



than twenty years ago, therefore, the Commission correctly eliminated its non-entertainment programming guidelines for commercial broadcast radio, requiring only that stations offer programming responsive to the issues of concern to the station's listeners, as discerned by the station licensee. *Radio Deregulation Order* at 1013-14.

The Commission recognized in 1981 that the radio industry had been "characterized from its beginning by rapid and dynamic change" and noted that the number of stations had grown from 583 stations in 1934 to nearly 9000 at the time of the Commission's decision. *Radio Deregulation Order* at 969. This upsurge in the number of broadcast stations, the Commission concluded, required that "licensees specialize to attract an audience so that they may remain financially viable." *Id.* The Commission judged that the marketplace would more effectively dictate the broadcast of content meeting the needs of a particular community than generic regulations prescribing such content. *Radio Deregulation Order* at 1013-14. These conclusions have been borne out over the past two decades and are at least as true today as they were then.

In eliminating its non-entertainment programming guidelines, the Commission remained "convinced that absent these guidelines significant amounts of non-entertainment programming of a variety of types will continue on radio." *Radio Deregulation Order* at 977. The goal of deregulation was to provide radio broadcasters with "the maximum flexibility to be responsive to issues important to their listeners, with the minimum amount of governmental interference." *Radio Deregulation Order* at 978. The Commission observed that "regulation of necessity would be standardized nationwide, would be relatively inflexible, and would be likely to impose costs without compensating benefits." *Radio Deregulation Order* at 1024. The Commission further noted that "to require programming aimed at unrevealed needs, which are difficult to

determine, at the expense of programming that is clearly demanded by the public, is to replace the judgment of the government for that of the public.” *Radio Deregulation Order* at 1031.

In the *Radio Deregulation Order*, the Commission outlined its expectation that broadcasters would “continue[ ] [the] provision of news programs in amounts to be determined by the discretion of the individual broadcaster guided by the tastes, needs, and interests of its listenership” and “responsive[ness] to the issues facing their community.” *Radio Deregulation Order* at 978. The Commission affords broadcasters the opportunity to address these issues by “virtually any means.” *Radio Deregulation Order* at 982. In making its determination, the Commission recognized that “more issues can be addressed through [ ] specialized programming than through a generalized ‘something for everyone’ requirement.” *Radio Deregulation Order* at 988-89.

## **II. Deregulation of Programming Content Fosters Localism**

The *Notice* considers again introducing the straight-jacket of program content regulation. The Commission should not alter its deregulatory approach in this regard, however. The “rapid and dynamic change” that has characterized radio throughout its history has only accelerated during the 23 years since adoption of the *Radio Deregulation Order*. In those two decades, more than 5000 radio stations have joined the nearly 9000 stations licensed in 1981. Audio Division, Federal Communications Commission, *Broadcast Station Totals* (as of June 30, 2004), available at [www.fcc.gov/mb/audio/totlas/bt040630.html](http://www.fcc.gov/mb/audio/totlas/bt040630.html). Other traditional sources of news and information, such as broadcast television and weekly and alternative newspapers, have witnessed tremendous growth as well. Penetration rates for cable have increased significantly, and DBS has been introduced, offering hundreds of new channels, including both national and local news and discussion. Technological advances have also led to ever-increasing competition for the

public's attention and have provided the public with access to diverse and antagonistic viewpoints in numbers unimaginable at the release of the *Radio Deregulation Order*. In just the past decade, the Internet has become commonplace in American homes, schools, and workplaces and the introduction of satellite radio offers hundreds of additional audio channel selections to American consumers.

For all of these reasons, broadcast radio licensees find themselves in an ever-more competitive marketplace. As the Commission correctly recognized in 1981, these competitive pressures create economic incentives for broadcasters to air community-responsive programming. Consumers now more than ever have a plethora of sources for the news, information, and entertainment they seek. The competitive market pressures have and will continue to guide local broadcasters' appropriate community-responsive programming efforts much more effectively than any generic policies, practices, or rules imposed by the government far removed from local audiences.

The market-driven sensitivities to issues of local concern envisioned by the Commission in 1981 are a reality, obviating any need for new government intervention. Because its continued existence is predicated on its meeting the needs and wants of its listeners effectively, the Entercom Memphis radio stations make concerted efforts to program to the "tastes, needs, and interests of its listenership" as envisioned by the *Radio Deregulation Order*. In addition, Entercom Memphis stations strive to be good neighbors and responsible corporate citizens by sponsoring, supporting and participating in local and community events and causes. Attachment A documents the substantial commitment of Entercom Memphis's stations to community-responsive programming and activities. For example, WRVR's December 2003 Toy Truck event benefited Porter Leath Children's Hospital with \$46,000 and over 16,000 toys. WMBZ

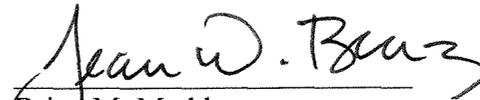
broadcasts "Homegrown," a program that features unsigned local artists. In 2002, the estimated value of PSAs broadcast and funds raised through the efforts of the three Entercom Memphis stations exceeded \$365,000.

