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COMPANY OVERVIEW

About iHeartMedia, Inc.

iHeartMedia, Inc. (NASDAQ: IHRT) is the number one audio company in America based on consumer reach. The company's leadership position in audio extends across multiple platforms, including through more than 860 live broadcast stations in over 160 markets nationwide; through its iHeartRadio service, which is available across more than 250 platforms and 2,000 digital devices including smart speakers, smartphones, TVs and gaming consoles; through its influencers; social; live events; podcasting; and other digital products and newsletters. The company uses its unparalleled national reach to target both nationally and locally on behalf of its advertising partners and uses its proprietary SmartAudio data and analytics to provide unique advertising products across all its platforms. More information is available at [Investor.iHeartMedia.com](https://investor.iheartmedia.com).

About iHeartMedia

iHeartMedia (NASDAQ: IHRT) is the number one audio company in the United States, reaching nine out of 10 Americans every month – and with its quarter of a billion monthly listeners, has a greater reach than any other media company in the U.S. The company's leadership position in audio extends across multiple platforms, including more than 860 live broadcast stations in over 160 markets nationwide; through its iHeartRadio digital service available across more than 250 platforms and 2,000 digital devices; through its influencers; social; branded iconic live music events; other digital products and newsletters; and podcasts as the #1 podcast publisher. iHeartMedia also leads the audio industry in analytics, targeting and attribution for its marketing partners with its SmartAudio product, using data from its massive consumer base. Visit [iHeartMedia.com](https://iheartmedia.com) for more company information.



EXECUTIVE LETTER

In 2020 we were faced with two significant national crises: The COVID-19 pandemic and a widespread call for social and racial justice in response to the systemic racism that has impacted American communities for centuries. At iHeart, we are constantly challenging ourselves to explore ways that we as a company can think differently and respond quickly to the needs of our diverse audiences.

As the nation navigated the ongoing emotional, social and economic concerns resulting from these defining moments in American history, iHeartMedia stations across the country came together to support the thousands of communities we serve. Now, as we publish our 10th annual Community Impact Report, the power of radio – with its emphasis on community and its unique ability to connect on a personal level with millions of radio listeners – has never been stronger or more important.

The inherent strength of radio was particularly evident as our nation navigated the COVID-19 pandemic. Beginning in March 2020, our 860+ radio stations in over 160 markets responded quickly to address pandemic-related issues facing their communities. First and foremost, our iHeart teams served as listeners' friends

and companions, providing support and understanding during a time of significant national crisis. In addition, iHeart provided timely and accurate information about the pandemic through public service announcements and meaningful interviews with experts on the front lines; combined the power of music with iHeart's unparalleled reach to pioneer a series of critically-acclaimed virtual events, including the first major at-home benefit event, which raised millions of dollars in essential funding; reimagined our overall approach to live events to help lift spirits and fill the voids in people's lives resulting from the cancellation of major life events and celebrations; and provided support and recognition for the thousands of local businesses and organizations across America that help keep our communities vibrant.

Additionally, iHeartRadio stations and personalities across the U.S. supported their communities during a time of intense social reckoning by keeping listeners up to date and informed about protests and marches happening locally and across the country; partnered with leading civil rights organizations to provide perspective on the events; and used our radio stations and digital and social platforms to foster

discussion and healing following the outpouring of grief and anger caused by the murders of George Floyd, Breonna Taylor and other members of the Black community. During the many marches and protests nationwide against racism and injustice that followed in cities and communities across America, iHeart stations and personalities made it a priority to ensure that iHeart listeners felt heard, understood, supported and responded to.

We are committed to making our media accessible to nonprofit organizations, especially those making a significant difference in underrepresented communities. In 2020, we reinforced our partnerships with organizations including The National Urban League, UNCF, NAACP and others, and launched the "iHeartRadio Communities Spotlight Media Grant Program" to support organizations that are making a positive impact within the communities iHeart serves, using iHeart's multi-platform media network to deliver messaging that is timely, relevant and hyper-targeted to most effectively serve these communities.

2020 was also an extraordinary year for weather and climate events in the U.S. In response to these events, including

devastating wildfires in California and Oregon, an earthquake in Puerto Rico, a tornado in Tennessee and hurricanes across Florida, Texas and Louisiana, local iHeartMedia stations dispatched teams of reporters to the communities affected; disseminated vital information about important emergency resources; and ran PSA messaging from both FEMA and the American Red Cross. Following the crises, our stations also hosted fundraisers and other activities to help inform and aid those most in need.

Over the last year we also strengthened our efforts to improve the environment and in 2020, iHeartMedia launched iHeartRadio Earth, a long-term sustainability initiative designed to inspire iHeart's millions of listeners to take action to positively impact the environment. iHeartRadio Earth was developed in partnership with the National Environmental Education Foundation and VolunteerMatch and was designed to sharpen the company's focus on sustainability with the goal of increasing listeners' knowledge of simple actions they can take every day to help the environment. The campaign is rooted in the belief that millions of small actions have the potential to make a massive difference for the environment.

iHeart also continued to focus on the many other nonprofit organizations and philanthropic causes that rely on our partnership in order to connect to, and inform, their communities. In addition to the initiatives and causes above, in 2020 we supported organizations addressing issues including voting; food insecurity; mental health; physical health; educational concerns; addiction; and many more.

We are pleased to share with you our 10th annual Community Impact Report, which showcases these and a wide variety of the other efforts and initiatives that iHeart teams across America addressed during 2020 to help our communities during an unprecedented and challenging year.



BOB PITTMAN
CHAIRMAN & CEO
IHEARTMEDIA, INC.

A handwritten signature in black ink, appearing to read "Bob Pittman".



RICH BRESSLER
PRESIDENT, COO & CFO
IHEARTMEDIA, INC.

A handwritten signature in black ink, appearing to read "Richard Bressler".



COMMITMENT TO COMMUNITY

iHeartMedia Communities, the community engagement division of iHeartMedia, Inc. launched in 2011, focuses the company's ongoing philanthropic efforts by adding a layer of resources and commitment to address critical issues affecting the local communities we serve, and streamlines all philanthropic commitments, ensuring consistent focus and messaging across all divisions and departments. iHeartMedia Communities amplifies the most pressing concerns facing each local community we serve and adds additional support and focus for local markets and stations working to address these local needs. The company's local and national campaigns primarily fall into these categories: Family & Social Impact, Education & Literacy, Health & Wellness, Music & Arts, Environmental and Disaster Response.

Family & Social Impact

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

Education & Literacy

Education is at the heart of countless critical issues facing many Americans. iHeartMedia is committed to shining a

light on the importance of education and literacy by empowering young people to take control of their future; supporting local schools; enabling teachers; and providing the tools and educational services desperately needed in underserved areas of our country.

Environmental

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

Health & Wellness

iHeartMedia works with an array of health-related organizations to bring attention to a broad spectrum of key health issues while promoting the importance of living an active and safe lifestyle. By addressing specific issues afflicting the U.S. population, we hope to improve the overall physical, mental and social well-being of our listeners, employees and others in the community.

Music & Arts

iHeartMedia recognizes the power of inspiring creativity and is committed to encouraging society to embrace artistic development within their own neighborhoods. We emphasize the importance of art and music education and the benefits of fostering imagination through an array of local and national programs, and it is our mission to improve and increase access to the arts across the United States.

Disaster Response

iHeartMedia plays a critically important role in our communities when disasters or traumatic events occur. During these times of crisis iHeartMedia is essential to the lives of local residents, with our broadcast and digital platforms often serving as the sole information source for disrupted areas – providing news, support, companionship and critical information on everything from storm updates and evacuation routes to food banks, rescue efforts, medical care and health safety guidelines.

ABOUT IHEARTMEDIA

With over a quarter of a billion monthly listeners in the U.S. and over 222 million social fans and followers, iHeartMedia is the number one audio company in the U.S. and has the largest national reach of any radio or television outlet in America. iHeartMedia serves over 160 local markets through more than 860 owned radio stations, and the company's radio stations and content can be heard on AM/FM, on satellite, at iHeartRadio.com, on the company's station websites and on iHeartRadio, iHeartMedia's digital music, podcast, on demand and live streaming radio service, and are available on over 250 platforms and 2,000 devices, including on digital auto dashes, tablets, wearables and smartphones, on virtual assistants, smart speakers, TVs and gaming consoles.

iHeartRadio offers users thousands of live radio stations, personalized custom artist stations created by just one song or seed artist, on demand features and the top podcasts and personalities. The all-in-one digital service has more than 2 billion downloads, more than 140 million registered users and is the No. 1 radio podcaster globally according to Podtrac, the leading third-party podcast measurement company.

iHeartMedia's platforms include radio broadcasting, online, mobile, digital, social, podcasts, personalities and influencers, live concerts and events, syndication, music research services and independent media representation. iHeartMedia is a division of iHeartMedia, Inc. (NASDAQ: IHRT). Visit [iHeartMedia.com](https://www.iheartmedia.com) for more company information.





WORLD CLASS ROCK
KBCO
97.3 FM

NATIONAL RADIO CAMPAIGNS

2020 was a year like none other with a world that seemed to change overnight. From the global COVID-19 pandemic outbreak to significant natural disasters, the U.S. presidential election campaign cycle, and the national call for social and racial justice, iHeart played a critically important role for – and in – its communities, providing support, information, resources and companionship, and helping to create positive change as the world locked down and became socially distant. While much of our stations' focus shifted to directly addressing issues caused by the pandemic, it was equally important that the company remain focused on supporting the advertising and marketing partners, non-profit organizations, and philanthropic causes that have come to rely on our partnerships in order to connect to their communities.

For example, in 2020, local children's hospitals treated nearly 10 million children while at the same time managing the massive scope and impact of the pandemic. Patients stopped visiting

healthcare facilities when they needed care – avoiding doctors' offices and emergency rooms, even in the most urgent cases, for fear of being infected with COVID-19; educational gaps widened as schools remained closed. And families were impacted by even more food insecurity than before; mental health issues and addiction surged across the country; and natural disaster and man-made traumatic events still occurred – all requiring our response.

iHeart's community programs are built on the idea that through public awareness and education we can drive attention and action to bring deeper understanding of both world issues and individual community matters. In 2020, iHeartMedia supported thousands of local and nonprofit organizations nationwide and raised hundreds of millions of dollars for critical issues, both in the U.S. and globally.

The following pages showcase some of the most impactful national programs that took place before and during the COVID-19 pandemic.

THE CHILD MIND INSTITUTE & NATIONAL ALLIANCE ON MENTAL ILLNESS

(NAMI) – “LET’S TALK”

Research shows that talking about mental illness has the power to reduce stigma and to make a person suffering feel less isolated. Each year, millions of Americans face the reality of living with mental illness, yet many don't feel comfortable sharing their experience with others. For the last two years, iHeart has heavily invested in media programs that provide resources, support and information for people struggling with mental health, and is committed to helping reduce the stigma.

In early 2020, iHeart again teamed up with the National Alliance on Mental Illness (NAMI) and the Child Mind Institute to build upon its multi-year “Let’s Talk” campaign to raise awareness of mental health and foster a culture within communities that supports talking about mental health issues like anxiety and depression.

The goal of iHeartMedia’s “Let’s Talk” campaign was to weave a virtual support

system through iHeartMedia’s 850 stations across the U.S. aimed at helping people struggling with anxiety and depression realize that they are not alone, while also encouraging the general population to check in on the people in their lives by starting a conversation around mental health.

Since the program’s inception, iHeartMedia has aired over \$4.35 million worth of diverse PSAs for “Let’s Talk” that have educated the public on the general state of mental illness – such as the fact that over 350 million people around the world of all ages are dealing with depression – and described the signs and symptoms associated with the most common mental health concerns to help people understand what they may be seeing in themselves and others.

Radio spots voiced by Kristen Bell, Charlamagne Tha God, Emma Stone, Pete Wentz, Wayne Brady and the band

Weezer drove listeners to iHeartRadio.com/TALK where they could find curated resources published by NAMI and the Child Mind Institute: Guides to starting the conversation with a friend, child or healthcare provider, a symptom checker, and general information on mental health. The campaign was also created to reach parents and educators and to help them better identify and proactively address concerns that they may be facing with the kids in their lives.

Additionally, iHeart, NAMI and Child Mind Institute worked together to distribute important mental health information and resources throughout the pandemic. More information regarding our mental health efforts specific to COVID-19 and racial and social justice may be found within the following pages of this report.



CAMPAIGN IMPACT

420 MILLION

impressions across iHeartMedia's multiple platforms, including on-air, digital and social -- equivalent to \$4.2 million in ad value.

2.3 MILLION

visitors to the Child Mind Institute website (77% over average) at launch.

75%

visitor increase during the first phase of the campaign on the Let's Talk website.

ABOUT

THE CHILD MIND INSTITUTE & NATIONAL ALLIANCE ON MENTAL ILLNESS

ChildMind.org

The Child Mind Institute is an independent, national nonprofit dedicated to transforming the lives of children and families struggling with mental health and learning disorders. Our teams work every day to deliver the highest standards of care, advance the science of the developing brain and empower parents, professionals and policymakers to support children when and where they need it most.

NAMI

NAMI.org

NAMI, the National Alliance on Mental Illness, is the nation's largest grassroots mental health organization dedicated to building better lives for the millions of Americans affected by mental illness.

THE PEACEMAKER CORPS

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

In 2020 the Peacemaker Corps/PSGFF became a partner of the Office of the Secretary General of the United Nations to commemorate and celebrate the 75th anniversary of the United Nations. As part of PSGFF/UN75, young film makers submitted videos under the theme of "Shaping our Future Together - The Future We Want, the UN We Need."

PSGFF/UN75 featured films from around the world that explored the thoughts, feelings, wishes and plans of today's youth during and beyond the pandemic and explored what Peace in the Streets means in today's world of social distancing.

The Peace in the Streets Global Film Festival is a worldwide program from The Peacemaker Corps – an organization whose mission is to promote peace, tolerance and nonviolent conflict resolution. In one large study, approximately 49% of children in grades 4 – 12 reported being bullied by other students at school at least once during the past month, whereas 31% reported bullying others during that time. In a world where violence is a part of so many young people's lives, the film festival offers an outlet for youth from the Americas, Africa, Asia and Europe to submit

an original one to five minute video that expresses what peace means to them and illustrates how they influence peace and love in their own neighborhoods.

For the last six years, iHeartMedia has played an active role in sharing information about the festival and has aired thousands of PSAs across all of its radio stations to encourage submissions. Additionally, stations have conducted interviews with past festival winners and continue to find innovative ways to empower young people to get involved and participate. The 2020 Peace in the Streets Global Film Festival entries came from communities across the United States and 13 countries across five continents worldwide.



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

CAROLE KRECHMAN

PRESIDENT, THE PEACEMAKER CORPS



CAMPAIGN IMPACT

+76%

Instagram engagement growth from 2019 to 2020.

+30%

Facebook engagement growth from 2019 to 2020.

ENTRIES FROM 13 COUNTRIES

including the United States and five of the seven continents: North America, South America, Africa, Europe and Asia— Countries: US, Mexico, Brazil, Bolivia, Rumania, India, Japan, Jordan, Kenya, South Africa, Zimbabwe, Spain and Greece.

ABOUT

PEACE IN THE STREETS

Psgff.org

The Peacemaker Corps mission is to facilitate and support peace and tolerance education among the youth of the world. The Peacemaker Corps empowers generations to come together and make our world a peaceful, compassionate, safe and tolerant place to live. The Peacemaker Corps concept grew out of the United Nations mission to promote peace, tolerance and conflict resolution. A collaborative effort between the Department of Housing and Urban Development (HUD), Friends of the United Nations (FOTUN) and Simon Youth Foundation (SYF) launched the preliminary Peacemaker Corps trainings in fall of 1999.

CAMPAIGN SNAPSHOT

1/21-8/18/20

Dates Running

850

iHeartMedia Stations

86,094,000

Impressions

PROJECT YELLOW LIGHT

In 2019, 3,142 people were killed and an estimated 424,000 were injured in motor vehicle crashes involving distracted drivers. Distracted driving is an especially problematic trend among younger drivers. In fact, 9 percent of drivers 15 to 19 years old involved in 2019 fatal crashes were reported as distracted. This age group has the largest proportion of drivers who were distracted at the time of the fatal crashes.

For the ninth consecutive year, iHeartMedia teamed up with the Ad Council to prevent texting and driving in partnership with

Project Yellow Light, a national PSA contest and scholarship program.

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

outdoor and television PSAs with the opportunity to win a scholarship and have their radio creative turned into a national PSA that would be distributed across the U.S. through iHeartMedia.

The 2020 Project Yellow Light radio winners were high school student Miriam Zuo (Sugar Land, TX) and college student Matthew Merrill (Frisco, TX), each of whom received \$2,000 and had their radio creative aired nationally across all iHeartMedia broadcast radio stations.



It's such a privilege to have a powerhouse like iHeartMedia partner with Project Yellow Light on this important effort of discouraging distracted driving; one of the leading causes of death of our youth. Through iHeart's vast network, students are able to advocate to their peers to develop safe driving habits; and in doing so, saving lives."

JULIE GARNER

FOUNDER, PROJECT YELLOW LIGHT



CAMPAIGN IMPACT

1.2 BILLION

impressions.

9,191

submissions over the last three years.

ABOUT

PROJECT YELLOW LIGHT

ProjectYellowLight.com

Project Yellow Light is a film, billboard and radio scholarship competition where high school and college students create compelling stories persuading their peers to develop safe driving habits. This project gives students a voice and a role in preventing car crashes — one of the leading causes of death of teenagers and young adults in the U.S. Project Yellow Light was created by Julie, Lowell and Alex Garner in memory of their son/brother, Hunter, who died tragically in a car crash in 2007. Each year the winners receive the Hunter Garner Scholarship.

CAMPAIGN SNAPSHOT

1/27-10/16/20

Dates Running

739

iHeartMedia Stations

67,820,600

Impressions

AMERICAN HEART ASSOCIATION

Cardiovascular disease is the leading cause of death for both men and women in the United States. Every year, cardiovascular disease kills one in three women. But this can often be prevented when people make healthy choices and manage their health conditions. Over the last nine years, iHeartMedia has committed nearly \$5.8 million in on-air media to help educate the public on the signs and risk factors associated with heart disease and stroke as part of its collaboration with the American Heart Association and in support of American Heart Month.

Nearly half of all adults in the United States have high blood pressure, and 50% of those with high blood pressure do not have their condition under control. Uncontrolled high blood pressure can lead to heart

attack, stroke and other serious health issues. However, people with high blood pressure can create a treatment plan with their doctor that can help reduce their risk.

From February 6 through February 28, 2020, iHeartMedia hosted a PSA campaign that included a series of spots across all its radio stations to educate listeners about the risks associated with uncontrolled high blood pressure, which often leads to stroke, heart attack or death, and offered information on how to regulate blood pressure. The campaign featured survivors of heart attacks and strokes who encouraged listeners with high blood pressure to talk to their doctor about starting—or restarting—a treatment plan that works for them.



ABOUT

AMERICAN HEART ASSOCIATION

Heart.org

The American Heart Association is a relentless force for a world of longer, healthier lives. We are dedicated to ensuring equitable health in all communities. Through collaboration with numerous organizations, and powered by millions of volunteers, we fund innovative research, advocate for the public's health and share lifesaving resources. The Dallas-based organization has been a leading source of health information for nearly a century.

CAMPAIGN SNAPSHOT

2/6-2/28/20

Dates Running

850

iHeartMedia Stations

50,294,000

Impressions

AMERICAN HEART ASSOCIATION

FACEBOOK LIVE

Nearly 80 percent of cardiac events can be prevented, but cardiovascular diseases continue to be a woman's greatest health threat. Cardiovascular disease is the number one killer of women, causing one in three deaths each year.

On February 7, 2020 iHeartMedia hosted a Facebook Live event at our corporate headquarters in partnership with the American Heart Association and its signature movement, Go Red for Women, to shed light on issues impacting women's health, the unique signs and symptoms of heart disease in women and steps females should take to lead healthier lives.

The American Heart Association's Go Red For Women movement advocates for more research and swifter action for women's heart health.

Panelists for the live event included Nancy Brown, Chief Executive Officer of the American Heart Association; Star Jones, TV personality and American Heart Association National Volunteer; Susan Lucci, EMMY-award winning actress and National Ambassador for Go Red for Women; Dr. Jessica Mega, Chief Medical Officer of Verily; and Dr. Regina Benjamin, Former U.S. Surgeon General.



ABOUT

AMERICAN HEART ASSOCIATION

Heart.org

The American Heart Association is a relentless force for a world of longer, healthier lives. We are dedicated to ensuring equitable health in all communities. Through collaboration with numerous organizations, and powered by millions of volunteers, we fund innovative research, advocate for the public's health and share lifesaving resources. The Dallas-based organization has been a leading source of health information for nearly a century.

WOMENHEART

THE NATIONAL COALITION FOR WOMEN WITH HEART DISEASE

60 million women in the United States are at risk for, or are living with, heart disease. For the fourth consecutive year, iHeartMedia teamed up with WomenHeart: The National Coalition for Women with Heart Disease to call attention to the very specific symptoms that women experience during a heart attack and to promote heart health screenings across the country.

During the month of February, iHeartMedia helped increase awareness about heart disease in females and encouraged women to take control of their heart health, as heart disease is the leading cause of death in women – killing more women than all cancers combined. All female-focused iHeartMedia stations ran a PSA highlighting that women often experience different heart

attack symptoms than men. The entire campaign was centered on identifying the signs and symptoms of heart attacks specific to women; these symptoms include pain in the jaw, neck, back and/or abdomen, nausea and shortness of breath.



In 2020, WomenHeart focused on serving women with heart disease – who are especially vulnerable to COVID-19 – in ways that are safe and provide the information and support they need in real time. We advocated for policies that would address their needs and facilitated the necessary shift to activities and educational opportunities in the virtual space. We are so grateful to iHeartMedia for helping us to reach more women and spreading awareness about heart health. Together we are saving lives.”

CELINA GORRE
CEO, WOMENHEART



CAMPAIGN IMPACT

32,000

people reached through community education events and support groups.

INCREASED DIVERSITY

in clinical trials and curb surprise medical bills by helping pass federal legislation

45

support groups for women with heart disease transitioned from meeting in-person to online.

ABOUT

WOMENHEART: THE NATIONAL COALITION FOR WOMEN WITH HEART DISEASE

WomenHeart.org

WomenHeart is the only patient centered organization serving the millions of women in the United States living with or at risk for heart disease—the leading cause of death in women. WomenHeart is devoted to advancing women's heart health through patient support, community education and advocacy.

CAMPAIGN SNAPSHOT

2/6-2/28/20

Dates Running

25,700,900

Impressions

411

iHeartMedia Stations

NO KID HUNGRY

POWERED BY BREAKFAST

In March 2020, prior to the COVID-19 pandemic, No Kid Hungry launched the Powered by Breakfast campaign to power kids to reach their full potential with a healthy breakfast. When kids eat breakfast, they start their day fueled and ready to learn—but with many breakfast programs operating before the school day began, too many kids were missing out. To support the millions of kids starting the school day on an empty stomach, Powered by Breakfast highlighted the need to change the way school breakfast is served—meals provided

after the bell, just like lunch—so all kids could start the day with the healthy meals they need to thrive.

In early March 2020, iHeart teamed up with its long-time partner No Kid Hungry, a national campaign to end childhood hunger in America, for its signature platform, Powered by Breakfast, to celebrate and raise awareness of the importance of school breakfast programs for kids. Stations across the country ran PSAs stressing the critical importance of school breakfast to

ensure all kids have the fuel they need to reach their full potential.

Additionally, in celebration of National School Breakfast Week, stations in New York City, Los Angeles and Houston ran local campaigns to encourage listeners to sign a No Kid Hungry open letter urging our nation's leaders to ensure every child in America starts the school day with a healthy breakfast.



When kids eat breakfast and other school meals, they're ready to learn—that hasn't changed with the COVID-19 pandemic. What has changed is how they are getting those meals. With support from No Kid Hungry and our partners like iHeart, schools are uprooting their operations to get meals to hungry kids. iHeart plays a critical role in helping us connect families with the resources they need."

LAURA WASHBURN

MANAGING DIRECTOR, NO KID HUNGRY

*This section highlights information on childhood hunger in America and on school breakfast operations from early March 2020, which has changed due to COVID-19.



ABOUT

NO KID HUNGRY

NoKidHungry.org

No child should go hungry in America. But in the wake of the coronavirus pandemic, one in four kids could face hunger this year. No Kid Hungry is working to end childhood hunger by helping launch and improve programs that give all kids the healthy food they need to thrive. This is a problem we know how to solve. No Kid Hungry is a campaign of Share Our Strength, an organization committed to ending hunger and poverty.

CAMPAIGN SNAPSHOT

3/6–3/18/20

Dates Running

809

iHeartMedia Stations

42,950,000

Impressions

CHILDREN'S MIRACLE NETWORK HOSPITALS®

The ripple effects of COVID-19 have affected nearly every aspect of treatment and services for children's hospitals across the U.S. Children and their families are being affected directly and indirectly by this pandemic, as the continuum of care was disrupted and hospital resources were reallocated for immediate needs such as personal protective equipment (PPE), testing supplies, and the need to invest in telehealth services. But there have been long-term effects too: the mental health toll on children and the limited availability of mental health services to help cope with the stress of the pandemic, postponed treatments and vaccines and the compromised immune systems of sick kids putting them more at risk during this crisis.

To help shine a light on the ongoing need for support of local children's hospitals, iHeart stations ran a Mother's Day campaign that celebrated the incredible mothers behind the courageous children struggling with a life-threatening illness before, during and after the pandemic.

The fundraising campaign asked listeners to donate via text to their local Children's Miracle Network Hospital and support children in their local communities.

Additionally, Dr. James Shmerling, President & CEO at Connecticut Children's Medical Center; Ashley Whitney, a CMNH patient's mom who was treated at Children's National Hospital in DC; Rachel Petrucelli,

President & Chief Development Officer at the Children's Hospital of Pittsburgh Foundation; and Brandi Harrington, mother of a CMNH patient who received lifesaving care at Seattle Children's Hospital, were featured on iHeartMedia Communities Public Affairs show. The show aired across all iHeartMedia stations during Mother's Day weekend and it covered how Children's Miracle Network was founded, its mission and some of the funding challenges facing associated hospitals as a result of the COVID-19 pandemic, as well as the personal journey of two children being treated in the network.



ABOUT

CHILDREN'S MIRACLE NETWORK HOSPITALS®

CMNHospitals.org

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



CAMPAIGN SNAPSHOT

5/10/2020

Date Running

851

iHeartMedia Stations

33,382,000

Impressions

THE MENTAL HEALTH COALITION

Before the COVID-19 pandemic, mental illness was already one of the world's most pressing public health concerns, affecting hundreds of millions of people. With millions forced into quarantine, the magnitude of this compounded significantly. Studies have shown that physical distancing and stress related to the coronavirus crisis are having an increasing impact on mental health.

In May, iHeart joined social activist and iconic fashion designer Kenneth Cole as a founding media partner to help launch The Mental Health Coalition (MHC), the first collaborative effort of scale which convened

and united the leading U.S. mental health organizations, creative and media platforms, passionate advocates, as well as celebrities working collectively to destigmatize mental health conditions and address the pervasive public health crisis.

The first coalition initiative prompted the most universally and commonly asked question and also the question rarely answered, 'How Are You, Really?' The challenge was launched by asking people to post a video and then challenging others to authentically answer that same question "How Are You, Really?," sharing their stories online and via social media.

All iHeartMedia radio stations participated in the campaign and the company aired a series of PSAs across its 860+ radio stations throughout May that encouraged participation in the challenge. The series of radio spots featured iHeart on-air personalities including Ryan Seacrest, Steve Harvey, Bobby Bones and Elvis Duran.

Additionally, iHeartMedia hosted Kenneth Cole on a special public affair show discussing the effects of the pandemic on mental health and how the coalition is helping to destigmatize mental illness.



This is a critical moment in time. The collective consciousness from the pandemic has created an unprecedented urgency to address the crisis now. I am proud to bring together a community of the most impactful mental health service providers in the country, leading academics, creative, media, and business leaders with the common goal of changing the mental health narrative in a way that will empower rather than diminish those individuals living with Mental Health conditions. We are aligned with the goal of ending the related devastating stigma. I believe that together we can end the stigma, but only together."

KENNETH COLE

DESIGNER, FOUNDER AND CHAIRMAN, MENTAL HEALTH COALITION

WE SUPPORT THE MENTAL HEALTH COALITION



THE MENTAL HEALTH COALITION

1 OUT OF 4
PEOPLE WILL
NEED MENTAL
HEALTH CARE IN
THEIR LIVES

CAMPAIGN IMPACT

525.9 MILLION

total reach was garnered during The Mental Health Coalition launch in May 2020.

201.1 MILLION

reach from The How Are You Really? Challenge. It also had a 4M cumulative social engagement.

ABOUT

THE MENTAL HEALTH COALITION

TheMentalHealthCoalition.org

The Mental Health Coalition (MHC), is a coalition of the nation's leading mental health organizations, brands and individuals who have joined forces to end the debilitating stigma surrounding mental health and to change the way people talk about, and care for, mental illness. Our mission is to build a like-minded community who will work together to destigmatize all mental health conditions

and enable equitable access to vital resources and support for all.

The Mental Health Coalition was formed with the understanding that the mental health crisis is fueled by a pervasive and devastating stigma, preventing millions of individuals from being able to seek the critical treatment they need. We will not relent until mental health is no longer associated with stigma, shame or judgement and all people feel empowered to openly discuss and address their individual mental health needs.

The leading mental health organizations joining this important endeavor include:

Active Minds • American Foundation for Suicide Prevention • Anxiety and Depression Association of America • Brain & Behavior Research Foundation • Bring Change to Mind • Child Mind Institute • Crisis Text Line • Depression and Bipolar Support Alliance • Didi Hirsch Mental Health Services • Fountain House • Headstrong Project • Mental Health America • Mindful Philanthropy • National Alliance on Mental Illness • National Council for Behavioral Health • Suicide Awareness Voices of Education (SAVE) • The Jed Foundation • The Steve Fund • The Trevor Project • UCLA Depression Grand Challenge • Vibrant Emotional Health • Well Being Trust

CAMPAIGN SNAPSHOT

5/15–5/31/20

Dates Running

87,950,232

Impressions

666

iHeartMedia Stations

NATIONAL SUMMER LEARNING ASSOCIATION

The 2020 COVID-19 pandemic and racial unrest illuminated the inequities in our nation's school systems and communities like never before, shining a spotlight on the significant digital divide, food insecurities, childcare issues and learning losses millions of underserved students and their families actually face every summer.

The National Summer Learning Association (NSLA) is the only national, nonprofit organization whose mission is to convince, connect, and equip program providers, education leaders, families and

communities to deliver high-quality summer learning opportunities to our nation's most vulnerable children and youth in order to help close the achievement gap and support healthy development. Decades of research clearly demonstrate that summer is the most unequal time in America.

Since 2016, iHeartMedia and NSLA have joined forces on a national PSA campaign to promote the importance of summer learning and fun, and this year was as critical as ever. Through a multiplatform awareness campaign, iHeartMedia

aired NSLA PSAs that highlighted the importance of keeping all kids learning, safe and healthy every summer as well as highlighted how summer learning and enrichment opportunities are essential to the nation's recovery and ongoing education reform efforts. All efforts drove listeners to summerlearning.org for free educational resources, summer inspiration, tips and more to help caregivers teach, nurture and support children during these unprecedented times.



High quality summer learning experiences matter more than ever for our children and will be essential in America's recovery. NSLA is so proud partner with iHeartMedia in this defining moment in our country that calls upon us to reimagine learning and to help kids heal and thrive."

AARON P. DWORKIN

CEO, NSLA



CAMPAIGN IMPACT

3.7 MILLION

people were reached on Twitter with NSLA's hashtag #SummerLearningWeek and 1.7 Million were reached with NSLA's hashtag #SummerMatters.

7.7 BILLION

Impressions reached from Summer learning media news stories.

47,463

youth celebrated National Summer Learning week.

95

National Summer Learning events in 25 states.

ABOUT

NATIONAL SUMMER LEARNING ASSOCIATION

SummerLearning.org

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

CAMPAIGN SNAPSHOT

7/7-7/31/20

Dates Running

841

iHeartMedia Stations

56,296,000

Impressions

GLOBAL RECOVERY INITIATIVES FOUNDATION

The opioid crisis and the COVID-19 pandemic have overwhelmed people in early recovery from drugs and alcohol. During National Recovery Month, iHeart helped bring awareness and understanding of substance abuse disorders and celebrated people in recovery by partnering with the Global Recovery Initiatives Foundation – the first and only national foundation dedicated to raising funds for organizations that provide support services for people in recovery from substance use disorders.

For the entire month of September, iHeart ran a series of uplifting PSAs focused on the possibility of recovery for people who have fallen victim to addiction. Additionally, the campaign aimed to drive awareness of SNO BABIES – a film that depicts the grim realities of addiction and its effects on a middle-class suburban town. SNO

BABIES shows how easy it can be to both miss and hide the signs of addiction behind the façade of “good” neighborhoods and pleasant, busy communities.

Lastly, iHeartMedia hosted a national public affairs show for National Recovery Month in September. Guests included Dr. John Kelly, Director of the Harvard Institute on Recovery; Jan Brown, Executive Director of the Global Recovery Initiatives; and country musician Brantley Gilbert. The show discussed facts about recovery, the impact of the disease, as well as the challenges and the hope for recovery and how communities can support people in early recovery. Brantley spoke about his recovery from addiction and his involvement in a song that benefited the Global Recovery Initiatives Foundation.



ABOUT

GLOBAL RECOVERY INITIATIVES

GlobalRecoveryInitiatives.org

GRI's focus is to build a philanthropic pool that supports organizations providing services to people in early recovery from substance use disorder (SUD). By partnering with public, private, and pop culture leaders, GRI works to erase the stigma of SUD and share best practices that are scientifically proven to help keep people from relapsing.

CAMPAIGN SNAPSHOT

8/31–9/24/20

Dates Running

824

iHeartMedia Stations

53,279,000

Impressions

#TALKTOME

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

In response to the nation's opioid epidemic, the National Opioid Action Coalition

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

Launched during National Recovery Month in September 2019, #TalkToMe was an invitation for people to initiate a conversation with a friend or loved one about opioid misuse; for people in recovery to share their stories; and for everyone to learn how to talk about opioid use disorder. The goal was to make it easier for families, communities and workplaces to have the kind of honest, compassionate

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

As part of the #TalkToMe movement, iHeartMedia aired a series of #TalkToMe vignettes across its 860+ radio stations for the entire month of September that were focused on the opportunity to change the narrative and tone around opioid use disorder, encouraged conversation and invited listeners to join the movement to break the stigma in America. The radio spots featured on-air personalities and musicians across a variety of genres including Mötley Crüe bassist Nikki Sixx, Macklemore, Camila Cabello, Dan + Shay, Papa Roach, The Band Perry, Jason Wahler and Wells Adams.



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

CAROLYN CAWLEY

PRESIDENT, THE U.S. CHAMBER FOUNDATION

#talktome
#talktome
#talktome

#TALK

A



#talktome

and we can break
down the stigma.

#Talktome

Only 1 in 10



**Americans with a
substance use disorder
receives treatment.**

CAMPAIGN IMPACT

40,000

messages nationally delivering about 65
million impressions.

ABOUT

NATIONAL OPIOID ACTION COALITION

NOAC.org

By combining behavioral change communications expertise and public health research findings, integrated media assets with national scale and hyper-localized reach, and celebrity influence, NOAC will complement existing state and federal government efforts to help drive measurable results in prevention, treatment and/or recovery for communities and individuals affected by this crisis.

SEPTEMBER 11 NATIONAL DAY OF SERVICE & REMEMBRANCE

Each year on the anniversary of 9/11, tens of millions of Americans participate in 9/11 Day by volunteering or engaging in other in-person charitable service activities in honor of those lost. In 2020 the COVID-19 pandemic forced a change to that national tradition. 9/11 Day, the nonprofit that successfully worked to establish the anniversary of the terrorist attacks as a federally recognized National Day of Service and Remembrance, sought to provide safe, creative and virtual ways for Americans to continue doing good. The organization launched a major new initiative

in response to the COVID-19 pandemic, called “9/11 Day At Home.”

iHeartMedia joined its long-time partner for the 10th consecutive year for the anniversary of 9/11, helping to promote the all-new digital platform that enabled millions of Americans to engage in a wide range of charitable service activities virtually, and from the safety of their homes, in observance of 9/11 Day. A series of PSAs across all of iHeart’s radio stations focused on dozens of virtual good deeds listeners could do to address critical issues facing

the nation, such as COVID-19 pandemic response, hunger, supporting frontline workers, voting access, promoting diversity, suicide prevention, supporting struggling local restaurants and more. Additionally, on the weekend leading up to September 11, iHeartMedia hosted a public affairs show featuring 9/11 Day co-founders David Paine and Jay Winuk discussing the mission, history and growth of 9/11 Day into the nation’s largest annual day of charitable engagement, the 2020 launch of “9/11 Day At Home” and the organization’s other initiatives.



The pandemic certainly presented new challenges for this national observance, since for the first time in nearly two decades we could not encourage Americans to volunteer in-person – and yet the need was greater than ever for people to step up. As always, though, iHeartMedia’s advocacy made a huge difference, helping us launch and attract millions of Americans to participate in our new and virtual ‘9/11 Day At Home’ program. With iHeartMedia’s help, in fact, in 2020 we drew countless new participants to the annual observance in safe and impactful ways.”

JAY S. WINUK

CO-FOUNDER OF 9/11 DAY, A 9/11 FAMILY MEMBER OF A FIRST RESPONDER



CAMPAIGN IMPACT

29 MILLION

people in the U.S.
participated in 9/11 Day
by doing good deeds.

1 MILLION

students across 25,000
classrooms engaged in
service-learning for 9/11 Day.

+42,000

meals were delivered to first
responders and frontline
healthcare workers from locally
owned restaurants in more than
30 cities on September 11th.

ABOUT

9/11 DAY

911day.org

9/11 Day is the federally recognized September 11 National Day of Service and Remembrance. Originally launched in 2003 by the 9/11 nonprofit MyGoodDeed as a positive and permanent tribute to the 9/11 victims, first responders, military personnel and others who rose in service in response to the attacks, 9/11 Day became a federally designated annual Day of Service in 2009 under passage of the ServeAmerica Act and the Patriot Day Presidential Proclamation signed by President Barack Obama. 9/11 Day and Martin Luther King, Jr.'s birthday are the only federally-recognized Days of Service in American history. Today, tens of millions of Americans observe 9/11 Day with unity and charitable service.

CAMPAIGN SNAPSHOT

9/3-9/11/20

Dates Running

832

iHeartMedia Stations

29,832,000

Impressions

CHILD MIND INSTITUTE SPANISH CAMPAIGN

Less than half of Hispanic and Latinx young adults with serious mental illness receive treatment. At the same time, rates of depression and other serious mental illnesses are rising among Hispanic and Latinx teenagers and young adults. As part of iHeart's deep commitment to helping to connect our listeners with the mental health tools and resources they need, iHeart worked with the Child Mind Institute to develop a series of Spanish-language PSAs.

The three PSAs addressed suicide as the second leading cause of death for Hispanic young people, especially young Hispanic women; the stigma and shame that often keep young people from reaching out for help; and promoted the idea that talking to your kids about how they are feeling has the power to reduce stigma and make them feel less isolated. All the spots drove listeners to childmind.org/espanol for free resources.



CAMPAIGN IMPACT

26%

increase in traffic to the Spanish pages during the period the PSAs in Spanish were running.

35.11%

growth on the average time spent in the site. (3:44 minutes vs 2:46).

6,730

new followers that the organization PSA impacted from Facebook en Español.

ABOUT

CHILD MIND INSTITUTE

ChildMind.org

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

CAMPAIGN SNAPSHOT

10/7-12/27/20

Dates Running

24

iHeartMedia Stations

1,617,600

Impressions

GLAAD SPIRIT DAY

Over the past two decades, Americans have experienced a significant evolution in their understanding and acceptance of lesbian, gay, bisexual, transgender, queer, intersex and asexual (LGBTQIA+) people due to the dedicated work of LGBTQIA+ people boldly living as their authentic selves and demanding their rights.

iHeartMedia is committed to working with GLAAD, the nation's leading LGBTQIA+ media advocacy organization, to continue to educate and inspire its diverse audiences and team members to learn more about

LGBTQIA+ communities and to build support for equality.

GLAAD's Spirit Day brings together hundreds of celebrities, media companies, brands, landmarks, faith groups, schools and more to show support for youth. Since 2010, iHeartMedia has 'gone purple' on Spirit Day, standing with GLAAD and its partners against bullying. For the fourth year, iHeartMedia expanded its efforts by launching an on-air PSA campaign voiced by Elvis Duran, Ryan Seacrest and Enrique Santos across stations to

encourage listeners to "go purple" and unite against the bullying of LGBTQIA+ youth. iHeartRadio also promoted Spirit Day across its social media channels as well as on iHeartRadio's editorial platform, sharing the organization's goal of preventing the bullying of LGBTQIA+ youth.

In addition, Spencer Harvey, GLAAD's Communications & Campaigns Coordinator, penned a guest post on the iHeartRadio blog about GLAAD's Spirit Day movement in a time when youth may need it most during the COVID-19 pandemic.



In the midst of the COVID-19 pandemic and a long overdue social uprising against racial injustice and police brutality, GLAAD's 2020 Spirit Day was a critical moment for LGBTQ people and allies to come together to send necessary messages of support and acceptance to LGBTQ youth. We're grateful to our partners like iHeartMedia who continue to step up to use their platform and audience to make LGBTQ youth feel seen, loved, and supported, especially at a time when they need it most."

MATHEW LASKY

DIRECTOR OF COMMUNICATIONS, GLAAD



CAMPAIGN IMPACT

+64,000

Posts on social media.

#SPIRITDAY

reached #1 on Twitter.

+500

celebrities and influencers participated, including President Joe Biden and Vice President Kamala Harris.

+1.3 BILLION

media impressions generated with +300 unique stories about the LGBTQIA+ anti-bullying campaign.

+1.9 BILLION

Social impressions for #SpiritDay.

ABOUT

GLAAD

Glaad.org

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

CAMPAIGN SNAPSHOT

10/9-10/15/20

Dates Running

256

iHeartMedia Stations

6,000,000

Impressions



ONGOING SPECIAL PROJECTS

iHeartMedia has helped shape the way in which media interacts, educates and connects with the public. Each year iHeartMedia makes a company-wide commitment beyond media or financial support to address a specific issue or cause, and in 2020, the company reacted to a number of timely and relevant concerns in addition to our pandemic response efforts.

In 2020, iHeartMedia further invested in helping to combat the national opioid epidemic through our continued work with The National Opioid Action Coalition as well as by promoting safe and local prescription drop-off locations with the DEA. iHeart also played a very important role in encouraging listeners to participate in the U.S. Census by educating the public on how the data collected

informs and ultimately determines federal and local funding.

Additionally, iHeartMedia forged a relationship with the innovative nonprofit GreenLight Fund, and together they are working to bring proven programs to iHeart cities where they are needed most. The company also continued to address the national veteran unemployment crisis with the largest public service campaign in its history – iHeartRadio Show Your Stripes, which helps returning veterans find jobs.

In December 2020, iHeart launched the “iHeartRadio Communities Spotlight Media Grant Program,” an initiative to support organizations that are making a positive impact within the communities iHeart serves – and provided a nationwide platform

for Black-focused community organizations to inspire, educate and empower listeners to take a stand against systemic racism and promote social justice

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

In addition, iHeartMedia granted holiday wishes for hundreds of families in local communities across America through its 12th annual “Granting Your Christmas Wish” program.

IHEARTRADIO COMMUNITIES SPOTLIGHT MEDIA GRANT PROGRAM

In December 2020, iHeart launched the "iHeartRadio Communities Spotlight Media Grant Program," an initiative to support organizations that are making a positive impact within the communities iHeart serves – using iHeart's multi-platform media network to deliver messaging that is timely, relevant and hyper-targeted to most effectively serve underserved and impacted communities.

The inaugural Spotlight Media Grants provided a nationwide platform for Black-focused community organizations to inspire, educate and empower listeners to take a stand against systemic racism and promote social justice; celebrate Black excellence, achievement and culture; help members of

the Black community express themselves and address the unique needs of their communities; and invest in educational programs and individuals that are inspiring the next generation of Black journalists and leaders.

To mark the launch of the grant program, long-time iHeart collaborator UNCF, an organization that helps fund 37 private historically Black colleges and universities (HBCUs), was named the initiative's first partner and received a media grant of over \$350,000.

Future iHeartRadio Communities Spotlight Media Grant PSAs will address individual issue areas ranging from minority education

to mental health to food insecurity and the many long-term impacts of COVID-19 on our country, and will spotlight critical issues facing all of our listeners and provide a platform to explore the issues that matter most to them both locally and nationally.

In 2020, iHeart contributed over \$245 million in media to thousands of national and local organizations. The iHeartRadio Communities Spotlight Media Grant Program is an extension of that commitment, and is designed to explore the many facets of timely issues like social justice and structural racism facing our country and offer multiple outlets for action.



UNITED NEGRO COLLEGE FUND (UNCF)

To mark the launch of the iHeartRadio Communities Spotlight Media Grant Program, long-time partner [UNCF](#), an organization that helps fund 37 private historically Black colleges and universities (HBCUs), was named the initiative's first partner and received a media grant of over \$350,000. The all-new PSAs aired Dec 1 through the end of the year across all iHeartMedia radio stations and brought attention to the many social, financial, educational and mental health challenges the COVID-19 pandemic has caused in

communities of color and highlighted the threat to America's progress toward a more equitable society. UNCF asked listeners to donate \$10 online at [UNCF.org/donate](#) to help HBCU students who had to withdraw from school because of COVID-19 challenges get back to college in the spring.

Additionally, iHeart hosted UNCF President and CEO Dr. Michael L. Lomax as a guest on the iHeartRadio Communities public affairs show.

In 2020, iHeart worked closely with leading civil rights organizations, including the NAACP and National Urban League, to invest in ensuring Black voter participation in the 2020 presidential election and to advocate for the importance of minority education and college readiness as well as explore the deep cultural influence of HBCUs. In addition to the media grant, iHeart will continue to work with UNCF and other organizations to ensure their messages and missions are heard beyond these campaigns.

“ *We thank iHeart for this investment in a vital component of better futures for us all—our institutions and students. Getting our message out and making people aware of how we work tirelessly to support HBCUs and the Black community is vital. Partners like iHeart make our work at UNCF possible, and we are grateful for this support. As UNCF enters its 76th year, our mission is critical now, more than ever, as we work to ensure that students get back to college and that their futures – as leaders, professionals, and responders to the next pandemic – are secured.”*

DR. MICHAEL L. LOMAX
PRESIDENT AND CEO, UNCF

“ *iHeart strongly believes in the mission of UNCF and the importance of investing in an equitable and just society and we will continue to work with them into the future. The iHeartRadio Communities Spotlight Media Grant Program is an opportunity at a critical moment in history to share the work and messages of organizations like UNCF and bring them to the largest possible audience.”*

BOB PITTMAN
CHAIRMAN AND CEO, IHEARTMEDIA



ABOUT

UNITED NEGRO COLLEGE FUND

UNCF.org

UNCF (the United Negro College Fund) is the nation's largest and most effective minority education organization. To serve youth, the community and the nation, UNCF supports students' education and development through scholarships and other programs, supports and strengthens its 37 member colleges and universities and advocates for the importance of minority education and college readiness. UNCF institutions and other historically black colleges and universities are highly effective, awarding 17 percent of African American baccalaureate degrees. UNCF administers more than 400 programs, including scholarship, internship and fellowship, mentoring, summer enrichment and curriculum and faculty development programs. Today, UNCF supports more than 60,000 students at over 1,100 colleges and universities across the country. Its logo features the UNCF torch of leadership in education and its widely recognized motto, "A mind is a terrible thing to waste."® Learn more at [UNCF.org](https://www.uncf.org) or for continuous updates and news, follow UNCF on Facebook, Twitter and Instagram at @UNCF.

CAMPAIGN SNAPSHOT

12/01–12/16/20

Dates Running

837

iHeartMedia Stations

40,037,000

Impressions

IHEARTRADIO SHOW YOUR STRIPES

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

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

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

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

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

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

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

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

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

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

COL. DAVID SUTHERLAND

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



CAMPAIGN IMPACT

3.5%

the jobless rate for all veterans since the launch of Show Your Stripes, an 18-year low in 2018, from its peak at 9.9% in 2011.

+200,000

job applications have been submitted to a wide variety of companies directly through showyourstripes.org.

+4,000

participating local and national businesses have joined the Show Your Stripes Alliance including Coca Cola, Wal-Mart, Target, GE and FedEx.

~2.5 MILLION

public service announcements have aired on iHeartMedia radio stations nationally.

+28 MILLION

billboard displays have featured the program message since launch.

+7 BILLION

media impressions.

ABOUT

IHEARTRADIO SHOW YOUR STRIPES

ShowYourStripes.org

AWARD-WINNING CAMPAIGN

- 2015 NABEF Service to America President's Special Award
- Cause Marketing Forum 2014 Halo Award: Best Message- Focused Campaign
- Cause Marketing Forum 2014 Halo Award: Best Social Service Campaign
- 2014 PR News' CSR Award for Social Good

GREENLIGHT FUND

In the United States, 39% of children currently live in households considered low-income. At the same time, social entrepreneurs are developing innovative, proven approaches to help address social challenges and create opportunities for children and families to thrive.

The GreenLight Fund partners with communities to match locally identified unmet needs with evidence-based programs that can best address those needs to achieve measurable impact.

The GreenLight Fund was founded in Boston in 2004 and is now in ten sites across the country including Atlanta, Baltimore, Boston, Charlotte, Cincinnati, Detroit, Kansas City, Philadelphia, San Francisco Bay Area and the Twin Cities. In each city, in collaboration with the local community, the organization helps open opportunities for children, youth and

families experiencing poverty by engaging deeply with the community and running a consistent annual process to: elevate priority issues not yet being addressed; invest in innovative, proven programs that have a significant, measurable social impact; and galvanize local support to accelerate the selected program's launch and ensure growth and long-term viability.

Since 2019, iHeartMedia has made an annual media commitment to support new and existing GreenLight Fund sites that are each working to bring effective programs to cities where they are needed in order to help open opportunities for children, youth and families to thrive. To date, iHeart has launched media campaigns in San Francisco, Minneapolis, Charlotte and Boston.

In each city, GreenLight was able to raise awareness about its mission and

focus while also amplifying the work of the portfolio organizations GreenLight has brought to those cities. In Charlotte, for example, local stations highlighted GreenLight's selection of Center for Employment Opportunities (CEO), helping to attract permanent and transitional employment partners. CEO, which started in New York City in the 1970s and is now in 30 sites across 11 states, meets a community-identified need for second chance employment by offering individuals just coming home from prison with the ongoing reentry support necessary to build career capital and financial stability. In partnership with GreenLight Charlotte, the City of Charlotte, Mecklenburg County and Bojangles, CEO began enrolling participants and providing immediate work opportunities through their transitional work crews in September 2020. The program is set to reach nearly 800 returning citizens in Charlotte-Mecklenburg by 2024.



We are so grateful for iHeartMedia's platform that allows GreenLight to amplify the work of the proven organizations we've brought to our cities. As we support programs' entry to our communities to ensure impact, this partnership strengthens the important work they are doing to break down barriers and open up opportunities for children and families."

MARGARET HALL

CEO AND CO-FOUNDER, GREENLIGHT FUND



CAMPAIGN IMPACT

325,000

children and families across Greenlight's cities were reached with the innovative, replicable and effective programs of Greenlight's 33 portfolio organizations in 2020.

These programs address a wide variety of issues including early childhood literacy, college access and persistence, teacher effectiveness, poor health outcomes, family income and asset-building and youth aging out of foster care.

ABOUT

GREENLIGHT FUND

GreenLightFund.org

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



NATIONAL OPIOID ACTION COALITION

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

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

NOAC aims to help support local, state and federal opioid misuse and addiction prevention, treatment and recovery efforts by elevating the conversation around stigma and harnessing the power of

individuals, communities and companies to get engaged. Since its inception, NOAC has launched targeted programs in several local communities, all of which are highly affected by the crisis, and has brought together like-minded organizations that have offered expertise and tools to help address the opioid epidemic.

In early 2018, the coalition developed and launched noac.org – a free online resource for people seeking information related to opioid misuse prevention, treatment and recovery, and which provides free access to online resources including a treatment locator for people seeking assistance.

Additionally, iHeartMedia launched multiple initiatives around National Recovery Month. The campaign recognized all those in recovery and encouraged people to share their recovery stories and create hope that

recovery is possible. The effort featured pop culture icons and influencers including Macklemore, Camila Cabello, Nikki Sixx, Dan & Shay and many others.

In 2019, the coalition launched #TalkToMe – a science-based public awareness initiative that aimed to reduce stigma as a barrier to opioid use disorder prevention, treatment and recovery.

NOAC allows and invites government agencies and private sector to use and deploy its #TalkToMe creative to help combat substance use disorder and addiction stigma and iHeartMedia offers a media matching program for specific public outreach campaigns to help extend thereach and results of communications efforts to end the crisis and serve our communities.



This is an epidemic that is impacting families and individuals across America, and we want to harness our national reach to expand awareness, prevention, treatment and recovery efforts in communities across the country – and highlight local, state and federal government resources that are available to those fighting against this epidemic.”

BOB PITTMAN

CHAIRMAN AND CEO, IHEARTMEDIA



ABOUT

NATIONAL OPIOID ACTION COALITION

NOAC.org

By combining behavioral change communications expertise and public health research findings, integrated media assets with national scale and hyper-localized reach, and celebrity influence, NOAC will complement existing state and federal government efforts to help drive measurable results in prevention, treatment and/or recovery for communities and individuals affected by this crisis.



Every

11 

Minutes



**a person dies from
an opioid overdose.**

DRUG ENFORCEMENT ADMINISTRATION'S NATIONAL PRESCRIPTION DRUG TAKE BACK DAY

According to the 2018 National Survey on Drug Use and Health, 9.9 million Americans misused controlled prescription drugs. The study shows that a majority of abused prescription drugs were obtained from family and friends, often from the home medicine cabinet. Providing individuals with a secure and convenient way to dispose of medications provides an opportunity for Americans to prevent drug addiction and overdose deaths. For the last several years, iHeartMedia has helped inform its listeners of the more than 4,587 sites nationwide where individuals can dispose of expired, unused and unwanted prescription

medications as part of the National Prescription Drug Take Back Day and throughout the year.

iHeart played an active role in supporting the official Drug Enforcement Administration (DEA) Take Back Day in October, which yielded the disposal of nearly a million pounds of unused, expired and unwanted medications across the country, the largest amount ever collected in the program's ten years.

Now in its 11th year, the National Prescription Drug Take Back Day initiative

continues to remove high amounts of opioids and other medicines from homes, where they are vulnerable to misuse, theft or abuse by family members and visitors, including children and teens. iHeart radio stations across the country helped promote National Take Back Day in 2020 by airing a series of PSAs nationally and contributing more than 100 million impressions in one week. Since the first National Prescription Drug Take Back Day, the DEA has collected more than 12.7 million pounds of expired, unused and unwanted prescription medication.



This year's event, with a record-setting 493-ton collection, is a sure sign that DEA's Take Back Day events continue to provide a vital public service that keeps loved ones safe—an opportunity to rid homes of potentially dangerous unused, expired, and unwanted medications. Every day is Take Back Day and we encourage the public to continue to address this urgent safety and public health issue by using the thousands of existing drop-off locations throughout the year.”

TIMOTHY SHEA

ACTING ADMINISTRATOR, DEA



One crisis we have
the power to
control **together**

DEATakeBack.com



CAMPAIGN IMPACT

4,153

Total law enforcement participation.

4,587

Total collection sites.

985,392 LBS. (492.7 TONS)

Total weight collected.

ABOUT

DRUG TAKE BACK DAY

TakeBackDay.dea.gov

The National Prescription Drug Take Back Day addresses a crucial public safety and public health issue. According to the 2018 National Survey on Drug Use and Health, 9.9 million Americans misused controlled prescription drugs. The study shows that a majority of abused prescription drugs were obtained from family and friends, often from the home medicine cabinet.

The DEA's Take Back Day events provide an opportunity for Americans to prevent drug addiction and overdose deaths.

DRUG ENFORCEMENT ADMINISTRATION'S “SECURE YOUR MEDS” CAMPAIGN

Medicines that languish in home cabinets are highly susceptible to diversion, misuse and abuse. Rates of prescription drug abuse in the United States are alarmingly high, as are the number of accidental poisonings and overdoses due to these drugs. Studies show that a majority of abused and misused prescription drugs are obtained from family and friends, including from home medicine cabinets.

As part of its continuing efforts to reduce drug misuse and overdose, the Drug Enforcement Administration (DEA) launched a winter campaign urging the public to “Secure Your Meds.” The

COVID-19 pandemic has magnified the importance of addressing the issue of prescription-drug misuse. With Americans spending more time at home due to the pandemic, now is a good opportunity to clean out medicine cabinets and secure expired or unused medications. This one action can prevent medications from getting into the hands of children and others who may misuse them.

iHeart partnered with the DEA for the “Secure Your Meds” campaign in an effort to raise awareness of the responsibility to keep prescription and other medications stored securely. Medications that are

no longer used or have reached their expiration date should be secured until they can be disposed of in one of the 11,000 authorized, year-round collection sites, or until the next DEA National Prescription Drug Take Back Day, when patients can dispose of unused medications properly at a DEA collection site.



Nearly 70 percent of drug overdose deaths in the United States involve opioids. Many of these deaths could be prevented through the administration of Naloxone (Narcan) which reverses the overdose symptoms and is available without a prescription from a doctor at most major pharmacy chains throughout the country. Naloxone can be given to an overdose victim by friends, family members or first responders. By safeguarding and properly disposing of unused medications we will save lives.”

RICHARD SALTER JR

SPECIAL AGENT IN CHARGE, OMAHA DIVISION, DEA



DEPARTMENT OF HEALTH & HUMAN SERVICES' READY, SET, PrEP

Although more than one million people at risk for HIV in the United States could benefit from pre-exposure prophylaxis (PrEP) medications, only a small fraction get them. In December 2019, the U.S. Department of Health and Human Services (HHS) launched Ready, Set, PrEP, a national program that makes medications for PrEP, taken daily to prevent HIV, available at no cost to people without prescription drug insurance coverage. When taken as prescribed, PrEP is highly effective at reducing an individual's risk of acquiring HIV.

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

In 2020, iHeart continued its multi-year partnership with HHS to get the word

out about Ready, Set, PrEP across all of its PRIDE Radio stations. As part of this campaign, PRIDE Radio began by commemorating World AIDS Day on December 1 and produced audio commercials to run within CVS Pharmacy locations nationwide. All of the on-air and digital promotion drove listeners to find out if they qualify for the benefit by visiting [GetYourPrEP.com](https://www.getyourprep.com) or calling toll-free 855-447-8410.

READY SET PrEP



Ending
the
HIV
Epidemic



RYAN SEACREST FOUNDATION

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

RSF builds broadcast media centers, named Seacrest Studios, in pediatric

hospitals for patients to explore the creative realms of radio, television and new media. There are now studios in 11 cities across the United States including Atlanta, Philadelphia, Dallas, Orange County, Charlotte, Cincinnati, Denver, Boston, Washington, D.C., Nashville and Orlando. iHeartMedia supports the amazing work of RSF in a variety of ways throughout the year, including educational experiences for studio interns and executing national and local fundraising programs.

While the iHeartRadio Jingle Ball Tour went virtual in 2020, iHeart was able to help connect a donor with a virtual opportunity to meet Shawn Mendes, raising \$25,000 for the foundation.



The Ryan Seacrest Foundation is thankful for its long-standing partnership with iHeartMedia. With iHeart's incredible support, our foundation has now built 11 Seacrest Studios in children's hospitals across the United States. From national to localized support, RSF has found a true partner in iHeartMedia!"

MEREDITH SEACREST

EXECUTIVE DIRECTOR AND COO, RYAN SEACREST FOUNDATION



CAMPAIGN IMPACT

+\$1.6 MILLION

raised in the past nine years.

ABOUT

THE RYAN SEACREST FOUNDATION

RyanSeacrestFoundation.org

The Ryan Seacrest Foundation (RSF) is a non-profit 501(c)(3) dedicated to inspiring today's youth through entertainment and education-focused initiatives. RSF's first initiative is to build broadcast media centers — Seacrest Studios — within pediatric hospitals for patients to explore the creative realms of radio, television and new media. Founded in 2009, RSF currently has Seacrest Studios at hospitals in Atlanta, Boston, Charlotte, Cincinnati, Dallas, Denver, Orange County, Philadelphia and Washington D.C., Nashville and Orlando.



INTERNATIONAL WOMEN'S DAY

Every March, iHeart looks for unique ways to support and celebrate International Women's Day using the company's multiple platforms to honor the amazing and inspiring women in our company and in the communities we serve across America.

The campaign theme for International Women's Day 2020 was #EachforEqual, which focused on creating a gender equal world. #EachforEqual means that we can each actively choose to challenge stereotypes, fight bias, broaden perceptions, improve situations and celebrate women's achievements to help create a gender equal world.

In recognition of International Women's Day 2020, iHeart's stations and personalities across the country took time to spotlight brave, creative and influential women in music and radio. On March 9, more than 850 stations aired a collaborative on-air and online effort featuring top female musicians talking about their mentors; the cultural, artistic and personal achievements of women; and sharing personal stories of women around the world. This included inspiring stories from Gwen Stefani, Reba McEntyre, Sheryl Crow, Halsey, Maren Morris, Trisha Yearwood, Kelsea Ballerini, Ariana Grande, Meghan Trainor, Bebe Rexha, Sara Bareilles, Charlie Wilson, Chelsea Cutler, Colbie Caillat, Dua Lipa, Finneas, Jessie Reyez, John K, Lindsey Ell, Little Big Town, Nicole Bus, SHAED and dozens more.

