Testimony of Caroline Beasley
Executive Vice President and CFO, Beasley Broadcast Group
On Behalf of the National Association of Broadcasters

Hearing before the U.S. House of Representatives
Committee on Energy and Commerce
Subcommittee on Communications, Technology and the Internet

June 11, 2009

Good morning Chairman Boucher, Ranking Member Stearns and Subcommittee members, my name is Caroline Beasley. I am the Executive Vice President and Chief Financial Officer of the Beasley Broadcast Group, a station group which owns and operates 44 radio stations in 11 markets. I am testifying today on behalf of the National Association of Broadcasters (NAB). NAB is a trade association that advocates on behalf of more than 8,300 free, local radio and television stations and broadcast networks before Congress, the Federal Communications Commission (FCC) and other federal agencies, and the Courts.

I am grateful for the opportunity to speak with you today about the valuable services provided by full power local stations like those operated by Beasley. My key message is that full power radio stations and low power radio stations can and should continue to provide service to the American people. Both services provide value, and they can continue to do so with appropriate interference protections.

Full power radio broadcasters provide a free, over-the-air service that reaches virtually every household in America, keeping local communities – and your constituents – informed and connected. Local broadcast stations provide a wealth of local news and public affairs programming, political information, vital emergency information, and additional, unique community service (including billions of dollars annually of free air

time for public service announcements and monies raised for charities, other local organizations and causes, and needy individuals). Providing these services without damaging interference serves the public interest.

The service that low power FM (LPFM) stations provide is also valuable. LPFM can serve very localized, niche audiences. NAB urges Congress to maintain an appropriate balance between preserving the public's full power radio service and the licensing of LPFM stations to serve their audiences.

I. Full Power Radio and LPFM Stations Provide Differing But Not Mutually Exclusive Services

Full power radio service and LPFM service are complementary services. Both provide viable and valuable service to the listening public.

LPFM stations and full power stations do not provide – and were not intended to provide – the same type of service. Full power radio broadcasters serve entire markets with music, news, sports and emergency and weather information. Although in any given market the programming on the radio dial is diverse, running the gamut from country music to hip-hop to sports programming and talk, full power broadcasters take into account the tastes and preferences of a broad population in their markets. In contrast, LPFM stations provide a hyper-local signal, sometimes covering an area no more than a mile in diameter, with niche programming serving a very limited section of a market. Indeed, the FCC created LPFM to "serve very localized communities" and to allow small groups and organizations, such as schools and churches, to provide programming. Report and Order, *Creation of a Low Power Radio Service*, 15 FCC Rcd 2205, 2208, 2213 (2000).

In light of LPFM stations' limited service, they are subject to fewer regulatory requirements. For example, LPFM stations are not required to operate a main studio or maintain a public file. *Id.* at 2277. In fact, many LPFM stations operate out of private residences. Clearly, full power and low power FM stations do not, and were not designed, to offer the same type of services to the same size of audiences.

II. Full Power Radio Stations Provide Valuable Programming and Life-Saving Information to Local Communities and Listeners Throughout the Nation

Local radio stations serve their local communities in myriad ways – by airing a wide range of music and entertainment, providing local news, acting as a lifeline in times of crisis, raising billions of dollars for charity, heightening awareness of important issues and informing voters. Especially given today's highly competitive media marketplace, local stations must serve their communities and be responsive to local needs and interests to retain their audiences and, thus, the advertising revenues necessary to survive.

I also note that within our system of local broadcasting the men and women who run local radio stations are local citizens. The local station managers, local station sales staff, local DJs and local engineering personnel that manage and operate local stations share the concerns of their audiences. They shop in the same stores, their children go to the same schools, they are interested in the same political races, and they are equally affected by the same disasters. For this simple reason, it is not surprising that broadcasters provide unequaled service to local communities. Every year, broadcasters

contribute billions of dollars to their local communities via direct fundraising, charitable giving, and donated airtime.[1]

Broadcasters' commitment to public service is particularly evident in times of crisis. Let me give you a recent example from Kentucky. When a snow and ice storm left hundreds of thousands in the dark and caused a statewide emergency declaration this past winter, radio stations WBIO-FM, WXCM-FM, WLME-FM, WKCM-AM and WVJS-AM in Owensboro, Ky., and WTJC-AM/FM in Tell City, Ind., covering a large part of rural Northern Kentucky and Southern Indiana, powered on. Throughout the day and night, these stations broke from all regular programming to get crucial information out to their listeners, many of whom had no power, no heat and no other means of obtaining emergency information. Phones at the stations rang throughout the crisis. Callers with information on kerosene and generators got the word out through radio. The stations stayed on air continuously with updates until the crisis passed. "People will come up to me and thank us for being a lifeline, because there was no other way to get information," said news director Mike Chaney. "When the power is out, you have radio."

Broadcasters' commitment to their local communities doesn't end when the crisis ends. The effects of a disaster on a community are often long-lasting, and when national attention turns away, local broadcasters remain to assist their community and listeners. For example, when wildfires in Southern California destroyed more than a thousand homes and burned hundreds of thousands of acres, KABC-AM in Los Angeles immediately responded to the crisis, partnering with sister station KLOS-FM and KABC-

[1] NAB's last comprehensive survey of radio and television broadcasters' community service in 2006 demonstrated that local radio and television stations provided over $10.3 billion in community service in the previous calendar year. NAB, *National Report on Broadcasters' Community Service* (June 2006).

TV to organize the first media relief fundraiser. The "drive-by" event was held at three separate locations on one day. On-air personalities greeted and interviewed donors at their cars during the 14-hour live broadcast. The KABC Web site linked to all area Red Cross chapters, and the National American Red Cross set up a special link on the KABC Web site so listeners could donate any time of day or night. Station staff gave 288 hours to the effort and with individual and corporate donors raised a remarkable $4.5 million for the victims of the fire.

Wildfires in Southwest Florida brought out the best in Beasley stations WRXK-FM, WJBX-FM, WXKB-FM, WJPT-FM and WWCN-AM. In 2008, those stations, in conjunction with a local hotel, sponsored the "Estates Fire Fundraiser," raising more than $10,000 from the single day event to help aid the families who lost homes in the fire.

Similarly, when an explosion at a local sugar refinery killed 13 workers, stations WSOK-AM and WLVH-FM in Savannah, Georgia, held a radiothon to help the families affected by the tragedy. For the community-wide event, the stations partnered with the United Way and invited community choirs, musical groups and pastors from all over the city to take part. The six-hour live broadcast from St. John's Baptist Church raised thousands of dollars for the victims' families. Beasley station WGAC in nearby Augusta, Georgia, acted as a communications center between the public and officials dealing with the disaster and rallied its listeners to help the affected families. WGAC's servers were flooded with emails from local citizens and businesses that wanted to lend a hand any way they could. Thanks in large part to those stations' efforts, the victims' families were assured lodging, food and clothing. (Please see broadcasterpublicservice.org for

dozens of other similar examples and a state-by-state breakdown of the ways in which broadcasters serve their local communities every year.)

During an emergency -- particularly one that arises with little notice -- no industry can match the ability of full power broadcasting to provide comprehensive alerts to affected citizens. Wide signal coverage ensures that anyone in a car, at home or even walking around with a mobile device can receive up-to-the-minute alerts when disaster strikes. Through our participation in the Emergency Alert System (EAS) and additional coverage of natural disasters and other emergencies, broadcasters help save lives with extensive, timely emergency information. Coordination with local law enforcement via Amber Alerts has led to the recovery of 443 abducted children. In fact, the Amber Plan was originally created by the Association of Radio Managers with the assistance of law enforcement agencies in the Dallas/Ft. Worth area.

And every day, local stations assist listeners in many ways -- we guide viewers and listeners to their homes with detailed traffic reports, remind them if they will need an umbrella in the afternoon and tell them when and if their local school is closed during a snowstorm. The attached Beasley Broadcast Group newsletters provide just a sampling of the public service performed by our stations. This service includes raising awareness of important issues (e.g., mental illness, autism, breast cancer, etc.); fundraising for local and national charities, organizations and causes (e.g., hospitals, humane societies, foundations, medical research groups, etc.); publicizing and supporting local events (e.g., blood drives, charitable walks and races, sport tournaments, etc.); supporting children and education; and helping individuals in need. Full power broadcasting is such an integral part of our daily lives, it can be easy to take for granted.