### **CONCLUSION**

As demonstrated by the foregoing material, the stations owned by Entercom Memphis are highly responsive to the needs and interests of their local communities. New regulatory intervention into program content is unnecessary and would only serve to stymie the efforts of broadcasters like Entercom Memphis to effectively serve their communities. For the foregoing reasons, Entercom Memphis urges the Commission to refrain from adopting policies, practices, or rules governing broadcast stations' program content.

Respectfully submitted,

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# **ATTACHMENT A**

ENTERCOM MEMPHIS'S  
COMMITMENT TO LOCALISM

## NEWS AND COMMUNITY SERVICE PROGRAMMING

### **Public Affairs Programming:**

#### **“Memphis Today” on Stations WRVR-FM, WMBZ-FM and WJCE-AM:**

This locally produced hour long public affairs show airs on WRVR-FM from 6:00 a.m. to 7:00 a.m. on Sundays, WMBZ-FM from 5:00 a.m. to 6:00 a.m. on Sundays and WJCE-AM from 6:00 a.m. to 7:00 a.m. on Sundays. The topics discussed on the program are determined based on input from community leaders, newsmakers, ascertainment surveys and letters and emails from listeners.

“Memphis Today” has won two Achievement in Radio Awards for Best Public Affairs show.

**“Focus on the Family” on Station WRVR-FM:** This hour long show is hosted by Dr. James Dobson and airs Sundays from 5:00 a.m. to 6:00 a.m. on WRVR-FM. Various guests appear on the show and discuss issues of interest to the family.

**“Viewpoint” and “Master Control” on Station WMBZ-FM:** These 30 minute syndicated programs air on WMBZ-FM. Both programs address various topics ranging from politics to health to social problems. “Viewpoint” airs from 6:00 a.m. to 6:30 a.m. on Sunday, and “Master Control” airs from 6:30 a.m. to 7:00 a.m. on Sundays.

### **Local Newscasts:**

Station WRVR-FM airs local news Monday through Friday at the top and bottom of the hour from 5:00 a.m. to 8:00 a.m. for a total of 35 weekly newscasts or approximately 150 newscasts per month. Each newscast is 2 minutes in length. The newscasts are locally produced by the News Director.

Station WMBZ-FM airs local news Monday through Friday at :20 and :50 past the hour from 6:00 a.m. to 9:00 a.m. for a total of 30 weekly newscasts or approximately 130 newscasts per month. Each newscast is 2 minutes in length.

Station WJCE-AM airs local news Monday through Friday at the top of the hour from 5:00 a.m. to 8:00 a.m. for a total of 20 weekly local newscasts, or approximately 85 per month. Each newscast is 2 minutes and 30 seconds in length. The newscasts are locally produced by the News Director. In addition, Station WJCE-AM airs CNN national newscasts at the top of each hour from 8:00 a.m. on. Each newscast is 5 minutes in length. Station WJCE-AM airs 148 of these newscasts per week or approximately 635 per month.

**Public Service Announcements:** Stations WRVR-FM and WMBZ-FM air a minimum of 28 public service announcements per week or approximately 120 per month for each station. They are drafted by an Entercom Memphis employee. The announcements are

taken from those submitted to the stations by various organizations. Airtime value for the cluster is \$216,000.

### COMMUNITY SERVICE ACTIVITIES

Entercom Memphis makes public speaking and appearances for non-profit groups such as schools, charities, and civic organizations.

All Entercom Memphis personnel participate in Make a Difference day. Entercom Memphis personnel give an 8-hour day of silent service to the community. In addition, in 2003, Entercom Memphis supported Youth Villages, a well known area non-profit corporation that houses, protects, educates and guides children displaced from their homes due to abuse, neglect or other anti-social situations. In 2004, Entercom Memphis supported Habitat for Humanity, and performed preparation, walkway construction and house painting.

Entercom Memphis has also participated in the following events:

#### *Chocolate Fantasy-January 25, 2003*

This event highlights chocolate from around the world and an auction to benefit the American Kidney foundation of west Tennessee at the Oak Court Mall in Memphis. 2,200 people attended. Station WRVR-FM supported this event with 40 live and recorded promotional announcements, inclusion on the WRVR-FM website, talent to emcee the auction and staff the day of the event. Total promotional value of \$7,000.