Additionally, iHeart launched a number of custom iHeart Digital programs on iHeartRadio and local iHeart markets across the country and planned a broad spectrum of special programming and other initiatives to tie their stations and communities into International Women's Day.

TOP FEMALE-HOSTED IHEART RADIO ORIGINAL PODCASTS

- **Jo Piazza**, host of "Committed"
- **Dani Shapiro**, host of "Family Secrets" with Dani Shapiro
- **Holly Frey** and **Tracy Wilson**, cohosts of "Stuff You Missed in History Class"
- **Samantha McVey** and **Anney Reese**, cohosts of "Stuff Mom Never Told You"
- **Shereen Lani Younes** and **Anna Hossnieh**, cohosts of "Ethnically Ambiguous"
- **Katie Couric**, host of "Next Question" with Katie Couric
- **Stephanie Ruhle**, host of "Modern Ruhles" with Stephanie Ruhle
- **Rose Reid**, host of "The Women"
- **Samantha Barry**, host of "She Makes Money Moves"
- **Yves Jeffcoat**, host of "This Day in History Class"
- **Teddi Mellencamp**, host of "Teddi Tea Pod" with Teddi Mellencamp
- **Jana Kramer**, host of "Whine Down" with Jana Kramer
- **Becca Tilley & Tanya Rad**, cohosts of "Scrubbing In"
- **Chelsea Handler**, host of "Life Will Be The Death Of Me"
- **Katie Lowes**, host of "Katie's Crib"
- **Lauren Vogelbaum**, host of "BrainStuff"
- **Dana Schwartz**, host of "Noble Blood"
- **Laurie Segall**, host of "First Contact" with Laurie Segall
- **Jamie Loftus** and **Caitlin Durante**, cohosts of "The Bechdel Cast"
- **Brit Morin**, host of "Teach Me Something New"
- **Bobbi Brown**, host of "Beyond Beauty" with Bobbi Brown
- **April Calahan** and **Cassidy Zachary**, cohosts of "Dressed: The History of Fashion"
- **Nicole Lapin**, cohost of "Hush Money"
- **Perrie Samotin** of Glamour Mag and host of "What I Wore When"
- **Laura Wasser**, host of "All's Fair" with Laura Wasser
- **Brooke Burke** and **Meghan King Edmonds**, cohosts of "Intimate Knowledge"
- **Lauren Bright Pacheco**, host of "Murder in Oregon"



NATIONAL CENSUS DAY

The census has counted the U.S. population every 10 years since 1790. In 2020, iHeartMedia played an integral role in helping to get people living in the U.S. counted despite the challenges of the pandemic.

To be sure that every American citizen understood why the census questionnaire was so important, iHeart launched the iHeartRadio Census Day campaign.

On April 1 in partnership with the U.S. Census Bureau, iHeartRadio ran a full day of census-related programming. This included hourly historical facts and statistics, ads from the U.S. Census Bureau and a nationwide “roadblock” of inspirational music across 610 of iHeartRadio’s stations in 119 markets.

The iHeartRadio Census Day campaign ran from 6 AM to 9 PM local time

across the country and underscored how, through the census, every American citizen has a chance to shape the future of their community.

Additionally, Steve Harvey interviewed Michael C. Cook from the U.S. Census Bureau to talk about why this data collection is so important and what the census can do for local communities.



We conduct a count of the U.S. population every 10 years and are excited to have iHeartRadio as a partner to let the public know that the 2020 Census is easy, safe and important. We are committed to a complete and accurate count and so far, responses from households nationwide show that the public is, too.”

MICHAEL C. COOK

CHIEF OF THE PUBLIC INFORMATION OFFICE, U.S. CENSUS BUREAU



WE ARE ALL HUMAN FOUNDATION

THE HISPANIC PROMISE

Hispanics make up 18% of the U.S. population, 12% of annual U.S. GDP and \$1.7 trillion of annual consumer purchasing power. However, Hispanics are often undervalued, underrepresented and misperceived in society, which affects how they feel about their place both in society and in the workplace.

In 2019, iHeartMedia accepted an invitation from the We Are All Human Foundation – a nonprofit dedicated to promoting diversity and inclusion – to join The Hispanic Promise, a collaborative effort with more than a dozen Hispanic associations and more than 150 corporations to advance and empower U.S. Hispanics as employees, customers and citizens.

The Hispanic Promise asks employers to make the commitment to create inclusive workplaces and to take positive actions to hire, promote, retain and celebrate Hispanics through improved employee engagement, mentorship programs, employee or business resource groups, and talent advancement, with the aim for Hispanic employees to feel they belong, to feel valued, to enjoy equal access to opportunity and to have a voice.

The Hispanic Promise Partners include Association of Latino Professional for America (ALPFA); Circulo Creativo; DRR Advisors; Hispanic Alliance for Career Enhancement (HACE); Hispanic Association on Corporate Responsibility (HACR); Hispanic C-Suite Corporate

Council (HC3); HISPA; Hispanic Foundation of Silicon Valley; Hispanic Heritage Foundation; Hispanics in Philanthropy (HP); Hispanic Public Relations Association (HPRA); Hispanic Small Business Academy; Latino Business Action Network (LBAN); Latino Community Foundation; Latino Corporate Directors Association (LCDA); Latino Startup Alliance; National Association of Hispanic Real Estate Professional (NAHREP); National Hispanic Corporate Council (NHCC); Prospanica; Society of Hispanic Professional Engineers (SHPE); U.S. Hispanic Chamber of Commerce; Voto Latino; U.S. Hispanic Leadership Institute (USHLI); We Are All Human Foundation.



ABOUT

WE ARE ALL HUMAN

WeAreAllHuman.org

We Are All Human is a foundation dedicated to advancing the agenda of equity, diversity, and inclusion. Our vision is for every human to value every human. Our mission is to advocate for every human to be respected and empowered by focusing on our common humanity. By focusing on the universal values that make us all human, we can reach common ground, eliminate discrimination and achieve a more equitable society.

PRIDE RADIO

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

iHeartRadio's PRIDE Radio – iHeartRadio's digital entertainment destination for the LGBTQIA+ community – brings the best of music and programming to the LGBTQIA+ community and its allies around the country and is featured on the iHeartRadio app as well as on 29 iHeart stations. Each station, hosted by leading LGBTQIA+ on-air personalities, features a dynamic blend of music alongside its signature LGBTQIA+ Audio Vignette series with top music artists such as The Chainsmokers, Ariana Grande, Sam Smith, Lizzo and the Backstreet Boys as well as influencers.

iHeartMedia proudly supports the LGBTQIA+ community and annually participates in LGBTQIA+ events and initiatives across the country including its partnership with NYC WorldPride March. Though most events went virtual in 2020, iHeart remained very active in promoting, supporting and developing the biggest pride celebrations of the year.

LOCAL PRIDE RADIO ACTIVATIONS

- “Virtual PRIDE Parties” every Friday night in June – Hosted by PRIDE Radio personality Christie, the series took place on-air and on iHeart's PRIDE Radio YouTube. Christie mixed live each week featuring videos from prior Pride Parade celebrations from San Francisco Pride, LA Pride and Capital Pride in Washington, DC.

- Pride Parade Re-Broadcasts – Sundays in June, PRIDE Radio replayed video coverage of Pride Parade celebrations from various past years courtesy of San Francisco Pride and Capital Pride in Washington, DC.
- Pride Month Greetings & Vignettes – Celebrities and artists like Billy Porter, Britney Spears, Demi Lovato, Adam Lambert, Cyndi Lauper and many more recorded special Pride Month Greetings that ran throughout the month across all @PRIDERadio social channels and on-air.
- Partnered with GlobalPride in June, reaching 57 million people worldwide with the biggest ever LGBTQIA+ celebration, 24 hours of content from partner Pride organizations, activists, civil society groups, politicians and more via the iHeartRadio YouTube Channel.
- Website Index of Virtual Pride Celebrations – Portal on Pride Radio.com provided links to encourage participation and watch various Pride celebrations from across the country as countless organizations pivoted from in person celebrations to online celebrations.
- Partnered with Stonewall Columbus, Ohio for weekly live stream dance party featuring various national artists and DJ's called “Lift Yourself Up.”
- Celebrated LA Pride's 50th Anniversary with the Los Angeles iHeart Team culminating in a live Friday night broadcast and video stream across the iHeart LA Radio brands KISS-FM, MyFM, Alt and Real and PRIDE Radio's YouTube Channel.
- PRIDE Radio personality Houston participated in the Capital Pride “OUTbrigade” in Washington, DC in October by driving a small, roving' surprise' vehicle in a socially-distant Pride Parade throughout the District while sharing images across @PRIDERadio social accounts raising awareness for the LGBTQIA+ community.
- Celebrated “National Coming Out Day” in October with special on-air and online celebrity greetings and coming-out stories from artists like Demi Lovato, Tyler Glenn from Neon Trees, Rufus Wainwright and more.
- Continuing year-long partnership with the U.S. Department of Health and Human Services (HHS) to help spread the word about free/low-cost PrEP (PreExposure Prophylaxis – medicine people at risk for HIV take to prevent getting HIV) using on-air and online health features, interviews, vignettes and sponsorships.
- Partnered with and promoted the first-ever nationwide “PRIDE STRIDE” 5K fun run/walk/roll to raise money and awareness for the LGBTQIA+ community and local pride organizations across the country. Participants were encouraged to complete the 5K on their own pace and listen to PRIDE Radio while they did it.



SMALL BUSINESS SATURDAY

According to the *American Express Shop Small Impact* study, the majority of small business owners – 78 percent – say that positive feedback on social media is a significant driver of business. In fact, the study found that endorsements of small businesses on social media may be worth as much as an estimated \$197 billion for the U.S. small business economy.

Small Business Saturday has become an important part of how many small businesses launch their busiest shopping season -- and this year it was more critical than ever for small merchants as they work to recover from the economic impact of

the COVID-19 pandemic. For the 11th consecutive year, iHeartMedia played a major role in American Express' national initiative to encourage consumers to shop locally, and this year iHeartRadio stations nationally helped push a social media campaign that helped amplify the positive impact that U.S. consumers can have on small businesses.

Beginning on November 29 through the holiday season, select iHeartMedia stations aired PSAs beginning on Small Business Saturday encouraging listeners to support their local communities and to shop at their favorite small merchants – both in-store

and online – and share their support on social media. The PSAs asked consumers to simply tag the small merchants that they shop at on social media and share what they love about them.

The PSAs included a series of messages that highlighted local small businesses and encouraged listeners to shop small during the holiday season. Additionally, iHeart influencers across the country led conversations with small business owners, highlighting the importance of supporting local business during the pandemic.



I just wanted to thank you so much for the opportunity to work with you. I really wasn't sure if I would be heard. Well, it definitely has been heard by old and new customers. I think it really gave us a boost this season and I am very grateful."

EVERYTHING BUT THE DOG

SMALL BUSINESS IN BOSTON



CAMPAIGN IMPACT

~\$19.8 BILLION

reported spending, reaches a record high for American Express' Small Business Saturday®.

+50%

Americans who reported shopping small on the day said they supported a small business through social media by endorsing local shops or shopping at a small business because of a recommendation on social media.

56%

shoppers making a purchase online, up from 43% in 2019, causing online shipping at a small business on the day to increase significantly.

ABOUT

SMALL BUSINESS SATURDAY

ShopSmall.com

November 28th is the annual Small Business Saturday, proudly backed by American Express. Dedicated to supporting the diverse range of local businesses that create jobs, help boost the economy, and enhance neighborhoods around the country, Small Business Saturday was created by American Express in 2010 in response to small business owners' most pressing need: getting more customers. Learn more and connect with us on [Instagram.com/ShopSmall](https://www.instagram.com/ShopSmall) [Facebook.com/SmallBusinessSaturday](https://www.facebook.com/SmallBusinessSaturday).

CAMPAIGN SNAPSHOT

11/28-12/31/20

Dates Running

+127.8 MILLION

Total impressions across 10 markets (10 stations)

GRANTING YOUR CHRISTMAS WISH

For the 14th consecutive year, iHeartMedia granted Christmas Wishes to those in need and deserving of a special holiday gift. The 2020 annual “Granting Your Christmas Wish” program attracted over 83,000 entries – the greatest number of entries since the program’s inception – with wishes ranging from plane tickets to visit family members, toys for children, assistance with bills, housing repairs and more.

Beginning November 26 through December 18, 2020, iHeartMedia stations encouraged listeners to share their wish requests via participating radio stations websites during its annual “Grant Your Christmas Wish” campaign. All participants were required to submit a short paragraph stating why they should have their wish granted or to nominate someone worthy in their lives. The program was designed to share listeners’ personal stories, with the goal of inspiring non-winners to give back and do something special for their own families or community. All 67 winning entries received a gift of between \$1,000 - \$4,000.

LISA **MOTHER OF SPECIAL NEEDS DAUGHTER** **WISH: HANDICAP SHOWER**

“Like everyone else, it has been a very difficult year for us. We desperately need some help to pay for a handicap shower for my daughter, as I have thrown my back out many times from lifting and transferring her. I am begging for help. Not just for my benefit, but for my daughter.”

DENIZ **WISH: MONEY TO FIX ROOF**

“I would like nothing more than a roof for my house. Our roof is old and missing shingles, and with snow coming I worry about leaking. I took on another job to save money for the roof, but our family’s priorities shifted. It would be the greatest Christmas wish to get a new roof!”

LAFAYE **WISH: DOWN PAYMENT FOR CAR**

“I would like to have money for a down payment for a car for Christmas. I work with Veterans every day, and my car just died. I’m a health tech repairing hearing aids for Veterans. I love giving back to our soldiers because they gave so much to us. I don’t like to ask for anything but I pray you grant my wish so I can get back on the road and help our Veterans.”

CRYSTAL **WISH: TRIP TO THE GRAND CANYON**

“My Christmas wish is to help my 81-year-old mom complete the only two things on her bucket list. My mom is showing signs of Alzheimer’s and I would love to take her to the Grand Canyon before it progresses. She has had a rough year with the pandemic and could use a Christmas wish more than anyone. My mom has helped so many people during her days and she never asks for anything in return. Please pick me so I can have one last amazing memory with my mom. The joy this would bring us would ease my heart knowing there are rough days ahead.”

SUSAN **WISH: TOYS FOR KIDS**

“My Christmas wish is that BIG Love Cancer Care is able to serve as many pediatric cancer families as possible for the holidays by providing toys, food and essentials (which sometimes includes rent or phone). I am blessed with a healthy family and lots of love and I’d like to share that love with kiddos battling cancer. I’m usually a regular volunteer, but COVID-19 has changed that and because I miss “my” families, I want to know that they are being blessed.”

REBECCA **WISH: TRIP FROM OH TO OR TO VISIT FAMILY**

“I would love for my family to be able to travel to Oregon to visit my husband’s elderly father.

We have been married 24 years and his father has never met our 14- and 15-year-old children. He is unable to fly due to his health, otherwise it would have happened long ago. My husband never asks for gifts and he is a genuine giver, but he often says, "I wish that my dad could meet our kids." God how I pray I could make it happen."

AALIYAH

WISH: HELP WITH RENT

"My mother and I just found out that we have to be out of our apartment by January 30, so we have to try to save as much money as we can. My wish is that my two kids and little sister have toys and winter clothes and help finding somewhere to stay."

KIMBERLY

WISH: MONEY FOR BEDS AND GIFTS FOR FAMILY AFTER LOSING EVERYTHING IN FIRE

"I am wishing for Christmas gifts and beds for me and my family. We lost everything in an apartment fire. My sister and I along with our kids were living in the building and we lost everything. I try not to cry and stay positive that our blessings are coming."

AMY

WISH: CHRISTMAS GIFTS

"I would like to be able to give my children a normal Christmas. In September, my middle son was diagnosed with leukemia. I rented a car to go back and forth every 24 hours to be with him. I got offered my job back in November, but a month later they closed. I am making only \$250 dollars a week on unemployment compared to before COVID-19 which was closer to a \$1,000 a week. I just want my children to have a somewhat normal Christmas."





ENVIRONMENTAL

iHeartMedia continually looks for ways to encourage the communities in which we live and work to protect the environment and to conserve energy and natural resources. In 2020, iHeartMedia made a company-wide commitment with the launch of iHeartRadio Earth, a long-term sustainability initiative designed to inspire iHeart's millions of listeners to take action to positively impact the environment. The campaign is rooted in the belief that millions of small actions have the potential to make a massive difference for the environment. Since the program's inception in April, iHeart has contributed over \$2 million in donated media across all iHeartMedia stations.

Additionally, iHeart supports a number of nonprofit organizations that are changing the world by helping solve pressing issues facing our planet. From PSAs to local long-form shows and live events, local radio stations use their platforms to inform and educate their audiences and incite action. In 2020, iHeart continued to grow its relationship with the United Nations Development Programme to raise awareness around the Sustainable Development Goals and the role we all play in protecting our planet. Local stations continue to support and promote the sustainability and beautification of their local neighborhoods by participating in local events and campaigns on Earth Day and throughout the year.

IHEARTRADIO EARTH

In April 2020, iHeart launched iHeartRadio Earth, a new sustainability initiative designed to inspire iHeart's millions of listeners to take action to positively impact the environment. iHeartRadio Earth is designed to sharpen the company's focus on sustainability with the goal of increasing listeners' knowledge of simple actions they can take every day to help the environment. The campaign is rooted in the belief that millions of small actions have the potential to make a massive difference for the environment.

The first phase of the campaign, which launched on Earth Day, focused on the environmental impact of consumers' behavioral changes due to the COVID-19 pandemic; with millions of Americans staying home, there has been a significant

increase in energy and water usage as well as how families shop for, consume and dispose of food. The series of PSAs developed in partnership with the National Environmental Education Foundation (NEEF), the nation's leading organization in lifelong environmental learning, provided useful tips and information that promoted insights about environmentally conscious actions and behavior while also helping consumers save money during this unprecedented and challenging time. The program also provided listeners with information about virtual ways to explore the outdoors, including free guided tours of national parks, online workshops and more.

Over the course of the year and beyond, iHeartRadio Earth will evolve to include a series of local environmental events and

initiatives, social media activations, on-air personality and celebrity endorsements and a multi-year PSA campaign that will educate audiences across iHeart's stations and platforms about small steps they can take in their daily lives to make a positive impact in their own communities and on the planet.

All of iHeartRadio Earth's efforts lead listeners to an online destination for more information on how to conserve and protect the planet in their own communities. The website also provides an opportunity to search for local virtual volunteer activities powered by VolunteerMatch.



iHeartMedia reaches 9 out of 10 Americans every day. If every one of our listeners took one or two small steps within their day-to-day routines to do things like conserve energy and reduce waste and water, we have a massive opportunity to make lasting impact on the world today and for the future. Through iHeartRadio Earth we will continually inform, educate and inspire our listeners to drive social change by providing them with information, opportunities and resources to make a difference for the environment.”

BOB PITTMAN

CHAIRMAN AND CEO, IHEARTMEDIA



ABOUT

THE NATIONAL ENVIRONMENTAL EDUCATION FOUNDATION (NEEF)

NEEFusa.org

Congressionally chartered in 1990, NEEF is a non-partisan, non-advocacy organization working to make the environment more accessible, relatable, relevant and connected to people's daily lives. We build effective public-private partnerships and develop programs and initiatives that advance environmental education and engagement in the United States.

VOLUNTEERMATCH

VolunteerMatch.org

Founded in 1998, VolunteerMatch is the most effective way to recruit highly qualified volunteers for nonprofits. We are the largest nonprofit network in the world with the most nonprofits and volunteer opportunities. We believe everyone should have the chance to make a difference. That's why we make it easy for good people and good causes to connect. We've connected millions of people with great places to volunteer and helped tens of thousands of organizations better leverage volunteers to create real impact.

CAMPAIGN SNAPSHOT

4/22-12/31/20

Dates Running

543

iHeartMedia Stations

302,027,726

Impressions

UNITED NATIONS DEVELOPMENT PROGRAMME

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

The all-new radio campaign was developed by the UNDP and Sustainable Partners,

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

The first phase of this campaign consisted of a series of PSAs, which offered actions everyone can take in their daily lives,

such as reducing waste with reusable coffee cups, conserving water through smart clothing purchases and protecting rainforests with wiser food choices, among others. These small everyday acts, coupled with calls for bigger policy and system changes, will lead to wide-scale impact for the planet. The PSAs featured artists including AJR, Steve Aoki, Rachel Crow, Max, Local Natives and iHeartMedia on-air personality Greg T.



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

ADAM METZGER

MUSICIAN AND FOUNDER, SUSTAINABLE PARTNERS, INC



CAMPAIGN IMPACT

+\$150,000

raised for charities
related to the sustainable
development goals.

MILLIONS

views garnered by
the videos.

ABOUT

UNDP

UNDP.org

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



CAMPAIGN SNAPSHOT

11/4–11/24/20

Dates Running

838

iHeartMedia Stations

54,115,400

Impressions



BIG GREEN AT HOME

While the nation remained safer at home during the early days of the COVID-19 pandemic, it was important that kids everywhere, no matter where they lived had access to high-quality education and healthy, real food.

Big Green aims to improve the health of students and communities by creating experiential learning and garden-based education opportunities in low-income

schools. When schools shut down, iHeart teamed up Big Green to help keep kids learning through the summer and beyond with the launch of Big Green at Home — a free, online teaching plan, that provides real food and nature activities for kids of all ages.

From building a kitchen scrap garden to scavenger hunts and soil-less seed planting and more — each week, Big Green shared

distance-ready activity bundles, lessons, videos, resources and more to make teaching and engaging with kids at home easy and fun.

During the month of July, a series of radio PSAs ran across all iHeartMedia radio stations encouraging parents and caregivers to sign up for ideas to help the planet and have fun.



When schools closed at the start of the COVID-19 pandemic in March 2020, we wanted to do everything we could to keep kids learning at home. We launched Big Green at Home and with the help of iHeartRadio we made our environmental and gardening education resources available to thousands of teachers, caregivers, and parents across the nation."

TIGHE BROWN

PRESIDENT, BIG GREEN



ABOUT

BIG GREEN

BigGreen.org

Big Green was started in 2011 by The Kitchen restaurateurs Hugo Matheson and Kimbal Musk with the fundamental belief that every child should have the opportunity to play, learn and grow in healthy communities. Big Green builds a healthier future for kids by connecting them to real food through a nationwide network of Learning Gardens and food literacy programs. Big Green seeks to reduce preventable diet-related health disparities and teach lifelong healthy habits by building a national school food culture that promotes youth wellness. Today there are Learning Gardens in nearly 700 schools around the United States reaching over 350,000 students every day. For more information, please visit [BigGreen.org](https://www.BigGreen.org) or follow on Twitter and Instagram [@BigGreen](https://www.instagram.com/BigGreen).

CAMPAIGN SNAPSHOT

7/7-7/31/20

Dates Running

839

iHeartMedia Stations

27,284,100

Impressions

ENVIRONMENTAL 2020 LOCAL SPOTLIGHTS

KRYS & KKTX **CORPUS CHRISTI, TX** **FRIENDS OF PADRE/BIG SHELL** **BEACH CLEAN-UP**

KRYS and KKTX are long-time supporters of Friends of Padre, an organization dedicated to the preservation and betterment of North Padre Island and the people and wildlife that call it home. In 2020, at the 25th annual Big Shell Clean-up over 1,500 volunteers showed up and together removed 60 tons of trash from 33 miles of beach, more than half of the 62 miles that comprise Padre Island National Seashore. The stations played an active role in supporting the event through on-air promotion and its public affairs podcast promoting the clean-up.

50TH ANNIVERSARY OF EARTH DAY **DENVER, CO** **97.3 KBCO**

April 22, 2020 was the 50th anniversary of Earth Day. iHeartMedia Denver's 97.3 KBCO in partnership with the Alliance Center ran a campaign highlighting some of the positive results of the quarantine such as reduced air pollution and clearer water in the canals of Venice. Listeners were encouraged to make simple adjustments to their everyday lives after quarantine ends to continue the positive change.

DOWNTOWN MARION CLEAN-UP DAY **MARION, OH** **1490 WMRN**

For Earth Day, iHeartMedia Marion's 1490 WMRN partnered with Marion Litter and Recycling to promote the Downtown Marion Clean-up Day effort. Listeners were encouraged to volunteer their time and help clean up the community.

BEACH & RIVERSIDE CLEAN UP **PORTLAND, OR** **1190 KEX**

Each year SOLVE Oregon recruits volunteers to help clean up the beaches at the Oregon Coast as well as the areas around the state's many rivers. In September 2020, iHeartMedia Portland's 1190 KEXW supported the program with PSAs and public affairs interviews. In addition, the station offered support and information for the necessary clean-up efforts as a result to the protests and riots in downtown.





CIVIC ENGAGEMENT

At iHeartMedia, we believe every eligible American citizen should have the information and tools they need to vote. In 2020, iHeart supported a broad range of nonpartisan voting organizations in an effort to increase voter turnout for the 2020 presidential election and to ensure that all voices were heard.

iHeart's voter participation efforts included campaigns with longtime partners When We All Vote, a national,

nonpartisan nonprofit that brings together citizens, institutions, brands, and organizations to increase participation in every election; The National Urban League, a historic civil rights organization dedicated to economic empowerment, equality and social justice; Democracy Works, a nonpartisan, nonprofit that builds technology to simplify and modernize the voting process; Every Vote Counts, a celebratory special that brought artists, musicians, performers,

and community leaders together in an aim to uplift the power of civic action and remind and inspire all Americans of the power of their voice and their vote. Additionally, iHeart also launched Why I'm Voting – the largest civic engagement campaign in iHeart company history that drew upon hundreds of real-life emotional stories of inspiration from listeners across the entire country to motivate voter participation.



iHeart is committed to serving listeners and communities across the country and ensuring they have the information they need to vote in the upcoming election. Our partnership with leading civic engagement organizations, including The National Urban League, Democracy Works, NAACP, Global Citizen, When We All Vote and more, has allowed us to leverage their expertise in reaching voters in a very thoughtful and impactful way. Additionally, our creation of 'Why I'm Voting' has allowed us to represent a wide range of voices encouraging everyone to be sure to vote."

BOB PITMAN

CHAIRMAN AND CEO, IHEARTMEDIA

WHY I'M VOTING

In 2020, iHeart launched “Why I’m Voting,” a non-partisan campaign that asked musicians, cultural influencers, athletes and listeners from all walks of life to share what matters to them most in one of the most consequential election years of our lifetime, when Americans were voting for 35 Senate seats, all 435 seats in the House of Representatives and the office of the President of the United States.

Beginning on Monday, August 10 and running until Election Day on November 3, iHeartMedia opened its more than 860 broadcast radio stations in over 160 markets, podcasts, social media platforms and iHeartRadio App to give its 278 million listeners a chance to answer the simple question: “Why am I voting?” Listeners heard thoughts from some of today’s biggest celebrities and cultural leaders and recorded and submitted their

own 20 second or less audio or video message online.

Participants included Aaron Mahnke, Adam Lambert, Andra Day, Ashley McBryde, Baratunde Thurston, Benny Blanco, Billie Eilish, Bob Baumhower, Brett Eldredge, Brit Morin, Brothers Osborne, Chelsea Handler, Chuck Bryant, Dan + Shay, Dan Reynolds (Imagine Dragons), Dani Shapiro, Darius Rucker, Day Sulan, Diplo, DJ Khaled, Fall Out Boy, FINNEAS, French Montana, Grouplove, Jason Derulo, Jason Petty, Jewel, John Legend, Justin Tuck, K CAMP, La La Anthony, Leslie Grace, Lori Gottlieb, Luis Fonsi, Melissa Etheridge, Michael Ray, Michelle Williams, Mike Shinoda, Pitbull, Prince Royce, Robert Evans, Sammy Jaye, Saweetie, Selena Gomez, Stephanie Ruhle, Swae Lee, The Head and the Heart, Tom Colicchio, Trevor Daniel, Tyla Yaweh, Will Ferrell, YFN Lucci and others.

“Why I’m Voting” was also incorporated into the iHeartRadio marquee music events taking place before Election Day, including the 10th anniversary of the legendary two-day iHeartRadio Music Festival in September, along with the iHeartCountry Festival and 2020 iHeartRadio Fiesta Latina, which celebrated the power of Latino culture.

Additionally, iHeart premiered its “Why I’m Voting” podcast, a special series also beginning on August 10 running through Election Day, featuring conversations with artists, celebrities and cultural influencers including Chelsea Handler, Jewel, John Legend, Melissa Etheridge, Pitbull and Will Ferrell on why and how this year’s elections will shape our future for decades to come.



With voter turnout expected to hit record numbers on Election Day, ‘Why I’m Voting’ presents a rare opportunity for people of all backgrounds and beliefs to have their voices heard by millions of their fellow Americans before we cast our votes in November.”

JOHN SYKES

PRESIDENT OF ENTERTAINMENT ENTERPRISES, IHEARTMEDIA



WHY I'M VOTING

CAMPAIGN IMPACT

THE LARGEST

civic engagement campaign in iHeart company history.

1.3 BILLION

media impressions generated.

HUNDREDS

real-life emotional stories of inspiration from listeners across the entire country.



NAACP

According to the Pew Research Center, Black voter turnout declined for the first time in 20 years, falling to 59.6 percent in 2016, after reaching a historic high of 66.6 percent in the 2012 elections.

The NAACP's civic engagement efforts aimed to increase the Black vote by galvanizing community members to actively engage infrequent Black voters to get to the polls in November 2020.

iHeart worked closely with the NAACP to mobilize voters and leaders in communities across the country to make sure that Black voters did not sit out in the 2020 election. The campaign called on the public to reach out to people in their communities and encourage them to exercise their power to vote and help chart a course towards justice and equality for all. All PSAs drove listeners to [NAACP.org/Volunteer](https://www.naacp.org/Volunteer).

In addition, Dominik Whitehead, National Civic Engagement Director for NAACP, was a guest on iHeartMedia's national public affairs show. Dominik led the Early Volunteer and Voter Mobilization programs at the NAACP and discussed the importance of the African American vote in 2020 in local, state and national elections.



The NAACP is honored to be partnering with iHeartMedia. As an organization dedicated to doing the work in our communities ourselves, we greatly appreciate iHeart for consistently using their platform to enable change, education and influence. We've previously worked together on our voter mobilization efforts and we are excited to expand our reach in the future."

TROVON C. WILLIAMS

VICE PRESIDENT OF MARKETING AND COMMUNICATIONS, NAACP



CAMPAIGN IMPACT

+12 MILLION

Black potential voters reached in 12 key states including Alabama, Florida, Georgia, Michigan, Nevada, North Carolina, Ohio, Pennsylvania, South Carolina, Texas, Virginia, and Wisconsin.

+18 MILLION

texts sent with GOTV messages about voting by mail, early voting, and voting on Election Day, as well as messages to mobilize our volunteers.

NEARLY 200,000

civic engagement 2020 volunteers recruited and activated.

+121 MILLION

impressions from digital efforts.

1 MILLION

pieces of literature distributed through no-contact canvassing.

4.5 MILLION

pieces of direct mail sent to targeted Black Voters.

NEARLY 27,000

radio ads ran over the course of our campaign across our targeted states.

700,000

phone calls made through our phone banks to targeted households.

4 MILLION

individual emails sent.

ABOUT

NAACP

NAACP.org

Founded in 1909 in response to the ongoing violence against Black people around the country, the NAACP (National Association for the Advancement of Colored People) is the largest and most pre-eminent civil rights organization in the nation. We have over 2,200 units and branches across the nation, along with well over 2 million activists. Our mission is to secure the political, educational, social, and economic equality of rights in order to eliminate race-based discrimination and ensure the health and well-being of all persons.

CAMPAIGN SNAPSHOT

6/23-7/7/20

Dates Running

83

iHeartMedia Stations

6,527,600

Impressions

WHEN WE ALL VOTE

Studies show that early voting activations and celebrations can help increase turnout by nearly 4 percent. During the pandemic, When We All Vote (WWAV) fought for safe, fair and accessible elections through three voting principles: expanded access to vote-by-mail, early in-person voting and online voter registration. As part of iHeart's targeted commitment to share the most relevant, timely and critical information around voting, the company launched an all-new PSA voiced by WWAV Co-chair and former First Lady Michele Obama that aired across over 560 iHeartMedia radio

stations and encouraged voters to vote early and safely and to have a plan to vote on November 3.

Additionally, iHeart promoted When We All Vote Together: Early Vote Weeks of Action, which included activations near early vote polling places to give voters the support they needed and to build momentum around early voting in a number of markets, including Atlanta, Milwaukee, Los Angeles and Philadelphia. During these weeks of action, the organizations provided information, transportation, food, music,

personal protective equipment (PPE) and voter protection support to Americans near early voting sites in cities around the country.

Additionally, Crystal Carson, Vice President of Communications and Culture for When We All Vote appeared on iHeartRadio's national long-form community affairs show for an interview to air the weekend before election day discussing the importance of having a plan to vote safely together.



When We All Vote is on a mission to change the culture around voting and we are committed to closing the age and race gap of those who show up at the ballot box. In the midst of the pandemic, we ran one of the largest nonpartisan voter registration and turnout efforts, creating new and innovative ways to reach voters as the impact of COVID-19 completely altered the trajectory of this historic election. We could not have pulled off this work without organizations like iHeartMedia who played a critical role in supporting our work to provide critical resources and information to countless voters across the country leading up to Election Day.”

CRYSTAL CARSON

DIRECTOR OF COMMUNICATIONS AND MEDIA PARTNERSHIPS, WHEN WE ALL VOTE



CAMPAIGN IMPACT

+512,000

people started or completed the voter registration process.

+15.3 MILLION

texts sent from volunteers to 7.3 million eligible voters.

+113,000

people joined a virtual #CouchParty with DJ D-Nice.

+13,000

people signed up to be poll workers recruited by When We All Vote.

21,000

students and educators have signed up for the My School Votes program.

ABOUT

WHEN WE ALL VOTE

WhenWeAllVote.org

When We All Vote is a national, nonpartisan nonprofit that brings together citizens, institutions, brands and organizations to increase participation in every election. Launched by Michelle Obama, the organization is committed to closing the race and age voting gap and empowering all eligible voters to cast their ballot by harnessing grassroots energy, establishing strategic partnerships, and implementing digital organizing strategies, with the ultimate goal of changing the culture around voting.

CAMPAIGN SNAPSHOT

8/18–11/3/20

Dates Running

279

iHeartMedia Stations

36,935,500

Impressions



EVERY VOTE COUNTS

iHeart joined its partner Global Citizen as a presenting media partner for Every Vote Counts: A Celebration of Democracy, a nationally televised and streamed event that aired on the iHeartMedia app and radio stations on Thursday, October 29, 2020 at 9:00-10:00 PM ET/PT.

Artists, musicians, performers and community leaders came together for a nonpartisan celebration of American democracy, with the goal of uplifting the power of civic action and celebrating the precious value of every single citizen's right

to vote. Every Vote Counts was an appeal to all Americans – of all races, creeds and parties – to get to the polls in the final days of the election season. The nonpartisan special reminded viewers that the right to vote has been hard-fought, that fair elections must be protected, and, above all, that a strong democracy depends on civic participation. The special aimed to inspire viewers to rally their families and communities to go to the polls.

Hosted by Alicia Keys, America Ferrera and Kerry Washington, with appearances

by Amy Schumer, Chris Rock, Cobie Smulders, Coldplay, Condoleezza Rice, Eva Longoria, Jennifer Lopez, John Kasich, Kelly Clarkson, Leonardo DiCaprio, Lin-Manuel Miranda, Natalie Portman, Shaquille O'Neal, Tan France and Wilmer Valderrama, and with performances by Alicia Keys, Dan + Shay, Offset and Shawn Mendes, Every Vote Counts honored and celebrated the power of voting through music, dance and dialogue.



The purpose for this special is to remind and inspire all Americans of the power of their voice and their vote. It's a challenging time but we have the opportunity to continue to show up and shape the world we want to live in. In a democracy, every vote counts, so we want to encourage and uplift each other and remember we all have a say in the direction of our country because everyone's participation matters."

ALICIA KEYS

MUSICIAN AND ACTIVIST



CAMPAIGN IMPACT

5 MILLION

views across
broadcast and
digital platforms.

800,000

listeners of the 5M
total tuned in through
iHeartRadio.

5.4 BILLION

press impressions were
received from the special.

23 MILLION

social reach for
the special.

157,000

visits to the Every
Vote Counts landing
page on the Global
Citizen website.

+1,700

press hits were garnered
from the special, including
press from the Associated
Press and Rolling Stone.

ABOUT

GLOBAL CITIZEN

GlobalCitizen.org

Global Citizen is the world's largest movement of action takers and impact makers dedicated to ending extreme poverty by 2030. With over 10 million monthly advocates, our voices have the power to drive lasting change around sustainability, equality, and humanity. We post, tweet, message, vote, sign, and call to inspire those who can make things happen to act — government leaders, businesses, philanthropists, artists, and citizens — together improving lives. By downloading our app, Global Citizens learn about the systemic causes of extreme poverty, take action on those issues, and earn rewards with tickets to concerts, events, and experiences all over the world. To date, the actions of our community, along with high-level advocacy efforts and work with partners, has resulted in commitments and policy announcements from leaders valued at over \$48 billion, affecting the lives of more than 880 million people. For more information, visit globalcitizen.org.

CAMPAIGN SNAPSHOT

10/23–10/29/20

Dates Running

185

iHeartMedia Stations

37,934,900

Impressions

+800,000

Broadcast Listeners

DEMOCRACY WORKS

According to the Pew Center on the States' Election, there were an estimated 38-50 million unregistered eligible voters in the United States and two-thirds of Americans reporting that they were uncomfortable voting in person due to COVID-19 in the months before election day 2020.

In response to the additional voting challenges caused by COVID-19 and in an effort to educate the public on where and

how to vote safely, iHeart teamed up with the civic participation nonprofit Democracy Works – which provides comprehensive, consistent election information – to address state-specific rules and regulations to ensure that all ballots were submitted properly and counted. For several weeks leading up to Election Day, iHeart aired PSAs pushing listeners to voter.tips/iheart and local state websites for details on early voting and criteria for absentee voting.

iHeart also featured Mike Ward, VP of Voter Engagement for Democracy Works, on its national community affairs program which could also be accessed on iHeartRadio.



iHeartMedia's 2020 voter engagement efforts were innovative. The U.S. saw the highest voter turnout in over 100 years, and iHeart's programming to deliver our voting information to their audience was a brilliant contributing factor. We know that large portions of the population do not vote because nobody asked them to. iHeartMedia broadcasting an invitation to participate in the election had immeasurable impact."

MIKE WARD

VICE PRESIDENT OF VOTER ENGAGEMENT, DEMOCRACY WORKS



CAMPAIGN IMPACT

10 MILLION

voters were supported through their voting journeys by TurboVote.

300

partnerships were expanded by TurboVote in 2020.

NEARLY 500 MILLION

times The Voting Information Project data was accessed this year via Google.

ABOUT

DEMOCRACY WORKS

Democracy.Works

Democracy Works is a nonpartisan, 501(c)(3) nonprofit organization that improves civic participation by building easy-to-use tools for voters, uplifting comprehensive data for elections, and providing vital support for election officials.

CAMPAIGN SNAPSHOT

10/16–11/03/20

Dates Running

755

iHeartMedia Stations

42,420,000

Impressions

VOTE.GOV

A 2020 survey from The Atlantic and the Public Religion Research Institute showed that Black and Hispanic citizens were more likely than whites to face barriers at the polls and to fear the future erosion of their basic political rights.

iHeartLatino, a Hispanic multi-platform initiative which aggregates iHeartMedia's vast portfolio of Hispanic targeted

programming and content across multiple platforms – broadcast, digital, social and live events -- launched a targeted voter registration campaign that provided critical voter information for its Hispanic listeners around early voting and voter registration. Through a series of on-air PSAs and live interviews the network pointed listeners to [vote.gov](https://www.vote.gov) – the official voting website of the U.S. government – for state-specific information and resources in Spanish.

The network also ran several of iHeart's Why I'm Voting PSAs voiced by Prince Royce, Leslie Grace and Pitbull in Spanish.

Additionally, iHeartLatino hosted several leading organizations and civic engagement experts on their stations including Director of Field Operations and Voter Outreach of UnidosUS, Marlene Braga.



NATIONAL URBAN LEAGUE

#RECLAIMYOURVOTE

Since 2013, a wave of state-level voting restrictions have disproportionately impacted Black and Brown communities. According to an MIT study, these changes resulted in more than 1 million lost votes in 2016. The COVID-19 pandemic emergency added yet another barrier to voter access for many people this year.

Leading up to Election Day, iHeart supported the Urban League's #ReclaimYourVote, a social change campaign committed to harnessing Black collective power and increasing Black

participation in the 2020 election. The nationwide #ReclaimYourVote campaign laid out the most significant issues, broke down otherwise confusing processes, and highlighted specific ways where voters could reclaim their collective power by harnessing the power of media, entertainment and technology to drive civic engagement.

iHeart's campaign was heavily promoted on-air and across iHeartMedia's national and social media channels and focused on mobilizing first time voters and communities

of color to the polls during the early voting period through Election Day and urged the Black community to be counted in the census and to take a stand and vote.

Additionally, National Urban League President and CEO Marc H. Morial appeared on iHeartRadio's national long-form community affairs show to discuss the importance of Black voter turnout at this critical moment in history. Additionally, stations across the country hosted Mr. Morial for a live discussion as part of their final voter participation efforts.



National Urban League's partnership with iHeart was invaluable in allowing us to amplify our core mission of civic engagement and maximize the effectiveness of the #ReclaimYourVote campaign. We're extremely grateful to work with a media partner that is committed to social responsibility and racial justice."

MARC H. MORIAL

PRESIDENT AND CEO, NATIONAL URBAN LEAGUE



CAMPAIGN IMPACT

13.5 BILLION

overall media impressions.

ABOUT

NATIONAL URBAN LEAGUE

NUL.org

The National Urban League is a historic civil rights organization dedicated to economic empowerment in order to elevate the standard of living in historically underserved urban communities. The National Urban League spearheads the efforts of its 90 local affiliates through the development of programs, public policy research and advocacy, providing direct services that impact and improve the lives of more than 2 million people annually nationwide.

CAMPAIGN SNAPSHOT

9/24–11/3/20

Dates Running

83

iHeartMedia Stations

19,771,900

Impressions

GLOBAL CITIZEN

JUST VOTE

As of October 23, more than 5 million young people, ages 18-29, voted early or by absentee ballot in the 2020 U.S. presidential elections, including nearly 3 million in key battleground states, eclipsing 2016 early voting totals for that age group, according to statistics compiled by the CIRCLE research center at Tufts University in Massachusetts.

iHeartMedia joined Global Citizen and HeadCount in support of the Just Vote

campaign to mobilize young Americans to register to vote. The nonpartisan campaign aimed to engage 1 million voters and get young people registered before state deadlines. To achieve this goal, the campaign offered exclusive experiences, performances and memorabilia donated by artists and entertainers that could only be unlocked once eligible voters checked their registration status. Artists supporting the campaign included Billie Eilish, Billy Porter, DJ Khaled, FINNEAS, Julianne Hough,

Loren Gray, Nicky Jam, Quavo, Taylor Swift, Usher and more.

All iHeartMedia radio stations ran PSAs in support of the program, and iHeart also interviewed Hugh Evans, co-founder and CEO of Global Citizen, on its national community affairs show.



For years, we have been activating Global Citizens to be part of the solution to key issues like extreme poverty, climate change, and now pandemic relief. Voting is a vital way to exercise that power. We are excited about Just Vote's potential to drive young voter turnout in November and beyond.”

HUGH EVANS

CO-FOUNDER AND CEO, GLOBAL CITIZEN



CAMPAIGN IMPACT

+104,000

get-out-the-vote actions taken over by Global Citizens on the GC platform.

95,300

people checked their voter registration status through the Just Vote page.

+617,000

page visits across all Global Citizen Just Vote pages.

+38 MILLION

digital and social impressions received.

+837 MILLION

press impressions.

ABOUT

GLOBAL CITIZEN

GlobalCitizen.org

Global Citizen is the world's largest movement of action takers and impact makers dedicated to ending extreme poverty by 2030. With over 10 million monthly advocates, our voices have the power to drive lasting change around sustainability, equality, and humanity. We post, tweet, message, vote, sign, and call to inspire those who can make things happen to act — government leaders, businesses, philanthropists, artists, and citizens — together improving lives. By downloading our app, Global Citizens learn about the systemic causes of extreme poverty, take action on those issues, and earn rewards with tickets to concerts, events, and experiences all over the world. To date, the actions of our community, along with high-level advocacy efforts and work with partners, has resulted in commitments and policy announcements from leaders valued at over \$48 billion, affecting the lives of more than 880 million people. For more information, visit GlobalCitizen.org.

CAMPAIGN SNAPSHOT

9/28–10/11/20

Dates Running

751

iHeartMedia Stations

47,342,300

Impressions





NAVIGATING THE PANDEMIC

IHEART'S COVID-19
RESPONSE EFFORTS



VIRTUAL FUNDRAISING EVENTS

Since the earliest days of the pandemic iHeart has focused on helping its communities and audiences celebrate virtually the occasions they could no longer celebrate in person. Over the last several months, the company has taken a leadership role in creating a slate of popular and widely-recognized virtual events that have reached and entertained millions of Americans; these have been so successful that iHeart plans to continue hosting virtual events post-pandemic.

In fact, iHeartMedia, in partnership with Fox, was the first media company

to create and broadcast a COVID-19 benefit special: "The iHeart Living Room Concert for America," which paid tribute to the medical professionals and local heroes working on the many aspects of the pandemic while also raising over \$15 million for hunger relief organizations. The company has been a part of numerous national fundraising events addressing the critical needs of our communities, entertaining and empowering the public while raising hundreds of million dollars for much-needed relief efforts. More information about some of iHeart's largest virtual events follows below.

FOX PRESENTS

THE IHEART LIVING ROOM CONCERT FOR AMERICA

On March 29, iHeartMedia and Fox teamed up to create and broadcast the first COVID-19 benefit special: “The iHeart Living Room Concert for America” – a music event to help fight the spread of the COVID-19 virus and to celebrate the resilience and strength of the nation during this pandemic. The event was televised live on FOX and broadcast live on iHeartMedia radio stations nationwide and on the iHeartRadio app.

The special was hosted by music legend Elton John and featured performances from some of America’s top artists,

including Alicia Keys, Backstreet Boys, Billie Eilish, Billie Joe Armstrong of Green Day, Camila Cabello and Shawn Mendes, Dave Grohl, H.E.R., Mariah Carey, Sam Smith, Tim McGraw and others -- all from their own homes.

The hour-long concert also featured inspirational messages from guests, as well as special appearances from Ciara, Demi Lovato, Lizzo, Russell Wilson and more, as the benefit special paid tribute to the front line health professionals, first responders and local heroes who put their lives in harm’s way to help their neighbors

and fight the spread of the virus. It also encouraged viewers to support two of

\$15M+ WAS RAISED FOR
CORONAVIRUS RELIEF

the many charitable organizations helping victims and first responders during the pandemic: Feeding America® and First Responders Children’s Foundation.

The benefit special was broadcast commercial-free and has raised over \$15 million to date for coronavirus relief.



THE IHEARTRADIO LIVING ROOM CONCERT SERIES

PRESENTED BY STATE FARM®

iHeartMedia launched “The iHeartRadio Living Room Concert Series Presented by State Farm,” an eight-week performance series with the goal of bringing Americans together in the comfort and safety of their living rooms for performances by some of the biggest artists in music today. The series video streamed and broadcast every Wednesday to celebrate the importance of community and being a “good neighbor” through the power of music during the COVID-19 pandemic.

Premiering on April 29, the concert series kicked off with a performance from Country music star Thomas Rhett and was streamed on iHeartRadio’s YouTube Channel and broadcast across iHeartRadio stations nationwide.

In honor of essential workers, a donation was made to a featured charitable organization for each episode in the concert series and included a call to action encouraging viewers to donate.

Other participating artists in the series included H.E.R., The Killers, Brett Eldredge, Sam Smith, Lauv, Katy Perry, SHAED

\$650K+ WAS RAISED BY THE IHEARTRADIO LIVING ROOM CONCERT SERIES

and more, and over \$650,000 was donated to Feeding America®, American Red Cross, Meals on Wheels, National Urban League, NAACP, The Blue Boy Foundation, No Kid Hungry and more.



The living room has become the new stage. Until our live music events return, this is a way for millions of fans to stay connected to their favorite artists, while staying safe at home. We are excited to partner with State Farm on this new music series.”

JOHN SYKES

PRESIDENT OF ENTERTAINMENT ENTERPRISES, IHEARTMEDIA



ROBIN HOOD & IHEARTMEDIA PRESENT “RISE UP NEW YORK!” RELIEF BENEFIT

Robin Hood, New York’s largest poverty-fighting organization, and iHeartMedia joined together with New York television and radio stations to air a “virtual telethon” on Monday, May 11 at 7 p.m. ET to raise awareness and funds to help New Yorkers whose lives have been dramatically impacted by COVID-19. The show brought together New York City’s biggest musicians, actors, chefs and more with one common goal: to raise funds for Robin Hood’s relief and recovery efforts, deployed directly to the organizations on the front lines that serve the city’s most vulnerable during the current crisis and its aftermath. One hundred percent of donations provided support for food, shelter, cash assistance, health and mental health, legal services,

education and more – helping fellow New Yorkers rebuild their lives as the city moves towards recovery and beyond.

The one-hour benefit special was hosted by Tina Fey and simultaneously broadcast on all New York City TV stations, iHeartMedia and Entercom broadcast radio stations, News 12, Spectrum News NY1, SiriusXM and nationally on CNBC and CNN.

Appearances included Governor Andrew Cuomo, Angie Mar, Barbra Streisand, Ben Platt, Bette Midler, Mayor Bill de Blasio, Chris Rock, Christopher Jackson, Cynthia Erivo, David Chang, Idina Menzel, Jake Gyllenhaal, Jennifer Lopez, Jimmy Fallon, Julianne Moore, Lin-Manuel Miranda,

Robert De Niro, Spike Lee, Sutton Foster, Trevor Noah, New York Giants Super Bowl champions Eli Manning, Michael Strahan, Justin Tuck and Phil Simms, along with real-life accounts of the work being done on the frontlines. Musical performances included Bon Jovi, Billy Joel, Mariah Carey and Sting.

\$115M+ WAS RAISED BY “RISE UP,
NEW YORK” RELIEF FUND

The event raised over \$115 million to provide support for food, shelter, cash assistance, mental health, legal services and education.



Every New Yorker has been impacted by this pandemic, but if you had breakfast today with your family, you’re already better off than two million of your neighbors who can’t afford to eat at all. It’s not an easy time to ask for donations, but as little as \$10 provides a meal for six hungry New Yorkers.”

JOHN SYKES

PRESIDENT OF ENTERTAINMENT ENTERPRISES, IHEARTMEDIA



"RISE UP NEW YORK!" RELIEF BENEFIT

THE IHEART MIDNIGHT CONCERT SERIES

iHeartMedia brought iconic past performances from the iHeartRadio stages to living rooms across America with the “iHeart Midnight Concert Series.” Launched on April 6, the program brought concerts to music fans in the safety of their homes every weekday at midnight.

As part of the series, listeners have enjoyed iconic performances from superstar artists recorded live at marquee events including the iHeartRadio Music Festival, the

iHeartRadio Jingle Ball Tour, iHeartRadio Fiesta Latina, iHeartRadio Wango Tango, iHeartCountry Festival, iHeartRadio ALTer EGO as well as intimate, exclusive performances from the iHeartRadio Theaters in New York and Los Angeles.

The series launched Monday, April 6 at midnight on iHeartRadio Alternative, Pop, Hot AC and Country formats, as well as the iHeartRadio App.



EMPIRE STATE BUILDING & IHEARTMEDIA'S NIGHTLY MUSIC-TO-LIGHT SHOWS

Empire State Realty Trust (ESRT) and iHeartMedia teamed up to reach those sheltering at home with New York's Z100's radio waves and Empire State Building's world-famous tower lights. On Friday, March 27, at 9:00 p.m., the tower of the Empire State Building illuminated the New York City skyline with a light show synced to Alicia Keys' *Empire State of Mind*. The

song was played simultaneously on Z100 and streamed on the iHeartRadio app.

The light show replayed on Saturday, March 28, and then again from Monday, March 30 through Thursday, April 2. To honor the first responders who are tackling the health crisis daily, Z100's Elvis Duran kicked off every light show at 8:55 p.m.

with a spotlight interview to highlight the amazing individuals who are on the front lines of the fight against COVID-19.

The public was invited to join the conversation by posting a video of themselves to their social media pages with the hashtag #EmpireStateBuilding and #iHeartNewYork.



The Empire State Building has always served as an international symbol of hope, of challenges overcome and of New York City itself. With iHeartRadio, the radio network of America, she provides comfort and inspiration to New Yorkers, America, and the world."

ANTHONY E. MALKIN

CHAIRMAN AND CEO, ESRT



ALTÍSIMO LIVE!

iHeartLatino joined a coalition of internationally renowned music artists, celebrities, media companies and farmworker-serving organizations for the unprecedented livestream *Altísimo Live! Music and Pop Culture Festival* on Cinco de Mayo (May 5) to benefit America's essential, vulnerable and invisible farmworkers - an estimated three million people who are on the front lines sustaining the nation's food supply during the COVID-19 pandemic.

The livestream event, which raised over \$1.7 million, included at-home performances, celebrity activations, comedy skits and more, and highlighted stories from the laborers, as well as messages of gratitude and appreciation from notable Americans, with an overall goal of driving combined action to support the farmworkers. Viewers were asked to contribute \$5 or more for the cause. The

festival was co-hosted by actor, producer, director and activist Eva Longoria and iHeartLatino Chairman and Chief Creative Officer Enrique Santos. Other celebrity co-hosts throughout the livestream benefit included J Balvin, Kate Del Castillo, Rosario Dawson and Alejandro Sanz. *Altísimo Live!* officially kicked off on Facebook Live, YouTube, Twitter, Periscope and Twitch simultaneously on Tuesday, May 5 at 10:00 a.m. PT/ 1:00 p.m. ET with an interactive livestream tailgating experience that included entertainers, comedians, chefs, social media influencers and other surprise personalities. iHeartLatino and People en Español also carried the broadcast.

Money raised through this fundraising effort was disbursed through the Farmworkers' Pandemic Relief Fund to farmworker-serving organizations around the US to help provide food, formula, diapers, emergency financial assistance for medical

needs and other support during this crisis. Organizations such as the Coalition of Florida Farmworker Organizations (FL), Dolores Huerta Foundation, East Coast

\$1.7M+ WAS RAISED BY THE ALTÍSIMO LIVE! LIVESTREAM EVENT

Migrant Head Start Project (Multi-state), Farmworker Association of Florida (FL), The United Farm Workers Foundation (CA, WA), Pineros y Campesinos Unidos del Noreste (PCUN) (OR), Redlands Christian Migrant Association (RCMA) (FL), Pathstone (Multi-state), NC Fields (NC), La Cooperativa Campesina de California (CA), Proteus, Inc. (Multi-state), Student Action with Farmworkers (NC), Telamon Corporation (Multi-state), UMOs (WI, MN) and La Union del Pueblo Entero (TX) were recipients from this fund and will help provide farmworker community members with much-needed aid.



Farmworkers are deemed an essential workforce during this health crisis, yet they have consistently been denied essential rights and benefits historically and in the midst of this devastating virus. From Puerto Rico to the strawberry fields of California, Altísimo Live! is helping all America recognize that farmworkers are also heroes of the pandemic while raising funds to meet some of their urgent needs."

MÓNICA RAMÍREZ

FOUNDER, JUSTICE FOR MIGRANT WOMEN | CO-FOUNDER, THE LATINX HOUSE



Altísimo Live!

IHEARTRADIO CONCERTS FOR THE COMMUNITY

PRESENTED BY ALLY

iHeartMedia and Ally Financial launched the “iHeartRadio Concerts For The Community Presented By Ally” – a virtual concert series benefiting United Way, the worldwide organization that fights for health, education and financial stability of every person in every community, as well as Musicians On Call, the nation’s leading provider of live music in hospitals, serving individuals in facilities ranging from children’s hospitals to adult facilities, Veterans’ Administration (VA) hospitals and hospices.

The three-part concert series featured performances from Andy Grammer, Aloe Blacc and Julia Michaels. The event was streamed on iHeartRadio’s

YouTube Channel, Facebook Live and Instagram Live beginning on Monday, June 22 and raised \$100,000.

\$100K+ WAS RAISED BY THE
IHEARTRADIO CONCERTS FOR THE
COMMUNITY SERIES EVENTS

As part of the series, each artist surprised caregivers around the country with a virtual meet & greet and performance as a token of appreciation for their work on the frontlines. In addition to the virtual events, iHeartMedia and Ally helped bring the gift of music to dedicated healthcare heroes that staffed hospitals nationwide during the early COVID-19 pandemic. As part of

the program, Ally committed to fund the delivery of up to 5,000 virtual eCards to frontline workers nationwide. Each card featured an inspiring and uplifting video recorded by Musicians On Call’s volunteer musicians. The program encouraged listeners to visit a dedicated landing page on the Musicians On Call website to send a personalized e-card and music video to doctors and nurses in their own lives.

Funds from this partnership helped support United Way Worldwide’s Invisible Problems campaign to help identify and respond to unseen problems in communities that may be contributing to racial and economic inequalities.



United Way is addressing many significant, often ‘unseen’ problems emerging from the COVID-19 pandemic, such as food insecurity, access to medical care and financial support. Many of our communities were already in crisis pre-COVID-19 and now find themselves in deeper crises as new problems surface in this rapidly changing environment. Increased domestic violence, evictions, and loss of support groups are some of the problems emerging in the wake of COVID-19. Support from Ally and iHeartMedia will help United Way begin to address these unseen issues facing communities across the country.”

SUZANNE MCCORMICK

U.S. PRESIDENT, UNITED WAY WORLDWIDE



CAMPAIGN IMPACT

\$100,000

funding provided to United Way and Musicians on Call.

2.45 MILLION

total performance views.

+29 MILLION

digital and on-air impressions.

+389 MILLION

social media impressions.

ABOUT

CONCERTS FOR THE COMMUNITY

MusiciansOnCall.com

JERSEY 4 JERSEY

iHeartMedia New York offered support for The New Jersey Pandemic Relief Fund's (NJPRF) JERSEY 4 JERSEY – a one-night broadcast fundraiser to fight the medical, social and economic impact of COVID-19 on New Jersey's most vulnerable communities.

This special evening featured New Jersey's biggest champions and celebrities participating from their homes, including Saquon Barkley, Tony Bennett, Jon Bon Jovi, Danny DeVito, Whoopi Goldberg, Halsey, Chelsea Handler, Charlie

Puth, Kelly Ripa, Chris Rock, Bruce Springsteen, Jon Stewart, SZA and more. The show also included first-hand accounts from front-line workers and citizens impacted by the pandemic.

Over \$6 million was raised by JERSEY 4 JERSEY, which provided grants to organizations that provide essential services to those in need and to assist those on the front lines of the COVID-19 pandemic.

JERSEY 4 JERSEY was broadcast on Wednesday, April 22 across iHeartMedia

New York's stations including Z100, 103.5 KTU, Q104.3, Power 105.1, Lite FM and 710 WOR, and iHeartMedia Sussex's

\$6M+ WAS RAISED FROM THE BROADCAST FUNDRAISER FOR JERSEY 4 JERSEY

102.3 WSUS, Max 106.3, and 103.7 NNJ. Besides raising funds for NJPRF.org, JERSEY 4 JERSEY honored those on New Jersey's front lines, including healthcare workers, first responders and other essential employees.



New Jersey is on the front lines of this pandemic, making it more important than ever for us to do what Jersey does best – take care of one another. That's why we're asking everyone in our state to join the NJPRF and some of New Jersey's finest for some much-needed musical entertainment, levity and Jersey Pride during these unprecedented times."

TAMMY MURPHY

NEW JERSEY FIRST LADY

JERSEY 4 JERSEY

A benefit for the New Jersey Pandemic Relief Fund

April 22nd | 7PM



BRUCE SPRINGSTEEN



JON STEWART



TONY BENNETT



WHOOPI GOLDBERG



JON BON JOVI



CHELSEA HANDLER



SZA



DANNY DEVITO



CHRIS ROCK



HALSEY



KELLY RIPA



SAQUON BARKLEY



CHARLIE PUTH



FOUNTAINS OF WAYNE

GLOBAL CITIZEN FESTIVAL

TOGETHER AT HOME

iHeartMedia was an official media partner of “One World: Together At Home” – a globally televised and streamed special in support of the fight against the COVID-19 pandemic created by international advocacy organization Global Citizen and the World Health Organization.

The historic broadcast was hosted by Jimmy Fallon of ‘The Tonight Show,’ Jimmy Kimmel of ‘Jimmy Kimmel Live’ and Stephen Colbert of ‘The Late Show with Stephen Colbert.’ The event was curated in collaboration with Lady Gaga and the broadcast included performances and appearances by Alanis Morissette, Andrea

Bocelli, Billie Eilish, Billie Joe Armstrong of Green Day, Burna Boy, Chris Martin, David Beckham, Eddie Vedder, Elton John, FINNEAS, Idris and Sabrina Elba, J Balvin, John Legend, Kacey Musgraves, Keith Urban, Kerry Washington, Lang Lang, Lizzo, Maluma, Paul McCartney, Priyanka Chopra Jonas, Shah Rukh Khan and Stevie Wonder.

“One World: Together At Home” global special aired on April 18 across iHeartMedia radio stations nationwide in celebration and support of healthcare workers and featured real experiences from doctors, nurses and families around the world. Powered by commitments

from supporters and corporate partners in benefit of the [COVID-19 Solidarity Response Fund](#), the special also benefited local and regional charities that provide food, shelter and healthcare to those that need help most.

\$127M+ WAS RAISED BY THE “ONE WORLD: TOGETHER AT HOME” TV SPECIAL

“One World: Together At Home” raised a total of \$127.9 million, providing \$55.1 million to the COVID-19 Solidarity Response Fund and \$72.8 million to local and regional responders.