LPFM cannot provide the same kinds of community service – especially during emergencies – that full power stations provide. Nor should it be expected to. It is not a criticism of LPFM to observe that it cannot provide lifeline information to large portions of a community or across large geographic areas. In limited circumstances, LPFM stations may be able to provide emergency information to a neighborhood or similarly small geographic area. But to ensure that the maximum number of citizens receive vital emergency information, full power stations must be able to air their programming without damaging interference.

In addition, as a noncommercial service serving very small geographic areas and discrete audiences, LPFM stations simply lack the resources to provide the extensive community-wide service offered by full power stations. Few LPFM stations remain on the air 24 hours a day the way that most full power radio broadcasters do. These stations do not have the resources to offer extensive local news, unlike full power stations such as WTOP here in Washington, DC. Thus, I reject the claim made by some that full power stations do not provide high quality local programming or that LPFM stations provide somehow "better" programming.

Moreover, innovations such as digital broadcasting are enhancing full power broadcasters' ability to serve local communities and listeners. HD Radio digital radio technology not only offers crystal-clear audio; it also permits the broadcasting of multiple free, over-the-air program streams to bring additional content, including much more local content, to the public within stations' current spectrum. Currently, there are nearly 2,000 HD Radio stations in the U.S. broadcasting almost 3,000 channels of audio programming, an increase in programming of 50% over that possible using analog

broadcasting alone. HD Radio technology further allows other services, including wireless data enabling text information, such as song titles and artists or weather and traffic alerts, and even more innovative features are under development. In sum, digital technology is allowing local radio stations to improve the technical quality and enhance the content of the services provided to listeners.

III. Extensive Opportunities Exist for LPFM Stations While Preserving the Technical Excellence of Valuable Full Power Service, Both Analog and Digital

In establishing the LPFM service in 2000, the FCC strove to "create a class of radio stations designed to serve very localized communities," while at the same time "preserv[ing] the integrity and technical excellence of existing FM radio service, and not . . . impeding its transition to a digital future." *FCC Low Power Radio Order* at 2206, 2208. NAB believes that this balance is both appropriate and achievable. At the end of last year, there were 859 LPFM stations operating in the United States. There are, moreover, abundant opportunities to build and operate LPFM stations in cities and towns across America. Literally tens of thousands of LPFM licenses are still available across the country, even assuming that the standard third-adjacent channel protections continue to be maintained.

Congress provided, in the Radio Broadcast Preservation Act of 2000, a buffer of protection between LPFM stations and full power stations equal to the buffer that has existed between full power stations for decades. Interference protections are necessary to ensure that local station signals providing vital news and emergency information can reach as many listeners as possible. With this in mind, Congress should be cautious when considering reducing the interference protections for full power service, as

proposed in H.R. 1147, the Local Community Radio Act of 2009. Acting conservatively in this area is also warranted as full power radio stations continue their transition to digital broadcasting and work to ameliorate some existing digital coverage shortfalls and reception difficulties.

It is also important to recognize that during emergencies, citizens are more likely to rely on portable radio devices to receive alerts and updates. Those radios have been shown to be more susceptible to interference than home or car stereos since portable radios are typically smaller and less expensive and hence cannot perform as well as the larger, more expensive (and better designed) radios used in homes and automobiles. For citizens that rely on portable radios, reduced interference protections for full power service could be the difference between receiving and not receiving an emergency alert.

I want to thank you again for the opportunity to present our views to the Subcommittee. America's full power radio broadcasters are always pleased to inform members of Congress about the valuable services provided by local stations. NAB urges Congress to maintain an appropriate balance between preserving the public's full power service without damaging interference and the licensing of LPFM stations to serve very localized, niche audiences.

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AUGUSTA REACHES OUT

"Heartbreaking" is the word WGAC PD, Harley Drew, used to describe the tragic explosion at the Imperial Sugar Refinery just outside of Savannah, Georgia.

About 100 second-shift employees were in the facility Thursday, February 7th, around 7:20 p.m., when an explosion occurred in a silo where the refined sugar is kept until it is packaged.

The most serious burn victims were taken to the world-renowned Joseph M. Still Burn Center at Doctor's Hospital in Augusta, and the people of Augusta responded in every way. WGAC 580 News/Talk Radio made the decision to become involved in trying to help the people of Savannah rather than just reporting on the tragedy. They broadcast the following statement on February 8th:

WGAC/580 NEWS•TALK RADIO

"Because of the immediacy of our broadcast abilities and the fact that WGAC has the ability to broadcast breaking information 24 hours a day repeatedly, we feel our mission is to both bring the public accurate information and to act as a communications center between the public and officials dealing with the disaster."

"It is heartbreaking to have to report on tragedies such as what has befallen our friends from Savannah. However, the people of the CSRA [Central Savannah River Area] *have, once again, shown their compassion and care. The WGAC hotline via email has been flooded with citizens and local businesses wishing to donate blood, food, clothing, supplies and money. God Bless you all."*

"The communications line via email at scott@wgac.com *will be monitored tonight and throughout the weekend for those who have been unable to reach us due to the strain on our server. Once again, it is a pleasure to serve such a caring and giving community."*

Investigative Reporter, Scott Hudson, sent this email the next day:

"Harley, our server nearly crashed with all the incoming emails. I am still getting them today... those families who had to dash out in the middle of the night with their injured loved ones were shrouded in love by the citizens of Augusta. All their lodging, food and clothing were taken care of."

Thank you, WGAC, for responding with all your heart, providing aid and support, and exemplifying radio at its best.

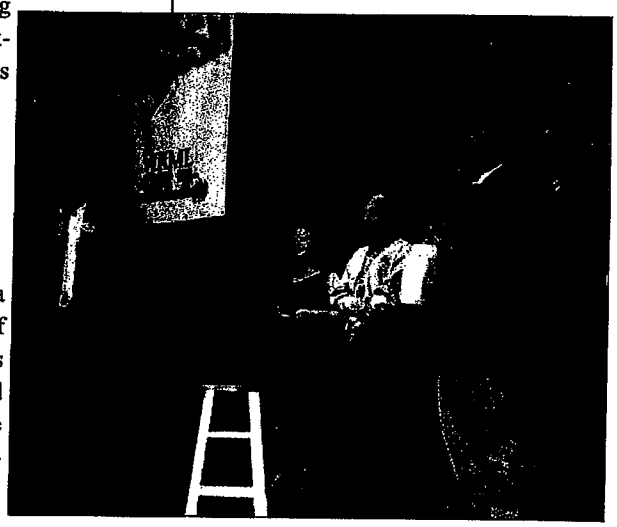
WKML SAYS THANK YOU TO FAYETTEVILLE

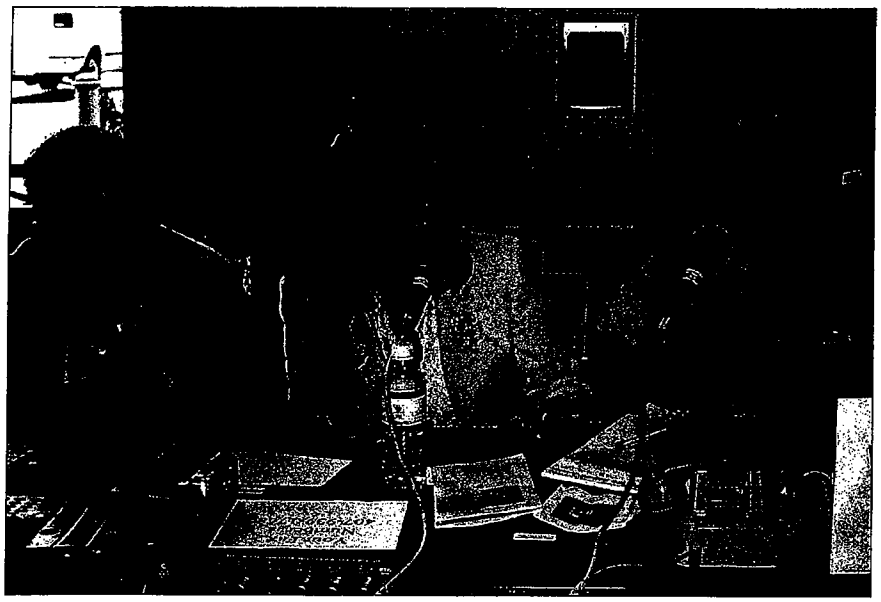
The Big Heart Bash is a concert given in honor of WKML 95.7 listeners who generously donated at the Partner In Hope level during the 21st Annual St. Jude Radio-thon.

