hurricane Claudette struck the local area head-on in July, **KIXS-FM in Victoria, Texas** stayed on the air around the clock with comforting updates and emergency information. After the storm had passed, KIXS remained committed to providing as much emergency service information as possible. The KIXS receptionist quickly became a public information officer for the community, fielding hundreds of phone requests for information and support. "Despite suffering damage to our own homes, KIXS-FM staff never left our listeners," said the station's promotions director, James Love.

KQOL-FM in Las Vegas, Nevada collected more than 18,000 pounds of clothing and household items, plus $4,000 in cash, for the victims of the wildfires in California. During a two-day live broadcast at a local shopping center parking lot, the station's on-air personalities appealed to listeners to bring money, food, clothes or anything else they could spare to help their neighbors to the west. With the donated goods loaded up in a moving truck, KQOL morning host Jim Zippo headed to San Diego to make an in-person contribution to the Salvation Army on behalf of the station's generous listeners.

When two tornadoes touched down last May in Canton, Missouri and Lima, Illinois, **WGEM-AM/FM and WGEM-TV in nearby Quincy, Illinois** were there, advising residents about the path of the twisters and lending vital support to local recovery efforts. WGEM Operations Manager Jim Lawrence and Meteorologist Beau Hicks were on the scene minutes after the storm hit and led WGEM's continuous live coverage of the tornadoes, which destroyed scores of buildings and injured many but, fortunately, caused no loss of life. When the time came to clean up after the storm, WGEM-AM/FM and WGEM-TV kept the community's attention on the need for help. Over several months, the radio and TV stations lent vital on-air support to a fundraising effort launched by Canton's Stockton College to pay for repairs to its tornado-ravaged athletic facility. The stations also played a key role in the local Salvation Army's efforts to restock its food pantries after they were depleted during the tornado recovery. Using the radio and TV airwaves, the stations aired PSAs in support of the Salvation Army's fall food drive and sponsored a street-corner holiday kettle campaign that netted $30,000.

After a series of deadly tornadoes ripped through the area in May, **KOMG-FM, KKLH-FM, KOSP-FM and KQRA-FM in Springfield, Missouri** organized a community rally to pay tribute to those who lost their lives, and to thank everyone who was helping with the clean-up. The "Renew and Remember" event was held in a church in Battlefield, a town hit hard by the twisters. The event attracted hundreds of area residents for a pancake meal and remarks from local ministers and the mayor, who paid tribute to all the volunteers who had been working so hard to get the community back on its feet. The radio stations even arranged for amusements for kids so that "Renew and Remember" could be an event for the whole community. "We just wanted to do something to recognize that this community was really hurting, and that a lot of people were working so hard," said the stations' general manager, Rick McCoy.

After a November tornado destroyed or damaged nearly 20 homes in the area, **WTUZ-FM in New Philadelphia, Ohio** organized several media organizations to sponsor a fundraiser for the affected families. Joining with **WJER-AM/FM and WBTC-AM**, the station raised $20,000 to help tornado victims cover the costs of food, hotel accommodations, blankets and whatever else they needed. The campaign followed WTUZ's round-the-clock coverage of the tornado itself. "With the power out and most communications down, we had people reporting from the sheriff's local command center and providing listeners with the information they needed to ride it out," said WTUZ's Ed Shumacher.

WTVF-TV in Nashville, Tennessee joined with the local chapter of the American Red Cross for "Operation Always Ready," a campaign aimed at making Nashville the safest city in the country. With WTVF medical reporter Amy Marsalis taking the lead, the station produced news stories and PSAs, as well as special programming, to encourage residents to do four things to prepare for a disaster. These included: building a survival kit; making a plan; getting trained in CPR; and giving blood. The partnership with the Red Cross kicked off after September 11, 2001, when WTVF and the charity worked together on a telethon to raise funds for the victims of the terrorist attacks. As part of "Operation Always Ready," every WTVF employee has received training in CPR.

When a devastating tornado was bearing down on the area in early May, meteorologist David Payne of **KFOR-TV in Oklahoma City, Oklahoma** was prepared. Over the years, Payne and KFOR have steadily perfected the station's ability to issue the earliest possible storm warnings. And, sure enough, Payne was the first to report that a dust storm in East Moore had become a tornado, telling KFOR viewers precisely when and where it touched down. He then followed the storm minute-by-minute, street-by-street, broadcasting from his specially equipped weather van as the storm made its way across the state. Because of Payne's life-saving warnings, most people along the tornado's path had a full 20 to 30 minutes to get out of its way. In addition to airing timely storm warnings, KFOR also routinely raises funds for storm victims.

Disaster

Awareness and Recovery *continued*

On May 7, when tornado warnings were issued in the Washington, DC suburbs just as commuters were heading home, local television and radio stations went to work with continuous coverage. **WUSA-TV in Washington, DC** assured viewers that the station would not break away until all tornado warnings had been lifted, going wall-to-wall without commercial interruption from 5 to 7:30 p.m. Meanwhile, **WBAL-TV, WJZ-TV and WMAR-TV in Baltimore, Maryland** all stayed with continuous coverage in their area past the 8 p.m. prime-time hour, mostly without commercials, so residents would know what was happening and how to stay safe.

WXII-TV in Winston-Salem, North Carolina preempted network coverage of the Kentucky Derby to cover a dangerous storm system that prompted a tornado warning in its viewing area. While the station's decision wasn't popular with all viewers, WXII staff felt it was their duty to keep the community informed. "We will always interrupt programming when people's lives are at risk," said General Manager Hank Price, noting that the station sacrificed more than $10,000 in local advertising revenue because of its decision. "Our first responsibility is not to the advertisers or peoples' programs. It is to the safety of our viewers." Fortunately, the storm did not result in any injuries.

Thanks to a couple of generators, **WRAR-AM/FM in Tappahanock, Virginia** helped residents of the state's rural Northern Neck region ride out Hurricane Isabel. With the power out throughout the region, WRAR reached an audience of about 70,000 listening on battery-powered radios with information from the Federal Emergency Management Agency (FEMA), the power companies, county administrators, sheriffs and mayors, as well as PSAs about generator safety, food, insurance claims and other matters. WRAR said it was able to remain on the air because of Jenny, a 20-kilowatt generator that ran flawlessly for more than 100 hours during and after the hurricane to power the WRAR transmitter. "Because of Jenny and another generator on the roof of the station's studio in Tappahanock, WRAR became the eyes, ears and voice of a devastated rural region," wrote Frank Delano in the *Fredericksburg Free Lance-Star.*

As a Project Impact partner with the county, **WSYM-TV in Lansing, Michigan** produced and aired a series of PSAs in 2003 on how local residents could prepare for natural disasters. Topics of the seasonal spots included preparing for winter weather, wildfires, tornadoes and thunderstorms. According to WSYM Operations Manager Bill Shipley, who serves on the county committee for Project Impact,

the station aired the PSAs more than 250 times during the year. In addition, WSYM broadcast a half-hour special on tornado preparedness twice during the evening hours, and the station's meteorologist regularly peppers his weathercasts with preparedness tips for local residents. Project Impact is a campaign launched by the Federal Emergency Management Agency (FEMA) to help local communities prepare for disasters.

When Hurricane Isabel was bearing down on central Virginia in September, **WFLS-FM in Fredericksburg, Virginia** preempted several hours of programming to keep the community informed. The station's coverage included weather updates as well as pointers and advisories for residents on how to prepare for the storm and stay safe. "Our reporters worked tirelessly staying in constant contact with emergency officials throughout the day and night with continuous updates and information," said WFLS General Manager John M. Moen. Even after the storm had passed, the station was still delivering timely, helpful information twice every hour to alert the community about where to find shelter, ice, food and other emergency assistance, as well as how to apply for disaster relief.

Within three hours of the touchdown of tornadoes that ripped through southwest Missouri, the American Red Cross designated **KTTS-FM in Springfield, Missouri** as an official disaster relief media partner. KTTS on-air hosts encouraged listeners to drop off disaster relief items—including water, food and clothing—at the station's studios or a local shopping center. After three days of appeals, the community had filled four 40-foot trailers with donated supplies and contributed more than $52,000 in cash for the recovery effort.

After the city of Jackson, Tennessee was hit by a severe tornado in early May, **WHRK-FM in Memphis, Tennessee** stepped in to help. Joining with the American Red Cross, the station organized a three-day collection effort that filled two 18-wheelers with bottled water, blankets, nonperishable food items, tools and clothing for tornado victims.

KLVI-AM in Beaumont, Texas went wall-to-wall with 36 hours of exclusive coverage as Hurricane Claudette was bearing down on the surrounding area. KLVI tracked Claudette from the time the hurricane entered the local offshore waters until well after landfall—with live broadcasts from the station staff supplemented by reports from meteorologists from the National Weather Service. Every hour, the station broadcast in-depth interviews with municipal, county and state emergency management officials. And, when evacuation orders were issued for the local area, the station broadcast details of the evacuation plan administered by the Texas Division of Emergency Management. Through a special arrangement with the Texas Department of Public Safety (DPS), KLVI is allowed to place a reporter at DPS headquarters for the duration of local weather emergencies.

When much of the Northeast was thrown into darkness due to an August blackout, **WHAM-AM in Rochester, New York** was one of the only local sources of continuous, live information about what was going on. The station broadcast extensive, round-the-clock coverage throughout the blackout, calming residents' nerves and conveying information from local, state and federal officials. The station also worked closely with top officials of the Professional Golfers Association (PGA) to provide the latest information about how the blackout affected the schedule of the PGA Championship, which was being played in Rochester at the time.

"Your involvement and the advertising we received through (WKHL) in support of this significant endeavor was critical to our accomplishment and we are most appreciative."

—Marty Hauhuth and Polly Lynch of Positive Directions, a local substance abuse treatment center, in a thank-you letter to WKHL-FM in Stamford, Connecticut for the station's role in organizing and promoting a July benefit concert

Partnership with Local Substance Abuse Treatment Center • Charity Concert for Adolescent Substance Abuse Treatment Program • PSAs Recorded by Community Leaders Extensive News Coverage of the Drug Problem • Spotlighting Local Prevention Resources • Public Affairs Programming • Tennessee Valley Today • A Forum for Providing Urgent Information • Narcanon • Keys to Drug Prevention • Covering the Growing Problem of Methamphetamine Use • Ice: Hawaii's Crystal Meth Epidemic • Interviews A Panel Discussion • Advising the Community About Prevention • A Discussion with the Governor • Advertising an 800-Number for Drug Tips • Stop the Infestation. Exterminate Meth • Live Remote Broadcasts • Interviews with Police, Principals and Others • One Voice: Media United Against Drugs • Live, Call-in Program • On-Air Town Hall Meeting • How to Spot a Meth-Making Lab • Central Montana Drug Task Force • An Emphasis on Prevention, Intervention and Treatment • Call-in Questions Preproduced Segments on the Drug Problem and Local Solutions • KSEN's Warnings to Farmers About Addicts' Use of a Popular Fertilizer • Making the Community Aware

Drug Abuse Awareness and Prevention

Drug Abuse

Awareness and Prevention

Once again, the message from local radio and television stations was clear: illegal drugs are a major problem that must be stopped.

WKHL-FM in Stamford, Connecticut played a starring role in the success of a benefit concert in July for Positive Directions, a local substance abuse treatment center. The concert, featuring Paul Williams, raised money for the center's new Adolescent Substance Abuse Treatment Program, which seeks to provide welcoming, integrated and coordinated services for parents and youth troubled by substance abuse. "Your involvement and the advertising we received through (WKHL) in support of this significant endeavor was critical to our accomplishment and we are most appreciative," wrote Positive Directions' Marty Hauhuth and Polly Lynch in a letter to the station.

During 2003, the weekly public affairs program, "Tennessee Valley Today," on **WKEA-FM and WMXN-FM in Scottsboro, Alabama** became a forum for providing urgent information to area residents on the growing problem of methamphetamine use. According to the stations' operations manager, Campbell Smith, Jackson County is second among Alabama counties in the number of meth labs located within county borders. WKEA and WMXN invited local law enforcement officials and representatives of organizations such as Narcanon to appear on "Tennessee Valley Today" throughout the year to talk about the problem and to alert area residents about what they can do to stop it. The stations also aired PSAs on drug abuse and the meth crisis during 2003, Campbell said.

KITV-TV, KBFD-TV, KHNL-TV, KFVE-TV, KIKU-TV, KHON-TV, KGMB-TV and KWHE-TV in Honolulu, Hawaii joined together to preempt regular prime-time programming for an hour-long broadcast on Hawaii's biggest drug problem. "Ice: Hawaii's Crystal Meth Epidemic" aired simultaneously on the stations at 7 p.m. on September 24, introducing residents of the islands to the methamphetamine problem and some of the keys to drug prevention. Some of the stations produced their own programming to follow the independently produced special, with KHON assembling an hour-long panel discussion on the topic with Governor Linda Lingle and Lt. Governor James Aiona.

With surrounding Adair County ranking first in the country in the manufacture and distribution of methamphetamine, **KTVO-TV in Kirksville, Missouri** joined with law enforcement and others to say enough is enough. "Stop the Infestation, Exterminate Meth" was the theme of a series of eight PSAs recorded by leaders from the police and sheriff's offices, the highway patrol, high school principals, the head of the local housing agency and others. The message: community leaders were united in wanting to rid the county of meth. All of the PSAs encouraged residents to report any drug-making or suspicious activity and included an 800-number that viewers could call with tips. KTVO aired the spots over a period of several months, along with extensive news coverage of the meth problem. Police officials have told the station they made several busts as a direct result of tips called in to the hotline number that was featured in the PSAs.

"One Voice: Media United Against Drugs" is an unprecedented campaign launched in 2000 by **KVAL-TV, KEZI-TV, KMTR-TV, KLSR-TV and KEVU-TV in Eugene, Oregon** to focus their community's attention on the local drug crisis. In 2003, the stations came together to sponsor their fourth on-air town hall meeting on the topic. During the 60-minute program, anchors from each station spoke with a live audience and call-in questioners about drug prevention, intervention and treatment, with the discussion interspersed with preproduced segments on the drug problem and local solutions. In addition to the town hall meeting, the stations worked with police and local nonprofit service agencies throughout the year to use news coverage and PSAs to spotlight various aspects of the drug problem, while at the same time listing local anti-drug resources.

ONE VOICE
Media United Against Drugs

During 2003, **KSEN-AM in Shelby, Montana** broadcast a regular series of weekday afternoon warnings and interviews about methamphetamine to its rural and small-town listeners. Addressing the owners of the small businesses and farms in the rural reaches of Montana's Golden Triangle, the campaign featured Sgt. Dan Kohm of the Central Montana Drug Task Force in Great Falls. In a series of interviews, Kohm warned KSEN listeners that drug addicts and dealers could sneak onto a farm and take anhydrous ammonia, a popular fertilizer that is an ingredient in the highly addictive drug. Kohm also used the interviews to discuss such topics as how to spot a meth-making lab.

Million Penny Radio Roundup • Dallas County School Connection • PSAs • Start Smart Campaign • Chews to Read • KBCI School-to-Work Academy • 18 Achievers Interviews • Do the Right Thing • KBTO's Gym Floor Roundup • Telethon for Sowela Technical College • Fox 61 Student News • Live Remote Broadcasts • Targeting the Hispanic Community • Educator of the Week • WPDE Sports Shootout • Mesa County Public Library District • Dinner for The House • High 5 News Series on WCVB-TV • Public Affairs Programming • Partnership with Frederick Douglass School • Careers in Broadcasting Guide • Clean Air Café • Awards Banquet • Introducing Students to the World of Work • Junior Achievement • Fundraising Dinner • Appearances at Local Schools • Educating Arizona's Families • Organizing a Community Fundraiser • A Regular On-Air Conversation with the Superintendent of Schools • Cardboard Carnival Sled Race • Coverage of Wallowa County Schools • Dori Monson's Second Annual Wiffle Ball Challenge • Focusing on Student Success • Support for Community Fundraising Campaigns • Honoring Scholar-Athletes • Police Athletic League

Education and Youth Development

Education

and Youth Development

Local broadcasters invested considerable time and energy in community efforts to help young people learn and stay on track to a successful future.

KSJJ-FM in Bend, Oregon built on its longstanding partnership with local 4-H clubs in 2003 by organizing a new fundraiser that netted more than $14,000 to support their youth education efforts. The "Million Penny Radio Roundup" was a three-day broadcast event that kept KSJJ personalities Brad Logan and Donna James confined in a horse trailer for as long at it took to raise at least 1 million pennies (or $10,000) from area listeners. The trailer moved around to various sites in central Oregon, with Logan and James broadcasting their morning show live from inside, as well as cutting into KSJJ programming all day and night with updates on the fundraising effort. "We had big barrels where people could bring all their change, and lots of folks came in with larger donations," said James, who came up with the idea for the Roundup. "The idea was to get these 4-H clubs a big infusion of funds so they aren't always having to struggle just to have basic supplies."

Five days a week during the drive-time hours, the superintendent of the Dallas County School System appears on **WHBB-AM and WDXX-FM in Selma, Alabama** to talk about issues confronting the 12,000-student school system. "Dallas County School Connection" airs twice daily—once in the morning and once in the evening—and provides the superintendent, Wayne K. May, with an opportunity to discuss issues from drug and crime prevention in the schools to the importance of parent involvement in education. "Public education is the major issue in our community," said WHBB and WDXX President and CEO Mike Reynolds. "And, as local broadcasters, we want to do everything we can to support the schools."

The Spanish-language station **KTVW-TV in Phoenix, Arizona** launched a new initiative in 2003 to encourage teachers, parents and students to do everything in their power to start the school year right. The "Start Smart" campaign teamed KTVW with the Tempe and Phoenix elementary school districts, whose superintendents visited the station's studios to record PSAs in support of the effort. The message: get your supplies in order; make sure your children are registered; and visit with your child's teacher. "How you start the school year makes a big difference," explained KTVW's Jess J. Flores, noting that the campaign also included t-shirts, door hangers and other promotional items. The "Start Smart" campaign builds on the success of another KTVW effort that employs PSAs and news coverage to link the city's burgeoning Latino population to bilingual information on post-secondary scholarships, registration and college requirements.

KJCT-TV in Grand Junction, Colorado played a critical role in the success of the Mesa County Public Library District's summer reading game, "Chews to Read." According to Library District Director Terry Pickens, a record number of more than 2,800 children participated in the annual game, which seeks to mobilize youngsters throughout the county to read in 15-minute increments for a total of 8 hours during an 8-week period. To support the effort, KJCT produced and aired a PSA about the importance of reading during the summer months and joined with other businesses to produce hundreds of "Chews to Read" book bags for distribution to those participants who read more than 50 books. KJCT's PSA, Pickens said, "enlivened and encouraged participation in the game." She added: "Without KJCT-TV and the (Chews to Read) sponsors, our success would not be as dramatic or sustained."

In 2003, **KBCI-TV in Boise, Idaho** marked the sixth anniversary of the KBCI School-to-Work Academy, a four-week course of study about the television industry for local high school students. During the summer program, between 10 and 15 students spent four hours at the station every weekday learning about all aspects of station operations. As part of the academy, the students worked together to produce a special 20-minute program on a topic of their choice, with the program airing on KBCI. Although the course focuses on the TV industry, KBCI places a great deal of emphasis on exposing students to the requirements and expectations of a professional work environment. In addition to providing the course as a service to the community, KBCI donated more than $30,000 in airtime and production services to the program in 2003. Since the station started the program, it has welcomed three former Academy participants as KBCI employees—proof positive that participation in the program pays off.

WLFI-TV Channel 18 in Lafayette, Indiana recently launched "18 Achievers," an ongoing public service campaign designed to spotlight the work of the growing Junior Achievement program. Promotional PSAs produced and aired by WLFI in 2003 profiled nine outstanding Junior Achievement students alongside nine area business leaders who exemplify success and community involvement. The WLFI campaign concluded the year with an awards banquet in honor of volunteers and students that included an induction ceremony for the Junior Achievement Hall of Fame. The Junior Achievement program involves more than 4,200 young people in 26 schools in the Lafayette area. Thanks in large part to WLFI's promotional support in 2003, the organization saw a $25,000 increase in funding, enrollment growth of 825 students and 50 additional adult volunteers.

WHEC-TV in Rochester, New York has been a "Do the Right Thing" partner with the Rochester Police Department and others since 1994. The "Do the Right Thing" program is designed to publicly recognize good behaviors among the children of Rochester and surrounding counties. Any adult from the community can nominate a child for the honor, which is bestowed monthly in a ceremony broadcast on WHEC. The station also produces a profile of each month's "Do the Right Thing" honoree. "From true acts of heroism to simple, thoughtful good deeds, the stories that are told each month are so inspiring," said WHEC's Laurie Otto. Since its inception, the "Do the Right Thing" project has honored more than 360 children.

In September 2003, **KBTO-FM in Bottineau, North Dakota** launched a campaign to raise funds to replace the 40-year-old wooden floor in the Bottineau High School gym. The station arranged to have collection boxes for the effort in stores throughout the local area and went on the air with a full-fledged campaign of PSAs and news features about the effort. The "Gym Floor Roundup" campaign encouraged residents to "round up" their purchases from local merchants and drop their change in the collection boxes on their way out. KBTO teamed up with the marketing club at the high school to ensure maximum exposure for the effort, which was shooting to collect $100,000 as the campaign proceeded into 2004. At the end of 2003, KBTO's Jean Schempp estimated that they were halfway there.

Sowela Technical College has a friend in **KPLC-TV in Lake Charles, Louisiana**. In a day-long broadcast in the spring, KPLC produced a series of live broadcasts and news features drawing attention to the college's many classes, certificate programs and other offerings. In addition, an April telethon on KPLC raised $35,000 for the college's foundation, and a series of follow-up PSAs appealed to the community for even more funds. According to KPLC's Robin Daugerau, the college recently changed both its name and its accreditation status, so the time was right to reintroduce the station's viewers to Sowela as "a wonderful educational resource for the entire community."

"Fox 61 Student News" is an innovative community service initiative launched in the mid-1990s by **WTIC-TV and WTXX-TV in Hartford, Connecticut** to provide young people with real-world experience in broadcast journalism and production. In its ninth year in 2003, the program teamed the stations with nearly 300 Connecticut high schools and middle schools to engage students in writing, producing, directing, videotaping and editing their own one-minute news stories. In addition to airing the best of the student-produced news stories at a rate of 40 stories per week, WTIC and WTXX provide students with written critiques of their work. The stations also host a day-long teacher workshop about the initiative every September and send station personnel to schools to explain how "Fox 61 Student News" works. According to WTIC and WTXX Community Affairs Manager Amanda Gumbs, "Fox 61 Student News" is part of the stations' long-term commitment to promote excellence in education for all children and youth.