#### *Soup Sunday-February 2, 2003*

The 18th Annual Youth Villages Soup Sunday is a fundraiser to benefit Youth Villages, a non-profit organization furnishing services and housing for displaced and disadvantaged children. Station WRVR-FM is a long time sponsor of this event where people taste soups, appetizers and desserts from over 32 of Memphis' finest restaurants, games and activities for kids and live music. More than 3,000 people attended the 3 hour event and over \$60,000 was raised for the charity. Station WRVR-FM supported the event with 112 live and recorded promotional announcements, inclusion on the WRVR-FM website, talent to emcee and staff at the event. Station WMBZ-FM aired promos and liners for the promoting the event from January 13, 2003 to February 2, 2003. Total promotional value of \$16,500 (WRVR-FM) and \$15,000.00 (WMBZ-FM).

#### *The Shrine Circus-March 2, 2003*

Station WRVR-FM supported this event for the benefit of local Shriners with on-air ticket giveaways, 24 live promotional announcements and talent to introduce the circus. Total promotional value of \$3,500.

*Celebration of Hope-March 8, 2003*

This event features food, drinks, live music, live and silent auction to benefit the International Children's Heart Foundation. 2000 people attended the event. Station WRVR-FM supported the event with 44 live promotional announcements and talent to emcee the event. Total promotional value of \$6,500.

*Tax Day - April 15, 2003*

Entercom Memphis assisted the Germantown Post Office and Cordova Post Office with helping people with their taxes. Station WMBZ-FM broadcasted live from the Cordova Post Office and Station WRVR-FM broadcasted live from the Germantown Post Office, providing last minute tax filers with food, drinks and plenty of free items like ice cream, milk, movie passes, compact discs, etc. The Germantown Fire Department came out and gave free blood pressure test; there were also free massages to relieve stress, as well as free food & drinks. Stations WRVR-FM and WMBZ-FM also supported the events with live and recorded promotional announcements and staff. Total promotional value of \$4,750 (WRVR-FM) and \$5,000 (WMBZ-FM).

*Easter Eggstravaganza-April 19, 2003*

Station WRVR-FM partnered with the Germantown Parks and Rec. Dept. in support of the City of Germantown, Tennessee, for this free event to the public with an Easter Egg hunt and games and rides for the entire family. Station WRVR-FM supported the event with 112 live and recorded promotional announcements, inclusion on the WRVR-FM website and talent to emcee and staff at the event. Promotional value of \$15,500.

*Youth Villages 5K-April 26, 2003*

Station WRVR-FM pre-promoted the race to support Youth Villages with 65 live and recorded promotional announcements and provided an emcee. 3,500 runners participated, all proceeds benefited Youth Villages. Total promotional value of \$8,625.

*Mid-South Air Show-May 31, 2003 & June 1, 2003*

The air show is organized specifically to benefit the "Children charities of the Mid-South." It takes place at the naval base in Millington, Tennessee with hundreds of exhibits, stunt pilots and the Blue Angels. Station WRVR-FM supported the event with 150 live and recorded promotional announcements, inclusion on the WRVR-FM website and staff at the event. Total promotional value of \$21,250.

*Harbortown 5K-June 4, 2003*

Station WRVR-FM promoted the race and the pre-registration with 48 live and recorded promotional announcements and inclusion on the WRVR-FM website. 2300 runners participated. All proceeds to benefit the Boy's and Girl's club of Memphis. Total promotional value of \$7,500.

Flag City Freedom Celebration-July 3, 2003

Station WRVR-FM promoted and supported this free fireworks show, which included games and activities and a concert at the naval base in Millington, Tennessee, for the benefit of the City of Millington, Tennessee, with 100 live and recorded promotional announcements two weeks prior and a live broadcast the evening of the event. Total promotional value of \$15,500.

Germantown Family 4<sup>th</sup>-July 4, 2003

Station WRVR-FM partnered with the Germantown Parks and Rec. Dept. for this free event in Germantown, in support of the City of Germantown, Tennessee. There were games, rides, a petting Zoo, live music and a fireworks show. The event was supported with 100 live and recorded promotional announcements, Steve & Debby did emcee the event. Total promotional value at \$13,500.