More than 400 Partners In Hope enjoyed the music of recording artists Jeff Bates and James Otto. There was great support from the entire WKML staff, and many of the air staff showed up in black tie and had a part in the program.

In February, a crew of six-foot, pretty-in-pink WKML Cupids supplemented the Radio-thon fundraising. Personalities Larry K. Smith, Don Chase, deanO and Steve Richards donned their red trousers and pink vests to deliver bouquets of roses that had been pre-ordered by listeners.

WKML listeners donated/pledged a total of $156,321 to St. Jude Children's Research Hospital in Memphis.





EASTERN NC'S *107.9 WNCT* DOES IT AGAIN!

WNCT's Annual Radio-thon to benefit Children's Miracle Network is a national good-deed phenomenon! The 3-day event is ranked #1 in the nation for phone donations – beating Orlando, Atlanta, Washington D.C. and Dallas – and ranked #1 in the nation for return rate: 92%! Receiving no money from corporate donations, the ENC team is proud to report that 100% of pledges are from caring and generous listeners phoning in and 100% of proceeds goes to Eastern NC's local Children's Hospital, Pitt County Memorial in Greenville. This year, the station raised $137,000 which brings their **11-year total to $2.3 million** from WNCT listeners!

Brandon and Derrick, two Miracle Kids with miracle stories of survival.

For the past two years, WNCT has conducted a 4-hour "mini-thon" live from the Children's Miracle Network Celebration at Disney World in Orlando, FL. Last year, they raised more in four hours that all the other participating radio stations combined! At this year's Celebration in March, hosted by Children's Miracle Network Co-Founder Marie Osmond (pictured above with radio personality Uncle Doug Moreland and PD Jerry Wayne), WNCT was the only radio station to conduct a mini-thon. The WNCT team was able to meet and interview Miracle kids from all over the USA, Canada and the UK.

Since its founding in 1983, Children's Miracle Network has grown dramatically from a televised fundraiser in the Osmond's small studio to one of the world's leading children's charities helping 17 million kids each year. The annual CMN Celebration event brings together the organization's diverse partners and many celebrities to share best practices, celebrate achievements and honor the children.

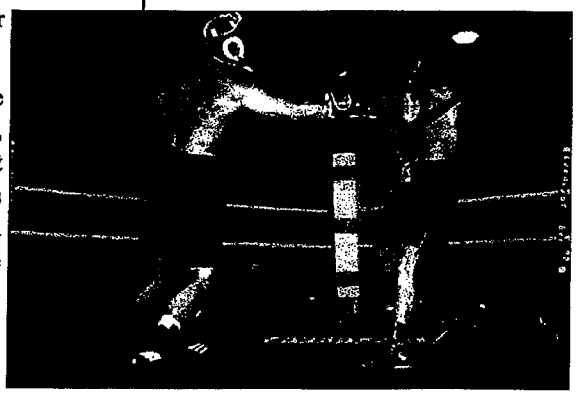
Holding the record for the most consecutive radio-thons, PD Jerry Wayne, Breakfast Club Host and Promotions Director Donna Kelly, and radio personalities Uncle Doug Moreland and Jeff Diamond have been a team since 1997.

PHILLY'S XTU TAKES THE PLUNGE!

92.5 XTU was the sponsor of the very first Polar Bear Plunge for the Delaware Valley Chapter of the Alzheimers Association. Creative Services Director Lora Lewis was the only staffer to accept the challenge, explaining, "Idiot that I am, I paid $30 for the right to jump into the Schuykill River"...and here she is being pulled out, goose bumps and all! The event raised over $35,000 in "cold" cash.

A KNOCKOUT FUNDRAISER

In a "Battle of the Airwaves," *Wired 96.5* WRDW morning show producer, Justice, took on actor Danny Bonaduce from the TV reality show "Breaking Bonaduce" in a celebrity boxing match to benefit the Don Guanella School for Developmentally Disabled Boys in Philadelphia. The sold-out crowd watched Justice pummel the former child star but lose the bout by a point. The match received national coverage and made all the celebrity gossip sites.



WITH HEARTFELT THANKS

This item is near and dear to Krysta Kaye's heart. Krysta is Promotions Director for Fayetteville's WKML and her husband, John, was among the heroes recently welcomed home by the station with handshakes, hugs, heartfelt thanks and value-packed gift bags.

In her own words…

"I began working on this with WKML in December 2007 (before I started working for BBGI) because of all the red tape involved."

Krysta, John & John Christopher ...a family photo.

"This Infantry group had been in Afghanistan for 15 months. They had experienced significant harm and loss of life as they fought for our freedom."

"As a military spouse, I was able to find out the chain of command, go to the Lt. Colonel of the battalion and speak for WKML. WKML wanted to be able to say THANK YOU to the troops as they arrived home. We not only wanted to say THANK YOU but be the FIRST to do so (not to mention the ONLY radio station allowed to do this to the best of my knowledge). After going through JAG and PAO (Public Affairs) with the consent of the Lt. Colonel, we put the wheels in motion. WKML provided food for the families awaiting the release of the soldiers once they had arrived, and made sure that every gift bag was exactly the same for each soldier. We also agreed to not broadcast until after the fact to ensure their security."

"Our sales team started making phone calls explaining the pinpoint marketing our partners would get being the first to reach the paratroopers. We quickly received items to fill the bags with free or half- price deals ."

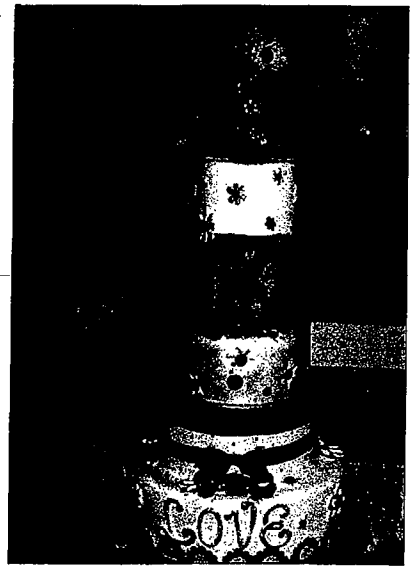
"As time passed, we received updates as to flight times and made sure we were ready to go meet the battalion as they arrived over a two week time period."

"WKML was able to say THANK YOU to these brave men for their service, give them a gift bag that showed the appreciation of the station and advertisers, and welcome them home in a way that has never been done before."

"This was a very time consuming endeavor but what we got back from the families and the soldiers has been overwhelmingly worth the effort."

An interactive video of the photos is on WKML's website – check it out!

LET THEM EAT CAKE



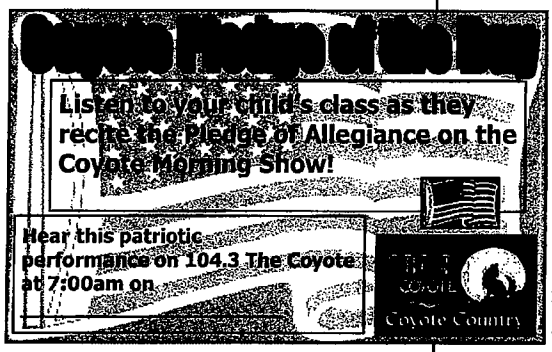
Wired 96.5 was the sponsor of "Let Them Eat Cake" at Philadelphia's Hyatt Regency. Brides-to-be were able to sample the wares of over 40 pastry chefs as the bakeries competed in the areas of Best Design, Best Taste and Creativity. G-N from the Chio in the Morning Show was a celebrity judge and money raised at the annual event benefited the City of Hope's local programs and research into breast cancer and AIDS.

RAISING AWARENE$$

Delaware's 99.5 WJBR teamed up with Immaculata University to "Stomp Out Stigma" and raise awareness for mental illness. With afternoon jock Catey Hill painting faces and over 40 student volunteers pitching in (some are pictured below), 104 people crossed the finish line of the 5K-Run/1½-mile Walk, raising $3,300+ for the worthy cause!

COYOTE SALUTES KIDS

Every day at 7:10 a.m. the Coyote Morning Show in Las Vegas plays the "Pledge of the Day" and, each day, a different class of kids, K through 3, gets



to hear themselves pledge allegiance to the flag on the radio!