As we honor and support the heroic efforts of community health workers, ‘One World: Together At Home’ aims to serve as a source of unity and encouragement in the global fight to end COVID-19. Through music, entertainment and impact, the global live-cast will celebrate those who risk their own health to safeguard everyone else’s.”

HUGH EVANS

CO-FOUNDER AND CEO, GLOBAL CITIZEN

**ONE WORLD
TOGETHER
AT
HOME
GLOBAL CITIZEN.**

The logo consists of two stylized black hands, one above and one below, with fingers spread, holding a solid red circle. The hands are positioned to frame the red circle, which is centered between the words 'AT' and 'HOME' in the main text.

SATURDAY, APRIL 18

GLOBALCITIZEN.ORG/TOGETHERATHOME

GLOBAL GOAL

UNITE FOR OUR FUTURE—THE CONCERT

iHeartMedia was named an official media partner of “Global Goal: Unite for Our Future—The Concert,” a globally televised and digitally streamed special that highlighted the disproportionate impact COVID-19 has had on marginalized communities – including people of color, those living in extreme poverty and others facing discrimination. The event was developed by International advocacy organization Global Citizen and the European Commission and hosted by Dwayne Johnson and featured performances from Chloe x Halle, Christine and the Queens, Coldplay, J Balvin, Jennifer Hudson, Justin Bieber and Quavo, Miley Cyrus, Shakira, Usher and Yemi Alade. *The Concert* also included appearances from Antoni Porowski, Billy Porter, Charlize Theron, Chris Rock,

David Beckham, Derrick Johnson, Diane Kruger, Forest Whitaker, Hugh Jackman, Ken Jeong, Kerry Washington, Nikolaj Coster-Waldau, Olivia Colman, Opal Tometi, Salma Hayek Pinault and more.

\$1.5B+ IN GRANTS WERE RAISED

\$5.4B+ IN LOANS & GUARANTEES WERE RAISED

\$6.9B TOTAL WAS RAISED BY THE GLOBAL GOAL EVENT

“Global Goal: Unite for Our Future—The Concert” premiered on Saturday, June 27, and aired across more than 150 iHeartMedia radio stations and the app. The Concert followed “Global Goal:

Unite for Our Future—The Summit,” a global pledging moment where world leaders, corporations and philanthropists announced new commitments to help develop equitable distribution of COVID-19 tests, treatments and vaccines, as well as rebuild communities devastated by the pandemic. The Summit was streamed on the iHeartRadio app.

“Global Goal: Unite for Our Future” mobilized more than \$1.5 billion in new grants and \$5.4 billion in loans and guarantees, for a total of \$6.9 billion pledged to provide equitable access to COVID-19 tests, treatments, and vaccines, as well as support for the world’s poorest and most marginalized communities.



This moment requires all of us to act. As Global Citizens, we’re calling on leaders around the world to combat the disproportionate impact COVID-19 has on marginalized communities by committing funds to develop and deliver tests, treatments, and therapeutics. Because of this global effort, we will be more able to ensure that everyone, everywhere has access to COVID-19 testing and treatment, regardless of their income or where they live.”

MILEY CYRUS



GLOBAL
GOAL
Unite for Our Future
GLOBAL CITIZEN.

 **iHeart**MEDIA

SAVING OUR SELVES

A BET COVID-19 RELIEF EFFORT

iHeart was named a promotional partner of “Saving Our Selves: A BET COVID-19 Relief Effort” broadcast special, which aired on Wednesday, April 22. The special, co-hosted by Grammy Award-Winning singer and actress Kelly Rowland, TV personality Terrence J and actress Regina Hall, featured virtual appearances and musical performances from some of the biggest names in music and entertainment as they shared tips on how to manage, cope

and help during the COVID-19 pandemic crisis. Celebrity guest appearances and performances included DJ Khaled, Charlie Wilson, Chance the Rapper, Kirk Franklin, Fantasia, Melvin Crispell III and many more.

\$16M+ WAS RAISED FROM THE SAVING
OUR SELVES BROADCAST SPECIAL

The special provided up-to-date information and drove viewers to needed

resources during this unprecedented time. In partnership with United Way, proceeds were donated to African American communities severely impacted by COVID-19. The telecast raised more than \$16 million for the BET COVID-19 Relief Fund.



ALL IN CHALLENGE

iHeartMedia became a media partner of the successful All In Challenge to raise money for Americans struggling to get access to food during the COVID-19 pandemic. Founded by Michael Rubin, the challenge asked celebrities across sports and entertainment to offer valuable memorabilia or special experiences that fans could bid on via the Fanatics website.

As part of the campaign, participants recorded themselves accepting the challenge on social media, explaining the

gift or experience they were offering, and then challenged other athletes or public figures to also participate in the challenge.

\$60M WAS RAISED FOR COVID-19 RELIEF
FROM THE ALL IN CHALLENGE

Highlights from the sweepstakes included MLB executive Joe Torre's offer to throw out the pitch at the next World Series, watching batting practice and grabbing dinner in New York City with Yankees outfielder Aaron Judge, playing golf at

Pebble Beach with Justin Timberlake and Bill Murray, and receiving a private skateboarding lesson with Tony Hawk.

The digital fundraiser raised nearly \$60 million for those in need -- proceeds supported food organizations including Meals on Wheels, No Kid Hungry and America's Food Fund, which directly benefits Feeding America and World Central Kitchen.

ALL IN CHALLENGE

HELP FEED THOSE IN NEED

ALLinChallenge.com







VIRTUAL CELEBRATIONS OF SPECIAL MOMENTS

COVID-19 has led to the disruption of many national events and has socially isolated millions of people. In an effort to provide a sense of normalcy and to help the world celebrate the big and small

moments that make us feel connected, iHeart reimagined our live events and created new moments to bring people together during the pandemic.

CAN'T CANCEL PRIDE

PRIDE MONTH

iHeartMedia and P&G joined forces during Pride Month for “Can’t Cancel Pride: A COVID-19 Relief Benefit for the LGBTQ+ Community,” a virtual relief benefit designed to help raise visibility and funds for LGBTQ+ communities most impacted by COVID-19. Can’t Cancel Pride demonstrated that while in-person Pride events may be interrupted around the world, nothing can cancel the heart of Pride and the spirit the LGBTQ+ equality movement embodies.

The event brought together today’s biggest names in culture and entertainment, including Adam Lambert, Big Freedia, Billy

Porter, Katy Perry, Kim Petras, Melissa Etheridge, Sia, Ricky Martin and more, with support from P&G brands to drive LGBTQ+ visibility, and build support for the millions of Americans unable to take

\$4M WAS RAISED FROM THE CAN'T CANCEL PRIDE VIRTUAL RELIEF BENEFIT

part in live Pride events across the country due to the COVID-19 pandemic. The celebration culminated with a one-hour special produced by iHeartMedia and P&G and hosted by leading iHeartMedia on-air personality Elvis Duran and actress and LGBTQ+ advocate Laverne Cox.

The event raised \$4 million that The Greater Cincinnati Foundation administered, and distributed financial support raised by the event to LGBTQ+ organizations with a track record of positive impact and support of the LGBTQ+ community, including GLAAD, SAGE, The Trevor Project, the National Black Justice Coalition, CenterLink and OutRight Action International.

“Can’t Cancel Pride” was streamed on iHeartRadio’s Facebook and Instagram pages, iHeartRadio’s PrideRadio.com and broadcast on iHeartMedia stations nationwide and on the iHeartRadio app on June 25.



This is a unique opportunity to focus on the heart and soul of the community and the movement we serve across the country, allowing access for everyone. Celebrating virtually affords us the opportunity to touch people in communities across the country and ensure that we are broadly able to showcase the incredible diversity and intersectionality of the LGBTQ+ community.”

ROB SMITH

FOUNDER AND CEO, THE PHLUID PROJECT | CAN'T CANCEL PRIDE ADVISORY COMMITTEE MEMBER



CAN'T CANCEL PRIDE

IHEARTRADIO PROM

PROM SEASON

Hosted by Dua Lipa and 102.7 KIIS-FM on-air personality JoJo Wright, iHeartRadio Prom was an on-air celebration for high school students across the country having to forego this milestone due to the COVID-19 pandemic. The four-hour event was broadcast across stations nationwide on May 8 at 8 p.m. local time, and featured custom celebrity DJ mixes from Marshmello, Diplo, Dillon Francis, Martin Garrix, Loud Luxury and will.i.am.

The celebration also included special messages for the 'Class of 2020' from artists such as John Legend, AJ Mitchell, Noah Cyrus, PowFu, Sabrina Carpenter, Sofia Carson, Trevor Daniel and more, plus a special performance from Lewis Capaldi as he sang his hit ballad "Before You Go" for students' first slow dance.

In addition, listeners and fans who tuned in had the opportunity to submit photos

in their prom best on iHeartMedia's social platforms using #iHeartProm and #iHeartDuaLipa for a chance to win a virtual prom meet and greet with Dua Lipa following the show.



Prom is such a significant milestone for high school students across the country. Through the power of radio, we are excited to bring prom to the to the safety of our listeners' living rooms, with some of the biggest names in music performing for the special occasion."

JOJO WRIGHT

KIIS-FM ON-AIR PERSONALITY



Featuring

SABRINA CARPENTER

Friday, May 8TH 8PM ET

LISTEN ON



#IHEARTPROM



COMMENCEMENT: SPEECHES FOR THE CLASS OF 2020

NATIONAL GRADUATION DAY, MAY 17

On Friday, May 15, iHeartMedia launched “Commencement: Speeches for the Class of 2020” – a one-of-a-kind special podcast event for America’s graduation month featuring commencement addresses from some of the most inspiring and accomplished thought leaders impacting culture today.

Following the digital release, iHeartMedia’s more than 850 broadcast radio stations across the country aired featured clips from “Commencement: Speeches for the Class

of 2020” every hour, culminating with a series of 30-minute on air commencement specials on all music stations and 60-minute specials on all Talk stations. The on-air commencement specials broadcasted on every station between 7 p.m. and midnight local time, and featured multiple speeches from the podcast – taking these inspirational speeches directly to millions of graduates nationwide.

While graduates around the country were missing their traditional end-of-year

celebrations, iHeartMedia gathered an impressive group of leaders, creators and thinkers representing every corner of today’s culture to give the entire graduating class the sendoff they deserve. From Abby Wambach to Hillary Clinton, Eli Manning to Mary J. Blige, and DJ Khaled to Katie Couric, 2020’s graduating class heard from an inspiring and eclectic group of individuals in honor of National Graduation Day on May 17.

INSPIRATIONAL QUOTES FROM THE DIVERSE LINEUP OF SPEAKERS



...we can solve more problems together than we can alone.”

HILLARY CLINTON



Love can change the world.”

JOHN LEGEND



Disruption often inspires innovation.”

KATIE COURIC



...at the end of the storm, comes a rainbow, even if you can't see it yet."

KESHA

The final and comprehensive lineup of speakers for the special podcast event includes creator and producer **Aaron Mahnke**; two-time Olympic gold medalist and FIFA World Cup champion **Abby Wambach**; Alphabet X's captain of moonshots **Astro Teller**; philanthropists and business leaders **Bill and Melinda Gates**; singer, songwriter and actor **Becky G**; cosmetics icon **Bobbi Brown**; celebrity chef and restaurateur **Bobby Flay**; comedian and TV host **Chelsea Handler**; sports analyst and commentator **Chris Broussard**; restaurateur and TV personality **David Chang**; Goldman Sachs CEO **David Solomon**; NFL football legend **Eli Manning**; comedian and actor **George Lopez**; journalist



These hard and uncomfortable times do not define our identity."

MARY J. BLIGE

and NPR correspondent **Guy Raz**; top recording artist **Halsey**; director and actor **Henry Winkler**; former Secretary of State **Hillary Clinton**; top recording artist **John Legend**; New York Times bestselling author **John Green**; award-winning journalist **Katie Couric**; Grammy-nominated pop star **Kesha**; **DJ Khaled**; R&B singer and songwriter **Khalid**; Academy-award and Golden Globe nominated **Mary J. Blige**; business leader and Co-CEO of Ariel Investments **Melody Hobson**; T-Mobile CEO **Mike Sievert**; Coach **Mike Krzyzewski**; **Dr. Oz**; international recording artist and business entrepreneur **Pitbull**; actor, producer, singer and songwriter **Rita**



...we can come together and rebuild stronger, and young people can lead the way."

MELINDA GATES

Wilson; actor **Sienna Miller**; acclaimed singer-songwriter **Smokey Robinson**; **General Stan McChrystal**; MSNBC anchor **Stephanie Ruhle**; CEO of Epic Records **Sylvia Rhone**; top country artist **Tim McGraw**; rapper and record producer **T.I.**; Apple CEO **Tim Cook**; and Emmy award-winning news anchor **Tom Brokaw**. "Commencement: Speeches for the Class of 2020" also featured speeches from leading iHeartRadio on-air personalities and podcast hosts, including **Ryan Seacrest**; **Enrique Santos**, **Bobby Bones**, **Jake Brennan**, **Angela Yee**, **Josh Clark**, **Chuck Bryant** and **Woody**.

SUMMER CAMP WITH THE STARS

SUMMER 2020

iHeartMedia launched “**Summer Camp with the Stars**,” a special four-week series featuring the top names in music helping millions of children across the U.S. missing out on summer camp due to the COVID-19 pandemic. The series streamed every

Friday in July 2020 beginning July 3 at 5 p.m. ET on iHeartRadio’s Facebook page.

“Summer Camp with the Stars” series kicked off with special guest counselor AJ McLean of the Backstreet Boys, who

led a dance class with his daughter from their home. Other performers in the series included Noah Cyrus, Ryan Tedder, Kygo and Monsta X.



With millions of Americans postponing or canceling their summer plans to keep themselves and others safe, we wanted to produce a virtual summer camp experience for the entire family to enjoy together. We’re thrilled to have AJ and several other of our favorite artists helping to create families of happy campers.”

TOM POLEMAN

CHIEF PROGRAMMING OFFICER, IHEARTMEDIA



I’m thrilled to be the first camp counselor for ‘Summer Camp with the Stars,’ especially since I get to share the experience with my daughter. It’s so important that we still find moments to just have fun with our children during such a strange time. I hope everyone is ready to dance!”

AJ MCLEAN



**SUMMER
CAMP**

WITH
THE *Stars*

July 3rd | 5PM ET

Watch on



Featuring

**AJ
MCLEAN**



IHEARTCOUNTRY 4TH OF JULY BBQ 4TH OF JULY

To celebrate Independence Day, iHeartMedia launched an all-new television and radio special, “iHeartCountry 4th of July BBQ” featuring country music artists Kane Brown, Lauren Alaina and Old Dominion performing live from the backyards of their homes. Hosted by Bobby Bones, the celebration invited Americans to tune-in for of an evening of music and storytelling.

The “iHeartCountry 4th of July BBQ” was broadcast as a television event on Friday, July 3 on The CW Network and audio broadcast on iHeartCountry stations nationwide and replayed throughout the holiday weekend on [CWTV.com](https://www.cwtv.com) and on iHeartCountry stations across America.



HBCU HOMECOMING CELEBRATION ON IHEARTRADIO

HOMECOMING

iHeartMedia launched "HBCU Homecoming Celebration on iHeartRadio," an uplifting month-long celebration showcasing Historically Black Colleges and Universities' (HBCU) school pride and elevating student achievement through iHeartMedia's multiple platforms, including on-air across iHeartMedia's Hip Hop and R&B broadcast radio stations, streaming, social channels, iHeartMedia's Black Creator podcasts and live virtual events. Beginning October 19 and continuing through November 12, the celebration brought together HBCU students and alumni with their favorite musical artists, influencers and entertainment.

Due to the COVID-19 pandemic, hundreds of HBCUs and their students and alumni were not able to attend in-person homecoming celebrations to honor their institutions' rich histories, cultural impact and notable alumni. The month-long "HBCU Homecoming Celebration on iHeartRadio" featured special themed podcast episodes and a month of custom vignettes celebrating Black excellence and achievement highlighting its alumni and students including singer, songwriter Bobby Valentino; singer and songwriter Brian McKnight; recording artist, songwriter, actor and activist Killer Mike; actress and personality La La Anthony; actor Lance

Gross; singer, songwriter and actor Lionel Richie; producer, songwriter and DJ Metro Boomin; actor and entertainment reporter Terrence J; singer and songwriter Toni Braxton; recording artist Wale; film producer Will Packer; and iHeartRadio on-air personalities Bev Johnson, Bushman, Charlamagne Tha God, DJ Envy, Kendra G, Kyle Santillian, Mike Evans, Monica Barnes, Queen B and Zach Boog.

The celebration culminated with a special event across all iHeartMedia Hip Hop and R&B stations and included a special pre-show and performance with Khalid.



Homecoming is a time of celebration and unity on college campuses across the country. With in-person activities being canceled due to COVID, the 'HBCU Homecoming Celebration on iHeartRadio' will keep our communities connected, engaged and entertained during a challenging time. As a HBCU graduate, I understand the transformative role HBCUs play in enriching and improving the lives of young people."

THEA MITCHEM

EXECUTIVE VICE PRESIDENT OF PROGRAMMING, IHEARTMEDIA





PUBLIC SERVICE ANNOUNCEMENTS

iHeartMedia has a vital responsibility to serve our listeners as an important information source and trusted voice providing companionship and calm through these times. Our company has a long history of serving communities in times of crisis and need, and our listeners depend on us as a vital service.

Our stations and company were prepared and well-positioned through our deep

partnerships with leading nonprofits and government agencies to positively and collaboratively respond to the needs of our local communities since the very early days of the outbreak and continue our impactful work to inform and educate our listeners and communities about the most relevant COVID-19 information and the impact on all areas of life – social, emotional, financial, education and health.

AD COUNCIL

WHITE HOUSE, CENTERS FOR DISEASE CONTROL & PREVENTION (CDC), U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES (HHS)

In response to the COVID-19 pandemic, iHeartMedia teamed up with the Ad Council working in collaboration with the White House, Centers for Disease Control and Prevention (CDC), U.S. Department of Health and Human Services (HHS), and other major media networks to launch a series of national public service announcements (PSAs) to provide critical and urgent messages to the American public.

The campaign focused on reaching high-risk populations and the general public with messages around social distancing, personal hygiene and mental health. The PSAs directed audiences to visit www.coronavirus.gov, a centralized resource that included up-to-date information on the crisis.

In addition to running PSAs, iHeartMedia supported messaging around social

distancing and high-risk populations, among other important COVID-19-related topics, across all iHeartMedia radio stations. Additionally, iHeart produced a series of English and Spanish PSAs that were distributed across all major media networks.



The COVID-19 virus has impacted our lives in every possible way. Our hope is that these new PSAs will provide the critical and urgent messaging that will allow us to educate, protect and support our communities across the country as we navigate this uncharted territory together. These efforts are the result of an amazing coalition of leaders across the communications and marketing industries who have offered their talent, services, channels and platforms. The business community's generosity, compassion, and commitment to do good is both inspiring and essential in this critical time of need."

LISA SHERMAN

PRESIDENT AND CEO, AD COUNCIL

There's no place like home to slow the spread of the coronavirus.

Social distancing is the most effective tool we have for slowing the spread of the coronavirus. And that means staying home, if you can.

Work from home. Play at home. Stay at home. If you must go out, keep your social distance—six feet, or two arm-lengths apart. Young. Elderly. In between. It's going to take every one of us. If home really is where the heart is, listen to yours and do the life-saving thing.

Visit [coronavirus.gov](https://www.cdc.gov/coronavirus) for the latest tips and information from the CDC.

#AloneTogether

TOGETHER, WE CAN HELP SLOW THE SPREAD.



ABOUT

AD COUNCIL

AdCouncil.org

The Ad Council has a long history of creating life-saving public service communications in times of national crisis, starting in the organization's earliest days during World War II to September 11th and natural disasters like Hurricane Katrina and Hurricane Sandy. Its deep relationships with media outlets, the creative community, issue experts and government leaders make the organization uniquely poised to quickly distribute life-saving information to millions of Americans.

The Ad Council is where creativity and causes converge. The non-profit organization brings together the most creative minds in advertising, media, technology and marketing to address many of the nation's most important causes. The Ad Council has created many of the most iconic campaigns in advertising history. Friends Don't Let Friends Drive Drunk. Smokey Bear. Love Has No Labels.

The Ad Council's innovative social good campaigns raise awareness, inspire action and save lives. To learn more, visit AdCouncil.org, follow the Ad Council's communities on Facebook and Twitter, and view the creative on YouTube.

CAMPAIGN SNAPSHOT

3/20-4/19/20

Date Running

434,395,200

Media Impressions

850

iHeartMedia Stations

MEDIA SAVING LIVES

In May, HeartMedia & ICX Media came together in support of the Centers for Disease Control and Prevention to form the MediaSavingLives Alliance -- an alliance of leading global media, technology and entertainment companies committed to helping younger Americans embrace their role in slowing and stopping the spread of COVID-19.

Formed in mid-March, the MediaSavingLives Alliance is committed to supporting the public throughout the pandemic and beyond and evolved its youth-targeted messaging focused on staying home, testing and eventually vaccination.

MediaSavingLives adopts a data-driven approach to identifying target audiences

and messaging that will yield the greatest public impact. Research shows that Millennials are more likely to feel invincible, leading them to be less likely to follow the CDC's recommendations about how to stop the spread of COVID-19.

The Alliance's first public service campaign, "Don't Stop," was specifically aimed to reach Generation-Z and Millennials. The radio, outdoor, digital and social creative encouraged resilience, connection and social creativity in adopting self-isolation practices during the pandemic. The compelling ads featured ordinary people and celebrities including Anne-Marie, Backstreet Boys, Camila Cabello, Demi Lovato, Luke Combs, Mariah Carey, Papa Roach, Sam Smith, Tim McGraw, Tori Kelly and more.

The campaign demonstrated how people were adapting to their new environments amid varying state-mandated COVID-19 restrictions and provided hope and inspiration to stay at home and stop the spread. The goal was to empower young adults to focus on helping their communities by contributing their talents and supporting those they love during the crisis.

All future Alliance messaging will be developed in response to the current state of the pandemic and will take into consideration data trends and private and public feedback from government and health officials.



MediaSavingLives is passionate and committed to support our health experts, government officials and essential workers in our collective efforts to protect our global citizens from the COVID-19 pandemic. We are grateful for the sacrifices so many citizens are making to support public safety, and to those who are self-isolating, we say – Don't Stop!"

GREG ASHLOCK

PRESIDENT, IHEARTMEDIA – MARKETS GROUP

**DON'T
STOP**

iHeartMEDIA



© DEMILOVATO

**JUST
STOP
THE
SPRD**

**STAY
SAFE**

**SING-
ING**

mediasavinglives

**DON'T
STOP**

iHeartMEDIA



© CAMILACABELLO

**JUST
STOP
THE
SPRD**

**STAY
SAFE**

**PERFOR-
MING**

mediasavinglives

MEDIA SAVING LIVES

CAMPAIGN SNAPSHOT

5/6-6/30/20

Date Running

370

iHeartMedia Stations

563,660,343

Media Impressions

AMERICAN RED CROSS

As blood donations declined during the early part of the COVID-19 pandemic, there was an urgent need for people to give to maintain the nation's blood supply. iHeart teamed up with the American Red Cross to raise public awareness that blood was still needed to help save the lives of

cancer patients, accident victims and so many others who depend on lifesaving transfusions. The PSAs encouraged listeners to make an appointment online to donate blood or platelets and outlined some of the safety precautions at blood drives to reassure donors amid COVID.

iHeart will continue to collaborate with the American Red Cross as unique patient needs are discovered and to address the impact of COVID on blood bank locations across the country.



As schools closed, business sent employees home, and tens of thousands of blood drives got canceled due to COVID-19, the public awareness campaign was critical in communicating the urgent need. The extraordinary support from our media partners across properties and platforms paid off, as people across the country answered the call and rolled up their sleeves to give the lifesaving gift of blood. During this timeframe, blood appointments increased 16% vs. prior year, and by the end of June, we were able to recoup more than half of the donations that would have been otherwise been lost due to blood drive cancellations.”

SELMA BOUHL

VP MARKETING STRATEGY & CREATIVE SERVICES, AMERICAN RED CROSS



CAMPAIGN IMPACT

16%

Increase in Online Appointments Compared to Previous Year.

ABOUT

AMERICAN RED CROSS

RedCross.org

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit [redcross.org](https://www.redcross.org) or [cruzrojaamericana.org](https://www.cruzrojaamericana.org), or visit us on Twitter at [@RedCross](https://twitter.com/RedCross).

CAMPAIGN SNAPSHOT

3/24-4/26/20

Dates Running

592

iHeartMedia Stations

235,325,000

Media Impressions

THE CENTERS FOR DISEASE CONTROL & PREVENTION

The Centers for Disease Control and Prevention (CDC) has been playing an essential role in the response to the COVID-19 pandemic, working 24/7 to protect our nation's health and ensure state and local public health partners have the resources, guidance and scientific expertise to respond. Since launching its agency-wide response to the COVID-19 pandemic in January, the CDC has been learning more about how the disease spreads and affects people and communities.

From the very beginning, iHeart has worked closely with members of the CDC to ensure we were distributing the most timely, relevant and accurate information to help frontline healthcare workers, communities, and the public to protect themselves and others. We will continue to monitor their guidance and air PSAs across all our radio stations in the coming months.



ABOUT

THE CDC

CDC.gov

CDC works 24/7 protecting America's health, safety and security. Whether disease start at home or abroad, are curable or preventable, chronic or acute, or from human activity or deliberate attack, CDC responds to America's most pressing health threats. CDC is headquartered in Atlanta and has experts located throughout the United States and the world.

CAMPAIGN SNAPSHOT

2/27-3/29/20

Dates Running

841

iHeartMedia Stations

56,503

Spots

232,762,000

Media Impressions

U.S. SURGEON GENERAL, DEPARTMENT OF HEALTH & HUMAN SERVICES & CORONAVIRUS.GOV

The Centers for Disease Control and Prevention (CDC) advised the public to not travel for the holidays citing that “travel may increase your chance of getting and spreading COVID-19. Postponing travel and staying home is the best way to protect yourself and others this year.”

To help encourage the public to limit unnecessary travel, iHeart ran a PSA voiced by former U.S. Surgeon General Jerome

Adams, M.D., M.P.H., that encouraged listeners to stay home for the holidays and reminded listeners to follow the “three Ws” to prevent transmission of COVID 19 – Wash your hands, Wear a mask and Watch your distance from others. The Surgeon General was also featured on our national public affairs show to discuss the 3 W’s for the pandemic, the pandemic’s impact on minority communities, and the uptick in cases following Thanksgiving, as well as

recommendations for 2020’s December holidays and celebrations.

The holiday campaign was an extension of our ongoing partnership with the CDC and Department of Health and Human Services to distribute accurate and timely public information about the COVID-19 pandemic.



Please, please, please, wear a face covering when you go out in public. It is not an inconvenience. It is not a suppression of your freedom. This mask, this face covering actually is an instrument of freedom for Americans, if we all use it.”

JEROME ADAMS

UNITED STATES SURGEON GENERAL



ABOUT

U.S. SURGEON GENERAL & CORONAVIRUS.GOV

Coronavirus.gov

CAMPAIGN SNAPSHOT

7/20-8/20/20

Dates Running

760

iHeartMedia Stations

191,151,300

Media Impressions

THE CHILD MIND INSTITUTE

As the COVID-19 crisis continues to unfold, many parents are wondering how to talk to children about the impacts of the virus in a way that will be reassuring and not make kids more worried than they already may be. Research shows that kids worry more when they are kept in the dark.

In March, as schools started to close and society embraced social distancing, parents everywhere were struggling to keep children healthy and occupied. iHeartMedia tapped long-time partner the Child Mind Institute to offer perspective

and advice. Stations across the country ran a series of PSAs that drove to free online guidance about how to effectively support our children's well-being — and our own — during this crisis. The spots also promoted the free daily Facebook live sessions with child psychologists to explore the issue further.

Another campaign in partnership with The Child Mind Institute offered general guidance for families to help alleviate some stress and anxiety.

THESE TIPS INCLUDED:

- Don't be afraid to discuss the coronavirus
- Be developmentally appropriate
- Take your cues from your child
- Be reassuring
- Focus on what you're doing to stay safe
- Stick to routine
- And have ongoing conversations

Additionally, clinicians from the Child Mind Institute continue to be regular guests on iHeart's national long-form weekend show.



Thanks to iHeart's distribution of Child Mind Institute public service announcements, we were able to reach more families across America faster with essential mental health and parenting support when they needed it the most during COVID-19. The entire Child Mind Institute team is grateful for the support we've received and our valuable relationship with iHeart."

DR. HAROLD S. KOPLEWICZ

PRESIDENT, CHILD MIND INSTITUTE



CAMPAIGN IMPACT

1.8 MILLION

people visited ChildMind.org during the time the PSAs aired.

25,000

new followers growth across their social channels.

+32%

increase in video views on Facebook.

ABOUT

THE CHILD MIND INSTITUTE

ChildMind.org

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

CAMPAIGN SNAPSHOT

3/24-4/23/20

Date Running

592

iHeartMedia Stations

230,118,300

Media Impressions

NATIONAL ALLIANCE FOR MENTAL ILLNESS

NAMI

COVID-19 has resulted in an unprecedented crisis that affects not only our physical health and daily lives, but also our mental health. To address these needs, NAMI and iHeart are committed to providing credible information and resources to help people navigate through this crisis. Throughout its 40-year history, NAMI has fought stigma and discrimination that marginalizes people with mental illness and poses barriers to their well-being.

To address the current mental well-being of our country and to reach listeners experiencing mental health challenges, including anxiety or depression, feeling vulnerable, fragile or scared during these uncertain times, we worked closely with NAMI to remind people that they are not alone. All of the campaign PSAs drove to NAMI.org for more information, resources and to find support and information on how to best support others.

iHeart will continue to address the long and short-term mental health challenges brought on by COVID-19 through our partnership with NAMI.



During this time of collective crisis and unprecedented hardship, NAMI applauds iHeart's effort to raise mental health awareness and decrease stigma. We value our partnership with iHeart and appreciate reaching new audiences with trusted resources and information. By partnering with iHeart, together we can make a positive impact on anyone struggling with their mental health. We can work together to help create a community where no one feels alone in their struggle."

DANIEL H. GILLISON, JR.
CEO, NAMI



ABOUT

NATIONAL ALLIANCE FOR MENTAL ILLNESS

NAMI.org

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

CAMPAIGN SNAPSHOT

3/18-4/20/20

Date Running

850

iHeartMedia Stations

100,226,600

Media Impressions

#GETUSPPE

Personal protective equipment (PPE) is our best defense against coronavirus, yet there continues to be a shortage of masks, gloves, disinfecting wipes, and other types of PPE for frontline workers across the country. Founded by emergency physicians in late March 2020, #GetUsPPE is now the nation's largest nonprofit getting donated PPE to people in need including healthcare workers, those in nursing homes, rural communities and homeless shelters.

iHeart teamed up with the newly launched #GetUsPPE in early April to encourage listeners to donate supplies they had on hand or to make masks following specific guidelines in an effort to arm healthcare workers with the critical supplies they rely on to protect themselves while they protect us.

In addition, Dr. Shuhan He, Co-Founder of [GetUsPPE.org](https://www.getusppe.org), was featured on

iHeartMedia's public affairs show which aired across over 800 radio stations in April 2020. Dr. He talked about how Americans can help health care workers in need of protection as they treat COVID-19 patients.



PPE is still urgently needed nationwide, but one bright spot in this dark time has been seeing companies and individuals pull together to help solve this crisis. Partners like iHeartMedia have made a big difference in helping solve this problem, and we are grateful to iHeartMedia for their ongoing efforts to raise awareness of the PPE crisis and empower their listeners to protect frontline workers.”

DR. SHIKHA GUPTA

EXECUTIVE DIRECTOR, GET US PPE



ABOUT

#GETUSPPE

GetUsPPE.org

Get Us PPE is the largest national organization getting personal protective equipment (PPE such as masks, gloves, and isolation gowns) to frontline workers who need it most. As a nonprofit, we obtain PPE via donations and makers, then deliver it to under-resourced facilities at no cost to them. Fair and equitable distribution is vital to our mission.

Get Us PPE was founded by emergency physicians in late March 2020 in response to urgent PPE shortages. Within days, our team of 200+ volunteers from across the country came together to help. The website has logged thousands of PPE requests from all 50 states, and we have delivered millions of units of PPE to nursing homes, hospitals, rural healthcare facilities, small clinics, homeless shelters, and indigenous communities.

CAMPAIGN SNAPSHOT

12/1–12/16/20

Dates Running

837

iHeartMedia Stations

40,037,000

Impressions

JANIE'S FUND

When mandatory stay-at-home orders went into effect across the county in the spring of 2019, our founder Steven Tyler knew we needed to do more. These measures prevented many children from leaving their homes, which unintentionally created a dangerous convergence of risk factors that led to even less reporting and, undoubtedly, a greater rate of child abuse. These factors,

compounded by a dramatic increase in economic stress due to loss of employment, would lead to even greater alcohol consumption and substance abuse, as well as other potentially harmful social struggles that impact young people across America.

Janie's Fund called on iHeartMedia to get the word out in a massive effort to promote

the National Child Abuse Hotline at **1800-4-A-Child** or **1-800-422-4453**. This effort also allowed Janie's Fund to secure the extra resources necessary to invest an additional \$500,000 to support girls (ages 17-22) in the LifeSet program in five states, as well as secure all of the PPE needed to keep staff and girls safe at its two Janie's Houses in Memphis and Douglasville, GA.



Keeping children safe and making sure young adults had the resources and support necessary to thrive has never been challenged like it has been during COVID-19. Fortunately, we have committed partners like iHeartMedia that have joined Janie's Fund to bring hope and healing to girls that have experienced trauma, as well as make sure young women receive the effective services they deserve."

RICHARD SHAW

CHIEF DEVELOPMENT OFFICER, STEVEN TYLER'S JANIE'S FUND



CAMPAIGN IMPACT

\$500,000

To Support Girls (Ages 17-22) in the LifeSet Program in Five States.

ABOUT

JANIE'S FUND

JaniesFund.org

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

CAMPAIGN SNAPSHOT

4/15-5/17/20

Dates Running

139

iHeartMedia Stations

10 MILLION

Media Impressions

NO KID HUNGRY

When schools across the country closed this spring, millions of kids lost access to the school meals they rely on each day. For many families, school meals are a lifeline to ensure their kids get the nutrition they need. With classrooms closed nationwide, and record numbers of jobs and wages lost, the coronavirus has exacerbated the hunger crisis nationwide with as many as 1 in 4 kids facing hunger this year due to the coronavirus. As school districts, food banks and other community partners across

America have stepped up to make sure kids continue to get the nutrition they need during this crisis, finding new, innovative ways to safely provide meals – and to ensure families knew where to access these free meals -- No Kid Hungry launched a meal finder map to help families find free food distribution sites organized by schools and local organizations in their communities.

iHeartMedia continues to work closely with its partner No Kid Hungry to help fill the

hunger gap. iHeart produced and aired a series of PSAs to encourage families struggling during the crisis to use No Kid Hungry's free meals finder map by visiting NoKidHungry.org/Help to find free meals in their community with no questions asked and no registration needed.



Meal distribution sites are a lifeline for families who rely on their kids receiving meals at school, and are dealing with the economic hardship of this crisis. Before the crisis, hunger impacted 1 in 7 kids and now it's as many as 1 in 4. This made our partnership with iHeartMedia so critical to ensure families know these meal sites exist and how they can access them, so no one is faced with making the unthinkable decision between paying rent or putting food on the table."

JASON WILSON

MANAGING DIRECTOR OF BRAND AND MARKETING, NO KID HUNGRY



ABOUT

NO KID HUNGRY

NoKidHungry.org

No child should go hungry in America. But in the wake of the coronavirus pandemic, 1 in 4 kids could face hunger this year. No Kid Hungry is working to end childhood hunger by helping launch and improve programs that give all kids the healthy food they need to thrive. This is a problem we know how to solve. No Kid Hungry is a campaign of Share Our Strength, an organization committed to ending hunger and poverty. Join us at NoKidHungry.org.

CAMPAIGN SNAPSHOT

4/27-7/07/20

Date Running

841

iHeartMedia Stations

240,948,600

Media Impressions

ANIMAL SHELTERS

iHeartMedia partnered with Better Choice Company to provide support to animal shelters impacted by the ongoing COVID-19 pandemic.

As part of the Better Choice Company COVID-19 Relief Initiative, sister brands Halo and TruDog partnered together

with iHeartMedia to donate \$100,000 in monetary funds and \$100,000 worth of product to shelters nationwide. The Company's *COVID-19 Relief Initiative* included shelters in Atlanta, Phoenix, Indianapolis, Los Angeles, Long Island and San Francisco.



Donations play a large role for many animal shelters across the US. Through our partnership with iHeartMedia we hope to fill some of the void left by decreased donations during the COVID-19 pandemic. We believe that each and every animal impacts our lives and ultimately plays a role in improving our collective well-being. This includes sheltered animals, and that's why we take giving back so seriously—to help nourish and transform shelter pets to help give them their very best chance at a forever home."

WERNER VON PEIN

CEO, BETTER CHOICE



SAVE THE CHILDREN

With 1.5 billion children out of school worldwide due to COVID, reading loss has become a real problem across the U.S.

During summer 2020, iHeart teamed up with Save the Children to support its inaugural summer reading campaign 100 Days of Reading in celebration of the global nonprofit's 100th anniversary. The 100-day campaign encouraged all children, parents, teachers, librarians, caregivers and adults to log their summer reading minutes at [SavetheChildren.org/READ](https://www.savethechildren.org/READ). Every minute logged helped raise awareness

and supported Save the Children's work to improve literacy and change lives.

The PSA voiced by Kristen Bell encouraged listeners to log their minutes to unlock free books and resources for kids that can't afford them or that do not have adequate access to early education or children's books, while also promoting literacy in all communities. The spots ran across over 490 iHeartMedia radio stations.

In addition, Mark Shriver, Senior Vice President of U.S. Programs & Advocacy

for Save the Children was featured on iHeartMedia's public affairs show which aired across over 800 radio stations the first weekend of May. Shriver addressed the wide-scale potential learning loss for children in America, as well as what programs Save the Children has in place to address that.



2020 has been a challenging year, especially for our children. Save the Children was proud to again host 100 Days of Reading, encouraging a continued love of learning and getting books and meals into the hands of kids who needed it most. We're incredibly grateful to iHeartRadio for their tremendous partnership and support during this year's campaign."

MARK SHRIVER

SENIOR VICE PRESIDENT, U.S. PROGRAMS & ADVOCACY, SAVE THE CHILDREN



CAMPAIGN IMPACT

106,174,441

Logged Minutes.

100,965

Total Site Visits.

ABOUT

SAVE THE CHILDREN

SaveTheChildren.org

Save the Children believes every child deserves a future. Since our founding more than 100 years ago, we've changed the lives of more than 1 billion children. In the United States and around the world, we give children a healthy start in life, the opportunity to learn and protection from harm. We do whatever it takes for children – every day and in times of crisis – transforming their lives and the future we share.

CAMPAIGN SNAPSHOT

6/4–6/30/20

Dates Running

492

iHeartMedia Stations

29,699,100

Media Impressions

PHONE CHARGER HOSPITAL DONATION

iHeartMedia teamed up with AT&T, T-Mobile and Verizon to deliver thousands of phone chargers to hospitals so that COVID-19 patients could charge their phones. As part of the collaborative effort, the companies donated nearly 40,000 phone chargers.

Chargers were donated to hospitals hardest hit by the virus and include locations in Seattle, Chicago, Detroit, New York City, Los Angeles, New Orleans, Philadelphia, San Diego and others.

The donation efforts follow work done by local iHeart communities to collect phone chargers for patients with COVID-19. Patients rely on their phones to stay in touch with loved ones during hospital stays, which can require patients to be away from their families for a long time. The median length of hospitalization for surviving COVID-19 patients is 10 to 13 days, according to the Centers for Disease Control.







HELPING SMALL BUSINESSES

Small businesses are the heart of America's economy and important staples in communities across the country, but COVID-19 has pushed hundreds of thousands out of business. iHeart has launched several public campaigns since March that are aimed at helping the hardest-hit businesses stay afloat

and keep local workers employed by helping them navigate the relief resources available to them and by encouraging local residents to shop local. In addition, iHeart is offering media incentive opportunities and extended payment terms to help local businesses with their advertising and marketing "re-opening" strategy.

SMALL BUSINESS CRISIS RESOURCE

iHeartMedia launched Small Business Crisis Resource, a new initiative to help local small business owners across the country easily find available benefits and resources during the COVID-19 pandemic. Small Business Crisis Resource serves as a centralized source for small business owners and includes a weekly iHeart Small Business newsletter and a website providing critical information on the Federal stimulus package, up-to-date small business news, state by state resources, links to top business-focused podcasts and more – all in one place. The site is available at [iHeartRadio.com/SmallBusiness](https://www.iheart.com/small-business-crisis-resource) and [SmallBusinessCrisisResource.com](https://www.smallbusinesscrisisresource.com).

Small business owners also had the opportunity to sign up for special webinars

featuring iHeartRadio's Elvis Duran joining senior officials from the U.S. Small Business Administration (SBA) and discussing ways small businesses can find assistance and vital information during this unprecedented time. The webinar also included a Q&A session offering small business owners the opportunities to ask SBA questions.

In March, the U.S. government approved a historic \$2 trillion stimulus package that includes \$376 billion in relief for small businesses. However, it can be challenging for many small business owners to understand the key details of the stimulus package, including eligibility requirements. Small Business Crisis Resource continues to help these

business owners know exactly what they must do in order to apply for Paycheck Protection Program loans and additional support from the U.S. government.

In addition, iHeartMedia offered local business owners bonus media incentive opportunities and extended payment terms to help with their advertising and marketing “re-opening” strategy.

Small Business Crisis Resource is available free of charge online and is promoted across iHeartMedia's 850 broadcast stations in 150 markets, station social media and websites and [iHeartRadio.com](https://www.iheart.com) – reaching millions of listeners and small business owners nationwide.



At iHeart, our focus continues to be about serving our local communities, including the small businesses that support many residents. We also know that studies show business owners look to radio as their trusted news source more than any other medium, so we want to do everything we can to ensure that these businesses have the important information they need to survive and get through this pandemic as best they can.”

HARTLEY ADKINS

CHIEF OPERATING OFFICER, IHEARTMEDIA – MARKETS GROUP



BUSINESSES DOING GOOD

In June, iHeartMedia launched a new program called *Businesses Doing Good*, an initiative that leverages iHeartRadio stations across the country to help inform listeners of all the important work that businesses are doing to serve their communities during these uncertain times – all with free donated airtime nationwide.

More than 45 national businesses, including T-Mobile, Verizon, Taco Bell, Facebook, Netflix, Lowe's and Citi, shared positive messages around the good they are doing to help their communities during the pandemic. More than 60,000 spots have currently run in support of this program.

SOME OF THE DOING GOOD MESSAGES INCLUDED:

- T-Mobile lifted customers' smartphone data caps for two months and doubled their powerful 600 MegaHertz LTE network capacity. They've also increased data allowance for schools and students with their EmpowerEd program! In addition, they've also donated half a million dollars to Feeding America food banks to help ensure families impacted by this crisis don't go hungry.
- Taco Bell gave away free Doritos Locos Tacos in their drive throughs on certain days to thank their biggest fans and to give them a little love during these challenging times.
- Hilton Hotels donated food to local pantries and created to-go bags for children that are missing school breakfast. They also provided housing for health care workers and first responders.



BUSINESSES DOING GOOD

CAMPAIGN SNAPSHOT

3/20-5/05/20

Dates Running

206,831

Spots Ran



IHEARTMEDIA PROGRAMMING

Every day, iHeart broadcast radio stations play an essential role in the lives of the communities in which we live and work, especially in times of crisis – and that has never been more critical than in the face of the COVID-19 pandemic. Throughout this unprecedented time our teams across the country are serving as the best examples of our mission – to give everyone a friend and trusted companion, especially in times of crisis and need.

In fact, our personalities, brands and platforms are more important in the lives of our listeners and communities than ever before, while our markets and stations are finding new, creative and vital ways to serve, reassure and strengthen their local communities.

IHEART BROADCASTS NATIONAL ANTHEM

On March 23, iHeartMedia honored the resilience of Americans by encouraging the masses to unite through the healing power of music. Across radio stations all over the country, at the same time, iHeart aired Whitney Houston's famous version of "The Star-Spangled Banner," originally

recorded and released during the Gulf War in 1991 (and performed at the Super Bowl that year); Jimi Hendrix's famous guitar version of the National Anthem performed at Woodstock 1969; as well as Zac Brown Band's performance of the patriotic tune in tribute to Americans, everyone affected

by COVID-19, all of the first responders and health professionals on the front lines and so many others who are risking their lives daily in service to their families, friends, neighbors and communities.



Right now at this moment, we want to bring all Americans together to demonstrate the incredible power, resilience and compassion of our nation. We invite you to come together as one as we play our national anthem across all of our 850 radio stations from coast to coast. It's a tribute to every American, every family, every first responder and every frontline health professional who is risking their life to keep us safe. We want to encourage the millions who listen to our radio stations every day to join together virtually, in song. We send our heartfelt thoughts, concerns, and support to all families who may need it as one people, one country. We'll get through this together."

BOB PITTMAN

CHAIRMAN AND CEO, IHEARTMEDIA



MORNING SHOWS EXTEND DAILY AIRTIME

Top iHeartMedia morning shows including New York's "Elvis Duran and The Morning Show" and "The Breakfast Club," Nashville's "The Bobby Bones Show" and Los Angeles' "On Air with Ryan Seacrest" and "Big Boy's Neighborhood," extended their daily airtime for an additional hour+ during the COVID-19 pandemic because of

increased listener demand received through daily call-ins and social media feedback.

Beginning April 7, more than 65 morning shows across more than 50 markets officially extended their morning shows by at least one hour. In addition to each station's regular programming schedules,

on-air personalities across the country continued to serve and inform communities with the latest COVID-19 facts and with special local market broadcast reports on the latest news provided by iHeartRadio's 24/7 News Network every hour.



Given the amount of positive feedback our stations were receiving from their listeners, our on air talent began asking them if they should stay on air longer in the mornings -- and the response was incredible; for example, Elvis Duran received more than 65,000 likes and more than 12,000 comments when he asked his social media followers about extending his morning show. This listener feedback, combined with the data we are seeing with our on demand shows, is a testament to the connection that our radio personalities have with their listeners, and the fact that broadcast radio still holds such a unique place in American culture especially during a time of crisis. These on-air voices are a trusted friend with close emotional connections to their listeners, and they inspire their communities; and help them cope with anxiety and concern; and provide entertainment and stress relief."

TOM POLEMAN

CHIEF PROGRAMMING OFFICER, IHEARTMEDIA



MORNING SHOWS EXTEND DAILY AIRTIME

IHEARTRADIO'S FIRST RESPONDER FRIDAYS WITH FIRSTNET

BUILT WITH AT&T

iHeartMedia launched "iHeartRadio's First Responder Fridays with FirstNet, Built with AT&T," a special four-week tribute series hosted by nationally-recognized iHeart personality Ryan Seacrest streamed live on iHeartRadio's YouTube and broadcasted across more than 90 iHeartRadio stations nationwide, honoring first responders and medical professionals on the front lines during the COVID-19 pandemic.

Beginning Tuesday, April 14, Ryan Seacrest asked listeners on air on iHeartRadio broadcast stations across the country,

as well as online and through social media, to share stories of how their lives have been positively impacted by police, fire, EMS and hospital workers by using #iHeartFirstResponders on social media and calling 1-833-3FRIDAY.

Each day-long on-air tribute culminated with a radio special program on iHeartRadio CHR stations nationwide and on YouTube featuring a superstar artist, performing a 30 minute set of their biggest hits, dedicating songs to First Responders and their families and helping to raise

money for organizations supporting those on the front lines. Performances included Lewis Capaldi, Kelsea Ballerini, John Legend and Meghan Trainor.

In honor and support of the first responders and medical professionals, AT&T committed \$5.5 million to provide much needed support in the form of nourishing meals through World Central Kitchen, Feeding America, Salvation Army and Team Rubicon. Listeners were also able to Text TOGETHER to 20222 to donate \$10 to support these four amazing organizations.



There is no start or end time for those on the front lines. While most of us are winding things down on Friday evenings, our everyday heroes are clocking their 20th hour on shift and sleeping in their cars for fear of getting their families sick. Our First Responder Fridays will allow us to pay tribute all day to our first responders, bringing together the biggest artists and our local communities to celebrate and raise money for those on the front lines."

TOM POLEMAN

CHIEF PROGRAMMING OFFICER, IHEARTMEDIA



IHEARTRADIO'S FIRST RESPONDER FRIDAY'S WITH FIRSTNET CAMPAIGN IMPACT

CAMPAIGN IMPACT

\$335,000

Total donations.

310 MILLION

Total Impressions.

+150 MILLION

Hashtag impressions.



LOCAL RESPONSE

Dedicated radio station efforts are taking place nationwide and the next few pages are a snapshot of just a few of the local iHeart efforts and the many different and important ways the iHeart team has

gone above and beyond to support our communities – when the companionship we provide means more than ever. More information about some of iHeart's largest virtual events follows below.

LOCAL MARKET COVID-19 RESPONSE RECAP

ALBANY, NY

The WGY newsroom is keeping listeners informed with over 150 weekly news updates each week across all local iHeartMedia stations in Albany. Additionally, iHeartMedia Albany is spotlighting and thanking local businesses going out of their way to help the community during the COVID-19 pandemic. WGY also partnered with the Albany County Sheriff to help deliver critically needed PPE to assisted living homes in the area.

ALBUQUERQUE, NM

iHeartMedia Albuquerque is helping to distribute free mattresses to healthcare workers as part of iHeart Health Care Workers. iHeartMedia Albuquerque is also spotlighting a local, small business each weekday with iHeart Small Business of the Day.

ANCHORAGE, AK

iHeartMedia Anchorage is featuring Hunker Down Chat With Anchorage Mayor – a weekly segment on 101.3 KGOT and KASH Country 107.5 – providing local news, information and updates relating to COVID-19.

ASHEVILLE, NC

iHeartMedia Asheville has dedicated all Top Tech Stories of the Week with William Mapp segments to homeschooling and home entertainment to help the community during quarantine.

ATLANTA, GA

iHeartMedia Atlanta encouraged high school and college seniors in the community to submit their senior portraits for a Class of 2020 Virtual Yearbook. The stations have also partnered with the Atlanta McDonald's Coalition to give food vouchers to families, first responders and essential workers.

AUBURN, AL

iHeartMedia Auburn is featuring local businesses on-air and encouraging the community to shop local and support the community. The market is also encouraging listeners to nominate local nurses to be spotlighted on its radio stations and to receive food from local restaurants.

AUGUSTA, GA

iHeartMedia Augusta launched a virtual job fair to match listeners with local businesses looking to hire full-time and part-time employees during the pandemic.

AUSTIN, TX

iHeartMedia Austin launched [SupportAustinTX.com](https://www.supportaustintx.com) to highlight local businesses, restaurants, job opportunities, musicians and businesses doing good within the community.

BAKERSFIELD, CA

iHeartMedia Bakersfield launched #iHelpBakersfield – a comprehensive digital listing of restaurants that remain open serving takeout; special store shopping hours for seniors and disabled patrons; charities looking for volunteers or in need of donations; and daily information from the CDC and local medical and health experts.

BALTIMORE, MD

iHeartMedia Baltimore has been highlighting local businesses that are giving back to the community during the pandemic with its 93.1 WPOC Free Plug Friday.

BATON ROUGE, LA

iHeartMedia Baton Rouge is encouraging listeners to nominate frontline workers to be featured on-air and on social media. In addition, the market is encouraging donations to local nonprofits affected by the pandemic, including Families Helping Families and Juvenile Diabetes Research Foundation.

BEAUMONT, TX

iHeartMedia Beaumont teamed up with Lifeshare Blood Centers of Southeast Texas & Southwest Louisiana to encourage listeners to help with the severe blood shortage during the COVID-19 pandemic.

BILOXI, MS

iHeartMedia Biloxi launched a South Mississippi TO-GO site that allows restaurants to list their updated delivery information. Additionally, iHeartMedia Biloxi recognized nurses in the community on May 6 - National Nurses Day.

BINGHAMTON, NY

iHeartMedia Binghamton is highlighting restaurants that are providing free meals for children in the community. In addition, the stations' websites also feature a takeout guide for local restaurants.

BIRMINGHAM, AL

Local stations asked listeners to nominate a nurse in honor of National Nurses Day for a chance to win \$1,000. Through its Feed It Forward program, iHeartMedia Birmingham also partnered with local businesses to provide free dinners to local families in need.

BISMARCK, ND

KFYR is uniting the local community with Parking Lot Prayer Warriors. Each Thursday, hundreds of listeners park in visitor parking lots surrounding several hospitals in the state and pray. The station has also been airing a special 30-minute program featuring prayer and positive messages for local patients and medical workers.

BOSTON, MA

iHeartMedia Boston partnered with RCN to ask the community to nominate medical professionals, first responders and essential workers for its Honor Community Heroes initiative.

BRUNSWICK, GA

iHeartMedia Brunswick hosted the Living Room Concert for the Golden Isles in support of local service industry professionals and musicians.

BRYAN, TX

iHeartMedia Bryan started a Delivery of the Day segment to help promote local restaurants that are open for delivery during the pandemic.

CEDAR RAPIDS/IOWA CITY, IA

AM 600 WMT's morning host Doug Wagner features a local small business each morning, discussing their challenges, needs and impact of COVID-19.

CHARLESTON, SC

iHeartMedia Charleston teamed up with major local TV and radio stations to raise money for local food banks.

CHARLOTTE, NC

iHeartMedia Charlotte launched Carolina Cares, an initiative to help the local community by highlighting local organizations and services necessary during the COVID-19 pandemic.



LOCAL MARKET COVID-19 RESPONSE RECAP

CONTINUED

CHICAGO, IL

iHeartMedia Chicago launched Healing Chicago Together, a community resource initiative to support local nonprofits, businesses and restaurants during the coronavirus pandemic. The market has also partnered with Ronald McDonald House Charities to help raise \$1 million for local families.

CHILLICOTHE, OH

iHeartMedia Chillicothe is interviewing experts, public health officials and mental health specialists to keep the public informed during the pandemic.

CINCINNATI, OH

iHeartMedia Cincinnati is supporting the community by featuring local businesses' hours of operation, special deals and services.

CLEVELAND, OH

iHeartMedia Cleveland committed over 10,000 PSAs across its nine stations to help local citizens and community organizations during the coronavirus outbreak. Additionally, iHeartMedia Cleveland, The Cleveland Cavaliers and local TV stations raised over \$150,000

during a telethon on April 4 to benefit United Way of Greater Cleveland and the Greater Cleveland Food Bank.

COLORADO SPRINGS, CO

Market stations organize a commercial-free dance party every Friday evening encouraging listeners to join in the fun and post on social media with #DancingFromADistance. Additionally, iHeartMedia Colorado Springs stations hosted a virtual prom on Friday, April 17 for graduating seniors.

COLUMBIA, SC

iHeartMedia Columbia launched Columbia To Go Summary, an initiative encouraging listeners to support local restaurants during the pandemic.

COLUMBUS, OH

iHeartMedia Columbus helped raise over \$15,000 for the Mid-Ohio Food Bank.

COLUMBUS, GA

Magic 101.3's DJ Chip is holding Mondays with the Mayor to keep the public updated on anything COVID-19 related in the community.

CORPUS CHRISTI, TX

Once a week, KRYS Morning Show host Big Frank devotes the entire show to Small Business Shout Outs, where local business owners are featured to talk about their services available to the community.

DALLAS, TX

iHeartMedia Dallas's 106.1 KISS FM is thanking local nurses and doctors by name and sharing their stories at the top of each hour. Additionally, iHeartMedia Dallas stations are doing live liners saluting small businesses still open and serving their communities.

DAVENPORT, IA

iHeartMedia Quad Cities helped raise \$100,000 for the Quad City Disaster Relief Fund.

DEFIANCE, OH

iHeartMedia Defiance is keeping the community informed about what local organizations and charities are offering or altering services. Additionally, stations are recognizing teachers who are keeping students learning and engaged through distance learning.

DENVER, CO

iHeartMedia Denver and the Colorado Rockies launched the Stay At Home Opener fundraiser, which raised over \$500,000 for the Food Bank of the Rockies.

DETROIT, MI

iHeartMedia Detroit stations are encouraging listeners to make their own masks with its #MIMaskChallenge. Channel 955's "Mojo In The Morning" launched a special edition of their "Breaking and Entering Christmas Wish" to give \$500 to listeners in need. Additionally, iHeartMedia Detroit talent is delivering lunch and dinner to medical staff and first responders during the pandemic.

EAU CLAIRE, WI

iHeartMedia Eau Claire encouraged listeners to support local businesses and to buy gift cards to use in the future.

EL PASO, TX

Power 102.1 hosted a virtual prom for the high school seniors in the community.

ERIE, PA

iHeartMedia Erie is encouraging listeners to donate to Second Harvest Food Bank.

FAIRBANKS, AK

iHeartMedia Fairbanks stations' websites are highlighting local resources, business closures, COVID-19 information and updates on closures and postponements in the community.

FARMINGTON, NM

KOOL 104.5 has teamed with Dickey's BBQ to thank local hospital staff by giving them a free BBQ meal voucher.

FAVETTEVILLE, AR

iHeartMedia Fayetteville stations' websites are featuring various community resources, news and information. The stations are also encouraging listeners to visit area hospital parking lots on Friday nights and turn their headlights on to show support for healthcare workers in the community.

FLORENCE, SC

iHeartMedia Florence stations launched a virtual food drive in partnership with Harvest Hope Food Bank to benefit the community in need.

FORT COLLINS, CO

iHeartMedia Fort Collins is running thank you promos across the market for the essential workers in the community.

FORT MYERS, FL

iHeartMedia Fort Myers helped donate over 500 face masks to local Florida hospitals. Additionally, WCCF News Radio's Bob Alexander features local business owners on-air daily to discuss the services they are providing.

FORT SMITH, AR

iHeartMedia Fort Smith encouraged listeners to participate in a social distancing drive thru parade for the nursing homes in the area.



LOCAL MARKET COVID-19 RESPONSE RECAP

CONTINUED

FRESNO, CA AND MODESTO, CA

iHeartMedia Fresno and iHeartMedia Modesto launched the Central Valley To Go webpage to support local restaurants during the COVID-19 pandemic.

GALLUP, NM

iHeartMedia Gallup will hold an on-air graduation for eight local high schools.

GRAND FORKS, ND

96.1 The Fox has turned Thanks For Listening Thursday into Thank You Thursdays and listeners give thanks to healthcare workers and essential employees in the community. XL93 launched Feed Your Family, a partnership with local grocery stores to distribute over \$2,000 worth of gift cards to families in the community.

GREENSBORO, NC

iHeartMedia encouraged listeners to nominate their local Hometown Hero to be highlighted during 99.5 WMAG's Lora and Matt's Tell Me Something Good segment.

GREENVILLE, SC

iHeartMedia Greenville encouraged listeners to nominate nurses in the area for National Nurses Week. Chosen nurses will win a \$100 gift card and be featured on-air.

HARRISBURG, PA

Bob 94.9 hosted a Living Room Concert on Friday, April 17 to benefit the Central Pennsylvania Food Bank. Performers included Fillmore, Morgan Evans, Matt Stell, Scotty McCreery and Dylan Scott.

HARTFORD, CT

iHeartMedia Hartford partnered with Foodshare to help raise funds during the COVID-19 pandemic. In addition, the cluster will partner with local artist and winner of "The Voice," Javier Colon, for a surprise concert for nurses at the Hartford Hospital during National Nurses Week.

HONOLULU, HI

iHeartMedia Honolulu launched Support 808, a centralized directory of businesses open for takeout, contactless delivery or curbside pickup.

HOUSTON, TX

iHeartMedia Houston launched Keep Houston Strong to promote programs and initiatives in response to the COVID-19 outbreak.

HUNTINGTON, WV

iHeartMedia Huntington is interviewing healthcare experts, government officials and

public health officials, as well as mental health specialists to keep the community informed during the pandemic.

HUNTSVILLE, AL

Since March, iHeartMedia Huntsville is taking listener requests to highlight college and high school graduates. In addition, listeners are encouraged to drive to local hospital parking lots and turn their lights on in support of healthcare workers.

JACKSONVILLE, FL

iHeartMedia Jacksonville partnered with a local charity to help provide meals for the nurses and doctors on the frontline.

LANCASTER, PA

iHeartMedia Lancaster is assisting local food banks struggling to keep up with extremely high demand during the pandemic with virtual donation drives.

LAS VEGAS, NV

iHeartMedia Las Vegas created iHelpLV.com, a central resource for listeners to get information on local restaurants and businesses that are open, as well as information on how listeners can donate PPE to hospitals in the area. Additionally, iHeartMedia Las Vegas and News 3 Las

Vegas partnered for Stay Home For Nevada, a broadcast to benefit UMC Foundation/ University Medical Center and The Salvation Army Southern Nevada.

LEXINGTON, KY

98.1 The Bull partnered with Subaru to pay the gas for healthcare workers in the area.

LIMA, OH

iHeartMedia Lima launched a website to inform the community about local restaurants offering delivery, takeout and drive thru services. In addition, the stations are promoting businesses that are currently closed and encouraging listeners to support them once they reopen.

LITTLE ROCK, AR

iHeartMedia Little Rock stations launched Little Rock To-Go, which highlights restaurants offering take-out, curbside, drive thru and delivery service. Additionally, iHeartMedia Little Rock country stations helped promote Better Together, an Instagram concert featuring local and national Country artists that raised over \$30,000 for United Way of Arkansas.

LOS ANGELES, CA

iHeartMedia Los Angeles partnered with The Dodgers Foundation to provide more than 100,000 meals and \$100,000 in donations to the local community in need. Additionally, iHeartMedia Los Angeles' 102.7 KIIS FM will host Virtual Prom Live for the local seniors that will not have a prom this year.

LOUISVILLE, INDIANAPOLIS, LEXINGTON, SOMERSET

WAMZ and WBUL are featuring Helping Heroes and playing the national anthem daily.