Big Scoop Ice Cream Festival-July 26, 2003

This annual event in support of the Ronald McDonald House had over 35 participants giving out samples of ice cream, frozen treats, cookies etc. There were children's activities and games. Unfortunately, the event was moved to September 6, 2003 due to a violent storm that crippled the city on July 22, 2003. Station WRVR-FM supported the event with ninety live and recorded promotional announcements. Total promotional value of \$11,250.

Making Strides Walk-October 4, 2003

Station WRVR-FM supported this 5k walk through downtown Memphis to benefit the American Cancer society with 140 live and recorded promotional announcements, inclusion on the WRVR-FM website and talent to emcee the event. Station WMBZ-FM was also a major sponsor for this event - the event was promoted on all outlets of the station, on-air, station webpage & the station newsletter. The BUZZ morning team co-emceed the event with WRVR. Station WMBZ-FM's van led the race. Race attendance was 3,400. Total promotional value of \$19,500 (WRVR-FM) and \$10,000 (WMBZ-FM).

Showcase of Dogs-October 10-12, 2003

This 3-day event averages attendance of over 50,000 people, with over 100 booths with products and services, dog show and exhibitions with all proceeds benefiting St. Jude's. Station WRVR-FM supported this event with 112 live and promotional announcements, 12 live remote cut ins, inclusion on the WRVR-FM website and staff support. Total value of \$18,000.

Lee National Denim Day-October 10, 2003

Station WRVR-FM supported the event with 48 live promotional announcements and inclusion on the WRVR-FM website. All proceeds benefit the Komen Foundation. Total promotional value of \$7,500.

*Taste of the Town-October 23, 2003*

This event features food from some of the area's finest restaurants, live music and a live & silent auction, 2,700 people attended. Station WRVR-FM supported the event with 58 live promotional announcements, inclusion on the WRVR-FM website, staff and morning show talent to emcee the event. A portion of the proceeds benefited the Make-a-Wish Foundation. Total promotional value of \$9,350.

*Festival of Fun & Fright-October 24-25, 2003*

This 2 day haunted house and kid's festival at Bob Hailey athletic complex benefited the City of Germantown, Tennessee and was free to the public. Over 2000 people attended. Station WRVR-FM supported the event with 40 live promotional announcements, inclusion on the WRVR-FM website and staff at the event. Total promotional value of \$7,000.

*Boogie in the Books-November 15, 2003*

This event featured food, wine and live music. Station WRVR-FM supported this event with 112 live promotional announcements, inclusion on the WRVR-FM website, staff and morning show talent to emcee the event. All proceeds benefited the Shelby County Public Libraries. Total promotional value of \$16,100.

*Air Awards-November 18, 2003*

This event was created to benefit the March of Dimes and to recognize radio's brightest achievements, WRVR won several awards. Three Entercom Memphis employees are on the Board of Governors and have spent countless hours to organize and execute the event. Value is \$5,000.

*Enchanted Forest-November 21, 2003 – December 31, 2003*

This annual event runs over the entire holiday season. Over 45,000 people attended this event to see hundreds of decorated Christmas trees, Santa and interactive activities for kids. All proceeds benefited LeBonuer Children's Hospital. Station WRVR-FM supported the event with 380 live and recorded promotional announcements, inclusion on the WRVR website and a live broadcast. Total promotional value of \$51,500.

*Feed the Hungry Radiothon-November 25, 2003*

Station WRVR-FM raised \$22,000 dollars on one day for the Memphis Food Bank and supported the Radiothon with 200 live and recorded promotional announcements, which included on-air solicitation, inclusion on the WRVR-FM website and use of station WRVR-FM conference room by the operators collecting donations. Total promotional value of \$27,000.

*WRVR Toy Truck-December 8-12, 2003*

This is a signature event for station WRVR-FM, The WRVR-FM morning show lives in a parking lot, broadcast their show live from the parking lot encouraging

Entercom Memphis listeners to fill up a 24 foot truck with toy's and clothes for the children of Porter Leath Children's Hospital. Station WRVR-FM raised \$46,000 and over 16,000 toys and supported the Toy Truck with 150 live promotional announcements, 50 breaks during live cut ins, 5 days of the morning show broadcast and staff to execute the event. Total promotional value of \$48,000.

*Chocolate Fantasy-January 24, 2004*

This tasty event featured chocolate from around the world and an auction to benefit the American Kidney Foundation of west Tennessee at the Oak Court Mall in Memphis. 3000 people attended. Station WRVR-FM supported this event with 40 live and recorded promotional announcements, inclusion on the WRVR-FM website, talent to emcee the auction and staff the day of the event. Total promotional value at \$7,500.