104.3 The Coyote contacts schools individually to see if they would like to participate. A producer and promotions person visit ten to twelve classrooms, record the children, and hand out pledge cards for the kids to take home to their parents stamped with the date that classroom will be played on the air.

Coyote reports the response to this patriotic community outreach promotion has been overwhelming

B103.9 IS HUMANE SOCIETY'S BEST FRIEND

On a Monday morning, employees of Gulf Coast Humane Society in Fort Myers, FL, arrived at work to discover the building had been burglarized and over $7,000 in brand new computer equipment and supplies for the new low-cost public veterinary clinic scheduled to open in March had been stolen.

In two days, the team at *B103.9* had organized and publicized an emergency radio marathon for that Wednesday, 6 a.m.-6 p.m. Listeners calling in with a donation of $20 or more had their song request played on the air. The listener who made the largest contribution received a pair of tickets to see the Jonas Brothers in concert plus a meet & greet with the band. Contributions were also accepted online and in person at the studio and a local mall.

They had hoped to raise $8,000.00 to cover the cost of the stolen items. Thanks to a quick response, a huge team effort and a caring community, $10,250 was raised for the humane society in 12 hours (the Jonas Brothers tix went for $1,550)!

WQAM'S PROS WERE GOOD SPORTS FOR MAKE-A-WISH

Miami's *Sports Radio 560* WQAM-AM offered some "good times" in exchange for good bids to benefit Make-A-Wish Foundation in an on-air auction.

Former Dolphins tight end "Big Dog" Joe Rose auctioned off 4 club tickets to the Dolphins-Jets game, VIP pre-game field passes, a meet-n-greet with Rose in the broadcast booth and an autographed John Beck helmet.

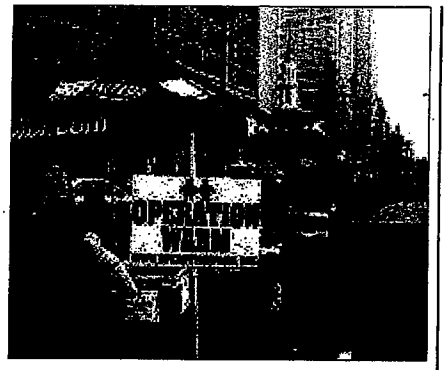
Jim "Mad Dog" Mandich, a key member of the historical 1972 Miami Dolphins undefeated team, auctioned off a half-day of back country fishing with Mad Dog himself, dinner for two at Ziggy and Mad Dog's and a one-night stay at the Chesapeake Resort in Islamorada (in the Florida Keys). ESPN veteran Jason Jackson auctioned off golf for two with himself and the Miami Heat's Jason Williams completing the foursome at the Doral Golf Resort and Spa, plus two lower bowl tickets, lot 19 parking and access to the Dewars Clubhouse for the Heat-Magic game. WQAM also broadcast live from the Ultimate Sports Auction at the Broward County Convention Center. In addition to making some South Florida sports fans very happy, the station raised approximately $6,000.00 enabling the charity to grant one wish.

LEADER OF THE PACK

Eastern NC's Cub Scout Pack 200, Den 1, got a private tour of the WNCT 107.9 studios. Mid-day jock Jeff Diamond recorded the little guys and they got to hear themselves the next day on his show. This visit fulfilled part of the pack's "go see it" requirements and the boys received a badge for participating.

THE *POWER* OF EDUCATION

DJ Def, LA Smooth and the *Power 96* Street Team recently went to Miami's Jorge Mas Canosa Career Day to speak about the opportunities a good education can offer and to motivate kids to stay in school. They told the students about the variety of talents and skills needed and explained the different positions available in radio broadcasting. It looks like the kids were tuned into the message...



WJBR WARMS MORE THAN HEARTS

This past winter, *Delaware's 99.5 WJBR* supported "Operation Warm," an organization that provides new winter coats to indigent children in the state of Delaware. WJBR collected $33,108 and more than 100 brand new coats. That translates to more than 2,300 children who were kept warm and cozy this winter!

SW FLA'S WJPT CARES

"Caring For Allyson" was a fundraising event with proceeds benefiting a little girl in a tragic situation.

Allyson's mother was shot to death in front of students at a child care center in Cape Coral, FL, on Jan. 25th. Her estranged husband, Allyson's father, remains in custody at the Lee County Jail, charged with first-degree murder. Allyson now lives with her mother's parents.

SW Florida's 106.3 WJPT brought giveaways and contributed auction items to the "Caring For Allyson" fundraiser which featured rides, face painting, and activities for kids of all ages. It's estimated that at least 3,000 people attended, and that more than $20,000 was raised for Allyson's trust fund.

WMGV MAKES A MILLION FOR MAKE-A-WISH

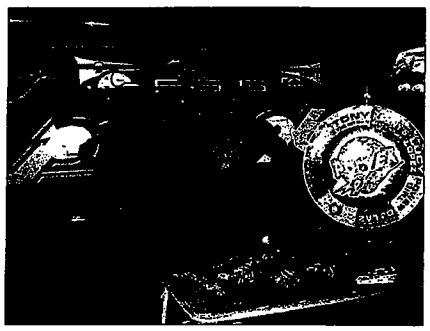
A few years ago, WMGV began collecting spare change from Eastern NC businesses, with the goal of collecting a million pennies for the Make-A-Wish Foundation...hence the name "Make A Million For Make-A-Wish." This last time, they decided to kick it up a notch with a Radio-thon. They had their engineers install 4 phone lines in the conference room and promoted the event a week or two out on-air and by email blast...then crossed their fingers. 12 hours later they had raised over $22,500! Combined with the spare change they collected, they gave almost $24,000 to the Make-A-Wish Foundation of ENC.

NOT THE SAME OLD STORY

Charly Kayle of the "Tofte, Kayle & O'Brian - TKO Morning Show" on *Classic Hits 96.3 The New KKLZ* in Las Vegas, shared her love of books during "Nevada Reading Week" by reading several books to a kindergarten class at Roger Bryan Elementary, whose mascot, proudly displayed below, is a tiger. She enjoyed exploring the lessons from the stories with the students, and the kids enjoyed it so much they invited her to come back and read more books...every month! Never one to put down a good book, Charly (shown with school support staff) accepted, and will be a regular in this kindergarten class of bookworms!

KEEPING TEENS OFF THE STREETS

Power 96's own Model Mike and the *Power 96* Street Team visited the Teen Center in Deerfield Beach, FL, to help encourage teenagers to attend the Teen Center as an alternative to hanging out on the street. The goal of the *Power 96* team was to entertain the kids and give them a reason to come back.



SEEN AROUND

WUKS/WZFX account executive, Beverly Pone, has been appointed to the Salvation Army Advisory Board in Fayetteville...*Power 96's* Baby Bree and the *Power 96* Street Team hosted the HIV/AIDS Awareness Drive at Plantation High School in Broward County, FL...Jeff Diamond, mid-day jock for Eastern NC's WNCT, emceed the Eagles Wings Charity Benefit basketball game between the Washington, NC, Fire Rescue and Police Departments with proceeds going to the Food Bank of Beaufort County... BBGI Fayetteville stations were on hand broadcasting from the city's annual Health & Wellness Fair...*KISS 101.9* WIKS-FM in Eastern NC participated in Tom Joyner's National "Take a Loved One to the Doctor Day"...*Miami's 99.9 Kiss Country* WKIS-FM offered on-site and on-air support to the Girl Scouts of Broward County Food Drive and the Hallandale Beach Police Unity Tour Fundraiser...Receptionist Pat Lane's photo was spotted in Fayetteville's *City View Magazine* in conjunction with her outstanding and very valuable work with Relay For Life.

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A Sampling of Service - APRIL • MAY • JUNE 2008

PAJAMA GAME IN VEGAS

The 6th Annual **DJs for PJs®** was an all-day event to collect new pajamas for children in need. Pajama-clad DJs from

Coyote's JC Hawkins, Darcy and Rick Kelly

104.3 Coyote Country **KCYE-FM,** ***Classic Hits 96.3 The New KKLZ*****-FM,** ***fresh 102.7, Today's Soft Music*** **KFRH -FM,** ***NewsTalk 720*** **KDWN-AM** broadcast live from 6 a.m. to 7 p.m., from four donation points. Businesses and individuals dropped off new pajamas for children from infancy to teen for local agencies to distribute to abused, neglected and abandoned kids throughout Southern Nevada. A collaboration with Consultants in Marketing, Leadership Las Vegas, Wal-Mart, Station Casinos and Courtesy Imports, over 13,000 pairs of jammies were collected!