MACON, GA

iHeartMedia Macon partnered with the Middle Georgia Community Food Bank to assist in serving over 1,300 households and 4,000 people during the COVID-19 pandemic. Other projects include Salute Frontline Workers and High School Senior Spotlight.

MADISON, WI

iHeartMedia Madison is encouraging listeners to give a shout out to their favorite restaurant offering food for takeout. In addition, listeners were asked to nominate their favorite healthcare and essential worker in the community to be featured on-air.

MANSFIELD/ASHLAND, OH

iHeartMedia Mansfield stations' websites are keeping the community informed on businesses hours, event cancellations and local nonprofits offering services during the pandemic.

MCALLEN, TX

iHeartMedia McAllen is highlighting Everyday Heroes that are going above and beyond to support the community.

MELBOURNE, FL

iHeartMedia Melbourne is highlighting businesses that are open and giving back to the community during the COVID-19 pandemic.



LOCAL MARKET COVID-19 RESPONSE RECAP

CONTINUED

MIAMI, FL

iHeartMedia Miami partnered with Paramount Ventures to honor all medical professionals and first responders with a music-to-light show on Y100 and Tú 94.9 broadcast stations in conjunction with Paramount Miami World Center's famous tower lights. Additionally, iHeartMedia Miami's Newsradio 610 WIOD hosted a 72-hour Share-A-Thon for the South Florida community in need.

MILWAUKEE, WI

iHeartMedia Milwaukee's V100.7 hosted Stay At Home, Stay Safe, a radio special highlighting the importance of social distancing during the coronavirus pandemic.

MINNEAPOLIS, MN

iHeartMedia Twin Cities stations and on-air talent are supporting listeners and local businesses with interactive social media and fundraising including a radiothon and comedy show. K102 launched Tacos for Truckers to give food to truck drivers that are working increased hours to keep essential goods in stores.

MINOT, ND

iHeartMedia Minot teamed up with the Minot PTA to organize teacher parades throughout the community. Additionally, iHeartMedia

Minot is encouraging listeners to sew face masks for the community and to donate blood at a mobile bus clinic.

MOBILE, AL

iHeartMedia Mobile stations launched #MobileStrong, an initiative to support local businesses and charities during the pandemic. In addition, the stations will celebrate high school and college seniors through its online Class of 2020 Yearbook.

MONTEREY, CA

iHeartMedia Monterey is encouraging donations to Tri-Country Food Banks to help the community in need during the COVID-19 pandemic.

MYRTLE BEACH, SC

iHeartMedia Myrtle Beach teamed up with Help4Kids, a local organization providing meals for local children in need.

NASHVILLE, TN

iHeartMedia Nashville ran a social media campaign encouraging listeners to nominate and thank essential employees.

NEW HAVEN, CT

iHeartMedia New Haven's KC101FM and Connecticut Food Bank launched a virtual food drive to support the local community during the COVID-19 pandemic.

NEW ORLEANS, LA

iHeartMedia partnered with Birdman, Cash Money Records co-founder, to pay the rent for the month of May for those in need.

NEW YORK, NY

iHeartMedia New York aired a live broadcast of Jersey4Jersey Benefit Concert to benefit the local community. The concert featured Halsey, Jon Bon Jovi, Bruce Springsteen, SZA, Charlie Puth, Saquon Barkley, Tony Bennett, Danny DeVito, Whoopi Goldberg, Chelsea Handler, Kelly Ripa, Jon Stewart and more and raised over \$5.9 million. iHeartMedia New York's Z100 teamed up with the Empire State Building to create a new music-to-light show every night to honor the everyday heroes risking their lives to fight the COVID-19 pandemic. [iHeartRadio Broadway](#), iHeartMedia New York's 24/7 digital destination for Broadway fans, partnered with [Broadway Cares/Equity Fights AIDS](#) to stream Disney on Broadway 25th Anniversary Concert.

NORFOLK, VA

iHeartMedia Norfolk is highlighting on all stations' websites a list of local restaurants with new hours and takeout and delivery options.

OGALLALA, NE

The market partnered with Ogallala High School to broadcast their graduation ceremonies on May 9. The school will hold a drive thru ceremony where students and parents can listen from their cars.

OMAHA, NE

iHeartMedia Omaha is encouraging listeners to promote the Food Bank of the Heartland. Also, Kat 103.7 is doing on-air mentions to 2020 high school and college seniors.

ORLANDO, FL

iHeartMedia Orlando launched Keep Orlando Working, an online job fair to help the local community find jobs. The stations also launched an online Job College Fair Education Summit to help students match with schools and virtually meet with college advisors.

PANAMA CITY, FL

iHeartMedia Panama City encouraged healthy listeners to make blood donations to [One Blood](#).

PENNSYLVANIA REGION

The iHeartMedia Pennsylvania region launched delivery service websites to help local restaurant business owners. Each website provides information on carry-out, delivery and curbside options as well as links to purchase restaurant gift cards.

PHILADELPHIA, PA

iHeartMedia Philadelphia partnered with local businesses to launch Social Distance Assistance, a sweepstakes where listeners can win \$50 gift cards to local businesses. Additionally, Q102 encourages local teachers to submit videos with their words of wisdom, daily lesson plans and motivation for parents homeschooling their children.

PHOENIX, AZ

104.7 KISS FM morning host Johnjay Van Es's LovePup Foundation donated \$10,000 to the Empty Shelters Emergency Fund. 102.5 KNIX helped donate over 60,000 sandwiches to nurses, first responders and grocery store employees to give thanks to frontline workers.

PITTSBURGH, PA

iHeartMedia Pittsburgh is promoting local restaurants and small businesses by encouraging listeners to support them.

PORTLAND, OR

105.9 The Brew encouraged listeners to give thanks to essential employees from the community live on-air.

PROVIDENCE, RI

Coast 93.3 is highlighting local heroes making a difference during the COVID-19 pandemic.

POUGHKEEPSIE, NY

iHeartMedia Poughkeepsie/Hudson Valley stations featured local takeout and delivery businesses on the stations' website to help support local businesses. They are also doing daily tributes to thank local healthcare workers and essential employees. Also, Q92.1's on-air host Michelle Taylor partnered.

PORTSMOUTH AND MANCHESTER, NH

iHeartMedia's rock stations 100.3 WHEB in Portsmouth and Rock 101 in Manchester raised over \$860,000 during Project Community: New Hampshire Together From Home for the New Hampshire Food Bank.

PRIDE RADIO

In response to many pride parades being canceled across the country, PRIDE Radio launched a "Virtual Pride Party" to benefit many local LGBTQ organizations.

RALEIGH, NC

iHeartMedia Raleigh partnered with Moe's Southwest Grill to deliver free lunch to listeners who sign up on the stations' websites. iHeartMedia Raleigh is also encouraging listeners to nominate high school seniors to be featured on the stations' websites. Every week, a senior will also win a \$100 Visa gift card.

RALEIGH, NC

iHeartMedia Raleigh partnered with Moe's Southwest Grill to deliver free lunch to listeners who sign up on the stations' websites. iHeartMedia Raleigh is also encouraging listeners to nominate high school seniors to be featured on the stations' websites. Every week, a senior will also win a \$100 Visa gift card.

READING, PA

iHeartMedia Reading featured the accomplishments of local students through its High School Senior Salute campaign.

LOCAL MARKET COVID-19 RESPONSE RECAP

CONTINUED

RIVERSIDE/SAN BERNARDINO, CA

99.1 KGGI launched #SupportTheE (Inland Empire) to connect businesses in the area with the community. The station's website features updated information on delivery, take-out, curbside pick-up options and business hours.

ROCHESTER, NY

iHeartMedia Rochester is keeping the community informed with weekly public affairs shows and interviews with doctors, government officials and other experts on the COVID-19 pandemic.

SACRAMENTO, CA

93.1 KFBK and Talk 650 KSTE launched Lift Us All -- an initiative to invite listeners to call-in and give thanks to first responders and essential employees. Additionally, 93.1 KFBK is highlighting businesses that are currently hiring to help those looking for a job in the community.

ST. LOUIS, MO

iHeartMedia St. Louis launched #STLTogether encouraging businesses, nonprofits and listeners to share updated community resources information and feel good stories.

SALISBURY/OCEAN CITY, MD

All six radio stations are encouraging restaurant owners to submit information on daily specials, updated hours of operation and contact information to be featured on-air and on the stations' websites.

SALT LAKE CITY, UT

Talk Radio 105.9 featured over 60 nurses from the community during National Nurses Day on May 6. Additionally, iHeartMedia Salt Lake City is featuring local businesses that are hiring across all its stations' websites.

SAN ANTONIO, TX

iHeartMedia San Antonio launched [SupportSanAntonio.com](https://www.supportsanantonio.com) to feature local businesses, restaurants, job boards and feel-good stories from the community.

SAN DIEGO, CA

iHeartMedia San Diego has created multiple programs during the COVID-19 pandemic including virtual food drives, PPE/mask drives for medical personnel and a comprehensive local restaurant pick-up and delivery listing portal.

SAN FRANCISCO, CA

iHeartMedia San Francisco launched #SupportTheBay and #EmployTheBay programs to highlight local businesses and to help the community find jobs.

SARASOTA, FL

iHeartMedia Sarasota launched Keep Sarasota Going, an online landing page dedicated to showcasing all local businesses still offering services across Sarasota and Manatee counties. Also, during the month of April, iHeartMedia Sarasota helped to deliver lunch from a local restaurant to the area hospitals.

SAVANNAH, GA

iHeartMedia Savannah is encouraging listeners to nominate essential workers to be featured on the stations' websites, on-air and on social media. In addition, the market is partnering with The Savannah Chatham School District to host a virtual graduation with all 11 high schools and will play valedictorian speeches on-air.

SEATTLE, WA

The market launched We Got This Seattle – an initiative focused on supporting local businesses that are still open during the COVID-19 pandemic, giving thanks to healthcare workers and essential employees and feel good stories.

SIoux CITY, IA

iHeartMedia Sioux City is honoring senior graduates in the community, as well as highlighting and supporting local businesses on the stations' websites.

SPOKANE, WA

iHeartMedia Spokane is holding an online fundraiser for the local Second Harvest Food Bank.

SPRINGFIELD, MO

The market has created a website dedicated to promoting local restaurants currently open. In addition, they have created a job finding site to help those unemployed during the COVID-19 crisis.

SUSSEX, NJ

102.3 WSUS is encouraging the community to nominate healthcare workers and essential employees that will be featured on-air. 102.3 WSUS has helped Father John's Animal House local shelter get over 72 pets adopted so they could temporarily host pets of medical workers in the area.

SYRACUSE, NY

iHeartMedia Syracuse created the Sidewalks of Hope campaign to spread love and kindness with the hashtag #Y94SidewalkOfHope.

TALLAHASSEE, FL

iHeartMedia Tallahassee in partnership with Second Harvest of the Big Bend promoted Hospitality Day, which took place Tuesday, April 28, where displaced hospitality workers will receive a meal, a food kit and a restaurant gift card.

TAMPA, FL

iHeartMedia hosts Happy at Home karaoke dance parties to entertain listeners during social distancing. iHeartMedia Tampa Bay also launched KeepFloridaGoing.com to highlight local businesses who were open during the pandemic.

TOLEDO AND DAYTON, OH

iHeartMedia Toledo launched Selfies To Say Thanks social campaign to show appreciation for doctors, nurses and essential workers.

TOLEDO, OH

On Sunday, April 19, iHeartMedia Toledo joined all major local media outlets for #Unite419, an initiative that raised over \$14,000 to benefit United Way's Emergency Response Fund 2020.

TULSA, OK

iHeartMedia Tulsa helped promote local fundraiser #GiveFromHomeDay, helping raise over \$110,000 for local charities fighting hunger.

TUSCALOOSA, AL

iHeartMedia Tuscaloosa launched Family Story Time, a series of short stories that the entire family could listen to together during the coronavirus pandemic. Additionally, iHeartMedia Tuscaloosa is encouraging the community to nominate

high school and college seniors to be highlighted on-air every afternoon.

WASHINGTON, DC

iHeartMedia Washington, DC is highlighting local businesses that are still open during the pandemic and encouraging listeners to support them.

WEST PALM BEACH, FL

iHeartMedia West Palm Beach developed an online page focused on local businesses open and providing services to the community during the pandemic.

WICHITA, KS

iHeartMedia Wichita encouraged listeners to drive to local hospitals, hold signs and honk horns during shift changes as a sign of solidarity to healthcare workers during the COVID-19 pandemic.

WILMINGTON, DE

iHeartMedia Wilmington launched Delawaredelivers.com – a website highlighting local restaurants that are still offering takeout and delivery. Additionally, iHeartMedia Delaware partnered with the Food Bank of Delaware to launch iHeartRadio Delaware Virtual Food Drive.

WINCHESTER, VA

iHeartMedia Winchester hosts a daily Facebook Live Story Time to engage with the community during social distancing.





SUPPORTING OUR COMMUNITIES DURING A TIME OF SOCIAL RECKONING

IHEART'S SOCIAL JUSTICE
RESPONSE EFFORTS

COMMUNITY SUPPORT

iHeartMedia stands against racism and injustice and has pledged millions of dollars' worth of media to social justice efforts in the last year. iHeart's broadcast radio personalities have always reflected the communities they serve -- and following the tragic killings of George Floyd and Breonna Taylor in 2020, we are

committed to doing even more to ensure we have the greatest possible positive impact on our many diverse audiences.

The report below reflects some of the programming initiatives and special events created both nationally and by our radio stations.

BUILDING BlackBiz



**Supporting the
Black community by
providing resources and
education on how to
successfully start and
grow a business**

LOCAL SUPPORT

iHeartMedia radio stations, along with its 24/7 News operation, were quick to respond to their communities – not just with news coverage and up-to-the minute information, but by providing a critical outlet for listeners to express their feelings, concerns and frustrations.

The complete list of local initiatives, programming and other content developed by iHeart stations and personalities is far too long to list here, but the initiatives listed below will provide an idea of how iHeart teams provided vital companionship, support, information and resources across America when their neighbors and communities needed them most.

24X7 NEWS/TALK COVERAGE

Because the news impacted the entire country and transcended formats, our news coverage from 24x7 News Network was heard across all stations and formats. The coverage included special reports and live on-scene and ongoing coverage from Regional News Centers in the Midwest, Northeast, Southeast, Midsouth and Southwest Pacific Regions as well as New York City, Washington, DC, Ohio Valley and Florida.

LOCAL EFFORTS

ALBANY, NY

- Hosted a podcast with local community leader DJ Dread. Airing clips on-air to promote the podcast.

ALBUQUERQUE, NM

- The KPEK morning show had Congresswoman Deb Haaland on its Friday night Happy Hour on Facebook and Instagram to discuss racial inequality in New Mexico. Haaland is the first female Native American member of Congress and has long been a proponent for equality for all races.

ATLANTA, GA

- Updated, in the moment talent breaks through the week, utilizing audio from the Mayor as well as impactful messages from Atlanta artists Killer Mike and T.I.
- Country WUBL morning show Spencer and Kristen did a long form segment with major ATL Black social influencer and Beat talent DJ Scream

CHICAGO, IL

- 103.5 KISS FM curated a page called Brilliantly Black featuring all black-owned businesses, artists and organizations in the community.

CLEVELAND, OH

- Rover show on WMMS did interviews with Black influencers.
- Planning for a community 1-hour town hall with mayor of Cleveland and others to air on all stations

DETROIT, MI

- New member of Mojo's show, Kirby, spoke about what it's like to be a Black woman in Detroit, how she's been discriminated against and how people who aren't black can approach the conversation.
- WJLB PMD host Dr. Darius was on the streets protesting and was part of the Detroit Police press conference on Monday afternoon.

FRESNO, CA

- A huge demonstration attended by some of the talent.
- CK and Carmen allowed listeners to vent, talk and speak on their feelings.
- Instead of "pausing the show" on #BlackoutTuesday, the market went on the radio and talked about the many ways people can make an impact and cause change.

GRAND RAPIDS, MI

- WOOD interviewed minority leaders for its Public Affairs program, which is carried by all 10 West Michigan iHeart stations.
- WOOD Midmorning talk show ran an extra hour to discuss protests, talk with leaders and talk about the downtown recovery process.

GREENVILLE, SC

- As a market, WSSL and WESC have monitored protests daily around the upstate and are sharing information from official community leaders on personality and station pages.

HONOLULU, HI

- Rhythmic 93-9 The Beat (KUBT) led much of the discussion in Hawaii, opening up phones to discussion with listeners during #BlackOutTuesday.

HOUSTON, TX

- KQBT-FM staff were on site during the protests in Houston, broadcasting on Facebook Live and collecting photos and videos.
- Ashlee Young hosted an H-Town "Town Hall" during her show Sunday afternoon featuring conversations with artists Slim Thug, Bun B and others in the local hip hop community.
- Sunday's public affairs show "Face the Beat" had activist Tamika Mallory as a guest.
- Aired a memorial piece during George Floyd's funeral in Houston.

LOS ANGELES, CA

- All stations had callers on every morning giving listeners the opportunity to discuss and keep the conversation going. Woody had Charlamagne on Friday.
- Coverage coordinated through our news flagship KFI produced market wide updates every 30-60 minutes running on all stations and supplying reports to the News Centers for use across the country.
- Big Boy's "Big Talk" live on KRRL took callers, heard opinions and

served as the voice of the community, joined by Cruz.

- KIIS took calls through the week allowing listeners to share feelings.
- KLAC gave Black athletes, coaches and front office personnel the forum to speak out and educate.

MEMPHIS, TN

- KJMS/WHRK/WHAL/WDIA participated in #BlackoutTuesday.
- WDIA's Bev Johnson interviewed newly elected and first African American Shelby County Sheriff Floyd Bonner about protests in Memphis and WHAL interviewed prominent pastors.

MINNEAPOLIS, MN

- The on-air staff on all stations provided updates for the public and carried press conferences with supporting commentary as the protests and rioting continued to escalate.
- KFAN interviewed community leaders on every shift after the George Floyd murder, helping people understand what the issues are and how they will affect all our communities. It has been a fantastic rallying point in the market.
- Dave Ryan turned the Friday morning show over to listeners, played "Where Is The Love" on repeat and provided a much needed community voice on KDWB.
- All stations aired over 900 emergency PSAs for the state reminding audiences of curfews in a respectful way.
- Hot 102-5 carried the George Floyd Memorial.



LOCAL SUPPORT

CONTINUED

NASHVILLE, TN

- Amy Brown from "The Bobby Bones Show" participated with WSMV Channel 4 (NBC) in Nashville on a special conversation on racism.

NEW ORLEANS/BATON ROUGE, LA

- Highlighted #GiveNOLA day and urged listeners to donate their time or monetarily to charities in our community.

NEW YORK, NY

- Power 105's The Breakfast Club hosted a groundbreaking 30-minute special with Rush Limbaugh, having the uncomfortable conversations that need to be had. Power 105.1 also led the way on #BlackOutTuesday by participating in a daylong station takeover. On-air jocks took calls and community interviews and the station aired the 8 minutes and 46 seconds of silence to honor George Floyd on June 4.
- Z100's Elvis Duran hosted Dr. Michael E. Dyson on the show to address the issues and discuss privilege.

NORFOLK, VA

- WOWI and Pusha T invited 103 JAMZ to be part of the "Feed Your City Challenge," where food and PPE were given away at Military Circle Mall. The event provided fresh groceries and essential PPE supplies for up to 3,000 community members via non-contact drive-through lanes.

ORLANDO, FL

- WXXL had Commissioner Regina Hill and Pastor Willie Johnson of Orlando's Restoration Life Church join the show to discuss a "Walk of Mourning and Restoration" that took place downtown.
- WTKS Monsters interviewed crisis counselor Dwight Bain to discuss ways to cope with the situation and issues.

OKLAHOMA CITY/TULSA, OK

- KJYO's TJ, Janet and JRod secured an exclusive interview with Oklahoma City Mayor David Holt, allowing listeners to call in and ask questions after several nights of unrest.

PITTSBURGH, PA

- Interviewed the Mayor and Police Chief as well as Pittsburgh Steeler players on WDVE.

PORTLAND, OR

- All stations observed #BlackOutTuesday with JAMN and AMD host Kristina along with PMD host Tra'Renee opening the phones and letting people talk for their entire shows.

SALT LAKE CITY, UT

- Reverend France Davis guested with Frankie and Jess on KZHT on Thursday morning to talk about his incidents with the KKK.

SAN ANTONIO, TX

- WOAI Morning Show and Joe Pags have had numerous guests on-air and interactions with listeners to keep the conversation going.
- KXXM continues to be the voice of community, opening phones to allow listeners to express thoughts and feelings.

SAN DIEGO, CA

- KSSX/KMYI/KHTS have had a Pause for Peace every morning at 8:46 with the message "It's 8:46, we pause in honor of George Floyd to promote peace and equality."
- The KMYI morning show has had interviews with local authors, community leaders, city council members and mental health experts on how to talk to children about the subject.

SAN FRANCISCO, CA

- KMEL removed tracks and went live with the latest news in the Bay.
- D.C. from the “Sana G. Morning Show” was out helping businesses clean up, scrubbing graffiti off of walls and posting on social.
- G-Biz from the “Sana G. Morning Show” was out at a peaceful march on Sunday, also posting on social.

SEATTLE, WA

- KBKS and KUBE coordinated a round table with Black leaders in the community.
- KBKS’ CM&A and Zann participated in multiple peaceful protests throughout the city as well as cleaned up damage to the community.

ST. LOUIS, MO

- Set up a GoFundMe account to rebuild local business destroyed Monday evening during the riots.
- Aired local St. Louis news once per hour leading up to, and during protests with follow up AM local news coverage across all brands. Talent posted on social while attending peaceful protests and local TV coverage of actual events.

TAMPA, FL

- Queen B led the charge to put together a community discussion that was an open, candid conversation with WFLA’s Ryan Gorman, Tampa Mayor Jane Castor, St. Petersburg Mayor Rick Kriseman, Tampa Police Chief Brian Dugan, St. Petersburg Police Chief Tony Holloway, former NFL player Louis Murphy and director of Safe & Sound Hillsborough Freddy Barton.

TOLEDO, OH

- Built a microsite for local minority-owned businesses in Toledo and promoted it on-air.

Additional national efforts included recognition of #BlackoutTuesday across all platforms as well as highlighting the National Urban League and the NAACP as part of the “iHeartRadio Living Room Concert Series presented by State Farm.” Each organization was the recipient of \$75,000 and was featured during the virtual concert event.



INVESTING IN BLACK VOTER PARTICIPATION

Leading up to the 2020 election cycle, in which all 435 seats in the House of Representatives, 35 Senate seats and the Office of the President were all up for election, iHeart teamed up with leading civic engagement organizations working to ensure Black voter participation.

When We All Vote: iHeart aired an all-new When We All Vote PSA voiced by Co-chair and Former First Lady Michele Obama across over 560 iHeartMedia radio stations and encouraged voters to vote early and safely or to have a plan to vote on Nov 3. Additionally, iHeart promoted When We All Vote Together Early Vote Weeks of Action, which included activations near early vote polling places to give voters the support they needed and build momentum around early voting in a number of markets, including Atlanta, Milwaukee, Los Angeles and Philadelphia.

Additionally, Crystal Carson, Vice President of Communications and Culture for When We All Vote, appeared on iHeartRadio's national long-form community affairs show for an interview to air the weekend before election day discussing the importance of having a plan to vote safely together.

National Urban League: iHeart heavily supported the Urban League's #ReclaimYourVote, a social change campaign committed to harnessing Black collective power and increasing Black participation in the 2020 census and 2020 election. The campaign was widely promoted on-air and across iHeartMedia's national and social media channels. Additionally, Urban League President and CEO Marc Morial appeared on iHeart's national long-form community affairs show to discuss the importance of Black voter turnout at this critical moment in

history. Other iHeart broadcast radio stations across the country also hosted Morial for a live discussion as part of their final voter participation efforts.

NAACP Legal Defense Fund: iHeart worked closely with the NAACP to mobilize voters and leaders in communities across the country to make sure that Black voters did not sit out in the 2020 election. The campaign called on the public to reach out to people in their communities and encourage them to exercise their power to vote and help chart a course towards justice and equality for all. All PSAs drove listeners to [NAACP.ORG/VOLUNTEER](https://www.naacp.org/volunteer).



INVISIBLE HATE

iHeartMedia joined forces with the NAACP in partnership with [22Squared](#), an independent creative agency, to help launch [Invisible Hate](#), an interactive digital and social education experience and tool aimed at exposing historical truths and contexts behind 700+ Confederate monuments and symbols across the United States. The tool empowers Americans to identify and understand symbols of racism and hate in their own cities while providing easy-to-access email templates that demand local and regional legislators remove public symbols of hate.

The web-based platform includes an interactive map that shows the locations of Confederate monuments across the country. Using location-based technology, users can opt into finding the closest symbol to them while receiving supplementary historical information about it.

To learn more about Invisible Hate, please visit www.invisiblehate.org.



Far too often, Americans have been complacent in accepting what's been told about our country's roots instead of questioning their accuracy. These symbols are no exception. Collectively, citizens need to understand that hate symbols exist to normalize racism and that our nation continues to perpetuate hate, violence and racism. Monuments are not history. They are political statements. These statements have encouraged hate and division. Invisible Hate is an educational instrument and its information provides a clearer picture of our past in an effort to better our futures."

RICHARD ROSE

PRESIDENT, THE NAACP ATLANTA



DIVERSITY, EQUITY & INCLUSION ADVISORY COMMITTEE

iHeart has instituted a **Diversity, Equity and Inclusion Advisory Committee**, under the leadership of our Chief Diversity Officer, which will play a critically important role in strengthening and accelerating our efforts around diversity, equity and inclusion. iHeart's Diversity, Equity and Inclusion Committee

will bring important and timely issues around diversity and inclusion to senior management for consideration; serve as a sounding board as company policies and decisions about diversity and inclusion are made; and help guide our efforts in four important areas: accountability, education, mentorship and recruitment.



SUPPORTING BLACK BUSINESSES

According to a report conducted by the Federal Reserve Bank of New York, nearly half of Black small businesses had been wiped out by the end of April as the COVID-19 pandemic ravaged minority communities disproportionately. Black-owned businesses were more than twice as likely to shutter as their white counterparts.

In response to these alarming statistics, many iHeart stations launched community resource initiatives to support local Black-owned businesses, restaurants and nonprofits. Among some of the biggest programs were iHeartMedia Chicago's and Milwaukee's Brilliantly Black, which encouraged listeners to visit its website and enter keyword "brilliant" to get more information about over 800 Black-owned businesses, restaurants and community resources. The available information included health and wellness businesses, fashion and beauty creators, community and faith organizations, local businesses, restaurants and more. Local Black-owned businesses, restaurants and organizations were also encouraged to submit their information for inclusion on each station's Brilliantly Black community resource website.

Additionally, iHeartMedia New York launched Building Black Biz – an initiative designed to support, sustain and grow local Black-owned businesses in the New York metro area. Through the "Building Black Biz" initiative, listeners and aspiring business owners heard from successful entrepreneurs within the tristate area on how they started their business and what advice they would give to new entrepreneurs. The website BuildingBlackBiz.com featured educational content developed in partnership with Operation Hope, a nonprofit organization providing financial literacy empowerment and economic education. In addition, listeners were encouraged to shop and support local Black-owned businesses through the website's vendor database.

The initiative also featured "The Building Black Biz Podcast," a weekly podcast hosted by various iHeartMedia on-air personalities including Angela Yee, Maxwell and more. The podcast featured over 20 successful Black business owners, executives and other notable trailblazers offering advice and business guidance. The Building Black Biz campaign was supported with over 100 million media impressions.

LOCAL SPOTLIGHTS

BLACK BUSINESS COLLECTIVE INITIATIVE BALTIMORE, MD

102.7 JACK-FM, Z104.3 AND HEAVEN 600

iHeartMedia Baltimore launched the Black Business Collective initiative in response to the protests around the killings of George Floyd in May and June that led to discussions about how the local community could support the Black Community in Baltimore. All station websites were updated to include the Black Business Collective, an effort to highlight Black-Owned Businesses and provide support and resources. Additionally, the campaign provided a charitable contribution to the Black Mental Health Alliance, an organization that provides meaningful, engaging and empowering monthly programming educating Black people on their ability to heal both individually and as a community.

BLACK-OWNED BUSINESS WEBSITE NORFOLK, VA

92.1 THE BEAT

In August 2020 during Black Business Month, 103 JAMZ and 92.1 The Beat created and curated a website of over 600 local Black-owned businesses. Each local business submitted their information online to be added to the database. Listeners were encouraged to visit the website and shop local.

BOB IN THE D
DETROIT, MI
97.9 WJLB

97.9 WJLB and on-air personality BOB in the D promoted Black Owned Businesses in Metro Detroit with a series of radio and digital promotion. Each week a new business was featured on air and the station gave away gift cards to participating businesses.

INTERVIEWS WITH BUSINESSES
WASHINGTON, DC
HOT 995 • 97.1 WASH-FM

Afternoon drive host Elizabethany conducted on-air interviews and held important conversations with people in the community, protesters and Black businesses owners about Black Lives Matter and how their businesses have been impacted with protests and the COVID-19 pandemic. The station wrote various blogs regarding the protests and how to support Black -owned businesses.

LOCAL BUSINESS SPOTLIGHTS
WASHINGTON, DC
DC101

Following the call for social justice during the summer of 2020, DC101's on-air programming and social media reflected the importance of listening to each other's voices as a reflection on social change. Throughout the year, the station's social media was focused on highlighting Black-owned local businesses.





IHEARTIMPACT

iHeartIMPACT is a new philanthropic division of iHeartMedia that harnesses the power of advertising and channels it into tangible social change, utilizing media dollars to support nonprofit organizations globally. The mission is to improve the quality of life for millions of Americans by leveraging advertising dollars to positively impact the communities in which we live and work.



ADVERTISING WITH PURPOSE

Brands with goals to give back to the community advertise with iHeartMedia.



COMMUNITY PARTNERSHIPS

iHeart reinvests a portion of an advertising spend back into the communities in which we live and work to help address pressing challenges within our communities.



STORYTELLING & AWARENESS

iHeartIMPACT creates awareness and recognition to showcase work being done in the community made possible by our advertisers.

FIRST BOOK

POWERED BY EPIX ENTERTAINMENT

Millions of children from low-income areas do not have the tools they need to learn; the impacts of the COVID-19 pandemic left these same kids with limited or no access to the internet or to books – making at-home learning close to impossible and leaving them at a significant disadvantage.

In early 2020, as schools and programs shut down, First Book – an organization that removes barriers to quality education

by making brand-new books, resources and daily essentials free and affordable to its member network of 500,000+ educators serving kids in need. In partnership with Epix Entertainment, iHeartIMPACT worked together to get books into the hands of the kids who needed them most, allowing them to continue learning while at home.

Through the collaboration, First Book distributed more than 25,000 books,

including e-books and take-home books. The partnership was part of First Book's COVID-19 pandemic relief initiative to distribute 7 million books to students and teachers in-need at the start of the pandemic. First Book has nearly doubled this goal, distributing over 13 million books to date through this initiative.



The closure of schools during the COVID-19 pandemic exacerbates an existing crisis in education for children in poverty. We cannot allow them to slide further behind while they are isolated without books and educational resources. They need our help now. We are so grateful to Epix for stepping up and working with us to make a difference for the kids who need us most right now. And we are thankful for our iHeartIMPACT partnership that is helping us to keep so many children in need from falling behind at this unprecedented time.”

KYLE ZIMMER

PRESIDENT, CEO AND CO-FOUNDER, FIRST BOOK



CAMPAIGN IMPACT

\$25,000

funding provided to COVID-19 pandemic relief fund.

\$25,000

books distributed.

4,000

educators served through First Book's COVID-19 pandemic relief program.

3.4 MILLION

digital resources distributed in total throughout initial COVID-19 pandemic relief campaign.

ABOUT

FIRST BOOK

FirstBook.org

Founded in Washington, D.C., in 1992 as a 501(c)3 nonprofit social enterprise, First Book is a leader in the educational equity field. Over its 28-year history, First Book has distributed more than 200 million books and educational resources, with a retail value of more than \$2 billion. First Book believes education offers children in need the best path out of poverty. First Book breaks down barriers to quality education by providing its Network of more than 500,000 registered teachers, librarians, after school program leaders, and others serving children in need with millions of free and affordable new, high-quality books, educational resources, and basic needs items through the award-winning First Book Marketplace. The First Book Network comprises the largest and fastest-growing community of formal and informal educators serving children in need.

LITTLE KIDS ROCK

POWERED WITH UNIVERSAL PICTURES

More than 3.8 million U.S. public school kids do not have access to music education. In 2020, iHeartIMPACT teamed up with Universal Pictures' Trolls World Tour to help promote a positive social movement – #TrollingForGood – and to raise funds for Little Kids Rock, a non-profit that brings

music education of all genres and styles, like Trolls, to students in the U.S.

iHeart leveraged its digital and social platforms to urge fans to tweet positive messages to each other, using the hashtag #TrollingForGood to spread positivity and

raise money for good. For every tweet, Universal Pictures and iHeartMedia donated \$1 to Little Kids Rock for a total of \$50K. All funds were used to provide training for teachers in public schools, develop inclusive and student-centered curriculum and donate instruments to music classes.



Our mission is to transform lives by investing in music education. We are proud to partner with iHeartIMPACT and NBCUniversal who share a similar commitment to strengthening music programs and, in doing so, increasing its positive impact across the country. We were thrilled to be involved with the launch of Trolls World Tour, allowing us to capture and celebrate moments of joy and unity inspired by music.”

DAVID WISH

FOUNDER AND CEO, LITTLE KIDS ROCK



CAMPAIGN IMPACT

\$50,000

raised in one day for
Little Kids Rock.

+185 MILLION

followers reached.

+150 MILLION

hashtag impressions.

+550,000

students served.

+2,500

teachers served.

+2,300

schools reached.

+500

school districts supported.

ABOUT

LITTLE KIDS ROCK

LittleKidsRock.org

Little Kids Rock is a 501(c)(3) nonprofit that transforms lives by restoring, expanding and innovating music education. Our network of thousands of K-12 teachers across 44 states lead a national movement that brings innovative and inclusive music education to students. Using genres including rock, pop, Latin and rap, our program empowers teachers to build music programs as diverse as the kids they serve. More than 550,000 kids currently participate in Little Kids Rock programs nationwide. Since 2002, the organization has reached more than 1,000,000 students with highly inclusive and culturally responsive music education.

BABY2BABY

POWERED BY SHUTTERFLY

Even before the COVID-19 pandemic, one in three moms in the U.S. were struggling to afford diapers and other essentials. Since then, even more families have fallen into poverty, creating a larger need for critical support.

In honor of Mother's Day, Shutterstock and Baby2Baby – a non-profit organization

that provides children living in poverty with diapers, clothing and all the basic necessities that every child deserves – and iHeartIMPACT partnered to bring relief to those in need during the COVID-19 pandemic by delivering emergency bundles full of essentials to families impacted by the global crisis. Shutterstock was able to expand its

longstanding partnership with Baby2Baby, adding an additional funding to support Baby2Baby's COVID-19 pandemic response work.



iHeartMedia's support has made such an impact on Baby2Baby's growth this year. We are so very proud of this partnership and what we've been able to do together to change the lives of hundreds of thousands of children living in poverty."

KELLY SAWYER PATRICOFF & NORAH WEINSTEIN

CO-CEOS, BABY2BABY



We value this type of partnership that iHeart brings to Shutterstock. It is exactly what we're looking for – media + giving back to the community. Thank you iHeart!"

MELISSA MOODY

SENIOR MANAGER PUBLIC RELATIONS AND CAUSE MARKETING, SHUTTERFLY



ABOUT

BABY2BABY

Baby2Baby.org

Baby2Baby is a non-profit organization that provides children living in poverty with diapers, clothing and all the basic necessities that every child deserves. Over the past nine years, Baby2Baby has distributed over 100 million items to children in homeless shelters, domestic violence programs, foster care, hospitals and underserved schools as well as children across the country who have lost everything in the wake of disasters and during the pandemic.

IHEARTRADIO STONES NO FILTER RADIO TOUR POWERED BY ALLIANCE FOR LIFETIME INCOME

Due to the COVID-19 pandemic many concerts and events were cancelled, including the 2020 Rolling Stones No Filter Tour. To help bring the tour to fans virtually while also raising funds for Feeding America, iHeart launched the first-ever iHeartRadio Stones No Filter Radio Tour presented by the Alliance for Lifetime Income. The hour-long virtual special was hosted on iHeartRadio stations in six markets as well as livestreamed on iHeartRadio and included Stones music, interviews with the band and tour production director and live recordings from past concerts.

Through iHeartIMPACT's partnership with Alliance for Lifetime Income over 200,000 meals were distributed through Feeding America to families experiencing hunger across the participating No Filter Radio Tour cities.

As a result of the pandemic, Feeding America estimated that one in six Americans could face hunger, including millions of people who are now relying on food banks for the first time due to job losses, school closures and economic insecurity.

Funding was distributed to six local area Feeding America member food banks, including:

- St. Louis Food Bank (St. Louis, MO)
- Forgotten Harvest (Detroit, MI)
- Second Harvest Heartland (Minneapolis, MN)
- Second Harvest Food bank of Metrolina (Charlotte, NC)
- North Texas Food Bank (Dallas, TX)
- Greater Pittsburgh Food Bank (Pittsburgh, PA)



Throughout the past few months, so much in our world has changed. People are yearning for entertainment. While we wish the Rolling Stones were able to perform in the Gateway City once again, it's pretty cool that audiences throughout the area will be able to enjoy a live performance from the comfort of their own home thanks to local radio. We're also grateful to the Alliance for Lifetime Income for using this opportunity to bring awareness to the issue of hunger in the bi-state region. We are facing unprecedented demand for food assistance. We want people to know that we're here for them. That is made possible thanks to the support of this community and our generous partners in hunger relief."

MEREDITH KNOPP

CEO AND PRESIDENT, ST. LOUIS AREA FOODBANK



CAMPAIGN IMPACT

+200,000

meals distributed.

\$47,000

funding distributed.

6

local food banks supported.

16.3 MILLION

total digital & broadcast impressions.

ABOUT

FEEDING AMERICA®

FeedingAmerica.org

Feeding America® is the largest hunger-relief organization in the United States. Through a network of 200 food banks and 60,000 food pantries and meal programs, we provide meals to more than 40 million people each year. Feeding America also supports programs that prevent food waste and improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry.

WORLD SICKLE CELL DAY

POWERED BY BOSTON MEDICAL CENTER

Sickle Cell Disease is the world's most common genetic disease, and in the U.S., it disproportionately impacts Blacks and those of Sub-Saharan African backgrounds. By 2050, the number of people with SCD is expected to grow by 30%.

On June 19, World Sickle Cell Day, iHeartMedia's DJ Envy hosted a 60-minute

virtual DJ set on his Instagram page to help recognize and spread awareness around sickle cell disease. For every person who joined the virtual fundraiser, iHeartIMPACT donated \$1, up to \$10K, to the Boston Medical Center's Center Of Excellence in Sickle Cell Disease.

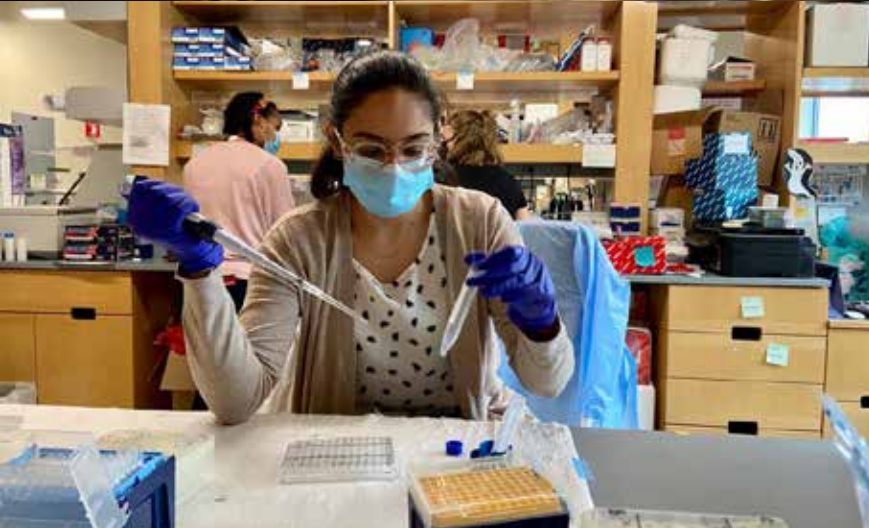
The international awareness day is observed annually with the goal to increase public knowledge and an understanding of sickle cell disease and the challenges experienced by patients and their families and caregivers.



Boston Medical Center is the largest sickle cell anemia program in New England and is nationally recognized for the work we do in this field. Working with iHeartIMPACT was a wonderful experience and they allowed BMC to connect with the community much greater than who we were able to reach alone. Our message has been enhanced and we are able to have a conversation with more potential funders which is vitally important. We look forward to working with iHeartIMPACT for many years to come to make sure we continue making strides to support this underserved community."

JUSTIN WILLIAMS

INTERIM CHIEF DEVELOPMENT OFFICER, BOSTON MEDICAL CENTER



CAMPAIGN IMPACT

9 MILLION

impressions.

15,000

Instagram Live attendees.

\$10,000

in funding to the Boston Medical Center.

ABOUT

BOSTON MEDICAL CENTER

BMC.org

Boston Medical Center (BMC) is a private, not-for-profit, 514-bed, academic medical center that is the primary teaching affiliate of Boston University School of Medicine. It is the largest and busiest provider of trauma and emergency services in New England. BMC offers specialized care for complex health problems and is a leading research institution, receiving more than \$166 million in sponsored research funding in fiscal year 2019. It is the 13th largest funding recipient in the U.S. from the National Institutes of Health among independent hospitals. In 1997, BMC founded Boston Medical Center Health Plan, Inc., now one of the top ranked Medicaid MCOs in the country, as a non-profit managed care organization. Boston Medical Center and Boston University School of Medicine are partners in Boston HealthNet – 12 community health centers focused on providing exceptional health care to residents of Boston.

TEAM RUBICON

POWERED BY GIFTCARDS.COM

Throughout June 2020, GiftCards.com, the Bobby Bones Show and iHeartIMPACT highlighted personal stories of frontline workers and first responders working to support communities in their response to the COVID-19 pandemic. The Bobby Bones Show and GiftCards.com invited listeners to share their experiences on the frontline and encouraged the community to nominate their favorite frontline heroes to

receive gift cards sponsored by GiftCards.com.

In addition to the testimonials highlighted on the show, the program also provided over \$28K in funding to Team Rubicon, whose mission is to serve communities by mobilizing veterans to continue their service, leveraging their skills and experience to help people prepare,

respond and recover from disasters and humanitarian crisis.

Funding through the campaign was used to support Team Rubicon's COVID-19 pandemic response efforts and to help bridge the gap and increase essential service access for millions of people living in marginalized communities across the United States.



Through our partnership with iHeartMedia, we haven't had to choose between responding to disasters or supporting communities across the country in the fight against COVID-19. With their support, we have been able to respond in hundreds of communities with not only relief after Hurricanes Laura and Delta but with medical support operations, testing sites, food banks, and PPE distribution. In 2021, we look forward to continuing the relationship through supporting vaccination delivery and distribution."

NICOLE CAPOSSELA

CHIEF DEVELOPMENT OFFICER, RUBICON



CAMPAIGN IMPACT

\$28,500
funding provided.

+190
cities served.

6 MILLION
meals packaged.

1.7 MILLION
meals served.

7,700
COVID-19 pandemic
tests administered.

9.7 MILLION
people helped across all
operations in 2020.

254
COVID-19 pandemic response
operations supported.

57,000
miles driven for food delivery.



ABOUT

TEAM RUBICON

TeamRubiconUSA.org

Team Rubicon serves communities by mobilizing veterans to continue their service by leveraging their skills and experience to help people prepare, respond, and recover from disasters and humanitarian crises. Founded following the Haiti earthquake in 2010, the organization has grown to over 137,000 volunteers across the United States and has launched over 790 operations both domestically and internationally. Amidst the COVID-19 pandemic outbreak, Team Rubicon has not only pivoted to be able to continue to deliver disaster response and rebuild services in core mission areas but has also expanded their scope of missions to meet community needs brought about by the COVID-19 pandemic.

JERSEY CARES

POWERED BY RAO'S HOMEMADE

In Spring 2020, morning show personalities including Danielle Monaro, Skeery Jones, Gandi, Greg T, Carolina, and Cubby & Christine from iHeartMedia stations Z100, Lite FM and KTU joined together with Rao's Homemade and the nonprofit organization Jersey Cares for #Sauce4Cause to raise awareness around food insecurity and to support healthy meal distribution to families across the Tri-State area. As part of the social media campaign, iHeart's personalities shared their favorite Rao's

Homemade recipes online and encouraged others to do the same. Over the course of four weeks listeners were asked to "make one, give one," and for every person who made one of the featured dishes at home, Rao's Homemade donated one meal to a family in need via Jersey Cares.

Funding generated through the Rao's Homemade iHeartIMPACT campaign was used for the Jersey Cares Healthy Food Delivery Program, which resulted in the

delivery of over 225 healthy food boxes to families in need in the Tri-State area. Each healthy food box contained 8-9 fruits/vegetables, a quart of yogurt, a loaf of bread and a dozen eggs.

The Jersey Cares Healthy Food Delivery Program sources its food boxes directly from local farmers, supporting local farmers who were also struggling to keep their businesses open amidst the COVID-19 pandemic.



CAMPAIGN IMPACT

\$9,000

funding provided.

900

individuals served.

+26 MILLION

impressions.

+86,000

meals distributed across NJ through Jersey Cares' COVID-19 pandemic relief efforts.

ABOUT

JERSEY CARES

JerseyCares.org

As a leader in volunteerism in New Jersey, Jersey Cares increases the level of meaningful volunteer engagement by creating and managing efficient, impactful projects that address critical community-identified needs.

RONALD MCDONALD HOUSE CHARITIES

POWERED BY MAUS AUTOMOTIVE

In Summer 2020, Maus Automotive partnered with iHeartIMPACT to support the Ronald McDonald House Charities of Tampa Bay, helping to expand the organization's ability to support families seeking lifesaving and life-changing medical treatment for their children. Funding from Maus Automotive and iHeart covered the costs of 250 nights of stay for families of

pediatric patients in the Tampa Bay and St. Petersburg areas, serving families treated at Johns Hopkins All Children's Hospital, Tampa General Hospital and St. Joseph's Children's Hospital.

Ronald McDonald House Charities' mission is to directly improve the health and well-being of children and their families.

The Ronald McDonald House, RMHC's core program, provides lodging, food and support to families whose children are receiving lifesaving or life changing medical treatment. RMHC Services support equitable access to healthcare by removing financial barriers to traveling short or long distances to receive the best care provider for the pediatric patient.



In a year that was full of uncertainty, revenue loss and increased expenses, the partnership with Maus Automotive and iHeart was a welcome and heartwarming surprise! Childhood illness does not stop for a pandemic and families in the Tampa Bay area continued to need support while their child was receiving medical treatment. Funding from Maus and iHeart media provided a safe and supportive home away from home, food and care for over 250 family nights at our four Ronald McDonald Houses located in St. Petersburg and Tampa."

LISA SUPRENAND

EXECUTIVE DIRECTOR, RMHC TAMPA BAY



CAMPAIGN IMPACT

\$25,000

funding provided.

250

night of stay provided to RMHC families.

+20

families directly impacted.

ABOUT

RONALD MCDONALD HOUSE CHARITIES

RMHCTampaBay.org

Ronald McDonald House Charities® Tampa Bay (RMHC®), is a non-profit, 501(c)(3) corporation that creates, finds and supports programs that directly improve the health and well-being of children and their families. Ronald McDonald House Charities of Tampa Bay provides a safe and comfortable “home-away-from-home” for families with children receiving medical treatment at bay area hospitals. In 2020, the charity celebrated 40 years of providing comfort and care to 2,000 families annually, having served more than 50,000 families since opening its doors in 1980.

WORLD CENTRAL KITCHEN

POWERED BY DISCOVER

Traditional safety nets like school feeding programs, city services and food banks are struggling to meet basic needs. Seniors, who are isolated for their safety, are unable to access meal services.

In Fall 2020, Discover and iHeartMedia collaborated with World Central Kitchen to support the #ChefsForAmerica COVID-19 pandemic response program, which allows

for the purchase of nourishing meals from local restaurants across the country and distribution of food to vulnerable communities affected by the negative economic and humanitarian impacts of the pandemic.

World Central Kitchen's mission is to use the power of food to strengthen communities in times of crisis and beyond.

As part of its #ChefsForAmerica nationwide emergency food relief program, World Central Kitchen has served more than 35 million meals directly to Americans that need assistance and has also invested nearly \$135M in restaurants across the country.



World Central Kitchen is grateful for Discover and iHeartMedia's support and belief in our mission. They share our vision that a powerful solution to the ongoing health, economic and humanitarian crises is to work with restaurants to prepare nutritious meals for food-insecure communities. This donation contributed to WCK's Restaurants for the People program, which pays restaurants directly to help keep their business afloat while also providing meals to people in need."

ERIN GORE

VICE PRESIDENT OF DEVELOPMENT, WORLD CENTRAL KITCHEN



CAMPAIGN IMPACT

\$40,000

funding provided to World Central Kitchen.

4,000

restaurant-prepared meals distributed to vulnerable communities.

+70 MILLION

media impressions.

ABOUT

WORLD CENTRAL KITCHEN

WCK.org

Founded in 2010 by Chef José Andrés, World Central Kitchen (WCK) uses the power of food to heal communities and strengthen economies in times of crisis and beyond. WCK has created a new model for disaster response through its work helping devastated communities recover and establish resilient food systems. WCK has served more than 50 million fresh meals to people impacted by natural disasters and other crises around the world in countries including The Bahamas, Indonesia, Lebanon, Mozambique, Venezuela, and the United States. WCK's Resilience Programs in the Caribbean and Central America have trained hundreds of chefs and school cooks, advanced clean cooking practices, and awarded grants to farms, fisheries and small food businesses while also providing training and networking opportunities.

YEAR UP, LEUKEMIA & LYMPHOMA SOCIETY, FOOD BANK OF DELAWARE POWERED BY BEST EGG

Best Egg's partnership with iHeartIMPACT helped to supported three organizations that are improving communities across Delaware. Ranging from helping to

distribute meals to local families in-need, to investing in finding a cure for leukemia and lymphoma and helping youth gain skills and experiences to further their careers,

Best Egg and iHeart impacted thousands of families in-need.



Thanks to the support of iHeartIMPACT and Best Egg, Year Up furthered our mission to empower young adults to reach their potential through meaningful careers and higher education. By engaging in intensive training and work experience at a corporate internship, all while receiving wrap-around support from Year Up staff and volunteers, young adults gain technical & professional skills, corporate access, and opportunities to thrive."

PETER LONIE

SITE DIRECTOR, YEAR UP WILMINGTON



CAMPAIGN IMPACT

THREE-WEEK

media campaign highlighting Best Egg's support of each organization across six iHeartRadio stations in Philadelphia and Dover.

\$60,000

in funding provided.

ABOUT

FOOD BANK OF DELAWARE

FBD.org

The Food Bank of Delaware's mission is to provide nutritious foods to Delawareans in need and facilitate long-term solutions to the problem of hunger and poverty.

LEUKEMIA & LYMPHOMA SOCIETY

LLS.org

The Leukemia & Lymphoma Society (LLS) is working to bring light to the darkness of blood cancer through research and cures. Support of LLS provides the necessary funding to continue to propel research, patient outreach and advocacy to ensure that blood cancer patients have every available opportunity for the latest treatments and resources.

YEAR UP

YearUp.org

Year Up is working to offer all young adults – no matter their background, income, or zipcode-access to economic opportunity and social justice. Year Up's mission is to close the Opportunity Divide by ensuring that young adults gain the skills, experiences, and support that will empower them to reach their potential through careers and higher education.

NATIONAL FIRST RESPONDERS FUND, LOS ANGELES FIRE DEPARTMENT FOUNDATION, FRESNO FIRE CHIEFS FOUNDATION POWERED BY JACK DANIELS

In response to California's worst fire season in over a decade, iHeartMedia and Jack Daniels collaborated to support organizations across the state working to support firefighters and fire departments.

The campaign included on-air calls to action for listeners to donate, as well as an iHeartIMPACT donation to fire organizations in Los Angeles, San Diego, Fresno, San Francisco and Sacramento, CA. Funds

supported the purchasing of firefighter equipment, wildland fire brush tools, fitness programs, as well as general equipment and technology for firefighter trainings.



CAMPAIGN IMPACT

\$10,000

funding provided.

ABOUT

LOS ANGELES FIRE DEPARTMENT FOUNDATION

SupportLAFD.org

The Los Angeles Fire Department Foundation (LAFD Foundation) is the non-profit organization that provides funding for the needs of Los Angeles firefighters. Approximately 97% of the city's budget for the Los Angeles Fire Department (LAFD) is allocated to personnel costs. This leaves just 3% to cover the cost of essential equipment, new technology, and training resources needed to keep our firefighters safe and allowing them to do their jobs effectively. The LAFD Foundation exists to bridge the budget gap by raising funds to provide our firefighters the tools, equipment and resources they need to protect homes and save lives.

FRESNO FIRE CHIEF'S FOUNDATION

BeAFireHero.org

The mission of the Fresno Fire Chief's Foundation is to support the local heroes in our community and to commit to investing in safety education and fire prevention programs. The Fitness for Firefighters program supplies fitness equipment for Fresno fire stations, helping to increase the amount of fitness equipment the City of Fresno can purchase for each station.

FIRST RESPONDERS FUND

NFRF.com

The National First Responders Fund was founded on the idea of becoming a trusted source of resources and assistance dedicated to every first responder with a touch-point to emergency incidents. From the dispatcher to every man or woman that is called to the scene, we vow to be there for them on their worst day. The National First Responders Fund develops programs to address specific needs related to First Responders and their families, including post traumatic stress treatment, cancer prevention, toxic exposure, chemical dependency and critical incident support, outreach and activation.



RADIOTHONS

At iHeartMedia, we are committed to using the power of all our local assets in the service of giving back and in assisting the organizations that help our neighbors in need. iHeartMedia's radiothon program has leveraged the company's unparalleled reach and local influence to raise hundreds of millions of dollars for charitable organizations over the last decade.

A radiothon typically lasts between one and two days, during which stations press pause on their day-to-day programming to dedicate all attention and resources to the issue being addressed. Through its many local radiothon programs, iHeartMedia is one of the biggest supporters of The Children's Miracle Network Hospitals and St. Jude Children's Research Hospital.

In addition, many iHeartMedia radio stations have established annual radiothon programs to address local, critical issues, ranging from childhood diseases and homelessness to domestic violence and mental health.

Founded in 2017, The Breakfast Club's annual #Change4Change radiothon featuring on-air personalities DJ Envy, Angela Yee and Charlamagne Tha God has raised over \$1.7 million for issues ranging from education to mental illness to social justice. In 2020 the morning show reimagined their radiothon to be able to grant funds directly to listeners in need.

Over the past nine years, KFI AM 640's PastaThon has raised over \$2.8 million and over 500 thousand pounds of pasta and sauce to feed thousands of children in Southern California and help end the cycle of poverty.

In 2020, despite the social and financial impacts of the pandemic in its local communities, iHeartMedia stations in markets across the U.S. continued their annual traditions and raised nearly **\$27.3 million** through the power, dedication and uniqueness of their local radiothon programs.

CHILDREN'S MIRACLE NETWORK HOSPITALS®

Every year, tens of millions of children require the kind of care that only children's hospitals can provide. With 62 children entering a Children's Miracle Network Hospital every minute and 10 million annually, the need for adequate healthcare is imperative. iHeartMedia is one of Children's Miracle Network Hospitals' main media partners through its many local programs.

Children and their families are being affected directly and indirectly by the pandemic. COVID-19 has placed an unprecedented stress on the United States health system. Hospitals are adapting to new priorities in order to manage the massive scope and impact of the pandemic. This is also true of children's hospitals, which are urgently responding

to the pandemic by treating adult patients, opening drive-thru testing sites, taking extreme measures to ensure their buildings and equipment are kept clean, conducting vital research to prevent the spread of the virus and upgrading technology to move many appointments to a safe, virtual setting.

Children's Miracle Network Hospitals raises funds and awareness for 170 children's hospitals across the United States and Canada. When Children's Miracle Network Hospitals receive a donation, it stays in the community to help local kids – a dynamic that is closely aligned with iHeartMedia's commitment to serve its local listeners and communities. iHeartMedia helps Children's Miracle Network Hospitals fundraise locally by airing a significant number of PSAs that raise awareness for the organization and

its member hospitals as well as hosting annual one- or two-day English radiothon events which have been an integral part of Children's Miracle Network Hospitals' fundraising efforts since 1997.

iHeartMedia radiothon programs represent annual giving traditions for many local communities. A radiothon highlights personal patient and family stories related to local hospital treatment. While the ripple effects of COVID-19 pandemic were felt across the country, our stations quickly adapted their radiothon programs to engage the community, hospitals, kids and their families virtually while continuing to raise the critical funds needed for Children's Miracle Network Hospitals.

“ *Our iHeartRadio station partners play a major role in supporting Children's Miracle Network Hospitals' ability to change kids' health and change the future. This year more than ever, we have witnessed the unwavering commitment of the talented and passionate professionals who make Children's Miracle Network Hospitals radiothons a success in their communities. The pandemic posed unique challenges this year, but our station partners quickly and seamlessly adjusted their plans to deliver the same high-quality programming our communities have come to know and love. By continuing to share the stories of local patients and families and engaging their loyal audiences in support of our mission, iHeartRadio and CMN Hospitals have built a partnership legacy that continues to save and improve children's lives when they need it most.”*

FLEUR VORUZ

SENIOR DIRECTOR PROGRAMS, MEDIA CHILDREN'S MIRACLE NETWORK HOSPITALS



CAMPAIGN IMPACT

\$6.4 MILLION

raised by 63 stations for children's miracle network hospitals and distributed to fulfill varying hospital needs.

\$1,152,000

Charitable care.

\$1,472,000

Advancement services.

\$1,600,000

Patient services.

\$448,000

Education.

\$768,000

Research.

\$960,000

Equipment.

ABOUT

CHILDREN'S MIRACLE NETWORK HOSPITALS®

CMNHospitals.org

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

PARTICIPATING IHEART MARKETS INCLUDE:

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

ST. JUDE CHILDREN'S RESEARCH HOSPITAL®

iHeartMedia has partnered with St. Jude for over 30 years, most notably through its radiothon programs, which have raised an incredible \$134.5 million in pledges for St. Jude.

St. Jude Children's Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Their purpose is clear: Finding cures. Saving children.® As the only National Cancer Institute-designated Comprehensive Cancer Center devoted solely to children, treatments invented at St. Jude have helped push the overall childhood cancer survival

rate from 20% to 80% since the hospital opened more than 50 years ago.

By freely sharing discoveries, every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children. Families never receive a bill from St. Jude for treatment, travel, housing or food – because all a family should worry about is helping their child live. The majority of the funding must come from generous donors.

iHeartMedia supports the work of St. Jude by utilizing its broad reach and

national footprint with two-day radiothon events bringing the St. Jude message to communities across the country. In 2020, 63 iHeartMedia radio stations aired annual radiothons raising more than \$10.5 million to help support St. Jude's lifesaving mission.

Nationally-recognized iHeart personality Bobby Bones also continues to be a champion for St. Jude, raising more than \$16.25 million since he began supporting St. Jude and bringing in more than 4,000 new pledges through his radiothon in December.

PARTICIPATING IHEART MARKETS INCLUDE:

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



CAMPAIGN IMPACT

\$10.5 MILLION

raised through 63 stations.

+\$1 MILLION

K102 in Minneapolis raised for the sixth year in a row.

16.25 MILLION

total raised by "The Bobby Bones Show" and its listeners in the last seven years.

+\$134.5 MILLION

raised since 1989 to help kids at St. Jude fight cancer and other deadly diseases.

ABOUT

ST. JUDE CHILDREN'S RESEARCH HOSPITAL®

StJude.org

St. Jude Children's Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Its purpose is clear: Finding cures. Saving children.® It is the only National Cancer Institute-designated Comprehensive Cancer Center devoted solely to children. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to more than 80 percent since the hospital opened more than 50 years ago. St. Jude won't stop until no child dies from cancer. St. Jude freely shares the discoveries it makes, and every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children. Families never receive a bill from St. Jude for treatment, travel, housing or food – because all a family should worry about is helping their child live. Join the St. Jude mission by visiting [stjude.org](https://www.stjude.org), liking St. Jude on [Facebook](https://www.facebook.com/stjude), following St. Jude on [Twitter](https://twitter.com/stjude), [Instagram](https://www.instagram.com/stjude) and [TikTok](https://www.tiktok.com/@stjude), and subscribing to its [YouTube](https://www.youtube.com/channel/UC...) channel.

#CHANGE4CHANGE

For the past three years, iHeartMedia's popular nationally-syndicated show [The Breakfast Club's #Change4Change](#) radiothon has raised over \$1.7 million to benefit various organizations, including the Thurgood Marshall College Fund, The Gathering for Justice and PROJECT375.

In 2020, the fourth annual [#Change4Change](#) broadcast featured a day of giving to help listeners in need. Traditionally a radiothon, this year's event granted wishes to listeners experiencing hardship.

[#Change4Change](#) was broadcast on Thursday, November 19, 2020 on iHeart's Power 105.1, New York's Hip-Hop and R&B station, and across more than 77 syndicated markets during The Breakfast Club morning show from 6 – 10 a.m. local time. The Breakfast Club's on-air personalities DJ Envy, Angela Yee and Charlamagne Tha God hosted the [#Change4Change](#) broadcast and featured stories from listeners in need of financial help.

Listeners submitted their stories and wishes by visiting [BCchange4change.com](#). A panel

of judges selected the winning entries that were featured during the broadcast on November 19.

Over \$35,000 was donated directly to families in need to help with everything from medical bills associated with a horrific car accident, to hardships faced by essential workers, recovery from a devastating house fire, and even funeral expenses related to the COVID-19 pandemic.