Education

and Youth Development *continued*

When the cheerleading squad from Jay High School needed help putting together their signature music for the year, **WKTJ-FM in Farmington, Maine** didn't miss a beat. Seeking to assemble a professionally produced medley of songs and sound effects, five of the girls spent the better part of an afternoon in the WKTJ studios. Working with station staff and taking full advantage of WKTJ's recording and editing equipment, the girls produced three minutes of music that became the foundation of their 2003 routine.

Every week, **KKCW-FM "K103" in Portland, Oregon** joins with its listeners to honor some of the Portland area's foremost teachers through the "Educator of the Week" award. Listeners nominate educators for the award via the KKCW website and by fax, and the winning teacher receives an all-expenses-paid weekend at a downtown Portland hotel, as well as an engraved crystal apple and a $1,033 check for the general fund of his or her school. Each week, John Erickson of the KKCW morning show phones the person who nominated the winner to talk about what makes that person a great teacher.

In the third year of its WPDE Sports Shootout golf tournament, **WPDE-TV in Myrtle Beach, South Carolina** raised $15,000 to help three deserving students go to college. The tournament is the brainchild of WPDE Sports Director Rich Chrampanis, who worked throughout the year with the station's meteorologist, Ed Piotrowski, to collect sponsorships for the event from area businesses. In 2003, the Sports Shootout attracted more than 130 area duffers for a day on the links. The proceeds from the tournament were divided evenly between three local high school seniors who were planning to attend South Carolina colleges. Applicants are chosen based on a strong record in both academics and sports.

The "High 5" news series on **WCVB-TV Channel 5 in Boston, Massachusetts** completed its 18th year recognizing the achievements of student athletes and high school sports teams in the area. The "High 5" series is reported by the station's Mike Lynch, who awards two $5,000 scholarships to deserving "High 5" scholar-athletes each year. In recognition of the "High 5" program and other activities in support of local schools and students, WCVB received the 2003 Friend of Education Award from the Massachusetts Secondary School Administrators Association (MSSAA). WCVB was the first media organization to receive the coveted honor. Said MSSAA President Paul F. Madden: "Our Awards Committee voted unanimously to recognize Channel 5's longtime commitment in support of education through its programming, news coverage and editorial support."

WAVA-FM in Washington, DC cosponsored a fundraising dinner that netted $90,000 for a local charity helping inner-city youth. More than 700 people attended the dinner for The House, a former crack house in the city's Anacostia district that has been transformed into a catalyst for young people to develop healthy relationships and a brighter future. The station's promotion of the event included PSAs and an interview with Steve Fitzhugh, director of The House. Headlining the event was news anchor Brit Hume.

WKRC-TV in Cincinnati, Ohio has teamed up with a local public school in an effort to enrich the lives of its students. Frederick Douglass School is a year-round, K-8 neighborhood school that is considered one of the city's poorest, with more than 95 percent of its students participating in the free and reduced-lunch program.

During 2003, employees of WKRC volunteered to participate with the students through reading programs and adopted several families during the holidays, providing gifts to students who might otherwise have gone without them. Frederick Douglass School also was the beneficiary of a December promotion on WKRC that collected early education books to stock the libraries in the school's elementary-grade classrooms.

WMDT-TV in Salisbury, Maryland is working with an area school district to help students make a solid connection between education and the world of work. After the station approached school officials and found them receptive to the idea, WMDT staff wrote and produced a "Careers in Broadcasting" guide and arranged for monthly visits to the station by eighth grade classes. Station visits begin with an orientation by WMDT General Manager Kathleen McLain, and the students then divide into groups for meetings with staff in administration and sales, creative services, news and engineering. "We believe it is important that area businesses establish these kind of relationships with their area schools to help ensure quality education for our future workforce. We also believe broadcasters should lead the way," said McLain.

A local anti-smoking group and **KKBZ-FM in Shenandoah, Iowa** teamed up in the fall to offer tobacco prevention education to area schools through the Clean Air Café. KKBZ's Mark Eno said the goal is to educate children and their families about tobacco use. In a partnership with Southwest Iowa Counties Against Tobacco Use, KKBZ Promotions Director Chuck Norris visited schools throughout the area to talk with students about smoking. An adult contemporary station, KKBZ focused its on-air anti-smoking message on parents—encouraging them to talk with their children about the health hazards of smoking, peer pressure and other issues.

Late in 2003, **KTVK-TV, KMSB-TV and KTTU-TV in Phoenix, Arizona** launched a six-month effort to raise awareness of major education issues facing the state. Running through March 2004, "Educating Arizona's Families" included regular news reports on topics from early brain development and learning readiness to dropout prevention and school accountability. The stations focused on one major topic each month, producing as many as two dozen stories per topic. Then, in weekly public affairs programs and mid-day newscasts, the stations invited experts to comment and provide insights on key issues facing parents, students, teachers and others.

The fourth annual Cardboard Carnival sled race attracted more than 500 attendees and spectators, thanks to an intensive promotional push on **WKIT-FM in Bangor, Maine**. Each year, the Cardboard Carnival raises funds to support the Police Athletic League and its efforts to keep at-risk youngsters out of trouble through sports and other programs. During the February event on a sledding hill outside Bangor, participants showed off sleds made of cardboard and duct tape, prizes were awarded, and everyone enjoyed food and refreshments provided by the Police Athletic League. "It's a real opportunity for people to come together for a good cause, and we are proud to support it," said WKIT's Jo Ann Fisher.

When something's happening at Wallowa County schools, it's a good bet **KWVR-AM/FM in Enterprise, Oregon** is there to cover it. "Our kids are very special to us here in Northeast Oregon," explained the stations' owner, Lee Perkins. In addition to extensive coverage of the three local high schools' sports programs, KWVR regularly goes on the air with information about school carnivals, bake sales and other events. "Either we go to these events and interview people, or we promote the heck out of them," said Perkins, noting that the station's support for local schools stems from working in a small community where "everyone's a neighbor."

During Dori Monson's Second Annual Wiffle Ball Challenge in August, **KIRO-AM in Seattle, Washington** raised more than $9,000 for the Boys and Girls Club of Snohomish County. Monson, who hosts KIRO's "The Dori Monson Show," played two-on-two Wiffle Ball for 24 hours straight in Seattle's Seahawk Stadium, with all proceeds benefiting his favorite local charity.

"We must all start conserving water now. Here is how you can help: Water your outside plants before sunrise or after sunset; plant indigenous plants that don't require a lot of water; and don't leave the hose running while washing your car."

—From a PSA aired by Arizona stations KYBC-AM, KVRD-FM and KZGL-FM in Cottonwood, together with KKLD-FM in Prescott Valley and KVNA-AM/FM in Flagstaff

KRVB's Boise River Clean-up • Maintaining a Database of Local Volunteers • Raising Funds for Environmental and Conservation Groups • Green Team • Every Drop Matters Event Sponsorships • Promoting Water Conservation and Drought Awareness • 32nd Annual Salmon Barbecue for the Salmon Restoration Association • Celebration in the Oaks • Appearances by Station Personalities and Staff • California Coastal Clean-up • Idaho Rivers United • Idaho Department of Parks and Recreation • Live Coverage Clearing Cross-Country Ski Trails • WWL Partnership with Friends of City Park • WBOS Earth Fest • Remote Broadcasts • A Charity Concert • Beach Clean-up Weekend Interviews with Representatives of Conservation Groups • Adopt-A-Beach Program • Earth Day Observances • Clean Water Action • Big Sweep • Great American Clean-up • Organizing a Clean-up Crew of Volunteers • Rake Up Boise • Telephone Book Recycling • Focusing Attention on the Issues • A One-Day Event on the Shore of Lake Winnipesaukee • Lakes Region Conservation Trust • Performances by Sheryl Crow and Other Stars • 30,000 Bags of Litter and Trash Collected • In-Depth Coverage

THE **ENVIRONMENT** AND CONSERVATION

THE Environment AND CONSERVATION

Local broadcasters provided critical support for community and coastal clean-ups, conservation efforts and other earth-friendly causes.

In its fourth year, the annual Boise River Clean-up organized by **KRVB-FM in Boise, Idaho** attracted 300 area residents to the riverbanks to get rid of the mess left behind after the summer float season. The event is a partnership between Idaho Rivers United, the Idaho Department of

Parks and Recreation, and KRVB, which has developed a database of local volunteers it calls the "Green Team" to work on environmental and other service projects in the community. In other activities during 2003, KRVB organized the Green Team to clear cross country ski trails and to participate in Rake Up Boise, an annual event where volunteers rake leaves at the homes of elderly and disabled residents.

With the southwestern United States facing continuing drought conditions, **Arizona broadcasters KYBC-AM, KVRD-FM and KZGL-FM in Cottonwood, together with KKLD-FM in Prescott Valley and KVNA-AM/FM in Flagstaff**, launched a campaign in 2003 to promote water conservation. The ongoing "Every Drop Matters" campaign centers on a series of 30-second PSAs that remind the public that they are living in an arid region and suggest ways to conserve water. Among the scripts: "We must all start conserving water now. Here is how you can help: water your outside plants before sunrise or after sunset; plant indigenous plants that don't require a lot of water; and don't leave the hose running while washing your car." According to the stations' general manager, David Kessel, they have received a number of complimentary letters and acknowledgments from city and county officials commending the campaign.

KOZT-FM "The Coast" in Fort Bragg, California played a starring role in the success of the 32nd Annual Salmon Barbecue, an event that benefits a local organization dedicated to restoring breeding environments for the North Coast's dwindling salmon population. Altogether, the event raised nearly $80,000 for the Salmon Restoration Association, which operates salmon hatcheries and works to maintain and protect watersheds throughout the area. All full-time KOZT staffers volunteered at the event, and the station broadcast live from the scene throughout the day. In addition, KOZT aired 70 promotional announcements in the weeks leading up to the barbecue and maintained a page and link on its website for both the event and the Salmon Restoration Association. In related efforts, KOZT cosponsored the 2003 California Coastal Clean-up, broadcasting more than 50 PSAs in support of the event, as well as live updates.

WBOS-FM in Boston, Massachusetts drew more than 30,000 people to the banks of the Charles River for a day of music and environmental education. The tenth annual Earth Fest organized by the station featured performances by music stars such as Sheryl Crow, along with talks, exhibits and educational displays by more than 50 organizations and government agencies working on environmental and conservation issues. Among the exhibitors were state environmental agencies and environmental groups such as Clean Water Action. Adding to the appeal of the event, WBOS organized a family area with games and entertainment for children.

Over a period of 16 years, the annual Chowderfest organized by **WLKZ-FM in Wolfeboro, New Hampshire** has lapped up nearly $50,000 in contributions for a local charity working to conserve pristine and wild lands in the Lakes Region of New Hampshire. The Chowderfest is a one-day event on the shores of Lake Winnipesaukee where residents pay a minimal fee to sample chowders cooked up by area restaurants. Proceeds from the event support the Lakes Region Conservation Trust. The October 2003 Chowderfest attracted more than 2,200 people and generated $2,500 in contributions to the trust.

WPTZ-TV and WNNE-TV in Burlington, Vermont and Plattsburgh, New York were the official television sponsors for the 30th annual Vermont Green Up Day. A 15-year tradition in Vermont, Green Up Day is organized in coordination with Earth Day on the first Saturday in May. At least 30,000 bags of litter and trash are cleaned up annually. To support the effort, WPTZ and WNNE produced and aired promotional PSAs encouraging Vermonters to help with the clean-up, and the stations broadcast live coverage on the day of the event as their news anchors and other station staff joined with their neighbors to keep the Green Mountain State clean and green.

Crossroads at Big Creek, a local nature preserve and environmental learning center, was one of 12 beneficiaries of a public service effort on **WBDK-FM, WRLU-FM and WRKU-FM in Sturgeon Bay, Wisconsin** designed to provide much-needed and much-appreciated public exposure to one local nonprofit agency each month. The naturalist educator from Crossroads appeared on the stations' morning show, "The Breakfast Club," every Wednesday during November to talk about the nature preserve's programs and educational offerings. In addition, the Crossroads representative recorded a series of PSAs that aired during the month to educate the station's listeners about Crossroads and to encourage people to sign up for memberships. Other organizations benefiting from the stations' "Nonprofit Group of the Month" program during 2003 included the Volunteer Center of Door County, the local American Red Cross chapter and the Jim Larson Boys and Girls Club.

As a cosponsor of local activities to commemorate Earth Day, **WYKZ-FM in Savannah, Georgia** broadcast live from a number of community events. The station also aired more than 75 on-air mentions and promotional announcements encouraging area residents to take part in community clean-ups and other environmental efforts.

WFMD-AM in Frederick, Maryland played an important role in the success of the Big Sweep, a community-wide effort to pick up trash along the roads, in park areas and throughout Frederick County. The station contributed airtime to promoting the event and to encouraging area residents to volunteer. In addition, WFMD staff participated in Big Sweep activities, making a hands-on contribution to keeping their community clean.

The annual Celebration in the Oaks collected more than $500,000 to maintain the fifth largest urban city park in the country, thanks in large part to the work of **WWL-TV in New Orleans, Louisiana**. During the holiday-season fundraising campaign, residents of New Orleans and the surrounding area were invited to New Orleans' City Park to enjoy the lighting of its legendary oak trees, as well as an array of entertainment and good food. To promote the event, WWL produced a series of PSAs about Celebration in the Oaks events and broadcast live from the park on opening day. WWL also helped the organizing body, Friends of City Park, in soliciting underwriters for various activities and programs. City Park receives no city or state funds and is entirely dependent on contributions, according to WWL's Jimmie Philips, who added that Celebration in the Oaks is the park's biggest fundraiser all year.

KUZZ-AM/FM in Bakersfield, California played a leadership role in the largest Great American Clean-up in the nation, helping to recruit 2,000 area residents to pick up litter throughout the local area. The station organized a clean-up crew of 25 volunteer listeners to "de-trash" a one-square-mile area around the station's studios. In addition, the station provided promotional announcements, news stories and coverage on its weekly public affairs program, "FY1." Participation in the event surged by 400 percent over 2002 thanks in large part to KUZZ's promotional support. In a related effort, KUZZ is a 12-year sponsor of a countywide telephone book recycling project that kept 192 tons of phone books out of the local landfill in 2003.

the Environment and Conservation *continued*

KLVI-AM in Beaumont, Texas helped organize 1,400 volunteers from its listening area in the southeastern part of the state to collect more than 23 tons of trash during the station's Beach Clean-up Weekend. Each year, a coalition of volunteers from across the state participates in the Adopt-a-Beach program of the Texas General Land Office. KLVI's clean-up efforts focus on nearby McFaddin Beach and Sea Rim State Park, where Texas Land Commissioner Jerry Patterson made a special appearance in 2003 to congratulate the volunteers mobilized by KLVI.

WICO-FM in Salisbury, Maryland was the lead media sponsor of Coastal Clean-up, an event that organized more than 3,500 area residents to clean debris and litter from waterways and coastal areas on the Delmarva Peninsula. In 2003, Coastal Clean-up participants removed more than 37,000 pounds of garbage from rivers, beaches and streams in the states of Maryland, Delaware and Virginia. WICO General Manager Michael Reath serves on the board of Coastal Clean-up, and the station aired 90 PSAs and 25 live promotional announcements encouraging people to join in the effort.

Hospice Care • United Cerebral Palsy of Huntsville • Building a Bridge for Life • Leukemia Society • PSAs • Bennett Cancer Center at Stamford Hospital • Exceptional Women Awards • Roger Maris Cancer Center • Interviews • Nebraska AIDS Project • Illinois Arthritis Foundation • Vermont CARES • Support for Fundraising Campaigns Central Indiana Blood Center • Families for Fathers Walk for Prostate Cancer • Your Health First • Free Mammograms • Awareness Campaigns • Cedar Rapids Low Vision Center • Indiana Black Expo • Mary Bird Perkins Cancer Center • Diabetes Walk • Live Remote Broadcasts • DVE Rock and Roll Up Your Sleeve Blood Drive • Free Health Fair • House of Small Wonder Hospice • In-Depth News Coverage • Bob and Tom Radiothon • Baby Your Baby • Public Affairs Programming • 35 Degrees of Caring • Ophelia's Place • Cardinal Hill Rehabilitation Hospital • Charity Golf Tournament • City of Hope's 2003 Walk for Hope to Cure Breast Cancer • Dana-Farber Institute • Live Remote Broadcast • Bike Rally, Run/Walk Event and Silent Auction • WBRZ's Sunday Public Affairs Program on Colorectal Cancer • Hosting the Hospice's

Community Health

Community

Health

From AIDS and diabetes awareness to the fight against cancer and support for hospice care, local radio and television stations made the health of their communities a top priority in 2003.

WDNE-FM in Elkins, West Virginia is a strong supporter of a local hospice organization serving eight counties in north central West Virginia. During 2003, the station broadcast 20 PSAs each week on behalf of Arthurdale-based Hospice Care, educating listeners about the availability of hospice services to individuals and families even if they have no insurance. "A lot of people suffer with terminal illnesses and don't even know this resource is available to them and their families," said WDNE General Manager Rick Cooper. "Our idea was to put on positive stories about all the great things hospice has done for families, regardless of their ability to pay." In a related effort, WDNE organized a charity golf tournament at Canaan Valley Resort that raised $11,000 for Hospice Care in June.

In April 2003, **WHNT-TV in Huntsville, Alabama** hosted its third annual telethon to benefit United Cerebral Palsy (UCP) of Huntsville and the Tennessee Valley. This live event aired for three-and-a-half hours on a Sunday afternoon in April and collected more than $140,000 to support UCP's work. In addition to the on-air broadcast, WHNT set up a family-oriented carnival in the station parking lot with clowns, musical groups and more. Broadcasting live from the carnival, WHNT anchors encouraged viewers to stop by with their families or call in pledges. To make sure everyone knew the event was coming up, the station aired news stories and PSAs well in advance, making sure viewers knew about the important work that UCP does for local children with disabilities.

City of Hope's 2003 Walk for Hope to Cure Breast Cancer was a success, thanks in part to support from television sponsor **WNAC-TV in Providence, Rhode Island.** More than 300 people attended the Providence event, helping to raise more than $50,000 for City of Hope. Walk for Hope to Cure Breast Cancer is a family-oriented walk and run to support breast cancer research, treatment and education at the City of Hope National Medical Center and Beckman Research Institute, a National Cancer Institute-designated Comprehensive Cancer Center. The walk, held in cities all across the United States, attracts thousands of participants each year.

A four-day radiothon on **WMYB-FM in Myrtle Beach, South Carolina** raised $50,000 for the Leukemia Society. During the Friday-to-Monday event, called "Building a Bridge for Life," WMYB morning personality Bill Howard stayed on the air all day every day to talk about the work of the Leukemia Society while taking song requests from donors and appealing to listeners to call in with their pledges of support. WMYB converted its sales office into a make-shift phone bank for the radiothon, with Howard regularly checking in on the volunteers to see how the fundraising was coming along.

WKHL-FM "KOOL 96.7" in Stamford, Connecticut was the local radio sponsor of a charity walk that raised more than $500,000 for the Bennett Cancer Center at Stamford Hospital. Since 1996, the walk has become Fairfield County's largest and most successful community fundraising event, raising more than $3 million to support the center's high-quality care for cancer patients. Thanks in part to WKHL's intensive promotional efforts, the 2003 Bennett Cancer Center Walk attracted more than 3,000 walkers and runners. "We sincerely appreciate the extensive radio promotion you provided of our June 1 community event," wrote the center's Audrey Garro and Bobbi Jo Merth in a letter to the station. "Your efforts contributed to the ultimate success of our special event."

The "DVE Rock and Roll Up Your Sleeve" blood drive organized by **WDVE-FM in Pittsburgh, Pennsylvania** collected more than 1,400 units of blood in 2003. In 17 years, this event has collected more than 20,000 units for area hospitals and emergency rooms. The drive is conducted every year in a four-county area during July, when supplies are critically low. "Rock and Roll Up Your Sleeve" is the largest single drive in western Pennsylvania.

Over the past six years, an awards gala organized by **WMJX-FM in Boston, Massachusetts** to honor women's achievements has raised more than $100,000 for women's cancer programs at Boston's Dana-Farber Cancer Institute. In 2003, the Exceptional Women Awards drew a crowd of more than 1,000 to a local hotel for an inspiring program of tributes to some of the women featured during the previous year on the award-winning WMJX program, "Exceptional Women." Since 1993, the show's hosts, Candy O'Terry and Gay Vernon, have put nearly 300 women in the spotlight for overcoming obstacles to achieve greatness in their lives. "These are great stories of courage and commitment, and we are delighted that we have been able to build on the success of the program to support the wonderful work of the Dana-Farber Institute," said O'Terry. WMJX also sponsors the Making Strides Against Breast Cancer Walk for the American Cancer Society, as well as a similar walk organized in Boston by Avon Inc.

KNEN-FM in Norfolk, Nebraska helped a statewide anti-AIDS group make strides with its annual charity walk. The September event at Norfolk's Skyview Park attracted more than 100 walkers, with all proceeds going to the Nebraska AIDS Project. KNEN ran a series of

promotional ads in advance of the walk, provided the public address system and broadcast live from the park on the day of the event.

A 30-hour radiothon on **WAPL-FM in Appleton, Wisconsin** in February raised $34,000 for the Leukemia Society. During the event, WAPL DJs took requests for music in exchange for pledges for the charity. The rock station also auctioned off a range of items, from concert tickets to guitars and other items signed by music and sports personalities. Staffing the phones for the radiothon was a team of volunteers from the Leukemia Society, who were provided with free food by many of the station's community partners. This was the station's sixth year as sponsor of the event.

For 61 hours over a chilly September weekend, the morning show team from **KPFX-FM in Fargo, North Dakota** camped out on a local billboard to raise more than $61,000 for the Roger Maris Cancer Center. The "61 for 61" campaign is organized every year in honor of the Fargo legend best known for hitting 61 home runs in 1961. Any person who makes a donation during the drive can specify the name of someone who has died of cancer, is currently fighting the disease or is in remission, and all names are written on the billboard. "It is both gratifying and heartbreaking to see the billboard fill up with names," said KPFX's Anne Philbian. The "61 for 61" effort also includes a bike rally, a run/walk event and a silent auction. The funds raised in 2003 will go to the construction of a new palliative care facility at the Fargo-based cancer center.

In the 20th year of its annual on-air telethon for the Illinois Arthritis Foundation, **WSIL-TV in Carterville, Illinois** collected more than $90,000 to support the charity's work. The locally produced telethon aired for five hours on a Sunday afternoon in March, featuring informative stories about juvenile arthritis and other conditions; interviews with arthritis patients, doctors and others; and appearances by celebrities from the community. All the while, WSIL staff and other volunteers were working the phones and welcoming businesses and other donors to the studio to present their contributions on the air. "The local chapter of the Arthritis Foundation probably would not exist if it were not for this event," said WSIL General Manager Steve Wheeler, noting that all funds raised during the telethon stay in Illinois.