GM Chuck Maylin and Mayor Oscar Goodman

KKLZ's Jim, Louis, Charly, Andrea, Mike

WILMINGTON WALKS THE HIGH ROAD FOR AUTISM

April was Autism Awareness Month and ***Delaware's 99.5*** **WJBR** teamed up with the Autism Society of Delaware to promote the inaugural "Walk the High Road for Autism" walk to raise awareness of autism and raise funds to support the work of the ASD. The walk was a means to provide more family events, the development of an adult support brokerage, and social skills training programs.

PUTTING OUT FIRES IN SW FLORIDA

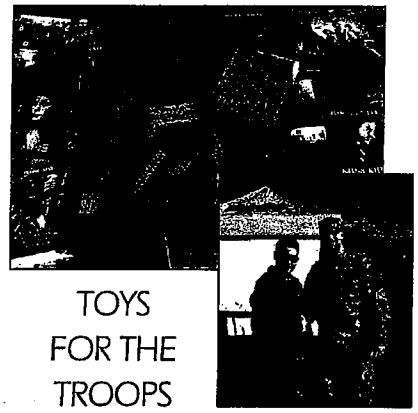
Beasley's ***96 K-Rock*** **WRXK-FM,** ***New Rock 99X*** **WJBX-FM,** ***B103.9*** **WXKB-FM,** ***Southwest Florida's Great Music - Great Memories 106.3*** **WJPT-FM and** ***Sports Radio 770*** **WWCN-AM,** along with a local hotel sponsored the "Estates Fire Fundraiser" with all proceeds going to families whose homes were destroyed by a wildfire.

The event featured food, beverages, a raffle, silent auction and live music all day for a $20.00 donation. DJs Tommy T and Dori emceed the event and Beasley stations broadcast live throughout the day. Silent Auction items included weekend getaways, shopping sprees and restaurant gift cards, plus: Bowling with Zito and Garrett from *New Rock 99X*, Breakfast with *B103's* Drew Show, and Thirsty Thursday Night in a Miracle baseball suite for 25 people from *Sports Radio 770.* Over $10,000 was raised to help the families put their lives back together.

CHILI IN PHILLY

92.5XTU Philadelphia's Country Station and Gloucester County Chamber Of Commerce hosted the 3rd Annual Chili Cook-Off, Concert & Festival to benefit the Boys & Girls Club, People for People, United Way, Habitat for Humanity and the 4-H Fair Association.

Over 25,000 people turned out to see country artists Sara Evans, Jason Michael Carroll, Sarah Johns, Lost Trailers, Wanted and Chelsea Musick; family activities and entertainment including a classic car showcase, wing-eating contest, United Way Duck Town (kids area), pony rides, petting zoo, moon bounce, two-lane slide, joust, obstacle course, face painting, hair wrapping and more.



TOYS FOR THE TROOPS

The **WKXC** ***Kicks 99*** Wake-Up Krew in Augusta knew just what our troops needed for their "down time." The promotion, called "Operation Air Force One," collected hundreds of CDs and DVDs from listeners to send overseas to our troops.

ANDIE & THE SOLEMATES

***92.5 XTU*'s** 24th Anniversary Show, the Philly station's FREE annual listener appreciation concert, featured performances by an all-star lineup of country recording artists plus a family festival.

At the Anniversary Show, Andie of the Evans & Andie Morning Show, along with her team - the XTU Solemates - sold limited edition beads to raise money for the Philadelphia Breast Cancer 3-Day benefiting Susan G. Komen for the Cure and the National Philanthropic Trust Breast Cancer Fund. The Solemates will be participating in the Breast Cancer 3-Day, walking 60 miles in 3 days.

Concert-goers spotted wearing the beads could win backstage passes. At the Kenny Chesney Show, Andie sold lighted leis and pink glow necklaces.

Last year they raised about $95,000 – and this year hope to break $100,000!

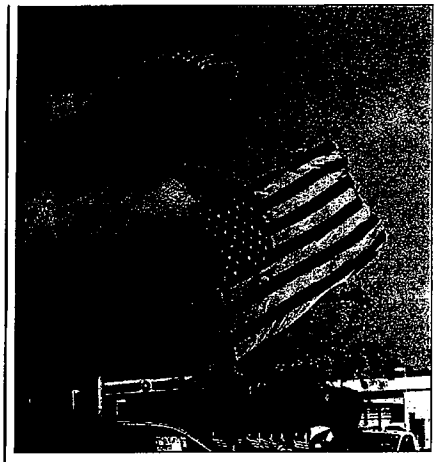
KIDS AND TRUCKS!

Beasley's ***104.3 Coyote Country*** **KCYE -FM** and ***Classic Hits 96.3*** **KKLZ-FM** were the media partners for Family-To-Family Connection's Touch-A-Truck in Las Vegas. Children explored, climbed on, sat in and had their pictures taken with their favorite big rigs, fire trucks, police cars, construction and commercial vehicles, and many, many more – approximately 90 vehicles in all. Proceeds benefitted *Family To Family Connection, Las Vegas West*, a nonprofit organization that empowers and supports families in Nevada to provide a safe and nurturing environment for their children

through parent education and community networking. The center offers free services to families of infants and toddlers up to age four. Over 4,300 people attended and $40,000 was raised.

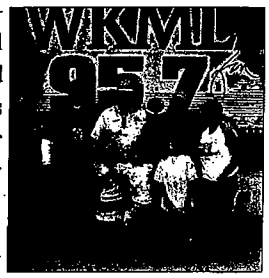
POWER 96 D.A.R.E.S.

WPOW-FM DJs Model Mike, KC Chops and Big Al took part in Miami's D.A.R.E. Walk to help raise money for the program that teaches kids in our public schools to stay away from drugs. After the walk, Big Al and KC mixed for the crowds as Model Mike hosted the entertainment.



FAYETTEVILLE SAYS WELCOME HOME HEROES

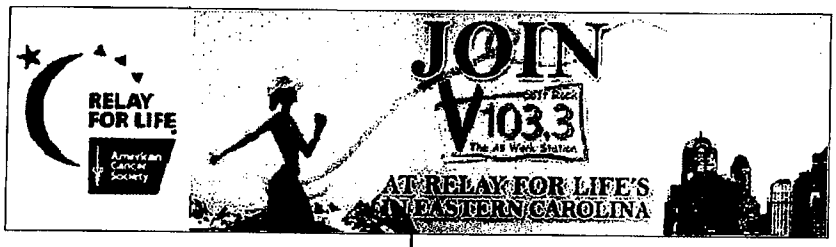
The Big 95.7 **WKML-FM** and the Braxton Bragg Chapter of the Association of the United States Army sponsored *"Welcome Home Heroes,"* a celebration to welcome home the 82nd Airborne Division, Special Forces and Support Units from their extended stay in the Gulf.



Pictured above, the Golden Knights jumped in to start the show! Lone Star entertained a massive crowd along with backup band Borderland. Other events included VIP's with a Welcome Home address and family activities. Admission was free for all!

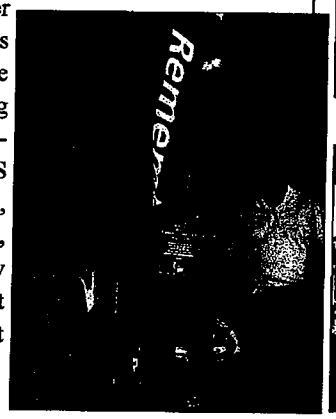
AUGUSTA AIDS RED CROSS

All seven Augusta stations put on their fundraising hats to give the Red Cross a hand. Augusta raised over $1,500 in two days to help the victims of severe tornadoes that blew through the area last spring.



BEASLEY BROADCAST SUPPORTS RELAY FOR LIFE

BBGI was well represented in communities across the country raising millions to help find a cure for cancer. Funds raised from Relay For Life, the American Cancer Society's signature fundraising event, support ACS research, education, advocacy and patient support programs.



