

STATEMENT OF

JOHN HOGAN

CHAIRMAN AND CEO

MEDIA AND ENTERTAINMENT

CLEAR CHANNEL COMMUNICATIONS, INC.

HEARING ON

HURRICANE SANDY

FEDERAL COMMUNICATIONS COMMISSION

FEBRUARY 5, 2013

My name is John Hogan. I am Chairman and CEO of Clear Channel Media and Entertainment, a wholly-owned subsidiary of Clear Channel Communications, Inc. Clear Channel operates more than 850 radio stations in more than 150 markets across the U.S. It is an honor for me to appear before the Federal Communications Commission to discuss our experiences as radio broadcasters during a natural disaster like *Hurricane Sandy*.

Radio continues to play a critical role as the main source for news and other vital information for the American public when disaster strikes. In fact, according to Arbitron radio listening jumped 70 percent in New York City and 245 percent in Nassau/Suffolk during Hurricane Sandy, which further proves radio's position during emergencies. Its deep roots in the local communities it serves, its ability to reach people regardless of whether they have lost electricity or mobile phone service and its ability to provide targeted, abundant and detailed emergency information for sustained periods of time combine to make it the true hub of the emergency information distribution network serving America's cities and towns. Radio provides the public with advance warning of a pending natural disaster; informs the public as disasters occur, and helps listeners recover after a disaster takes place. Radio broadcasters throughout the region rose to the occasion during Hurricane Sandy, and I would like to insert the attached documents into the record

highlighting some of these efforts. These documents include a compilation of posts and news stories about radio's efforts during Sandy, and an overview of specific actions taken by individual New York radio stations.

Radio is a uniquely effective vehicle for emergency communications because virtually every home and automobile in the country have radios. Also, during power outages, radios can operate on batteries and are portable.

The FCC has long recognized the importance of Radio as a tool to communicate with the public in times of disaster, and has provided for various alerting protocols over the years. Most recently, in 1997, the Commission replaced the former Emergency Broadcast System ("EBS") with the new, digital Emergency Alert System ("EAS"). All full power radio stations are required to install equipment that enables the President to override local broadcasts to send emergency information directly to the public. Clear Channel is proud to participate in this crucial public alerting system and is pleased to be among the majority of broadcasters who also opt to relay alerts issued by state and local governments and the National Weather Service.

Clear Channel and other broadcasters have made -- and continue to make -- the necessary infrastructure and human resource investments to ensure that radio can continue to fulfill its core public service function. In the case of Hurricane Sandy - - as with Hurricane Katrina, the terrible tornadoes that struck Joplin Missouri and other Southern and Southwestern communities and the wildfires in the Los Angeles area -- radio stayed on the air throughout, providing critical storm surge, safety and emergency relief information and guidance during and in the aftermath of the disaster. While radio station operators do not seek an infusion of infrastructure investment assistance from the government to maintain and improve their infrastructure, redundant capabilities and equipment, we hope the FCC understands the revenue requirements of radio in fulfilling these functions as the Commission pursues its regulatory responsibilities.

The following are some of the disaster response efforts and innovations that I believe are unique to Clear Channel and illustrate our deep commitment to the communities in which we live and work. Following Hurricane Katrina and other local crises which affected communities across the country, Clear Channel proactively undertook aggressive new measures to ensure our ability to deliver the highest level of services to the public during emergency situations. Several years ago, we implemented our “Disaster Assistance and Response Plan” – DARP –

under which we aggregate reserve radio transmitters, emergency power generators and news-gathering equipment, satellite phones, fuel supplies, mobile housing and even portable towers. Our DARP assets are warehoused in a number of separate facilities across the country so they are within a day's drive from each of the local markets our stations serve. This means that when disaster strikes, we have the ability to work in conjunction with each local market's emergency action plan and if and when needed, quickly and efficiently supplement or replace equipment and stay on the air and continue our mission of relaying critical information to the public. We have invested heavily in locally deployed redundant systems, and although we certainly prefer that we never have to call on our reserve DARP assets, this program has proven extremely effective during Sandy and other times of need.