The Breakfast Club #Change4Change has always been about coming together to help our community. It's been an incredibly challenging year for so many, and it was important to The Breakfast Club to give back directly to those most in need."

THEA MITCHEM

EVP OF PROGRAMMING, IHEARTMEDIA



ABOUT

THE BREAKFAST CLUB

TheBreakfastClub.iHeart.com

The Breakfast Club is a four-and-a-half-hour morning show featuring DJ Envy, Angela Yee and Charlamagne Tha God's unrivaled interviews with celebrities and recording artists. From megastars like Kevin Hart, Justin Timberlake, Jennifer Lopez and Arnold Schwarzenegger to rap icons such as Jay-Z, Kanye West and Nicki Minaj, every guest visiting *The Breakfast Club* is grilled with their signature blend of honesty, wit and humor. The results are the best interviews to be found on radio and digital. *The Breakfast Club* originates from the legendary Power 105.1/WWPR-FM in New York and is nationally syndicated by Premiere Networks on 90 stations nationwide, including markets such as Houston, Atlanta, Miami and Detroit. The Radio Hall of Famers also host Weekends with *The Breakfast Club*, a three-hour weekly program featuring a countdown of the top 20 hits of the week. Please visit www.PremiereNetworks.com for more information.

WARRIOR FOUNDATION FREEDOM STATION GIVE-A-THON

For the last five years, iHeartMedia's nationally syndicated Armstrong & Getty Show has hosted its annual *Warrior Foundation Freedom Station Give-A-Thon* raising funds to fly thousands of ill and injured troops home for the holidays.

The Warrior Foundation Freedom Station Give-A-Thon took place over the week of November 16-20, 2020. During the

broadcast special, on-air personalities Jack Armstrong and Joe Getty encouraged listeners to call in and donate to help injured warriors return home, raising approximately \$1.5 million.

All proceeds benefited the Warrior Foundation-Freedom Station (WFFS), a 501(c)3 volunteer-based organization that helps wounded vets recover both physically

and mentally from service injuries. The funds raised were used to purchase plane tickets for injured warriors so they could spend the holidays at home and with their families.

For the past five years, the program has raised over \$4 million to benefit the Warrior Foundation-Freedom Station.



After giving so much to protect our country, it is our turn to help thousands of servicemembers. WFFS provides critical help to our injured military so they can get back to their families and their communities.”

JACK ARMSTRONG

CO-HOST, THE ARMSTRONG & GETTY SHOW



Thanks to our generous listeners, WFFS will be able to help hundreds of injured soldiers be home with their families just in time for Christmas.”

JOE GETTY

CO-HOST, THE ARMSTRONG & GETTY SHOW



KFI PASTATHON

17.5 million households in the U.S. struggle against hunger, according to the USDA. On December 14, iHeartMedia Los Angeles' KFI AM 640 and Caterina's Club announced the results of its tenth annual KFI PastaThon, an on-air fundraising event to help feed local children in need.

The event raised a new record of over \$770,000 and 75,980 pounds of food. Money raised from the event benefited Caterina's Club, a charitable organization that feeds 25,000 underprivileged children, five days a week, in over 30 cities throughout Southern California.

The nonprofit also finds permanent housing for families in need and introduces at-risk youth to careers in hospitality.

Through on-air, on-line and digital fundraising elements, all KFI AM 640 on-air personalities, including Bill Handel, Jennifer Jones Lee, Gary Hoffmann, Shannon Farren, John Kobylt, Ken Chiampou and Tim Conway Jr., encouraged listeners to donate money along with pasta and pasta sauce to help feed underprivileged children who live in motels without access to a kitchen.

Over the past ten years, KFI PastaThon has raised over \$3.5 million and over 586,000 pounds of pasta and sauce to feed thousands of children in Southern California and help end the cycle of poverty. Caterina's Club serves 5,000 pasta dinners each night in 89 locations in Orange and L.A. counties, with more than 3 million meals served. The organization's work has extended far beyond the local California area to include Chicago, New York, Texas, Mexico and Italy.



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

BRUNO SERATO

EXECUTIVE DIRECTOR AND BOARD MEMBER, CATERINA'S CLUB



CAMPAIGN IMPACT

\$3.5 MILLION

raised in ten years.

+586,000

pounds of pasta since inception.

\$770,000

raised in 2020.

ABOUT

CATERINA'S CLUB

CaterinasClub.org

Caterina's Club's mission is to provide warm meals, affordable housing assistance, and job training to homeless and low-income families throughout Southern California. It all started in 2005, when the owner of the exclusive Anaheim White House Restaurant, Chef Bruno Serato and his mother Caterina were visiting a local Boys & Girls Club and noticed a 6-year-old boy eating potato chips for dinner. What started as feeding a few dozen children every night that year grew into the 'Feeding the Kids in America' program, which provides meals to more than 25,000 kids every week in 30 cities across Southern California. In addition, the charity's 'Welcome Home' program has provided permanent housing for 223 families and more than 250 teenagers have been trained through the Caterina's Club Hospitality Academy program at four local high schools.

The Caterina's Club vision is to break the cycle of poverty and to provide to every child the resources, love and encouragement they need to be healthy, safe and educated.

Thank You!

\$770,827

75,980

POUNDS OF PASTA/SAUCE

KFI AM-640



WHAS CRUSADES FOR CHILDREN

The WHAS Crusade for Children telethon and radiothon was established in 1954 by WHAS-TV and NewsRadio 840 WHAS. Each year, the fundraiser raises money for agencies, schools and hospitals to better the lives of special needs children in the Kentucky and southern Indiana community.

The 67th annual WHAS Crusade for Children raised over \$4.8 million for the children in the community. Funds were distributed through 238 grants to various

local agencies and non-profits that are working to make life better for children with special needs throughout Kentuckiana including Hardin Memorial Health Foundation, Special Olympics of Kentucky, Big Brothers Big Sisters of Kentuckiana and many more.

WHAS Crusade for Children took place on August 8 - 9, 2020. The fundraiser was broadcasted on WHAS-TV and on NewsRadio 840 WHAS. NewsRadio 840

WHAS's on-air personality Terry Meiners was a co-host for the event. The radiothon also featured interviews with members of the Crusade organization.

Since its inception WHAS Crusade for Children has raised over **\$195 million** to benefit children in the community.



LOCAL RADIOTHONS

In 2020, various iHeartMedia radio stations launched locally organized radiothon programs that yielded over \$10.4M for various community organizations:

ANIMALS IN DISTRESS RADIOTHON

ALLENTOWN, PA
NEWSRADIO 790 WAEB

\$212,533 raised for Animals in Distress.

CENTER FOR ANIMAL HEALTH AND WELFARE IN EASTON BOWL A THON

ALLENTOWN, PA
NEWSRADIO 790 WAEB

\$111,000 Raised for Center for Animal Health and Welfare.

OUR LADY OF THE LAKE CHILDREN'S HOSPITAL MEDIATHON

BATON ROUGE, LA
96.1 THE RIVER

\$100,000 raised for Our Lady of the Lake Children's Hospital.

OPEN YOUR HEART RADIOTHON

BISMARCK, ND
KFYR

\$26,000 raised for American Legion Lloyd Spetz Post #1.

TOYS FOR TOTS RADIOTHON

CAPE COD, MA
WCOD

\$8,500 raised for toys for kids in Cape Cod.

EARNIE BLANKENSHIP TELETHON

CHILlicothe, OH
WSRW 101.5

\$90,000 raised for Highland County Society for Children and Adults.

ALL FOR THE LAND: COVID-19 RELIEF LIVE TELETHON

CLEVELAND, OH
NEWS RADIO WTAM 1100

\$150,000 raised for United Way of Greater Cleveland and Cleveland Food Bank.

KOA COVID-19 RELIEF VIRTUAL RADIOTHON

DENVER, CO
KOA NEWSRADIO

\$16,160 raised for The RisnerUp Foundation, went to Food Bank of the Rockies, Boys & Girls Club of Metro Denver and Meals on Wheels program.

KBCO RADIOTHON

DENVER, CO
97.3 KBCO

\$80,206 raised for Denver Rescue Mission.

2020 WHO PINKY SWEAR RADIOTHON

DES MOINES, IA
NEWSRADIO 1040 WHO

\$226,000 raised for the Pinky Swear Foundation, which helped pay the mortgages, utility bills and other financial needs of 200 local families who have a child with cancer.

LIGHT UP A CHILD'S LIFE RADIOTHON

ERIE, PA
947 BOB FM

\$25,000 raised to benefit Make-A-Wish.

ISLAND 98.5 TANKS TANKS FO' GIVING RADIOTHON

HONOLULU, HI
ISLAND 98.5

\$100,000 raised for Hawaii Food Bank.

CRUSADE FOR CHILDREN RADIOTHON

LOUISVILLE, KY
NEWS RADIO 840 WHAS

\$4.8 million raised for community nonprofits that support special needs children.

Z104 MAKE-A-WISH WISH-A-THON

MADISON, WI AND MILWAUKEE, WI
97.3 THE GAME, Z104 MADISON,
95.7 BIG FM AND BIG 1070

\$257,915 raised for Make-A-Wish Wisconsin.

107.7 THE BREEZE PAWS-A-THON

MANSFIELD, OH
107.7 THE BREEZE

\$4,000 raised for Humane Society of Richland County.

1490 WMRN RED CROSS RADIOTHON

MARION, OH
1490 WMRN

\$15,000 raised for Red Cross of North Central Ohio.

CINCO ON CINCO FOOD BANK RADIOTHON
MCALLEN, TX
WILD 104

\$9,200 raised to benefit Food Bank RGV.

ADAM THIELEN COVID-19 RELIEF RADIOTHON
MINNEAPOLIS, MN
KFAN

\$280,000 raised for Thielen Foundation that will go toward COVID-19 relief in Minnesota.

HOPE FOR THE HOLIDAYS RADIOTHON
NEW YORK CITY, NY
106.7 LITE FM

\$1.2 million raised for Hassenfeld Children's Hospital.

LEND A HELPING CAN RADIOTHON
PORTSMOUTH, NH
100.3 WHEB

\$268,000 raised towards 12 New England Charities including The New Hampshire Food Bank, The Salvation Army of Manchester, Portsmouth, and Central Vermont, My Friends Place, New Horizons of NH, Community Action Programs of Strafford and Rockingham County, Community Partners, Families in Transition, David's House and Crossroads House.

VIRTUAL TOYS FOR TOTS DRIVE
PORTSMOUTH, NH
Z107

\$85,724 raised for US Marine Corps Toys for Tots.

THE ARMSTRONG & GETTY SHOW'S WARRIOR FOUNDATION GIVE-A-THON
SAN DIEGO, CA
SAN DIEGO'S TALK, AM 760

\$1.5 million raised for Warrior Foundation Freedom Station.

22ND ANNUAL HUNGERTHON RADIOTHON
SPRINGFIELD, MO
105.9 KGBX SPRINGFIELD AND ALICE 95.5,
100.5 THE WOLF AND US97

\$253,000 raised for Ozarks Food Harvest's Weekend Backpack program.

STUFF THE BUS
SUSSEX, NJ
102.3 WSUS

\$14,692 raised for Sussex County Division Of Social Services Food Pantry.

Q102 CARES FOR KIDS RADIOTHON
WINCHESTER, VA
Q102

\$183,724 raised for Children's National Health Systems.





LOCAL PUBLIC AFFAIRS SHOW

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

important topics, ranging from health and wellness to foreign and domestic policies and local legislation, and features a variety of live interviews from top authorities in the related fields. Each 30-minute show, hosted by a local on-air personality, is designed to be an unbiased public forum for community leaders and experts in specific fields to openly discuss the many sides of key issues. iHeartMedia relies heavily on its listeners and its Local Advisory Boards to identify the most appropriate issues to discuss each week.

25,000+ HOURS OF PUBLIC AFFAIRS PROGRAMMING WERE AIRED BY IHEARTMEDIA IN 2020 ACROSS MORE THAN 850 RADIO STATIONS

SOME OF THE MOST COMMON ISSUES OF 2020 THAT WERE ADDRESSED ACROSS A LARGE NUMBER OF STATIONS INCLUDED:

Adoption • Affordable Housing/Health • Agriculture • AIDS & HIV • ALS • Animal Welfare • Arts and Culture • Blood Drives • Breast Cancer • Budgeting and Financial Literacy • Bullying • Business/Economy • Civic Engagement and Voting • COVID-19 Safety • COVID-19 Vaccine Information • Cancer Awareness and Research • Car Seat Safety • Child Abuse • Clean Water • Community Development • Community Service • Consumer Taxes • Crime • Diabetes • Disaster Relief • Divorce • Domestic Violence • Drug & Alcohol Abuse • Economic Development • Education • Elderly Care • Emergency Preparedness • Energy • Environment • Family Services • Financial Assistance • Fundraising • Gay Marriage • Government Affairs • Gun Control/Violence • Health & Fitness • Health Care • Highway Patrol • History • Homelessness • Homeownership • Housing • Hunger and Food Insecurity • Mental Health • Military and Veterans Affairs • Music and Entertainment • Opioid - Addiction, Prevention and Recovery • Parenting • Politics • Poverty • Public Health and Wellness • Public Safety and Crime Prevention • Social Justice • Suicide Prevention • Tourism and Traveling • Traffic Safety • Transportation • Unemployment and Job Market • Volunteering • Youth and Family

IHEARTMEDIA COMMUNITIES NATIONAL PUBLIC AFFAIRS SHOW

iHeartMedia radio stations dedicate airtime every week to ensure they are informing the public about the most relevant issues facing their communities. Every iHeartMedia radio station airs a weekly 30-minute radio show to address unique community interests and to connect community members to one another and to world issues.

Since March, iHeart has hosted an array of health experts, government leaders and nonprofit organizations on the show for an in-depth look into important topics around the COVID-19 pandemic and social justice efforts.

The shows were hosted by iHeartRadio on-air personality Ryan Gorman in English and iHeartLatino's Enrique Santos in Spanish. Some of the most relevant guests and topics included:

COVID-19 PANDEMIC

DR. ANTHONY FAUCI

Dr. Anthony Fauci, Director of the National Institute of Allergy and Infectious Diseases & Head of the Coronavirus Task Force, discussed vaccine development and the evolution in the fight against COVID-19. He also addressed minority issues affecting Americans and stressed the

importance of remaining diligent with CDC recommendations throughout the holiday season.

DR. JEROME ADAMS

Dr. Jerome Adams, U.S. Surgeon General, was featured on the national public affairs show numerous times to update listeners on the timeliest developments around COVID-19 research. Other topics discussed included prevention guidelines, vaccination safety, impact on minority communities and the uptick in cases following holiday gatherings.

DR. BOB LAHITA

Dr. Bob Lahita, Chairman of Medicine at St. Joseph University Hospital, covered questions about COVID-19 and what makes the virus unique; how it spreads and how it is different from the flu and allergies; and how to talk to children about COVID-19. Dr. Lahita appeared on the show several times to provide critical information and updates about the progression of the pandemic.

JARED BERNSTEIN

Jared Bernstein, Former Chief Spokesman for the New York City Office of Emergency Management, discussed federal, state and local response efforts; how agencies are handling the response and what goes into the decisions to cancel events and large gatherings. Bernstein was featured on the

public affairs show several times to also provide insight on how America is preparing for the combination of natural disasters and the COVID-19 pandemic.

RON INSANA

Ron Insana, CNBC Contributor, discussed the economic impact of the outbreak, investments and 401Ks, as well as what economic recovery will look like post-pandemic.

DR. JAMIE HOWARD

Dr. Jamie Howard, Child Mind Institute Psychologist, addressed parenting through COVID-19 and how to talk to your kids about the virus while staying honest and calm.

DR. LEO GALLAND

Dr. Leo Galland, Author and Allergy Specialist, shared new findings about the disease and gave helpful tips on how to slow the spread.

ELIZABETH PENNIMAN

Elizabeth Penniman, Vice President of Communications for the American Red Cross, spoke about how the disaster relief organization is helping during the COVID-19 pandemic.

DR. LISA KENNEDY

Dr. Lisa Kennedy, Former Chief Economist at GE Healthcare, discussed the impact of the virus on the U.S. health care system.

DR. ALI H. MOKDAD

Dr. Ali H. Mokdad, Chief Strategy Officer at Population Health, answered questions about models and projections of the progression and spread of COVID-19.

MEL SCHWARTZ

Psychotherapist Mel Schwartz talked about various techniques to help stay calm during the pandemic.

ELLIE HOLLANDER

Ellie Hollander, CEO for Meals on Wheels America, addressed nationwide food insecurity and the critical need for food assistance due to the COVID-19 pandemic.

ARIA BENDIX

Aria Bendix, Senior Innovation Reporter for Business Insider, shared her experience of contracting COVID-19 after covering it as a reporter for three months.

DR. SHUHAN HE

Dr. Shuhan He, Co-Founder of GetUsPPE.org, talked about how Americans can help healthcare workers in need of personal protective equipment (PPE) as they treat COVID-19 patients.

ROB CHENG

Rob Cheng, CEO and Founder of PC Matic, discussed the challenges of cybersecurity as millions of Americans were using video-chatting platforms while working from home or engaging in distance learning.

KATE FITZGERALD

Kate Fitzgerald, Executive VP and Chief Operating Officer at Feeding America, explored hunger and the need for assistance across the country. She discussed the impact of COVID-19 on food donations and how people can help.

KENNETH HODDER

Commissioner Kenneth Hodder, National Commander of The Salvation Army USA, discussed the impact the pandemic has had on holiday fundraising for the Salvation Army; as well as what the organization is doing to support first responders and how people can help both financially and through volunteering.

JOHN YOO

John Yoo, Former Deputy Assistant Attorney General, offered insight on the various levels of governmental authority at the state and local levels under the constitution during a public health crisis.

BILLY SHORE

Billy Shore, Founder of No Kid Hungry, provided information on how to help children in need of food assistance during the pandemic.

HUGH EVANS

Hugh Evans, Global Citizen CEO, discussed what his organization is doing to assist communities impacted by the COVID-19 outbreak.

JIM LUKE

Economics Professor Jim Luke provided insight on why it was so difficult to find essential household items such as toilet paper. Luke returned as a guest on the show and discussed the potential of the U.S. returning to hoarding and panic buying during future waves of the

COVID-19 pandemic and throughout the holiday season. Luke also discussed the current strength of our supply chain.

DR. ROBERT GALLO

Dr. Robert Gallo, Co-founder & Director of the Institute Human Virology at the University of Maryland School of Medicine and Co-founder and International Scientific Adviser of the Global Virus Network, talked about new symptoms and related health issues resulting from COVID-19.

MARK SHRIVER

Mark Shriver, Senior Vice President of U.S. Programs & Advocacy of Save the Children, talked about the wide-scale potential learning loss for children in America, as well as the programs Save The Children has in place to address the issue.

HOWARD ALTMAN

Howard Altman, Managing Editor for the Military Times, discussed the impact of the outbreak on U.S. military, their families and veterans.

DR. JAMES SHMERLING & RACHEL PETRUCELLI

Dr. James Shmerling, President & CEO at Connecticut Children's Medical Center and Rachel Petrucelli, President & Chief Development Officer at the Children's Hospital of Pittsburgh Foundation, addressed the funding challenges facing hospitals as a result of the COVID-19 pandemic, as well as the operational challenges facing hospitals during the outbreak.

DR. KERI LESTAGE

Cleaning Expert Dr. Keri Lestage gave answers to frequently asked questions about disinfecting in the age of COVID-19.

IHEARTMEDIA COMMUNITIES NATIONAL PUBLIC AFFAIRS SHOW

CONTINUED

COREY GORDON

Corey Gordon, CEO of the Kids in Need Foundation, talked about how teachers, schools and students have adjusted to virtual learning.

CHLOE DEMROVSKY

Chloe Demrovsky, President & CEO of Disaster Recovery Institute International, provided information on new regulations and policies for safely reopening businesses.

DAVID BECKER

David Becker, Executive Director at the Center for Election Innovation and Research, discussed the impact of COVID-19 on the 2020 election.

DR. AILEEN MARTY

Dr. Aileen Marty, Florida International University Infectious Disease Expert, provided an update on the COVID-19 outbreak.

DR. WILLIAM SCHAFFNER

Dr. William Schaffner, Medical Director of the National Foundation for Infectious Diseases, Pandemic Action Network, discussed the critical importance of getting a flu vaccine to prevent hospital visits during the winter.

GABRIELLE FITZGERALD

Gabrielle Fitzgerald, Co-Founder of the Pandemic Action Network and CEO of Panorama Global, discussed the need for pandemic preparedness and the rapid increase of COVID-19 cases in the United States and worldwide, as well as updated CDC guidelines for holiday gatherings.

HEIDI ARTHUR

Heidi Arthur, Chief Campaign Development Officer for the Ad Council, discussed the role of the Ad Council and their most important pandemic campaigns including COVID-19, racial justice, mental health and thanking essential workers.

MICHAEL BELL

Michael Bell, Deputy Director of the Division of Healthcare Quality Promotion at the CDC, discussed steps the public needed to take during July 4th weekend and other holidays to stop the spread of COVID-19, with an emphasis on cloth face coverings and social distance.

AARON DWORKIN

Aaron Dworkin, CEO of National Summer Learning Association, talked about how kids

in underserved communities are more at risk of learning loss throughout the COVID-19 pandemic.

DR. ALI NOURI

Dr. Ali Nouri, President of the Federation of American Scientists, was a guest several times on the show providing updates on the COVID-19 outbreak and explaining metrics such as mortality rates. He also discussed vaccination development and the implications of the holiday season.

DERRELL BRADFORD

Derrell Bradford, Executive Vice President of 50CAN, discussed the challenges schools face as they plan to safely reopen.

DR. JUDY MONROE

Dr. Judy Monroe, President & CEO of the CDC Foundation, former Deputy Director of the CDC and an advisor to the Pandemic Action Network, talked about how the CDC Foundation is helping in the fight against COVID-19 and provided an analysis of the impact of the virus on our communities.

DR. BETH CAMERON

Dr. Beth Cameron, Vice President of Global

Biological Policy and Programs at Nuclear Threat Initiative, discussed the status of the pandemic and what listeners can do to stay safe and healthy.

DR. ANGELA RASMUSSEN

Dr. Angela Rasmussen, Columbia University Virologist and Forbes writer, discussed the latest news on a potential COVID-19 vaccine.

DR. LESLIE BEITSCH

Dr. Leslie Beitsch, Chair of the Department of Behavioral Sciences & Social Medicine at Florida State University, explored the change in the public's behavior during the pandemic and how to handle stressful situations.

KANG-XING "KX" JIN

Kang-Xing "KX" Jin, Head of Health at Facebook, talked about Facebook's efforts to amplify positive social impact related to health, as well as efforts to minimize health misinformation.

DANIELLE RAMO

Danielle Ramo, PhD, Senior Director of Research at Hopelab, discussed college-age youth, loneliness and tech in the age of the COVID-19 pandemic.

DAVID ANDERSON PHD

David Anderson PhD, Senior Director of National Programs and Outreach at the Child Mind Institute, discussed how COVID-19 is affecting families and children headed back to school.

SHARI SINWELSKI

Shari Sinwelski, Vice President of National Networks, Vibrant Emotional Health and Deputy Director at National Suicide Prevention Lifeline, discussed mental health challenges in the context of the COVID-19 pandemic.

CAROLYN REYNOLDS

Carolyn Reynolds, Co-founder of the Pandemic Action Network, discussed the present state of the COVID-19 pandemic in the U.S., winter preparations during the pandemic and how to interpret all the new information coming out about potential vaccines.

MYRA BIBLOWIT

Myra Biblowit, Breast Cancer Research Foundation (BCRF) President & CEO, talked about some of the challenges facing the breast cancer community in the face of the COVID-19 pandemic and how listeners can best help support BCRF.

STEPHEN HAHN, MD

Stephen Hahn, MD, Commissioner of the Food and Drug Administration, discussed the recent FDA authorization of the Pfizer-BioNTech COVID-19 vaccine. He talked about the eligibility and timetable for vaccine distribution.

ERIN SAUBER-SCHATZ

Erin Sauber-Schatz, Task Force Lead of the Community Interventions and Critical Populations (CICP) Task Force, talked about the COVID-19 winter and holiday CDC guidance with vaccines pending.

SOPHIA L. THOMAS

Sophia L. Thomas, President of the American Association of Nurse Practitioners, talked about how nurses across the country are dealing with the constant risk of contracting COVID-19 and what a vaccine will mean to first responders.

JENNIFER LEACH,

Jennifer Leach, Division of Consumer and Business Education (DCBE) in the FTC's Bureau of Consumer Protection,

discussed the Federal Trade Commission's recently deployed PSA campaign to bring attention to fraud that is happening during the pandemic. She talked about how consumers can protect themselves during the holidays and in 2021.

JANE RANDEL

Jane Randel, Co-Founder and President, Karp Randel & NO MORE, discussed ending domestic violence and sexual assault by increasing awareness, inspiring action and fueling culture change. She talked about the increase in domestic violence and offered resources to get help for victims and abusers.

SHARI SINWELSKI

Shari Sinwelski, Vice President of National Networks, Vibrant Emotional Health and Deputy Director, National Suicide Prevention Lifeline, explored the importance of talking about mental health amid the COVID-19 pandemic and issued warnings about effects on suicidal behaviors. Sinwelski discussed how people can maintain hope if they are feeling suicidal and where they can get help.

CIVIC ENGAGEMENT

MIKE WARD

Mike Ward, Vice President of Voter Engagement at Democracy Works, discussed the tools Democracy Works is building to upgrade the infrastructure of our election systems, as well as the specific challenges to voting in 2020 due to the COVID-19 pandemic. Ward shared the organization's vision of making voting a simple, seamless experience for all Americans so that no one misses an election.

IHEARTMEDIA COMMUNITIES NATIONAL PUBLIC AFFAIRS SHOW

CONTINUED

DR. CHARLES ZELDEN

Dr. Charles Zelden, History Professor at Nova Southeastern University, discussed the presidential transition of power.

CRYSTAL CARSON

Crystal Carson, Vice President of Communications, Culture and Media Partnerships at When We All Vote, explored the role of the nonpartisan nonprofit and its commitment to closing the race and age voting gap and empowering all eligible voters to cast their ballot by harnessing grassroots energy, establishing strategic partnerships and implementing digital organizing strategies, with the ultimate goal of changing the culture around voting.

JOHN ZOGBY

John Zogby, Founder & Senior Partner John Zogby Strategies, is a pollster, author, trend-spotter and thought leader. On the show, he discussed the strategies and accuracy of polling in 2020 in both local and national elections and the pandemic's effect on polling participation.

JESSICA LEVINSON

Jessica Levinson, Professor of Election Law at Loyola Law School and Contributor to NBC News THINK, discussed voting law and ethics in the United States and different types of voter suppression and how to make sure your vote counts.

STEVE VLADEK

Steve Vladek, Professor of Law at the University of Texas School of Law & Executive Editor of Just Security & Senior Editor of the Lawfare blog, provided perspective on the purpose of our Supreme Court and judicial branch of government. He discussed the Justice confirmation process and how the Supreme Court works from their case choices to their sessions.

JOHN SYKES

John Sykes, President of Entertainment Enterprises for iHeartMedia, discussed the iHeartMedia Why I'm Voting campaign, as well as the role that musicians, athletes, cultural influencers and others have in encouraging voter turnout.

SOCIAL JUSTICE

DR. MICHAEL LOMAX

Dr. Michael Lomax, President & CEO of the United Negro College Fund (UNCF), talked about the history, programs and scholarships made available by UNCF. He highlighted the UNCF's \$1 billion investment fund announcement and how people can best support the UNCF.

DR. SAMUEL WRIGHT

Dr. Samuel Wright, Public Policy Advisor on African American Issues & Community Activist, gave his thoughts on the current protests in response to the murders of George Floyd and Breonna Taylor.

MICHAEL MCDANIEL

Michael McDaniel, retired Brigadier General, explored the role of the U.S. military during protests.

MARC MORIAL

Marc Morial, National Urban League President, stressed the importance of voter turnout. Morial talked about the enthusiasm gap between Black male voters versus the general population and discussed voter suppression and election protection at the polls.

DOMINIK WHITEHEAD

Dominik Whitehead, National Civic Engagement Director of the NAACP, spoke about the importance of the Black vote in 2020 in local, state and national elections.

GENERAL TOPICS

NICOLE LYNN LEWIS

Nicole Lynn Lewis, Founder and Chief Executive Officer of Generation Hope, explored the organization's mission to surround teen parents and their children with the mentors, emotional support and financial resources that they need to thrive in college and kindergarten and its approach to drive a two-generation solution to poverty.

ADMIRAL TERRY "T" MCCREARY

Admiral Terry "T" McCreary, retired One-Star Admiral in the United States Navy and Former Chief of Naval Information on the Joint Chiefs of Staff, talked about the history of Veteran's Day and the struggles different generations of veterans have had over the years, as well as the impact of COVID-19 on our veterans and great organizations that help veterans with jobs, homelessness and mental health.

KATE DISCHINO

Kate Dischino, Vice President of Emergency Programs Preparedness at Americares, discussed response and recovery programs in the U.S. and around the world related to wildfires, hurricanes and other natural disasters with a focus on victims needs and how people can help.

DANIEL NIGRO

Daniel Nigro, Commissioner of the Fire Department of New York, discussed how 9/11 is being remembered in 2020 amidst the COVID-19 pandemic.

STEPHEN SILLER

Stephen Siller, CEO and President of the Frank Siller Tunnel To Towers Foundation, shared the foundation's mission to honor the sacrifice of FDNY Firefighter Stephen Siller, who laid down his life to save others on September 11, 2001.

DAVID PAINE AND JAY S. WINUK

David Paine and Jay S. Winuk, Presidents and Co-founders of the September 11 National Day of Service and Remembrance (9/11 Day), announced a major new initiative in response to COVID-19, called "9/11 Day At Home." The initiative featured a new digital platform, at 911day.org, that enables millions of Americans to engage in a wide range of charitable service activities virtually and from the safety of their homes, in observance of 9/11 Day, the nation's largest annual day of service.

JAN BROWN

Jan Brown, Executive Director of Global Recovery Initiatives Foundation, spoke about the signs, reactions, challenges and the hope for opioid use recovery and how communities can support people in early recovery. She is also in long term recovery from opioid use, a former West Pointer and the first African American to lead a national recovery organization.

BRANTLEY GILBERT

Brantley Gilbert, Country Musician, spoke about his recovery from addiction and his involvement in a song that benefits the Global Recovery Initiatives Foundation.

ERICH BERGEN

Erich Bergen, Actor, Singer and Activist, explored PRIDE, AIDS in the U.S. and ways to virtually support the LGBTQIA+ community.

SPANISH STATIONS PUBLIC AFFAIRS SHOW

iHeartMedia hosted a weekly long-form show hosted by Enrique Santos, iHeartLatino's Chairman, Chief Creative Officer and on-air talent, to inform iHeart's Spanish-speaking listeners on the challenges of the COVID-19 pandemic.

Some of the most recent guests and topics included:

DR. ANTHONY FAUCI

Dr. Anthony Fauci offered his recommendations for Thanksgiving celebrations.

PRESIDENT JOE BIDEN

Joe Biden, then-Presidential Candidate and Former Vice President, explained what he would have done differently to combat COVID-19 had he been in the White House when the pandemic broke. He also had a message of hope and unity for all those afraid in these uncertain times.

FRANCIS SUAREZ

Francis Suarez, Mayor of Miami, shared his recovery experience from COVID-19 with listeners and gave his thoughts on the governors who refuse to shut down in the face of the crisis.

MARCO RUBIO

Marco Rubio, Senator from Florida, explained the process on how to apply for the recently approved small business help and when to expect the stimulus checks.

GRACE MEINHOFER

Grace Meinhofer, Division Communications Director and National Spokesperson at American Red Cross, encouraged listeners to help by donating blood.

GABRIELA REYES

Gabriela Reyes, Relationship & Family Therapist, gave advice for those that may be overwhelmed and feel lonely during the quarantine.

CHRIS COLSTON

Chris Colston, 2nd Chance Credit Expert, explained what the banks and credit card companies are doing to help during this crisis and how to solicit that help.

AMANDA SURIEL

Amanda Suriel, Attorney at The Amanda Demanda Law Group, explained the responsibilities of employers when it comes to COVID-19 employee precautions and protections.

JUAN RIVERA

Juan Rivera, Univision's Chief Medical Correspondent, shared his thoughts and what progress have we made in combating the COVID-19 pandemic.

JULIO VAQUEIRO

Julio Vaqueiro, Telemundo's Host of the nightly news show "Coronavirus: un país en

elerta", discussed hydroxychloroquine and its connection to COVID-19.

GLORIA ESTEFAN

Gloria Estefan, Grammy award-winning superstar, shared a message of support for all doctors, nurses and first responders on the front lines of the COVID-19 battle.

ALBERTO M. CARVALHO

Alberto M. Carvalho, Superintendent of Miami-Dade County Public Schools, discussed when and how schools should resume normal activity, as well as how effective is homeschooling.

DR. NATALIE WEDER

Dr. Natalie Weder, Child and Adolescent Psychiatrist from the Child Mind Institute, discussed the effects of homeschooling and how to manage the stress in the household in which kids are studying while parents are working from home.

ROBERT UNANUE

Robert Unanue, Goya Foods CEO, weighed in on the possible food shortage in America due to COVID-19 and how Goya is protecting their employees and their clients.

ROSELINA "YOYI" RODRIGUEZ

Roselina "Yoyi" Rodriguez, Owner of eight McDonald's Restaurants in South Florida, explained how COVID-19 has impacted the fast-food industry.

ÁNGEL SARDIÑA

Ángel Sardiña, President of Flamingo Insurance Agency, explained its company thank you meal program which is offering free breakfast, lunch and dinner to first responders.

GUILLERMO RAMIREZ

Guillermo Ramirez, General Manager for DISH Latino in EL Paso, Texas, explained how DISH has transformed their production lines from satellites to personal protection equipment to help with the COVID-19 pandemic.

NATALIE BODEN

Natalie Boden, President of Boden Agency, explained why the lack of reliable Latino relevant sources has moved her to create a guide which connects the public with companies that are supporting the Latino community during the COVID-19 pandemic.

DR. MARIA CRISTINA REGUEIRO

Dr. Maria Cristina Regueiro, President & CEO of Florida National University, discussed how some have taken advantage of the lockdown to further their education and the importance of positive thinking in a time of crisis.

DR. MOISES ISSA

Dr. Moises Issa, talked about hydroxychloroquine and its uses, as well as common misconceptions. Dr. Issa also came back on a different show to talk about her own experience with COVID-19.

ROBBIE ZAMORA

Robbie Zamora, Owner of Brickell Bikes, talked to us about the huge increase in national demand for bicycles due to COVID-19.

KATHERINE FERNANDEZ RUNDLE

Katherine Fernandez Rundle, State Attorney for Miami-Dade County, Florida, talked about the states awareness campaign to fight domestic violence during COVID-19.

DR. ALEDIE NAVAS,

Dr. Aledie Navas, Pediatric Pulmonologist, talked about the COVID-19 symptoms and trends in children.

ERIKA URDANETA

Erika Urdaneta, Vice President of Operations Better Business Bureau, spoke about the uptick in fraud due the COVID-19 pandemic.

DR. JOSÉ COLÓN

Dr. José Colón, Licensed Counselor, offered data on emotional eating caused by different emotions and feelings and how it correlates to the COVID-19 pandemic.

DR. GUZMAN

Dr. Guzman, United Health Care, talked about how COVID-19 has changed health care in the United States.

JOHN DE ARMAS

John de Armas, Specialist and Business Strategist, offered advice on how to reinvent your business and get the most out of it in times of crisis.

DR. ARCILIO ALVARADO AND DRA CRUZ

Dr. Arcilio Alvarado and Microbiologist Dra Cruz, explained why the general public should get the flu vaccine to prevent complications between influenza and COVID-19.

ANDRIA ESTRELLA

Andria Estrella, Licensed Marriage and Family Therapist, talked about what is most

affecting families and children during difficult times and how to get help in your area.

MARIBEL ALONSO

Maribel Alonso, Technical Information Specialist, Food Safety and Inspection Service, USDA, talked about issues with a new study of the USDA revealing concerns about the handling of frozen food by consumers.

DR. JOSÉ COLÓN,

Dr. José Colón, Youth Specialist Counselor, spoke about online schooling safety for kids.

DR. RUBÉN PÉREZ

Dr. Rubén Pérez, Internal Medicine Doctor, spoke about President Trump's COVID-19 treatment.

DR. CARLOS ESPINAL

Dr. Carlos Espinal the Director at FIU Global Health Consortium

DR. ERNESTO CARDENAS

OB/GYN Dr. Ernesto Cardenas

ALEX PENELAS

Former Miami-Dade County Mayor Alex Penelas

FREDDY BALSERA

Crisis Manager Freddy Balsera of Balsera Communications

GABRIELA REYES

Gabriela Reyes, Relationship & Family Therapist



THE IHEARTPODCAST NETWORK

As the #1 commercial podcast publisher, iHeart uses its network of podcasts to help raise awareness for a range of causes while sparking conversation and activism on some of the most critical issues our communities are facing. The growing popularity and success of podcasts have allowed iHeart to create a positive impact on the world through the power of audio by using our multiple platforms and diverse content to connect people through companionship, compelling storytelling and service to our communities.

The following pages include a spotlight of just a few of iHeart's most impactful cause-related podcasts that focused on the following critical issues in 2020:

Health & Wellness • Environment • Race and Equality • Social Justice • Mental Health • Women and Girls • LGBTQIA+ • Citizenship • Kindness • Civic Engagement • The COVID-19 Pandemic

THE SENECA WOMEN PODCAST NETWORK

WOMEN EMPOWERMENT

In 2020, Seneca Women Podcast Network and iHeartMedia announced the launch of a multi-year partnership to co-produce and distribute a slate of high-quality, women-focused podcasts in the areas of women in business, leadership, current events, health and more, providing inspiring, purpose-driven and actionable content from a diverse range of women's voices.

The Podcast series includes "Seneca Women Conversations on Power and Purpose" hosted by Ambassador Melanne Verveer and Kim Azzarelli. The show debuted on International Women's Day with 19 episodes in celebration of the 100th anniversary of the 19th Amendment.

"Seneca Women Conversations on Power and Purpose" features fascinating conversations with leaders who are using their power for purpose to accelerate women while building a better world.

Guests featured on the show included Tory Burch, Arianna Huffington, former Secretary of State Madeleine Albright, Katie Couric, UN Women Executive Director Phumzile Mlambo-Ngcuka and Grameen America CEO Andrea Jung, among others.

Additionally, The Seneca Women Podcast Network, iHeartRadio and Proctor & Gamble launched "Seneca's 100 Women to Hear," an original 100-episode podcast

spotlighting women who have positively impacted and created change across all sectors of society.

"Seneca's 100 Women to Hear" featured the voices and words of former U.S. Secretary of State Madeleine Albright; Meghan, The Duchess of Sussex; Grameen America CEO Andrea Jung; soccer legend Abby Wambach; All in Together Co-Founder Lauren Leader; spoken word poet and podcaster Amena Brown; media producer, author and speaker Austin Channing Brown; and other leading women in business, entertainment, STEM, law, philanthropy, sports, the arts and public service.



There has never been a more important time for women's voices to be heard—especially in a year that is marking the 100th anniversary of American women's suffrage. Through this new partnership with iHeartMedia, we can amplify the voices of established and emerging women leaders and connect millions of women and men around the world with positive, purpose-driven and actionable content."

KIM AZZARELLI

CO-FOUNDER AND CEO, SENECA WOMEN



THE BLACK EFFECT PODCAST NETWORK

In 2020, iHeartMedia and Charlamagne Tha God, co-host of iHeartRadio's nationally-syndicated Hip Hop radio show, The Breakfast Club, launched a historic joint venture partnership – The Black Effect Podcast Network. The network is the world's largest podcast publisher dedicated to Black listeners, bringing together the

most influential and trusted voices in Black culture for stimulating conversations around social justice, pop culture, sports, mental health, news, LGBTQIA+ issues, comedy and much more.

The multi-genre venture features a robust roster of talent and culture-shifting voices

committed to enlightening, educating and entertaining audiences curated by Charlamagne Tha God himself. The programming provides a bridge to understanding information and interaction rooted in diverse perspectives.



Blackness has an immediate, culture shifting effect on everything. Blackness controls the cool. Blackness is the culture, but Black voices are not monolithic. The only way to appreciate the diversity of thought and experiences in Black culture is to build a platform for those voices to be heard. Unapologetically Black experiences, unapologetically Black thought, unapologetically Black ideas. Black, Black, Blackity Black, Black, Black, Black. Everything Black. Black Everything. The vision for The Black Effect is to amplify, elevate, and empower emerging and established talent. Our goal is to shift the narrative from Black creators signing transactional deals, to instead forming legacy partnerships that build generational wealth while allowing each creative to have an equitable stake in their future. As a long-time partner of iHeart, it's an honor to make history with them."

CHARLAMAGNE THA GOD

THE BLACK EFFECT PODCAST NETWORK



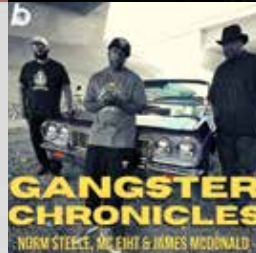
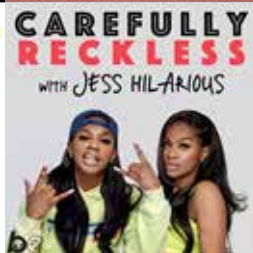
THE BLACK EFFECT PODCAST NETWORK

DRINK CHAMPS

with N.O.R.E and DJ EFN

ALL THE SMOKE

with Matt Barnes



DROPPING GEMS

with Devi Brown

HOLDING COURT

with Eboni K. Williams



HOT HAPPY MESS

with Zuri Hall

UNTITLED

with Bonang Matheba

P.O.D.

with Ashley and Tammy

CHECKING IN

with Michelle Williams

CUT TO IT

with Steve Smith Sr.

NO CEILINGS

with Glasses Malone



HELLO SOMEBODY

with Senator Nina Turner

STRAIGHT SHOT NO CHASER

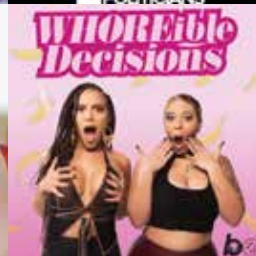
with Tezlyn Figaro

CAREFULLY RECKLESS

with Jess Hilarious

WHOREIBLE DECISIONS

with Mandii B and Weezy



GANGSTER CHRONICLES

with MC Eiht, Norman Steele and James McDonald

THE 85 SOUTH SHOW

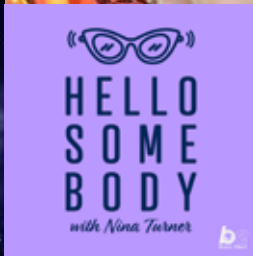
with Karlous Miller, DC Young Fly, and Chico Bean

LAUGH AND LEARN

with Flame Monroe (executive produced by Tiffany Hadish)

STREET POLITICIANS

with Tamika Mallory and Mysonne



REOPENING AMERICA & DAILY CORONAVIRUS UPDATE

COVID-19 PANDEMIC

In 2020, the iHeartPodcast Network launched the “Daily Coronavirus Update” to address many of the unanswered questions about the COVID-19 pandemic. The show quickly became one of iHeartRadio’s most listened to podcasts. Hosted by Oscar Ramirez from the “Daily Dive,” the podcast provides stories on what to know about COVID-19 and how health and government officials are acting to mitigate the spread of the virus.

The podcast was later renamed “Reopening America” to reflect the latest developments of the pandemic. Ramirez continued to provide updates on any new information about the virus and vaccine development and distribution, as well as how cities, states and industries affected by the shutdown are opening back up.



TEACH ME SOMETHING NEW WITH BRIT MORIN

HEALTH & WELLNESS

In 2020, iHeartMedia and Brit + Co teamed up to release a new and inspirational podcast, "Teach Me Something New" hosted by Brit Morin, the founder and CEO of Brit + Co, a lifestyle and online learning company that provides classes, content, product and experiences geared toward creative women with a do-it-yourself attitude.

In her podcast, "Teach Me Something New," Morin sits down with influential figures, experts, friends, CEOs, influencers and celebrities, and asks them to talk about something that has changed their

lives for the better. In each episode, Morin tackles a different, relatable theme like creativity, family, relationships, mental and physical wellness and entrepreneurship. The show is a guide that listeners can follow when taking risks or attempting real-life transformations.

Morin's podcast featured guests including Rachael Ray, Ashton Kutcher and Mila Kunis, Rent the Runway CEO Jennifer Hyman, ThirdLove CEO Heidi Zak, psychotherapist and journalist Lori Gottlieb and founder of Instagram Adam Mosseri.



TEACH ME SOMETHING NEW WITH BRIT MORIN



WHOLLY HUMAN WITH LEANN RIMES

HEALTH & WELLNESS

In 2020, iHeartMedia partnered with GRAMMY award-winning singer, songwriter and mental health advocate LeAnn Rimes to launch the first season of her mental health and wholeness iHeartRadio Original podcast, Wholly Human.

The first season of the 12-episode podcast featured an introduction into Rimes' journey, as she shared what went into building her mental health and wholeness toolkit and introduced her community to teachers and wise souls

that have helped her along the way, such as lifestyle entrepreneur and New York Times bestselling author Lewis Howes, Somatic Experiencing Practitioner® Nicole Lohse who talks about using physiology to make sense of our experiences, life coach Ryan Weiss who advocates for the need to slow down and learn to nurture ourselves in order to be our best selves and breathwork teacher and author Ashley Neese whom Rimes credits as her introduction into learning to heal through different healing modalities, as well as many other star-studded guests.



BEYOND THE BEAUTY WITH BOBBI BROWN

HEALTH & WELLNESS

Bobbi Brown, beauty industry icon, world-renowned makeup artist, best-selling author and founder and former CEO of Bobbi Brown Cosmetics, partnered with iHeartMedia in 2020 to launch “Beyond The Beauty With Bobbi Brown,” an iHeartRadio Original Podcast where Brown enlists top-notch experts across the fields of makeup, wellness, fashion and entrepreneurship – all in search of the real meaning of beauty.

Fueled by Brown’s curiosity, “Beyond The Beauty With Bobbi Brown” invites listeners into her inner circle to demystify beauty. Guests include various experts, including makeup artist Mario Dedivanovic of Makeup by Mario, fashion photographer Jake Rosenberg of Coveteur and clean beauty pioneer Annie Jackson of Credo Beauty, as well as her closest loved ones for real uncensored talk.



Beauty isn't just about makeup or moisturizer. It's about how you feel in your skin. What you eat, what you wear, how you treat others, and who you have in your posse affects your overall well-being. Information out there is so saturated, it's hard to know what is actually right for you”

BOBBI BROWN



BARGOUR
PROFESSIONAL



**BEYOND THE BEAUTY WITH
BOBBI BROWN**

BEYOND THE BEAUTY WITH BOBBI BROWN

WE'RE HAVING A MOMENT WITH BARATUNDE THURSTON

RACE & SOCIAL JUSTICE

Following the protest for social justice in response to systemic racism and the killings of George Floyd and Breonna Taylor, iHeartMedia partnered with Emmy-nominated host and social commentator Baratunde Thurston to launch "We're Having a Moment" – a podcast that broke down current events during an important time in American history.

During the podcast, Thurston discussed what it meant when NASCAR banned the Confederate flag; how significant cities are contemplating defunding the police; Mitt Romney joining a Black Lives Matter protest; Adidas retweeting Nike in support of Black Lives Matter and more.



“WE’RE HAVING A MOMENT” WITH BARATUNDE THURSTON

WAITING ON REPARATIONS

SOCIAL JUSTICE

In 2020, iHeartMedia launched “Waiting on Reparations” – a podcast which explores the intersection of public policy and Hip Hop music. Hosted by Dope Knife, a rapper and visual artist, and Linqua Franqa, Hip Hop artist and politician, the show explores the history of public policy and its impacts on Hip Hop life; what Hip Hop culture tells us about our political reality; and the role of Hip Hop in shaping our political future.

In the show’s first episode, titled “Emergency,” Knife and Franqa focused on the murder of George Floyd by an officer of the Minneapolis Police Department and how Floyd’s death has highlighted systemic racism and oppression in the U.S.



RED TABLE TALK

RACE, SOCIAL JUSTICE & MENTAL WELLNESS

In 2020, the well-established “Red Table Talk” Facebook Watch original show launched as a podcast on the iHeartPodcast Network. Hosted by actress, screenwriter, producer, talk show host and businesswoman Jada Pinkett-Smith, her daughter Willow Smith and mother Adrienne Banfield Norris, the show is a series of groundbreaking and authentic conversations.

Recorded in their home, “Red Table Talk” brings together three generations of

women to tackle today’s most provocative topics – from race and sexuality to infidelity and addiction.

Numerous celebrities have stopped by the Red Table including Jameela Jamil, Amber Rose, Rumer Willis, Jessica Alba, Ashley Graham, Ice Cube, Brené Brown, Dr. Angela Davis, Ayesha Curry, Snoop Dogg, Demi Moore and many more.



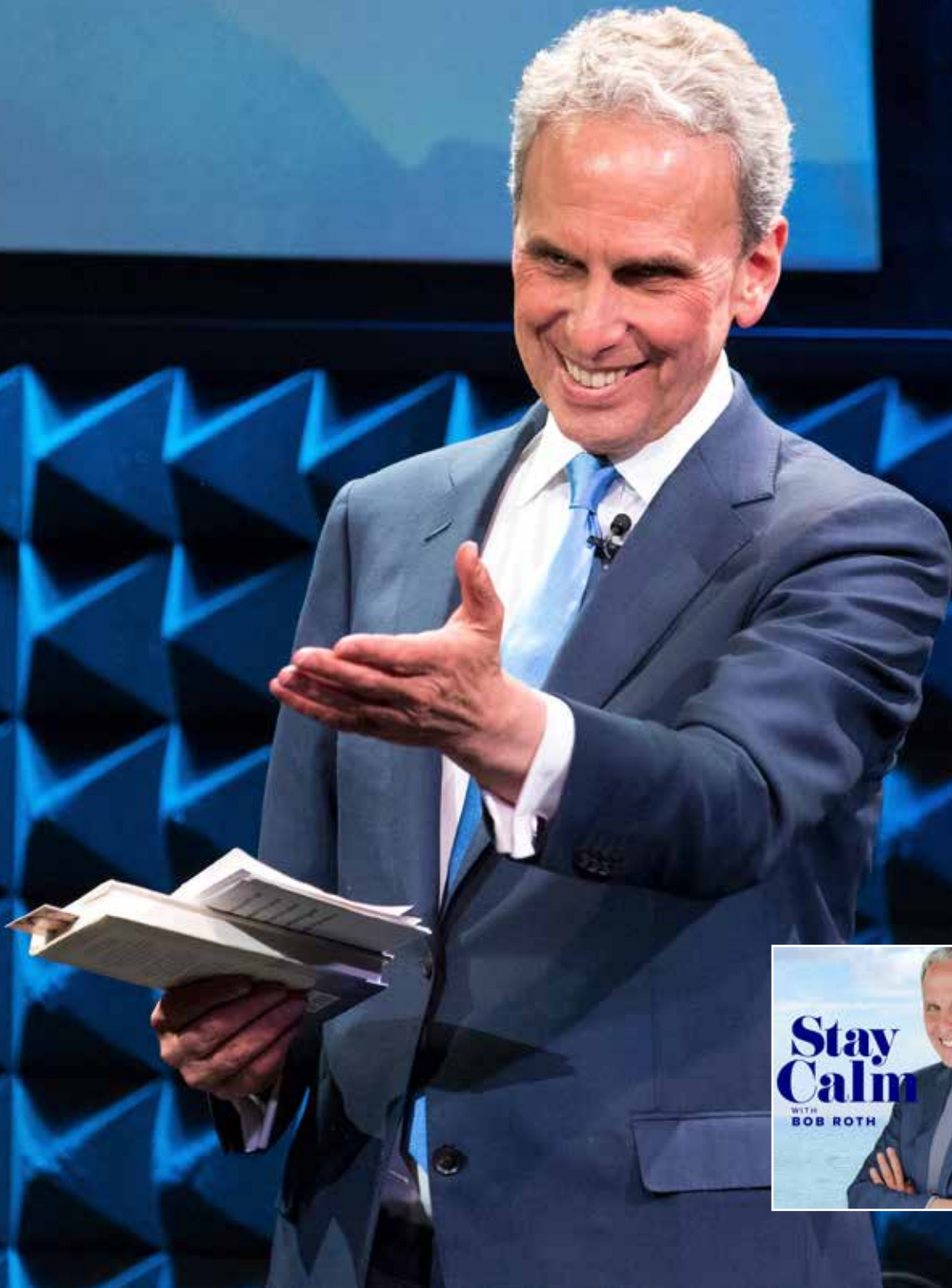
STAY CALM WITH BOB ROTH

MENTAL HEALTH & MEDITATION

In 2020, the COVID-19 pandemic brought attention to depression and anxiety. iHeartRadio partnered with Bob Roth, American transcendental meditation teacher and author, to launch a new meditation podcast “Stay Calm with Bob Roth.”

“Stay Calm with Bob Roth” is a seven-minute daily podcast and in each episode,

Roth tells a meditation story and provides guidance to listeners on how to stay calm during the time of COVID-19. Roth has coached stars like Oprah and Lady Gaga, and through his charity, the David Lynch Foundation, he has taught more than one million kids from various backgrounds how to meditate.



DEAR THERAPISTS

MENTAL HEALTH

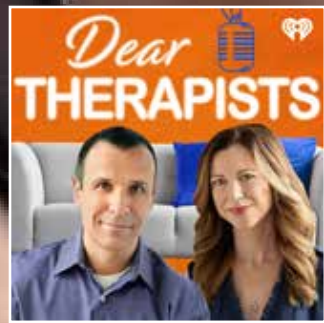
In 2020, iHeartMedia launched “Dear Therapists” podcast. The intimate sessions of renowned therapists and national advice columnists Lori Gottlieb and Guy Winch guide listeners through the everyday and extraordinary challenges of life. Each week, Lori and Guy share their personal,

raw and transformative therapy sessions with everyday people and offer actionable advice. The podcast follows the journey of different patients and shares what we can all learn about ourselves through the lens of others.



ASPEN
FESTIVAL

DEAR THERAPISTS



PARKLANDIA!

HEALTH & WELLNESS

NATIONAL PARKS & WILDLIFE

The iHeart podcast “Parklandia!” documented married couple Brad and Matt Kirouac’s cross-country road trip to visit America’s national parks. Each podcast explored one of America’s iconic landscapes and described the beauty of the parks as well as their discoveries

about what makes each so special. From the intimidating wildlife of the Everglades to the cinematic lore of Redwood’s forests, “Parklandia” explored the beauty of our country’s national parks and inspired listeners to get outside and enjoy the environment around them.



“PARKLANDIA!”



LGBTQIA+ PODCASTS

In 2020, The iHeartPodcast Network launched several LGBTQIA+ podcasts available on the iHeartRadio app and everywhere podcasts are available.

Las Culturistas is hosted by Matt Rogers and Bowen Yang. The duo are your guides through the hottest pop culture moments of the day and the formative experiences of yore that gave way to their titular roles as "Las Culturistas."

Tampon Rock is a musical comedy podcast that centers around characters from the LGBTQIA+ community. Tampon Rock follows the complicated dating world

of the two lead lesbian characters, Deja and Chloe, as they navigate the Oakland love and music scene.

Laugh and Learn is part of the Black Effect Podcast Network. The show is hosted by comedian Flame Monroe and co-host Nick Smith, who each week discuss the latest in headline and local news, politics and pop culture. Through humor, wit and heartfelt honesty, Flame and Nick aim to bring content that will challenge, provoke and enlighten in an unfiltered, unapologetic, raw and engaging format.



‘WHY I’M VOTING’ PODCAST

CIVIC ENGAGEMENT

In 2020, iHeartMedia launched “Why I’m Voting,” a non-partisan campaign asking musicians, cultural influencers, athletes and listeners from all walks of life to share what mattered to them most in one of the most consequential election years of our lifetime. The robust campaign also included the “Why I’m Voting” podcast.

The podcast featured over 20 incredible celebrities and a handful of iHeart’s most popular podcasters to get the country excited to go vote, broadcasting the personal, emotional and heartfelt stories behind why showing up to the ballot box means so much, not just as individuals, but for our entire nation.

Hosted by Holly Frey, co-host of the “Stuff You Missed in History Class” podcast, the show guests included Will Ferrell, Baratunde Thurston, Finneas, JEWEL, John Legend, Chelsea Handler, Jackie Cruz, Aaron Mahnke, Stephanie Ruhle, Michelle Williams, Melissa Etheridge, Lori Gottlieb, Alicia Garza, Anthony Ramos, Ilana Glazer, Oge Egbuonu, Pitbull, Adam Met and many more.

At the end of each episode, the host encouraged listeners to go to either [HeadCount.org](https://www.HeadCount.org) or [FairVote.org](https://www.FairVote.org), register to vote, learn about important deadlines and vote in the 2020 election.



HOW TO CITIZEN WITH BARATUNDE

CIVIC ENGAGEMENT

One of the many important lessons of 2020 was the need for community and civic engagement. iHeartMedia partnered with Emmy-nominated host, former Daily Show producer and New York Times bestselling author Baratunde Thurston to launch “How to Citizen with Baratunde.” The podcast flipped the script on “what’s wrong with society,” and instead focused on what is right and how to build on it. Using humor and empathy, Baratunde

reimagines the word “citizen” and reminds listeners to wield our collective power to make things better for others.

The show focused on community-level movements like feeding the food-unstable through community fridges or instituting public-safety solutions that don’t involve the police. Guests on the show included Valerie Kaur, chef Jose Andres, Esther Perel and many more.



ANUPAM CARES

SOCIAL GOOD

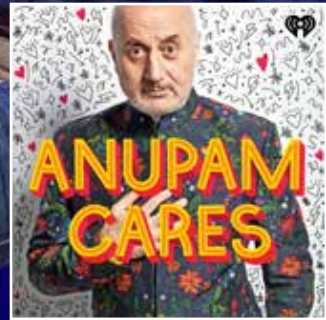
In 2020, iHeartMedia launched "Anupam Cares," an inspiring new podcast series hosted by award-winning actor and best-selling author Anupam Kher. "Anupam Cares" featured stories about Kher's journey from humble, small-town

beginnings to movie stardom and the lessons learned along the way. The podcast celebrates the everyday victories and things that make us smile and learn about the moments that happened offscreen that lead to his passion for life.



This year has been difficult, filled with obstacles and hardship. So, I made something for you," Anupam told iHeartRadio. "I searched for stories of humor and hope, kindness and love. And then I poured them into my new podcast, 'Anupam Cares' - Stories from my life and yours! I wanted to use my voice to lift your spirit. Because I needed a reminder that we still live in a beautiful world. And I wanted to remind you too. You bring tea. I'll bring stories. Let's smile together."

ANUPAM KHER





RESPONDING TO CRISIS

Every year, local communities in which iHeartMedia employees live and work are impacted by unexpected community crises, as well as the domestic effects of global turmoil, natural disasters and

terrorism. From gun violence and mental health disorders to racial tension, suicide and acts of terrorism in communities across the U.S., iHeartMedia stations are always prepared to respond immediately.

DISASTER ASSISTANCE & RESPONSE PLAN

iHeartMedia plays a critically important role in our communities when disasters or traumatic events occur. During these times of crisis iHeartMedia is essential to the lives of local residents, with our broadcast and digital platforms often serving as the sole information source for disrupted areas — providing news and critical information on everything from storm updates and evacuation routes to food banks, rescue and medical care. Because emergency

broadcasting is an important element of iHeartMedia's role in local communities, we have implemented a significant "Disaster Assistance and Response Plan" which includes reserves of radio transmitters, emergency power generators and other news-gathering equipment positioned in locations around the country ready to travel — before, during and after disaster strikes — to impacted communities as needed. This ensures that we are able to

stay on the air and deliver critical news and information to impacted areas during the most damaging hurricanes and other natural disasters. We are dedicated to continually improving our innovative procedures around disaster response efforts to ensure that our stations are ready to react at all times and can continue to serve the listeners and communities that depend on us.



FIRST INFORMERS: IHEARTMEDIA EMERGENCY RESPONSE TEAM

iHeartMedia has forged a deep and ongoing partnership with FEMA, which recognizes that in times of emergency, there is no more reliable source of information than local radio broadcasters. Pursuant to the federal “SANDy Act,” which helps ensure the resiliency of the nation’s communications networks during emergencies, iHeartMedia is recognized as an essential service provider and must be afforded access to disaster sites to restore and repair essential

services in an emergency or major disaster. By giving broadcast radio stations official status during emergencies, the SANDy Act places iHeartMedia radio stations among a statutorily-select group of “essential service providers” – also known as “First Informers” – for public safety purposes. This statute recognizes the unique and essential role of radio stations in providing critical and often lifesaving information before, during and after man-made and natural disasters.

The iHeartMedia Technical Operations Center (ITOC) and its Emergency Response Team – made up of more than 300 iHeartMedia engineers and team members – monitors operations and coordinates emergency planning and response for the company’s 860+ radio stations across the U.S. to ensure that our local communities can be served even under the most dire circumstances.



LOCAL & NATIONWIDE EMERGENCY ALERT & WARNING CAPABILITIES

iHeartMedia and FEMA continually partner to improve local and nationwide alert and warning capabilities that are critical when disasters threaten public safety and national security.

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

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

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

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

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

iHeart
RADIO

iHeart
RADIO



 iHeartRADIO

LOCAL & NATIONWIDE EMERGENCY ALERT & WARNING CAPABILITIES

IHEARTMEDIA DISASTER RELIEF FUND

In times of greatest need, our employees act as first responders – often leaving their homes and living in broadcast studios for days, sometimes with family members, and with limited food and rest, to serve their listeners and communities at times when it

is needed most. Our teams' efforts during disasters truly highlight the commitment of our people and our company to the communities they serve, and iHeartMedia established the iHeartMedia Disaster Relief Fund in 2005 to aid the families of our own

team members who are impacted by natural disasters. The fund is available to support iHeartMedia employees who require assistance as the result of a declared natural disaster, such as a tornado, flood, earthquake or hurricane.