WVNY-TV in Burlington, Vermont once again served as media sponsor of a bike ride organized by a Vermont AIDS charity. During the Champ Ride in June, more than 100 bikers raised over $28,000 to support Vermont CARES, which provides much-needed services to Vermonters living with and at risk of HIV/AIDS. To promote the event, WVNY aired PSAs and news features encouraging people to sign up and educating Vermonters about the charity's work. WVNY has sponsored a number of Vermont CARES events over the years, including the organization's AIDS Walk 2003, Vermont's largest community awareness and fundraising event in the fight against HIV/AIDS.

Community

Health *continued*

WHIZ-AM/FM AND WHIZ-TV in Zanesville, Ohio auctioned off 400 cakes on behalf of the Alfred Carr Center, raising more than $175,000 to support the charity's services for children and adults with physical and mental disabilities. Every year, the stations collect cakes contributed by businesses and individuals in the area, and all cakes are offered for auction along with bidding incentives ranging from a free set of golf clubs to a weekend getaway vacation. Broadcasting for two days from a local shopping mall, the stations take bids and auction the cakes at a rate of as many as 30 per hour. One of the cakes that traditionally garners the highest bids is the one offered by WHIZ-AM/FM and WHIZ-TV themselves, which is offered along with $2,500 worth of advertising airtime on the stations. Over the past 18 years, the annual Carr Center Cake Auction has collected about $1.6 million for the Zanesville charity.

During Father's Day weekend, **WAVE-TV in Louisville, Kentucky** organized the city's first-ever walk to promote prostate cancer awareness. Joining with Caritas Health Services and other local organizations,

WAVE attracted more than 250 residents for the Families for Fathers Walk for Prostate Cancer. The idea behind the event was to get wives and children involved in encouraging fathers to see their doctors for a prostate exam. "We need to get men to the doctor. They're not going to go themselves, so we're having their families encourage their dads to go," explained WAVE Promotion Manager Bob Mack.

"Your Health First" is a public affairs campaign on **KOAA-TV in Colorado Springs, Colorado** that focuses the community's attention on one important health issue each month, while linking people to expert advice on the issue from doctors. On the third Tuesday of the month, the station's health reporter, Jennifer Baker, anchors a news segment on issues ranging from heart health to breast cancer. At the same time, KOAA lines up four specialists and two primary care physicians to answer calls about the issue between 5 and 8 p.m. The doctors provide expert advice to as many as 200 callers a month, while referring people to hospitals and other physicians as necessary. KOAA heavily promotes the "Your Health First" hotline both in PSAs and during the news.

According to the station's Pat Cone, the service has resulted in numerous referrals to emergency room care. "We have people call in with problems or concerns, and the doctors will send them directly to the ER, so it's really meeting a need," she said.

During December, **KNOM-AM/FM in Nome, Alaska** spent a week promoting free mammograms offered by the Alaska Breast Cancer Detection Center to residents of the remote village of Emmonak. "A very belated thank you for your efforts and the services of KNOM in making the turnout in Emmonak for mammograms the best ever," wrote one of the center's board members, Carter Crawford, in a letter to the station. According to Crawford, more than 40 women turned out for the mammograms, and many of the patients said they had heard about the free screenings on KNOM.

Late in the summer, **KMRY-AM in Cedar Rapids, Iowa** conducted a special awareness campaign to focus attention on the wide range of underutilized resources in the community for individuals with low vision. The effort included a 60-second PSA that was broadcast frequently on KMRY. "We gave it the same schedule as a high-frequency client," said KMRY President and General Manager Rick Sellers. The PSA highlighted the resources available through the Cedar Rapids Low Vision Center, including a number of free machines in the community that magnify bills and other materials to make them easier to read. As a result of the campaign, the center received a record number of inquiries about its services, and use of the magnifying machines was up all over town.

WRTV-TV in Indianapolis, Indiana commemorated the second anniversary of the September 11 attacks on the United States with a blood drive at 13 Indiana Blood Center locations in Central Indiana. "We will continue to remember September 11 as a day of giving," said WRTV Vice President and General Manager Don Lundy. "Being able to donate at any Central Indiana Blood Center makes it easier for Hoosiers to help save lives in honor of those who lost theirs on that tragic day two years ago." During the one-day drive, residents throughout the region donated more than 3,000 pints of blood. WRTV supported the effort with PSAs, live coverage throughout the day and reports on the station's newscasts.

With Louisiana consistently ranking among the top two states in incidences of all forms of cancer, **WBRZ-TV in Baton Rouge, Louisiana** teamed up with a local cancer center to educate people about prevention and treatment. During Colorectal Cancer Awareness Month in March, the station joined with the Mary Bird Perkins Cancer Center to distribute nearly 1,000 free cancer tests at a variety of community locations. In addition, every Tuesday and Wednesday night for three weeks, WBRZ aired cancer-related news stories, including survivor profiles and information on the latest tests and treatments. Last but not least, the station produced a special edition of its Sunday public affairs program on colorectal cancer, the second leading cancer killer in the United States.

In 2003, **WRDX-FM in Dover, Delaware** became the official media sponsor of the House of Small Wonder, the first nonprofit hospice house ever built in Delaware. In addition to donating $25,000 in airtime to the charity for promotional and educational announcements, WRDX broadcast live from the hospice's inaugural charity event in February, with the station's own Paul Schmidt serving as host for the evening.

WQLR-FM in Kalamazoo, Michigan played an important part in the success of a charity walk that raised more than $100,000 for the American Diabetes Association. In addition to participating in the Diabetes Walk with other station staff, WQLR President and General Manager Stephen Trivers served as corporate chairman of the October event. To ensure a high level of participation, WQLR devoted a lot of up-front coverage to the walk, interviewing representatives of the Diabetes Association, as well as individuals and families who have suffered from the disease. In addition, as corporate chairman, Trivers coordinated the work of area businesses that were making donations and fielding walking teams for the event.

For the past 10 years, **WISH-TV in Indianapolis, Indiana** has been a proud media sponsor of a four-day health fair during Indiana Black Expo that provides free health screenings for conditions and diseases that tend to affect minority, elderly and underserved members of the population. Organized by the Indiana Department of Health, the Black and Minority Health Fair has attracted more than 1 million individuals over the past decade for screenings valued at more than $1,000 per person. Surveys have shown that many of the hundreds of thousands of individuals who benefit from the health fair each year would receive no medical screenings if it were not for this unique event. WISH has supported the health fair with PSAs, interviews, sponsorships of related events and in-kind services totaling more than $250,000 over the last ten years.

During the first weekend in March, **WBAY-TV in Green Bay, Wisconsin** continued its sponsorship of the longest-running telethon in the nation by raising $814,000 for Cerebral Palsy Inc. of Green Bay. Throughout Saturday evening and all day Sunday, the station was on the air with local entertainment and non-stop appeals to viewers to call in with their pledges for the charity. Among the gifts: more than $30,000 from a group of fifth graders who went door-to-door to ask for donations.

KPRS-FM, KPRT-AM and KCKN-AM in Kansas City, Missouri drew more than 2,500 local residents, most of them from low-income communities, to a free health fair at the Samuel U. Rogers Clinic. During the event, participants took advantage of a wide array of free health screenings—including tests for heart disease, cancer, diabetes and other ailments—while enjoying music and other entertainment provided courtesy of KPRS, KPRT and KCKN. To ensure the highest possible turnout for the event, the stations aired four weeks of live and recorded PSAs that were broadcast up to nine times per day in all day parts. KPRS,

Community

Health *continued*

KPRT and KCKN also welcomed doctors from the clinic into the stations' studios for interviews about the fair and key health topics.

The annual "Bob and Tom Radiothon" on **WFBQ-FM in Indianapolis, Indiana** raised more than $80,000 for the Leukemia and Lymphoma Society of Indianapolis. The two-day broadcast in February marked the tenth time that WFBQ's morning team of Bob and Tom has gone to bat for the charity. The radiothon combines a "pay-for-play" format—which asks viewers to make pledges in order to hear their favorite songs—with an on-air auction of autographed music and sports memorabilia collected by WFBQ during the year.

For the past decade, **KVBC-TV in Las Vegas, Nevada** has been a major sponsor of "Baby Your Baby," a public-private partnership that seeks to increase the number of Nevada women receiving early and continuous prenatal care. The centerpiece of the campaign is a special statewide hotline for information and referrals to prenatal care providers. KVBC's support for the effort includes messages that promote the hotline and emphasize the importance of quality prenatal care. In addition, the station regularly airs news coverage and interviews on the topic. Since the launch of "Baby Your Baby," tens of thousands of women and families have used the campaign hotline. In the same period, rates of infant mortality and low birthweight in the state have declined, while the frequency of early prenatal care has been on the rise.

The "35 Degrees of Caring" campaign organized by **WLIO-TV Channel 35 in Lima, Ohio** raised $35,000 for Allen County Health Partners. The station kicked off the campaign in mid-November in support of the charity's work to provide primary health care services to medically underserved residents of the county. With reports showing that half of Lima's residents do not have access to a family doctor, WLIO's decision to support Allen County Health Partners was an easy one to make, according to the station's president and general manager, Bruce Opperman. In all, 260 individuals and companies donated to the "35 Degrees of Caring" Campaign, which included PSAs, news coverage and other outreach. Every year, WLIO selects a different local charity as the beneficiary of the campaign.

WWHT-FM, WYYY-FM and WSYR-AM in Syracuse, New York have joined with a local charity to focus the community's attention on an often-ignored, life-or-death issue: eating disorders. Beginning as one mother's dream and becoming reality in 2003, Ophelia's Place offers support and encouragement to individuals, family and friends faced with the personal challenges and obstacles associated with eating disorders. Support for the charity from WWHT, WYYY and WSYR has come in the form of public awareness outreach, fundraising and advocacy. Among other activities, the stations handled all of the promotional duties for the a one-day fundraiser and educational event in May. The stations also helped to organize and promote a charity golf tournament that raised $10,000 for Ophelia's Place. Equally important, the charity's founder, Mary Ellen Clausen, appeared numerous times on WWHT, WYYY and WSYR to explain the charity and its goals and to talk about her two daughters' struggles with eating disorders. Said Clausen: "I could always tell when (the stations) promoted our cause, as immediately afterwards we were always overwhelmed with phone calls."

Every year, **WKYT-TV in Lexington, Kentucky** devotes one Sunday in April to a live telethon for Cardinal Hill Rehabilitation Hospital. WKYT personnel from the news, production and sales departments work together staffing phones, interviewing guests and encouraging viewers to call in pledges to benefit the Lexington hospital, which is a leader in providing acute physical rehabilitation services. In 2003, the telethon raised almost $500,000.

WOKO-FM in Burlington, Vermont raised more than $160,000 to help the family of a 21-year-old woman, Melissa "Missy" White, cover travel and medical costs related to a double lung transplant. Missy, who suffers from cystic fibrosis, had been a part of WOKO's Children's Miracle Network broadcasts for years, appearing on the air and at station events for the charity. When Missy first got on the waiting list for the organs, WOKO launched "98 Miles for Missy," urging listeners to help the girl and her family with the costs of traveling the 98 miles from Missy's home to Burlington for treatment. The station made countless on-air appeals for donations and placed collection boxes in convenience stores along the route between Missy's home and Burlington. By the end of the year, Missy had received two new lungs in a successful operation at Children's Hospital Boston, thanks in part to the generosity of her fellow Vermonters.

12's Day of Giving • WISN's Food for Families • PSAs • Charity Concert • WIS's Families Helping Families • Stuff a Truck • Tons of Turkey • Live Remote Broadcasts • Angie's Shelter for Women • Interviews with Representatives of Charitable Groups • WQIO's Food for the Hungry • Share Your Holiday Drive-By Food Drive • TV-13 Chippewa Valley Harvest • In-Depth Coverage of the Hunger Problem • Check Out Hunger • "Live from the Archives" Charity CD • Greater Hartford Area Cans for Candy Program • TV6 Can-A-Thon • Public Affairs Programming • 24 Hours to Fight Hunger • WMGX Feed the Hungry Food Drive • KTLA-FM Christmas Wish Campaign Stuff the Bus • Partnerships with Local Sponsors • Hawaii Food Bank • Loaves and Fishes • KTLA's Christmas Wish • Community Action Partnership of Mid-Nebraska Combat Hunger Campaign • Food from the Heart • Movie with a Mission • Clark Howard Habitat for Humanity Build • Central Pennsylvania Food Bank • Hunger Task Force of Milwaukee • Performance by National Recording Artist STAIND • Volunteer and Information Center • Interchurch Social Services • Misioneros del Camino

A Helping Hand for **Neighbors** in **Need**

A Helping Hand for

Neighbors in Need

Local broadcasters paid special attention to the challenges facing disadvantaged residents of their communities—engaging in a wide range of efforts aimed at reducing poverty and homelessness and meeting basic human needs.

The annual "12's Day of Giving" drive organized by **WSFA-TV Channel 12 in Montgomery, Alabama** had a record year in 2003, collecting more than 5,400 pounds of food, 2,600 toys and thousands of dollars in cash contributions for needy families in the area—and all of it in one day. On December 12, WSFA set up shop in a community location, with station personalities airing live broadcasts throughout the day asking people to drop by with contributions of food, toys or cash. The station also provided live coverage of the charity drive during the day's morning and evening newscasts. WSFA coordinated with three local charities to insure that the contributions were distributed efficiently to families in need. The station's partners in the effort included the Montgomery Area Food Banks, the Marine Corps' Toys for Tots program and Christmas Clearinghouse, a project of the Volunteer and Information Center (VIC) that takes applications for holiday assistance from families in need.

WEFM-FM in Michigan City, Indiana broadcast live for three hours from a fish fry that serves as the major fundraising event for Michiana Resources, an agency providing employment and job training for individuals with disabilities. The WEFM morning team of Paula Griffin and Uncle Lou Weber spent the three hours encouraging their listeners to come out to the event while interviewing Michiana volunteers and staff, as well as many of the people who have found work because of the organization. WEFM also devoted a considerable amount of airtime in the weeks preceding the event to promotional PSAs and on-air talk about the event, helping to bring total attendance to nearly 500 while educating the community about the agency's wonderful work.

The one-day "Food for Families" campaign organized by **WISN-TV in Milwaukee, Wisconsin** has been helping feed the hungry of southeastern Wisconsin for 27 years. In that time, it has grown to become the largest local food collection campaign in the region. After working with local grocery stores to place collection boxes in locations throughout the WISN viewing area, the station uses a heavy PSA schedule and extensive news coverage to drive viewers to the stores so they can contribute canned goods and other nonperishables to the effort. WISN sends its news personnel out into the community for the duration of the Saturday morning drive so they can broadcast live from the food collection sites. In 2003, the drive collected a record total of 636,000 pounds of food to be distributed by the Hunger Task Force of Milwaukee.

WCCC-FM in Hartford, Connecticut brought national recording artists STAIND to town in September for a charity concert that collected six tons of canned goods and nonperishables for Foodshare of Connecticut. The only way to gain admission to the concert was to make a food donation. In addition, for a month before the show, WCCC organized drop-off locations for food donations at various community locations, enticing listeners to contribute with offers of free tickets to the STAIND show. The concert, held at Hartford's Webster theater, attracted 1,000 fans for a night of music and a rockin' good cause.

After a tragic house fire in the community took the lives of two young girls, **KCSR-AM in Chadron, Nebraska** launched an on-air campaign to help the girls' family make ends meet. The girls had come from Iowa for their grandfather's funeral and were asleep in their grandparents' house when the fire started around 10 p.m. one night in September. Shortly after the tragedy, members of the girls' extended family appeared on KCSR to talk about their loss and to appeal to the community for help for the girls' parents and surviving brothers. The station organized a number of fundraisers for the family and placed information on the KCSR website. "The response was incredible," according to KCSR President Dennis A. Brown. "This was not a wealthy family, and it was such a tragedy that people really were eager to help."

In eight days in January, **WTCM-AM/FM in Traverse City, Michigan** filled two tractor trailers with food donations to restock a local food pantry after it was depleted during the holidays. In the stations' first year as media sponsor of the Father Fred Frostbite Food Drive, WTCM helped the organizers collect twice as much food as they did the previous year. The stations broadcast live from the collection site for the duration of the drive, with WTCM announcers asking school groups, businesses and individuals to come by with their donations of food and cash. "It was the greatest food drive they ever had," said WTCM's Jack O'Malley, who noted that the station will continue to support the effort in years to come.

For 13 years, **WIS-TV in Columbia, South Carolina** has sponsored "Families Helping Families," an effort to give local residents a chance to sponsor a needy family or individual during the holidays. WIS launched the 2003 "Families Helping Families" program around Thanksgiving, setting up a phone bank and running numerous promotions and appeals on the air. Throughout the campaign, WIS aired live reports from the phone bank during the station's daily newscasts; produced and aired stories about some of the beneficiaries of the effort; and aired a full week of reports on its evening newscasts when families arrived to pick up their gifts. In 2003, more than 1,300 families in South Carolina benefited from the program.

A holiday-season campaign on **KYMA-TV in Yuma, Arizona** encouraged viewers to visit their local grocery store and make a donation to an agency serving homeless and needy individuals and families. Grocery stores throughout Yuma County participated in the effort, which enabled shoppers to purchase a special gift card at the checkout counter for the Crossroads Mission, a Yuma-based nonprofit organization. KYMA anchors Perette Godwin and Carlos Vergara appeared in PSAs and news reports on behalf of the campaign. On Thanksgiving and Christmas, the duo served holiday meals at the mission.

WORK-FM and WWFY-FM in Barre/Montpelier, Vermont hauled away 30 tons of donated food during their 2003 "Stuff a Truck" campaign. Over a five-day period in October, morning show hosts T.J. Michaels, J.D. Green and Erica Chase lived in the parking lot of a local shopping mall—broadcasting live for 24 hours a day and sleeping in the truck or a recreational vehicle parked nearby. All of the collected food went to the Central Vermont Food Shelf to be distributed to Vermonters in need.

WQLL-FM "COOL 96.5" in Manchester, New Hampshire collected five tons of turkeys for individuals and families in need during a one-day promotion in November. And that's not all the station did to serve its community in 2003, according to the newsletter of the local social service agency, New Horizons. "It wasn't enough for COOL 96.5 to hold the 'Tons of Turkey' drive this Thanksgiving and raise over 10,000 pounds of turkey for New Horizons' Soup Kitchen and Food Pantry programs. No, they keep giving," the newsletter reported. "COOL 96.5 has just agreed to be the Media Sponsor for the Irish Rovers Concert to Benefit Angie's Shelter for Women. This pivotal sponsorship will surely boost ticket sales and bring much-needed aid to the women who depend on Angie's as they work toward self-sufficiency."

A Helping Hand for

Neighbors in Need

continued

The fifth annual Thanksgiving food drive spearheaded by **WCTY-FM in Norwich, Connecticut** collected 16,000 pounds of food, including 200 turkeys, for the Thames Valley Council for Community Action. WCTY-FM morning host Jimmy Lane broadcast live for the duration of the food drive from the top of a tractor trailer parked in front of a local supermarket. From 5 a.m. on Thursday, November 6, to 7 p.m. on Friday, November 7, Lane was on the air calling on WCTY listeners to come out and make a contribution.

In December, **WQIO-FM in Mount Vernon and WMVO-AM in Mansfield, Ohio** raised $148,000 and filled 56 pickup trucks with donated food items during the stations' annual "Food for the Hungry" drive. Now in its 23rd year, "Food for the Hungry" collects food and revenue for the Knox County branches of the Salvation Army and Interchurch Social Services.

When a paper mill in the nearby town of Millinocket closed down in early 2003, **WABI-TV in Bangor, Maine** recognized a need for action to help 1,200 newly unemployed workers. After meeting with community and government leaders to discuss what the station could do, WABI organized a 24-hour telethon that generated $157,000 for a food and fuel assistance fund for the displaced workers and their families. The funds collected by the station were distributed by the local Rotary Club, in cooperation with churches in the area. "We delivered the message, and the community responded," said WABI's Mike Young.

A one-day food drive organized by **KTVN-TV in Reno, Nevada** collected nearly 50,000 pounds of food for the Food Bank of Northern Nevada. Held at a local hotel, the "Share Your Holiday Drive-By Food Drive" encouraged KTVN viewers to come out in their cars and drop off donations of canned goods and other non-perishable items. KTVN broadcast live from the hotel on the day of the drive after educating residents about the December event through a combination of up-front PSAs and news coverage. This

was the station's 11th year as sponsor of the effort, which is the largest contributor to the Food Bank of Northern Nevada's annual November-December food drive.

WRHI-AM, WRHM-FM and WVSZ-FM in Rock Hill, South Carolina have embraced the charitable work of a former minister as one of the stations' signature community causes. Five winters ago, the Rev. Ronal King appeared on a talk show on the stations appealing for contributions of wood and kerosene for local families who were freezing at night. In the intervening years, King resigned his church position and devoted his life to helping underprivileged individuals and families meet their most basic needs for food, shelter and medical care. Meanwhile, WRHI/WRHM/WVSZ have given King whatever support he needed to do his charitable work. In addition to providing King with regular airtime to ask for contributions from the community, the stations built a building behind their studio where residents and businesses can drop off clothing, furniture, toys and other items that King then distributes to people in need. The stations also appointed a board of directors from the community to manage the money raised for King's work and to issue the checks. "It's amazing how many people respond to what he does," said the stations' managing partner, Allan Miller. "We are more than happy to be a part of it."

WEAU-TV "TV-13" in Eau Claire, Wisconsin collected 4,500 pounds of food during the first-ever "TV-13 Chippewa Valley Harvest." Working with a local grocery store chain, WEAU encouraged its viewers to go to the stores and donate nonperishable food items during the week of October 6. All donated food went to the Feed My People Food Bank of Eau Claire, a warehouse and distribution center for various food pantries across western Wisconsin. WEAU encouraged donations through live remote broadcasts from the drop-off locations throughout the week. "It was a total station project," said WEAU Operations Manager Emily Edwards. In addition to collecting enough food for 6,000 meals, she added, the campaign served the important purpose of educating people about the problem of hunger in their community.

KXRK-FM, KJQN-FM, KZNS-AM, KEGA-FM, KSFI-FM, KRSP-FM and KQMB-FM in Salt Lake City, Utah collected nearly $290,000 in charitable contributions in the ninth year of their partnership with a local homeless shelter. In a two-day broadcast from the Road Home shelter on December 23 and 24, the stations asked listeners to call in or drop by with cash contributions, as well as clothing, canned goods and other items. Staffing the phones for the event were the radio stations' employees, as well as shelter volunteers. In addition, KSFI produced, marketed and sold a charity CD featuring local and national artists that has become the top-selling holiday CD in Salt Lake City. The CD sales netted an additional $30,000 for the Road Home shelter. "Make no mistake, (these radio stations) are responsible for a good amount of our $4.2-million-a-year need," said the shelter's executive director, Matt Minkevitch. "What is not prevalent is the goodwill and awareness they raise throughout the year."