In addition to building and maintaining our regional DARP facilities, we have also established our Emergency Operations Center ("EOC" or "Center") and have customized emergency action plans for a wide variety of situations to cover each market in which we operate. The Center is located in Cincinnati, Ohio, and is staffed around the clock by trained personnel and serves a number of functions that improve our local markets' ability to respond to a crisis and get important emergency information out to the public in a timely manner: It serves as a

“backstop” and resource to stations in local markets during an emergency; provides enhanced access to community leaders and first responders during a crisis; can assist local markets in delivering critical information to the public on an as-needed basis; and has the ability to create and air local emergency announcements and originate EAS messages during an emergency. To effectively do this, the EOC staff monitors EAS, EMnet, NOAA Weather and news events, as well as critical internal broadcast systems to improve the overall availability of emergency information in each market.

When it became clear that *Hurricane Sandy* was going to come ashore along the Atlantic coast, our local markets in that region began to implement their emergency plans. The public may have noticed the increase in weather bulletins that were broadcast over the air, but what they didn’t see was the extensive behind-the-scenes preparation as *Sandy* approached the mainland.

Our engineering team, led by Jeff Littlejohn, our Executive Vice President of Engineering and Systems Integration, and Mike Guidotti, our Senior Vice President of Engineering for the northeast region, worked with local market leadership to take the steps necessary to make sure that our stations were able to

continue broadcasting both as the storm hit and in the days that followed. Because *Sandy's* path was constantly changing, every station in the northeast needed to prepare for the worst. (Note: This event preparation is not unique to Sandy; it is a standard operating practice before all predictable emergency events.)

To prepare for Sandy, our engineering teams worked for days in advance of the storm to ensure high quality signals for programming teams. They fueled generators, performed preventative maintenance, tested backup systems, and staged a number of additional emergency generators and portable transmitters in multiple cities.

Clear Channel has also made significant investment in redundant facilities in the New York area. In addition to the backup generators at the various stations, we maintain a backup studio in Secaucus and a redundant transmission site in Manhattan. As *Sandy* struck, those investments paid off during the power failures that impacted the Midtown and Tribeca areas by enabling our stations to continue providing the public with information lifelines during and after the storm.

Our stations in the New York area were affected by flooding and falling trees that cut power lines and landline connections. In other markets, most notably Allentown, the high winds brought down trees and caused power failures that affected station operations. However, because of advance planning and equipment redundancies, in virtually all cases our stations were able to cut over to our backup facilities without a significant break in service.

Our broadcasts of on-air weather bulletins increased as *Sandy's* path progressed toward the Jersey shore and stations began focusing their programming efforts on 24/7 storm coverage including tips on storm preparation and information on supplies. We put public safety personnel and other local officials on the air to communicate directly with the public, and several stations also had simulcast arrangements with local television stations to retransmit critical weather reports and meteorological information.

Our staff also shared their personal experiences on the air. For example, on the Tuesday following the storm, Steve Andrews, host of WSUS-New Jersey's morning show, had to veer around a large, downed tree. He shared information about the location of the downed tree with listeners after arriving at the station.

This prompted listeners to call in with reports of downed trees and wires in other areas, facilitating the delivery of useful information to the public as they sought to navigate local roadways.

After *Sandy* hit, we changed our focus to helping our listeners cope with *Sandy's* aftermath. Our stations continued to work around the clock to deliver the latest updates on food, water, shelter, safety, school closings, traffic and road closures, public transportation and details on the locations of gas stations with available supplies. And when New Jersey Governor Chris Christie announced a plan to ration gas and permit drivers to fill up on designated days depending on the last number of their license plate, New Jersey stations WSUS and WNNJ aired an interview with New Jersey Assemblyman Gary Chiusano to announce the plan. When listeners had questions -- including how the plan would impact those with vanity plates -- WSUS morning personality Steve Andrews helped sort it out in real-time on the air by accessing government websites that many listeners could not review because their power had not yet been restored.

The devastation along the New Jersey coast and in parts of New York City and Long Island was catastrophic, and as the region began its recovery effort Clear

Channel's stations continued to play an important role in informing their listeners of the extent of the damage and of efforts to provide assistance to those in need. In addition to collectively using all our assets to drive awareness and donations to the American Red Cross, our stations helped to organize drives to collect and distribute food, clothing and other supplies to the areas that needed them the most. For example, Elvis Duran -- host of Z100-New York's morning show -- and his team visited a number of communities in the aftermath of the storm, collecting and sorting tons of food and supplies, offering free phone charges, and spending time with fans who lost property and loved ones. These efforts were duplicated by Clear Channel personnel throughout the region.