2020 NEWS EVENTS

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

In addition to the COVID-19 pandemic, it was an extraordinary year for weather and climate events in the U.S. The nation endured an unprecedented \$22 billion in weather and climate disaster damages in 2020, according to NOAA's National Centers for Environmental Information (NCEI).

CLIMATE BY THE NUMBERS: 2020'S BILLION-DOLLAR DISASTERS

1 WILDFIRE EVENT

Western wildfires focused across California, Colorado, Oregon and Washington

1 DROUGHT AND HEATWAVE EVENT

Summer/fall across Western and Central U.S.

3 TORNADO OUTBREAKS

Including the Nashville tornado and Easter outbreak

7 TROPICAL CYCLONES

Hanna, Isaias, Laura, Sally, Delta, Zeta and Eta

10 SEVERE WEATHER EVENTS

Including the Midwest derecho and Texas hailstorms

**DAMAGES FROM THESE DISASTERS EXCEEDED \$1 BILLION EACH
AND TOTALED APPROXIMATELY \$95 BILLION FOR ALL 22 EVENTS**

CALIFORNIA WILDFIRES

The 2020 California wildfire season was characterized by a record-setting year of wildfires that burned across the state of California. As of the end of the year, nearly 10,000 fires had burned over 4.3 million acres, more than 4% of the state's roughly 100 million acres of land, making 2020 the largest wildfire season recorded in California's history.

In response to the fires, iHeartMedia Los Angeles' KFI-AM 640 dispatched a team of local reporters to the communities affected, disseminating vital information by broadcasting live reports and press conferences with updates on damage, areas and roadways affected, emergency services and shelters available,

interviewing local officials about what services to use for residents who have been impacted and how the community could come together and help those affected by the fires.

Additionally, KFI-AM 640 provided up-to-date, commercial-free news and information with live press conferences around evacuations, traffic, areas to avoid and where people could find help and assistance. iHeartMedia Los Angeles also ran PSA messaging from both FEMA and the American Red Cross with vital information on how to access resources for those affected by the wildfires as well as how to support victims of the wildfires with donations.



OREGON WILDFIRES

The 2020 Oregon wildfire season is recognized as one of the most destructive on record in the state of Oregon. Severe drought, extreme winds and multiple ignitions fueled the devastation, killing at least 11 people, burning more than a million acres of land and destroying thousands of homes.

In response, all iHeartMedia Portland stations provided breaking news bulletins including information on evacuation zones

and addressing air quality concerns. The stations provided critical news and information and carried Oregon Governor Kate Brown's press conferences live, as well as interviews with various officials including representatives from the American Red Cross around the disaster relief efforts; a spokesperson from the Oregon State Fire Marshall's office; state senator Ron Wyden; and the Director of the Oregon Climate Change Research Institute.



PUERTO RICO EARTHQUAKE

Beginning on December 28, 2019 and progressing into 2021, the southwestern part of the island of Puerto Rico was struck by several earthquakes including 11 that were of magnitude 5 or greater. The largest and most damaging of this sequence was a magnitude of 6.4, which occurred on January 7, 2020. The earthquake caused at least one casualty and left millions without water and electricity for months.

Immediately following the first earthquake, iHeartMedia Orlando's Acción 97.9, Spanish News Talk station, was the first station to go live on-air and on Facebook to provide special live coverage of the earthquakes. Additionally, the station ran a special promo on-air every hour with inspirational words of unity and encouragement and conducted numerous

interviews with local leaders and organizations from Puerto Rico informing listeners how they could help the affected communities.

iHeartMedia New York stations including Power 105.1, 103.5 KTU, Z100, 106.7 Lite FM, Q104.3 and 710 WOR partnered with Humanitarian Relief Effort to help the communities in Puerto Rico affected by the disaster. The efforts culminated with a day-long fundraiser on January 25, 2020 at El Maestro, Inc. in Bronx, New York. The Power 105.1 team was on site to help organize donations and load them onto a storage container that was sent to Puerto Rico. The event collected over 40,000 pounds of donations of critically needed items including blankets, diapers, flashlights, first aid kits, batteries and tents.



HURRICANE LAURA

Hurricane Laura began as a large tropical storm that emerged off the west coast of Africa on August 16, 2020. On August 25, Laura entered the Gulf of Mexico and became a Category 1 hurricane and was the strongest hurricane to strike Southwest Louisiana since records began in 1851. At least 28 deaths in Louisiana have been attributed to Hurricane Laura, according to Governor John Bel Edwards.

As the storm approached the United States, iHeartMedia stations in New Orleans, LA, Beaumont, TX and McAllen, TX switched their programming to wall-to-wall coverage for several days and posted updates via social media channels. In addition, iHeartMedia McAllen stations Wild 104 and FM 100 KTEX informed the affected community how to receive needed assistance, including food distribution sites organized by the local food banks.



HURRICANES SALLY & ZETA

Hurricane Sally developed on September 12 near the southernmost part of Florida and moved into the Gulf of Mexico. Hurricane Sally drenched Alabama and Florida with more than 2 feet of rain in some areas, and local officials say the storm caused at least \$29 million of damage in Florida's Escambia County and Pensacola alone.

Not long after Sally swept through, Hurricane Zeta formed on October 25 near Cozumel, Mexico and was the record-breaking fifth named storm to strike Louisiana in one season. Zeta brought storm surge, high winds and heavy rain to southeastern Louisiana, southern Mississippi and Alabama and continued through the southeastern states with damaging winds and heavy rainfall.

iHeartMedia stations in Mobile and Pensacola, WKSJ, WRKH, WNTM, WTKX, WMXC, WRGV, informed its listeners about Hurricane Sally as early as September 15, with updates from news partner NBC 15 and their meteorologists, as well as on-air reminders about the storm's location, intensity, changes in the forecast and how to prepare for the hurricane. After the storm, stations provided necessary information on where to find food, water, tarps and other necessities, as well as information on debris removal, generator safety, power restoration and much more. Not long after Hurricane Sally, iHeartMedia Mobile and Pensacola stations followed the same programming strategy for Hurricane Zeta. In addition to on-air programming the stations' websites and social media pages helped disseminate critical information to the community.



NASHVILLE TORNADO

During a deadly tornado outbreak that affected Northern, Western and Middle Tennessee in March 2020, a total of 25 people were killed by tornadoes, with an additional 309 being injured, and more than 70,000 losing power; it was the sixth costliest tornado in US history.

Following the deadly tornadoes, iHeartMedia Nashville stations worked together to keep listeners informed about the available resources including food, mental health services, financial support and shelters. The stations also encouraged listeners who were not affected to donate and volunteer in the cleanup efforts through on-air mentions, social media and

a dedicated 'How to Help' page on all station websites.

Additionally, the iHeart Nashville offices acted as an item donation drop-off point. Donations were also accepted at Kroger locations and outside the Bridgestone Arena. iHeart's efforts resulted in 11/2 semi-trucks filled with critically needed items that were donated to The Goodness Project.

The BIG 98 also partnered with the CMT Red Cross Telethon to raise over \$385,000 for the affected community. Lastly, a T-shirt created by the Bobby Bones Show helped raise over \$70,000 for the Tennessee Tornado Relief Fund.



2020 SHOOTINGS

Milwaukee Brewery Shooting

On February 26, 2020, a mass shooting occurred at the Molson Coors Beverage Company in Milwaukee, Wisconsin, killing five employees.

iHeartMedia Milwaukee's FM106.1 immediately shifted regular programming to inform and update listeners on the developing situation. In addition, the social media accounts of the stations retweeted information from local news station, along with its TV affiliate FOX6.

Missouri Gas Station Shooting

On Sunday March 15, a perpetrator started a shooting spree that spanned nearly five miles across Springfield, Missouri, and ended with a car crash and a rampage at a gas station that left five people dead, including a police officer and the attacker.

iHeartMedia Springfield covered the event in its newscasts and updated listeners on the stations' social media channels.





CORPORATE GIVING & VOLUNTEERISM

In 2020, iHeartMedia donated millions of dollars' worth of media to nonprofit organizations helping children, families and communities through a combination of cash giving and in-kind media support. In addition, iHeartMedia employees have donated countless hours both locally and nationally to improve the lives of listeners through participation in

thousands of community events across the country. Volunteerism and community are the heart of radio, and on any given day iHeartMedia's nearly 10,000 employees can be found lending their time, energy and passion to serve and support the communities in which they live and work; this was especially true during 2020's COVID-19 pandemic.

LOCAL SPIRIT DAY OF SERVICE

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

In 2020, iHeart added an extra paid Day of Service to enable employees to help support the cause or organization most important to them.

In 2020 approximately 1,500 iHeartMedia employees took time off to volunteer, spending over 17,500 hours volunteering in their local communities, equating to an investment of over \$700,000 in those local communities. Below please find some of the highlights below describing how some iHeartMedia employees spent their annual Local Spirit Day of Service in 2020.

ALLENTOWN RESCUE MISSION ALLENTOWN, PA NEWSRADIO 790 WAEB

In November 2020, iHeartMedia Allentown teamed up with the Allentown Rescue Mission for the annual "Thanks for Giving Food and Supplies" drive. Morning on-air talent from WAEB-AM and WAEB-FM donated their time to be live from outside the Rescue Mission in Allentown. Volunteers with the Allentown Rescue Mission collected much needed supplies and food donations from listeners via a drive through COVID-19 safe event. The event helped collect approximately 50,000 pounds of food and supplies.

SCHOOL DISTRICTS AROUND LEHIGH VALLEY AND VARIOUS LOCAL CHARITIES ALLENTOWN, PA B104 ALLENTOWN

B104's morning show hosts Mike and Steph donated their time in 2020 encouraging reading and literacy in the community. Each year for the last 10 years, Mike and Steph have been going into local third grade classrooms to read to students. Due to COVID-19, the event took place virtually in 2020 where Mike and Steph read to the classrooms via video calls. The station also partnered with Lehigh Valley Reads and the United Way to provide the classrooms with free bookmarks and face masks.

AUTISM SPEAKS - LEHIGH VALLEY CHAPTER ALLENTOWN, PA 95.1 ZZO

In October 2020, iHeartMedia Allentown's 95.1 ZZO and sister station B104 were asked to be the official Virtual Walk Emcees for the Lehigh Valley Autism Speaks Walk. On-air personalities Keith Moyer from 95.1 ZZO, and Mike and Steph from B104 recorded a 20-minute kick off presentation to be shown on the Autism Speaks social media channels on the virtual walk day.

FAIRBANKS COMMUNITY FOOD BANK FAIRBANKS, AK 102.5 KIAK FM

In 2020, iHeartMedia Fairbanks encouraged its employees to volunteer with the Fairbanks Community Food Bank to help fill and distribute food boxes for families in need in the community. Employees were given the time from work to donate to the Food Bank and many also volunteer at the organization on their own time.

MARYLAND LEUKEMIA AND LYMPHOMA SOCIETY SALISBURY, MD FROGGY 99.9

In 2020, Froggy 99.9's morning on-air personality Randy Scott volunteered his time to host multiple volunteer events to benefit the Maryland Leukemia and Lymphoma Society. Events included Maryland Leukemia

and Lymphoma Society Gala Kick off, Maryland Leukemia and Lymphoma Society Gala, Alzheimer's Association Virtual Walk, Delaware LUNG FORCE Walk and United Way Lower Eastern Shore Holiday Ball.

MARTHA O'BRYAN CENTER
NASHVILLE, TN
IHEARTMEDIA DIGITAL TEAM

Following the devastating tornado that took place in March 2020 in Nashville, six iHeartMedia Digital Team members partnered with Martha O'Bryan Center, an anti-poverty nonprofit organization with longstanding history and deep community roots to help accept community donations as well as sort through items donated for the community affected by the tornado. The team helped sort collected donations and also spent some time researching on how the center can better manage and optimize their inventories.



HOLIDAY GIFT DRIVES

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

TOYS FOR TOTS CONVOY

ALBANY, NY
PXY 106 ALBANY

On November 8, PXY 106 participated in the Toys for Tots Convoy along with the Saratoga County Sheriff's Department. The Convoy was promoted on-air, online, via social media and across all iHeartMedia Albany stations. In an effort to keep everyone safe during the COVID-19 pandemic, the toy drive was turned into a drive-thru event where listeners could drop off their donated toy in the parking lot of Ballston Spa Central School; then a convoy of over 150 emergency personnel and other trucks joined together to deliver the collected toys to the Toys for Tots of the Capital Region.

EBLEN ST. NICHOLAS PROJECT

ASHEVILLE, NC
IHEARTMEDIA ASHEVILLE

In 2020, iHeartMedia Asheville teamed up with Eblen Charities for its Eblen St. Nicholas Project. The stations hosted a drive-thru toy drive to collect toy donations

and cash to help kids in the community have a magical Christmas season. The toy drive raised over \$12,400 and 12,000 toys. All donations stayed local for the children in the community.

99 KISS COUNTRY TOYS FOR TOTS

ASHEVILLE, NC
99.9 KISS COUNTRY

99 Kiss Country hosted their annual "Toys for Tots" drive on November 19, 2020 benefitting the U.S. Marines Toys for Tots program. Even with the COVID-19 restrictions, by promoting the event on-air, online and via social media, the drive was a huge success with over 1,700 toys collected and \$9,000 donated.

HOUSE OF TOYS

ATLANTA, GA
POWER 96.1

In 2020, Power 96.1 hosted House of Toys, a virtual toy drive in partnership with Delta Community Credit Union and City of Refuge Atlanta, a faith-based organization that helps individuals and families transition out of crisis in the community. Listeners were encouraged to order items from the registry to benefit families in need. The drive helped supply five families with laptops for digital learning and holiday toys and gifts.

MICHAEL J'S TOY MOUNTAIN TOY DRIVE

BALTIMORE, MD AND WASHINGTON, DC
93.1 WPOC AND 98.7 WMZQ

In 2020, 93.1 WPOC's and 98.7 WMZQ's

on-air personality Michael J hosted the second annual "Michael J's Toy Mountain Toy Drive." Starting December 14 through December 23 the two stations encouraged listeners on-air, digitally and on social media to donate funds or a new unwrapped toy to benefit Toys for Tots of Anne Arundel County. "Michael J's Toy Mountain Toy Drive" helped collect over \$22,000 worth of toys to help military families in need during the holiday season.

CRAZY CHRISTMAS TOY DRIVE

BINGHAMTON, NY
NOW 105.7

In 2020, all iHeartMedia Binghamton stations teamed up to help the local Watch Us Change Us charity collect toys for local children. The stations created a landing page where listeners could view the kids' wish lists and use the entry form to select a child they'd like to buy presents for. Crazy Christmas Toy Drive helped collect over \$10,000 worth of toys for children in the community.

#NOSOCKSUCKS SOCK DRIVE

BISMARCK, ND
KFYR

In 2020, iHeartMedia Bismarck's KFYR hosted its annual #nosockssucks Sock Drive to benefit the community in need. Throughout December, listeners were encouraged to drop by the station and donate new pairs of socks. The drive helped collect over 12,000 pairs of socks which were distributed with the help of Heaven's Helpers Soup Café and the

local United Way chapter, the two primary organizations fighting homelessness in the community.

GIFT EXCHANGE

BOSTON, MA

100.7 WZLX

In 2020, in lieu of the annual toy drive 100.7 WZLX hosted a Gift Exchange where listeners were encouraged to make a donation to United Way Boston in “exchange” for a prize/gift. Holiday gifts were awarded multiple times a day for two weeks with the expectation that winners will make donations. The campaign was promoted on-air, through emails, on the station’s website and on social media helping to raise thousands of dollars for children in need in the community.

UNDER THE CHRISTMAS TREE

BRUNSWICK, GA

IHEARTMEDIA BRUNSWICK

In 2020, iHeartMedia Brunswick hosted Under the Christmas Tree, a community toy drive to benefit children in the area. Stations encourage listeners on-air to contribute gift cards to benefit the families at Glynn Community Crisis Center, an organization dedicated to providing comprehensive services to victims of domestic violence and their children. The drive helped collect over \$4,000 worth of gift cards so families in need in the community could have a good Christmas.

CAPE COD STUFF-A-BUS

CAPE COD, MA

106 WCOD

On December 13, WCOD held their 60-hour, live Stuff-A-Bus radiothon, which collected new, unwrapped toys and cash contributions to be donated to the U.S. Marine Toys for Tots program.

Through promotion on-air, online and via social media, WCOD was able to collect almost 29,000 toys and \$8,500 in cash donations.

SOUTHEAST LINN COMMUNITY CENTER

CEDAR RAPIDS/ IOWA CITY, IA

NEWS RADIO 600 WMT

iHeartMedia Cedar Rapids’ News Radio 600 WMT asked listeners for toy and cash donations to benefit the Southeast Linn Community Center, an agency that helps local families in need around the holidays. The station did a one-day broadcast promoting the cause and talking with local businesses that were also supporting the cause.

BIGGEST GIVE & RECEIVE VIRTUAL JAM 2020

CHICAGO, IL

107.5 WGCI CHICAGO

107.5 WGCI hosted Biggest Give and Receive Virtual Jam presented by Kluger Furs and Currie Motors on December 21. The virtual event featured inspirational messages and performances from some of Gospel’s top artists. Additionally, 107.5 WGCI worked with eight Chicago-based churches on a Toy Drive and received over 6,000 new, unwrapped toys to make sure that families in need were able to provide Christmas for their families.



HOLIDAY GIFT DRIVES

CONTINUED

COATS FOR KIDS

CLEVELAND, OH
NEWS RADIO WTAM 1100

Newsradio WTAM 1100 created Coats for Kids in 1981 after station staff learned that thousands of local children and families were without warm winter coats. Now in its 39th year, Coats for Kids has become one of Cleveland's most celebrated charities. In 2020, through on-air, online and social media promotion the drive was able to raise over \$300,000 and collect more than 20,000 coats for local residents in need.

TOYS FOR TOTS

CORPUS CHRISTI, TX
IHEARTMEDIA CORPUS CHRISTI

During the holidays, all six iHeartRadio Corpus Christi stations teamed up with partner Cricket Wireless for a toy drive to benefit the U.S. Marine Corps Toys for Tots program. The stations promoted the drive on-air, online and via social media and asked listeners to drop off new, unwrapped toys at Cricket locations. In 2020, iHeartMedia Corpus Christi raised more than \$10,000 in cash donations and collected hundreds of toys to ensure local children had a wonderful Christmas.

TOYS FOR TOTS

DAVENPORT, IA
103.7 WLLR

103.7 WLLR and the other stations within iHeartMedia Quad Cities teamed up with the local NBC affiliate, KWQC-TV 6, for a drive-

thru donation drop-off for the U.S. Marine Toys for Tots program. The stations did live cut-ins throughout the day and helped promote the toy drive, which collected enough toys to fill five 20-foot trucks and raised over \$18,000 in monetary donations.

2020 TOGETHER 4 COLORADO TOY DRIVE

DENVER, CO
97.3 KBCO

In 2020, 97.3 KBCO hosted in partnership with CBS4 "2020 Together 4 Colorado Toy Drive" – its seventh annual toy drive to collect new toys and cash donations for Boys & Girls Clubs of Metro Denver's. Listeners were directed to King Soopers to donate new, unwrapped toys at all Front Range locations from Friday, November 27 through December 24, 2020. "2020 Together 4 Colorado Toy Drive" collected almost 22,000 toys for children in the community.

COATS FOR KIDS

DETROIT, MI
97.9 WJLB

With the cold winters in Michigan, many families struggle to stay warm. For 37 years, 97.9 WJLB has partnered with the Salvation Army of Southeast Michigan to help collect coats and raise money to purchase coats and gloves for families in need. Due to the COVID-19 pandemic, the annual event became virtual for the first time, and it was promoted on-air, online and via social media. Through the promotion, 97.9 WJLB was able

to raise over \$32,000 and collect 589 new coats, 200 new hats and scarfs and 55 pairs of boots.

CHRISTMAS IS FOR CHILDREN

EAU CLAIRE, WI
Z100 EAU CLAIRE

For the 28th consecutive year, Z100 Eau Claire's "Christmas is for Children" encouraged listeners to donate funds or toys at select locations in the city to benefit children in the Chippewa Valley this past Christmas. The event raised over \$35,000 and helped provide holiday gifts and toys for over 1,300 underprivileged kids in the Chippewa Valley.

ANGEL WISHES

FAIRBANKS, AK
IHEARTMEDIA FAIRBANKS

For the sixth year, iHeartMedia Fairbank stations encouraged listeners to drop-off new, unwrapped toys at Angel Wish trees at various, sponsored locations in the area, with all donations going to the Interior Alaska Center for Non-Violent Living. The Center provides food and shelter for women and families escaping domestic violence, which saw a sharp increase during the quarantine. Hundreds of toys were collected and donated to the children in the Center to open on Christmas Eve from Santa.

SALVATION ARMY OF THE PEE DEE
FLORENCE, SC
IHEARTMEDIA FLORENCE

In 2020, iHeartMedia Florence partnered with The Salvation Army of the Pee Dee for various toy and gift drives including the Angel Tree program, Empty Stocking Fund and red kettles. The stations encouraged listeners to “adopt” a child and help provide toys for them for the holiday season. The events helped more than 1,300 children receive toys and much needed items and provided Christmas dinner for 854 families.

OPERATION CHRISTMAS MORNING!
GRAND FORKS, ND
96.1 THE FOX

96.1 The Fox, the Salvation Army and local sponsors teamed up for Operation Christmas Morning!, a month-long toy drive during the holiday season. 96.1 The Fox promoted the toy drive on-air, online and via social media and encouraged their listeners to drop off a new, unwrapped toy at the Salvation Army for children in need. Operation Christmas Morning! helped collect over \$4,000 worth of holiday toys and gifts for children in the community.

MUSKEGON COATS FOR KIDS
GRAND RAPIDS, MI
IHEARTMEDIA LAKESHORE

iHeartMedia Western Michigan teamed up with Preferred Chevy of Muskegon and the West Michigan Chevy Dealers for Muskegon Coats for Kids drive. The stations asked their listeners to donate new and gently used coats and drop them off at the car dealerships. The coat drive was promoted on-air, online and via social media and helped the stations collect just under 1,000 coats for help the Lakeshore community.

ADOPT-A-CHILD FOR CHRISTMAS
HUNTINGTON, WV
103.3 TCR

During the holiday season, iHeartMedia Huntington asked listeners to adopt a local child from Ironton City Missions and Big Brothers/Big Sisters of the Tri-State and gift them with toys and clothing. Listeners picked the names from Angel Trees placed in retail stores or from the station’s website. The program was promoted on-air, online and via social media and helped over 5,000 children receive gifts for a happy holiday.

TOY HILL TOY DRIVE
LITTLE ROCK, AR
IHEARTMEDIA LITTLE ROCK

On December 6, iHeartMedia Little Rock stations hosted the 47th annual Toy Hill Toy Drive benefiting the U.S. Marine Corps Toys for Tots program. The drive was promoted on-air, online and via social media. Their efforts collected four semi-trailers full of toys and over \$30,000 to help kids in Arkansas have a good holiday.

OPERATION TOY DRIVE
MADISON, WI
1310 WIBA & 101.5 IBA FM

For the eighth consecutive year, 101.5 WIBA-FM and 1310 WIBA participated in Operation Toy Drive in partnership with Blain’s Farm and Fleet Kids Helping Kids Community Toy Drive. During the holiday drive, the stations encouraged listeners to visit local Blains Farm and Fleet locations to buy toys and drop them off in the Kids Helping Kids donation bins near the store exits. Several local police departments in the Dane County area picked up the donated toys and handed them out to deserving families and children in the Madison area. Operation Toy Drive helped provide up to up to \$200,000 in toys for the children in the community.



HOLIDAY GIFT DRIVES

CONTINUED

PEANUT PUSH FOR CHRISTMAS CLEARINGHOUSE

MARION, OH
1490 WMRN

For over 40 years 1490 WMRN has hosted the Peanut Push, a fundraiser event where community members raise money for Christmas Clearinghouse organization to help over 400 families in the community have a nice Christmas. In 2020, over 1,200 children received toys and gifts for Christmas because of local participation, including the Marion Area Harley Riders Club's annual Toy Run.

BLUE SANTA TOY DRIVE MCALLEN, TX IHEARTMEDIA MCALLEN

In 2020, iHeartMedia McAllen stations teamed up with Cricket Wireless and local police departments to help bring a smile to children in need in the community. Listeners were encouraged to donate new unwrapped toys for Christmas at various Cricket Wireless locations or make a monetary donation. Blue Santa Toy Drive collected over 1,000 toys for the children in the community.

TOYS FOR TOTS MILWAUKEE, WI FM106.1

Every year around the holidays, FM106.1's morning show on-air personalities broadcast live from the Corners of Brookfield shopping mall encouraging listeners to stop by and

donate new unwrapped toys to benefit the U.S. Marine Toys for Tots program. In 2020, due to the COVID-19 pandemic, the station's on-air personalities blogged and promoted the event online, helping hundreds of children get toys for Christmas.

DAVE RYAN'S CHRISTMAS WISH MINNEAPOLIS, MN 101.3 KDWB

Each year, with the help of their listeners 101.3 KDWB and the Dave Ryan Show raise money to grant Christmas Wishes to help make the holidays unforgettable for families in need in the Twin Cities area. In 2020, in addition to making the holidays brighter for 13 families in need, the station partnered with YouthLink to provide gifts, warm clothing, jackets and boots to homeless youth in the community.

TOYS 4 TOTS MINNEAPOLIS, MN KFAN

In 2020, KFAN encouraged listeners on on-air, on social media and on the station's website to donate toys for its toy drive benefiting the U.S. Marines Toys for Tots program. KFAN listeners generously took on the challenge, donating thousands of toys for children. Despite COVID-19 challenges in 2020, the drive helped fill 16 pallets of toys for children in the community.

TOYS FOR TOTS NEW ORLEANS, LA Q93

On December 12, Q93 collected toys for the U.S. Marine Corps Toys for Tots toy drive. The station promoted the drive on-air, online and via social media encouraging listeners to drop off new toys at locations through the greater New Orleans area. Their efforts helped collect more than 2,500 toys and stocking stuffers for local children to have during the holidays.

STUFF A BUS PITTSBURGH, PA 96.1 KISS

For 2020, 96.1 Kiss changed their annual Stuff a Bus Toys for Tots drive to a drive-thru event. The station also partnered with the Pittsburgh Penguins Foundation to accept cash donations, which the foundation matched up to \$10,000; sold commemorative T-shirts with proceeds benefiting the cause and created an Amazon Wish List where listeners could purchase toys that were directly sent to the U.S. Marine Corps Toys for Tots organization. Their efforts helped collect 56 buses worth of toys, including more than 300 bikes, to give to local children during the holidays.

VIRTUAL TOYS FOR TOTS DRIVE PORTSMOUTH, NH IHEARTMEDIA NEW HAMPSHIRE

Every year, iHeartMedia New Hampshire stations have held two Toys for Tots drives.

Instead of canceling the drives in 2020, the stations opted for a virtual event in December which they promoted on-air, online and via social media. Their efforts helped raise a record almost \$86,000 and collect over 10,000 toys for local children.

GREATER HUDSON VALLEY TOY DRIVE **POUGHKEEPSIE, NY** **IHEARTMEDIA POUGHKEEPSIE**

In December 2020, iHeartMedia Poughkeepsie hosted its annual Greater Hudson Valley Toy Drive in partnership with Mid-Hudson Valley Federal Credit Union (MHVFCU). Listeners were encouraged throughout the month to drop off toys at select MHVFCU locations through the Hudson Valley. The drive collected over 1,500 toys with a value of over \$25,000. Toys were distributed to 15 agencies serving children in need in the Hudson Valley.

TOYS FOR TOTS DRIVE **PROVIDENCE, RI** **IHEARTMEDIA PROVIDENCE**

In 2020, all four iHeartMedia Providence stations partnered with local furniture retailer Cardi's Furniture to collect new unwrapped toys for the U.S. Marines Toys for Tots program. Generous listeners dropped off toys at stores for several weeks. The drive collected over \$150,000 worth of toys for children in the community.

TOYS FOR TOTS **ROCHESTER, MN** **LASER 101.7**

In December 2020, Laser 101.7 was the radio partner for the U.S. Marine Corps Toys for Tots of Southeast Minnesota. The station's on-air hosts promoted the toy drive on-air and encouraged listeners to stop by drive-thru locations throughout the area.

Their efforts helped collect almost 25,000 toys, which were given to 8,500 Southeast Minnesota children in six counties, an increase to the 2019 drive.

ANGEL TREE **SPRINGFIELD, MO** **IHEARTMEDIA SPRINGFIELD**

In 2020, iHeartMedia Springfield partnered with local businesses for the Angel Tree program to benefit the Boys and Girls Clubs of Springfield. Local businesses displayed Angel ornaments with wish lists for local kids. Listeners were asked to purchase one or more of the gifts from the wish list and drop them off for the Boys and Girls Clubs Christmas party. The drive helped collect over \$5,000 worth of toys for the children in the community.

BIG COAT BUNDLE **TOLEDO, OH** **IHEARTMEDIA TOLEDO**

iHeartMedia Toledo stations partnered with Designetics, Lucas County Children's Services, Toledo Christian Schools and Calvary Church for their Big Coat Bundle drive to provide coats for local children. During our four-week campaign starting on November 2, the station collected coats by having a coat drive located at partnered locations. The 2020 Big Coat Bundle collected over 2,000 coats for Lucas County Children Services, the agency responsible for leading the community in the protection of children throughout Lucas County.

COATS FOR KIDS **WINCHESTER, VA** **Q102 AND 99.3 THE FOX ROCKS**

In 2020, iHeartMedia Winchester's Q102 and 99.3 The Fox Rocks held a two-week campaign to raise money to provide new warm coats for local children that cannot

afford one. The stations partnered with the Winchester Rotary Club to identify and distribute coats in the community. With the help of listeners, Coats for Kids raised approximately \$1,000 to purchase new coats for children in the community.



2020 HONORARY AWARDS & RECOGNITION

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

HUMAN RIGHTS CAMPAIGN'S VISIBILITY AWARD

CODY ALAN

The Human Rights Campaign (HRC) is the largest LGBTQIA+ advocacy group and political lobbying organization in the United States. HRC envisions a world where every member of the LGBTQIA+ family has the freedom to live their truth without fear, and with equality under the law.

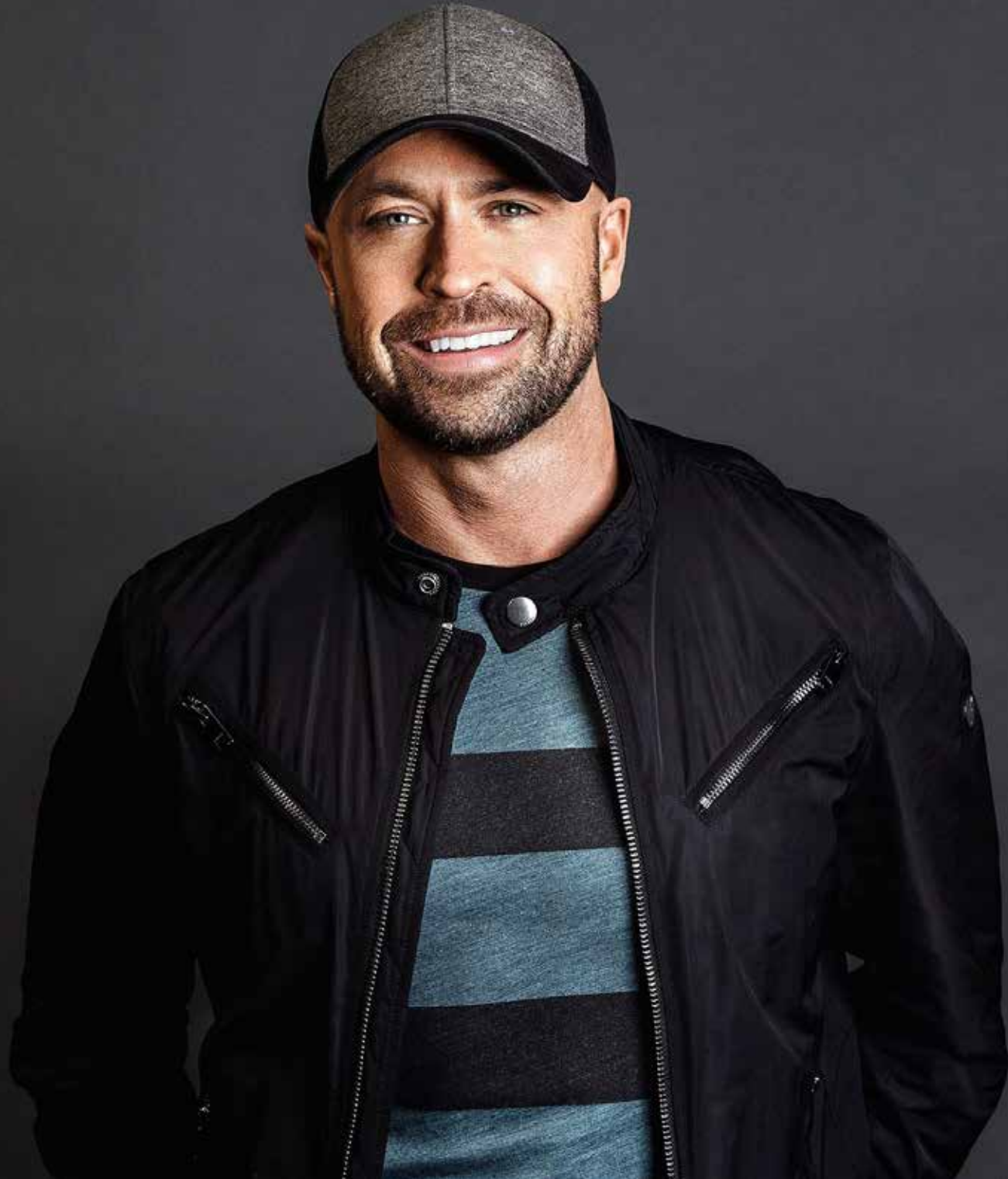
iHeartMedia's Cody Alan, host of CMT's Hot 20 Countdown and producer of iHeartRadio's CMT After Midnite and CMT Radio Live, received the Human Rights Campaign's Visibility Award at the 25th annual HRC Nashville Equality Dinner. Alan received the award alongside fellow recipient Vanderbilt

University Women's Basketball head coach Stephanie White. The ACM-winner, writer, actor, producer and personality received the honor at the 2020 HRC Nashville Dinner on March 14 in Nashville. Since coming out in 2017, Alan has become a trailblazer in the industry for LGBTQIA+ voices.



It's a huge honor to be recognized by HRC, particularly on the 25th anniversary. With so much to celebrate, I'm looking forward to a great night!"

CODY ALAN



HUMAN RIGHTS CAMPAIGN'S VISIBILITY AWARD

THE GRACIE AWARDS

The Gracies recognize exemplary women and women-led programming in radio, television, cable and interactive media. In 2020 the Gracies honored 11 of iHeartMedia's incredible talent and programming spanning several national and local categories.

RADIO NATIONAL HONOREES

CARLA FERRELL
THE STEVE HARVEY MORNING SHOW
PREMIERE NETWORKS
Co-host: Radio, Nationally
Syndicated Commercial

MICHELLE PARISI
THE WEEKEND TOP 30 & REMIX TOP 30,
PREMIERE NETWORKS
Producer, Entertainment Music:
Radio, Nationally Syndicated Commercial

INTERACTIVE MEDIA NATIONAL HONOREES

ANGELA YEE
ANGELA YEE'S LIP SERVICE
ANGELA YEE INC.
Podcast: Entertainment

RADIO LOCAL HONOREES

ANGELA MARTINEZ
THE ANGIE MARTINEZ SHOW
IHEARTMEDIA (WWPR)
Host Non-Morning Drive, Talk/Personality
Large/Major Market: Radio, Local

COOPER LAWRENCE
WOR TONIGHT
IHEARTMEDIA, WOR NY
Co-host: Talk/Personality
Large/Major Non-morning: Radio, Local

REBEKAH MAROUN (BEX)
MATTY IN THE MORNING
IHEARTMEDIA
Producer: Commercial
Radio, Local]

SHANNON FARREN
GARY AND SHANNON SHOW
IHEARTMEDIA
Crisis Coverage/Breaking News:
Radio, Local

SHANNON FARREN
GARY AND SHANNON SHOW
IHEARTMEDIA
Talk Show: Radio, Local

HONORABLE MENTIONS: RADIO NATIONAL

ANGELA YEE
THE BREAKFAST CLUB
IHEARTMEDIA, WWPR
News Feature: Radio Nationally
Syndicated Commercial

COLLEEN SHEA
MOST REQUESTED LIVE WITH ROMEO
Producer: Entertainment, Radio Nationally
Syndicated Commercial

HONORABLE MENTIONS: RADIO LOCAL

SHELLI SONSTEIN
SONSTEIN SUNDAY
IHEARTRADIO, WAXQ
Public Affairs: Radio, Local

THE ELLEN K MORNING SHOW
IHEARTRADIO, WAXQ
Crisis Coverage/Breaking News: Radio, Local



NATIONAL ASSOCIATION OF BROADCASTERS (NAB)

BROADCASTING HALL OF FAME

The NAB Broadcasting Hall of Fame recognizes radio and television personalities or programs that have earned a place in broadcasting history. iHeartMedia's nationally syndicated radio personalities Angie Martinez and Glenn Beck were inducted into the NAB's Broadcasting Hall of Fame in 2020 alongside The Breakfast Club. The 2020 virtual celebration was streamed on iHeartRadio and hosted by iHeartMedia personality Elvis Duran. Concluding with an audio journey that highlighted 100 years of radio's role in listeners' lives, from comedy to tragedy, the montage demonstrated how audio informs, entertains and engages Americans every day.

Previous iHeartMedia inductees to the NAB Radio Broadcasting Hall of Fame include Ryan Seacrest, Sean "Hollywood" Hamilton, Elvis Duran, Delilah, Mike Golic and Mike Greenberg, Kevin and Bean, Steve Harvey, Dave Ramsey, Bob Uecker, Gerry House, Ron Chapman and Vin Scully, among others.

HEARTMEDIA'S CLASS OF 2020 RADIO BROADCASTING HALL OF FAME INDUCTEES

ANGIE MARTINEZ

Known as "The Voice of New York," Angie Martinez is recognized as one of the most

influential radio personalities in popular culture and media. With 25+ years of on-air hosting experience, debuting on Hot 97 in New York City before joining iHeartMedia's Power 105.1 in 2014 to host afternoons, Angie boasts a diverse portfolio of professional experiences and accomplishments in addition to scoring high audience levels. Angie Martinez is a Grammy nominated recording artist, actor, brand spokesperson and activist. In music, her voice has been heard on more than 100 recordings, including collaborations and duos with some of the largest names in Urban Contemporary and Hip-Hop music. The power of Angie's contributions earned her an invitation from President Obama to moderate a panel on criminal justice reform in 2015.

Angie's captivating interviews and influential reputation led her to receive the prestigious Marconi Award for Major Market Personality of the Year in 2018. Her television resume includes hosting credits for Extra and Page Six TV, as well as Executive Producer credits for Untold Stories of HipHop on WeTV.

Along with the release of her memoir, *My Voice*, Angie is also a New York Times Best Selling author.

THE BREAKFAST CLUB

The Breakfast Club is the most-listened-to Hip-Hop and R&B morning show in America. The program is hosted by DJ Envy, Angela

Yee and Charlamagne Tha God. Power 105.1, WWPR-FM serves as its flagship station, with the program also airing on over 100 stations nationwide; Revolt TV; and a podcast. The Breakfast Club is not only a show, but a platform, a spotlight, a think-tank for all things hip-hop, pop-culture, politics and community. Their unrivaled interviews and their ability to connect with and engage audiences through their unique blend of honesty, wit and humor also makes The Breakfast Club a must-stop on political campaign trails. The Breakfast Club's annual #Change4Change radiothon has raised millions for charity. Charlamagne Tha God is one of the most potent, influential and authoritative voices in media. He is a New York Times bestselling author as well as creator of the Black Effect Podcast Network. Angela Yee is an entrepreneur and advocate; Gracie Award winner; ambassador for the New York Public Library; and creator of "Angela Yee's Lip Service" podcast. DJ Envy is an entertainment industry leader, recording artist, family man and businessman. Envy is the creator of "The Casey Crew" podcast addressing topics on love, family and culture.

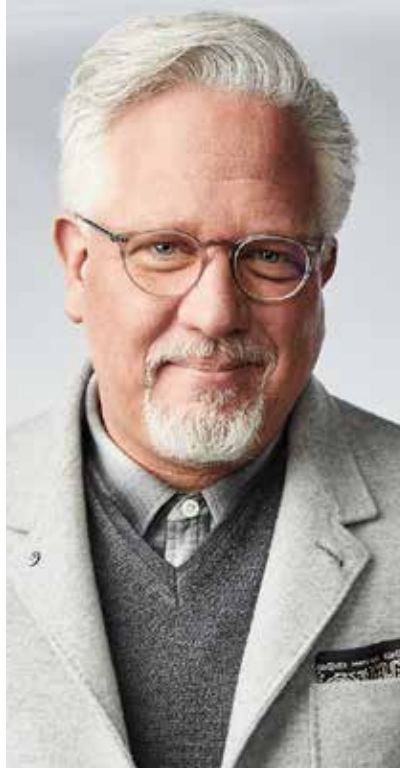
GLENN BECK

Glenn Beck's commitment to making current events understandable through the lens of common sense has made him a favorite of radio, TV and online audiences worldwide. As host of The Glenn Beck Program, he

educates, entertains and inspires millions of listeners on nearly 400 stations with his signature humor, wit and authentic storytelling. From a Top 40 DJ, he transitioned to Talk Radio in 2000 and was syndicated nationally by Premiere Networks in 2001. Today, The Glenn Beck Program is one of the highest-rated shows in the country.

Beck has hosted a daily TV show for over a decade. He founded TheBlaze, reaching more than 165 million people monthly, which he merged with CRTV in 2018 to create "Blaze Media," the second largest conservative multimedia platform. A 23-time best-selling author, including 13 #1 New York Times best sellers, Beck is one of a few to have had #1 national best-sellers in genres of fiction, non-fiction, self-help and children's picture books.

Beck's nonprofit, Mercury One, has raised and given over \$50 million for disaster relief, veterans care and humanitarian initiatives, including the rescue and aftercare of children from sex trafficking, and the freeing and moving to safety of nearly 100,000 persecuted religious minorities from the evils of ISIS.



2020 ACADEMY OF COUNTRY MUSIC AWARD

BOBBY BONES, NATIONAL ON-AIR PERSONALITY

The Academy of Country Music (ACM) named The Bobby Bones Show as the national on-air personality of the year at the 55th ACM Awards in February. The winners were announced via Facebook. This marks the

fourth ACM National On-Air Personality of the Year win for The Bobby Bones Show. Bones has been nominated in the National On-Air Personality of the Year category four times, with his most recent previous win in 2017.

Not only has the show been highlighted for many accomplishments, in 2017 Bones became the youngest inductee to ever receive the honor of being inducted into the National Radio Hall of Fame.



Congratulations to all the winners of the 55th ACM Radio Awards. Country radio continues to be one of the largest connectors between fans, artists and songwriters and this recognition is well-deserved for all of these radio innovators that keep our genre strong. We are honored to celebrate you."

DAMON WHITESIDE

CEO, THE ACADEMY OF COUNTRY MUSIC



IHEARTMEDIA LOCAL MARKETS RECOGNIZED FOR DOING GOOD

iHeartMedia has long led the media and entertainment industry in the quantity and scope of community service programs at the local, regional and national levels.

In 2020, iHeartMedia drew attention to a variety of important issues supporting thousands of local nonprofits. Below is a snapshot of individual iHeartMedia stations

that were recognized for their community-related contributions.

RECIPIENT	MARKET	ORGANIZATION	AWARDS
100.3 The Peak Campaign	Albuquerque, NM	New Mexico Broadcasters Association	Best Public Service
iHeartMedia Anchorage	Anchorage, AK	Alaska Broadcasters Association	Goldie Awards - Best Covid-19 Response
101.3 KGOT	Anchorage, AK	Alaska Broadcasters Association	Goldie Awards - Coolest Creative Concept 101.3 KGOTs Virtual Prom
Rock 101	Manchester, NH	New Hampshire Broadcasters Association	Granite Mike Awards 2020 Public Service Campaign of the Year
K102	Minneapolis, MN	St. Jude Children's Research Hospital	2020 St. Jude Radio Station Partner of the Year
Twin Cities News Talk	Minneapolis, MN	2020 dotCOMM Awards	Excellence in web and digital communication - Board Operator Zach Halverson
Kat 103.7	Omaha, NE	National Association of Broadcasters	2020 NAB Crystal Awards Finalist
Kat 103.7	Omaha, NE	Country Music Association Awards	2020 CMA Medium Market Personalities of the Year Finalist - Steve & Gina



IHEART LOCAL MARKETS RECOGNIZED FOR DOING GOOD

MUSIC DEVELOPMENT

MUSIC DEVELOPMENT ARTIST INTEGRATION PROGRAM (AIP)

iHeartMedia's "Artist Integration Program" is designed to increase audience awareness of new music projects from both established and developing artists through on-air and online promotional campaigns. By leveraging iHeartMedia's powerful properties, including its more than 860 radio stations in over 160 markets and its national digital iHeartRadio platform, the campaigns provide the opportunity for artists, record labels and the music industry to maximize exposure for new singles and albums and ultimately strengthening artist development and sales.

DIGITAL ARTIST INTEGRATION PROGRAM

In 2012, iHeartMedia extended its AIP to the iHeartRadio digital platform. Each month, four new tracks per format are featured in new music spots that run in national inventory across format-appropriate iHeartRadio digital stations. The songs run in their entirety 3-4 times per day across all format relevant digital streams online, helping to build impressions and artist familiarity. In 2020, the iHeartRadio Digital AIP accumulated 59.3 million impressions and featured over 430 DAIP custom spots throughout the year.

ON THE VERGE

The "On The Verge" Artist program promotes key tracks and artists that iHeartMedia programmers are excited about and know their listeners will love. Each quarter, iHeartMedia selects an artist in each format based on surveys and feedback from these programmers and launches an eight-week program that includes on-air exposure as well as significant digital and social support across iHeartMedia's entire platform. "On The Verge" program launched and positioned the success of the below artists. In 2020 alone, the "On The Verge" campaign has helped to kickstart the careers of artists including: FINNEAS, Doja Cat, 24kGoldn, Chelsea Cutler, Lil Durk and many more.



2020 AIPS

Monsta X • Dustin Lynch • Little Big Town • Louis Tomlinson • Justin Bieber • A BOOGIE WIT DA HOODIE • Justin Timberlake • Sam Hunt • Kelsea Ballerini • Thomas Rhett • Alec Benjamin • Gabby Barrett • Jimmy Buffett • Brett Eldredge • Luke Bryan • Brandy • The Killers • Katy Perry • Tim McGraw • Toni Braxton • Usher • Alicia Keys • Trey Songz • Ty Dolla \$ign • Chris Stapleton • Megan Thee Stallion • Jack Harlow • Lee Brice • Miley Cyrus • Raphael Saadiq • Russell Dickerson

2020 OTV ARTISTS

FINNEAS • Kayla Nicole • Phony Ppl • Skip Marley • Doja Cat • Chelsea Cutler • Ebenezer • NAV • 24kGoldn • Zoe Wees • Toosii • Raiche • Lil Durk • Mammoth WVH



LOCAL ADVISORY BOARDS

Local Advisory Boards (LABs) play an integral role in guiding iHeartMedia's support of the most relevant issues impacting individual communities. iHeartMedia's LABs bring together community representatives with broad-based expertise, and quarterly meetings serve as a forum for iHeartMedia executives, local communities, government and educational leaders to discuss issues and solutions in an open, collegial environment. The diverse boards in each market carefully monitor public opinion and assist iHeartMedia teams in identifying and implementing projects that enable meaningful public service in each community. For over 16 years, these LABs have improved iHeartMedia's ability to effectively collaborate with community partners to meet important local needs. Below are comments from some representatives of iHeart's Local Advisory Boards about their participation and the impact the boards have within the communities in which they live and work.



MEG CAMPOS
DIRECTOR OF SOCIAL OUTREACH, CATHEDRAL OF CHRIST THE KING
LEXINGTON, KY • LAB MEMBER FOR SINCE 2019

"Being on the local advisory board provides an opportunity to support organizations that contribute so much to our community but often go unnoticed. I'm thrilled to be involved in this wonderful work in the community."



ASHLEY DUNCAN
VICE PRESIDENT & DIRECTOR OF DIVERSITY & INCLUSION,
REPUBLIC BANK
LOUISVILLE, KY • LAB MEMBER SINCE 2017

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



ALEX HABERSHAM
FOUNDER & PUBLISHER,
MIDDLE GEORGIA ENTERPRISES & BLACK PAGES
MACON, GA • LAB MEMBER SINCE 2013

"iHeartMedia's commitment to the community is further exemplified by their past and present civic activities."



LES ECHOLS
DIRECTOR, COMMUNITY & MINORITY ENTERPRISE
FOR GREATER FLORENCE CHAMBER OF COMMERCE
 FLORENCE, SC • LAB MEMBER SINCE 2017

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



RACHEL LEFEVRE-SNEE
CHIEF OPERATING OFFICER, CHICAGO CHILDREN'S CHOIR
 CHICAGO, IL • LAB MEMBER SINCE 2019

"iHeartMedia Chicago's Local Advisory Board is an inspiring group of leaders working to create positive change in our community. I'm grateful to work with these visionaries to raise awareness of the challenges and opportunities facing our great city and to build action toward a brighter future."



MARY WHITCOMBE
MANAGER, EMERGENCY SERVICES,
CATHOLIC CHARITIES OF BROOME COUNTY
 BINGHAMTON, NY • LAB MEMBER SINCE 2020

"We appreciate our long-standing partnership at iHeartMedia. Without them, hitting some of our most difficult donation goals wouldn't be possible."



GARNETT JOHNSON
OWNER, AUGUSTA OFFICE SOLUTIONS, LEADERSHIP GEORGIA
 AUGUSTA, GA • LAB MEMBER SINCE 2019

"Being a part of the iHeartMedia Augusta Advisory Board has given me the opportunity to work closely with community leaders. As someone that is on a number of boards it has also allowed us to merge collaborations to share resources for the greater good of the community."

LOCAL ADVISORY BOARDS

CONTINUED



BRIAN BARKS
PRESIDENT & CEO, FOOD BANK FOR THE HEARTLAND
OMAHA, NE • LAB MEMBER SINCE 2015

"Collaboration is something the nonprofit sector must do to move the needle on major issues in our communities. The Local Advisory Board serves as a conduit to get organizations talking. I appreciate iHeartMedia for facilitating those discussions, for listening and then promoting solutions."



BETH BROOKS
PHILANTHROPY MANAGER, DONOR EXPERIENCE
& STORYTELLING, HABITAT FOR HUMANITY
SEATTLE, WA • LAB MEMBER SINCE 2018

"It's an honor to be a member of iHeartMedia's LAB. Participating in important conversations about our community's needs and working together to leverage resources is not only time well spent but makes me a better citizen. Having my organization's mission amplified to reach a wider audience in the process is the cherry on top."



LENNY MILLHOLLAND
FREDERICK COUNTY SHERIFF, FREDERICK COUNTY SHERIFF'S OFFICE
WINCHESTER, VA • LAB MEMBER SINCE 2020

"As the Sheriff and a citizen of Frederick County, serving on the iHeart Advisory Board has given me the opportunity to engage with the leaders from our area and have many productive conversations about the challenges that face our citizens."



BRADY GROVES
PRESIDENT, RICHLAND COUNTY FOUNDATION
MANSFIELD, OH • LAB MEMBER SINCE 2020

"As the President of a community foundation serving Richland County, being part of the advisory board has been an important partnership in supporting local nonprofits. Our successful Annual Day of Giving online event helped raise over \$356,000 for nonprofits devastated by the effects of the COVID-19 pandemic."



RON AND PETER CARDI
OWNERS, CARDI'S FURNITURE & MATTRESSES
PROVIDENCE, RI • LAB MEMBER SINCE 2019

"We are proud of our work with iHeartMedia's Local Advisory Board in helping us address many issues in our community including raising millions of dollars to help facilitate education for students of all abilities in Providence, RI; collecting toys for the children in our community; raising over a half million dollars for the Rhode Island Food Bank and so much more."



LAILA COOK
CEO, MAKE-A-WISH OREGON
PORTLAND, OR • LAB MEMBER SINCE 2019

"This is a special place to live and work, made more special by doing it alongside great people. I have appreciated the opportunity to serve on the iHeartMedia Advisory Board and brainstorm, along with some talented local leaders, ways we can come together to make an impact. Hearing our ideas come to life on the radio never gets old!"



TIM KNUTSON
FOUNDER & DIRECTOR, DAKOTA HOPE CLINIC
MINOT, ND • LAB MEMBER SINCE 2019

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

LOCAL ADVISORY BOARDS

CONTINUED



LAURI SANDERS
DEPUTY DIRECTOR OF COMMUNICATIONS,
ILLINOIS DEPARTMENT OF PUBLIC HEALTH
CHICAGO, IL • LAB MEMBER SINCE 2017

"Membership on the iHeartMedia Chicago Local Advisory Board represents an opportunity to engage with a diverse group of leaders, united in a shared vision of improving the quality of life in Chicago. The LAB is engaging, informative and thought-provoking as it calls us to examine our region's challenges with clarity and think openly about solutions and their implementation."



ROBERTO VALDEZ JR
COMMUNITY & GOVERNMENT AFFAIRS LIAISON, LATINO POLICY FORUM
CHICAGO, IL • LAB MEMBER SINCE 2020

"In my short time with iHeartMedia Chicago's LAB, I've had the great honor of meeting individuals and organizations that not only inspired me to continue to amplify our Black and Brown communities in Chicago but have heard many creative and smart ideas to help make that change happen. I look forward to continuing the valuable partnership between Latino Policy Forum and iHeartMedia Chicago to build a stronger Chicago for our communities."



LUANNE THOMAS EWALD
CHIEF OPERATING OFFICER, C.S. MOTT CHILDREN'S HOSPITAL
DETROIT, MI • LAB MEMBER SINCE 2018

"I am honored to be a member of the iHeart Advisory Board and to work closely with the iHeart team and other influential leaders to make a positive impact on the communities we are so privileged to serve."



FREDDA ROSEN
EXECUTIVE DIRECTOR, JOB PATH
NEW YORK CITY, NY • LAB MEMBER SINCE MARCH 2020

"The LAB has been a great opportunity to learn about iHeart's community work and to contribute to that work on behalf of the people with developmental disabilities that we support."



SARAH CHERNE
PRESIDENT & CEO, JUNIOR ACHIEVEMENT
 CHARLOTTE, NC • LAB MEMBER SINCE 2020

"Junior Achievement of Central Carolinas is honored to be a part of the LAB for iHeartMedia. We have learned a lot by engaging with the tremendous team of community representatives on this board and by working together, have been able to tackle some challenging issues in our community. Junior Achievement is grateful to iHeartMedia for their leadership and appreciate all they do to serve and support our community."



BROOKE JEVICKS
DIRECTOR OF DEVELOPMENT, DEGAGE MINISTRIES
 GRAND RAPIDS, MI • LAB MEMBER SINCE 2018

"It is an honor to be a part of the iHeartMedia Local Advisory Board. This opportunity has allowed me to expand my leadership network while working with community leaders who can inspire significant impact in Grand Rapids. I appreciate the diverse perspectives that challenge me and improve my knowledge of funding and collaborative opportunities."



SCOTT SCHERTZER
MAYOR, CITY OF MARION
 MARION, OH • LAB MEMBER SINCE 2020

"I think any collaboration to make our community better is a group I need to be a part of. Thank you iHeartMedia Marion for the opportunity to address these issues."





IHEARTMEDIA'S INDUSTRY-LEADING ON-AIR PERSONALITIES

iHeartMedia's most popular on-air radio personalities are active members of local communities across the nation and have a rich history of connecting to listeners within their communities and offering companionship. Because of the highly personal nature of the connection between listeners and on-air talent, they are often driving forces in rallying local community support for important local

issues. The following pages highlight a few examples of how iHeart's – and radio's – most well-known voices make a difference in the communities in which they live and work, both on-air and off. There is so much important work happening in every market every day that it is hard to capture it all, but here is a representative sample.

DELILAH

Delilah continues to lend her name and considerable resources to Point Hope, a 501c3 nonprofit organization founded in 2004. Seventeen years into her commitment, the organization is a voice for forgotten children, both in the United States and in Ghana. Delilah uses select speaking engagements, her nationally syndicated radio program and social media to inform audiences of the plight and effects of the broken foster care program in the United States, encouraging families to adopt children into forever homes.

In Ghana, Point Hope continues to provide meals and nutritional information to over 400 children and their families who have no other support from charitable

or philanthropic organizations. Point Hope also provides vocational training for women, as well as gardening instruction to communities in search of information. For nine months in 2020, Point Hope provided fresh water to tens of thousands of residents in Ghana at no expense to those in need.

Delilah also continued her support of the National Council for Adoption in 2020, serving as a spokesperson for the organization, which provides resources and education for all people and organizations in the adoption world, and advocates for sound policies so that every child can thrive in a nurturing, permanent family.



SEAN HANNITY

Sean Hannity, the second most listened to talk radio host in America and host of The Sean Hannity Show, continued supporting several nonprofit organizations in 2020 including: Building Homes for Heroes, a national nonprofit organization that builds or modifies homes and gifts them, mortgage-free, to veterans and their families; Samaritan's Purse, a nondenominational evangelical Christian organization providing spiritual and physical aid to hurting people around the world; and Operation 300, which provides mentorship to children of fallen soldiers.

The National Radio Hall of Famer also supported The Nine Line Foundation, an organization supporting severely wounded combat veterans and their families; Folds of Honor, which provides educational scholarships to spouses and children of America's fallen and disabled servicemembers; America's VetDogs®, which bestows service dogs free of charge to those who have served our

country so they can live with dignity and independence; and The Freedom Alliance, a charitable organization that arranges help and support to wounded troops and military families. Hannity raises awareness and donations on-air and via social media.

In 2020, Hannity supported COVID-19 relief efforts in his hometown of Long Island, NY, by donating much-needed funds to several restaurants and food banks in the area. He also dedicated his national platforms to sharing information about the pandemic by participating in local public service announcements and featuring conversations with experts such as Dr. Anthony Fauci, Former Director of the National Institute of Allergy and Infectious Diseases, and local government leaders, including New York Governor Andrew Cuomo. Additionally, Hannity devoted airtime to President Donald Trump's daily COVID-19 news conferences.



PRESENTED TO
Sean Hannity
FROM
CONSERVATIVE TRUCKERS
OF AMERICA
In Honor And In Memory Of
Those Who Have Served Our Country
MARCH 2004

Sean Hannity is one of the most influential
in New England
Sean Hannity is one of the most influential
in New England
Sean Hannity is one of the most influential
in New England

MARCONI
RADIO AWARDS
2007 Nominee
Sean Hannity

IN AB
HONORING
THE
MILITARY
SERVICES

Marconi
RADIO AWARDS
2007 Nominee
SEAN
HANNITY
INAB

2007
MARCONI
RADIO AWARDS
2007
SEAN
HANNITY
BOND

RYAN SEACREST

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

The Ryan Seacrest Foundation builds broadcast media centers, named Seacrest Studios, in pediatric hospitals for patients to explore the creative realms of radio, television and new media. There are now studios in eleven

cities across the United States including Atlanta, Philadelphia, Dallas, Orange County, Charlotte, Cincinnati, Denver, Boston, D.C., Nashville and Orlando.

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

While 2020 changed how iHeartRadio's Jingle Ball Tour operated, the company was still able to support the Ryan Seacrest Foundation by donating a variety of exclusive, once-in-a-lifetime packages sold via online charity auctions.



THE BREAKFAST CLUB

On November 19, 2020, The Breakfast Club's fourth annual #Change4Change radiothon featuring on-air personalities DJ Envy, Angela Yee and Charlamagne Tha God was a bit different than in years past as the team decided to directly give back to their listeners. Broadcasting on nearly 80 stations nationwide, including flagship station Power 105.1 in New York City, the trio gave away over \$35,000 live on-air to listeners who wrote in and asked for help. From essential workers, to families in need, The Breakfast Club used the strength of their platform in a way that would not only help those in need during such a challenging year, but also inspire positivity, hope, togetherness and love to everyone listening.

The Breakfast Club also utilized its national profile in 2020 to educate voters and encourage turnout during the 2020 Presidential election. The popular program was a must-stop on the 2020 presidential campaign trail, featuring candid, long-form interviews with nearly every candidate, giving them an opportunity to share their vision for America with millions of listeners across the country.

The Breakfast Club also utilized its massive platform to support organizations/campaigns that promote education, diversity inclusion and engagement.



ELVIS DURAN

Elvis Duran is a committed philanthropist with several causes close to his heart. He currently serves on the board of directors for Rock & Rawhide, a nonprofit organization that aims to increase animal adoptions while also providing a stress-free life for animals surrendered to shelters. As an advocate for the LGBTQIA+ community, Duran works closely with GLAAD and takes part in their national Spirit Day campaign. In addition, Duran supports St. Jude Children's Research Hospital and participates in the St. Jude Walk/Run to End Childhood Cancer. He is also a partner to Musicians On Call, which brings live and recorded music to the bedsides of patients in healthcare facilities.

As the country navigated a pandemic in 2020, Duran stayed on the air, broadcasting from his home and offering an extra local hour of his program on flagship station Z100 to benefit the particularly hard-hit New York City area. Additionally, "Elvis Duran's Stay At Home Ball" raised \$40,000 for the Project C.U.R.E. Foundation, which dedicated the funds to support hospitals and healthcare first responders in need of emergency medical supplies across the country. Streaming live on Duran's YouTube channel, the virtual event featured more than 50 all-star performances and appearances including Bebe Rexha, Kesha, Lewis Capaldi, Thomas Rhett and others. Beginning March 27, Duran also celebrated everyday heroes who are

tackling the COVID-19 crisis firsthand with a nightly light show synced to one of New York's iconic theme songs – Alicia Keys' "Empire State of Mind."