As the promotional sponsor of the "Check Out Hunger" campaign, **KTXY-FM, KCLR-FM, KCMQ-FM, KSSZ-FM and KTGR-AM in Columbia, Missouri** helped the Central Missouri Food Bank collect $25,000 from generous shoppers throughout the area. "Check Out Hunger" asks area residents to visit local grocery stores during the holiday season and use a special check-out card to make a donation to the food bank. Each of the radio stations broadcast at least eight PSAs every day in support of the campaign; the total value of the donated airtime was nearly $125,000. The proceeds from the event, which is one of the top sources of revenue for the food bank, enabled it to purchase more than 500,000 pounds of food for Columbia-area residents in need.

"Live from the Archives" is a CD series produced by **KFOG-FM in San Francisco, California** to benefit Bay Area Food Banks and its work providing millions of meals to help feed disadvantaged children, families in crisis and others. The 2003 CD featured live recordings from top artists such as John Hiatt, Coldplay, Jackson Browne, Tori Amos and Steve Winwood. Over ten years, KFOG's "Live from the Archives" CDs have raised $2.5 million for the charity. In 2003, as in past years, 35,000 copies of the CD sold out in a period of just days. "We greatly appreciate the generosity of the people of KFOG, the artists, the local studios, and FOGHEADS for making the 'Live from the Archives' series such a success," wrote San Francisco Food Bank Executive Director Paul Ash in a letter to the station. "It keeps getting better and better every year!"

The 22nd annual "TV6 Can-A-Thon" sponsored by **WLUC-TV in Marquette, Michigan** collected 145,000 pounds of canned goods and other nonperishable items for area food pantries. Since the event was established in 1982, WLUC has collected 1.75 million pounds of food. The "TV6 Can-A-Thon" is a four-week campaign that kicks off in November and culminates in a one-hour, commercial-free special broadcast live from the WLUC studios. WLUC enlists the help of local charities, businesses, schools and individual residents to assist in collecting food throughout Upper Michigan. Once the food is collected, it is distributed through St. Vincent de Paul Food Banks, the Salvation Army and local food pantries affiliated with various church organizations.

A Helping Hand for

Neighbors in Need *continued*

WSTC-AM and WNLK-AM in Stamford/Norwalk, Connecticut served as "All Star Sponsors" of a 3-on-3 basketball tournament to benefit CTE, Inc., a community action agency serving low-income families in Stamford's South End and Waterside communities. The Gus Macker 3-on-3 Basketball Tournament, held in August, raised money for CTE's education and youth programs, including afterschool programs and a Summer Academy. "We appreciate your ongoing support of CTE's efforts to assist low-income youth and families and are proud to have had (WSTC/WNLK) as a sponsor of our tournament again this year," wrote CTE's Alison Bowley Jordaan in a letter to the stations.

In the 14th year of its partnership with the Hawaii Food Bank, **KGMB-TV in Honolulu, Hawaii** once again played a key role in the success of the organization's annual statewide food drive. In addition to airing a heavy schedule of PSAs and news coverage before, during and after the event, KGMB produced a video providing businesses with helpful information on how to organize their own food drives to support the larger effort. "There is absolutely no way we could get the word out to the public or be able to raise public awareness of the widespread hunger in Hawaii and how many people are in need without the strong support of KGMB," said the food bank's director of development, Polly Kauahi. The 2003 food drive, Kauahi added, netted a record total of 500,000 pounds of food and $385,000 in cash contributions.

In the 13th year of its "Can-A-Thon" food drive, **WAFF-TV in Huntsville, Alabama** collected a record total of 261,000 pounds of canned and nonperishable food items for charities serving individuals and families in need in North Alabama. The end-of-the-year campaign culminated in a one-day, on-air push on WAFF, with station personalities broadcasting live from food drop-off locations throughout the station's viewing area. "This was the 13th year, and it gets bigger and better every time," said WAFF Vice President and General Manager Lee Meredith. The station, he added, lined up partner agencies throughout the area to ensure that all of the food collected in each county benefited that county's needy residents.

After a report came out indicating that the poverty level in surrounding Nez Perce County had reached an alarming 16 percent, **KATW-FM in Lewiston, Idaho** set out to help. The station's "24 Hours to Fight Hunger" campaign called on listeners to drop by several locations in the community with donations of food and cash for the Idaho Food Bank. As part of the effort, the station convinced a local grocery store to remain open for the entire 24-hour broadcast so people could come out and do their part for hungry families. All totaled, the station collected 2,000 pounds of food and $2,000 in contributions during the first year of what promises to be an annual campaign.

The Chicago Anti-Hunger Federation (CAHF) and **WBBM-AM in Chicago, Illinois** teamed up for their eighth annual "Good Neighbor Radiothon" on December 12. The 19-hour program featured WBBM anchors broadcasting live throughout the day, with holiday musical performances and sample pastry tastings created by students of CAHF's Oliver's Kitchen, which trains disadvantaged individuals for careers in food service. Since its launch in 1995, the radiothon has generated more than $851,000 and is CAHF's leading fundraiser all year long.

A cookbook published in 2003 by **WKZO-AM in Kalamazoo, Michigan** served up $36,000 for Loaves and Fishes, a local food bank. Beginning the Friday after Thanksgiving, WKZO offered the cookbook to individuals attending station appearances in the community. The cookbook featured recipes from WKZO listeners and staff, as well as local celebrities, and was on sale for just three weeks between Thanksgiving and Christmas. This was the station's third year as sponsor of the fundraising effort.

The annual food drive organized by **WMGX-FM in Portland, Maine** met with incredible community response for the eleventh straight year in 2003. The "WMGX Feed the Hungry Food Drive 2003" collected almost 300,000 pounds of food, enough to feed Portland's hungry for an entire year. Every year, the station collects more food and money to meet an increasing need. It is the largest food drive in southern Maine, collecting over 1.2 million pounds of food in its 11-year history.

In the 15th year of its "Christmas Wish" campaign, **KTLA-FM in Fargo, North Dakota** granted approximately $20,000 worth of wishes for individuals and families in need. KTLA raises money for the effort at events throughout the year, including a one-day summer fundraiser where the station sells "Wishburgers" in the parking lot of a local shopping mall. The station also produces a fall request-a-thon that asks residents to make a contribution to the "Christmas Wish" fund in exchange for getting a requested song on the air. Between Thanksgiving and Christmas Eve 2003, KTLA granted at least one wish every day—everything from help with medical costs to a new set of tires for someone's truck. Leading the effort for the station is KTLA morning show host Jane Alexander.

KSWN-FM and KIOD-FM in McCook, Nebraska developed a PSA campaign in 2003 that resulted in a significant increase in clients for a nonprofit organization serving people in need. The stations' general manager, Jay Austin, estimated that the station donated more than $10,000 worth of airtime to Community Action Partnership of Mid-Nebraska, in addition to production services for the PSAs. The PSA series highlighted the wide range of services provided by the organization, including childhood immunizations, child abuse prevention, and food, coats and toys for needy individuals and families. "You have done an outstanding job of capturing the real mission of what Community Action Partnership stands for," wrote the agency's Sherri Hanson in a letter to the stations. Hanson went on to note that the radio campaign had resulted in a number of calls from people requesting the agency's services. "Changing lives is what we are all about and because of folks like you, our job is made a little easier," she added.

In the eighth year of its "Stuff the Bus" campaign, **KDZA-FM in Pueblo, Colorado** collected nearly 23,000 pounds of donated food for Care and Share, a local food bank. Working with the local transit authority, the station arranged to pick up food donations at area businesses, homes and schools in a Pueblo city bus. KDZA personalities broadcast live from the bus throughout the two-day effort, encouraging listeners to call in to arrange a pick-up. By the end of the campaign, the station's listeners had filled two-and-a-half buses with donated food.

In the fifth year of its partnership with the Society of St. Vincent de Paul, **WXIX-TV in Cincinnati, Ohio** helped collect 87,000 pounds of food for families in need. As part of the annual "Food from the Heart" campaign, WXIX works with a local grocery store chain to place collection barrels in its stores. The station then goes on the air in PSAs and news stories to encourage viewers to fill the barrels with canned goods and other nonperishable foods. In 2003, WXIX aired the campaign kick-off live, and weather anchors Maria LaRosa and Paul Horton regularly broadcast from food collection sites in the community. The station's news coverage of the effort included stories about the Society of St. Vincent de Paul and its work to serve disadvantaged residents throughout the Cincinnati area. "The overwhelming outpouring of kindness and generosity from your viewers in the form of donations was simply overwhelming," wrote Liz Carter, executive director of the local council of the society in a letter to WXIX. "We surpassed our goal by 60 barrels! We couldn't have done it without you!"

In the 13th year of its "Combat Hunger" food drive, **KSTZ-FM in Des Moines, Iowa** collected a grand total of 211,000 pounds of canned goods and nonperishable items for the Food Bank of Iowa. The drive kicked off in early fall, when KSTZ distributed information to local schools and businesses about how to organize their own food drives. Then, in mid-November, the station teamed up with the Iowa National Guard to organize an "encampment" in downtown Des Moines where residents could drop off donated food and cash. Collection-day volunteers included members of local fraternities and sororities, as well as the governor and first lady and other notables.

A Helping Hand for

Neighbors in Need

continued

The holiday season "Stuff the Bus" campaign orchestrated by **WLTX-TV in Columbia, South Carolina** and other community partners collected 30 tons of food and hundreds of toys for children and families in need. During the one-day effort, WLTX regularly cut into its programming with live broadcasts from a local shopping center where the station and its partners were collecting food items and toys. All of the items were collected in buses provided by the local transit authority.

On December 7, **WIXT-TV in Syracuse, New York** departed from its normal Sunday afternoon programming for "Movie with a Mission," a special broadcast to raise funds for the Syracuse Rescue Mission. The annual "Movie with a Mission" broadcast couples a holiday film with a telethon-format fundraiser for the Syracuse charity, which provides housing, food, job training and other services for the homeless. In 2003, the featured film was "A Christmas Carol" starring George C. Scott. The 90-minute movie was interrupted by live pledge breaks originating from the mission itself. During the breaks, WIXT on-air personalities joined with the mission's director to ask viewers to call in with donations. The station also used the breaks to educate viewers about the work of the mission through interviews and pre-produced informational vignettes. By the end of the three-hour broadcast, WIXT viewers had pledged $18,000. This was the 15th annual "Movie with a Mission" broadcast on WIXT.

One morning in October on **WCMT-AM/FM and WCDZ-FM in Martin, Tennessee**, hosts Chris and Paul got to talking about the financial needs of a local charity serving mentally challenged adults and how it needed help. Before they knew it, people started calling in with pledges of financial support, and WCMT and WCDZ turned the morning broadcast into an impromptu radiothon. By the end of the morning, callers to "Good Times in the Morning with Chris and Paul" had pledged more than $5,000 to Community Developmental Services, which provides housing, job training and other services. "We did all this on only one phone line," said Public Service Director Misty Dodson, noting that every caller made good on his or her pledge.

Since 1996, talk show host Clark Howard of **WSB-AM in Atlanta, Georgia** has recruited hundreds of his listeners to help build homes for 15 families in need. Working with Habitat for Humanity, Howard encourages listeners to volunteer to help in the construction of the homes; everyone who helps gets a coveted Clark Howard Habitat for Humanity t-shirt. To draw added attention to the cause, Howard also broadcasts live from the home construction sites. In 2003, the "Clark Howard Habitat for Humanity Build" crossed a new frontier when WSB joined with others in the community to build "The Street Where Dreams Come True," a block of seven Habitat for Humanity homes.

A holiday campaign organized by **WCLG-AM/FM in Morgantown, West Virginia** collected an amazing 30 tons of donated food for distribution by area agencies. The stations' food drive has a proud 20-year history in the Morgantown area, enlisting mail carriers, schools, businesses and others in an all-out effort to help neighbors in need. Starting the second week of November, the stations air regular appeals encouraging listeners to support the effort. As always, the highlight of the 2003 drive was a one-day food pickup by local mail carriers, who exchanged their delivery vehicles and cars for pickup trucks so they could haul away donations from residents on their routes. In addition, the stations awarded prizes to the local schools that collected the most food on a per-student basis. In 2003, 30 schools participated in the food drive, with WCLG airing regular updates about how they were doing in order to keep everyone excited and engaged.

WAQI-AM "Radio Mambi" in Miami, Florida regularly lends its promotional support to efforts to meet the needs of people in Latin America. In 2003, the station raised more than $150,000 to build 100 homes for earthquake victims in El Salvador. In addition, WAQI held a two-day radiothon that raised $100,000 for Misioneros del Camino (Missionaries of the Way), an organization that helps abused and abandoned children in Guatemala.

The "Christmas Wish" campaign on **KROE-AM, KWYO-AM, KZWY-FM and KYTI-FM in Sheridan, Wyoming** granted the wishes of 18 local families and 55 children in 2003. The goal of the stations' longstanding end-of-the-year effort is to provide a dose of holiday cheer and generosity to people in need. KROE, KWYO, KZWY and KYTI got things rolling in 2003 by asking listeners to submit Christmas wishes, both for themselves and for families and friends. The stations then worked with area businesses to fulfill wishes for the children and families who were most in need. In the end, the stations were able to grant nearly $9,500 worth of wishes. Among the wish requests: groceries and other items for a couple who had lost their son in a car accident and, as a result of their grief, were temporarily out of work. "One might expect people to write with requests for a million dollars or a new car, but that type of request is the exception," said the stations' Margo Heck. "The overwhelming majority of the people who contacted us asked for things for someone else."

Right before Thanksgiving, the morning show team on **WHKF-FM in Harrisburg, Pennsylvania** launched a first-ever campaign to collect food donations for the Central Pennsylvania Food Bank. Gavin, one of the DJs from WHKF's "Morning Mess," lived on a bus for an entire week until it was stuffed with food. By Friday, Gavin and his cohorts had collected nearly 17,000 pounds of donated items. "Thank you once again for choosing to support the Central Pennsylvania Food Bank," wrote the charity's executive director, Kendall Hanna, in a letter to the station. "We value your commitment to helping children and families in need."

In 2003, **WAGM-TV in Presque Isle, Maine** joined with Catholic Charities Maine in an ongoing effort to collect food and other items for disadvantaged residents of surrounding Aroostook County. The "Feed the County" campaign encourages residents to visit various food drop-off locations in the area one day each month with contributions of food, furniture, clothing and more. WAGM supports the effort with a minimum of 50 PSAs a week for two weeks letting people know the date and locations for the next collection. In addition, the station uses the two weeks after the collection to air a PSA thanking the community for its support.

WANE-TV in Fort Wayne, Indiana played an important role in the success of an awards banquet that raised more than $10,000 for the East Wayne Street Center, an organization working to empower families and individuals to become self-sufficient. The Ian and Mimi Rolland Community Awards Banquet is designed to honor local individuals for their outstanding community service while collecting funds to support the center's work. The station produced and aired a PSA to promote the banquet, and a WANE-produced video vignette was screened at the event to honor rescue heroes from September 11, 2001. In addition, WANE's on-air personalities participated in the banquet and anchored the station's news coverage of the event. The East Wayne Street Center sponsors a wide range of programs, from home repair and Head Start to family literacy.

"This program has literally meant that people have kept their homes and kept their marriages together. We could not have done it without the amazing support of KOAT, which absolutely saturated the airwaves with PSAs and information."

—Charles Henson, President, New Mexico Automotive Dealers Association, on the support of KOAT-TV in Albuquerque for an effort to provide financial assistance to families of deployed National Guard and Reserve troops

WWTV and WWUP's Treats for Troops • American Red Cross • PSAs • Operation Grateful Nation • A Four-Station, Six-Hour Live Broadcast • Operation H.O.T. (Help Our Troops) • Live Broadcasts from Phoenix Billboards • Operation Holiday Greeting • Foster Care for Military Pets • Interviews • Deployment Ceremony for National Guard Unit • Responding to Requests from Troops • Salvation Army • The Nevada Patriot Fund • United We Stand Rally • In-Depth News Coverage • E-mails from Local Soldiers • Care Packages for the Troops • Videotaping Messages from Home • Tributes to Fallen Soldiers • Giving the Troops a Proper Sendoff • United 4 Colorado Homefront Campaign • Public Affairs Programming • Working with the Governor • Colorado National Guard Foundation • Operation Phone Home • Bucks for Binoculars Live Remote Broadcasts • Gift from the Heart of the Delta • Support for the Families • A Donation of 20 Cots for the Troops • Working with the Governor's Office Colorado National Guard Foundation • American Red Cross • KCNC's Roadside Donation Center • Performances of Patriotic and Inspirational Music • Remarks by Local

Support for U.S. Troops

Support for

U.S. Troops

In a year when America was at war, local radio and television stations helped to rally their communities behind those who were called to serve.

Just days after combat operations began in Iraq, **WWTV-TV and WWUP-TV in Traverse City, Michigan** joined with the American Red Cross, the Marines and other community partners to collect care-package items for U.S. troops stationed overseas. As the sole media sponsor of the "Treats for Troops" campaign, WWTV and WWUP aired PSAs and regular appeals during the stations' news coverage urging viewers to visit various drop-off locations in the community with contributions of clothes, books, shaving cream, soap and other items. The Marines then picked up the donated items and delivered them to the Red Cross, where they were packaged for delivery overseas. "This was our idea at the station, and we really had an overwhelming response," said the stations' marketing and public relations manager, Jennifer Reagan.

In May, **KKLI-FM, KVUU-FM, KMOM-FM and KCCY-FM in Colorado Springs, Colorado** created "Operation Grateful Nation," a fundraising drive benefiting the spouses and families of Army troops deployed from the city's own Fort Carson. More than 15,000 Fort Carson troops were deployed during 2003, leaving behind wives, husbands and children. "Operation Grateful Nation" was held at a local mall and included the volunteer assistance of 40 staff members from the stations. KKLI, KVUU, KMOM and KCCY donated 30 hours of airtime to the event, including a four-station, six-hour live remote broadcast. In addition to accepting pledges, the stations sold t-shirts with a custom-designed event logo to raise funds. By the end of the campaign, "Operation Grateful Nation" raised over $10,000 and benefited more than 250 military spouses and children.

OPERATION:
Grateful Nation

As the war in Iraq got under way in March, **KZZP-FM in Phoenix, Arizona** launched a high-profile campaign to show support for U.S. troops. "Operation H.O.T." (Help Our Troops) called on KZZP listeners to visit one of six outdoor billboards in the Phoenix area to sign messages for the soldiers. During live broadcasts from the billboard locations, the station's on-air personalities interviewed residents who had come out to show their support. "The campaign was an overwhelming success, with wall-to-wall messages on all of the six outdoor billboards in Phoenix," said KZZP's Vicki Fiorelli. Fiorelli added that KZZP sent pictures of the billboards, along with tapes of the live broadcasts, directly to Iraq so the troops could know that Phoenix was thinking of them.

When the staff at **KTDY-FM in Lafayette, Louisiana** launched their "Treats for Troops" campaign, they hoped to collect enough goodies to fill 50 care packages for U.S. soldiers serving in Iraq. By the end of the campaign, however, KTDY listeners provided enough to fill 700 boxes. The campaign started with an appeal from KTDY for listeners to call or e-mail with information about family members and friends who were serving overseas, along with any requests they had received for care package items. When one letter arrived by fax with a request for a cot from a soldier who was sleeping in the sand, KTDY received a donation of 20 cots, along with the funds to ship them overseas. Other items included everything from gum to toilet paper. "The whole thing really snowballed," said KTDY's Mike Grimsley. "We had no idea people would respond in the way they did."

KEYZ-AM and KYYZ-FM in Williston, North Dakota played an instrumental role in a local effort to send care packages to U.S. troops serving overseas. "Our community is the home to a large National Guard unit that has been deployed," explained the stations' general manager, Larry Timpe. "Our stations are very active with all the groups involved in providing assistance not only to the soldiers but to their families as well."

On Thursday, December 18, "Operation Holiday Greeting" on **WDEF-TV in Chattanooga, Tennessee** went into full swing. Working with **WDRZ-FM**, the Salvation Army and others, WDEF extended an invitation to families who had loved ones serving in the military overseas to come by a local restaurant and videotape a holiday message to send them. All people needed were the e-mail addresses of their loved ones so the video messages could be sent as an e-mail attachment. Video messages were made by parents, family and friends. Two young children recited the parts of a Christmas play they had performed in church. And, one young woman with both a Mom and Dad in Iraq took advantage of the opportunity to tell them both she loved them. "It gave us a great opportunity to meet the family members of some of our servicemen and women," said WDEF's Doris Ellis. "And it allowed us to do something for them."

Shortly after the start of combat operations in Iraq, **KAME-TV in Reno, Nevada** approached Nevada Governor Kenny Guinn to offer its support for a fund he established for the families of Nevadans killed during the war. Specifically, the station offered to record a PSA on behalf of the fund for use on KAME and other stations across Nevada. Once the governor responded enthusiastically to the idea, KAME arranged a taping in the governor's office and, within days, had the spot on the air. The Nevada Patriot Fund was established in April to support the families of Lance Captain Donald John Cline and Second Lieutenant Fred Pokorney, both Nevadans, who were among the first soldiers killed in action during Operation Iraqi Freedom. The fund also will help other Nevada families with family members who die or suffer a permanent disability as a result of their service in military action. By the end of 2004, the fund had raised $84,000 and had distributed $42,000 to families of Nevadans killed in Iraq.

KMYI-FM in San Diego, California asked listeners to its "My Mornings" show to help provide temporary homes for pets with owners in the military who were deployed overseas. The effort started when KMYI received word that the San Diego County Animal Shelter at nearby Camp Pendleton was filled to capacity with animals that had been left behind by deployed servicemen and women. KMYI also supported the work of a community resident who started a foster network for members of the military who did not want to give up their pets. During the "My Mornings" program, hosts Jagger and Kristi regularly encouraged listeners to support the military by taking a pet into their homes. KMYI's work on behalf of the military pets was headlined by "My Mornings" mascot Hazel, an adorable red-and-white Jack Russell Terrier.

More than 500 area residents showed their support for U.S. troops at the "United We Stand" rally organized by **WSEK-FM, WHMJ-FM, WLLK-FM, WKEQ-AM and WSFC-AM in Somerset, Kentucky**. The April event on Somerset's downtown square featured a keynote speech by U.S. Rep. Hal Rogers, as well as short remarks from local elected officials. The local American Legion post provided a color guard, and the National Anthem was sung by a Somerset high school student. On the stage as emcee for the event was the radio stations' general manager, Mike Tarter. WSEK morning host Frank Crabtree, a Vietnam veteran, led the pledge of allegiance. "It was a real community event with a real community feel to it," said Tarter.