*Soup Sunday-February 22, 2004*

The 19th Annual Youth Villages Soup Sunday is a fundraiser to benefit Youth Villages, a non-profit organization furnishing services and housing for displaced and disadvantaged children. Station WRVR-FM is a long time sponsor of this event where people taste soups, appetizers and desserts from over 40 of Memphis' finest restaurants, games and activities for kids and live music. Over \$50,000 was raised for Youth Villages. Station WRVR-FM supported the event with 112 live and recorded promotional announcements, inclusion on the WRVR-FM website, talent to emcee and staff at the event. Station WMBZ-FM aired promos and liners for the promoting the event from February 8, 2004 to February 22, 2004. Total promotional value of \$16,500 (WRVR-FM) and \$16,500.00 (WMBZ-FM).

*Antique, Garden and Gourmet show-February 28, 2004*

This annual arts and crafts show at the Agricenter has hundreds of booths and all proceeds benefit the Madonna Circle of Memphis, a local women's organization. Station WRVR-FM supported this event with 30 live and recorded promotional announcements and inclusion on the WRVR-FM website. Promotional value of \$5,250.

*Oscar Night America with Ronald McDonald House of Memphis -February 29, 2004*

Station WRVR-FM presented this Black Tie event at the Pink Palace. This catered event is the only Oscar night party sanctioned by the Academy of Motion Picture Arts and Sciences in Tennessee and benefits the Ronald McDonald House. The event sold out 1 ½ weeks before the event. Station WRVR-FM supported this event with 112 live and recorded promotional announcements, inclusion on the WRVR-FM website, on-air interviews and an emcee. Station WMBZ-FM also ran recorded & live promos promoting ticket sales to the event at The Pink Palace. In addition, the WMBZ-FM morning show broadcasted from the red carpet prior to the start of the event and donated compact discs, movie passes,

tanning certificates and station t-shirts as auction/door prizes. Total promotional value of \$16,700.

*The Shrine Circus-March 7, 2004*

Station WRVR-FM supported this event for local Shriners with on-air ticket giveaways, 24 live promotional announcements and talent to introduce the circus. Total promotional value of \$3,500.

*Memphis Homeschoolers Association-March 19, 2004*

Station WRVR-FM gave an education tour of the station facilities. Value is \$500.

*Wild World of Wines-April 1, 2004*

Station WRVR-FM promoted and supported this annual event at the Memphis Zoo to benefit the Zoo and the Audubon Society with 47 live promotional announcements, inclusion on the WRVR-FM web site and talent to emcee the event. The event was a catered event with live music and educational tours of the zoo. Total promotional value of \$7,875.

*Easter Eggstravaganza-April 3, 2004*

Station WRVR-FM partnered with the Germantown Parks and Rec. Dept., in support of the City of Germantown, Tennessee, for this free event to the public with an Easter Egg hunt and games and rides for the entire family. Station WRVR-FM supported the event with 112 live and recorded promotional announcements, inclusion on the WRVR-FM website and talent to emcee and staff at the event. Promotional value of \$15,500.

*Tax Day – April 15, 2004*

Station WRVR-FM broadcast live from the Cordova Post Office and provided last minute tax filers with food, drinks and plenty of free items like ice cream, milk, movie passes, compact discs, etc. Station WRVR-FM supported the event with 44 live and recorded promotional announcements and staff. Total promotional value of \$6,125.

Station WMBZ-FM broadcasted live from the Germantown Post Office. Station WMBZ-FM staff also gave tax tips out over the radio, reported on traffic around the post office area, assisted listeners in getting their taxes into the mail and distributed free ice cream & free milk to last minute taxpayers. Promotional value of \$8,000.

*Youth Villages 5K-April 23, 2004*

Station WRVR-FM pre-promoted the race with 60 live and recorded promotional announcements and broadcast live to encourage pre-registration the day before the race. In addition, Station WRVR-FM included the event on its web site and provided an emcee. 5,000 runners participated and all proceeds benefited Youth Villages. Total promotional value of \$10,000.

Rendezvous at the Dixon-May 2, 2004

Station WRVR-FM presented this long running family picnic with games, activities and rides and supported the event with 47 live and recorded promotional announcements and ticket giveaways. All proceeds benefited the Dixon Gallery Museum. Total value of \$5,875.

Harbortown 5K-June 4, 2004

Station WRVR-FM has been a long time sponsor of this event. Station WRVR-FM promoted the race and the pre-registration with 60 live and recorded promotional announcements and inclusion on the WRVR-FM website. 3,000 runners participated. All proceeds benefited the Boy's and Girl's club of Memphis. Total promotional value of \$9,000.