Classic Hits 96.3 KKLZ-FM Vegas

96 KRock WRXK-FM Ft. Myers

Soft Rock V103.3 WMGV-FM Eastern NC

VEGAS ACES THE FIRST TEE

104.3 The Coyote **KCYE-FM's** Tom and Rick were on hand at The First Tee of Southern Nevada Wal-Mart/Sam's Club Charity Golf Tournament. The more than $60,000 raised will be used to operate and expand programming, allowing the organization to reach more than 65,000 area youth this year alone. A portion of the proceeds will go to the Wal-Mart & Sam's Club Scholarship given to one graduating senior each year.

"Wake Up with The Coyote's" Tom & Rick with Wal-Mart representative Tina

BEASLEY-EMBARQ ATHLETIC SCHOLARSHIPS

Challenging student-athletes to always do their best in whatever they face, former N.C. State football standout Dwight Sullivan was the guest speaker at the Beasley-Embarq Scholar-Athlete Banquet in May. This program is a joint venture of **Beasley Fayetteville** and Embarq. One male and one female athlete were presented with cash scholarships in the amount of $1,000 each.

PHILLY'S SundayOUT!

Wired 96.5 **WRDW's** G-N from the Chio in the Morning Show and Casey from mid-days were at SundayOUT!, the region's largest gay & lesbian street festival, sponsored by Equality Forum, an organization whose mission it is to advance civil rights. The event in Philadelphia's Old City featured over 100 artisans, vendors, music, live entertainment and conversations with gay leaders.

Wired's Casey, G-N, and friends.

WJBR HOSTS ADOPT-A-MOM

WJBR and Delawaremoms.com teamed up to support the Delaware Health and Social Service's Adopt-a-Mom Program in celebrating the website's first birthday. Michael Waite and Jill Quale hosted the gala and participants earned tickets to the "Moms Only" party by dropping off donations of diapers or baby formula. Not only did the station heighten awareness of an internet community devoted to better parenting, but supplied mothers -in-need in the process.

HOOPS FOR HEART

Power 96 **WPOW's** Model Mike worked the crowd while Big Al and KC Chops mixed...all to help the American Heart Association raise money at their "Hoops for Heart" Basketball Tournament in Miami.

CHIO WALKS THE WALK

***Wired 96.5* WRDW's** Chio in the Morning was at this year's MS Walk in Philly to support participants in their 10K (6.2 miles) walk. Rest stops were located every 2 to 3 miles along the route, where walkers were greeted by energetic volunteers handing out water and nutritious snacks. Walkers received completion certificates as they crossed the finish line to the cheers of friends and family.

FAYETTEVILLE SUPPORTS PRE-4TH BLOOD DRIVE

For the past several years, BBGI-Fayetteville has joined forces with the Blood Donor Center of Cape Fear Valley Health System to promote the Pre-July 4th Blood Drive. Again this year, all Beasley-Fayetteville stations set up at a major Fayetteville corner to broadcast during the Blood Drive encouraging listeners to come by and donate. Officials at the Blood Donor Center have expressed that this is the largest blood drive of the year and much of the credit for it being such a successful event is the presence of BBGI-Fayetteville radio stations.

SEEN AROUND

Eastern North Carolina stations championed good works throughout their markets including AIDS Awareness efforts, the Real Crisis Center, Breast Cancer Awareness and Merci Clinic…

WAZZ-AM's Curt Nunnery was one of thirteen recognized for his work in the community by the Senior's Call to Action Team in Fayetteville - and the emcee for the Senior's Awards Gala was WAZZ personality, Wendy Riddle…

***Delaware's 99.5* WJBR** partnered with the Pantene Beautiful Lengths campaign to make no-cost wigs for female cancer victims and helped the Delmarva Blood Bank raise money with a 5K event…

Fayetteville's **WKML/WFLB** Promotions Director Krysta Kaye was honored for her many contributions at a Volunteer Appreciation Luncheon at Ft. Bragg…

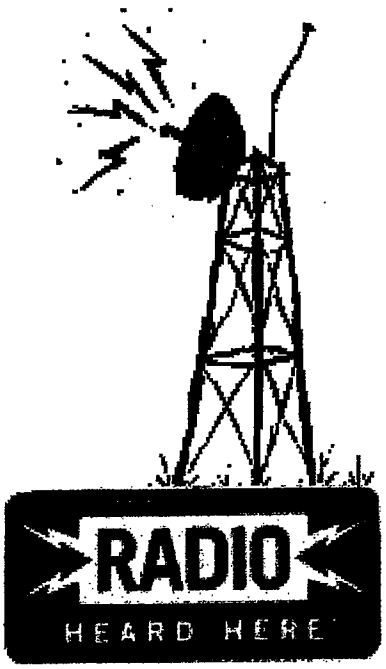
Model Mike from Miami's ***Power 96* WPOW** spoke about job opportunities in the radio industry at two middle school career days in April…

Foxy 99* WZFX** Promotions Director UB Brown and *Foxy* personalities spoke to young men about setting goals and making good decisions at a Fayetteville middle school's "Boys to Men" program; ***Foxy PD UB along with Big Bruce was also at the Salvation Army Shelter's "Love Lunch" working alongside 30 agencies to help the homeless…

Fayetteville's ***Big 95.7* WKML**, ***Kiss 107.7* WUKS**, ***Foxy 99* WZFX** and ***96.5 The Drive* WFLB** all took part in the March of Dimes event at the community college…

The ***Power 96* WPOW** family took part in the PowerAde Pro Challenge to demonstrate their love and support of the Miami YMCA...

COMMUNITY SERVICE... RADIO DOES IT BEST!



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A Sampling of Service - JULY • AUGUST • SEPTEMBER 2008

SUCKER FOR A GOOD CAUSE

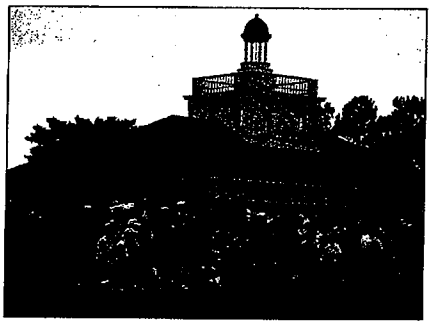
***Power 96's* DJ Laz** of the DJ Laz Morning Show was on air 36 hours culminating in a live 12-hour remote to benefit "Radio Lollipop," the innovative, in-house radio station designed to stimulate the minds and raise the spirits of the young patients at Miami Children's Hospital. Last year, *Power 96*

Ivy and DJ Laz from the Morning Pimp Show.

WPOW-FM raised over $50,000 for Radio Lollipop, and this year, setting out to double that figure, ultimately collected an amazing $180,000, plus over $50,000 worth of toys!

Ace Hood with DJ Laz

Radio Lollipop is an international, non-profit organization dedicated to providing care, comfort, play and entertainment to children in hospitals. This volunteer-run organization uses music, upbeat interactive activities and contests to engage the children who can request their favorite songs, win prizes and hear their voices on the radio.



CELEBRITIES SCORE FOR CANCER RESEARCH

Fayetteville's WKML, WFLB and WUKS sponsored the 2008 Jimmy V Celebrity Golf Classic benefiting the V Foundation for cancer research at the world-renowned Pinehurst Resort. The stations gave away over 600 gallery tickets, and for two holes, announced the celebrities playing for the crowd.

Kevin "Hercules" Sorbo with Larry K. Smith.

WKML Promotions Director Krysta Kaye with Extreme Makeover Home Edition's Paul DeMio.

In the past fourteen years, the Classic has raised over $13 million. The V Foundation for Cancer Research was founded in 1993 by ESPN and the late Jim Valvano, legendary North Carolina State basketball coach and ESPN commentator. Since 1993, The Foundation has raised more than $60 million to fund cancer research grants nationwide.

COACHES COOK FOR CHARITY

WJBR Morning Show host Michael Waite was one of the judges of the Lavan-Keeler Cook-Off...that is, DSU Head Football Coach Al Lavan and University of Delaware Head Football Coach K.C. Keeler. They mixed, stirred and fried their way to a tie with the proceeds from the event going toward the coaches' chosen charities. Coach Lavan cooked on behalf of IMPACT Delaware Tobacco Prevention Coalition, and Coach Keeler's culinary abilities benefited the Boys & Girls Club of Delaware.

WIRED UI

Wired 96.5 sponsored the annual Campus Philly celebration attended by over 10,000 incoming college students. The kids partied and learned about the city's cultural and entertainment opportunities, housing and rentals in the area, clubs and nightlife, and even fitness and heath options, while enjoying live music along with lots of handouts.