It is also important to recognize the role social media such as Twitter, Facebook, and other platforms played throughout this crisis. Social media complements radio by amplifying its message, literally enabling person-to-person communication that can micro-target safety problems and needs by enhancing communication between first responders, emergency relief workers and families or individuals in need of help. So in addition to the important role played by our broadcast radio stations, our iHeartRadio digital radio platform was able to provide 24/7 coverage and information via Facebook and Twitter as well as through our stations' individual websites.

In the weeks following the storm, Clear Channel joined with other industry leaders to produce the star studded 12-12-12 (A Concert For Sandy Relief), which to date has generated over \$50 million for victims of Hurricane Sandy. The concert was carried on Clear Channel stations throughout the country and across our iHeartRadio digital platform. Clear Channel also partnered with American Express's Small Business Recovery campaign, informing listeners throughout the region that businesses in hard hit areas are open for business and are bouncing back. I'm proud of the investments that Clear Channel has made in making sure that our stations are ready— committing to the significant advance preparation that enables us to operate throughout disasters and help others with information and assistance to survive. Most of all, I am proud of the people of Clear Channel. They care deeply about the communities in which they live and work, and when disaster strikes, they respond with the full force and focus of their commitment.

However, our ability to respond and provide critical information to the public in times of need often depends on the cooperation of those in charge of managing the aftermath of disasters. Following Katrina and other natural disasters, policy makers on both the federal and state levels have raised specific concerns that have

impeded or threaten to impede the public's access to information in the wake of such disasters. Included in these concerns are: 1) broadcasters' ability to access disaster areas to make critical repairs; 2) the confiscation of materials necessary to keep stations on the air; and 3) the prioritization of power restoration by local utilities.

What can the FCC do? The FCC can make clear to Congress that the Stafford Act should be amended to both provide broadcasters access to disaster areas, and to prohibit the confiscation of materials critical to broadcasting activities. The FCC can also make clear to all relevant federal agencies and state and local authorities that broadcasters should be viewed as a priority for cooperation and for power restoration. There are a number of important concerns and demands in the wake of a disaster, but keeping the public informed with critical – often life saving – information should continue to be the priority.

I will be happy to answer any questions that the Commissioners may have, and I appreciate the opportunity to submit this testimony to you and assist the FCC in compiling its record.



LICENSED TO SERVE

A Chronicle of Broadcasters' Community Initiatives



Licensed to Serve - Hurricane Sandy

Share with your network: [FACEBOOK](#) [LINKEDIN](#) [TWITTER](#) [ADDTHIS](#)

Learn More

Click here to learn more about broadcasters' community service initiatives and nonprofit partnerships.

Send Us Your Stories

If your station has a great public service campaign that should be recognized, email Allison Kreutzjans, manager, Public Service Initiatives or call (202) 429-5448 with details. Follow NAB Public Service Initiatives on Twitter: @BroadlyServing.

NAB's *Licensed to Serve* newsletter provides a sample of noteworthy stories that illustrate the many public service activities broadcasters organize on any given day across the country. From arranging record-breaking toy and food drives to providing free air time for political campaign coverage, broadcasters' continual commitment to their communities is showcased in *Licensed to Serve*.

Last week Hurricane Sandy battered the Northeast with storm winds, heavy rain and flooding. Below are just some of the many examples of broadcasters' round-the-clock coverage and support of the relief efforts. Before Sandy made landfall, radio and television stations were preparing for wall-to-wall coverage, moving reporters into place, stocking studios with food and water and preparing generators, just in case. During the storm, broadcasters provided lifesaving information, even when the power went out. In Sandy's wake, broadcasters continue to support their local communities through Red Cross fundraisers, clean-up efforts and other recovery activities.