As the 527th Engineer Battalion of the Louisiana National Guard was preparing to leave town to participate in Operation Enduring Freedom, **KXKZ-FM in Ruston, Louisiana** went on the air to encourage listeners to show their support for the soldiers. The day of the deployment ceremony, KXKZ devoted its morning broadcast to the event and called on listeners to line the streets of the downtown area to give the troops a proper send-off. Then, once the troops were overseas, KXKZ on-air personalities regularly read e-mails from local soldiers about what they were doing and how much they missed the Piney Hills of North Louisiana.

KCNC-TV "News 4" in Denver, Colorado joined with the local United Way in February to launch a new fundraising campaign aimed at helping National Guard and Army Reserve families facing financial hardship. The "United 4 Colorado Homefront Campaign" lasted three months and raised more than $150,000 for distribution through the Colorado National Guard Foundation and the American Red Cross. The highlight of the

Support for

U.S. Troops *continued*

campaign was a one-day fundraising push on April 11, when KCNC set up a roadside donation center outside its studios so commuters could make a contribution without even getting out of their cars. KCNC on-air personalities were on hand to collect the donations, along with representatives of the Mile High United Way, which matched every $1 donated to the effort with a contribution of 50 cents. Throughout the campaign, KCNC used PSAs and news coverage to highlight the financial hardships facing many families of National Guard and reserve troops in the wake of their deployments to Iraq and Afghanistan.

When the local chapter of the American Red Cross wanted to enlist residents in its work to support U.S. troops overseas, it called on **WYFF-TV in Greenville, South Carolina**. Shortly after combat operations commenced in Iraq in March, the station began airing a self-produced PSA in support of the Red Cross's "Operation Phone Home." In less than two weeks, the PSA, together with WYFF's news coverage of the effort, resulted in the purchase of more than 1,000 phone cards for U.S. servicemen and women from individuals throughout the WYFF viewing area. "South Carolinians have always been very generous, and now, during a time of war, they are anxious to do something to help," wrote American Red Cross Chapter Manager Ann M. Wright in a letter to the station. "Thank you for helping us offer this program to help those serving in our military overseas." According to WYFF's Marsa Jarrett, the PSA for "Operation Phone Home" aired 66 times on the station in various time periods—the equivalent of a $15,400 contribution to the American Red Cross.

KOVE-AM and KDLY-FM in Lander, Wyoming raised $1,000 to purchase 12 pairs of high-quality Brunton binoculars for members of an Army helicopter company deployed in Iraq. The stations launched their "Bucks for Binoculars" campaign after a Lander resident serving as an instructor with the Alpha Company "Black Cats" reported that the binoculars were not standard-issue items for the company's helicopter crews. With three Wyoming residents serving in the company, KOVE and KDLY General Manager Joe Kenney said the station was determined to do whatever it could to help them do their jobs. "It is our intent to make sure they have the equipment they need, and if we have to dig down into our jeans to make it happen, then that's what we're going to do," he said.

A six-day promotion organized by **WDBJ-TV in Roanoke, Virginia** collected more than two tons of care package items—from toiletries to snack foods—for American troops serving in the Iraq war. Viewers overwhelmed the station and collection points at several Roanoke-area locations, and WDBJ worked with the local chapter of the American Red Cross to get the goods to the Middle East "Thursday and Friday afternoons, the cars were bumper to bumper at our front door," said WDBJ President and General Manager Bob Lee. "We were beginning to think we'd need our own C-130 for the delivery."

On March 30, **KMFX-FM in Lake City, Minnesota** organized and hosted a rally where more than 3,000 area residents turned out to support troops sent overseas from southeastern Minnesota. Speakers at the rally included U.S. Rep. Gil Gutknecht, Rochester Mayor Ardell Brede, and KMFX morning hosts Alan Reed and Tracy Dixon, who shared a soldier's letter home. Recording artist Donna Chapel performed patriotic and inspirational songs while veterans, families and friends of area servicemen and women filled Soldiers Field Memorial near downtown Rochester to show their support.

Consider **KQXT-FM in San Antonio, Texas** a friend to the fallen. As of the end of 2003, Texas was home to 40 of the more than 500 U.S. troops who had lost their lives in Operation Iraqi Freedom, and many were stationed at bases in and around San Antonio. Seeking to pay tribute to these American heroes, KQXT made it a priority to tell their stories on the air, providing the community with information about memorial services, scholarship funds and charities so that the greater San Antonio family could open their hearts and help the soldiers' survivors in their time of need.

KWCL-FM in Oak Grove, Louisiana sent a big valentine to U.S. troops serving overseas with "Gift from the Heart of the Delta," a one-day effort to gather letters, cards and necessities for the soldiers. The February 14 broadcast originated from a community location where the station collected care package items and Valentine's greetings in a two-ton truck provided by the National Guard. By the end of the day, the station's listeners had filled the truck with candy, books, wipes, shampoo, lotion and more. KWCL on-air personalities interviewed area residents who came out to drop off their gifts, including a group of students who collected enough stuff for the troops to fill an entire school bus.

KOAT-TV in Albuquerque, New Mexico is a major supporter of Operation Home Front, a campaign to provide financial assistance to qualifying military personnel of the New Mexico National Guard and Reserve Units who experience a hefty income loss upon leaving their jobs for service overseas. During 2003, KOAT produced news stories and PSAs explaining the program and showing how viewers could contribute. "This program has literally meant that people have kept their homes and kept their marriages together," said Charles Henson, president of the New Mexico Automotive Dealers Association, which launched Operation Home Front in 2001. "We could not have done it without the amazing support of KOAT, which absolutely saturated the airwaves with PSAs and information," Henson continued. As of early 2004, Operation Home Front had collected $400,000 and helped more than 170 families in New Mexico.

Radiothon to End Child Abuse • Boise Women and Children's Alliance • PSAs • Prevent Child Abuse Minnesota • Shattering the Silence • A Four-Hour Telethon • Child Abuse Council of Western Nevada County • Fundraising Campaigns for Local Service Providers • Women's Center of Southeastern Connecticut • Interviews • Domestic Violence Network of Greater Indianapolis • Promoting a Statewide Domestic Violence Hotline • YWCA Shelter • Give Me Shelter Radiothon • McMahon/Ryan Child Advocacy Site • Public Affairs Coverage • Candlelight Vigil • All-City Baby Showers • A Call for Supplies for the Local Shelter • Casas for CASA • WSYR's Sounds of the Season Fundraiser • B-93 Roofsit for Kids • Oscar Party for Artemis House • Child Abuse Prevention and Awareness Month • A 28-Hour Radiothon • Rape and Domestic Abuse Center • In-Depth News Reports • Take Back the Night • 10th Annual Wing Ding for Tubman Family Alliance • Appearances by Station Personalities • Sow Seeds of Hope Gala • "The K99 Morning Guys' 28 Hours of Hope" on KUAD • An Hour-Long Prime-Time Special • Larimer County Child Advocacy Center • Protecting the

Violence Prevention and Support for Victims of Abuse

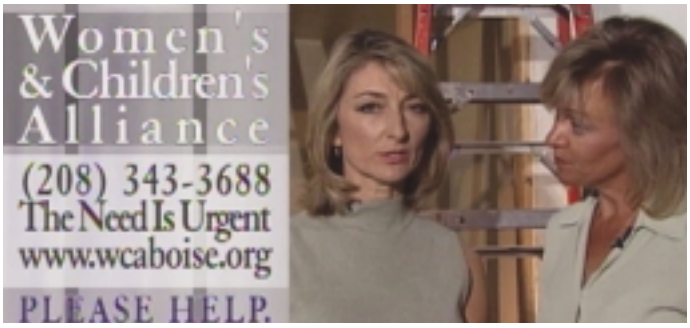
Violence Prevention

and Support for Victims of Abuse

With domestic violence continuing to threaten the lives of countless women and children, local broadcasters stepped in to educate their communities about the problem and support essential services for those at risk.

Over the past 15 years, the "Radiothon to End Child Abuse" on **KBHP-FM in Bemidji, Minnesota** has become the station's major public service program. Five child abuse prevention agencies now benefit from the 24-hour effort aimed at promoting awareness and raising funds. Funds raised during the 2003 radiothon were shared by Prevent Child Abuse Minnesota and four county child abuse prevention councils in the area. "Your hard work in pulling off the annual 'Radiothon to End Child Abuse' is a shining start in prevention work in Minnesota," wrote Connie Skillingstad of Prevent Child Abuse Minnesota in a letter to the station. "Your generosity and commitment to this issue is inspiring and very meaningful."

KIVI-TV in Boise, Idaho initiated a new partnership with the Boise Women and Children's Alliance in 2003. All year long, the station engaged in a range of on-air and off-air activities to support the organization's efforts to provide housing and other services to women and children escaping from abusive men. "We are seeing an emerging problem where women are in these destructive relationships and they have to escape, often with children in tow," explained KIVI Vice President and General Manager Scott Eymer. In response,



KIVI aired a heavy schedule of PSAs and news stories about the problem and about the work of the Alliance, including its need to furnish a newly built shelter for women and children. The station also produced a "mini-telethon" for the Alliance. During the four-hour early evening broadcast, KIVI on-air personalities appeared live during every commercial break to encourage viewers to donate to the charity, while raising awareness that there's help for victims of domestic violence. "The best thing about working with KIVI was getting our name out there so people in trouble knew who to call for help," said Janice Johnson, the executive director of the Alliance. "Overall, we thought it was a great success."

In 2003, **WTHR-TV in Indianapolis, Indiana** launched an extensive, long-term campaign to shed light on a pervasive problem facing central Indiana: domestic abuse. Called "Shattering the Silence," the three-month campaign included news coverage and PSAs designed to bring the issue of domestic abuse out of the shadows, to show abuse victims where to turn for help, and to educate the broader community about what they can do. WTHR's PSAs on the topic included poignant messages from domestic abuse survivors, as well as appeals from community leaders to help stop the violence. In addition, WTHR aired weekly in-depth news reports on the topic and conducted twice-weekly live interviews on its noon newscast with representatives of community agencies working to address the problem. Last but not least, WTHR produced an hour-long, commercial-free, prime-time special on the issue with the help of the station's partner in the campaign, the Domestic Violence Network of Greater Indianapolis. Among the results of the station's efforts: during the campaign, calls to the statewide domestic violence hotline increased 65 percent; thousands of people requested educational materials; and thousands more called the station to donate time and money to area abuse agencies.

KNCO-AM in Grass Valley, California teamed up in 2003 with the Child Abuse Council of Western Nevada County to alert the community to the problem of violence toward children. KNCO aired interviews and PSAs in connection with the council's Fifth Annual Candlelight Vigil and played a critical role in informing the community about a change of venue due to rain. "The interviews were especially effective in informing the community about the very serious issues in our community," said the Child Abuse Council's Danita Sorenson.

During a radiothon for the Women's Center of Southeastern Connecticut, **WICH-AM in Norwich, Connecticut** helped raise more than $27,000 to support the center's services for victims of domestic violence. WICH's live, four-hour broadcast included interviews with the center's staff, as well as with individuals who have been served by the center. Throughout the broadcast, WICH appealed to listeners to either call in or stop by with their pledges of support. WICH's work on behalf of the charity got a boost from a companion broadcast on sister station **WCTY-FM.**

KVOX-FM in Fargo, North Dakota joined with the local YWCA to sponsor two events that collected much-needed supplies for the charity's local shelter for women and children fleeing violent homes. The All-City Baby Showers were held in the summer and fall and gathered truckloads of donated diapers, wipes, bottles, clothing, toys and more. Because most of the women and children served by the shelter leave home with very little in the way of supplies, the baby showers meet an urgent need every year.

An August radiothon on **WHUR-FM in Washington, DC** raised more than $132,000 to benefit a Maryland shelter for victims of domestic violence. The 12-hour "Give Me Shelter" radiothon attracted donations of money, cellular phones, toiletries and other items from hundreds of WHUR listeners, with proceeds going to the Family Crisis Center, Inc. of Prince George's County. Making a live appearance at the radiothon was Prince George's County Executive Jack Johnson, who thanked WHUR and its listeners and pledged $70,000 in county funds to the cause.

Since 1999, **WSYR-AM in Syracuse, New York** has been a strong and highly visible supporter of a local charity providing support for children who are victims of abuse. The station's support for the McMahon/Ryan Child Advocacy Site has included news coverage, PSAs and fundraising, as well as a broader educational campaign aimed at preventing child abuse. Among the station's on-air efforts: a ten-part series entitled "Protecting the Gift," including interviews with professionals who deal with victims and perpetrators of child abuse. In other activities, WSYR produces and sells tickets for an evening of holiday entertainment created to raise funds for the charity while educating the community about its work. To date, the annual "Sounds of the Season" events have raised nearly $150,000. In recognition of its work for McMahon/Ryan, WSYR received the Service to America Award from the National Association of Broadcasters in 2000.

KKLI-FM in Colorado Springs, Colorado is a strong supporter of the work of Court Appointed Special Advocates (CASA) on behalf of abused and neglected children. Last year, the station lent its promotional muscle to "Casas for CASA 2003," a raffle that netted $27,000 to support the charity's programs. "The bottom line is that all these generous donations help CASA further our mission of being a child's voice in court," wrote CASA's Gayle Carley in a letter to the station. "KKLI has made a difference in many children's lives. For that, they–and CASA–are grateful."

The "B-93 Roofsit for Kids" is an annual radiothon on **WBCT-FM in Grand Rapids, Michigan** to raise public awareness and funds for child abuse and neglect prevention programs in western Michigan. Each year, WBCT personality Dionne goes up on the roof and does not come down until he decides he has raised enough funds. In 2003, enough was $464,000, bringing the Roofsit's fundraising total to $4 million.

An Oscar party hosted by **WLQT-FM and WDTN-TV in Dayton, Ohio** raised more than $11,000 to fight violence against women. During the fundraiser at a local restaurant, WLQT host Karen Kelly and WDTN's Jim Bucher emceed a program paying tribute to the movies while educating attendees about the work of the Artemis House for Domestic Violence.

During Child Abuse Prevention and Awareness Month in April, **KUAD-FM in Windsor, Colorado** broadcast a 28-hour radiothon to raise funds for local efforts to help abused children. "The K99 Morning Guys' 28 Hours of Hope" starred KUAD personalities Brian and Todd and raised more than $55,000 for a range of local charities, including the Larimer County Child Advocacy Center.

The director of a local domestic violence center appeared on **KRRO-FM in Sioux Falls, South Dakota** to talk about how domestic violence affects entire families—and the broader community as well. The appearance of Matt Theophilus, executive director of the Rape and Domestic Abuse Center, also provided a chance to inform the community about the center's "Take Back the Night" rape-prevention program. KRRO's weekly "Forum" program regularly spotlights critical issues facing the community.

Violence Prevention

and Support for Victims of Abuse *continued*

KEEY-FM in Minneapolis, Minnesota provided invaluable support to the 10th Annual Wing Ding sponsored by the largest provider of family violence and prevention services in the country. For three weeks leading up to the event, the KEEY Wakeup Crew promoted it every morning and gave away Wing Ding tickets to listeners. The Wakeup Crew's John Hines also volunteered his time to appear at the event as a celebrity speaker. The beneficiary of the Wing Ding was the Tubman Family Alliance, which serves 50,000 men, women and children in the Twin Cities area each year. The group's mission: to change lives by working to end violence in relationships through prevention and support services.

WUPE-FM in Pittsfield, Massachusetts helped a local shelter for abused children raise $18,000 during the annual "Sow Seeds of Hope" gala. The annual event was emceed by WUPE personalities David Isby and Cheryl Tripp-Cleveland, who also spread the word about the event in a series of PSAs on the station. "Your support is crucial to helping us give a voice to children who have survived abuse," wrote Jennifer Stokes, executive director the Berkshire County Kids' Place in a letter to the station.

In Focus:

BROADCASTER FOUNDATIONS

Increasing numbers of local broadcasters are creating their own charitable foundations to support important community causes.

Morning host Peter Tilden of **KZLA-FM in Los Angeles, California** received the 2003 Friend of the Family Award from Los Angeles Family Housing (LAFH) in recognition of a charity Tilden

started to support the agency's services for the homeless. Tilden's Children is an independent fundraising operation that raises funds and supplies for LAFH at several events throughout the year. In September 2003, for example, Tilden and KZLA hosted "Hugs for Homework," an event that filled two RVs with donated school supplies for children from homeless families. In other activities in 2003, tickets for the second annual Tilden's Children Christmas Concert sold out in two days, raising $30,000 for the children at LAFH.

The *Louisville Courier Journal* recently listed the Crusade for Children organized by **WHAS-TV and WHAS-AM in Louisville, Kentucky** as one of the community's "greatest gifts." Since its inception in 1954, the Crusade has raised more than $100 million. Thanks to generous contributions of goods and services, the Crusade returns 100 percent of all donations to organizations that serve special-needs children in all 120 Kentucky counties and more than 50 counties in southern Indiana. The annual Crusade for Children radiothon/telethon is held each year on the first full weekend in June. The 2003 Crusade collected $6.3 million, with more than half of the money coming from fire departments that staged roadblocks and other events. Top beneficiaries in 2003 were Kosair Children's Hospital, the University of Louisville and Home of the Innocents.

Since establishing their own nonprofit organization, the morning team of Tim Hattrick and Willy D. Loon on **KNIX-FM in Phoenix, Arizona** have raised more than $200,000 to help the city's children. Among the many causes supported by Tim and Willy's Kids Fun-Dation are the Neighborhood Center in downtown Phoenix, the Muscular Dystrophy Association and the A.C. Green summer camps for underprivileged young people. Tim and Willy raise funds for their foundation throughout the year—through CD sales, sales of country music memorabilia and special events.

The Neediest Kids Fund administered by **WGN-AM in Chicago, Illinois** marked its 35th year in 2003 by awarding $997,000 to 68 local agencies serving children. The brainchild of a WGN on-air host in 1969, the Neediest Kids Fund collects contributions from WGN listeners throughout the year as a result of charity golf tournaments, special CD sales and more. Beneficiary organizations in 2003 included agencies providing summer or after-school child nutrition programs, as well as mentoring and leadership development, stay-in-school programs, and job preparation and training sessions.

The Knowledge is Power Foundation was launched ten years ago by **KPWR-FM in Burbank, California** to combat youth illiteracy, gang violence and teen unemployment. By helping at-risk and disadvantaged Latino youth obtain employment through education and job-training programs, the foundation hopes to "increase the peace" on the streets of Southern California. Since its inception, the foundation has raised over $2.7 million to help various organizations such as PUENTE Learning Center, A Place Called Home and Jobs-Not-Jails. Included in that total is more than $230,000 donated directly to local schools for under-budgeted programs in areas from environmental beautification to music.

The Gannett Foundation

Gannett's 22 television stations help raise millions of dollars and donate hours of air-time to support their communities—and the impact of their efforts is multiplied by the Gannett Foundation. Each station is allotted a certain amount of money from the foundation to give to nonprofit organizations in their communities. The foundation also helps Gannett communities after disasters and gives grants to media programs throughout the country.

In 2003, for example, **WUSA-TV in Washington, DC** helped raise $18.5 million for Children's Hospital, the Help the Homeless Walk-a-Thon, the Capital Area Food Bank and other groups in the region. On top of that, the Gannett Foundation gave $454,000 to nonprofit groups in the Washington area on behalf of WUSA and provided two $20,000 disaster grants in the wake of Hurricane Isabel.

In Maine, Gannett stations **WLBZ-TV in Bangor and WCSH-TV in Portland** work together to support their communities. The stations jointly aired thousands of dollars worth of PSAs in 2003 and supported such important local causes as the Portland Museum of Art and the Children's Museum. With the Gannett Foundation's help, they contributed another $30,000 in cash to nonprofit groups including the Preble Street Resource Center and the Opportunity Farm Association.

Overall, the Gannett Foundation gave nearly $1.5 million in 2003 to organizations in communities with Gannett television stations. The foundation approved more than $1 million more in grants in 2003 to support journalism programs around the country.

Broadcaster Foundations *continued*

With housing on Cape Cod becoming increasingly expensive, **WQRC-FM in Barnstable, Massachusetts** has established a special charity fund to support organizations serving the homeless. The WQRC Homeless Fund has raised nearly $250,000 to date as a result of the station's regular appeals for contributions from WQRC listeners. In addition to airing PSAs highlighting the problem of homelessness and asking for contributions, WQRC uses its weekly public affairs show, "Sunday Journal," to talk about the issue with representatives of the Massachusetts Housing Assistance Corporation and local shelters. Each year, the station selects a different shelter as the recipient of a grant from the WQRC Homeless Fund. In 2003, WQRC gave $18,000 to a local shelter serving single-parent families that have lost their homes.

During 2003, **WSAZ-TV in Charleston-Huntington, West Virginia** gave $18,000 directly to community organizations serving children through the station's Children's Charities. Set up as an independent organization, Children's Charities raises funds at a variety of events throughout the year, as well as through on-air appeals to WSAZ viewers. The organization's top fundraisers in 2003 were the annual holiday breakfasts held at the Huntington Civic Center and the Columbia Gas Transmission office in Charleston, where WSAZ personalities cooked the food and waited tables while Santa and others entertained local children and adults alike. The 2003 breakfasts attracted nearly 6,500 people and collected more than $8,000 to support Children's Charities.

The WATR Sunshine Fund administered by **WATR-AM in Waterbury, Connecticut** awarded more than $10,000 to a range of organizations and disadvantaged individuals and families in 2003. Started in the 1960s, the Sunshine Fund's coffers are filled throughout the year as WATR sponsors a variety of charity concerts and other events. Then, between Thanksgiving and Christmas, the station conducts an intensive on-air fundraising campaign for the fund, making regular appeals for donations from the community. The fund monies are disbursed during the holidays as quickly as they come in. "We try to wipe out the fund every year," said WATR General Manager Tom Chute, noting that beneficiaries in 2003 included a number of individual families, as well as organizations such as the Salvation Army and a local charity that buys toys for underprivileged children.

For the 26th year, a foundation formed by **WLKY-TV in Louisville, Kentucky** called attention to outstanding volunteers in the community who have taken the time to care. A project of WLKY's Spirit of Louisville Foundation, Inc., the Bell Awards program was created to honor local citizens who are behind-the-scenes workers on behalf of community causes and often do not get the recognition they deserve. Each year, Bell Awards are presented to up to 10 volunteers, judged by the foundation's board of trustees to have shown the true "Spirit of Louisville" through unselfish, humanitarian service. The Bell Awards are presented at a banquet, which is televised live on WLKY. Each recipient also receives the Jefferson Award, presented by the American Institute for Public Service in Washington, D.C.