CROSSING THE FINISH LINE FOR CANCER

The New KKLZ once again sponsored the ***Danny Gans 12th Annual Champions Run For Life*** all to benefit the Nevada Childhood Cancer Foundation. **KKLZ Morning Show's Mike O'Brian,** for the 4th year in a row, served as host for the event that attracted over 1,500 people to The District in Green Valley. People participated in either the 1 mile fun run/walk or the competitive 5K with $500 cash going to the top male/female finisher.

Danny Ganz with KKLZ's Mike O'Brian

THE POWER OF PINK

Delaware's 99.5 WJBR made a difference this year by participating in the American Cancer Society Making Strides Against Breast Cancer Walk. Morning Show personality Michael Waite hosted the festivities and over 5,000 walkers and joggers gathered to support the cause. Together the WJBR team raised $4,979 – far surpassing their original goal of $995! Way to think pink, guys!

LOTS AND LOTS AND LOCKS OF LOVE

Check out **WJBR.com** for an ivideo following **Promotions Director Kim Campbell** on her journey as she cut off and donated 12 inches of her hair- a feat that can be tough for any woman! *Locks of Love* is a charitable organization that gives hair prosthetics to financially disadvantaged children, age 18 and under, with long-term medical hair loss from any diagnosis. Kim has been growing her hair long and cutting it off every 4 years for this charity and has surely impacted many children with her kindness. (Hey, Kim – you look great!)

"NINA'S NIGHT OUT"

Multi-platinum singer-songwriter, Jessica Simpson was the headliner for the 5th Annual "Nina's Night Out" sponsored by ***104.3 The Coyote*** in Las Vegas and KTNV anchor Nina Radetich. 100% of proceeds benefited The Rape Crisis Center, a southern Nevada nonprofit that provides education, support and advocacy for victims of sexual assault and their families. At his year's event, Jessica performed songs from her new country album along with other popular favorites.

PINKFEST - A CONCERT & FESTIVAL FOR THE CURE!

92.5XTU's big fund-raising event in Philly starring Martina McBride and Jack Ingram also featured Kristie Lee Cook and Crystal Shawanda performing on the American Idol side stage. This day of fun included a Karaoke Contest for Backstage Passes and a "Martina Midway" with games, a dunk tank and lots more. A portion of the proceeds raised benefited **Morning personality Andie Summer's** team, the "XTU Solemates," at the Philadelphia Breast Cancer 3-day for the Susan G. Komen Foundation for the Cure and the National Philanthropic Trust.

WE DON'T LIKE IKE!

Miami's ***Power 96*** **WPOW-FM** held a hurricane food and clothes drive for victims of Hurricane Ike. *Power 96* collected five full Pack-Rat container trucks full of donated goods for those in need.

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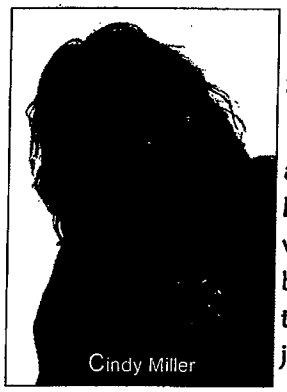
A Sampling of Service - OCTOBER • NOVEMBER • DECEMBER 2008

CLASSIC ROCK 106.5 GRANTS A VERY SPECIAL CHRISTMAS WISH

During **WSFL-FM's** Christmas promotion, "The 15 Days of Christmas," the station encouraged their Eastern NC listeners to submit a Christmas wish for themselves, a family member or friend.

Andy Martin of Williamston, NC, did just that. His prosthetic leg is old and worn out. He lacks insurance and a new prosthetic leg costs approximately $13,000. So Andy asked Santa – via the elves at WSFL – for a new leg. Working together with Beasley sister station **V103.3 WMGV-FM, *Classic Rock 106.5*** contacted Hanger Prosthetics & Orthotics in Greenville, NC, and arranged to make his wish come true.

During the call from WSFL, when he realized his wish was being granted, Andy's gratitude was heartfelt and genuine. "Thank you, thank you so much...I'm sitting here right now crying, and you've got to believe me, I don't cry...things like this don't happen," he responded. "You've got to understand how much this means..."


Cindy Miller

"I have chills just thinking about it," said **WSFL PD Cindy Miller**. "It's times like this when I can forget about the business side of radio and just think about how awesome my job is!"

KICKS 99'S 10TH ANNIVERSARY GUITAR PULL WINS "GABBY AWARD"

***Kicks 99* WKXC-FM's** 10th Annual Guitar Pull concert to benefit "Million Pennies for Kids" continued the station's tradition of bringing rising stars and established acts to the Augusta area. Formatted as a social gathering, the concert featured all the artists - Lady Antebellum, Luke Bryan, James Otto, Rodney Atkins, Joe Nichols and Sara Evans - sitting together on-stage with each taking a turn telling stories, singing a song and perhaps commenting on the work of another. Nashville's biggest artists donated their time and all money raised went to the local United Way to help children and their families have a brighter Christmas.

WILMINGTON GIVES THANKS FOR *99.5 WJBR'S* ANNUAL TURKEYTHON

Their goal is to give listeners an opportunity to meet their favorite DJs while contributing to those in need. Partnering with the Ministry of Caring, ***Delaware's 99.5 WJBR*** beat last year's numbers, collecting 881 turkeys, 1,000 lbs. of canned food and over $1,000 cash!

Promotions Coordinator Megan Clendaniel babysits a truckload of turkeys

96.3 KKLZ AROUND TOWN

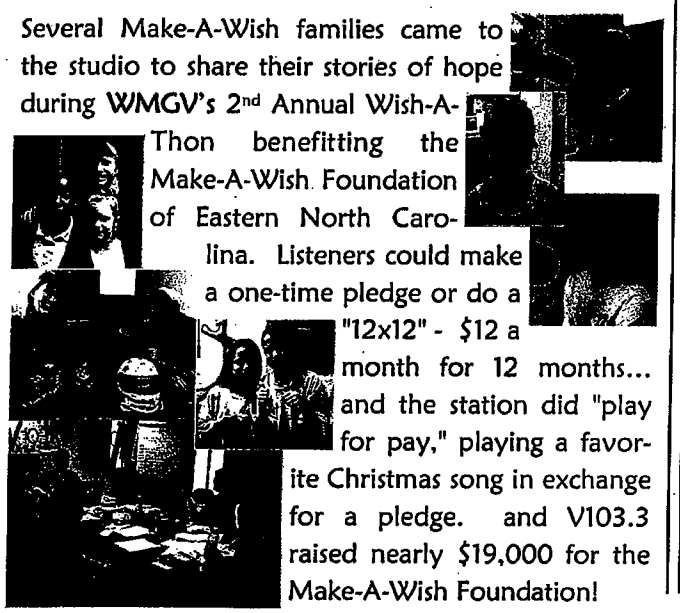
***Classic Hits 96.3* KKLZ** joined up with the Firefighters of S. Nevada Burn Foundation for the 7th Annual "Fill the Fire Truck" Toy Drive. The toys and gift cards - enough for over 18,000 kids - were given to local schools and charities for distribution to their needy families.

KKLZ helped families celebrate at the NICU (Neonatal Intensive Care Unit) Reunion at Sunrise Children's Hospital. The NICU cares for over 750 infants each year who are critically ill or premature and require intervention.

G.I.F.T. ... Giving In the Fayetteville Tradition

Salvation Army bell ringers with kettles were right there alongside Beasley Fayetteville on-air personalities as the stations broadcast from four remote locations, asking listeners for non-perishable food, clothing, toys and cash for the less fortunate at Christmas. We hear Fayetteville listeners were generous and the day was a rousing success!

SOFT ROCK V103.3 MANNED THE PHONES TO MAKE WISHES COME TRUE

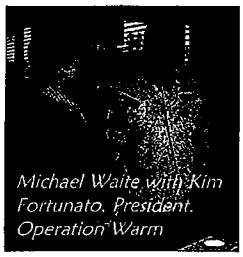


Several Make-A-Wish families came to the studio to share their stories of hope during **WMGV's** 2nd Annual Wish-A-Thon benefitting the Make-A-Wish Foundation of Eastern North Carolina. Listeners could make a one-time pledge or do a "12x12" - $12 a month for 12 months... and the station did "play for pay," playing a favorite Christmas song in exchange for a pledge. and V103.3 raised nearly $19,000 for the Make-A-Wish Foundation!