Baltimore TV Critic Praises Broadcasters' Heroic Effort

David Zurawik, *Baltimore Sun* TV critic, praised broadcasters. "I've mainly seen hardworking folks trying to get the story their editors sent them out to get - and doing it even as they get soaked by a cold, hard rain and brutal winds," he wrote. In an earlier post, he praised WBFF-TV's Kathleen Cairns and her videographer for their superb work Monday morning in Ocean City, "They captured the view from ground level of what it looked like, as waves surged over the banks toward high rise condos. No one did it better at all - or so far tonight- than that duo. But there were others."

New York and New Jersey Broadcasters

NYSBA President Tells of Broadcasters' Life-Saving Activities
 President of the New York State Broadcasters Association (NYSBA) David Donovan described broadcasters' response to the storm, "There is no doubt that the New York broadcast system continued to function and provide life-saving information during Hurricane Sandy. In many areas it was the only service available to connect the community with first responders." Donovan noted, "[New York's broadcasters] are to be congratulated for their herculean efforts to keep the public informed."



NJBA President Says Broadcasters Were Superb During Sandy
 New Jersey Broadcasters Association President (NJBA) Paul Rotella noted that New Jersey broadcasters "did a superb job of keeping the audiences they serve informed with up-to-the-minute news and critical information regarding the storm's path and the devastation Sandy left in her wake." As New Jersey begins to rebuild, Rotella remarked, "It's gonna be tough, it's gonna take time, and it's gonna push us all. But hey, we can do it. After all, we're New Jersey!"



AP Reporter Explains How NY Radio Served as a Lifeline

This video from a PBS Newshour interview between Judy Woodruff and the Associated Press's Warren Levinson confirms David Donovan's statement. At minute 10:45, Levinson says, "I was over by the big substation that went out on East 14th Street this morning. And people didn't have television. They didn't have Internet. And somebody had taken his big portable radio and put it on the second floor in his window when the governor was giving a briefing. And you had a knot of people, like a semicircle of people, standing around it listening for what's the latest information."



NY Radio Stations Make It Work When Sandy Impacted Service
 Clear Channel Media and Entertainment's WALK-AM/FM operated from the Suffolk County Emergency Management Center after being forced to evacuate. AM stations affected by floods shifted news to FM stations or partnered with local TV stations, including CBS owned WINS-AM, New York Public Radio's WNYC-AM and Radio Disney Group's WEPN-AM/FM. Buckley Radio's WOR-AM stayed on-air and partnered with WNBC-TV.



FOX NY Stations Use Satellite Trucks and a Chopper to Capture 100 Hours of Coverage
 FOX Television's WNYW-TV and WWOR-TV New York City partnered to produce 100 hours of coverage in



four days, including [this video](#) of an NYPD rooftop rescue. WNYW-TV Vice President and News Director Dianne Doctor told *TVSpy* that due to gas shortages and miles-long gas lines, WNYW-TV contracted out private suppliers of fuel to keep the station's satellite trucks running. WNYW-TV shared helicopters with CBS's WCBS-TV to broadcast pictures of the devastation and to enter inaccessible areas. Doctor described reporter Dan Bowen's experience in Seaside. "He was heating up his soup on the engine of his truck, and he said it was the best food that he had had," Doctor said. "You just saw the resourcefulness and the capabilities of some of these people."

Long Island Host Refuses to Let Sandy Make Her Miss a Show

Cox Media's WBLI-FM West Babylon, NY's morning host Dana Dinato's street was flooded and closed, but according to an *All Access* interview with WBLI-FM's program director, Jeremy Rice, Dinato said, "Screw that," and drove through the roadblocks to do a 5 - 11 a.m. [show] ... It was a stellar show! The phoners were amazing." In the storm's wake, WBLI-FM used its twitter page to keep listeners informed with emergency updates and locations for food, water and other supplies.



Clear Channel's WHTZ-FM Receives Recognition for Coverage

Clear Channel Media and Entertainment's WHTZ-FM received accolades in *RadioInfo* from radio consultant and Manhattan resident Walter Sabo: "Z-100 [WHTZ-FM] provided blocks of about 20-25 minutes of really important information - the stuff people need to know - followed by a top five song. Then when the song was over, they went right back into providing the information I needed for me and my family...transportation updates, health concerns, school and road closings, and safety guidance for another 20 minutes or so. It wasn't long-winded, superfluous filler, but rather vital facts and stuff people could use."