Flag City Freedom Celebration-July 3, 2004

Station WRVR-FM promoted and supported this free fireworks show, which included games and activities and a concert at the naval base in Millington, Tennessee, for the benefit of the City of Millington, Tennessee, with 100 live and recorded promotional announcements two weeks prior and a live broadcast the evening of the event. Total promotional value of \$15,500.

Germantown Family 4<sup>th</sup>-July 4, 2004

Station WRVR-FM partnered with the Germantown Parks and Rec. Dept. for this free event in Germantown, in support of the City of Germantown, Tennessee. There were games, rides, a petting Zoo, live music and a fireworks show. The event was supported with 80 live and recorded promotional announcements. Total promotional value of \$10,000.

Big Scoop Ice Cream Festival-July 31, 2004

This annual event in support of the Ronald McDonald House had over 35 participants giving out samples of ice cream, frozen treats, cookies etc. There were children's activities and games, and in its 10<sup>th</sup> year, over 4,000 people attended and \$46,000 was raised. Station WRVR-FM supported the event with ninety live and recorded promotional announcements. Total promotional value of \$11,250.

Heart Walk-September 11, 2004

This 5K walk through downtown Memphis was a huge success with over 5000 participants. All proceeds benefited the American Heart Foundation. Station WRVR-FM supported the event with 230 live and recorded promotional announcements to encourage registration, inclusion on the WRVR-FM website and talent to emcee the day of the event. Station WMBZ-FM was also a proud sponsor of The American Heart Association/2004 Heart Walk – the station ran approximately 230 recorded & live promos promoting the event, hosted the event and led the walk with Entercom Memphis station vehicles. Total promotional value of \$30,750 (WRVR-FM) and \$30,000(WMBZ-FM).

Cub Scout Tour-September 15, 2004

Station WRVR-FM gave a tour of the station facilities to a local Cub Scout troop and answered questions, so that the troop could earn their Communications patch. Value is \$500.

Hands on Memphis - April 12, 2003

Station WMBZ-FM collaborated with Hands On Memphis, a non-profit, to help clean different areas of Memphis with over 2,000 volunteers. The station drove awareness of this day with recorded & live promos, broadcast the day of the event and hosted closing ceremonies. The station also donated door prizes live station t-shirts, compact discs, movie passes, etc. Promotional value of \$7,500.

Southaven Springfest - April 2003

Station WMBZ-FM was the main radio sponsor for this event in support of the city of Southaven, Mississippi. The station supported this event with recorded & live promos, broadcasted both days of the event and hosted nightly entertainment. The 23rd annual Southaven Springfest was held at Snowden Grove Park. The Southaven Springfest offered such activities as Better Than Ezra performing live on stage Saturday, April 24<sup>th</sup>, Ingram Hill performing live on stage Friday, April 23<sup>rd</sup>, Mississippi State BBQ Championship (a Memphis in May, Inc. sanctioned event), Miss Southaven Springfest Pageant, Flea market, Arts and Crafts Fair & more. Promotional value of \$15,000.

Beale Street Music Festival - May 2-4, 2003

Station WMBZ-FM supported this world-famous event, promoted for the betterment of the Greater Memphis area by Memphis in May, Inc. The station aired live & recorded promos and ticket giveaways for the event 4 weeks prior to its opening. The station broadcast live from Beale St. for all 3 days with interviews with the bands, traffic reports, weather reports and conditions of the park. Promotional value of \$25,000.

The Great Southern Food Festival - May 24-25, 2003

Station WMBZ-FM supported this event with recorded & live promos and ticket giveaways. In addition, the station helped secure Jeffery Gaines at no charge to Memphis in May, Inc. The station broadcasted live for both days and hosted entertainment on the main stage for both days. Promotional value of \$15,000.

Collierville 4<sup>th</sup> of July - July 4, 2003

Station WMBZ-FM promoted and presented the Collierville 4<sup>th</sup> of July at H.W. Cox Jr. Park at 440 W. Powell Rd., in support of the City of Collierville, Tennessee. Station WMBZ-FM ran recorded & live promos. Kramer & Dana and Tripp hosted the event from 5:00 p.m. to 11:00 p.m. The station also did a live broadcast to pre-promote the event. Proceeds from the event went to benefit the Collierville Parks, Recreation & Cultural Arts Department. Attendance was 10,000-12,000. Promotional value \$15,000.

Hollywood Pet Star Animal Adoption - July 26, 2003

Station WMBZ-FM did a live remote with Nikki from 12:00 p.m. to 2:00 p.m. at Hollywood Pet Star on Broad Street. During this time, local animal adoption agencies were on site showing dogs & cats that were available for adoption. The station did 25 live promos to pre-promote the event. Promotional value of \$5,000.