A foundation launched in 2003 by **WNNX-FM "99X" in Atlanta, Georgia** contributed $20,000 to a local charity working to protect and restore the Chattahoochee River through education, advocacy, outreach and other activities. The cash gift to Upper Chattahoochee Riverkeeper from the I Am 99X Foundation complemented the in-kind support that WNNX provides to the charity through regular PSAs and event announcements. "We really appreciate the airtime you gave us to help get the word out about Riverkeeper," wrote the charity's Sally Bethea in a letter to the station. "I can think of no better way to inform the public about our cause than by getting publicity on 99X."

On June 7 and 8, **KSCA-FM in Los Angeles, California** and its singing DJ, Renán Almendarez Coello, hosted a 60-hour radiothon, "Va por Guadalajara!" benefiting the "niños de la calle," the street children of Guadalajara. Renán broke his previous record of 58 hours broadcasting live and collected more than $605,000 in the process. The funds will help build a village in Guadalajara where as many as 300 children and their mothers can get the shelter, education and refuge they need. "Va por Guadalajara!" was the first major event undertaken by the nonprofit El Cucuy Foundation, founded by Renán in 2002 to serve the poor and unfortunate, with generous support from the Hispanic Broadcasting Corporation.

When administrators of the highly respected Boston College High School told the staff at **WLVI-TV "WB56" in Boston, Massachusetts** that they were interested in attracting more students from low-income areas of the city, the station responded by creating the WB56 Scholarship Fund. The fund provides grants to the school to help cover the tuition costs and other educational expenses of under privileged youth living in Boston. Founded in 1863, Boston College High School is known for its high-quality academic, athletic and community service programs. Among the 2003 events organized by WLVI to benefit the scholarship fund for the school was a roast of Massachusetts House Speaker Thomas Finneran in February. During the event, Speaker Finneran shared the stage with Governor Mitt Romney, Boston Mayor Thomas Menino and other notables.

The McCormick Tribune Foundation

The McCormick Tribune Foundation relies on partnerships with Tribune Company-owned radio and television stations, as well as other partners, to help meet the needs of communities across the country. Through the foundation's Communities Program, local broadcasters and others raise funds in their communities, with the foundation providing matching dollars, as well as fundraising and grantmaking support.

The McCormick Tribune Foundation currently works with 21 radio and television stations, each of which has established its own charitable fund. An example is the Fox 17 Charities Fund administered by **WXMI-TV in Grand Rapids, Michigan**. Since 1999, the fund has disbursed more than $1.2 million to local nonprofit organizations working to address hunger and youth development.

The WXMI fund's grantees in 2003 included several area food banks, as well as Very Special Arts of Michigan/Grand Rapids, which exposes special-needs students to the arts through touch, music and dance. WXMI collects money for the fund during fundraising events throughout the year. Local contributions are then matched by gifts from the McCormick Tribune Foundation.

In 2003, the McCormick Tribune Foundation made grants of nearly $50 million through its Communities Program.

Broadcaster Foundations *continued*

During her regular "Beating the Odds" reports on **KRON-TV in San Francisco, California**, anchorwoman Wendy Tokuda profiles extraordinary high school students who are rising above tough circumstances and achieving academic success. The stories—which focus on children growing up homeless or without parents or facing other challenges—also serve to draw attention to a special scholarship fund created by KRON and the Peninsula Community Foundation to help low-income, high-risk Bay Area students pay for college. Following each "Beating the Odds" report, viewers are encouraged to donate to the fund. Since 1997, KRON and its foundation partner have raised more than $2.3 million to send 86 students to college.

NAB congratulates

THE NATION'S LOCAL RADIO AND TELEVISION STATIONS

FOR THEIR **selfless service** TO AMERICAN

COMMUNITIES. **Thanks to the 50 state**

broadcast ASSOCIATIONS

AND OUR MANY PARTNERS IN PUBLIC SERVICE FOR

HELPING US PROVE ONCE AGAIN THAT

local broadcasters

ARE UNIQUELY COMMITTED TO **Bringing**

Community Service Home.

Exhibit B

Amber Hagerman
1986-1996

AMBER Plan

America's **M**issing:
Broadcast **E**mergency **R**esponse

In Cooperation With:

National Center for Missing & Exploited Children
www.missingkids.com

National Association of Broadcasters

Department of Justice

Association of Radio Managers
Dallas / Fort Worth

National Center for Missing
& Exploited Children
Charles B. Wang International
Children's Building
699 Prince Street
Alexandria, VA 22314-3175

Telephone 703.274.3900
Facsimile 703.274.2222
www.missingkids.com

AMBER Plan
America's Missing: Broadcast Emergency Response

AMBER PLAN

The AMBER Plan is a voluntary partnership between law-enforcement agencies and broadcasters to activate an urgent bulletin in the most serious child-abduction cases. Broadcasters use the Emergency Alert System (EAS) to air a description of the abducted child and suspected abductor. The goal of the AMBER Alert is to instantly galvanize the entire community to assist in the search for and safe return of the child.

SUCCESS

Today, there are 99 local, regional and statewide AMBER Plans across the nation. Forty-nine (49) of those programs are operated on a statewide level. Since the program began in 1997 in the Dallas, Texas, area, the AMBER Plan has been credited with successfully recovering 169 children.

NATIONWIDE AMBER ALERT SYSTEM

On October 2, 2002, the AMBER Plan received a big boost by President Bush. At the first-ever White House Conference on Missing, Exploited, and Runaway Children, the president directed Attorney General John Ashcroft to establish an AMBER Alert coordinator at the Justice Department. This position was appointed to Assistant Attorney General for the Office of Justice Programs Deborah J. Daniels. Daniels will serve as a nationwide point of contact, working with states and localities to increase the number of AMBER Plans and ensure that they work together as a seamless network. The president also announced that the Attorney General and Secretary of Transportation will provide a total of $10 million from existing funds to develop AMBER training and education programs.

FCC

In response to NCMEC's effort to help ensure that the Plan is implemented effectively, the Federal Communications Commission (FCC) has adopted a special "Abducted Child Statement" event code. This code will be used within the Emergency Alert System (EAS) when the AMBER Plan is activated. NCMEC is now encouraging all broadcast stations and cable systems to upgrade their EAS equipment with the new code.

Not only do NCMEC and the FCC believe this special code will help mobilize a community more quickly when a child is kidnapped, but it will also build on the reputation of the EAS as the most credible and reliable vehicle for providing this type of emergency information to the public.

LEGISLATION

On April 30, 2003, President George W. Bush signed the Prosecutorial Remedies and Other Tools to End the Exploitation of Children Today (PROTECT) Act of 2003 (S. 151) into law. This comprehensive child protection legislation allows for national coordination of AMBER Alert communications systems. It will provide $20 million for a matching grant program in the Department of Transportation for related equipment such as electronic highway signs.

Amber Hagerman
1986-1996

AMBER Plan

America's **M**issing:
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www.missingkids.com

AMBER Plan

America's **M**issing: **B**roadcast **E**mergency **R**esponse

What is the AMBER Plan?
The AMBER Plan is a voluntary partnership between law-enforcement agencies and broadcasters to activate an urgent bulletin in the most serious child abduction cases. Broadcasters use the Emergency Alert System to initially deliver the information to the community. Instantly, a description of the abducted child and the suspected abductor is broadcast to millions of listeners and viewers. This is the same concept used during severe weather emergencies. The goal of the AMBER Alert is to instantly galvanize the entire community to assist in the search and safe return of child and apprehension of the predator.

When and Why was the AMBER Plan Created?
The AMBER Plan was created in 1997 as a powerful legacy to 9-year-old Amber Hagerman, a bright little girl who was kidnapped and brutally murdered while riding her bicycle in Arlington, Texas. The tragedy shocked and outraged the entire community. Residents contacted radio stations in the Dallas area and suggested they broadcast special "alerts" over the airwaves so that they could help to prevent such incidents in the future. In response to the community's concern for the safety of local children, the Dallas/Fort Worth Association of Radio Managers teamed up with local law-enforcement agencies in northern Texas and developed this innovative early warning system to help find abducted children.

How Does the AMBER Plan Work?

- Once the police have been notified about an abducted child, they must first determine if the case meets the AMBER Plan's criteria for triggering an alert: (1) there is reasonable belief by law enforcement that an abduction has occurred; (2) the law enforcement agency believes that the child is in imminent danger of serious bodily injury or death; (3) there is enough descriptive information about the victim and the abduction for law enforcement to issue an AMBER Alert to assist in the recovery of the child; (4) the abduction is of a child aged 17 years or younger; (5) the child's name and other critical data elements, including the Child Abduction flag, have been entered into the National Crime Information Center (NCIC) system.
- If these criteria are met, alert information is put together for public distribution. This information includes descriptions and/or photographs of the abducted child, the suspected abductor, a suspected vehicle, and any other information available and valuable to identifying the child and suspect.
- The information is then faxed to the radio or television stations designated as the primary Emergency Alert System (EAS) stations in the area or to the organization designated to activate the AMBER Alert system.
- The primary EAS stations transmit the information to area broadcasters via the EAS, and it is immediately broadcast to the community.
- Radio stations interrupt programming to announce the Alert. If television stations are in the middle of a newscast, they usually break in with the AMBER Alert information. If the Alert comes into the station during regular programming, the station can create a "crawl" that would run at the bottom third of the television screen with the vital information of the abducted child and suspect.
- Some states are also incorporating electronic road signs in their Plans. The signs, typically used to disseminate traffic information to drivers, now alert the public of abducted children, displaying pertinent information about the child, abductor and/or suspected vehicle that drivers might look for.

Is the AMBER Plan Successful?
Tremendously! The program's popularity has been sweeping across the United States and abroad. Since the original AMBER Plan was established, 99 modified versions have been adopted. Forty-nine (49) of those are at a statewide level. To date, the AMBER Plan has been credited with recovering more than 169 children.

AMBER Alert Success Stories

October 14, 2004
Sweet Home, Oregon
An 11-year-old boy was taken by his mother's boyfriend. Because the man was known to be armed, an **AMBER Alert** was issued. That afternoon a young boy hunting with friends noticed a man and boy about his age sitting in a truck in the area. When the boy returned home he heard the AMBER Alert on TV and immediately recognized the people he had seen as the subjects in the Alert. Authorities were notified and directed to their location. The child was safely reunited with his mother.

September 22, 2004
Wakulla County, Florida
A 12-year-old child was lured from her home by a registered sex offender. An **AMBER Alert** was activated in Florida. Georgia's Levi's Call was activated when it was determined they may be in Georgia. A tip was received by the FBI indicating that the child and suspect seen on television may be in a local hotel in Douglas County, GA. Subsequently, the child and suspect were located in the area of the hotel. The suspect was arrested and the child was returned to her family.

September 18, 2004
Westchester, New York
A man murdered his estranged wife and wounded his sister-in-law before fleeing with his three children, ages 11, 9, and 7. An **AMBER Alert** was immediately issued. The next day the man dropped the children off with a relative. While the vehicle was in front of the relative's house, a neighbor recognized it from the AMBER Alert on TV. The neighbor immediately notified authorities. Police were quickly at the scene and safely recovered the three children.

September 15, 2003
Topeka, Kansas
A 5-year-old girl was taken by her father after he murdered the child's mother. An **AMBER Alert** was immediately issued. Because the suspect was believed to be heading northwest, Kansas authorities requested that Nebraska activate its AMBER Alert program. A truck driver in Nebraska heard the Alert, spotted the vehicle, and notified authorities. Just across the border in southeast Wyoming, police caught up with the vehicle and safely recovered the child.

August 20, 2004
Phoenix, Arizona
A 4-year-old boy and his 6-week-old brother were in the back seat of a vehicle when it was stolen from the children's mother. An **AMBER Alert** was immediately issued. A citizen wrote down the vehicle information when he heard the AMBER Alert on the radio. Shortly after the Alert was issued, the citizen spotted the vehicle and contacted authorities. Police were quickly at the scene and the children were safely recovered.

July 24, 2004
Knoxville, Tennessee
A woman left her 1-year-old daughter and her car with a friend while she went to work. When the woman returned to pick the child up at the agreed time, the babysitter, child and vehicle were nowhere to be found. An **AMBER Alert** was issued. A teen-age boy and his parents saw the Alert on television as they were leaving their house. The boy noticed the vehicle sitting in front of a local bar as they drove by. The authorities were notified and the suspect apprehended. The child was safely recovered.

June 24, 2004
West Deer, Pennsylvania

A man abducted his 10-year-old daughter after he allegedly murdered his estranged wife. An **AMBER Alert** was quickly issued. A motorist on the highway recognized the vehicle in front of him after hearing the AMBER Alert on the radio. He immediately called the police. The suspect was apprehended and the child was safely recovered.

January 21, 2004
Sandy, UT
A woman put her 6-week-old girl in her car and ran into her office for one minute to retrieve something. When she returned, her car and child were gone. An **AMBER Alert** was immediately issued. A citizen saw the Alert on television and actively began searching for the child. He found the vehicle within an hour of the Alert activation. The child was sleeping safely inside.

September 28, 2003
Lafayette, Colorado
When a woman reported to local authorities that her ex-boyfriend had severly beaten her and abducted their 14-month-old boy, an **AMBER Alert** was immediately issued. The man heard the AMBER Alert on his radio and, fearing his vehicle would be spotted, dropped off the child at his uncle's house the next morning. The abductor's uncle immediately notified the child's mother, and the two were safely reunited.

AMBER Alert State Legislation

(November 1, 2004)

Enacted Legislation

California – (AB 415) Establishes criteria for every law enforcement agency in California to follow when requesting activation of the Amber Alert system after verifying a child has been abducted. Requires local law enforcement jurisdictions to request activation of the California Child Safety Amber Network within an appropriate local area when an abduction occurs. *September 13, 2002*
(A.J.R. 55) Memorializes the Congress to pass and the President to sign, as soon as possible the Violence Against Children Act of 2003 which, among other things, would toughen federal criminal penalties for crimes against children, provide assistance to local police and prosecutors to combat crimes against children, and establish a National Amber Alert System. *August 9, 2004*

Colorado – (HB 1083) Permits the local law enforcement agency to notify the Colorado Bureau of Investigation (CBI) in the event of a child abduction and requires the CBI to confirm the accuracy of the information and issue the alert to the public via the state emergency alert system. *April 1, 2002*

Connecticut – (HB 5072) Immunizes radio and television stations and cable system from civil liability for damages when they broadcast information concerning abducted children and their suspected abductors pursuant to the Amber Plan. *June 18, 2003*

Georgia – (SB 400) Relates to general provisions regarding torts, so as to provide for an exemption from civil liability with respect to broadcasters who are engaged in Levi's Call: Georgia's Amber Alert Program; to provide for definitions; to provide for conditions and limitations; to provide an effective date; to repeal conflicting laws. *April 9, 2004*

Idaho – (HB 247) Amends existing law to provide for the civil immunity of radio and television broadcasting organizations participating in the Amber Alert System. *March 17, 2003*

Illinois – (HB 643) Mandates that the Department of State Police develop a coordinated program for a statewide emergency alert system when a child is missing or kidnapped. *August 7, 2001*
(HB 345) - Establishes program requirements for the statewide child abduction emergency alert system of the Department of State Police. Requires the Department of State Police and the Department of Transportation to coordinate in the use of electronic highway message signs to convey abduction information. Requires the Department of State Police to establish a task force to monitor and review implementation and operation. *July 23, 2003*

Indiana – (SB 20) Allows the missing child clearinghouse to work with radio and television stations to establish an abducted child alert system the Amber Alert Program; requires the State Police Department to adopt guidelines governing the Amber Alert Program. *March 20, 2002*
(SB 203) Provides civil immunity for a broadcaster that participates in the Amber alert program and broadcasts the contents of an Amber alert notification it has received from the state police. *May 1, 2003*
(SB 257) An ACT to amend the Indiana Code concerning state police, civil defense and military affairs. *April 14, 2003*

Kentucky – (HB 36) Requires the State Police to implement an Amber alert system to broadcast information related to abductions of children; outlines specific requirements for system alerts; provides for operation of system with existing budget. *March 12, 2003*

Louisiana – (SB 40) Rescinds confidentiality provisions regarding juvenile crime victims of the purposes of the AMBER Alert network, or similar child abduction alert system. *May 5, 2003*
(SB 691) Exempts from liability certain participants of the Amber Alert program; exempts state and local law enforcement, radio, television and cable operators, the Lottery Corporation and associations and foundations engaged in the Amber Alert effort. *May 23, 2003*
(SB 686) Provides a mechanism for the utilization of lottery terminals to display Amber Alert notifications and other abductions or state or national emergencies. *June 5, 2003*

Michigan – (HR 555) Proclaims and recognizes the first week in September as AMBER Alert Week in Michigan. *September 24, 2002*
(HB 6444) Requires that the department of state establish and maintain the Michigan AMBER Alert plan. *December 30, 2002*
(HB 6445) Grants immunity of liability to radio and television stations that accurately broadcasters information concerning a child abduction obtained from the Michigan state police. *December 30, 2002*
(HR 66) – Urges the Michigan Lottery Bureau to join the AMBER Alert system. *June 17, 2003*

Minnesota – (HB 628) Relates to civil actions; limits liability for public notification of emergency through radio, television, cable television, the Emergency Alert System, the Amber Alert system, or a notification requested by a government entity. *May 20, 2003*

Missouri – (HB 185) Creates a statutory Amber Alert Program *July 11, 2003*

Nevada – (AB 322) Creates a Statewide Alert System for the Safe Return of Abducted Children. *May 6, 2003*

New Jersey – (AB 1558) The "Amber Plan" will establish voluntary cooperation between state and local law enforcement and the broadcast media. After receiving notice from the state police, the broadcast media would transmit an emergency alert to inform the public of a child abduction in the area. *December 20, 2002*

New Mexico – (HB 16) Requires the state police to establish statewide AMBER Plan protocol and distribute to local agencies. It also penalizes those who knowingly submit false information that results in the declaration of an AMBER Alert. Similar legislation has already passed in the Senate. *April 1, 2003*

New York – (SB 7172) Calls for the development of a model missing child response plan. Enables the creation a model abduction response and notification plan that will assist local law enforcement and communities in immediately responding to a report of a missing child. Enables missing children reports to be provided to broadcast media outlets so public assistance and awareness can be facilitated within minutes after an abduction. *August 13, 2002*

North Carolina – (SB 1115) An act to modify the current operations appropriations act of 2001 and to make other changes in the budget operation of the state. SECTION 18.7.(a) G.S. 143B-499.1: The North Carolina Center for Missing Persons will develop and maintain the North Carolina Child Alert Notification System (NC CAN) *September 30, 2002*
(HB 478) Amends the law regarding the North Carolina Child Alert Notification (NC CAN) system to renames that system the AMBER Alert system. *(June 12, 2003)*

Ohio – (SB 290) Creates the Statewide Emergency Alert Program to aid in the identification and location of abducted children; establishes activation criteria for the implementation of the program; and creates an Amber Alert Advisory Committee. *January 8, 2003*.

Oklahoma – (HR 1002) States legislative intent for implementation of the Amber Plan by installing electronic billboards at all interstate entrances to the State; directs distribution. *February 24, 2003*
(EO 47) Establishes the Oklahoma **AMBER Alert** Committee responsible for facilitating and implementing the **AMBER Plan** for Oklahoma. *April 26, 2004*

Oregon – (SB 8) Directs Department of State Police to work with law enforcement agencies, Department of Transportation and media to implement state Amber plan. *June 12, 2003*

Rhode Island – (HB 5015) Requires the state police to develop an emergency alert plan to expedite the safe recovery of abducted children.

Texas – (HB 1401) Relates to the implementation of Amber Alert or another system for publicly disseminating emergency information about abducted children by the Texas Lottery Commission. *June 20, 2003*
(SB 57) An act relating to the creation of a statewide alert system for abducted children. *June 20, 2003*

Vermont – (HB 28) Proposes to establish an Amber alert program within the department of public safety; requires the department to issue alerts concerning abducted children throughout the state emergency alert system; proposes that alerts be broadcast over participating television and radio stations. *May 22, 2003*
(HB 464) Omnibus Appropriations Bill. Sec 52(d). The lottery commission shall explore the feasibility of printing Amber Alert information on the back of lottery tickets. *June 18, 2003*

Virginia – (SB 1204) Requires state buildings open to the public to have a Code Adam program to lock down buildings where a child has been lost or possibly abducted. Also establishes the voluntary AMBER Alert Program to notify the public when a child is abducted. *March 16, 2003*
(HB 214) Provides that initial decision for making a statewide **Amber Alert** shall be at the discretion of the State Police. *March 31, 2004*

West Virginia – (HB 2910) Relates to the establishment of an Amber alert system to be utilized to rapidly disseminate information with regard to abducted and missing children. *March 18, 2003*

Pending Legislation

California– (AB 541) Requires the DMV to design and make available for issuance special interest license plates bearing a design depicting the logo of the California Amber Alert Network. Requires certain funds generated from the special interest license plates to be deposited in the Amber Alert Child Abduction Prevention Account. Requires the money in the account to be allocated to the California Highway Patrol for specified purposes.
(SB 406) Requires all State-funded Internet web sites to display all AMBER Alert information disseminated by the Emergency Alert System; requires the display to include a hyperactive link that will take a browser to the web site of the California Highway Patrol.

Connecticut – (SB 793) Implements the Amber Alert system; requires the implementation of an Amber Alert System in order to safely recover missing child

Georgia – (BH 1075) Relates to general provision regarding torts; provides for an exemption from civil liability with respect to broadcasters who are engaged in Levis Call and Georgia's Amber Alert Program.
(HR 1347) Encouraging cell phone service companies and Internet service providers to become active participants in Georgia's Amber Alert Program by joining in a voluntary partnership with law enforcement and emergency management, to be known as L.O.C.A. (Leave our Children Alone) Alert, for the purpose of issuing urgent bulletins in possible child abduction cases.

Hawaii – (SB 347) Enacts an Amber Alert System to be administered by county police departments to warn public of possible child abduction; provides that traffic fines and forfeitures from adjudicated cases can be used to fund the program.

Illinois – (HJR 10) Names September 1-7, 2003 AMBER ALERT Week

Louisiana – (HB 519) Provides exemption from liability for certain participants of the 'Amber Alert' program.

Maryland – (HB 784) Requires the Maryland State Police to report to the General Assembly on or before December 31 of each year on the activity and status of the Maryland AMBER Plan.

Michigan – (HR 29) Urges Congress to enact legislation to create a national Amber Alert system.

Missouri – (HB 176) Creates a statewide Amber Alert Program

New Hampshire – (HB 496) Establishes a committee to study the inclusion of the state in the Amber Alert program.

New Jersey – (SR 141) Memorializes Congress to enact national AMBER Alert program.

Pennsylvania – (SB 936) Providing for the Pennsylvania Amber Alert System; authorizing and directing the Pennsylvania State Police to establish and maintain the Pennsylvania Amber Alert System; assessing costs; and providing for immunity and penalties.
(HR 162) Urges the Congress of the United States to pass national AMBER Alert system.