Townsquare Media's New Jersey Stations Want to Restore the Shore

Townsquare Media's South Jersey stations provided in-depth, live storm coverage and post storm updates. WENJ-FM anchors Mike Gill and Todd Ranck braved the storm to produce a live [video](#) from the New Jersey Shore, despite evacuations. Sister station WSJO-FM broadcast hurricane coverage and provided a live, interactive blog and Twitter feeds to connect with listeners during the storm. After Sandy passed, WENJ-FM continued to provide updates on possible water shortages, while WSJO-FM's "Restore the Shore" effort helped to promote the relief efforts underway throughout the region.



Governor Christie Addresses WKXW-FM Listeners During Storm

Governor Chris Christie visited Townsquare Media's WKXW-FM Trenton after Hurricane Sandy made landfall in New Jersey. During WKXW-FM's regular "Ask the Governor" segment, Christie told listeners that the state was taking a beating. The governor explained on Monday, "So far at least, a good portion of the state has been spared some of the worst of what we thought. But the Jersey Shore has really taken a beating, and is going to continue taking a beating tonight and into the evening."



Emmis's WQHT-FM Donates Items to New York Area Shelters

Following the hurricane, Emmis-owned WQHT-FM New York delivered aid to victims of the storm throughout the metropolitan area. WQHT-FM delivered clothing, HD radios, blankets and other items to shelters in New York City, Long Island and New Jersey.



Washington, D.C. and Baltimore Broadcasters

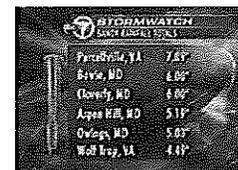
WTOP-FM Sees Huge Traffic on Station Website During Sandy

Hubbard's WTOP-FM Washington was a key source of information before Sandy even came ashore. On Sunday before the storm, WTOP.com had over two million page views by 280,000 unique users looking for storm coverage. During the hurricane, on Monday, that number jumped to nearly three million page views from 335,000 unique users.



WJLA-TV Expands Storm Coverage to 24-Hour News Channel

Allbritton's WJLA-TV Washington utilized its joint news operation, NewsChannel 8, the regional cable news channel, to provide 24-hour coverage of Hurricane Sandy. On WJLA-TV, the station provided weather cut-ins every half hour, extended the midday news to an hour and aired a special afternoon newscast. Extensive storm coverage was also available on WJLA-TV's website.



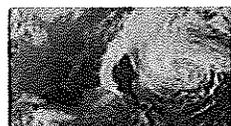
Gannett's WUSA-TV Goes Wall-To-Wall With Sandy Coverage

Gannett's WUSA-TV provided wall-to-wall storm coverage and served as a huge support for a local family after their power went off during the hurricane. A viewer in Clifton, VA, whose husband Steve has ALS, wrote to WUSA-TV to ask for help. The power had gone off, and Steve, who, relies on a ventilator to breathe, was at great risk with only limited generator power. WUSA-TV went to the viewer's home and helped them contact the local power company. With WUSA-TV's support, the power was quickly turned on. [Click here](#) to watch video of the event.



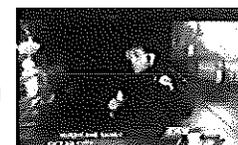
Clear Channel Washington/Baltimore Leverages Numerous Platforms for Storm Coverage

Clear Channel Media and Entertainment's Baltimore/Washington D.C. cluster was busy during Hurricane Sandy. As operating manager Meg Stevens told *All*



WBAL-TV Reporters Remind Viewers of Strong Winds' Threat

Hearst-owned WBAL-TV Baltimore provided live coverage of the storm from the streets of Ocean City, Maryland on Monday night. During the live coverage, WBAL-TV reporter Lowell Melser and photographer Mac Finney



Access, "All [the group's] morning shows," including WITH-FM, WWDC-FM and WMZQ-FM, "started Monday morning setting the scene of what was about to happen and making sure listeners were prepared." The station's coverage included interviews with NBC-owned WRC-TV Washington's meteorologists, a dedicated Storm Watch webpage with preparation information and storm path coverage and Facebook and Twitter updates on stations' pages." After the storm, Clear Channel Media and Entertainment's radio stations helped to provide "clean-up and power restoration information, road closure and flooding information and other travel info."