In 2020, Duran also helped raise funds and awareness for many organizations, including New York's LGBTQIA+ Community Center; Charity: Water, a nonprofit organization focused on bringing clean and safe drinking water to people in developing countries; and DonorsChoose.org, which makes it possible for anyone to support a classroom in need; The Trevor Project, the leading national organization providing crisis intervention and suicide prevention services to LGBTQIA+ young people under 25; and the Born This Way Foundation, which is committed to supporting young people and empowering them to create a kinder, braver world.

In July 2020, "Elvis Duran's Drag Spectacular," featuring guest hosts Cynthia Germanotta, Tituss Burgess, Michelle Visage and Idina Menzel, awarded one drag performer \$10,000 and benefitted the Born This Way Foundation and the Ali Forney Center, the nation's largest non-profit providing shelter and comprehensive support services to homeless LGBTQIA+ young people. During the holiday season, Duran partnered with Delonghi to raise \$100,000 for Cookies for Kids' Cancer, the notable non-profit dedicated to funding pediatric cancer research.



JOHNJAY & RICH

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

In 2020, Johnjay & Rich's #LoveUp Foundation found many ways to contribute to its communities, including an on-air segment where listeners were given \$100 to #LoveUP on someone. Additionally, "Blue Line" t-shirts benefitted 100 Club, which helps fallen police officers' families; and "Love Local" t-shirts benefitted Local First, a nonprofit that helps frontline workers.

In April 2020, #LoveUp sold more than 11,000 face masks and used the proceeds to feed over 5,000 frontline nurses and doctors at seven different hospitals. The following month, #LoveUp joined efforts with iHeartRadio to promote #LoveUp mask sales, resulting in a donation of more than \$17,000 to Feeding America, United Food Bank and St. Mary's Food Bank.

Throughout the year, #LoveUp donated funds for foster kids to attend camps and the foundation teamed up with AZ Helping Hands to donate to help buy children's school supplies. Since many graduations were cancelled due to the pandemic, #LoveUp partnered with Friends of Foster Children Foundation to celebrate

high school seniors via Zoom with Arizona Governor Doug Ducey. Each graduate received an iPad and #LoveUp messenger bag.

#LoveUp also supported several Department of Child Safety (DCS) programs, including The Children's Heart Gallery. The foundation sponsored a traveling photo exhibit to heighten the visibility of children in the foster care system who are awaiting their "forever families."

Foster Care Christmas in 2020 looked a lot different this year, but #LoveUp was able to provide more than 2,700 kids with fun experiences, gifts cards, books and more to make their holiday special. Johnjay & Rich finished out 2020 with their signature Christmas Wish program, which has helped families in need for almost 20 years. In December, the program benefitted families in four different markets with personalized holiday gifts ranging from washers and dryers to beds, gift cards, paid rent and utilities and much more.

An extension of the #LoveUp Foundation, Johnjay started #LovePup almost six years ago and 2020 was a very productive year. The #LovePup Foundation is a 501c(3) that believes all dogs deserve the best possible home. Its programs focus on placement, shelter prevention and community partnerships. Donations come through generous individuals, corporations, t-shirt and merchandise sales and event fundraising. #LovePup helped more than 120 dogs find forever families in 2020.



STEVE HARVEY

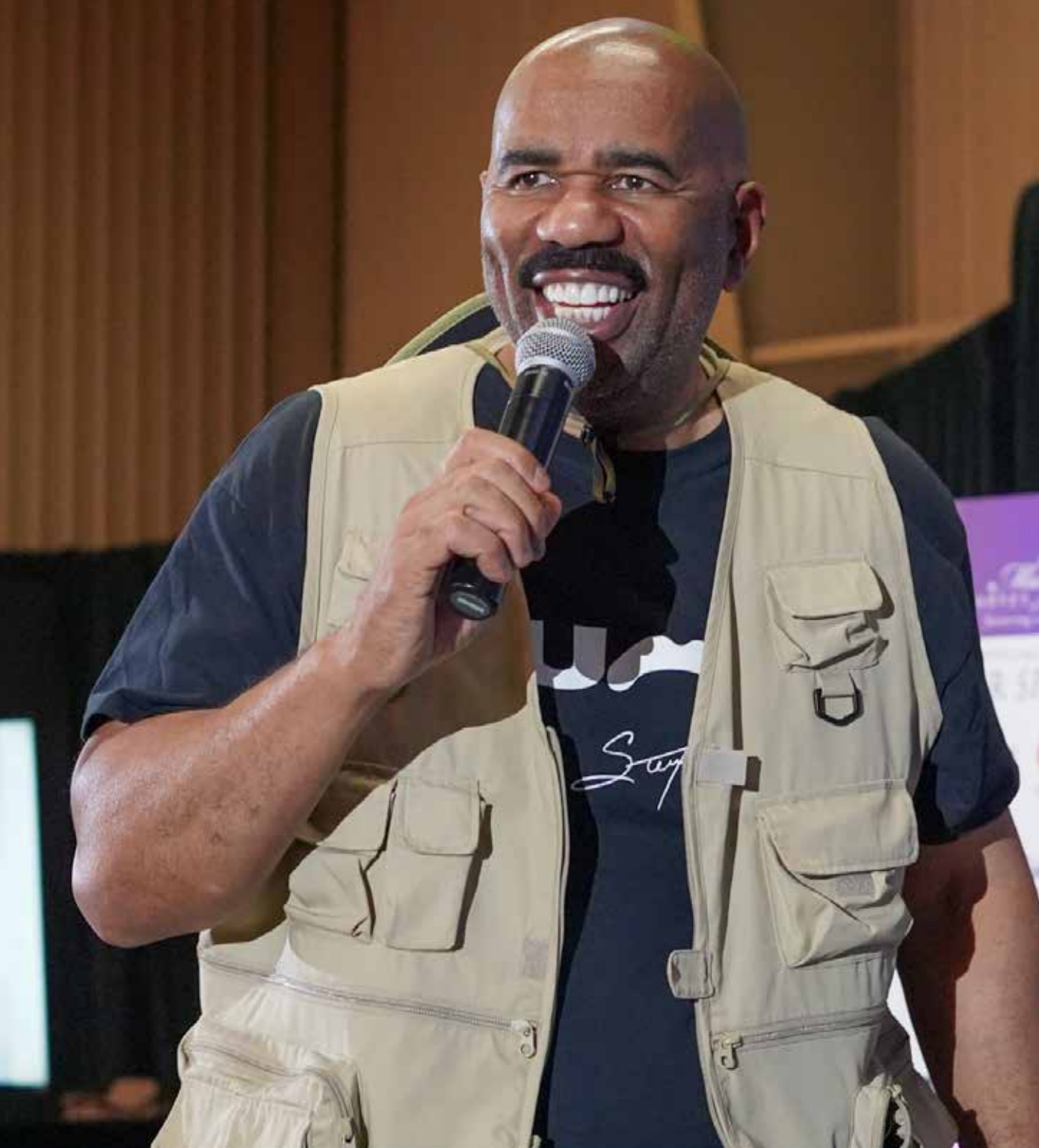
The Steve and Marjorie Harvey Foundation is committed to giving back, which is embedded in its organizational values and mission. Since its establishment in 2009, the organization has devoted time and resources to transforming the lives of the youth, families and community. The Steve and Marjorie Harvey Foundation provides youth outreach services that cultivates the next generation of responsible leaders by providing educational enrichment, mentoring, life transformation skills and global service initiatives. The organization strives to be the change-agent in fostering excellence in the areas of education, health and social well-being in urban and diverse communities; ensuring that the needs of the whole child are met.

In 2020, more than 25,000 families and children experienced the interactive programs to support their emotional, educational and physical needs. Through exposure and enrichment, youth-built self-confidence and resilience translated into success in academics and beyond.

In addition, the foundation donated more than \$90,000 in academic scholarships to deserving youth at numerous academic institutions in the U.S.

The foundation invested more than \$350,000 in communities through grants and partnerships with organizations including Atlanta Public Schools, Hosea Helps, Atlanta Community Food Bank, Meals on Wheels, Bread of Life, YMCA, Ray of Hope, Mourning Family Foundation, National Cares Mentoring Movement, Girls Pursuing Science, Boys and Girls Club and the Grand Bahamas Children's Home.

Additionally, more than six million households were impacted globally through virtual mentoring programs, which exposed youth to science, technology, engineering, arts, and math (S.T.E.A.M), as well as financial literacy, health and wellness and entrepreneurship. They also addressed mentees' needs as they navigated their daily lives during the COVID-19 pandemic.



CODY ALAN

Cody Alan, host of CMT's Hot 20 Countdown and producer of iHeartRadio's CMT After Midnight and CMT Radio Live, gives back to the Country community with his unparalleled optimism and passion for organizations supporting equality, military families and children's hospitals.

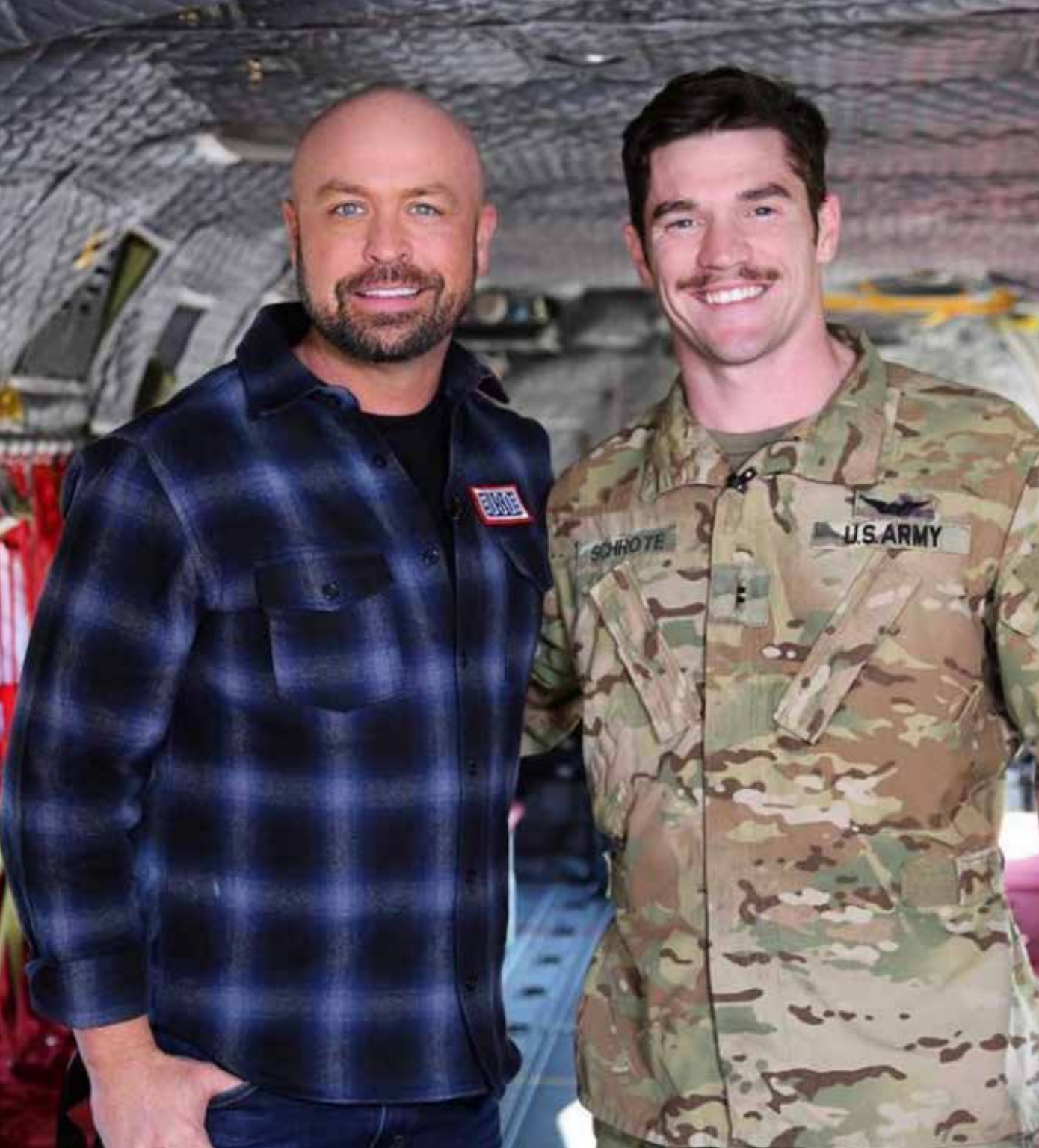
As the host of GLAAD's annual Concert for Love & Acceptance benefitting GLAAD and ACM Lifting Lives, Alan fearlessly represented the LGBTQIA+ community in the Country community in 2020. He was also honored with the Human Rights Campaign's Visibility Award for his activism.

In March 2020, Alan hosted an American Red Cross telethon, which raised money for Nashville tornado victims, and the following month he was a featured presenter on ACM Presents: Our Country charity concert

benefiting ACM Lifting Lives.

Alan co-hosted CMT Celebrates Our Heroes in June 2020, honoring America's frontline workers and first responders, and benefitting the American Red Cross, the World Health Organization, Operation Homefront and other organizations. He also hosted the Human Rights Campaign's At Home with HRC Nashville charity concert, co-hosted the St. Jude's Music Gives Together livestream charity concert and hosted the annual Make-a-Wish Foundation fundraiser for Nashville Lifestyles.

Additionally, through his continued partnership with the Ryan Seacrest Foundation's Seacrest Studios, Alan brought Country stars to Vanderbilt University's Monroe Carrel, Jr. Children's Hospital for interviews and performances, giving the young patients an experience of a lifetime.



GLENN BECK

Glenn Beck created Mercury One, a nonprofit that would reflect his belief in the individual, self-determination, free enterprise and the essential need for faith. Through his national radio show, The Glenn Beck Program, and outreach events across the nation, Mercury One works to restore the human spirit by providing disaster relief, offering education programs and leading the charge of humanitarian initiatives, including critical humanitarian efforts to fight human trafficking and to protect persecuted religious minorities. Glenn Beck, through Mercury One, has raised more than \$65 million since 2011 to provide humanitarian aid to those in need and education about the truth of our nation's history. Mercury One's humanitarian support has included disaster relief response, counter-human trafficking initiatives and veterans and first responder support.

When Glenn took initiative to stand up and assist Christians and religious minorities being persecuted for their faith, he founded The Nazarene Fund. To date, The Nazarene Fund has spared over one hundred thousand people from the evils of ISIS in the Middle East and other terrorist organizations around the world. The Nazarene Fund's rescue operations have successfully freed more than 455 captives since 2015, and over 37,000 people have been evacuated from conflict zones and unsafe locations and resettled into new home countries. Mercury One's The Nazarene Fund has been a beacon of hope to those suffering in the darkness of slavery, persecution and despair in the Middle East and around the world.



BOBBY BONES

Given his affinity for helping others, Bobby Bones is involved in multiple charitable initiatives and supports an array of philanthropic causes. Since April 2014, Bones and his national radio show have helped raise more than \$16 million for St. Jude Children's Research Hospital with various events and fundraisers, including The Bobby Bones Show's annual "Million Dollar Show" and St. Jude Radiothon, which raised over \$2 million in two days in 2020. Both events featured support and live performances from some of Country music's biggest superstars.

Bones is also an avid supporter of The MusiCares Foundation, a nonprofit organization that provides a safety net of critical assistance for musicians in times of need, and he serves on the Board of Directors for Musicians On Call, an organization that brings live and recorded music to the bedsides of patients in healthcare facilities.

The Bobby Bones Show continues to raise funds through the sale of #PIMPINJOY merchandise via The Shop Forward to

benefit many worthy causes, including ending the orphan cycle, medical care and cancer treatment, veteran support, serving the homeless, disaster relief efforts and more. In 2020, the sale of limited-edition #PIMPINJOY merchandise benefitted the tornado relief efforts in Tennessee as well as hurricane relief in Louisiana. Funds were also raised for those affected by the derecho storm that tore through Iowa and parts of the Midwest. Additionally, patriotic #PIMPINJOY merchandise was created to help build an ADA-certified home for Army Sergeant Kristopher Biggs, who was severely injured during his second tour in Iraq and lost his leg. More than \$100,000 was raised for Building Homes for Heroes to help the Biggs family.

The Bobby Bones Show also supported the ACM Lifting Lives® COVID-19 Response Fund, which assists individuals working in the Country Music industry who are suffering a financial crisis as a result of the pandemic.



AMY BROWN

Inside and outside the studio, Amy Brown is passionate about giving back. She currently co-hosts the national-syndicated country radio programs, "The Bobby Bones Show" and "Country Top 30 with Bobby Bones," and hosts "Women of iHeartCountry." She also hosts the "4 Things with Amy Brown" podcast and co-hosts the "OUTWEIGH with Amy Brown & Lisa Hayim" podcast, in addition to overseeing and producing the Amy Brown Podcast Network. When she's not on-air, Amy donates her time to working with orphans in the U.S., Africa and Haiti, where she adopted two young children. She utilizes her national platforms to raise awareness and funds for numerous charitable organizations including St. Jude Children's Research Hospital, TJ Martell Foundation, and the American Red Cross.

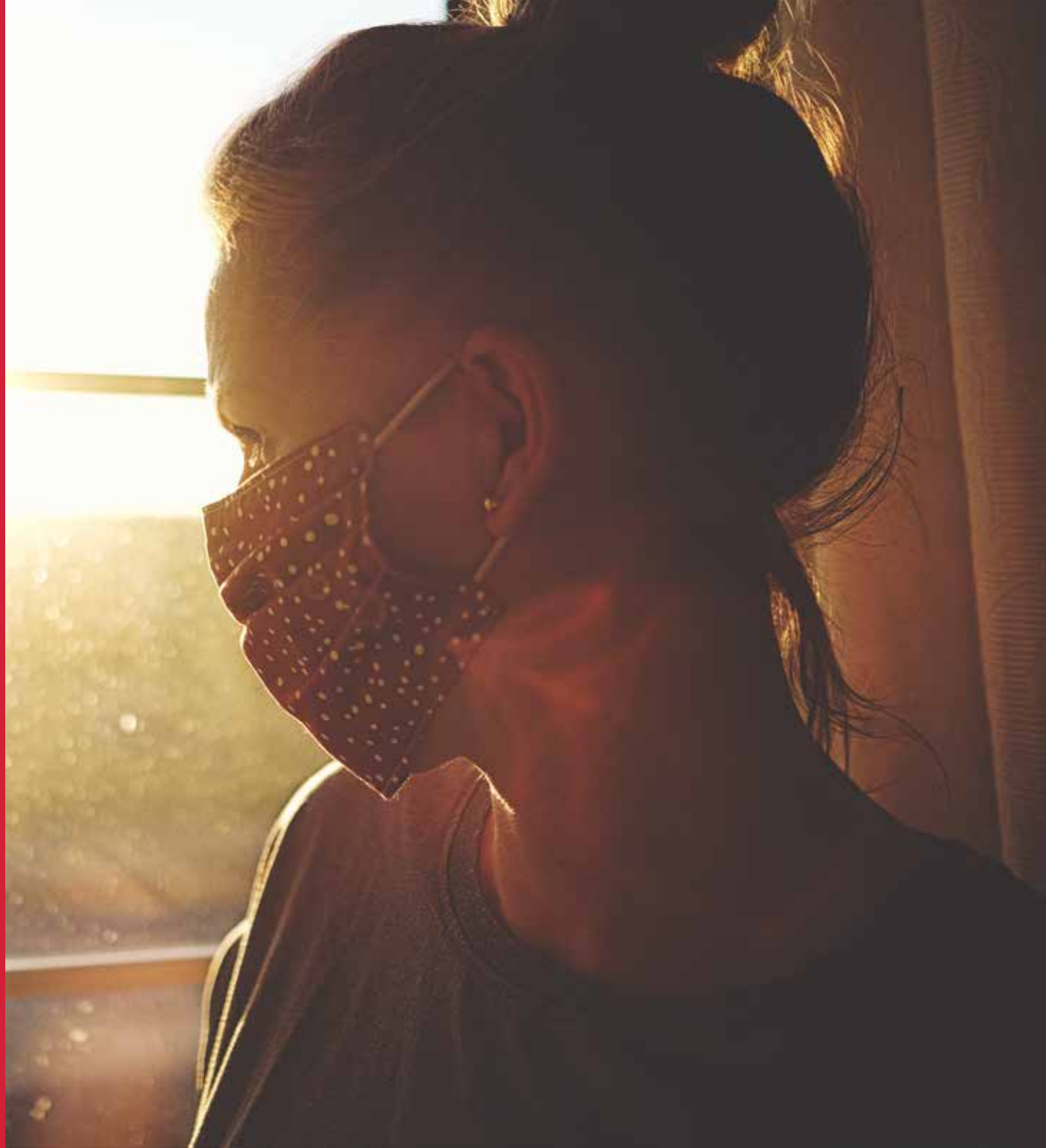
In 2013, Brown launched #PIMPINJOY, a movement promoting random acts of joy, which was created to honor her late mother Judy and the positive way she battled cancer. Growing rapidly and garnering national attention, the movement spurred the launch of #PIMPINJOY clothing line available at The Shop Forward online store, which has raised millions of dollars for various charities, and an annual week-long celebration on "The Bobby Bones Show" known as Joy Week

featuring in-studio performances by the biggest stars in Country music. In 2020, the sale of limited-edition #PIMPINJOY merchandise benefitted the tornado relief efforts in Tennessee as well as hurricane relief in Louisiana. Funds were also raised for those affected by the derecho storm that tore through Iowa and parts of the Midwest. Additionally, patriotic #PIMPINJOY merchandise was created to help build an ADA-certified home for Army Sergeant Kristopher Biggs, who was severely injured during his second tour in Iraq and lost his leg. More than \$100,000 was raised for Building Homes for Heroes to build a home for Biggs and his family.

Amy also supports those in need in Haiti through the sale of Espwa® ,which means "hope" in Haitian Creole, branded merchandise and other items, including the signature 4 Things® Custom Tote, which was co-created by Amy and The Shop Forward Founder and CEO Meri Barnes. Amy's husband is a pilot who spent 12 years in the Air Force, so she's also active in supporting the men and women who serve our country. She recently participated in a USO Coffee Connection Live chat with military wives, sharing her personal experience and advice with women who have husbands serving in the military.



AMY BROWN



2020 LOCAL COMMUNITY ISSUE SPOTLIGHT MENTAL HEALTH

While iHeart has been committed to fostering a culture within communities that supports talking about mental health issues like anxiety and depression for the last several years through its partnerships with leading mental health organizations including the National Alliance on Mental Illness (NAMI) and the Child Mind Institute, in 2020 the

topic became even more relevant with increased rates of mental health problems being reported across the U.S.

In addition to the many national programs that iHeart supported, many stations worked locally to address the mental health crisis among its listeners.

2020 LOCAL COMMUNITY ISSUE SPOTLIGHT

MENTAL HEALTH

ALLENTOWN, PA

iHeartMedia Allentown teamed up with National Alliance on Mental Illness to run a Mental Health Minute across all radio stations.

ASHEVILLE, NC

During suicide prevention month in September, stations ran an on-air campaign to encourage listeners to call a free mental health hotline if they were struggling during the pandemic.

BALTIMORE, MD

In 2020, iHeartMedia Baltimore was a media sponsor for National Alliance on Mental Illness MD's virtual walk. The stations ran PSAs and promoted the walk online in an effort to help eliminate the mental health stigma in the community.

CEDAR RAPIDS IOWA CITY, IA

iHeartMedia Cedar Rapids ran a fifteen-minute radio program with Foundation Two, a local nonprofit human service agency committed to positive youth development and suicide prevention, that discussed mental health challenges during the COVID-19 pandemic.

CHICAGO, IL

iHeartMedia Chicago hosted Coffee Hip Hop and Mental Health Presented by AT&T, a virtual panel on October 10th Hosted By Kyle Santillian. The panel featured G Herbo, an American rapper and songwriter from Chicago, along with counselors and psychiatrists to discuss the importance of mental health in the Black Community.

CHILlicothe, OH

The local stations hosted a monthly radio program in partnership with Adena Health that focused on exploring anxiety and depression.

DETROIT, MI

Kevin Fischer, Executive Director of NAMI Michigan, was a guest on Light Up the D radio show to provide support and education for listeners struggling with mental health challenges.

FAIRBANKS, AK

iHeartMedia Fairbanks ran a PSA campaign in partnership with the Sources of Strength and Signs of Suicide organizations promoting their free help line mental health resources.

MANSFIELD, OH

Chris Kelly from 107.7 The Breeze, Matt Appleby from 1013WNCO and Aaron Hines from WMAN interviewed mental health professionals on-air in an effort to reach listeners struggling with their mental health.

MARION, OH

The Crawford-Marion ADAMH helps Franklin County residents find the right places to turn for affordable, quality alcohol, drug addiction and mental health services and is featured regularly on a podcast that is hosted by local personality Paul James to promote mental health issues in the local area.

MCALLEN, TX

iHeartMedia McAllen used their local public affairs program Borderline to address how the COVID-19 pandemic affected school-aged children during remote learning with adults working from home.

MINOT, ND

KCJB airs a weekly segment that explores education, advocacy, understanding and access to quality mental health care for all individuals.

NEW YORK CITY, NY

Power 105.1 and The Breakfast Club partnered with RCA Records artist TOBi and donated six months of free Talkspace therapy to individuals in need.

OMAHA, NE

In 2020, iHeartMedia Omaha was a media sponsor for National Alliance on Mental Illness' virtual walk. The stations ran PSAs and promoted the walk online to help eliminate the mental health stigma in the community.

PORTLAND, OR

KKCW has launched Find Your Words, a public health awareness campaign in partnership with Kaiser Permanente that encourages conversation about depression and other mental health issues.

PROVIDENCE, RI

iHeartMedia Providence stations partnered with the Rhode Island Association of Broadcasters and the Rhode Island Department of Health to promote the It's OK Not To Be OK campaign and their Peer-Recovery program. All stations aired PSAs

and featured on-air interviews about mental health.

SACRAMENTO, CA

KFBK's Cristina Mendonsa and Sam Shane highlighted the work of California HOPE, a federally funded program that sends crisis counselors to meet people wherever they are to provide crisis counseling, resource navigation and disaster recovery education.

SUSSEX, NJ

iHeartMedia Sussex promotes their local health department's mental health initiatives and highlights their monthly workshops.

WASHINGTON, DC

iHeartMedia DC's #wearehere campaign in partnership with American Foundation for Suicide Prevention promoted mental health awareness. The campaign provided resources and tips for those struggling with mental health. This campaign was supported heavily through social media and PSAs.

WASHINGTON, DC

Since 2017, DC101 has actively participated in various programs with the Washington DC area chapter of the American Foundation for Suicide Prevention. Each fall, DC101 encourages listeners to participate as a member of the One More Light Walk to fight suicide and support the American Foundation for Suicide Prevention's mission to save lives and bring hope to those affected by suicide.

WASHINGTON, DC

In 2020, BIG 100 promoted Mental Health Awareness month in September by supporting a region-wide initiative called We Are Here. The station aired promotional announcements and provided social media support to listeners promoting where to find resources



LOCAL STATION HIGHLIGHTS

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

MEDIA INVENTORY

in the form of radio and digital PSAs taking action in communities facing disasters

CHAMPIONING THE MISSIONS

of various nonprofit groups

ADVOCATING THE ISSUES

engaging local officials and decision makers through their Local Advisory Boards

SUPPORTING LOCAL EVENTS

like walkathons, fundraising events and supply drives taking on initiatives throughout the year that affect cities across the country

LOCAL STATION HIGHLIGHTS

WGY CHRISTMAS WISH

ALBANY, NY

NEWS RADIO 810 & 103.1 WGY

From November 9 to December 23, News Radio 810 and 103.1 WGY encouraged listeners to donate to the 41st Annual WGY Christmas Wish program, which benefits local nonprofit children's organizations. Donations were collected at our partner's locations, online and during a morning long radiothon hosted by morning show personalities Chuck and Kelly. The WGY Christmas Wish program has distributed thousands of grants over the years and has raised over \$3.5 million since its inception in 1979 to help local children in need.

TOYS FOR TOTS CONVOY

ALBANY, NY

PYX 106

On November 8, PYX 106 participated in the Toys for Tots Convoy along with the Saratoga County Sheriff's Department. The Convoy was promoted on-air, online, via social media and across all iHeartMedia Albany stations. In an effort to keep everyone safe during the COVID-19 pandemic, the toy drive was turned into a "Drive-Thru" event where listeners could drop off their donated toy in the parking lot of Ballston Spa Central School; then a convoy of over 150 emergency personnel and other trucks joined together to deliver the collected toys to the Toys for Tots of the Capital Region.

FUR-EVER FASHION SHOW

ALBANY, NY

99.5 THE RIVER

On March 7 and 8, 99.5 The River hosted the first ever "Fur-Ever Fashion Show" with partner the Mohawk Hudson Humane Society at the NY Women's Expo. Listeners were encouraged on-air, online and via social media to sign themselves and their pets up to participate in the "cat walk" at the Women's Expo while dressed in boutique clothing and accessories from a local pet store. The event drew awareness to Mohawk Hudson Humane Society, encouraged donations and showcased several Humane Society alum in the Fashion Show.

PET OF THE WEEK

ALBANY, NY

98.3 TRY ALBANY

For the fifth consecutive year, 99.5 The River's Kevin and Tracy and 98.3 TRY's Jaime Roberts invited the Mohawk Hudson Humane Society to call in and talk about an adoptable pet each week. During the segments, the hosts encouraged listeners to adopt the animals and promoted other animals the Mohawk Hudson Humane Society had available for adoption. The pets were also featured in photos and videos posted on the stations' websites as well as updated procedures for adopting during the COVID-19 pandemic. An estimated 90% of the animals featured found forever homes in 2020.

UNIVERSITY OF NEW MEXICO CHILDREN'S HOSPITAL RADIOTHON

ALBUQUERQUE, NM

100.3 THE PEAK

100.3 The Peak held their 16th annual radiothon to benefit the University of New Mexico Children's Hospital on February 20 and 21. The two-day long broadcast was promoted on-air, online and via social media, which provided listeners with an inside look at the hospital including stories of loss, joy, hope and healing, as well as an opportunity to donate to the organization. In 2020, more than \$220,000 was raised for the Children's Hospital.

WAEB CHILDREN'S HOME OF EASTON CHRISTMAS GIFT DRIVE AND PARTY

ALLENTOWN, PA

NEWSRADIO 790 WAEB

In November and December 2020, NewsRadio 790 WAEB held a two week-long radiothon to benefit the Children's Home of Easton, a private, nonprofit organization established in 1885 to provide a caring, nurturing environment for children in need and assistance to their families. Due to COVID-19 restrictions, rather than conducting interviews in the studio as in years past, volunteers took calls directly from the Children's Home Campus. Morning show host Bobby Gunther Walsh interviewed staff and children from the Children's Home of Easton via

telephone each morning and promoted matching challenge hours where listeners could double their donation dollars, thanks to sponsors. Their efforts helped raise over \$188,000 for the Children's Home of Easton.

MILLER KEYSTONE BLOOD CENTER BLOOD DRIVES

ALLENTOWN, PA

NEWSRADIO 790 WAEB, B104 AND 95.1 ZZO

In 2020, Newsradio 790 WAEB, B104 and 95.1 ZZO teamed up to execute three blood drives to benefit the Miller Keystone Blood Center in which the three stations promoted the blood drives on-air, online and via social media. The blood drives took place in February, June and October and brought in over 500 donors which provided lifesaving resources to the area's hospitals and health centers. The blood drives were broadcasted live with the station's talent onsite.

ALLENTOWN DELIVERS CAMPAIGN

ALLENTOWN, PA

NEWSRADIO 790 WAEB, B104 AND 95.1 ZZO

In order to slow the spread of COVID-19, all indoor dining in Pennsylvania was closed indefinitely leaving many restaurants struggling to survive on take-out alone. iHeartMedia Allentown stations Newsradio 790 WAEB, B104 and 95.1 ZZO launched Allentown Delivers, a web-based service on the stations' websites that provided information on take-out, delivery and curbside options as well as links to purchase gift cards for the local restaurants. The service was promoted on-air, online and via social media.

ALASKA STRONG ANCHORAGE, AK IHEARTMEDIA ANCHORAGE

Alaskan businesses were hit hard by the COVID-19 pandemic and to show support, iHeartMedia Anchorage launched "ALASKA STRONG." All six local stations showcased businesses in the community with a 60-second, interview-style commercial where the owners could express their experiences and explain how they were adapting during this difficult time. The businesses were also included in the "ALASKA STRONG" online directory which was on each station's website; and by April 2020, over 60 businesses participated and 110,000 were reached.

SALUTE TO SENIORS ANCHORAGE, AK IHEARTMEDIA ANCHORAGE

Graduating seniors from each school in the Anchorage and Ma-Su Valley school districts were honored for their achievements by the six iHeartMedia Anchorage stations with a "Salute to Seniors" event. Each school received a day of recognition where all the graduates' families and friends could listen-in to the six stations and hear from the superintendent and principals honoring the top 20 students of the class, as well as the valedictorian speeches.



IHEART OUR GRADS 2020 **ASHEVILLE, NC** **IHEARTMEDIA ASHVILLE**

On June 8, iHeartMedia Asheville teamed up with local sponsors to throw "Drive By" graduation parties for local seniors from different area high schools. The participating seniors received balloons, flowers, a graduation cake and a \$50 gift card, with one lucky graduate winning a \$5,000 college scholarship. The event was promoted on-air, online and via social media.

99 KISS COUNTRY TOYS FOR TOTS **ASHEVILLE, NC** **99.9 KISS COUNTRY**

99 Kiss Country hosted their annual "Toys for Tots" drive on November 19, 2020; even with the COVID-19 restrictions, by promoting the event on-air, online and via social media, the drive was a huge success with over 1,700 toys collected and \$9,000 donated.

IHEARTMEDIA ATLANTA'S ST. JUDE RADIOTHON **ATLANTA, GA** **94.9 THE BULL AND Z105.7**

In 2020, iHeartMedia Atlanta raised over \$412,000 to benefit the children at St. Jude Children's Research Hospital – the equivalent of 274 days of chemotherapy for a St. Jude patient or 83 years of groceries for a St. Jude family. During its Country Cares for St. Jude Kids radiothon, iHeartMedia Atlanta brought in about 550 new Partners in Hope/ Angeles de Esperanza to the St. Jude family, donors committed to making monthly donations to St. Jude.

HOMETOWN HEROES **AUBURN, AL** **97.7 KICKER**

97.7 Kicker asked local restaurants to trade a \$1,000 "tab" to the station so they could feed local heroes during special "Hometown Heroes" lunches at the establishments. In addition, the station visited each restaurant the day of the events to record remotes encouraging hometown heroes to stop for to stop by for a free meal. The hometown heroes' campaign fed the first 100 at the specific restaurants each during June and July, for a total of five restaurants and 500 "Hometown Heroes."

IHEART CARES FOR KIDS RADIO-THON **AUGUSTA, GA** **IHEARTMEDIA AUGUSTA**

On December 5, iHeartMedia Augusta hosted their annual radiothon benefiting the Children's Hospital of Georgia. Due to the COVID-19 pandemic, the stations had to interview patients and parents via Teams as opposed to in the studio as in years past. The stations also partnered with local TV affiliate WRDW News 12 to assist in pre-promotion. The radiothon helped raise over \$237,000 to benefit the hospital, the second highest amount in the 20-year history.

VIRTUAL CAREER FAIR **AUGUSTA, GA** **IHEARTMEDIA AUGUSTA**

With many facing job insecurity during the pandemic, iHeartMedia Augusta hosted a virtual job fair to connect employees with the unemployed. The job fair was promoted on-air, online and via social media, resulting in nearly 200 individuals getting jobs and interviews. The job fair was such a success, that it was extended an extra month.

PACK A BACKPACK MASK SUPPLY DRIVE **AUGUSTA, GA** **96.3 KISS-FM AND POWER 107**

96.3 Kiss-FM and Power 107 hosted the sixth annual Pack a Backpack Supply Drive benefiting the Richmond County School System on October 17, 2020. Due to the pandemic, the stations also requested mask donations as well. After promoting the event on-air, online and via social media, the stations collected over 13,000 masks to be donated to the students and teachers who were experiencing supply shortfalls.

COUNTRY CARES ST. JUDE KIDS RADIOTHON **BALTIMORE, MD** **93.1 WPOC**

On December 10 and 11, 93.1 WPOC hosted their Country Cares for St. Jude Kids Radiothon raising money for childhood cancer and other pediatric disease treatment. During the event, 93.1 WPOC personalities shared patient stories and interviews encouraging listeners to join in the fight against childhood cancer and diseases by becoming Partners in Hope. In 2020, 93.1 WPOC's radiothon to benefit St. Jude Children's Research Hospital raised over \$325,000, bringing the station's 12-year radiothon total to over \$4 million.

CUPID'S UNDIE RUN **BALTIMORE, MD** **Z104.3**

Z104.3's on-air personality, Sos, hosted the Cupid's Undie Run at Power Plant Live! on February 15, 2020 to benefit Cupid's Charity, which funds research for neurofibromatosis, a genetic disorder that causes tumors to grow on nerves throughout the body and affects 1 in every 3,000 births. Currently, there is no cure,

but Z104.3 has donated over \$20 million to Cupid's Charity since its inception to help fund research for a cure.

BALTIMORE CARES **BALTIMORE, MD** **IHEARTRADIO BALTIMORE**

iHeartMedia Baltimore's main mission is to serve their local communities, and that is at the heart of Baltimore Cares. During the height of the COVID-19 pandemic, the local stations came together to launch Baltimore Cares, an informational page on each station's website, that provided the latest COVID-19 updates, highlighted local businesses that were hiring, restaurants updated hours and community service opportunities in the surrounding DMV area. The site was promoted on-air, online and via social media.

BLACK BUSINESS COLLECTIVE **BALTIMORE, MD** **IHEARTMEDIA BALTIMORE**

The Black Business Collective was an initiative launched by iHeartMedia Baltimore to amplify the voices of Black business owners in Baltimore during the COVID-19 pandemic. iHeartMedia Baltimore stations updated their websites to include the Black Business Collective, which highlighted and provided support and resources for Black-owned businesses. The initiative also asked for charitable donations for the Black Mental Health Alliance, which helps to support the health and well-being of Black people and vulnerable communities.

OUR LADY OF THE LAKE **CHILDREN'S HOSPITAL MEDIATHON** **BATON ROUGE, LA** **96.1 THE RIVER**

November 19 and 20, 96.1 The River and surrounding iHeartMedia Baton Rouge

stations hosted the 11th annual Our Lady of the Lake Children's Hospital Mediathon. The weekend mediathon event allowed listeners to hear stories of hope and healing from the patients and families in the hospital. The event was promoted on-air, online and via social media and raised almost \$100,000.

ST. JUDE RADIOTHON **BATON ROUGE, LA** **101.5 WYNK**

For the 26th year, 101.5 WYNK supported St. Jude and its local affiliate at Our Lady of the Lake Children's Hospital by hosting its annual radiothon. Taking place on Valentine's Day 2020, the radiothon was promoted on-air, online and via social media and helped to raise over \$137,000 for patients and families at the hospital.

FEEDING SOUTHEAST TEXAS **BEAUMONT, TX** **IHEARTMEDIA BEAUMONT**

On March 23, 2020, iHeartMedia Beaumont encouraged listeners to make a charitable donation to the Southeast Texas Food Bank to help feed those less fortunate during the COVID-19 pandemic via the stations' websites. The stations promoted the drive on-air, online and via social media, and their efforts help raise \$50,000, which was donated in the battle to combat hunger in Southeast Texas.



THANKS-4-GIVING**BINGHAMTON, NY**

IHEARTMEDIA BINGHAMTON

For the past 19 years, NOW 105.7 and iHeartMedia Binghamton stations have spent a week broadcasting at a local Walmart to collect Thanksgiving related food donations for the Thanks-4-Giving Turkey Drive to benefit the Broome County Catholic Charities. For the first time ever, due to the COVID-19 pandemic, local talent was not on-site, and Catholic Charities volunteers handled the donations. The event featured regular on-air Turkey Tally updates, giving listeners the latest donation count and challenged local businesses, along with the police and fire departments, to try and top one another. The Thanks-4-Giving drive brought in over 3,700 turkeys and eight cargo van loads of non-perishable food items.

CHROMEBOOKS FOR KIDS**BOSTON, MA**

KISS 108

For nine weeks, KISS 108 promoted an on-air fundraising campaign to help the Massachusetts Department of Education and the Massachusetts Association of School Superintendents raise money to purchase Chromebooks for local school districts. The COVID-19 pandemic has brought to light the economic disparity for students who do not have access to technology that allows them to learn remotely. With help from recording artists Kelsea Ballerini, Mike Bivins and Zara Larsson, the station was able to raise over \$100,000 for the students in the community.

101.7 THE BULL'S ONE NIGHT ONLY**BOSTON, MA**

101.7 THE BULL

On November 21, 101.7 The Bull and NBC affiliate BC10 Boston worked in partnership to present "One Night Only," a Country concert to benefit Boston's St Jude Children's Research Hospital. The concert was hosted by 101.7 The Bull radio personality Colton Bradford and was promoted on-air, online and via social media. Country stars Brett Eldredge, Maren Morris, Old Dominion and others performed and helped raise over \$38,000 to help the children and families at St Jude.

GIFT EXCHANGE**BOSTON, MA**

100.7 WZLX

In 2020, in lieu of the annual toy drive 100.7 WZLX hosted a Gift Exchange where listeners were encouraged to make a donation to United Way Boston in "exchange" for a prize/gift. Holiday gifts were awarded multiple times a day for two weeks with the expectation that winners would make donations. The campaign was promoted on-air, through emails, on the station's website and on social media helping to raise thousands of dollars for children in need in the community.

LIVING ROOM CONCERT FOR THE GOLDEN ISLES**BRUNSWICK, GA**

102.5 WYNR

iHeartMedia Brunswick hosted "Living Room Concert for the Golden Isles," which featured local musicians that fans could enjoy from the comfort of their own living rooms. The stations encouraged the viewers to visit their websites and make donations that would help service industry workers and the local musicians who were out of work due to the COVID-19

pandemic. The concert was promoted on-air and via social media and helped raise over \$10,000.

TURKEY IN YOUR TRUNK**BRUNSWICK, GA**

103Q

The Tuesday before Thanksgiving, 103Q held the "Turkey in Your Trunk" drive where they gave away 100 Thanksgiving dinners, including a full turkey and sides, to families in need. The station raised money from local partners and held the contact-free turkey drive at the Glynn Place Mall. The drive was promoted on-air and via social media.

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

106 WCOD

On December 13, WCOD held their 60-hour, live Stuff-A-Bus radiothon, which collected new, unwrapped toys and cash contributions to be donated to the U.S. Marine Toys for Tots program. Through promotion on-air, online and via social media, WCOD was able to collect almost 29,000 toys and \$8,500 in cash donations.

CAPE KID MEALS**CAPE COD, MA**

IHEARTMEDIA CAPE CODE

iHeartMedia Cape Cod organized a two-week campaign to help raise funds for Cape Kids Meals, an organization that helps combat food insecurity for children on Cape Cod who receive free meals during school days but not on weekends. The stations promoted the campaign on-air and online and helped raise thousands of dollars for the children.

CALL FOR KIDS WITH CANCER RADIOTHON
CEDAR RAPIDS/ IOWA CITY, IA
NEWS RADIO 600 WMT

On February 6 and 7, News Radio 600 WMT hosted a radiothon urging listeners to call in and donate to the University of Iowa Stead Family Children's Hospital. Two weeks leading up to the radiothon, the station promoted the event on-air and via social media and helped raise over \$127,000 for kids with cancer.

CAROLINA CARES
CHARLOTTE, NC
106.5 THE END

106.5 The END highlighted local charities and nonprofits that both needed help and could help individuals during the beginning of the COVID-19 pandemic. The organizations were able to generate awareness through on-air promotion, social media and eblasts from the station.

GREAT GROCERY GIVEAWAY
CHARLOTTE, NC
96.9 THE KAT

96.9 The Kat partnered with supermarket ALDI to raffle off two \$500 gift cards to listeners who entered the giveaway. The raffle was promoted on-air, online and via social media by the station's personalities who encouraged listeners to enter the raffle on their website. ALDI also donated \$1,000 to the Second Harvest Food Bank of Metrolina.

WINTER WARM UP
CHARLOTTE, NC
102.9 THE LAKE

In partnership with Charlotte Comfort Systems, a heating and cooling company, 102.9 The Lake encouraged listeners to sign-up or nominate a friend in need

of a new furnace into the online raffle. The raffle was promoted on-air, online and via social media.

PULL UP AND POP YOUR TRUNK
CHICAGO, IL
107.5 WGCI CHICAGO

Early in the COVID-19 pandemic, 107.5 WGCI wanted to do more to help the community. Through Pull Up and Pop Your Trunk, the station worked with Entertainment One, 300 Entertainment, Def Jam Records, Epic Records and Interscope Records to buy \$250 worth of groceries for 30 listeners in need.

BIGGEST GIVE AND RECEIVE VIRTUAL JAM 2020
CHICAGO, IL
107.5 WGCI CHICAGO

For the 2020 holiday season, 107.5 WGCI hosted Biggest Give and Receive Virtual Jam presented by Kluger Furs and Currie Motors on December 21. The virtual event featured inspirational messages and performances from some of Gospel's top artists including Anthony Brown & Group Therapy, Tasha Page-Lockhart, Brian Courtney Wilson and more. Listeners entered the holiday raffle with two viewers winning a \$500 cash prize and one viewer winning a \$2,000 gift card to Kluger Furs. Additionally, 107.5 WGCI worked with eight Chicago-based churches on a Toy Drive and received over 6,000 new, unwrapped toys to make sure that families in need were able to provide Christmas for their families.



HELPING HEALTHCARE WORKERS RISE UP CHICAGO, IL

103.5 KISS FM

On April 20, 2020, 103.5 KISS FM teamed up with RCA Records and Alicia Keys to surprise 10 medical offices with catered lunches to show their appreciation to the medical workers during the COVID-19 pandemic. The event was promoted on-air, online and via social media.

THIRSTDAYS CHICAGO, IL ROCK 95.5 FM

Since the start of COVID-19, every Thursday, ROCK 95.5 night host Maria Palmer has interviewed a local brewery or bar that was open and accepting take-out orders to promote local businesses during this difficult time. Thirstdays was promoted every week on-air, online, via social media and on Maria's blog on the ROCK 95.5 website.

FIVE LURIE CHILDREN'S RADIOTHON CHICAGO, IL 93.9 LITE FM & ROCK 95.5

On December 17, 93.9 LITE FM and ROCK 95.5 partnered with the Ann & Robert H. Lurie Children's Hospital to host a 13-hour radiothon to raise funds to support the patients and families at the hospital. The holiday radiothon was promoted on-air, online and via social media and helped raise over \$400,000 to support the cutting-edge treatments and advanced research the hospital provides for pediatric care.

SISTA STRUT CHICAGO, IL V103

On October 10, 2020, V103 partnered with IL Lottery and Xfinity to hold their fourth annual Sista Strut breast cancer walk to benefit the Sisters Network Chicago Chapter in the virtual space. The station promoted the walk on-air, online and via social media. Listeners were encouraged to participate by walking at their leisure on the day of the event. Their efforts raised over \$5,000 to aid the Sisters Network's mission to provide a strong support base and emotional safe haven for women diagnosed with breast cancer, become involved in our communities through advocacy and educational outreach programs, and educate women and our communities about the early detection of breast cancer.

EARNIE BLANKENSHIP TELETHON CHILLICOTHE, OH WSRW 101.5

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

RUBBERDUCK REGATTA CINCINNATI, OH 102.7 WEBN

For the 26th year, 102.7 WEBN partnered with the Freestore Foodbank of Greater Cincinnati for the Rubber Duck Regatta. In 2020, the event went virtual due to COVID-19 social distancing requirements. In an effort to support the regatta, 102.7 WEBN launched a three-month promotional campaign that encouraged listeners to donate to the foodbank, and for the seventh consecutive year, the event raised over a million dollars, the equivalent of more than three million meals for children and families in the Cincinnati community in need.

COATS FOR KIDS CLEVELAND, OH NEWS RADIO WTAM 1100

Newsradio WTAM 1100 created Coats for Kids in 1981 after station staff learned that thousands of local children and families were without warm winter coats. Now in its 39th year, Coats for Kids has become one of Cleveland's most celebrated charities. In 2020, through on-air, online and social media promotion the drive was able to raise over \$300,000 and more than 20,000 coats for local residents in need.

ST. JUDE RADIOTHON CLEVELAND, OH 99.5 WGAR

On December 3 and 4, 99.5 WGAR held their 13-hour a day, annual St. Jude radiothon, interviewing families, patients and St. Jude staff to encourage listeners to donate to St. Jude Children's Hospital. The station's efforts raised more than \$200,000 to help St. Jude's

pioneer research and treatments for children with cancer and other life-threatening diseases.

KIP MOORE ALBUM RELEASE PARTY TO BENEFIT ST. JUDE CLEVELAND, OH

99.5 WGAR

On February 25, 99.5 WGAR teamed up with Country artist Kip Moore for a Fat Tuesday party at local bar, The Thirsty Cowboy, for an album release party benefiting St. Jude Children Research Hospital. The hour-long acoustic concert was promoted on-air, online and via social media and had 450 fans buy tickets to the event. All proceeds from the ticket sales helped raise over \$17,000 to help St. Jude.

ALL FOR THE LAND: COVID-19 RELIEF LIVE TELETHON CLEVELAND, OH

IHEARTMEDIA CLEVELAND

iHeartMedia Cleveland teamed up with local CBS affiliate WOIO and the Cleveland Cavaliers to produce "All for the Land" telethon. The three-hour telethon on April 4 encouraged viewers to donate to the Cleveland Food Bank and The United Way of Greater Cleveland, organizations that were helping and continue to help people in need during the COVID-19 pandemic. The on-air personalities participated by saluting front-line workers, service workers and those in need. The telethon was promoted on-air, online and via social media and helped raise \$150,000 for the organizations.

ALL EYES ON GEORGIA COLUMBUS, GA

MAGIC 101

Magic 101 partnered with local city officials in Columbus and nonprofit organizations to encourage their listeners to vote in the 2020 election and participate in the census. Through promotion on-air and online, Magic 101 was able to help register over 20,000 new voters in the area.

FRIENDS OF PADRE/BIG SHELL BEACH CLEANUP CORPUS CHRISTI, TX

K99

KRYS and KKTX are long-time supporters of Friends of Padre, an organization dedicated to the preservation and betterment of North Padre Island and the people and wildlife that call it home. In 2020, at the 25th annual Big Shell Cleanup, over 1,500 volunteers showed up and together removed 60 tons of trash from 33 miles of beach, more than half of the 62 miles that comprise Padre Island National Seashore. The stations played an active role in supporting the event through on-air promotion and its public affairs podcast promoting the cleanup.

OPEN FOR FOOD DAVENPORT, IA

IHEARTMEDIA QUAD CITIES

As the COVID-19 pandemic forced most restaurants in the Iowa and Illinois Quad Cities to shut down, iHeartMedia Quad Cities started a campaign, "Open for Food," both on-air and online, announcing which restaurants were still "open for food." Information provided on-air included hours and whether they were using delivery, curbside pickup or drive-thru. The campaign lasted three months and helped local restaurants remain in business through the worst part of the COVID-19 pandemic.



NEIGHBORS IN NEED**DEFIANCE, OH**
105.7 THE BULL

For almost 20 years, with the help of 105.7 The BULL, Neighbors in Need has collected money and non-perishable food to help stock food pantries in Defiance, Paulding and Williams counties. From October 19 to November 20, 105.7 The BULL encouraged their listeners to donate money, instead of dropping off food as in years past, in order to maintain state mandated social distancing. Through on-air, online and social media promotion, the station was able to raise \$8,000 for the local food pantries.

HENRY COUNTY CHRISTMAS CHEER**DEFIANCE, OH**
103.1 WNDH

On November 6, 103.1 WNDH encouraged their listeners to donate to the Henry County Ministerial Association. Through promotion on-air, online and via social media, 103.1 WNDH was able to raise over \$26,000. With the monetary donation, the Association purchased food and other items to benefit families in need in Henry County.

BANDING TOGETHER**DENVER, CO**
97.3 KBCO

On May 30, 2020, 97.3 KBCO and local affiliate CBS4 Denver broadcasted Banding Together: A Concert for the Colorado Music Relief Fund to generate much-needed relief funds to help those in the Colorado music industry affected by the COVID-19 pandemic. For three hours, viewers and listeners took in performances and storytelling by musicians including Dave Matthews, The Lumineers, Brandi Carlile, Jack Johnson

and many more, crew members, industry members and Colorado personalities. The concert was promoted on-air, online and via social media and helped raise over \$650,000 for those individuals directly affected by COVID-19 in the music community.

COVID-19 RELIEF VIRTUAL RADIOTHON**DENVER, CO**
KOA NEWSRADIO

On May 7, Denver Bronco's player Dalton Risner and his foundation RisnerUp partnered with KOA NewsRadio to host the Colorado COVID-19 Relief Radiothon to help raise money and awareness for the causes that the Colorado sports community have been supporting during the crisis. Hosted by Risner and joined by other Colorado celebrities and community partners, the radiothon brought attention to the local relief efforts and raised over \$16,000 for those individuals and organizations in need including the Food Bank of the Rockies, Boys and Girls Club of Metro Denver and Meals on Wheels.

HOPE FOR HOSPITALITY**DENVER, CO**
CHANNEL 93.3

Channel 93.3 and Coors Distributing Company partnered on the #HopeForHospitality campaign benefiting the Colorado Restaurant Response. Channel 93.3 hosted virtual interviews and performances with local bands and encouraged fans to "tip their server" and donate to the cause. Listeners could nominate a member of the service industry for their chance to win gift cards to help them get through these tough times. The campaign was promoted on-air, online and via social media, and resulted in over 25 people

receiving gift cards. The program aimed to provide relief and bring hope to Denver's local service industry impacted by the COVID-19 pandemic.

VIRTUAL DRAG BRUNCH**DENVER, CO**
95.7 THE PARTY

95.7 The Party Morning Show took their annual Drag Brunch virtual in 2020. Broadcasting live with brunch from the studio during Pride weekend, performances included five drag queens and an interview with Governor Polis. The virtual brunch was promoted on-air, online and via social media and listeners were encouraged to donate to either GLAAD or their local charity, The Center.

PINKY SWEAR RADIOTHON**DES MOINES, IA**
1040 WHO

On December 11, 1040 WHO held their sixth annual radiothon on behalf of the Pinky Swear Foundation to help pay the mortgages, utility bills and other financial needs of 200 local families who have a child with cancer. The station promoted the event on-air, online and via their newsletter in efforts to encourage listeners to donate. This year's 15-hour radiothon was broadcast directly from the 1040 WHO Radio studios, and listeners were encouraged to donate online. On-air hosts conducted virtual interviews with families about the financial and emotional impact their children's cancer diagnosis had on their lives. The 2020 radiothon broke its fundraising goal and raised a record \$226,000 for the Pinky Swear Foundation.

WIGGIN' OUT FOR SUSAN G. KOMEN
DES MOINES, IA
107.5 KISS FM

107.5 KISS FM's radio personality Taylor J donned a pink wig during a live broadcast in an effort to raise awareness and money for Susan G. Komen and women's health. Through on-air, online and social media promotion, Taylor J was able to raise \$1,000 for the cause.

HUNGER FREE HOLIDAYS WITH GOLDEN RULE PLUMBING
DES MOINES, IA
106.3 KXNO

106.3 KXnO teamed up with Golden Rule Plumbing for Hunger Free Holidays, a holiday food drive to benefit the Food Bank of Iowa. The event included a drive-thru drop off with 106.3 KXnO staff in front of the iHeartRadio building and studio with 106.3 KXnO personalities broadcasting live during the event and gathering the donated food to build a Holiday Canned Food Tree at the Golden Rule Plumbing location. The event collected thousands of food items to help families with food insecurities during the holidays.

COATS FOR KIDS
DETROIT, MI
97.9 WJLB

With the cold winters in Michigan, many families struggle to stay warm. For 37 years, 97.9 WJLB has partnered with the Salvation Army of Southeast Michigan to help collect coats and raise money to purchase coats and gloves for families in need. Due to COVID-19, the annual event became virtual for the first time, and it was promoted on-air, online and via social media. Through the promotion, 97.9 WJLB was able to raise over

\$32,000 and collect 589 new coats, 200 new hats and scarfs and 55 pairs of boots.

JAY'S JUNIORS AT-HOME
DETROIT, MI
100.3 WNIC

Each December, 100.3 WNIC morning host Jay Towers raises funds for Jay's Junior, a program that gives children from the Detroit area with chronic or terminal illnesses the opportunity to go to Disney World during the holidays. Due to the COVID-19 pandemic, sending the children to Disney World was not an option, so Jay raised funds to provide twelve children with special items on their Christmas lists, as well as money for their treatment. Through promotion on-air, online and via social media, Jay's Juniors was able to raise over \$200,000.

SISTA STRUT
DETROIT, MI
MIX 92.3

On October 20, Mix 92.3 hosted their 21st annual Sista Strut charity walk to benefit the Karmanos Cancer Institute, but for the first time, the walk was made virtual due to the COVID-19 pandemic. Listeners were encouraged to make \$20 donations and walk around their neighborhoods to bring awareness to the cause, which helped raise \$6,000. Mix 92.3 also partnered with a local movie theater to do a special drive-in screening of Men in Black with a portion of the ticket sales benefiting the Sista Strut.



FEED THE FRONTLINES DETROIT**DETROIT, MI**
106.7 WLLZ

Feed the Frontlines Detroit is an organization that supports both local restaurants and our essential, frontline workers by ordering take-out from the restaurants to feed the frontline workers during the COVID-19 pandemic. To help support the organization, 106.7 WLLZ sold facemasks on their website with all proceeds, over \$1,300, going directly to Feed the Frontline Detroit.

BREAKING & ENTERING CHRISTMAS**DETROIT, MI**
CHANNEL 95.5

Channel 95.5's 19th annual Breaking and Entering Christmas asked local listeners to write letters to the station about friends or family members in need during the Christmas season. As in years past, the station's morning show "Mojo in the Morning" received hundreds of emails about families in the metro Detroit, Toledo and Grand Rapids areas who had a rough year and needed help during the holiday season. The show raised \$63,000 and selected nine families to make over their Christmas by gifting clothing, toys, furniture, electronics, cash donations and more.

ON-AIR COMMENCEMENT**EAU CLAIRE, WI**
Z100 & HOT COUNTRY B95

In response to COVID-19 and school closures, Hot Country B95 and Z100 honored 1,551 seniors from over 61 Western Wisconsin area high schools in Wisconsin's first-ever on-air graduation. The stations' morning shows' talent served as the Masters of Ceremony, with notable speakers throughout the

program including Wisconsin Governor Tony Evers, members of the U.S. Congress, Wisconsin State Assembly and Senate. Every participating senior received a local restaurant gift card and a pair of movie theater passes and was automatically entered to win a car of their choice from Prestige Auto. The winning student was announced at the end of the commencement program.

BOB A THON**ERIE, PA**
947 BOB FM

The Hamot Health Foundation and 94.7 BOB FM hosted their 8th annual BOB Plays Anything for Children Radiothon on June 24. The all-day event supported the Children's Care Fund, which helps kids dealing with a medical crisis as well as funds research and provides programs aimed at making Erie a healthier community. The event was promoted on-air, online and via social media and helped raise over \$30,000 for the foundation.

ANGEL WISHES**FAIRBANKS, AK**
IHEARTMEDIA FAIRBANKS

For the sixth year, iHeartMedia Fairbank stations encouraged listeners to drop-off new, unwrapped toys at Angel Wish trees at various, sponsored locations in the area, with all donations going to the Interior Alaska Center for Non-Violent Living. The Center provides food and shelter for women and families escaping domestic violence, which saw a sharp increase during the quarantine. Hundreds of toys were collected and donated to the children in the Center for them to open a gift from Santa on Christmas Eve.

HARVEST HOPE FOOD BANK**FLORENCE, SC**
IHEARTMEDIA FLORENCE

During COVID-19, iHeartMedia Florence radio stations conducted a virtual food drive to benefit Harvest Hope Food Bank of the Pee Dee. Promoted on-air, online and via social media, the iHeartMedia Florence stations raised over \$1,600, to fight hunger in the Pee Dee region of South Carolina.

BPI FAMILY GIVES BACK TO WILLIE B**FORT COLLINS, CO**
107.9 KBPI

Since 1999, Willie B has hosted 107.9 KBPI Morning and has given back to the Fort Collins community year after year in charitable causes. Unfortunately, in November, Willie B lost his home to a fire, but the KPBI rallied behind him and created a GoFundMe to support him. The fundraiser was promoted on-air, online and via social media and raised \$63,000 for Willie B and his family during this difficult time.

OPERATION CHRISTMAS MORNING!**GRAND FORKS, ND**
96.1 THE FOX

96.1 The Fox, the Salvation Army and local sponsors teamed up for Operation Christmas Morning!, a month-long toy drive during the holiday season. 96.1 The Fox promoted the toy drive on-air, online and via social media and encouraged their listeners to drop off a new, unwrapped toy at the Salvation Army for children in need. Operation Christmas Morning! helped collect over \$4,000 worth of holiday toys and gifts for children in the community.

KIDS COUNT RADIOTHON
GRAND RAPIDS, MI
B-93

On December 10, B93 hosted the Kids Count Radiothon benefiting the Helen DeVos Children's Hospital. The station broadcasted live for more than 24 hours and encouraged listeners to donate via phone or online to help the local pediatric medical and surgical center for children. The stations' efforts raised over \$240,000 for the hospital.

TURKEY DROP
GRAND RAPIDS, MI
WOOD RADIO 106.9 FM & 1300AM

Turkey Drop is an annual tradition in West Michigan run by WOOD Radio 106.9 and 1300 AM in partnership with Mel Trotter Ministries and Celebration Cinema. The stations devoted an entire day to collecting frozen turkeys for their neighbors in need in the Grand Rapids area. Listeners were encouraged to either make a cash donation online or drive by and drop a turkey off. Through the on-air, online and social media promotions, 5,800 digital and physical turkeys were donated.