Tennessee – (HB 1105) Enacts "Tennessee Amber Alert Plan." There is companion legislation (SB 615) in the Senate.
(SJR 996) Directs Tennessee Education Lottery Corporation to implement plan for Tennessee Lottery to participate in AMBER ALERT network via on-line lottery ticket terminals and other appropriate media and technology.

Washington – (HB 3195) Provides civil immunity for broadcasters participating in the Amber alert.

Exhibit C

FLORIDA ASSOCIATION OF BROADCASTERS INC.

RECAP OF BROADCASTERS RESPONSE TO HURRIANCES 2004
by
PAT ROBERTS, FLORIDA ASSOCIATION OF BROADCASTERS

Recently, the Florida Association of Broadcasters collected examples of the relief and response efforts of local radio and television stations in the state during this hurricane season. It was an extremely trying time for all Floridians and attached are just a few of the hundreds of stories how stations responded and served the state during dire hours of the storms.

Florida broadcasters played a critical role in warning citizens about the storm path of Hurricane Charley. While the National Hurricane Center was still predicting a Class 2 hurricane that would come ashore near Tampa, a number of local television weather forecasters had upgraded the storm's intensity to Class 4 and warned viewers the storm had turned sharply east. Scores of Florida broadcasters terminated regularly scheduled programming to offer round-the-clock hurricane reports.

Television Business Report (TVBR) August 16, 2004

"Broadcasters jumped into action and fulfilled their most important role – informing the public – as Hurricane Charley devastated Florida on Friday. Stations from Ft. Myers-Naples through Tampa-St. Pete had dropped regular programming for full-time emergency information a week in advance of the storm. Most TV stations in all three markets continued wall-to-wall storm coverage well after the storm had passed. It appeared that most radio stations were running hurricane coverage as well ..... TVBR observation: This was broadcasting at its best."

St. Augustine Record August 14, 2004

"In hard-hit Hardee County, Florida, southeast of Tampa, Albert Whiteras said he had no idea the storm was coming until his daughter saw a television news report that Charley had changed directions."

USA Today August 16, 2004

"We were going to ride it out," Troy Hurd says. "We were watching the radar on TV. It was going toward Sanibel. We thought we'd be safe. Then they said it's turned up Charlotte Harbor. I said we gotta get out of here. When we came back, the neighbors were just white-faced. They thought we were still in the house.'"

Orlando Sentinel August 14, 2004

"As the dread set in Friday afternoon that Hurricane Charley would pound Central Florida harder than expected, local TV stations rose to their public-service duty with long hours of coverage."

Bradenton Herald August 15, 2004 by James A. Jones, Jr.

"Sometimes I think TV weather forecasters are a bit over the top with their dire warnings. But with Charley, the warnings were right on the mark. The warnings were not exaggerated."

News Observer [Raleigh, Durham, Chapel Hill, NC] August 13, by G.D. Gearino

"Let's get the obligatory 'attaboy' out of the way first: The Triangle's television outlets did their usual capable job of keeping viewers well-informed of the progress of Hurricane Charley, the deadly storm with the friendly name. Good work everyone."

Viewers Thank WKMG for Storm Coverage

"We at WKMG [Post-Newsweek-owned, CBS affiliate] were literally knocked off the air, and managed to get back on with a small generator, one light, one microphone and a microwave. We stayed on through the night that way, and kept our viewers in touch. Even when they, themselves, lost power, our FM radio signal kept them safe. I am attaching a very few of the hundreds of letters we've received regarding our coverage of the disaster. Best regards, Henry Maldonado VP/General Manager LOCAL 6 WKMG-TV."

<u>Viewers/listeners:</u>

"When Charley jogged north once again and spared a direct hit on the Bayshore area, our little old $10 battery-operated Weather/AM/FM radio and your simulcast radio coverage were our only link to what was happening. We knew we didn't need to use the little safe room whereas other neighbors told us they stayed in their safe room for hours due to fear and a lack of knowledge of the storm's new track.

"By airing your combined NBC-2/ABC-7 hurricane coverage on multiple radio stations, we were always able to find a clear channel, no matter the weather interference, and stay abreast of everything that was happening in our area including ways we could help others.

"Again, many thanks to all at Waterman Broadcasting that made the above possible.
– Happy fan

"To ALL it may concern [at Waterman Broadcasting]: If not for your minute-by-minute pre-hurricane coverage, we would not have known that Charley suddenly intensified from

a Category 2 to a Category 4 storm in a matter of minutes AND changed course. Many thanks to the meterology team who 'dared' to veer from the national Hurricane Center's predictions - I am certain that you are responsible for saving many lives. You gave many area residents a golden hour or ½ hour in some cases to prepare for the completely unexpected. I am certain you made the difference between life or death in many, many cases." - Jan Ramos

"Kudos to this station [WESH-TV Orlando] for taking the responsibility of keeping our citizens informed on the preparations and details of Hurricane Charley. The situation with the hurricane changed constantly and the news stations of central Florida did a great job in keeping the public informed of these changes. Unfortunately the stations only hear from those who are upset that they cannot watch what they want to, sports. I think that a life threatening, and that is exactly what happened, situation is much more important." - email to WESH-TV from kswisslk01

"Many thanks to the meteorology team who dared to veer from the National Hurricane Center's predictions – I am certain that you are responsible for saving many lives.

"You gave many area residents like ourselves a golden hour, or ½ hour in some cases, to prepare for the completely unexpected! I am certain you made the difference between life or death in many, many cases." – Grateful viewer

"This is the first opportunity that I have gotten to email and tell you thanks. I lost power Friday night at 8:15 and immediately tuned into 87.7 FM. Your broadcast was with me every step of the way through the storm. It was comforting to hear that you did not give up even when you lost power and had to continue with flashlights. I rode out the storm alone in my home but I felt as if you were right there with me. I wanted to say thanks for all your hard work!" – Debbie D.

"Local 6 News - YOU ROCK. Cannot say enough about how much it has meant to us that during Hurricane Charley you put the people first – foregoing being with your own families at this time. God Bless Each Of You. Thank you for caring." – Roberta S.

"You were a life-line to so many of us in Florida. I will be forever grateful to you and the entire News Channel 6 Team. All of you should be commended. What impressed me the most though, was how when I could finally fall asleep for even a few hours and then waking up at 4:30 am Saturday and still hearing your voice on air, was beyond description." – Jan E. J.

"Your Jacqueline London was our guide on our battery-operated FM radio all through the hurricane. Her voice was calm, reassuring, and her messages were clear. We heard you go off the air, come back up, use the live truck to keep broadcasting. Also, your broadcast from Sanford let us know that we were in the dangerous area (13 miles east of Sanford) as we listened to the winds roar outside for 2 hours! Thank you for being with us and letting us know we were not alone." – Chuck and Marie T.

“Praise God for everyone at WKMG!” Sincerely, Chuck H.

“I just want to say that I appreciate WESH’s coverage and I do, once again, appreciate the FULL and UNINTERRUPTED coverage of the storm over the course of the many hours which it has, and will continue, to take. Thanks a lot.” - email to WESH from Dallas21

“Thank you for being there even when you too lost power, which is the sign of a TRUE public service station! Even the continued coverage has made the recovery process less stressful. I cannot begin to express my appreciation for the dedication of your staff, when they too had their own concerns for their property and personal safety.” --WKMG fan

Beasley, Waterman Raise $415,000 for Hurricane Charley Recovery Fund

On August 18, Beasley Broadcast Group partnered with Waterman Broadcasting, Naples Daily News and Wachovia Bank to create the Hurricane Charley Recovery Fund. Beasley’s local Fort Myers radio stations WXKB-FM, WRXK-FM, WJPT-FM, WJBX-FM and WWCN-AM and Waterman Broadcasting’s Ft. Myers TVstations WBBH (NBC) and WZVN (ABC) helped raise awareness and cash donations, reminding people to assist others in need through the fund’s slogan, “Neighbors Helping Neighbors.” Beasley personalities broadcast from fundraising drives at various locations in Fort Myers, Cape Coral, Bonita Springs and Naples. All donations are being split equally between the American Red Cross and the Salvation Army in Florida. To date, Beasley stations have collected $69,000 from its concert, $45,000 from listeners, $5,000 from Beasley’s corporate office and $5,000 from the stations themselves.
Waterman Broadcasting stations ABC7 and NBC2 Ft. Myers have raised thousands, including donating the profits from selling more than 9,000 DVDs and VHS tapes of their local news special “The Wrath of Charley.” “Neighbors Helping Neighbors” has raised $415,000 and continues to grow.

Iowa Radio DJs Drive All Night to Aid Charley Victims

After seeing the devastation of Charley, independently owned KZIA-FM Cedar Rapids, IA wanted to contribute in a personal way. The station went on air to request water, food, cleaning supplies and baby needs to be brought to two rental trucks, which were quickly filled. They needed four drivers. KZIA afternoon air personality Karol Kelly, agreed to drive to Florida and report along the way, so listeners could hear their donations make it into the hands of those in need. Karol shared the driving duties with KZIA’s Brent Staab. The other truck was driven by a volunteer and a listener, who is a professional driver. All of this happened in one day.

They left the parking lot at 6 pm as part of Karol’s show and drove all night, reporting from the road.

KZIA News Director Scott Schulte said, “It was humbling to witness the power of a hurricane but also to witness the power of radio. Living in tornado country we understand

the quick devastation Mother Nature can bring. That someone six states away knows what they're going through and has their backs. Local radio was immediate enough and mobile enough to make that happen."

Clear Channel Auctions Celeb Guitars for Hurricane Victims

Clear Channel Communications is raising money for Hurricane Charley victims by auctioning guitars autographed by musical stars, among them Britney Spears, Tom Petty and Kenny Rogers. The online auction of 43 guitars signed by celebrities will end Sept. 20.

American Red Cross and NAB Partner to Help Hurricane Victims

"We can't express enough appreciation for your including us in your guidebook, seeing the radio feed through even when it was threatened with cancellation, arranging a second feed to provide double the exposure for the Red Cross, and putting us on your website. You are a true partner who came through for us at a time when so many are looking to the American Red Cross for help and hope. You helped us be there when we were needed most."

WIOD Miami assists hurricane victims from start to finish

"WIOD went 'wall to wall' with the start of our regularly scheduled FIRST NEWS morning show, at 5AM, Thursday September 2nd and remained so until 12 NOON, Monday, September 6th." Throughout the storm, WIOD partnered with approximately 6 other local stations to provide complete coverage to the listening area. "All segments were produced by WIOD NEWS, augmented by selected, but limited, simulcast segments from WFOR. WIOD continued to produce hourly updates for all CC-SF stations."

On Saturday night of the storm, " after a number of Palm Beach stations had been knocked off the air, WIOD remained at full power taking calls from listeners who were without power and concerned about the winds – along with our partners at The Weather providing specific information to listeners."

For seven days, WIOD broadcasted hourly appeals for monetary aid to the American Red Cross. "In addition, WIOD performed an on-line auction which raised an additional $2,000 for victims. In total, mostly thru on-air and on-line promotions, cluster raised approximately $40,000."

WWJB Hernando County Radio only local link for hurricane information

WWJB continued wall to wall coverage of Hurricane Frances "with our own staff taking calls from listeners in need."

"WWJB was the only local link for emergency information. In addition [to callers on the air] we had frequent reports from Hernando County EOC, representatives of Progress

Energy, Withlacochee River Electric, FEMA, Red Cross, among others. Everybody with important information from the Salvation Army to the city police chief was on our air." In regards to Tampa area TV stations: "As listeners commented, they have to listen for an hour to get 2 minutes of information on Hernando County's situation."

Paul Quinlan of the *Hernando Today* reported WWJB to be "Hurricane Heroes": "But when the storm arrived in Hernando County, many saw their cable television cut and the lights go out. For thousands of Hernando County residents trapped in homes and stuck in public shelters, there was only one place left to turn for information- their local, family-owned radio station. And the broadcast continued uninterrupted, despite the chaos outside."

"[WWJB owners the Manuals and six broadcasters] worked around the clock during the past week to give weather updates, announcements from county officials and sometimes just a calming presence in the homes and cars of listeners." Owner Barbara Manual notes, "We were more than happy to help."

Listeners thank WWJB for coverage

"Our world at the time was four walls and a portable radio. We needed reassurance from you in the middle of the night that someone cared. All of you did a beautiful job. Thank you again WWJB" – Julia J., a loyal listener

"You were our only lifeline these past 6 days- and you realized that people just needed to talk during crisis situations. I appreciate you giving me the information that I needed such as where ice and water were available- as well as- making sure the electric company spokesperson kept us abreast of when possibly we'd get our electric service back." – Debbie R.

"Thank you for being our lifeline during and after Tropical Storm Frances. We lost power Sunday morning about 10:15 am and it came back on Thursday at 5:00 pm. We wanted to hear what was happening in *Hernando County*, and we knew we could count on you." –Janette B.

"With all the complications from Hurricane Frances, the one bright star was our local radio station (WWJB-AM 1450). All the radio hosts dedicated their time to keep us informed throughout the power outages. They were a voice in the dark reassuring us, and all my deepest gratitude goes out to them for all they contributed to relieve our despair." –Diane C.

WWSB Sarasota Channel 7 requests help

ABC 7 ran a "Storm Center 7 Donation Drive" in their front parking lot every day for a week. Volunteers helped receive donations and load onto trucks boxes full of bottled water, canned goods, and personal items. As of Wednesday, August 18th, eight trucks had been sent full of relief supplies.

WWSB Sarasota Channel 7 viewers send their thanks

"I wanted to express my appreciation with the quality of service you provided during the hurricane dilemma. I sincerely appreciate your responsiveness and the way you conducted this situation. You could not have done a better job. Thanks." –Sandra W.

"As were most Sarasota folks, we were glued to our TV and Channel 7!! Not only did you keep us up-to-the minute on the storm's progress, but provided a real education on hurricanes and how to prepare for them. Thanks." –Peg M.

"You guys did an absolutely amazing job last weekend. I was truly the best job I have ever seen on TV. Your news team's coverage of Hurricane Charley was not only concise and accurate, it was compassionate as well. The weather team truly exceeded our expectations – keeping us on our toes with honest reporting minute by minute! The contributions you are making to our community will not soon be forgotten. Thank you!" –Michael K.

"Thank you so very much for your support in helping us obtain donations for rescued animals in nearby communities displaced by Hurricane Charley. It has been both uplifting and heartwarming to work with you in helping those who are in desperate need; doing what we can to make them a little more comfortable during very trying times. I know you share our pride in knowing that we have all shown the American spirit of giving and done our best to be there for our neighbors when they have needed us most. Thanks again to all of you… it has truly been an honor to team up with you." –Charlotte A.

WESH Channel 2 highlights

During Hurricane Charley and hurricane Frances, the WESH live continuous news coverage was simulcast on 9 Central Florida Radio Stations. WESH total live continuous Hurricane News Coverage – 89 ½ hours

During both hurricanes, WESH staffed, operated, and promoted a live "Hurricane Help Line" where viewers could call for any hurricane related information. Staffed by station employees, 10 lines (including one for Spanish speaking viewers) were open for a total of 85 hours and received 83,879 phone calls.

On Thursday, August 12, 24 hours before Hurricane Charley was to hit Central Florida,, WESH aired live ½ hour news special "Surviving The Storm".

Thousands of Central Floridians had been without electricity for much of the week and had not seen television. On Friday, August 20th on week after Hurricane Charley came through Central Florida, WESH aired one hour new special "Stories from the Eye of the Storm".

WEST Channel 2 viewers send their appreciation

"I really thank you for being on the Internet. It's the only way they can get realtime news."
–Ginger J.

"I want to tell you that, to a person, your heroic efforts are appreciated! Your solid professionalism is a comfort to us during these stress filled days. I really don't know how you can keep up this wall-to-wall coverage but it sure helps. Thank you all." –Stephen N.

"I want to thank all of the WESH personnel for simulcasting your coverage of Hurricane Frances. I am in the military stationed in Texas, and am from Satellite Beach. Watching your live coverage via the Internet has kept me informed of local area damages and situations." –Doug S.

Polk County sends a big thank you

“The Polk County Board of County Commissioner’s Emergency Management Division would like to extend its deepest gratitude to all of the media outlets for dedicating so much time and coverage to helping the Polk County Recovery Operations Center (ROC) get vital information out to our citizens.”

WFTS-TV delivers hurricane relief

"Our Hurricane Relief efforts included being a collection point for supporters to bring donations and supplies to help provide for people who were affected by the hurricanes. Joined by the Red Cross and Salvation Army, we collected monetary donations, clothing and non-perishable goods. Our anchors and reporters were on the scene providing updates of the devastation and in the process helped to console victims as they shared personal stories."

"We had a partnership in place before the storms were a threat with several area radio stations… Promoted to everyone before power outages happened, to set their radio dials to these stations so that they would be prepared immediately…we aired these announcements in and outside of our newscasts days in advance of the storms hitting. We added two other stations to our mix after Charlie so even more viewers could listen to us…Also, after the storms, we were on the same radio stations telling people what to do to stay safe."

Thanks sent to WFTS-TV

"My husband and I were a few of the 'nosey' guests at the Holiday Inn in Punta Gorda talking with you and your crew on Friday morning. Thank you for your good advice on buying supplies to get through the storm. But what I really want to thank you and your crew for was immediately…telling us to get out when you heard the storm had changed course. You could have worried about yourself first and not us… We outran the storm…I saw after photos of the Holiday Inn and it appeared your truck did not leave. We cannot thank you enough and will never forget you and your crew. I feel like you guys were our angels on that lucky Friday the 13th." –Amy K.

"My wife, my son and myself moved to Trinity, FL less than a month ago…You have made this whole experience a LOT less stressful. You have a wonderful way of reporting the weather truthfully without creating panic…You are literally a bright light in our storm…you have become 'our first friend' in Florida." –Michael W.

Exhibit D

Are You READY?

A Step-by-Step Emergency Preparedness Guidebook to Prepare Your **Local Community**

Get a Kit
Make a Plan
Be Informed

Homeland Security

National Association of NAB BROADCASTERS

PREPARING MAKES SENSE. That's the idea behind a partnership between the National Association of Broadcasters and the U.S. Department of Homeland Security. The goal of the effort: to enlist America's local radio and television stations in a nationwide campaign to ensure that people in their communities are taking the necessary steps to prepare for natural disasters, terrorist attacks and other threats.

In this half of the *Are You Ready?* guidebook, we offer information and suggestions for local broadcasters as they reach out to their audiences with the preparedness message. The idea is not to alarm people or to create undue fear, but to show that preparing for these types of events is a natural thing for individuals and families to do.

The guidebook also provides information on how stations can help their communities both during and after a crisis—for example, by keeping everyone informed and by supporting local relief efforts.

We applaud your station's efforts to make sure Americans are prepared for the unexpected. And we encourage you to visit **www.ready.gov** for more information on preparedness issues for families and entire communities.

Eddie Fritts
President
National Association of Broadcasters

Tom Ridge
Secretary
U.S. Department
of Homeland Security

local broadcasters

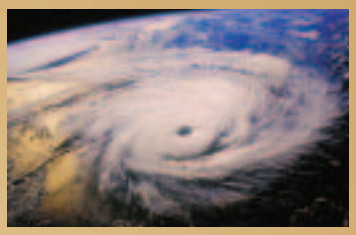
Bringing Community Service Home

Are You Ready?

America's local broadcasters work hard to keep people in their communities informed about natural and man-made threats. More importantly, local radio and television stations regularly provide life-saving information about how individuals, families and entire neighborhoods can prepare for crisis situations.

Now it's time to do more.

The U.S. Department of Homeland Security launched a nationwide *Ready* campaign to ensure that more Americans know how to be prepared in case of emergency situations, including a possible terrorist attack. Local broadcasters can play a vital role in the campaign by coordinating their messages with the national effort and, at the same time, providing preparedness information tailored to their local communities.



Ready.gov

Your Preparedness Resource

Some of the information in this guidebook has been adapted from materials available on Ready.gov. A website created by the U.S. Department of Homeland Security, Ready.gov provides citizens with guidance about how to prepare for, and respond to, a variety of disasters, including potential terrorist attacks.

Local broadcasters are encouraged to visit **www.ready.gov** and to encourage their viewing and listening audiences to do the same. Those without Internet access can call 1-800-BE-READY for a free brochure. Stations can link to **www.ready.gov**. Downloadable printed materials are available on the website to customize with station logos to distribute throughout their communities.

Before Disaster Strikes

Making Preparedness a Priority

Americans don't have to wait for a crisis to happen to act. Experience has shown again and again that lives can be saved, damage to property can be reduced, and economic recovery after a disaster can happen much faster if individuals, families and entire communities make the proper preparations before a disaster strikes. Local broadcasters can help by educating people about how to get ready now.

Preparedness Steps for Individuals and Families

The Department of Homeland Security has created a common-sense framework for educating Americans about citizen preparedness for natural and man-made emergencies. The framework includes three steps as follows:

STEP ONE: Get a Kit of Emergency Supplies

STEP TWO: Make a Plan for What You Will Do in an Emergency

STEP THREE: Be Informed About What Might Happen

One of the most important ways in which local broadcasters can support the national *Ready* campaign is by educating their audiences about the three steps, which are described in the following pages.

STEP ONE:

Get a Kit of Emergency Supplies.

In the event of an emergency, people should be prepared to improvise and use whatever they have on hand to make it on their own for at least three days, maybe longer.

While there are many things that might make local residents more comfortable, they should think first about fresh water, food and clean air.

WATER. People will need a gallon of water per person per day – and maybe more for children, nursing mothers and anyone who is sick. Water should be stored in tight, clean plastic containers, such as soft drink bottles. Be sure to keep at least a three-day supply of water per person.

FOOD. People should include in their kits canned and dried foods that are easy to store and prepare. Examples include: ready-to-eat canned meats, fruits and vegetables; protein or fruit bars; dry cereal or granola; crackers; and canned juices. Remind residents to pack a manual can opener and eating utensils.

CLEAN AIR. Many potential terrorist attacks could send tiny microscopic "junk" into the air, so people should consider a variety of ways to create a barrier between themselves and potentially contaminated air. People may want to consider filter masks, which are readily available in local hardware stores. Alternatively, if it doesn't impede evacuation, people may consider covering their nose and mouth with two to three layers of a cotton t-shirt, handkerchief or towel. Last but not least, residents should be sure to have duct tape and heavyweight garbage bags or plastic sheeting that can be used to seal windows and doors, if needed to create a barrier to block out any potential contamination outside.

OTHER NEEDS. If your community is in a cold-weather climate, remind people to include warm clothes and a sleeping bag for each member of the family. They will also want to assemble a first aid kit so they can treat minor injuries. And, they should be sure to include a flashlight, battery-powered radio, extra batteries, prescription medications, baby needs and other items.

According to the Department of Homeland Security, people should consider putting together two emergency kits. In one, they should put everything needed to stay where they are and make it on their own. The other should be a lightweight, smaller version they can keep in their cars or take with them if they have to get away.