were nearly hit by a piece of metal swept up by the strong winds. Despite the traumatic experience, Melsner continued reporting live, while his co-anchor in the WBAL-TV studio, Deb Weiner, used the incident to remind viewers that the storm was very volatile and could instantly create strong winds. The station had prepared reporters with cash in case ATMs stopped, booked hotel rooms with generators for news personnel and gave satellite truck operators ropes to tie down their dishes. "Everybody left home on Saturday prepared to be gone for five to seven days," WBAL's Michele Buff told *TVNewsCheck*. "You don't stop covering the storm just because the sun comes out."

WMAR-TV Keeps Viewers in Baltimore Informed

Scripps' WMAR-TV Baltimore streamed news online, provided local emergency alerts via the Storm Shield and Hurricane Tracker apps and explained the trajectory and tracking methods on its weather blog. Additional personnel from sister stations in markets including Cincinnati, Indianapolis, Cleveland, Tampa, Tulsa, Okla. and Phoenix helped with coverage.

WRC-TV Taps Reporters to Cover Storm From Local Beaches

NBC-owned WRC-TV Washington provided local storm coverage from 4 a.m. to 7 a.m. on Monday before airing the first half hour of Today. WRC-TV returned to local coverage at 7:30 a.m. and remained on air through the late evening. Several of WRC-TV's reporters broadcast live from nearby Delaware beaches, including reporter Wendy Rieger. Click [here](#) to watch video from Rieger's coverage.



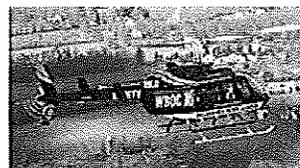
WTTG-TV Provides Round-The-Clock Hurricane News

Fox Television-owned WTTG-TV Washington broadcast wall-to-wall hurricane coverage on Monday beginning at 4 a.m. and into Tuesday. Crews were stationed in several low lying areas including Annapolis and Alexandria, and throughout the Washington metropolitan area.



All Hands on Deck: Delmarva GM Mans the Camera to Cover Sandy

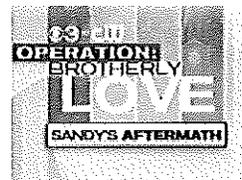
Independently-owned WBOC-TV Salisbury, Maryland's vice president and general manager, Craig Jahelka, told *B&C* that it was all hands on deck at his station when Sandy blew through the East Coast. Jahelka admitted even he manned the camera for a few hours during the storm. WBOC-TV partnered with Clear Channel Radio and Delmarva Public Radio to simulcast storm coverage on the radio. WBOC-TV, for the first time, provided continuous hurricane news on its smartphone app. Once the storm cleared, WBOC-TV also used the station's helicopter to survey the damage. Details on road closures, Red Cross efforts and requests for volunteers can be found on the station's special Sandy section of the [website](#) and on the smartphone app.



Philadelphia Broadcasters

CBS Philly Hosts Red Cross Fundraiser

CBS Television's Philadelphia stations KYW-TV/AM, WPSG-TV, WOGL-FM, WIP-AM/FM, WPHT-AM, plus CBSPhilly.com and CBS Outdoor, collaborated on "Operation Brotherly Love: Sandy's Aftermath." On Nov. 2, volunteers, on-air personalities, the American Red Cross and partner Wawa staffed a phone bank. They took pledges for the American Red Cross Hurricane Sandy Response Fund at the top of every hour and in KYW-TV and WPSG-TV news segments. CBS stations created Operation Brotherly Love in 2001 after 9/11. The program has since raised \$300,000 for Tsunami victims, over \$1 million for Katrina victims and almost \$1 million after the Haitian Earthquake.



Philly's WCAU-TV Swiftly Sets Up Red Cross Phone Bank

NBC-owned WCAU-TV Philadelphia started a phone bank with the Red Cross and received 600 calls on Sunday alone, according to a spokeswoman. The station planned a day long "NBC10 Hurricane Sandy Relief Fund" for Monday, Nov. 5 to encourage viewers to donate to the Red Cross. WCAU-TV also promoted information on [disaster relief](#), insurance information, commuter train updates and information on how to avoid Sandy-related scams.