Elvis Presley International 5K Run & Fun Walk - August 16, 2003

This annual run draws 4,000 participants from across the country and around the world. Held during Elvis Tribute Week each August, runners and walkers complete the course at the famous Gates of Graceland. Station WMBZ-FM promoted and hosted the Elvis 5k Run /Walk in front of Graceland on Elvis Presley Blvd. from 6:00 a.m. to 10:00 a.m. The station pre-promoted the event with 50 live promos. All proceeds went to benefit United Cerebral Palsy. Promotional Value of \$7,500.

Hollywood Pet Star Animal Adoption - August 23, 2003

Station WMBZ-FM did a live remote with Argo from 1:00 p.m. to 3:00 p.m. at Hollywood Pet Star on Stage Road. During this time, local animal adoption agencies were on site showing dogs & cats that were available for adoption. The station did 25 live promos to pre-promote the event. Promotional value of \$5,000.

Grand Casino & Make A Wish Foundation - September 5, 2003

Station WMBZ-FM ran 50 recorded promos and 80 live promos to promote a free concert with Ingram Hill. The Casino presented the Make A Wish Foundation with a check for \$5,000.00. Kramer & Dana hosted the event and did a live remote from 7:00 p.m. to 10:00 p.m. Promotional value of \$5,000.

Plane Pull for Special Kids - September 20, 2003

This event held in conjunction with FedEx is to benefit "Special Kids with Special Needs." Station WMBZ-FM ran 100 live promos to pre-promote the event. Kramer & Dana also asked listeners to join their team to pull the plane. The event had over 5,000 in attendance. Promotional value of \$10,000.

Hollywood Pet Star Animal Adoption - September 20, 2003

Station WMBZ-FM did a live remote with Nikki from 1:00 p.m. to 3:00 p.m. at Hollywood Pet Star on Broad Street. During this time, local animal adoption agencies were on site showing dogs & cats that were available for adoption. The station did 25 live promos to pre-promote the event. Promotional value of \$5,000.

St. Jude / Showcase of Dogs - October 10-12, 2003

The event was promoted through all outlets of station WMBZ-FM, on-air, station webpage & the station newsletter. The station broadcasted live from the event on all 3 days, BUZZ Jocks emceed numerous contest and displays at the event. This event was also cross-promoted on the Furry Friday feature. Promotional value of \$20,000.

Ronald McDonald House / Stage Fright Haunted House – October 6-31, 2003

The event was promoted on all outlets of station WMBZ-FM, on-air, station webpage & the station newsletter. The station did 2 remote broadcasts while the location was open for business and donated popcorn to be given away to customers coming to the Haunted House. Promotional value of \$15,000.

Hernando Fall Festival –October 25, 2003

Station WMBZ-FM promoted this event, which benefited the city of Hernando, Mississippi, through on-air live promos. The station also hosted the event. Due to serious weather conditions, the event was moved at the last minute, and the City of Hernando depended on the station to get the word out that the location had been moved. Promotional value of \$7,500.

Lee National Denim Day – October 10, 2003

The event was promoted thru all outlets of Station WMBZ-FM, on-air, station webpage & the station newsletter. Due to the tremendous increase in participation this year, the Memphis Chapter has been asked by the corporate offices of the Komen Foundation to submit for a national award. The event drew 411 companies & 50,840 participants participated this year, versus 157 companies & 10,722 participants from the previous year. Promotional value of \$10,000.

Air Awards – November 18, 2003

Station WMBZ-FM submitted and attended the 2nd Annual Air Awards, presented by the local March of Dimes. The event was attended by all full-time Jocks and upper management. WMBZ-FM won 6 awards, including best station promo, best one time show for public service, best newscast, best morning show, best mid-day show, and best pm drive show. The Promotions Director for WMBZ-FM was also on the Board of Governor's for the March of Dimes/Air Awards. Promotional value of \$8,000.

94.1 The BUZZ / Miracle on Beale St. – December 2003

Station WMBZ-FM gave away all tickets to the event; those that won tickets were asked to bring a new and unwrapped toy to the event. Approximately \$5,000 in toys were collected and donated to Porter Leath Children's Hospital. Promotional value of \$10,000.

Southern Lights – December 1-31, 2003

Southern Lights is a display of Christmas lights setup inside Central Park in Southaven, Mississippi, to benefit city governments across the northern part of the state. Station WMBZ-FM supported the event through on-air recorded promos. The station also provided banners for each display and recorded/produced a 30 minute compact disc of Christmas music that was played over a low-power transmitter for people to hear on stereo in their cars. Promotional value of \$10,000.