STEP TWO:

Make a Plan for What You Will Do in an Emergency.

Depending on the circumstances and the nature of the emergency, the first important decision for people is deciding whether to stay or go. They should understand and plan for both possibilities, using common sense and available information to determine if there is immediate danger.

DEVELOP A FAMILY COMMUNICATION PLAN. Families may not be together when disaster strikes, so they will need to plan how they will contact one another and review what they will do in different situations. People should consider a plan where each family member calls, or e-mails, the same friend or relative in the event of an emergency. It may be easier to make a long-distance phone call than to call across town, so an out-of-town contact may be in a better position to communicate among separated family members. Family members may have trouble getting through, or the phone system may be down altogether, but they should be patient.

STAYING PUT. There are circumstances when staying put and creating a barrier to block potentially contaminated air outside, a process known as "shelter-in-place," can be a matter of survival. People should choose an

Getting Kids Involved

Children can play a starring role in your community's preparedness efforts. By initiating family conversations about emergency supply kits, communication plans and other activities, kids can help make sure that their families are ready for any crisis. Here are a few tips for getting kids involved:

Sign up station talent to speak to school groups about preparedness issues. In school appearances with police, fire and other emergency officials, show students the components of a family emergency kit. Encourage them to talk to their parents about how to plan for the unexpected.

Air a Disaster Action Quiz for Kids. Produce a quiz about disaster preparedness for airing during children's programming. Ask questions like: "What's different about 'nonperishable food'? A) It doesn't taste good. B) It's poisonous. C) It can last a long time without being refrigerated. D) It doesn't have chocolate chips." Offer prizes for kids who call or send in the right answers.

Organize a Family "Get Ready" Fair. Work with police and emergency officials, the American Red Cross and station sponsors to organize a family-oriented event where people can get information about how to prepare for crisis situations. Have games, prizes and informational materials for kids and grown-ups alike.

For more information, go to **"Ready for Kids"** on **www.ready.gov** or the Federal Emergency Management Agency website, **"FEMA for Kids"** at **www.fema.gov/kids/**.

interior room or one with as few windows and doors as possible. They should consider pre-cutting plastic sheeting to seal windows, doors and air vents. Each piece should be several inches larger than the covered space so that it can be sealed flat against the wall with duct tape. Residents should label each piece with the location of where it fits.

If the air is badly contaminated, local authorities may instruct people to seal the room. People should quickly bring family and pets inside, lock doors, and close windows, air vents and fireplace dampers. In addition, they should immediately turn off air conditioning, forced-air heating systems, exhaust fans and clothes dryers. Residents should be advised to take their emergency supplies and go into the room they have designated. Then they can seal all windows, doors and vents with plastic sheeting and duct tape, while watching TV, listening to the radio or checking the Internet for instructions. It is important to note that sealing the room is a short-term protective measure.

GETTING AWAY. Families should plan in advance how they will assemble and anticipate where to go. They may want to choose several destinations in different directions so they have options in an emergency. If they have a car, they should keep at least a half tank of gas in it at all times. Broadcasters should advise residents to become familiar with alternate routes as well as other means of transportation out of the area. If people do not have a car, they need to plan how to leave the area. Whether they are in a car or not, people should take their emergency supply kit and lock the door behind them. If they believe the air may be contaminated, they should drive with windows and vents closed and keep the air

conditioning and heater turned off, while listening to the radio for instructions.

IN THE COMMUNITY. Schools, daycare providers, workplaces, neighborhoods and apartment buildings, like individuals and families, should all have site-specific emergency plans. People should ask about plans at the places where their family spends time, including work, school and daycare. They may also want to talk to their neighbors about how to work together in the event of an emergency.

STEP THREE:

Be Informed About What Might Happen.

Some of the things people can do to prepare for the unexpected, such as assembling a supply kit and developing a family communication plan, are the same for both natural and man-made emergencies. However, there are important differences between natural disasters and terrorist threats – and differences among the potential terrorist threats themselves – that will impact the decisions people make and the actions they take.

NATURAL DISASTERS include wildfires, hurricanes, floods, tornadoes and other weather-related events that often force people to evacuate their homes.

A BIOLOGICAL ATTACK is the deliberate release of germs or other substances that can make people sick. These agents generally do harm when inhaled, eaten or when they enter the body through a cut in the skin.

A CHEMICAL ATTACK is the deliberate release of a toxic gas, liquid or solid that can poison people and the environment.

A NUCLEAR BLAST is an explosion with intense light and heat, a damaging pressure wave and widespread radioactive material that can contaminate the air, water and ground surfaces for miles around.

A RADIATION THREAT or "dirty bomb" is the use of common explosives to spread radioactive materials over a targeted area.

In responding to crises involving these and other threats, people should make every effort to follow instructions received from authorities on the scene. Above all, people should stay calm, be patient and think before they act.

Preparedness Steps for Communities

Individuals and families should know that they are not alone in preparing for disaster situations. Entire communities need to come together to make sure they are doing all they can to get ready. Preparedness efforts at the community level should include four key steps as follows:

STEP ONE:

Pull Together.

Perhaps the most important step a community can take to protect itself before disaster strikes is to pull together. Citizens, businesses, government, the media and other sectors of the community all should be involved in efforts to determine the community's vulnerability to potential hazards and to target resources where they are most needed.

STEP TWO:

Identify Hazards and Vulnerabilities.

As local residents, government, business and civic leaders come together to talk about disaster preparedness, a key task is to identify the hazards that threaten your community and then to determine what segments of the community are most at risk. This means gathering information about the location and vulnerability

About Citizen Corps

One way many American communities are coming together around preparedness issues is by forming Citizen Corps Councils. Citizen Corps is a program coordinated by the Department of Homeland Security to engage all Americans in "hometown security."

Citizen Corps provides opportunities for people to participate in a range of measures to make their families, their homes and their communities safer from the threats of crime, terrorism and disasters of all kinds. In just two years, Citizen Corps Councils have already been organized in more than 1,300 local communities throughout the country.

Visit **www.citizencorps.gov** to find the Citizen Corps Council nearest you. If your community does not currently have a Council, get in touch with your state-level contact, listed at **www.citizencorps.gov/citizencorps/statepoc.do**.

of commercial buildings, residential housing, transportation systems, and public utilities such as sewer, water and power.

Many communities use computer-based Geographic Information Systems (GIS) to "map" potential hazards and identify the community's vulnerabilities in the event of a disaster. By providing detailed information about where a community can expect to suffer the most damage during a disaster, GIS can be a critical tool in shaping a community's disaster preparedness plans.

STEP THREE:
Plan for the Worst.

With a better idea of its vulnerabilities and where it faces the greatest risk, a community is able to target needed resources to mitigation measures that can help limit the impact of a natural disaster. An important part of mitigation planning is setting priorities – i.e., making decisions about what resources are most critical to the community and its residents and what steps can be taken now to protect those resources in the event of a disaster.

An additional task is to determine what your community can do now to ensure that new construction and future growth occur in a way that minimizes potential losses in a disaster. This means strengthening and enforcing building codes and creating growth management plans that ensure your community expands into safer areas in the future. Also, it is important to help communicate your community plan to the public. People need to know what to do and what might be asked of them during emergencies. Broadcasters are in a unique position to help communicate emergency plans.

STEP FOUR:
Generate Community Interest.

In addition to working with local partners on preparedness issues, broadcasters can play a paramount role in generating and maintaining community interest in the effort.

Stations will be performing an important community service simply by raising the issue that the community needs to be better prepared. Broadcasters can help by drawing attention to opportunities for public involvement in the community's disaster planning and by asking questions of local officials about what they are doing to make sure the community is ready for anything.

Ideas For Stations

- Produce a news series on the three steps that families can take to prepare for disasters – assembling an emergency kit, making a plan and staying informed.
- Profile one or more local families that are preparing for disasters with emergency kits, family communication plans and other strategies.
- Host a town hall meeting on preparedness in your community. Invite elected leaders, local American Red Cross, as well as fire, police and other emergency officials.
- Produce a news report or series on the steps that local businesses and other institutions – from daycare centers and schools to nursing homes and hospitals – are taking to prepare for disasters.
- Link your station website to the Department of Homeland Security's site, **www.ready.gov**, and promote the site in your reporting on preparedness issues.
- Download and customize the Department of Homeland Security's *Ready* brochure at **www.ready.gov** with your own logo for distribution at station events.
- Give your audience the *America Prepared* preparedness quiz, available at **www.americaprepared.org**.
- Interview police, fire and other emergency officials about the threats to your community – and steps that individuals, families and entire neighborhoods can take to prepare.
- Produce a news series on the types of natural disasters that pose the greatest threat to your community – and what's being done to prepare.
- Produce a news series on the preparedness implications of different types of terrorist threats – from biological and chemical attacks to nuclear blasts.
- Highlight opportunities for the public to get involved in local disaster preparedness efforts – through Citizen Corps Councils and other activities.
- Broadcast information about what areas of the community are most at risk – for example, low-lying areas in the event of flooding or government buildings and other public places in the event of terror attacks. Find out what's being done to prepare these locations for disasters and minimize potential losses.
- Air live broadcasts, stand-ups or promotions from local retailers to highlight the kinds of emergency supplies people might need and where your audience can go to purchase them.
- Produce a news report or series on the steps utilities and local transportation systems are taking to strengthen security.
- Interview hospital and government health officials about ongoing preparations to prepare for major events that may require care for large numbers of people.
- Provide information about how individuals with disabilities, as well as the elderly, can prepare – for example, by creating a support network to help in an emergency.
- Air PSAs produced by the Department of Homeland Security on readiness and disaster preparedness (see page 12 for information on what's available).

When Disaster Strikes

Keeping Your Community Informed

A local broadcaster's most important role during an emergency situation is to stay on the air, if possible, and to provide people with the information they need to get through it. It is critical to plan what your station will do in the event of a disaster before the disaster strikes. You don't want to be caught off guard or be scrambling for answers to important questions while your community and its residents are at risk.

Perhaps the best approach to planning what your station will do when disaster strikes is to coordinate your plans with the local or state office of emergency management. Emergency officials, police, fire and other local agencies that are involved in disaster-response activities should see broadcasters as a valued partner in communicating important messages and information to the public.

The following five steps will help your station assume a leadership role in keeping your community informed in the event of a crisis.

STEP ONE:

Make Contact Before a Disaster.

Your first step is to contact the local or state office of emergency management to find out how you can be of service when disaster strikes.

You may want to encourage emergency management officials to convene a meeting of a group of local broadcasters to make sure everyone has the same information and is prepared to help. You may want to organize such a meeting yourself or work with your local Citizen Corps Council to organize it. The simple act of initiating contact on this important topic will enhance your station's reputation as an institution that cares about the local community.

STEP TWO:
Gather Information.

What information does your station need to help your community cope? You'll need information on evacuation routes, basic survival and safety tips, plans for temporary shelters or housing, and where people can go for medical care – anything you can think of that might be of use to local residents when disaster strikes (see sidebar, "What People Need to Know," for more).

While you are talking to emergency officials, you will also want to establish how they will get information to your station and others in the event of a crisis. Who will be the primary contact? Is there a telephone hotline of some kind? And what will you do if communications are down? Reinforce the importance of openness and accessibility so you can get timely information to people when they need it.

STEP THREE:
Create a Disaster Communication Plan.

After gathering the necessary information, you'll want to create a "Disaster Communication Plan" that highlights what local residents will need to know in the event of a disaster, as well as how your station will keep on top of disaster developments as they happen.

Your Disaster Communication Plan should include: important safety and survival information for individuals and families; information on where people can go for temporary housing, food and water; emergency contact information; and more (see "What People Need to Know.") It also should include names and numbers of key contacts – local and state emergency management officials, police and fire officials, and others – whom station personnel can contact to find out what's happening and what messages to communicate to the public.

STEP FOUR:
Bring Everyone Up to Speed.

Often, there is no telling when a disaster will strike – or who will be on duty at the station when it happens. This means that all station personnel – especially news directors, producers and on-air talent – need to be fully briefed on the station's Disaster Communication Plan.

In addition to regular "refresher" briefings with station staff and special sessions for new employees, you might want to post a shortened run-through of the station's disaster plan in a prominent place in your office so everyone sees it. You'll also want to keep a copy in the broadcast studio for handy reference.

STEP FIVE:
Broadcast through the Crisis.

Hopefully, you will never get to Step Five. But at least you're prepared. Remember: The key to broadcasting through a crisis is getting people the information they need to get through it themselves. That means broadcasting regular news and weather updates, as appropriate, and providing survival and safety information so people can cope.

If possible, you may want to interview local or state emergency management agency representatives, police and fire officials, local America Red Cross and other "experts" to give your audience an idea of exactly what is going on, and what people and families are being advised to do. Be sure to repeat important phone numbers and other information so you're certain people understand everything they need to know.

Broadcasting through a disaster is among the most important community services your station can provide. You may be the only link people have to survival information, support and an encouraging word – a voice that tells them they're not alone.

What People Need to Know

Information is a precious commodity when disaster strikes – and broadcasters can make it available to everyone. Here's what people in your community will need to know:

- Whether to evacuate or shelter-in-place.
- Which routes to take if they have to leave.
- How to protect themselves and their families.
- How to remain calm.
- What to expect in the hours and days ahead – for example, more aftershocks in the event of an earthquake, continuing dangerous weather or the possibility of additional terrorist strikes.
- Whom to call for immediate medical attention or rescue.
- Where to locate information about missing relatives, neighbors or friends.
- Where to go for medical care.
- Where to find temporary shelter, food and water.
- What police, fire and other agencies are doing.
- What types of assistance are available to individuals and families.
- How to get involved in local relief efforts.

After The Disaster

Answering The Call For Help

Once a natural or man-made disaster is over, it is time for relief efforts to get under way. The individuals and families hit hardest by the disaster will need food, water, shelter, medical attention, financial assistance, and help finding loved ones and lost possessions, among other needs. And, once again, broadcasters can help.

Local radio and television stations can play a leading role in alerting people to what types of disaster relief are available – and where they can go for help. Stations also can get involved in local relief efforts by donating goods and services people need.

Think about what your station could do to help answer the call for help in the aftermath of a disaster. The following three steps should form the core of your response:

STEP ONE:

Find Out What's Available.

A terrorist attack or natural disaster will prompt numerous agencies and organizations into action to provide relief services to individuals, families and neighborhoods. A key task for local television and radio stations in the immediate aftermath of a disaster is to find out exactly what types of relief are available, who the sponsors are, and how people in the community can contact them.

The chief sponsors of disaster relief services are the following:

THE AMERICAN RED CROSS assists the victims of thousands of disasters every year. A private, not-for-profit organization, the American Red Cross operates shelters and provides meals and snacks for individuals and families forced out of their homes. It also provides emotional and physical health services, as well as individual

and family assistance in meeting recovery and rebuilding needs, among other services. Contact your local American Red Cross chapter for more information.

THE SALVATION ARMY provides a range of "response and recovery programs" for communities hit by disasters. Services include: spiritual ministry; counseling and emotional support; preparation and distribution of food; shelter; financial grants for immediate needs; donated materials; and reconstruction and rebuilding. Contact your local Salvation Army Corps to find out what services are available in your area, or call the Salvation Army's national disaster hotline, 1-800-SAL-ARMY.

LOCAL AND STATE EMERGENCY MANAGEMENT AGENCIES coordinate local- and state-level response efforts. Often, a mayor or county executive will activate a local emergency operations center (EOC) that leads the response effort at the scene, coordinating the work of police, fire, paramedics and other agencies. The mayor or county executive then requests aid from the governor, who activates a state EOC. Contact your local or state emergency management agency for more information.

THE FEDERAL EMERGENCY MANAGEMENT AGENCY (FEMA), a division of the Department of Homeland Security, becomes involved after the President declares an emergency or major disaster at the request of the governor of your state. A Presidential declaration can make a broad range of assistance available to individual disaster victims, from temporary housing and unemployment assistance to low-interest loans for repair or replacement of real and personal property. FEMA has a toll-free number available for individuals seeking information about available assistance and how to apply. The number is 1-800-462-9029.

STEP TWO:

Draw Attention to Opportunities for Aid.

Whether it's food or low-interest loans, broadcasters can play an important part in making sure people know what assistance is available and where they can go for help. Use news, PSAs and other programming to spotlight the different types of aid. Be sure to provide contact numbers and addresses, application information, and details about who can qualify for what types of aid in all your coverage.

A good way to introduce people to what's available is to interview local and state officials, American Red Cross and Salvation Army leaders, and others. You might also want to produce a live report from a temporary shelter or food distribution center.

Be sure to provide as comprehensive a list of available services as possible. Local residents may be unaware, for example, that they can get crisis counseling or job placement assistance, or even tax relief in claiming casualty losses from the disaster.

STEP THREE:

Organize a Relief Drive of Your Own.

Of course, broadcasters themselves often provide important disaster-relief services over and above their efforts to keep communities informed. From organizing blood drives and recruiting community volunteers to collecting canned goods for distribution in hard-hit neighborhoods, stations can get directly involved in disaster relief efforts in a variety of ways.

The best approach to organizing a disaster relief drive is to coordinate your efforts with the work of the experts in the field, such as the Salvation Army, American Red Cross, or local and state emergency management officials. They will have a better idea about what types of goods and services are needed, where they should be targeted, and how best to get them to people in need.

When Disaster Strikes Somewhere Else

Broadcasters can play an important role in disaster relief even when a disaster strikes somewhere else. We have all heard the stories time and time again: a community mobilizes to provide disaster aid to another community that is hundreds or even thousands of miles away. Disaster has a way of reminding us that we are all in this together and that another's misfortune could just as easily have been our own. Our natural impulse is to help in any way we can.

Broadcasters can help people act on this impulse by organizing local relief drives for residents of disaster-stricken communities, or by providing people with information on how they can support existing relief efforts. The smartest approach is to contact your local American Red Cross or Salvation Army to find out how your station can best be of service. At a minimum, stations can easily broadcast relief agency contact numbers should people want to make donations. Make a point of including this contact information in news coverage of disasters affecting other communities throughout the country and around the world.

Public Service Announcements

Following are sample scripts for PSAs on disaster preparedness issues. Use these as the basis for locally produced spots. You may also want to produce PSAs telling members of your broadcast audience precisely how they and their families can prepare for the disasters that are most likely to hit your area.

To get people the information they need, work with your local Citizen Corps Council, American Red Cross and Salvation Army organizations, as well as your local and state emergency management offices.

Terrorism isn't just a threat for big cities. It's a potential threat everywhere, even right here. That's why all of us need to think about how to be ready in the event something happens. What does it mean to be ready? It means having a kit of emergency supplies, as well as a plan for what we'll do, how we'll communicate with our families. And it means learning more about the kind of threats we might face. Don't wait for a disaster to find out if you're ready. Visit **www.ready.gov** for more information. This is a public service message from (station). (30 seconds)

Whether we face a natural disaster or a man-made one, it's still a disaster. And we need to be ready. That means having a kit of emergency supplies, as well as a plan for what we'll do, how we'll communicate with our families. And it means learning more about the kind of threats we might face. Visit **www.ready.gov** for more information. This is a public service message from (station). (20 seconds)

Have you packed a family disaster kit? Know what route you'd take out of town if you had to evacuate? Think I'm paranoid? Think again. Visit **www.ready.gov** to find out more about what you can do to prepare for a natural disaster or terrorist incident. This is a public service message from (station). (15 seconds)

You know, the Boy Scouts have it right. When it comes to terrorist threats and other disasters, we need to "Be Prepared." Visit **www.ready.gov** to find out what you can do to protect yourself, your family and your business before disaster strikes. This is a public service message from (station). (15 seconds)

PREPAREDNESS PSAs AVAILABLE FROM OTHER ORGANIZATIONS

THE U.S. DEPARTMENT OF HOMELAND SECURITY AND THE AD COUNCIL have produced a series of PSAs for radio and TV on citizen preparedness. The spots are part of a wide-ranging public education media campaign designed to empower American citizens to prepare for and respond to potential terrorist attacks and other emergencies. The campaign provides individuals with specific actions they can take to protect themselves and their families. Spots are available at: **www.adcouncil.org/campaigns/homeland_security/** and can be customized for your community by local broadcasters or local officials.

THE FEDERAL EMERGENCY MANAGEMENT AGENCY (FEMA) produces a variety of radio PSAs and news feeds on disaster issues. PSAs for broadcast before a disaster offer tips for preparing for hurricanes, tornadoes, earthquakes and other emergencies. Other messages, for broadcast after a disaster, offer safety and survival tips, plus information on how to apply for disaster assistance from the federal government. FEMA's PSAs are available in English and Spanish and for general and urban contemporary audiences. PSAs are available via the FEMA website – **www.fema.gov** – and FEMA's Radio Network at 1-800-323-5248, which also produces radio news feeds on timely disaster topics.

THE AMERICAN RED CROSS has radio and TV PSAs and live-read copy available on a wide range of preparedness topics. All of them feature the American Red Cross toll-free number, 1-800-HELP-NOW, through which people can support the organization's disaster-relief efforts. Contact your local American Red Cross chapter or visit **www.redcross.org/press/psa/psa.html** for a preview of what's available.

THE SALVATION ARMY has radio and TV PSAs available on the group's disaster relief efforts. The PSAs include appeals for donations and volunteers and ask viewers to contact their local Salvation Army Corps for more information. Contact your local Salvation Army Corps for information about what's available.

THE AMERICA PREPARED CAMPAIGN has a variety of PSAs available. Visit **www.americaprepared.org** to learn more. America Prepared is a non-profit, non-partisan organization that helps American families prepare for disasters, with a focus on terrorism.

AMERICAN RED CROSS
800-HELP-NOW
www.redcross.org

FEDERAL EMERGENCY MANAGEMENT AGENCY
www.fema.gov

OR CONTACT YOUR FEMA REGIONAL OFFICE:
Region 1 (CT, MA, ME, NH,RI,VT) 617-223-9540
Region 2 (NJ, NY, PR, VI) 212-225-7209
Region 3 (DC, DE, MD, PA, VA, WV) 215-931-5608
Region 4 (AL, FL, GA, KY, MS, NC, SC, TN) 770-220-5400
Region 5 (IL, IN, MI, MN, OH, WI) 312-408-5500
Region 6 (AR, LA, NM, OK, TX) 940-898-5399
Region 7 (IA, KS, MO, NE).....816-283-7002
Region 8 (CO, MT, ND, SD, UT, WY) 303-235-4830
Region 9 (AZ, CA, HI, NV, Pacific Territories).....415-923-7100
Region 10 (AK, ID, OR, WA) 425-847-4687

THE SALVATION ARMY
800-SAL-ARMY
www.salvationarmy.org

U.S. DEPARTMENT OF HOMELAND SECURITY
www.ready.gov

CITIZEN CORPS
www.citizencorps.gov