Philadelphia Reporter Risked Dangerous Tides to Cover Sandy

Fox's WTXF-TV Philadelphia anchor Stephanie Esposito broadcast live in Ocean City, NJ during high tide, as Hurricane Sandy came ashore. She covered the area despite evacuations caused by dangerous wires and dangerous debris floating in the floodwaters. WTXF-TV's weather-related edition of Good Day Philadelphia included interviews with Mayor Michael Nutter, Pennsylvania Governor Tom Corbett and Delaware Governor Jack Markell.



Greater Media Philadelphia Stations Air Up-To-The-Minute Hurricane Coverage

Greater Media's Philadelphia stations, WMMR-FM, WMGK-FM, WBEN-FM and WPEN-FM, kept local families informed and connected with up-to-the-minute Hurricane Sandy coverage. The stations' on-air teams worked closely with local television station news and weather reporters to provide live updates throughout the storm. Additionally, Greater Media's Philadelphia cluster took calls from area listeners and passed along useful information about road closures and safety alerts.



Greater Media, Inc.

Network Coverage and Response

ABC O&Os Report Record Online Traffic During Hurricane

ABC-owned WPVI-TV Philadelphia and WABC-TV New York City experienced record online traffic during Hurricane Sandy. WPVI-TV's website included live streams, updates on disaster aid, power outages, school closings, photos and video. The station had 13.1 million page views (mobile and desktop) on Monday and 9 million on Sunday. WABC-TV hit a record 7 million page views on mobile and desktop on Monday with advice for communicating after the storm, information on the NYC subway restoration plan and a plethora of eyewitness photos and video from users. Both station's apps entered the top ten free news apps for the iPhone during the storm.



NBC Universal Holds Benefit Telethon

NBCUniversal held the "Hurricane Sandy: Coming Together" telethon on Friday, Nov. 2, on nine of its networks, including NBC. Today anchor Matt Lauer hosted the one-hour show which featured performances by Jon Bon Jovi, Billy Joel, Bruce Springsteen, Christina Aguilera and others. In total, the "Hurricane Sandy: Coming Together" telethon raised more than \$23 million in donations from viewers.



News Corp to Donate \$1 Million to Recovery

News Corporation announced it will donate \$1 million to help victims of Hurricane Sandy - \$500,000 to the Mayor's Fund for NYC and \$500,000 for relief in New Jersey. The storm affected millions of people and, with the company's global headquarters in New York City, had a direct impact on the communities within which many News Corporation employees live and work.



Walt Disney Announces \$2 Million Donation to Relief Efforts

The Walt Disney Company will donate \$2 million to Hurricane Sandy relief efforts, giving half to the Red Cross and half to local organizations. The company will also match employee donations to many relief organizations.



CBS to Donate \$1 Million, Run PSAs, Match Employee Donations

CBS donated \$1 million to the Red Cross for Hurricane Sandy relief efforts. The network also created a series of hurricane relief PSAs, which have begun running on-air. CBS CEO Leslie Moonves also announced the network will match employee contributions to the recovery efforts through the end of the year.





FOR IMMEDIATE RELEASE

October 31, 2012

In the Eye of the Storm: New York's Broadcasters Provide a Bright Light on a Dark Night

Statement of David L. Donovan, President of the New York State Broadcasters Association

Albany, NY: While significant parts of New York City and Long Island were without power, cable and phone service, New York's broadcast stations remained on the air, providing life-saving information. Broadcasters avoided the system-wide outages that plagued other communications services. As one engineer noted, the only communications services that appear to be working in lower Manhattan are radio and off-air TV. Warren Levinson of the Associated Press described the scene in an interview with Judy Woodruff of PBS,

"I was over by the big substation that went out on East 14th Street this morning. And people didn't have television. They didn't have Internet. And somebody had taken his big portable radio and put it on the second floor in his window when the governor was giving a briefing.

And you had a knot of people, like a semicircle of people, standing around it listening for what's the latest information. It was, let's go back to 1927 or something."