*Southern Women's Show & Hollywood Pet Star – March 27-28, 2004*

Station WMBZ-FM's staff joined Hollywood Pet Star at the Southern Women's Show to benefit the organization, growth, and development of career women by presenting a Fido Fashion Show on Saturday & Sunday of the show. Station WMBZ-FM's disc jockeys hosted the event and showed off animals that were available for adoption. Almost every animal that was show on stage was successfully adopted. Promotional value of \$5,000.

*Southaven Springfest - April 23-34, 2004*

Station WMBZ-FM hosted the City of Southaven/2004 Springfest to benefit the City of Southaven, Mississippi. The entire on-air staff attended the event, which included hosting concerts each night, judging a youth cooking competition, etc. Station WMBZ-FM also supported this event with live & recorded promos, as well as ticket giveaways. Promotional value of \$15,000.

*Beale St Music Festival – May 2004*

Station WMBZ-FM was an extremely active sponsor of this world-known cultural event that supported South Africa as its sponsoring country. The event also benefits Memphis in May, Inc. and the Greater Memphis area. The station broadcasted live for 3-straight days. The station reported on weather conditions, traffic problems, park conditions, interviewed artists, conducted artist meet and greets with fans and emceed three different stages in the park. This event was supported with a large amount of live & recorded promos, as well as ticket giveaways. Promotional value of \$25,000.

*Collierville 4<sup>th</sup> of July – July 4, 2004*

Station WMBZ-FM promoted and presented the Collierville 4<sup>th</sup> of July at H.W. Cox Jr. Park at 440 W. Powell Road to benefit the city of Collierville, Tennessee. Station WMBZ-FM ran recorded & live promos. Kramer & Dana hosted the event from 5:00 p.m. to 11:00 p.m. The station also did a live broadcast to pre-promote the event. Proceeds benefited the Collierville Parks, Recreation & Cultural Arts Department. Attendance was 10,000-12,000. Promotional value of \$15,000.

*Kids Expo – August 14, 2004*

Station WMBZ-FM held its first annual Kids Expo at the Wolfchase Mall to benefit the safety, education and development of area-wide children. The station featured booths for everything that a child would need, from self-defense to gymnastics and home safety. The station ran recorded & live promos for 3 weeks leading up to the event. The on-air staff was on hand to host events on the stage and to meet & greet young fans. The Mall had approximately 45,000 people through the Mall in 1 day, and normal traffic in Mall on a Saturday is 20,000 people. Promotional value of \$30,000.

### *Furry Friday*

Furry Friday is a feature on station WMBZ-FM every Friday at 11:20 with Nikki. The station has an adoptable animal live in the studio with a local animal rescue groups telling listeners about the animal. The animal is also featured on the station webpage at [www.941thebuzz.com](http://www.941thebuzz.com). Currently the Furry Friday webpage is the one of the top 10 pages visited on the WMBZ-FM's entire site. Promotional value of \$2,000 each week.

### EMERGENCY PROGRAMMING

Entercom Memphis interrupts regularly scheduled programming for special bulletins, for example the capture of Saddam Hussein, election coverage and severe weather coverage. On occasion, Entercom Memphis will also interrupt normal programming for local news items, such as an interstate accident or fire or shooting at an area school.

### LOCAL MUSIC INITIATIVES

Every Sunday night at 10:00 p.m., station WMBZ-FM airs a locally produced show featuring local music artists. The show is entitled "Homegrown" and features un-labeled local music artists. Ingram Hill is a band WMBZ-FM supported and "broke." They are now on a national label, Hollywood Records, and are receiving airplay nationwide.

On April 24, 2004, station WRVR-FM presented the R&B Party, a catered event with live music. The station supported the event with 60 promotional announcements, on-air ticket giveaways and inclusion on the WRVR-FM website. Proceeds benefited the Pals of Porter Leath Children's Hospital. Total promotional value of \$9,000.

On July 5, 2004, station WMBZ-FM was the only local radio station asked to host a historic event for Memphis music, the 50<sup>th</sup> Anniversary of world renowned Sun Studios. This event marked the 50-year anniversary of Elvis Presley recording of "That's All Right Mama." Media from around the world, including The Today Show, CNN and others covered the event. Local music icons were on hand, including Justin Timberlake, Isaac Hayes and more. Station WMBZ-FM also participated in the worldwide broadcast of "That's All Right Mama," live from inside the studio with the original members of Elvis' band. The station ran recorded & live promos promoting the event, hosted the event, broadcasted live from the event and handed out over 2,500 fans to listeners. Promotional value of \$15,000.