THINK OUTSIDE YOURSELF RADIOTHON
GRAND RAPIDS, MI
IHEARTMEDIA WEST MICHIGAN

Think Outside Yourself is a two-day radiothon run across all iHeartMedia West Michigan stations to raise funds for the Helen DeVos Children's Hospital, specifically for programs, treatments and equipment that isn't traditionally covered by insurance. Through cross station promotion, including with TV partner WOOD TV, the radiothon helped raise over \$430,000 in 2020 for the cause.

MUSKEGON COATS FOR KIDS
GRAND RAPIDS, MI
IHEARTMEDIA LAKESHORE

iHeartMedia Western Michigan teamed up with Preferred Chevy of Muskegon and the West Michigan Chevy Dealers for Muskegon Coats for Kids drive. The stations asked their listeners to donate new and gently used coats and drop them off at the car dealerships. The coat drive was promoted on-air, online and via social media and helped the stations collect just under 1,000 coats for help the Lakeshore community.

ST. JUDE RADIOTHON
HARRISONBURG, VA
104.3 KCY COUNTRY

In December 2020, 104.3 KCY Country held their 21st radiothon to benefit St. Jude Children's Research Hospital. The event ran for 12 hours over two days and was promoted on-air prior to the live broadcast. As a result of the station's efforts, they raised over \$63,000 to aid St. Jude in their research for the upcoming year.



NATIONAL NURSES DAY HARTFORD, CT IHEARTMEDIA HARTFORD

On May 6, 2020, iHeartMedia Hartford partnered with Hartford Healthcare to celebrate National Nurses Day. The River 105.9's midday host Renee DiNino invited Connecticut native and season one winner of NBC's "The Voice," Javier Colon, to participate in a special surprise performance for nurses and staff at Hartford Hospital. The COVID-19 safe performance was shown live on TV screens throughout the hospital and also on Facebook Live. Guests also included Hartford Healthcare CEO Jeff Flaks, Governor Ned Lamont and Lt. Governor Susan Bysiewicz who thanked essential workers for their hard work throughout the COVID-19 pandemic. The event was enjoyed by over 500 healthcare workers that day.

FOOD & FACE MASK DISTRIBUTION HARTFORD, CT THE RIVER 105.9

On April 27, iHeartMedia Hartford's The River 105.9 partnered with Foodshare, the regional food bank serving Connecticut's Hartford and Tolland counties, to distribute groceries at Rentschler Field in East Hartford, Connecticut for families in need. In addition to the food distribution, iHeartMedia Hartford teamed up with Nefco Corporation and Hammond Iles Wealth Advisors to hand out face masks to all the cars. The event helped donate over 8,000 medical grade masks and distribute over 80,000 pounds of food, providing much needed help to over 2,000 families in the community.

SCHOOL SUPPLY DRIVE IHEARTMEDIA HARTFORD HARTFORD, CT

On August 19, iHeartMedia Hartford hosted a drive-thru event at the Xfinity Theatre

in Hartford, Connecticut, to collect brand new teddy bears and school supplies for kids returning to school in the community. The first 1,200 cars that donated received six face masks thanks to the Rossi Family Foundation and a bottle of hand sanitizer from Mizzi Cosmetics. In addition, iHeartMedia Connecticut presented the Connecticut Education Association (CEA) and the AFT Connecticut with 20,000 masks for teachers, teachers aids, assistants and school nurses. Local teachers and first responders were on site to help collect supplies, as well as Senator Richard Blumenthal, Lt. Governor Susan Bysiewicz and Jimmy Koplik, President of New York & Connecticut Region, Live Nation. The event helped donate over 1,000 teddy bears to children being treated in trauma centers in the Connecticut area.

ALOHA TOGETHER HONOLULU, HI IHEARTRADIO HAWAII

From April to July 2020, iHeartRadio Hawaii along with local affiliate ABC KITV hosted Aloha Together, an hour-long weekly concert that helped raise money for four local charities in need during the COVID-19 pandemic including Mission First Responders, Hawaii Foodbank, Henry Kapon Foundation and Ho'okupu. The concert series feature local and national musicians and celebrities and helped raise over \$100,000 for the causes.

14TH ANNUAL KSSK KAPIOLANI RADIOTHON FOR KIDS HONOLULU, HI 92.3 KSSK

Every August, 92.3 KSSK devotes two full days of broadcast time to raise money for the Kapiolani Medical Center for Women and Children, which is Hawaii's only children's hospital and part of the Children's Miracle Network. The station promoted the

radiothon on-air, online and via social media more than a month prior to the event. During the live broadcast from the station, for the first time because of COVID-19 restrictions, 92.3 KSSK aired interviews with families who have been helped by the medical center and vignettes of compelling stories of hope, which helped the radiothon raise a record of more than \$425,000.

SUPPORT 808 LOCAL BUSINESS COVID RELIEF HONOLULU, HI 92.3 KSSK

iHeartMedia Hawaii launched Support808.com, a coordinated campaign that was promoted on-air, online and via social media to help all local business that were negatively affected by COVID-19. The Support808 link is on every station's website and acts as a local directory for local businesses to update their hours, contract information, services offered, jobs and more. Within weeks, the site had hundreds of local business submissions. iHeartMedia Hawaii also offered free radio advertisements for 30 days for any business that needed it.

HAWAII FOODBANK VIRTUAL FOOD DRIVE DAY HONOLULU, HI 92.3 KSSK

On August 15, 92.3 KSSK hosted the annual Hawaii Foodbank's Food Drive, but due to the COVID-19 pandemic the event was turned virtual. In years past, the station had asked their listeners to drop off nonperishable and canned food items, but this year they asked for monetary donations that were accepted online and via text. The food drive was promoted on-air, online and via social media, and the efforts helped to raise over \$142,000 for the foodbank.

TANKS FO GIVING RADIOTHON
HONOLULU, HI
ISLAND 98.5

Island 98.5 hosted the inaugural Tanks Fo Giving Radiothon on November 13, to raise money for the Hawaii Foodbank. The 12-hour radiothon included live performances by 16 local artists that was also broadcasted by our local TV affiliate Hawaii News Now. The radiothon helped to raise over \$100,000 to help feed local seniors and donate over 2,000 turkeys to families in need for Thanksgiving.

FOR LOVE OF COUNTRY GALA
HONOLULU, HI
92.3 KSSK

The annual For Love of County gala, which benefits The Pearl Harbor Aviation Museum, went virtual this year for the first time. 92.3 KSSK promoted the gala on-air and online and asked their listeners to purchase a ticket to the event that was hosted by their own personality Michael W. Perry. The program was pre-taped and with each ticket purchase, listeners were able to watch the event which featured local and national celebrities, politicians and artist and received a meal from a restaurant that partnered with the event. Through ticket sales and donations, the gala helped to raise over \$250,000, which was matched by the Ray Foundation, and brought the total to over \$500,000 for the museum.

HOT DOG HUSTLE
HUNTINGTON, WV
KEE 100

For the past 16 years, iHeartMedia Huntington has hosted the West Virginia Hot Dog Festival to benefit the Hoops Family Children's Hospital at Cabell Huntington Hospital. Due to COVID-19,

the festival was unable to take place, so KEE 100 encouraged their listeners to visit local hotdog restaurants and scan the iHeart QR code that automatically entered them into a raffle to win a TV donated by Walmart. The raffle was promoted on-air, online and via social media.

ADOPT-A-CHILD FOR CHRISTMAS
HUNTINGTON, WV
IHEARTMEDIA HUNTINGTON

During the holiday season, iHeartMedia Huntington asked listeners to adopt a local child from Ironton City Missions and Big Brothers/Big Sisters of the Tri-State and gift them with toys and clothing. Listeners picked the names from Angel Trees placed in retail stores or from the 103.3 TCR website. The program was promoted on-air, online and via social media and helped 225 children receive several gifts each for the holiday season.

KUTZ FOR KIDZ
INDIANAPOLIS, IN
REAL 98.3

On August 22, Real 98.3 partnered with Kenny's Academy of Barbering for Kutz for Kidz, in which 100 students received free haircuts and swag bags for the start of the new school year. The event was promoted on-air, online and via social media.



TOP GOLF CHARITY OUTING INDIANAPOLIS, IN IHEARTMEDIA INDIANAPOLIS

iHeartMedia Indianapolis hosted the third annual Topgolf Charity Outing benefiting Riley Children's Foundation to help raise funds for pediatric research and care at Riley Hospital for Children at IU Health. Auction items were donated by clients, sponsors and participants and helped to raise \$5,000 for the cause.

ST. JUDE RADIOTHON JACKSONVILLE, FL 99.1 WQIK

99.1 WQIK partnered with St. Jude Children's Research Hospital on a series of events to help raise money for the organization. The station held their fourth annual radiothon and partnered with businesses to help raise awareness and money for St. Jude's mission of saving children's lives at no financial cost to their families. In 2020, 99.1 WQIK's efforts helped raise over \$200,000 for St. Jude Children's Research Hospital.

26.2 WITH DONNA BREAST CANCER MARATHON JACKSONVILLE, FL 97.9 KISS-FM

For years, 97.9 KISS-FM has been a strong partner with The Donna Foundation's 26.2 With DONNA, a local charity marathon that helps to maintain the Mayo Clinic Breast Cancer Translational Genomics Program. The station promoted the February 2020 marathon on-air, online, on site and through social media to raise event awareness and to collect funds from local listeners. In 2020, 97.9 KISS-FM helped attract nearly 10,000 registered participants for the organization and drive close to \$5 million in economic impact to the community.

TURKEY GIVEAWAY WITH STEVE HARVEY JACKSONVILLE, FL V101.5

V101.5, with the help of The Steve Harvey Morning Show, helped provide turkeys to families in need for Thanksgiving. The station promoted the giveaway on-air and online and asked listeners to nominate those in need of turkeys. The station's efforts helped provide turkey dinners to 80 people in the Jacksonville area.

SISTA STRUT 2020 JACKSONVILLE, FL 93.3 THE BEAT & V101.5

93.3 The Beat & V101.5 held their fifth annual Sista Strut on September 19. Sista Strut aims to heighten awareness about the issues of breast cancer in women of color and provide information on community resources. Sista Strut recognizes the strength of survivors, their family and friends, heightens awareness and promotes early detection and the search for a cure. In 2020, the stations promoted the walk on-air, online and via social media and encouraged listeners to participate and donate, drawing over 1000 participants and raising over \$1,900 for breast cancer resources in the community.

#INISTHENEWOUT CHALLENGE LAS VEGAS, NV SUNNY 106.5, 95.5 THE BULL & 93.1 THE MOUNTAIN

In 2020, Sunny 106.5, 95.5 The Bull and 93.1 The Mountain encouraged their listeners to showcase what they have been doing "in" that they used to do "out" since the start of the quarantine on social media with the hashtag #InIsTheNewOut. The stations teamed up with PlayStudios and myVegas Slots to host the competition

where 20 individuals had the chance to win \$500 for the most creative posts. The station with the most engagement and daily winners of the social media contest could win \$10,000 for their charity of choice, and second and third place stations could win \$5,000 for their charity of choice. Sunny 106.5 won the competition and awarded the Nevada Society for the Prevention of Cruelty to Animals a \$10,000 check, 95.5 The Bull was able to award Catholic Charities of Southern Nevada with a \$5,000 check and 93.1 The Mountain was able to award Project 150 with a \$5,000 check.

STAY HOME FOR NEVADA BENEFIT LAS VEGAS, NV IHEARTMEDIA LAS VEGAS

iHeartMedia Las Vegas teamed up with TV affiliate KSNV-TV to present "Stay Home for Nevada," a 90-minute TV and radio special to benefit the University Medical Center Foundation and The Salvation Army. The iHeartMedia Las Vegas team booked acts including Shania Twain, Shawn Stockman of Boyz II Men, Criss Angel, Human Nature, Murray The Magician, members of the Vegas Golden Knights and many more to perform during the special and encourage people to donate to both charities. Through on-air, online and social media promotion, the benefit was able to raise \$45,000 for the two charities.

A VERY SUNNY CHRISTMAS LAS VEGAS, NV SUNNY 106.5

Sunny 106.5 partnered with TV affiliate CBS KLAS-TV to bring a 60-minute TV and radio special, "A Very Sunny Christmas," to benefit Opportunity Village, a community that provides men and women with all levels of disabilities the chance to lead a life that had previously been unattainable. The concert featured Wayne Newton,

Debbie Gibson, Little Big Town, Darius Rucker, members of the Vegas Golden Knights and Las Vegas Aces and many more to perform during the special and help encourage people to donate to Opportunity Village. The special aired on TV and Sunny 106.5 on December 18, was replayed on Christmas Day and helped raise over \$10,000 for the charity.

DOG OF THE YEAR CONTEST

LAS VEGAS, NV

SUNNY 106.5 & 93.1 THE MOUNTAIN

Sunny 106.5 and 93.1 The Mountain teamed up to be the official media partners for AFAN's Dog Of The Year Contest. Through an online voting system, listeners were encouraged to upload a photo of their dog, then people would vote for who deserved the honor of "Dog of the Year." Prizes were provided by iHeartMedia's partners for first through fifth place winners. Each online vote was \$1, and 100% of the proceeds went to AFAN - Aid for AIDS of Nevada. The contest was promoted on-air, online and via social media and helped raise over \$10,000 for the charity.

ST. JUDE'S CHILDREN'S RESEARCH HOSPITAL RADIOTHON

LAS VEGAS, NV

95.5 THE BULL

95.5 The Bull teamed up with Country Cares for a St. Jude Radiothon to raise money for the children at St. Jude Children's Research Hospital. Over the course of two days, 95.5 The Bull, the Bobby Bones Show, Tay Hamilton, Wayne D and MoJoe encouraged listeners to make a cash donation or become a St. Jude Partner in Hope. At the end of the radiothon, iHeartMedia Las Vegas was able to raise over \$141,000 and register 88 St. Jude

Partners in Hope for the children at St. Jude Children's Research Hospital.

FIRST RESPONDER OF THE MONTH PROGRAM

LAS VEGAS, NV

IHEARTMEDIA LAS VEGAS

Since the start of COVID-19, iHeartMedia Las Vegas and Subaru of Las Vegas teamed up to honor a local first responder through the First Responder Appreciation program. The stations would encourage their listeners to nominate a frontline worker who has made a positive impact in their neighborhood and exemplified a true hero. Each month, four first responders would receive a Subaru of Las Vegas road trip; that would include a rental vehicle from Subaru of Las Vegas, a certificate for a two-night stay at a resort, a round of golf or a Swedish massage, a \$100 Rebel gas card, a Pinot Palette Date Night, a \$50 Classic Rock Coffee and a Custom Jack Art Piece from Custom Jacks.

JUST FORE FUN SCRAMBLE

LEXINGTON, KY

98.1 THE BULL

98.1 The Bull's inaugural Just Fore Fun Golf Scramble welcomed 84 players to the University Club of Kentucky on October 26 to benefit The Nest, a center in Lexington for families and children in crisis. Players enjoyed a day on the course and helped raise over \$12,500 for the center. The scramble was promoted on-air and via the station's eblast.



POLAR PLUNGE
LEXINGTON, KY
 MIX 94.5

For several years, Mix 94.5 has been a proud partner of Special Olympics Kentucky and helped raise funds and awareness for children with special needs. In 2020, the station's efforts included promoting the Polar Bear Plunge where 250 participants dove into 41-degree water, which helped to raise more than \$61,000 to support local Special Olympics athletes.

TEAM KENTUCKY
LEXINGTON, KY
 IHEARTMEDIA KENTUCKY

In the wake of the COVID-19 pandemic, iHeartMedia Lexington created the Team Kentucky website as a way to give local Kentuckians one common viewing place regarding COVID-19 information. The site was hosted on all iHeartMedia Lexington stations' websites and was constantly updated with the most recent guidelines, donation sites, restaurant openings and much more.

DECORATING DOWNTOWN LIMA
LIMA, OH
 MIX 103.3

Downtown Lima, Inc. is a nonprofit with the mission to stimulate economic development, improve the appearance and create a positive image of Lima's downtown as a desirable place to work, live, shop, dine and invest. In December 2020, MIX 103.3 partnered with the organization and promoted local businesses through showcasing their window decorations. The station promoted the initiative on-air, online and via social media, and participating local businesses were eligible to win a advertising package courtesy of iHeartMedia Lima.

TOY HILL TOY DRIVE
LITTLE ROCK, AR
 IHEARTMEDIA LITTLE ROCK

On December 6, iHeartMedia Little Rock stations hosted the 47th annual Toy Hill Toy Drive benefiting the U.S. Marine Corps Toys for Tots program. The drive was promoted on-air, online and via social media. Their efforts collected four semi-trailers full of toys and raised over \$30,000 to help kids in Arkansas have a good holiday.

GIRL SCOUT SHOUT-OUTS
LITTLE ROCK, AR
 KSSN 96

During the last two weeks of January 2020, KSSN 96 helped local Girl Scouts troops sell the cookies. The station used an interactive Google Map to post locations where the troops were selling cookies that day. In addition, KSSN 96 would surprise a random troop each weekend with a live one-hour broadcast from their sale.

FEED THE VETS TURKEY DRIVE
LITTLE ROCK, AR
 KSSN 96

When COVID-19 caused the Arkansas Feed the Vets Food Pantry to cancel their annual fundraisers, KSSN 96 held a special Feed the Vets Turkey Drive on November 13 and 20 to help the organization. The station followed social distancing guidelines while broadcasting live from the pantry to encourage listeners to donate turkeys for the holidays. Their efforts helped collect over 100 frozen turkeys, which was the largest turkey collection in the food pantry's history.

KOST & CHLA GIVING TUESDAY
LOS ANGELES, CA
 KOST 103.5

For the fifth year in a row, KOST 103.5 partnered with Children's Hospital Los Angeles (CHLA) for their Giving Tuesday campaign on December 1. The 13-hour broadcast kicked off on the Ellen K Morning Show and continued throughout the day to encourage listeners to support CHLA's efforts to deliver exceptional care, resources and research to children and families throughout Los Angeles. In 2020, the station raised a record of almost \$435,000, which was a 25% increase in funds raised over 2019.

VALENTINE IN THE MORNING
\$5K GIRL SCOUT COOKIE BUY
LOS ANGELES, CA
 104.3 MYFM

Since 2008, 104.3 MYfm's Valentine in the Morning has held a contest in February for local Girl Scout troops to help them sell Girl Scout cookies. The station promoted the 2020 contest on-air, online and via social media and encouraged people to nominate their local troops online. Once the Girl Scout Troop is selected, the morning show purchases \$5,000 worth of cookies from the winning Troop and they are donated to the Bob Hope USO with military personnel coming through LAX.

COUNTRY CARES RADIOTHON
LOUISVILLE, KY
 97.5 WAMZ

For the 31st year, 97.5 WAMZ continued their partnership with St. Jude Children's Research Hospital with their Country Cares Radiothon on December 3 and 4. During the two-day event, the station dedicated all live broadcasts to sharing St. Jude's message

through a collection of patient stories and vignettes from Country music artists. With the help of our listeners and local partners, the station raised more than \$112,000 in 2020 to support St. Jude Children's Hospital.

NEWSRADIO 840 WHAS LOUISVILLE, KY NEWSRADIO 840 WHAS

In 66 years, the annual WHAS Crusade for Children radiothon and telethon has raised more than \$190 million for children with special needs. NewsRadio 840 WHAS broadcasted the 2020 fundraiser on August 8 after the initial date was postponed due to COVID-19. The station's Terry Meiners served as emcee for the Crusade Variety Show, which took place at the Kentucky Center for the Arts Bomhard Theater. With the help of NewsRadio 840 WHAS and community partners, the 2020 Crusade for Children raised \$4.8 million, making it one of America's most successful telethons.

SISTA STRUT WEEK LOUISVILLE, KY REAL 93.1

From October 17 through 24, Real 93.1 partnered with Kentucky African Americans Against Cancer for Sista Strut Week 2020 to raise awareness for breast cancer in the Louisville community. The station followed social distancing guidelines and provided PPE during daily events that featured car decorations and giveaways at area locations. Real 93.1 was able to reach more than 500 listeners during Sista Strut Week and educate even more members of the community on breast cancer awareness and prevention.

HUNGER RELIEF CAMPAIGN MACON, GA 97.9 WIBB

On April 13, 97.9 WIBB partnered with the Middle Georgia Community Food Banks for a COVID-19 Hunger Relief food giveaway for families affected by the pandemic. The station promoted the campaign on-air, online and via social media. During the giveaway at Macon Coliseum, the station provided Facebook Live updates and helped serve more than 1,300 households and 4,000 people, a record for food distribution in the local metro area.

WZEE MAKE-A-WISH WISH-A-THON MADISON, WI AND MILWAUKEE, WI Z104 MADISON, 97.3 THE GAME AND 95.7 BIG FM

The Wish-A-Thon is Z104 Madison, 97.3 The Game and 95.7 BIG FM's two-day, 24-hour radiothon benefiting Make-A-Wish Wisconsin. During the two-day event on December 9 and 10, listeners heard inspirational stories direct from children and families who have benefited from having their wish granted. The 12th annual Wish-A-Thon raised almost \$258,000 to help Make-A-Wish Wisconsin continue granting the wishes of Wisconsin kids with critical illnesses.



OPERATION TOY DRIVE**MADISON, WI**

1310 WIBA & 101.5 IBA FM

For the eighth straight year, 101.5 WIBA-FM and 1310 WIBA participated in Operation Toy Drive in partnership with Blain's Farm and Fleet Kids Helping Kids Community Toy Drive. During the holiday drive, the stations encouraged listeners to visit local Blains Farm and Fleet locations to buy toys and drop them off in the Kids Helping Kids donation bins near the store exits. Several local police departments in the Dane County area picked up the donated toys and handed them out to deserving families and children in the Madison area. Operation Toy Drive helped provide up to up to \$200,000 in toys for the children in the community.

ZERO HUNGER ZERO WASTE**MADISON, WI**

IHEARTMEDIA MADISON

On May 13, iHeartMedia Madison stations teamed up with Madison area Pick 'n Save and Metro Market stores to collect food donations as part of their Zero Hunger Zero Waste drive. The stations promoted the event on-air, online and via social media and encouraged listeners to donate. Four trailers of non-perishable items were donated to Selfless Ambition, an in-school food pantry helping people in the community who are unable to feed their families due to financial hardship due to the pandemic.

NH TOGETHER FROM HOME BENEFIT SHOW**MANCHESTER, NH**

ROCK 101

On April 17, Rock 101's Greg and the Morning Buzz teamed up with WMUR-TV to raise money to support New Hampshire citizens needing food during

the COVID-19 pandemic. The one-hour NH Together From Home special broadcast featured testimonials from New Hampshire celebrities to encourage fellow residents to support those in need. The event raised \$1.8 million, which was given to the New Hampshire Food Bank to help the organization respond to high demand during the beginning of the pandemic.

IHEARTRADIO FOR THE HOMELESS**MANSFIELD, OH**

IHEARTMEDIA ASHLAND/MANSFIELD

For the second year, iHeartMedia Ashland/Mansfield stations asked listeners to donate new or gently used items such as coats, hats, gloves, socks, sleeping bags, umbrellas and fleece blankets for people in the community who are homeless. The stations partnered with Mechanics Bank locations and had 22 donation drop-off sites across three counties. The drive collected almost 4,000 items, which were distributed to seven area charities across two counties.

VIRTUAL HIGH SCHOOL GRADUATION**MARION, OH**

1490 WMRN

Due to the COVID-19 pandemic, Marion area high school and colleges were not able to hold in-person graduations and were looking for the best ways to honor graduates and allow families to still take part in the ceremonies. In May 2020, 1490 WMRN broadcasted the schools' individual graduation ceremonies so listeners and each graduate's family and friends could celebrate their accomplishments. The station also recorded the events to allow on-demand playback anytime.

CINCO ON CINCO FOOD**BANK RADIOTHON****MCALLEN, TX**

WILD 104

During the COVID-19 pandemic, the Food Bank of Rio Grande Valley held distribution food days to provide necessities to those who lost their jobs and were not able to provide food for their families. On May 5, Wild 104 held their Cinco on Cinco Food Bank Radiothon to help raise money for the food bank. The station promoted the radiothon on-air, online and via social media and interviewed the Food Bank CEO Stuart Haniff about how the organization would utilize donations. The 2020 Cinco on Cinco Food Bank Radiothon raised \$9,200 to help provide meals to families in need in the Rio Grande Valley area.

WORLD SUICIDE PREVENTION DAY**& SUICIDE PREVENTION WEEK****MELBOURNE, FL**

KISS 95.1

To Write Love on Her Arms is a Florida-based nonprofit organization dedicated to presenting hope and finding help for people struggling with depression, addiction, self-injury and suicide. Each year for World Suicide Prevention Day on September 10, the organization launches a campaign to raise awareness, equip people with ways to educate, create conversations surrounding mental health within their communities and to raise money to invest into treatment. For the third straight year, KISS 95.1 partnered with To Write Love on Her Arms to bring awareness to World Suicide Prevention Day and Suicide Prevention Week and created a link and online videos to help contribute to the important cause.

**MILWAUKEE WAR MEMORIAL FIELD OF FLAGS
MILWAUKEE, WI
NEWS/TALK 1130 WISN**

On August 29, New/Talk 1130 WISN partnered with the Milwaukee War Memorial Center to commemorate the 75th anniversary of the end of World War II. The station helped solicit volunteers to construct the Milwaukee Field of Flags, a display at the War Memorial Center that included a flag for each of the 2,975 Milwaukeeans who gave their lives during World War II. Hundreds of local residents volunteered to plant flags and create the majestic field of flags at the War Memorial Center Monument.

**HATSGIVING
MILWAUKEE, WI
FM106.1**

In 2012, eight-year-old Jeremy Wernick started Hatsgiving as a way to do something nice for children with cancer. Hatsgiving has since donated more than 11,000 hats to different children's hospitals around the nation. For the second straight year, FM106.1 collected hats for the organization, encouraging listeners to drop them off at the station. In 2020, FM106.1 exceeded their goal of collecting 106 hats by collecting 225, which were donated to children going through chemotherapy treatment to keep their heads warm.

**K102 ST. JUDE RADIOTHON
MINNEAPOLIS, MN
K102**

Since becoming one of the first radio stations to hold a St. Jude radiothon 28 years ago, K102 devotes two days every year to raise funds for St. Jude Children's Research Hospital in Memphis. On December 9 and 10, K102 held their 2020 event, which included

morning show personality Chris Carr being on the air for the entirety of the radiothon and encouraging listeners to donate. The 2020 radiothon raised more than \$1 million, bringing K102's St. Jude radiothon total to more than \$25,748,000 since its inception.

**KDWB'S DAVE RYAN SHOW WHERE IS THE LOVE
MINNEAPOLIS, MN
101.3 KDWB**

After Minneapolis resident George Floyd was killed by police on May 25, people throughout Minnesota and the rest of the country held protests against police brutality against Black men and women. On May 29, 101.3 KDWB's morning show host Dave Ryan played "Where is the Love" by the Black Eyed Peas over and over on his show to let listeners know that the station wanted to hear their thoughts and opinions. Many residents called into the program to share their own personal stories and points of view.

**ADAM THIELEN COVID RELIEF RADIOTHON
MINNEAPOLIS, MN
KFAN**

On April 9, KFAN partnered with Minnesota Viking receiver Adam Thielen for a 13-hour COVID Relief Virtual radiothon. Thielen and wife Caitlin joined KFAN on-air hosts from his home all day as other Minnesota athletes, coaches, team executives and community partners also called in and encouraged listeners to donate. The radiothon raised \$280,000, which was donated to The Salvation Army, Second Harvest Heartland, Fairview Health Services and MN Disaster Recovery Fund for Coronavirus.



CITIES97 GIVES BACK MINNEAPOLIS, MN CITIES 97.1

After 30 years producing its annual Cities 97.1 Sampler CD, Cities 97.1 started a new tradition in 2019 with their first Cities Gives Back Live Concert. When they weren't able to host a follow-up concert in 2020, the station found another way to continue to raise money for Minnesota charities. The station took applications from local nonprofits in need of financial assistance and exposure for a six-week media campaign highlighting who they are, what they do and how the Twin Cities can help support them.

TWIN CITIES NEWS TALK MILITARY RADIO SHOW MINNEAPOLIS, MN TWIN CITIES NEWS TALK

With nearly 308,000 veterans and tens of thousands of guard and reserve troops, Minnesota is a state committed to supporting those who serve and their families. Since 2010, Twin Cities News Talk has produced a 30-minute radio program highlighting the work and sacrifices by Minnesota military families. The show is produced by Zach Halverson and distributed throughout the state. In addition, listeners could visit minnesotamilitaryradiohour.com to listen to past shows and see important links, news and updates.

OUT OF THE COLD MINNEAPOLIS, MN KOOL 108

With 6,000 youth in Minnesota not having a place to call home on any given night, HOPE 4 Youth provides pathways to end youth homelessness in the Minnesota community. Kool 108 held a kickoff event in November for the

nonprofit organization's Out of the Cold campaign, a life-changing, six-week campaign that raises awareness of youth experiencing homelessness by asking people to be "out in the cold" for an hour. During the kickoff, the station encouraged listeners to stop by for free goodies and to drop off donations. Their efforts helped raise almost \$34,000 for HOPE 4 Youth to continue meeting the basic needs of youth and providing them the tools to thrive.

FILL THE BUS SCHOOL SUPPLY DRIVE MINOT, ND IHEARTMEDIA MINOT

iHeartMedia Minot stations teamed up with the Minot Sunrise Rotary for their annual Fill The Bus School Supply Drive on August 5. The stations asked listeners to donate items including sanitizing wipes, binders, pens, tissues and accordion folders for local children and used curbside drive-by pickup to ensure social distancing. Their efforts helped collect school supplies for over 3,000 families, which was distributed by the Salvation Army.

COVID-19 INFORMATION WEBSITE MINOT, ND 910 AM KCJB

In March, 910 AM KCJB created a one stop website for local businesses to get information on resilience funding, and a location for the public to go to find out local business information. The station promoted the site on-air, online and via social media. In addition, 910 AM KCJB ran press briefings from national, state and local agencies surrounding the ever-changing guidelines around the pandemic throughout the entire year.

RADIOTHON TO BENEFIT ST. JUDE MOBILE, AL AND BILOXI, MS 95KSJ & K99

On December 3 and 4, 95KSJ partnered with sister station K99 in Biloxi for a two-day radiothon to benefit St. Jude Children's Research Hospital. The 2020 theme was "We Won't Stop" until no child dies from cancer, sickle cell and other life-threatening illnesses. The stations promoted the radiothon on-air, online and via social media and broadcast both days from 5 a.m. to 7 p.m. Their efforts helped raise more than \$216,000 to benefit those who've been treated by St. Jude, including more than 100 families along the Alabama coastline.

COUNTRY CARES ST. JUDE RADIOTHON MONTEREY, CA 92.7 KTOM

92.7 KTOM was the first ever station to hold the Country Cares Radiothon to benefit St. Jude Children's Research Hospital. Their 2020 radiothon, which took place on December 3 and 4, featured St. Jude stories, interviews with patients and performances to encourage listeners to donate and become Partners in Hope. 92.7 KTOM raised more than \$67,000 to help the children at St. Jude fight cancer.

RIVER OF HOPE RADIOTHON NASHVILLE, TN 107.5 THE RIVER (WRVW)

In December 2020, 107.5 The River hosted its annual River of Hope Radiothon to raise money for the Monroe Carrol Jr. Children's Hospital at Vanderbilt. The 2020 radiothon raised over \$208,000 for children in need.

ST. JUDE RADIOTHON
NASHVILLE, TN
THE BIG 98 (WSIX)

In December 2020, The BIG 98 hosted its annual Country Cares radiothon benefitting the St. Jude Children's Research Hospital in. The two-day radiothon featured incredible stories and heroes and raised over \$403,000 to benefit the children being treated at St. Jude.

SCOTTY SALUTES A SUPER SENIOR
NEW ORLEANS, LA
101.1 WNOE

When the COVID-19 pandemic first caused schools to close, 101.1 WNOE teamed with Country music superstar Scotty McCreery for Scotty Salutes a Super Senior to honor and recognize a local senior using the extra time to do good in the community. Seniors submitted their senior picture and a 101 words or less note sharing why they were a "super senior" and deserved to win. Rayna Oggs from Chalmette High School was selected the winner for making over 700 free masks by hand for her community during the beginning of the pandemic and won a private, virtual concert and Q&A with Scotty for her and her friends.

IHEARTMEDIA TOY GIVEAWAY
WITH TOYS FOR TOTS
NEW ORLEANS, LA
Q93

On December 12, Q93 collected toys for the U.S. Marine Corps Toys for Tots toy drive. The station promoted the drive on-air, online and via social media encouraging listeners to drop off new toys at locations through the greater New Orleans area. Their efforts helped collect more than 2,500 toys and stocking stuffers for local children to have during the holidays.

LITE-FM'S HOPE FOR THE
HOLIDAYS RADIOTHON
NEW YORK CITY, NY
106.7 LITE FM

106.7 Lite FM partnered with the Hassenfeld Children's Hospital for the third annual Lite FM Hope for the Holidays Radiothon on December 17. During the radiothon, the station played holiday music and shared heartwarming stories from children, their families and staff at Hassenfeld Children's Hospital. Their efforts have raised more than \$1.2 million to help the experts at Hassenfeld Children's Hospital study childhood illnesses, support families when they need it most and provide lifesaving care to kids across the local tri-state area.

TRANS-SIBERIAN ORCHESTRA
NEW YORK CITY, NY
Q104.3

Every year, the Q104.3 Trans-Siberian Orchestra Christmas Concert donates a portion of ticket sales to help God's Love We Deliver, which cooks and home-delivers nutritious, medically tailored meals for people too sick to shop or cook for themselves. When the pandemic prevented the orchestra from performing their usual live concert, the orchestra created a live stream experience, and Q104.3 included donation messaging on-air and online to encourage listeners to purchase tickets and donate directly to God's Love We Deliver. Q104.3 and the Trans-Siberian Orchestra helped raise \$7,000 for the charitable organization.



#CHANGE4CHANGE RADIOTHON**NEW YORK CITY, NY**

POWER 105.1

For the past four years, The Breakfast Club has held their #Change4Change Radiothon to benefit a different non-profit organization. DJ Envy, Angela Yee and Charlamagne Tha God decided to give back directly to their listeners in 2020 by asking them to write in and share how the morning show could help. During the November 19 radiothon heard on 80 stations including flagship Power 105.1, the hosts gave away more than \$35,000 on-air as needed in real time to listeners ranging from essential workers to families in need.

THANK YOU TO OUR EVERYDAY HEROES**NEW YORK CITY, NY**

103.5 KTU

In March and April 2020, 103.5 KTU held a Thank You to Our Everyday Heroes campaign to honor first responders and inspire listeners. The station asked listeners to submit their everyday heroes for a chance to win a one month supply of Rao's and a De'Longhi convection oven. Every Thursday morning, on-air hosts Carolina and Greg T also shouted out teachers and friends submitted by local children to the KTU Kids Club via the KTU Instagram account. In addition, midday host Wendy aired messages from the station's Instagram audience who wanted to thank first responders and healthcare professionals.

Z100 ESSENTIAL WORKER RECOGNITION**NEW YORK CITY, NY**

Z100

In March and April 2020, Z100's Elvis Duran and the Morning Show recognized essential workers. For Elvis Duran x the Empire State Building, the morning show host honored a first responder every night with music to the light show from the Empire State Building set

to Alicia Keys' hit, "Empire State of Mind." In addition, the morning show gave away \$1,000 to an essential worker or someone who has been affected by COVID-19 each weekday.

WHYHUNGER HUNGERTHON**NEW YORK CITY, NY**

IHEARTMEDIA NEW YORK

WhyHunger launched the Hungerthon campaign in 1975 as an annual Thanksgiving radio tradition to raise money and build awareness about the root causes of hunger. In 2020, iHeartMedia New York stations partnered with the WhyHunger organization for the 35th annual event. Stations raised awareness through a PSA campaign, social media posts and several community affairs interviews and the donation of autographed copies of books from Elvis Duran and Charlamagne Tha God for WhyHunger's Giving Tuesday Auction. WhyHunger raised more \$1.1 million to provide critical funds for community-driven efforts to solve hunger and build social justice for all.

BEST OF THE 7CITIES**NORFOLK, VA**

103 JAMZ & 92.1 THE BEAT

103 JAMZ and 92.1 The Beat highlighted local people and businesses during the third annual "Best of the 7Cities" campaign in February 2020. The stations asked listeners to nominate the area's best barbershop, car wash, hair salon, activist, teacher, pastor and more and vote for their favorites to win the title of "Best of the 7Cities." The contest received over 6,000 nominations, which the stations narrowed to four finalists and one winner in each category. Each winner received an award to display in their home or business naming them "Best of the 7Cities."

BLACK-OWNED BUSINESS FILE**NORFOLK, VA**

92.1 THE BEAT & 103 JAMZ

During Black Business Month in August, 103 JAMZ and 92.1 The Beat created a webpage of local Black-owned businesses. The stations promoted the site on-air, online and via social media so listeners could visit the site and learn how to support local businesses. More than 600 business owners submitted their information and were included on the Black-owned Business File site.

VA TO GO**NORFOLK, VA**

IHEARTMEDIA NORFOLK

When local Hampton Roads restaurants were forced to close their dining rooms to avoid the spread of COVID-19, iHeartMedia Norfolk created VA To Go, an online list of restaurants. Beginning in April 2020, the stations promoted the listing on-air, online and via social media and encouraged listeners to visit the site for information on alternative dining options including new hours, curbside pickup and outdoor dining. More than 300 local restaurants were included on the VA To Go site.

PUMPKIN PULL-UP**NORFOLK, VA**

103 JAMZ & 92.1 THE BEAT

On October 31, 103 JAMZ and 92.1 The Beat held their Pumpkin Pull-Up to create a safe event for children who still wanted to trick-or-treat during the pandemic. During the drive-thru event, families picked up bags of candy delivered by on-air staff while the Norfolk Police Department helped with traffic control and maintaining COVID-19 policies. The 2020 Pumpkin Pull Up

gave out over 1,100 bags of candy to the Hampton Roads community.

KAT 103.7 CHILDREN'S HOSPITAL & MEDICAL CENTER RADIOTHON

OMAHA, NE
KAT 103.7

Kat 103.7 held their annual radiothon on August 20 and 21 to raise money for the Children's Hospital & Medical Center. Since its start 18 years ago, nearly 17,000 listeners have contributed more than \$4.5 million to help Children's Miracle Network Hospitals. In 2020, on-air personalities Steve & Gina broadcasted for 25 hours, including speaking with patient families via zoom to share their stories, while volunteers accepted phone donations. Their efforts helped raise more than \$280,000 to help the hospital care for patients, secure equipment and conduct important research.

HYDRATE FOR HOPE

OMAHA, NE
KAT 103.7

On July 23, Kat 103.7 held their annual Hydrate for Hope bottled water drive to benefit The Open Door Mission Homeless Shelter. The station promoted the event on-air, online and via social media and encouraged listeners to drop off bottles of water in the station's parking lot. Listeners donated 35,000 bottles of water during the four-hour broadcast, which Open Door Mission was able to distribute to the homeless population during the hot summer months.

TREK UP TOWER **OMAHA, NE** 99.9 KGOR

On February 15, 99.9 KGOR sponsored the 2020 Trek Up Tower to benefit the mission of The Wellbeing Partners elevating work-site wellness programs and promoting health in the community. The station promoted the event on-air, online and via social media and encouraged listeners to participate in the event, which involved walking 870 steps and 40 floors in the First National Building. The station helped raise an estimated \$50,000 and generated awareness for health in the workplace.

MILLION MEAL CRUSADE **PHOENIX, AZ** 102.5 KNIX

102.5 KNIX's Million Meal Crusade started almost 15 years ago with the goal of collecting one million cans of food to help the St. Vincent De Paul pantry feed local families in need. Since its inception, the Million Meal Crusade helped the station deliver over 22 million cans of food to the pantry. In 2019, the station and partner Albertson-Safeway expanded the drive and created the Million Meal Crusade and continued their efforts in November 2020 to provide over a million meals to families in need during the holiday season via can donations, cash and Turkey Bucks. With the help of listeners, the 2020 Million Meal Crusade reached its goal and collected almost 1,345,000 meals for local residents.



STUFF A BUS
PITTSBURGH, PA
 96.1 KISS

For 2020, 96.1 Kiss changed their annual Stuff a Bus Toys for Tots drive to a drive-thru event. The station also partnered with the Pittsburgh Penguins foundation to accept cash donations, which the foundation matched up to \$10,000; sold commemorative T-shirts with proceeds benefiting the cause and created an Amazon Wish List where listeners could purchase toys that were directly sent to the U.S. Marine Corps Toys for Tots organization. Their efforts helped collect 56 buses worth of toys, including more than 300 bikes, to give to local children during the holidays.

'DVE ROCKS CHILDREN'S HOSPITAL RADIOTHON
PITTSBURGH, PA
 102.5 DVE

102.5 DVE held their 13th annual DVE Rocks Children's Hospital Radiothon on September 23 through 25 to UPMC Children's Hospital of Pittsburgh. Although the radiothon was not able to be held at the hospital like previous years due to COVID-19 restrictions, the station's on-air personalities Randy Baumann, Bill Crawford, Val Porter, Mike Prisuta, Michele Michaels and Chad Tyson were still able to share stories from patients, families and staff via Zoom to listeners. The 2020 DVE Rocks Children's Hospital Radiothon raised more than \$820,000 over three days to help the hospital treat local children.

KEX KIDS FUND
PORTLAND, OR
 1190 KEX

When 1190 KEX could not conduct their normal KEX Kids Fund event to

raise money to provide eyeglasses and hearing aids for school children throughout the state of Oregon and Southwest Washington, the station decided to go completely online for the holiday fundraiser. The 35th annual KEX Kids Fund was promoted through PSAs, promotions and hourly mentions on the Mark Mason Show throughout November and December. In 2020, the KEX Kids Fund raised more than \$117,000 for local children.

LEND A HELPING CAN
PORTSMOUTH, NH
 100.3 WHEB

For the past 30 years, Lend a Helping Can has raised money for 12 New England charitable agencies that feed homeless residents and those in need. The 2020 fundraiser on November 20 hosted by 100.3 WHEB's Greg and the Morning Buzz faced new challenges with limited staff and auction item availability. The station promoted the fundraiser on-air, online and via social media and encouraged listeners to bid on auction items and donate online. Their efforts helped raise a record \$268,000 in 2020 and Lend a Helping Can has raised over \$1.6 million since 1990.

VIRTUAL TOYS FOR TOTS DRIVE
PORTSMOUTH, NH
 IHEARTMEDIA NEW HAMPSHIRE

Every year, iHeartMedia New Hampshire stations have held two Toys for Tots drives. Instead of canceling the drives in 2020, the stations opted for a virtual event in December which they promoted on-air, online and via social media. Their efforts helped raise a record almost \$86,000 and collect over 10,000 toys for local children.

STUFF-THE-BUS
POUGHKEEPSIE, NY
 IHEARTMEDIA POUGHKEEPSIE

In 2020, iHeartMedia Poughkeepsie held two Stuff-The-Bus food drives to collect non-perishable food items to be donated to Catholic charities and distributed to Hudson Valley residents. The stations promoted the events on-air, online and via social media to encourage listeners to drop off food and money at three local Stop-N-Shop grocery locations. The June event collected 4,500 pounds of food and more than \$3,500 in donations, and the December drive collected 10,500 pounds of food and \$4,000 in donations.

LITTLE WOODY MINI GOLF CLASSIC
PROVIDENCE, RI
 94 HJY

94 HJY held their fifth annual Little Woody Mini Golf Classic on September 20 to benefit Tomorrow Fund, a nonprofit organization that provides financial and emotional support to children with cancer and their families who are treated at Hasbro Children's Hospital. The station promoted the fundraiser on-air and via social media. Their efforts helped raise almost \$5,500 for the Tomorrow Fund.

COVER THE IE COLLECTION DRIVE
RIVERSIDE, CA
 99.1 KGGI

On November 21 and 22, 99.1 KGGI hosted their fifth annual Cover the IE Collection Drive to benefit Water of Life Community Church's CityLink ministry, which provides a variety of services for local residents in need. During the live broadcast, the station encouraged listeners to donate gently used clothing, blankets, new personal hygiene products and more. In 2020, the Cover The IE

Collection Drive collected over 5,000 items for the Water of Life Community Church, the largest to date.

TOYS FOR TOTS **ROCHESTER, MN** LASER 101.7

In December 2020, Laser 101.7 was the radio partner for the U.S. Marine Corps Toys for Tots of Southeast Minnesota. The station's on-air hosts promoted the toy drive on-air and encouraged listeners to stop by drive-thru locations throughout the area. Their efforts helped collect 25,000 toys, which were given to 8,500 Southeast Minnesota children in six counties, an increase over the 2019 drive.

CARES FOR KIDS RADIOTHON **ROCHESTER, NY** MIX 100.5 & NEWSRADIO WHAM 1180

On February 13 and 14, Mix 100.5 and NewsRadio WHAM 1180 hosted their annual Cares for Kids Radiothon to benefit the Golisano Children's Hospital. The station broadcasted live from the hospital's lobby, speaking with doctors, nurses, other hospital staff and families of children who have utilized the hospital's services in an effort to encourage listeners to donate. In 2020, Mix 100.5 and NewsRadio WHAM 1180 raised almost \$225,000 for Golisano Children's Hospital.

EDUCATOR OF EXCELLENCE AWARDS **SACRAMENTO, CA** IHEARTMEDIA SACRAMENTO

iHeartMedia Sacramento partnered with Lasher's Elk Grove Subaru for the 2020 Educators of Excellence Awards to recognize the extraordinary new lengths teachers are going to during the pandemic. For the eight-week campaign, the stations asked area parents, students, administrators and

the community's to help nominate educators. The six selected teachers each received \$500 to help them with their efforts and were also showcased on iHeartMedia Sacramento stations and websites.

WARRIOR FOUNDATION FREEDOM **STATION GIVE-A-THON** **SACRAMENTO, CA** TALK 650 KSTE

For the last 16 years Talk 650 KSTE's Armstrong & Getty Show has helped the Warrior Foundation Freedom Station purchase plane tickets for injured warriors so they can spend the holidays at home with their families. The station promoted the fundraiser on-air, online and via social media and encouraged listeners to donate during the November 20 radiothon. Although expectations for 2020 were tempered due to the pandemic's widespread effect on families and the economy, the Warrior Foundation Freedom Station Give-A-Thon exceeded expectations and eclipsed previous efforts. Armstrong & Getty raised more than \$1.2 million to help injured service members reunite with their families for the holidays.

URBAN LEAGUE FOOD **& PPE EQUIPMENT DISTRIBUTION** **SAINT LOUIS, MO** 100.3 THE BEAT, MAJIC 104.9 & HALLELUJAH 1600

From May through December 2020, Majic 104.9, Hallelujah 1600 and 100.3 The Beat partnered with the Urban League of Metropolitan St. Louis to distribute food and PPE equipment to local residents. The stations promoted the weekly distribution events on-air and via social media to encourage listeners to stop by. Their efforts helped ensure more than 36,000 families had food and could protect themselves from COVID-19.



DINE & DONATE**SALISBURY, MD**

IHEARTMEDIA SALISBURY

On September 29, iHeartMedia Salisbury partnered with a local restaurant for a dine and donate event to raise money for St. Jude Children's Hospital. The stations promoted the fundraiser on-air, online and via social media and their efforts helped raise more than \$300 for St. Jude's lifesaving work.

RADY CHILDREN'S GIVE A THON**SAN DIEGO, CA**

IHEARTMEDIA SAN DIEGO

On December 9 and 10, iHeartMedia San Diego stations held a Give A Thon to benefit Rady Children's Hospital. All eight stations broadcasted live from their studios with on-air hosts interviewing former patients, physicians and the parents and families of patients currently being treated at the hospital, who all shared their stories and experiences with station listeners. The 2020 Rady's Children Give A Thon raised more than \$500,000 to help fund lifesaving technology and research, provide a safety net for children with little or no private medical insurance and create a healing environment for patients and their families.

EAST COUNTY TOY & FOOD DRIVE**SAN DIEGO, CA**

NEWSRADIO 600 KOGO

For years, Newsradio 600 KOGO has helped The Salvation Army East County collect financial donations and toys for area residents in need. With so many families struggling due to the pandemic in 2020, that station decided to expand their normal holiday drive to help the Salvation Army's goal of helping three times as many people than they did in 2019. The station's efforts included a drive-thru

food and toy drop off, a virtual red kettle for online donations and an Angel Tree where specific toys could be purchased and donated through a retail partner. They were able to collect 850 toys, 100 stocking stuffers and \$3,000 to help those in need during the holiday season.

ROCK THE HARVEST**SEATTLE, WA**

102.5 KZOK

102.5 KZOK hosted their 23rd annual Rock the Harvest event on October 1 to benefit Northwest Harvest, a statewide hunger relief agency that supports 375 food banks, meal programs and high-need schools. During the 12-hour broadcast, hosted by The Danny Bonaduce and Sarah Morning Show, the station asked listeners for \$102.50 to feed a family of four for one month. Despite the pandemic, the 2020 Rock the Harvest grew listener donations by 33% over the previous year and raised more than \$115,000 for Northwest Harvest.

JODI & BENDER'S FILL THE TRUCK**SEATTLE, WA**

95.7 THE JET SEATTLE

95.7 The Jet's Bender and Jodi in the Mornings hosted the inaugural Jodi & Bender's Fill the Truck Food Challenge to collect food donations to benefit Food Lifeline, a food network powered by Feeding America that distributes food to over 300 food banks, shelters and meal programs in the Western Washington area. From July 15 to July 22, the duo broadcasted from the top of a 53-foot trailer truck in the Renton Fred Meyer parking lot until it was filled with non-perishable food items. Bender remained camped out on top of the truck day and night during the eight-day drive, which also asked listeners to make online

donations to a special website. Jodi & Bender's Fill the Truck Food helped Food Life provide over 220,000 meals for those in the community.

IAN FURNESS GEORGETOWN BEER FUNDRAISER**SEATTLE, WA**

SPORTS RADIO KJR

When Sports Radio KJR's annual The Mayor Of Maple Valley Open fundraiser hosted by Ian Furness and Jason Puckett was canceled because of the pandemic, the station launched the Ian Furness Georgetown Beer Fundraiser. The station partnered with Georgetown Beer to sell The Mayor specialty beer and donated 100% of proceeds to three local charities. The fundraiser raised \$12,000 for Hilinski's Hope, which fights for mental health of student athletes; Jordan Morris Foundation, which supports kids with Type 1 Diabetes; and Avery Huffman Foundation, which is committed to finding a cure for Diffuse Intrinsic Pontine Glioma (DIPG) tumors.

CANCEL HUNGER FOOD DRIVE**SEATTLE, WA**

KUBE 93.3

On November 19, KUBE 93.3 hosted their second annual CANcel Hunger Food Drive to benefit Food Lifeline, which provides 134,000 meals per day to local residents experiencing hunger. The team was on-site at a local Fred Meyer grocery store and listeners were able to drop off their donations in designated socially distancing enforced areas. In addition, listeners were able to donate online if they were not able to stop by the drive. The 2020 CANcel Hunger Food Drive collected more than 50 boxes, the equivalent of 1,000 pounds of food for those in need.

CHROMESCHOOL **SEATTLE, WA** **IHEARTMEDIA SEATTLE**

When the pandemic resulted in local students switching to virtual learning, iHeartMedia Seattle launched their Chromeschool campaign to address the needs of students who don't have regular access to a computer. For three weeks in September, HITS 106.1, 1090 KJR, 96.5 JACK-FM, KUBE 93.3 and 102.5 KZOK gave listeners keywords to text every hour from 6 a.m. – 6 p.m. for their chance to win a Chromebook. Thanks to the stations' efforts, 15 Chromebooks were given to local students to help them get through the school year.

106 DAYS OF GOOD **SEATTLE, WA** **HITS 106.1**

The HITS 106.1's on-air team decided to do some good in the world with their 106 Days of Good campaign during the summer of 2020. As part of the campaign, each host performed one good deed a day and encouraged listeners to do the same. Deeds included fostering kittens, mailing postcards to people, returning grocery carts, paying for people's coffees, donating pet food, buying people groceries and more.

KG95 CARING FOR KIDS MEDIATHON **SIOUX CITY, IA** **YOUR VARIETY STATION KG95**

KG95 partnered with local NBC affiliate KTIV for their Caring for Kids Mediathon to benefit the Children's Miracle Network Hospitals on November 12 and 13. Due to COVID-19 restrictions, the mediathon was broadcasted from the studios for 12 hours each day with live updates from St. Luke's

Hospital. Afternoon host Rob Powers shared stories from friends and families in the Siouxland community who have been touched by or have utilized the Children's Miracle Network Hospitals. The station was able to raise almost \$89,000 to help support the health of 10 million children each year across the U.S.

FREE GAS FOR HEALTHCARE WORKERS **SOMERSET, KY** **IHEARTMEDIA SOMERSET**

On April 22, iHeartMedia Somerset partnered with the Don Franklin Auto Group to thank health care workers by giving away free gas. The stations promoted the event on-air, online and via social media and encouraged local heroes to stop by a local Shell gas station. Their efforts helped give away more than 1,600 gallons of gas to local health care workers.

SHARE THE LIGHT RADIOTHON **SPRINGFIELD, MO** **ALICE 95.5**

Alice 95.5 created the Share The Light campaign to raise awareness and money for Project Share, a local fund dispersed by the Ozarks Area Community Action Corporation to assist families unable to pay their utility bills during the winter. In 2020, sister stations 105.9 KGBX, 100.5 The Wolf and US97 joined Alice 95.5 and broadcasted for 12 hours on December 12 in front of the iHeartMedia Springfield station. During the radiothon, the stations encouraged listeners to purchase Christmas-themed red and green light bulbs for the program, helping raise more than \$26,000 to help local families in need with their utility and heating bills.



HUNGERTHON RADIOTHON SPRINGFIELD, MO IHEARTMEDIA SPRINGFIELD

US 97, Alice 95.5, 100.5 The Wolf, and 105.9 KGBX hosted the 22nd annual Hungerthon Radiothon from September 11 through 14. The stations broadcasted live in front of the iHeartMedia Springfield office to raise money for Ozarks Food Harvest's Weekend Backpack program, which provides food insecure children with a backpack full of nutritious meals to take home on the weekends when they might otherwise have gone hungry. Listeners were asked to call in or donate online to sponsor a backpack. In 2020, the radiothon raised a record-breaking \$253,000, which provided more than 700 kids with six meals and personal hygiene products every weekend during the school year. Hungerthon has raised more than \$2.3 million to fight hunger in the Ozarks.

BACKPACK SNACKS FOR KIDS SUSSEX, NJ 102.3 WSUS

Although local school programs help children eat during the week, there are many children who spend weekends hungry. On March 21, 102.3 WSUS held a virtual spring food drive to benefit the Sussex County Division of Social Services Food Pantry. The station promoted the drive on-air, online and via social media and encouraged listeners to donate food. The Backpack Snacks For Kids drive collected several thousand pounds of food and thousands of dollars to help feed local children in need.

UPSTATE GOLISANO CHILDREN'S HOSPITAL RADIOTHON FOR KIDS SYRACUSE, NY Y94 & WSYR

On February 27 and 28, Y94 and 570 WSYR partnered with the Upstate Golisano Children's Hospital for their annual radiothon to help the hospital provide care for more than 100,000 children every year. The stations broadcasted live from the hospital's lobby to highlight specific needs for the hospital, share patient stories and encourage people to donate to the hospital. Their combined efforts raised over \$250,000 to help fund programs and purchase equipment for Central New York's sick and injured children.

BIG COAT BUNDLE TOLEDO, OH IHEARTMEDIA TOLEDO

iHeartMedia Toledo stations partnered with Designetics, Lucas County Children's Services, Toledo Christian Schools and Calvary Church for their Big Coat Bundle drive to provide coats for local children. During our four-week campaign starting on November 2, the station collected coats by having a coat drive located at partnered locations. The 2020 Big Coat Bundle collected over 2,000 coats for Lucas County Children Services, the agency responsible for leading the community in the protection of children throughout Lucas County.

ZACK & JIM ALL AMERICAN HEROES GOLF TOURNAMENT WACO, TX WACO 100

On June 12 and 13, WACO 100 held their 27th annual golf tournament and raised money for American Valor Foundation, which aims to carry on U.S. Navy SEAL Chris Kyle's legacy through events by living

his motto, "It is our duty to serve those who serve us." The 2020 Zack & Jim All American Heroes Golf Tournament was promoted on-air and online. More than 100 golfers participated in the scramble style tournament, helping WACO 100 raise \$30,000 for first responders and active and retired military.

HOT 99.5'S YOUR MORNING SHOW RECOGNIZES FRONT LINE HEROES WASHINGTON, DC HOT 99.5

As COVID-19 swept through Washington, D.C. and the rest of the world, HOT 99.5's Your Morning Show highlighted front line heroes including doctors, nurses, police officers and more by delivering custom Front Line Hero signs to individual homes. Beginning in April, the station promoted the campaign on-air, online and via social media and delivered 100 signs during the campaign to raise awareness for and express their gratitude to frontline workers during the pandemic.

97.1 WASH-FM'S WASH FOR KIDS RADIOTHON WASHINGTON, DC 97.1 WASH-FM

97.1 WASH-FM's annual WASH for Kids Radiothon seeks to raise money for the nonprofit Children's National Hospital in Washington, D.C. On December 17 and December 18, 97.1 WASH-FM staff virtually broadcasted live to encourage listeners to donate money to help young children in need. During the radiothon, the station shared live interviews from patients and personal stories. In 2020, the WASH for Kids Radiothon raised almost \$460,000 for the hospital, bringing their collective radiothon grand total to more than \$3 million.

98.7 WMZQ COUNTRY CARES RADIOTHON**WASHINGTON, DC**

98.7 WMZQ

On December 3 and December 4, 98.7 WMZQ hosted their Country Cares for St. Jude Kids Radiothon to raise money for the treatment of childhood cancer and other pediatric diseases. WMZQ personalities shared patient stories and interviews during the event and encouraged listeners to join in the fight against childhood cancer and diseases by becoming Partners in Hope. In 2020, 98.7 WMZQ's radiothon to benefit St. Jude Children's Research Hospital raised almost \$515,000, bringing the station's 27-year radiothon total to over \$17 million.

ONE MORE LIGHT WALK**WASHINGTON, DC**

DC101

DC101 has actively participated in various programs with the Washington, D.C. area chapter of the American Foundation for Suicide Prevention since 2017. In 2020, DC101 encouraged listeners on-air, online and via social media to virtually participate alongside DC101 on-air personality Roche in the One More Light Walk on October 24 in support of the foundation's annual Out of the Darkness Washington, D.C. Walk. The station's efforts have helped raised more than \$150,000 for American Foundation for Suicide Prevention over the past three years.

BIG 100'S 12 STRAYS OF CHRISTMAS**WASHINGTON, DC**

BIG 100

BIG 100's 12 Strays of Christmas seeks to provide homes for animals in local D.C. area shelters. During the month of December, midday host Lisa Berigan spotlighted different animals in need of homes and encouraged listeners to consider adoption. The campaign was promoted through on-air mentions,

website promotion and social media. In 2020, BIG 100 helped provide homes to 12 animals in need before the holidays and drew awareness to many more animals that need to be adopted.

AMERICAN CANCER SOCIETY**WICHITA, KS**

CHANNEL 96.3

The American Cancer Society started Making Strides Against Breast Cancer walks to unite communities in the fight against this deadly disease. Throughout 2020, Channel 96.3 partnered with the nonprofit organization on the walk and other initiatives to help fund the organization's groundbreaking breast cancer research and patient services. The station promoted the campaigns on-air, online and via social media and interviewed ACS representatives for the local public affairs program. Channel 96.3's efforts helped American Cancer Society of Sedgwick County raise \$500,000 in 2020.

KISS FOR KIDS HOLIDAY RADIOTHON**WILLIAMSPORT, PA**

KISS 102.7

KISS 102.7 held a two-day radiothon on December 3 and 4 to raise money for the Janet Weis Children's Hospital at Geisinger. The station promoted the radiothon on-air, online and via social media to encourage listeners to donate and become Miracle Makers. The 2020 radiothon raised more than \$61,000 for the hospital, which treats thousands of Central Pennsylvania children every year.

MILES FOR MILITARY**WILMINGTON, DE**

iHEARTMEDIA DELAWARE

iHeartMedia Delaware held their 16th annual Miles for Military event to benefit the USO Delaware in August 2020. Unlike previous years, Miles for Military ran for an entire

month and it was also the first time the event was virtual. The stations asked listeners to donate to the USO Delaware and ride with a purpose one day of the month. Their efforts helped raise almost \$600 to help the USO Delaware's mission to strengthen America's military service members by keeping them connected to family, home and the country throughout their service to the nation.

Q102 CARES FOR KIDS RADIOTHON**WINCHESTER, VA**

SHENANDOAH COUNTRY Q102

In March 2020, Shenandoah Country Q102 continued their partnership with Children's National Medical Center for the Q102 Cares for Kids Radiothon. The station promoted the two-day 26-hour broadcast for two weeks on-air and via social media. During the radiothon, on-air hosts spoke with local families who've been treated at Children's National Medical Center and shared stories of healing and hope. The station's efforts raised almost \$185,000, helping the Q102 Cares for Kids Radiothon raise more than \$1.2 million since its inception.

VIRTUAL FOOD DRIVE**WINCHESTER, VA**

99.3 THE FOX ROCKS

Due to the COVID-19 pandemic, 99.3 The Fox Rocks could not do their normal on-site, day-long food drive as they have done in years past. Instead, the station held a virtual food drive on their website during the holiday season. The food drive was promoted on-air, online and via social media for three weeks to encourage listeners to donate money for those in need. As a result of their efforts, 99.3 The Fox Rocks raised more than \$1,080, which provided 4,330 meals for local families.