In New York City, all the television stations remained on the air, providing life-saving information to the community from public safety officials. While other delivery systems faltered, New Yorkers continued to receive local TV coverage on battery operated television sets with an antenna. Moreover, the audio portion of TV newscasts and storm coverage were simulcast on several FM radio stations, thereby reaching more New Yorkers. Exhausted reporters, engineers and technicians provided complete coverage throughout the night and into the morning.

Radio becomes critically important during emergencies, as consumers switch to battery operated devices. The overwhelming majority of New York City radio stations remained on the air. For example, even though power was turned off by Con-Ed in Manhattan, the Clear Channel stations remained on the air through the use of a generator. In addition, many music formatted FM stations switched to all news formats during the storm.

Flooding at transmitter sites in the Meadowlands forced a number of AM stations off the air. WOR-710 AM was a notable exception, remaining on the air to provide critical information throughout the storm. Other AM stations shifted their news and information to FM band stations. For example, WINS 1010, shifted its news operations to WCBS-FM 101.1 FM and later to WXRK-FM 92.3. Public Radio WNYC-AM 820 shifted its programming to WNYC-FM 93.9. Other radio stations partnered with local TV stations to provide news. WEPN (1050 AM) and WEPN-FM (98.7) simulcast storm coverage provided by WABC-TV. WOR broadcast news and information from WNBC-TV, before returning to its own programming.

Stations were returning to the air by Tuesday. For example, WINS 1010 AM was back on the air while its programming continued to be simulcast on WXRK-FM. Univision's WADO was off the air temporarily, and was up and running by Tuesday.

On Long Island, nearly all radio stations remained on the air. WALK was required by the county to evacuate its facilities, but continued to operate from the Suffolk County Emergency Management Center. While WALK 97.5 FM appeared to be off the air, WALK (1370 AM) remained operational. After evacuating its facilities, WLNG 92.1, was back on the air on Tuesday.

In addition, several Long Island stations shifted to all news formats during the storm. For example, Connoisseur Media of Long Island broadcast News Channel 12 on all four of its radio stations.

There is no doubt that the New York broadcast system continued to function and provide life-saving information during Hurricane Sandy. In many areas it was the only service available to connect the community with first responders.

Once again, local radio and television broadcasting proved to be the most secure, robust and important information service during a natural disaster. Unlike other services, which rely on limited life batteries, local broadcasters can continue to operate throughout a storm and its aftermath due in large part to back up generators. In addition, broadcasting's one-to-many (point to multi-point) architecture is the most efficient way to simultaneously transmit public safety information to millions of consumers. Unlike cellular telephone architecture, the broadcast system does not become overwhelmed and shut down.

The FCC estimated that 25 percent of the cell phone towers in 10 states were knocked out by the storm. Importantly, when cellphone and cable systems go out, consumers lose access to these services. This is not the case with local broadcasting. Even if several stations go off their air, as we saw with some AM stations in New York, the news content from these stations is transferred to other stations. Radio stations, that generally provided music and entertainment, become all news stations. Television stations, which can still be seen by citizens with an antenna and portable TV, make arrangements with

local radio stations to simulcast the audio of the station's storm coverage. Both radio and television stations switch from entertainment formats to 24 hour coverage of the storm.

Finally, the use of back-up generators by local broadcast stations allows local broadcasters to remain on the air for long periods of time. So long as fuel is provided, studios and transmitters can broadcast life-saving information to the public.

Serving the public during Hurricane Sandy ultimately depends on people. It is the reporter who covers the story from flood ravaged lower Manhattan, Staten Island, or the fires in Queens. It is the technician who makes sure the remote signal from live on-the-street reports reaches back to the studio. It is the engineer who spends all night making sure the transmitter and back-up generator continues to work while flood waters rise. Serving our local communities is in our DNA. It separates broadcasters from other communications services and that makes all the difference.

Throughout the storm, New York's broadcasters provided news and information to their communities. They are to be congratulated for their herculean efforts to keep the public informed.

There is a footnote to this report. Information for this report is based on inquiries made to stations in New York City and Long Island. Ironically getting information about broadcast service issues via the telephone is difficult because many cell phone sites are down. Some land lines have become flooded, and other circuits are overburdened. Fortunately local broadcasting remains on the air.

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