WJBR'S WARM, FUZZY FUNDRAISER

If it's December in Delaware...it's time for **99.5 WJBR's** annual promotion with Operation Warm, a nonprofit organization that turns coins into coats for kids. A gift of $15 provides a brand new warm coat for an underprivileged child in the Delaware Valley.

During the very first broadcast, $2,500 was collected in just 4 hours by the Morning Show's **Michael Waite and Jill Quale!** By Christmas, WJBR and their dedicated listeners raised $15,760 dollars...that's over a thousand new coats for kids!

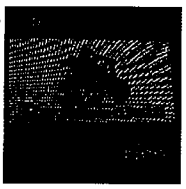


Michael Waite with Kim Fortunato, President, Operation Warm

FAYETTEVILLE HAS THE KISSMASS SPIRIT!

KISS 107.7 team members and several **WUKS** listeners traveled out to Whispering Pines Nursing Home last Saturday to do a little "Kissmas Karoling!" **Beverly Pone** and **Debbie Eason**, along with **Taylor Morgan, Pam Patton, Kristy Sykes and their kids** all serenaded the residents at Whispering Pines accompanied by Bryan Morgan on guitar. "I found myself near tears throughout much of the event," said **PD Taylor Morgan.** "Giving of yourself and being appreciated so much for something so small left us all with an experience that was priceless!"

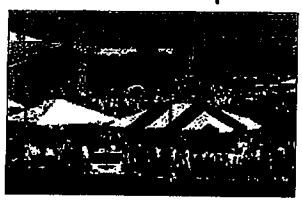
A MOUNTAIN OF LOVE



92.5 XTU Philadelphia's Country Station and the Philadelphia Flyers teamed up with CAPE (Child Abuse Prevention Effort) to build a "Toy Mountain" at the Wachovia Center, the destination of the 9th Annual ***92.5 XTU*** Toy Truck Parade. Nearly 10,000 toys and $36,400 in cash were collected for the children and families CAPE serves.

SW FLORIDA SUPPORTS WALK NOW FOR AUTISM

***B103.9* WXKB-FM, *New Rock 99X* WJBX-FM, *96 K-Rock* WRXK-FM, *Sunny 106* WJPT-FM** and ***Sports Radio 770* WWCN-AM** were media sponsors again this year for Autism Talks' Walk Now for Autism. Vans and personnel from all five stations were there to entertain and cheer on the walkers. The walk was a huge success with over 2,800 participants and more than $170,000 in proceeds.



99.9 KISS COUNTRY'S TOYS IN THE SUN RUN

30,000 motorcycles followed the **WKIS-FM *KISS Country*** RV down I-95 in South Florida for the Toys in the Sun Run to benefit Joe DiMaggio Children's Hospital! From the motorcycle ride, toy collection with performances by Big Kenny from Big & Rich, Richie Supa from Aerosmith, and Mark Chesnutt, and appearances by NASCAR driver Bernie Lamar and Supermodel Niki Taylor, the event raised over $150,000.

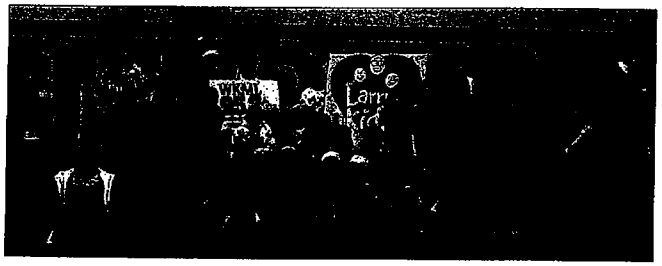
CLASSIC HITS 96.3 KKLZ CARES

Firefall was the featured band at the "KKLZ Cares" Concert to benefit Catholic Charities of Southern Nevada. The station collected donations of food, grocery store gift certificates and cash at locations around Las Vegas to help feed the hungry during the holidays. Everyone who donated was eligible to receive free concert tickets.

KKLZ Staff at the Concert; L to R: Terrie Springs-Mid-days; Gus Stone-Production; Jim Tofte, Charly Kayle, Mike O'Brian-KKLZ Morning Show; Mike Manko-Evenings

A CHRISTMAS TO REMEMBER FOR LARRY'S KIDS

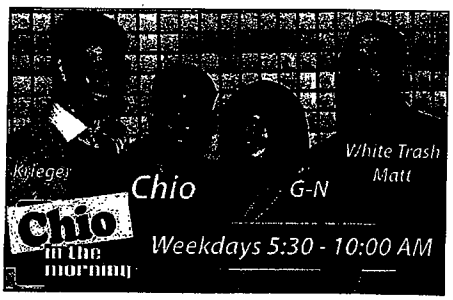
The magic of Christmas touched more than 200 kids and their families in Fayetteville, thanks to **WKML's Larry K. Smith** and a record number of volunteers. Dozens of families enjoyed a very merry Christmas party knowing that someone cares and the Salvation Army's "Kids to Kamp" program received $1,000.



THE *POWER 96* "GREAT TURKEY GIVE-AWAY"

Miami's **WPOW-FM** invited listeners to show up at two "surprise locations" and take home a free turkey!

WIRED 96.5'S "CHIO IN THE MORNING SHOW" GIVES BACK



The goal of "Chio's Christmas Wish" is to help needy families celebrate the season who, due to financial, physical or mental difficulty, are unable to provide for themselves or their families during the holiday season. In the month of December, Chio solicits letters from ***Wired 96.5*** listeners to nominate families in the Philadelphia area who are in need of some holiday cheer. Since 1998, Chio has been giving gifts of $1,000 to deserving families.

FOXY "FLIPS THE BIRD!"

The week before Thanksgiving, ***Foxy 99* WZFX-FM** set up business at a different location each day to give away Thanksgiving turkeys, stuffing and cranberry sauce to Fayetteville families.

OUT & ABOUT

The ***B103.9*** van was on hand for the Southwest Florida "Making Strides Against Breast Cancer" walk in support of the American Cancer Society's lifesaving research, prevention, early detection, and support programs for thousands of patients and their families. Over $58,000 was raised!

Again this year, Fayetteville's ***FOXY 99*** "Jammed the Bus" with toys for the Salvation Army at Wal-Mart locations all across the **WZFX** listening area.

WSFL sponsored the "Benefit for Timmy and Hannah" in Eastern NC and helped raise $8000 with a bike ride and concert. A Fire Control Specialist III for the City of Kinston Fire and Rescue Division, Timmy was badly burned in a home accident. Hannah, born with multiple congenital abnormalities, is the daughter of Tracey and volunteer firefighter Chris Roddy.

Beasley SW Florida stations were there to help judge and play music at Delta Family Counseling's "CARES High School Challenge" for suicide prevention. They had record attendance, and great money was raised and matched by a generous donor!

Kiss 107.7 **WUKS** collected "drive thru" donations for the Heat of Carolina Food Drive to help brighten the holidays for Fayetteville families in need.

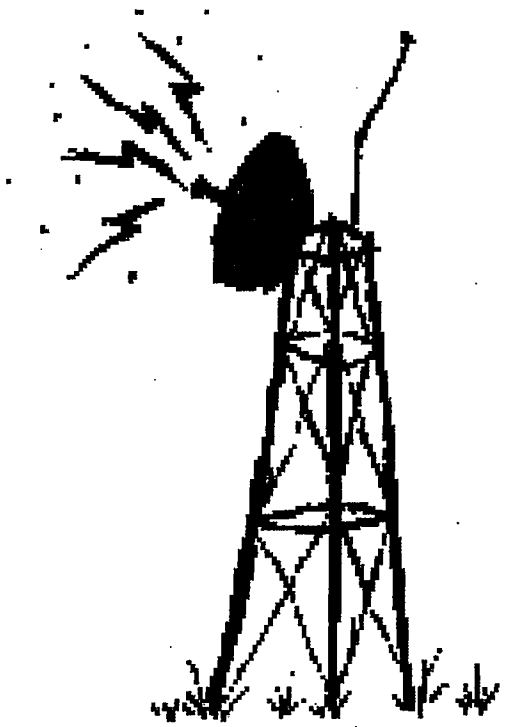
Hope you enjoyed this holiday recap. Now, more than ever, great good can come from local involvement and we're proud of the caring Beasley teams who reach out and give back to their communities every day. Thanks for all you do!

COMMUNITY

SERVICE...

RADIO

DOES

IT

BEST!