

Update on Broadcasters' Help with Hurricane Katrina Relief

Most of the following reports were filed by stations prior to September 9, 2005, which was designated Broadcast Unity Day. Many stations have not reported their various fundraising totals to date. In addition, totals from Unity Day are now being compiled by relief organizations.



WPEC-TV West Palm Beach On-air fundraising campaign Thursday 9/1 raised \$94,330 for Red Cross as of 11:00 p.m. 4:00-5:00pm simulcast on **WPEC NEWS 12** and **WFLX** Fox 29 5:00-6:30pm and 7:00-8:00pm on WPEC NEWS 12; 10:00-11:00pm on WFLX Fox 29.

WFAA-TV and The Dallas Morning News organize local "Spirit of Texas Hurricane Relief Fund" for victims of Hurricane Katrina. In addition to WFAA,

The Dallas Morning News and **WBAP**. **Belo** television stations throughout Texas are also participating in this relief effort, including **KHOU** (Houston), **KENS** (San Antonio) and **KVUE** (Austin). A special account has been established to accept donations.

KZLA-FM/Los Angeles is asking listeners to donate bottled water, pre-packaged foods, diapers and baby food/formula. Station staff will be driving an 18-wheeler Saturday, Sept. 10th from Los Angeles to Louisiana to drop off necessities to victims of Hurricane Katrina. KZLA will be asking for donations of bottled water, non-perishable food, diapers and baby food/formula next Friday, September 9th at Keyes Toyota in Van Nuys from 6am-7pm! The very next day, KZLA will load the truck and drive from "L.A. to LA" to unload the truck full of donations to the needy in Louisiana. KZLA is urging its listeners to donate these items to those in desperate need!

Entercom KIRO-AM/Seattle is raising funds with a four-hour radiothon on Friday (9/2) live from outside Qwest Center accepting cash donations for Northwest Medical Teams in person and by phone. KIRO's Dave Ross and Dori Monson joined forces and hosted a four-hour radiothon last Friday and raised \$126,070.46 for victims of Hurricane Katrina. All donations will be given directly to Northwest Medical Teams, which partners with other major US relief organizations to coordinate response efforts in disaster situations. For more information about Northwest Medical Teams, log onto www.nwmedicalteams.org.



WFMZ-TV Allentown, an independent station in the Philadelphia market, raised \$126,000 dollars for the Red Cross relief efforts in six hours on September 1. The money came from viewers calling into the WFMZ-TV phone bank manned by 25 volunteer operators. In addition to the money raised on the phone, \$8,000 was received via the Internet. People are continuing to drop off donations to the station.

The **Alabama Broadcasters Association** announced September 13 that radio and television stations across the state topped their goal by collecting over three million dollars between September 2 and September 11 under their "Two Million in Ten Days" campaign. The campaign partnered the Association's membership with the American Red Cross to raise money for coastal areas affected by Hurricane Katrina.

For ten days, radio and television stations across the state conducted specific events and on-air campaigns asking for donations to the American Red Cross Disaster Relief Fund. "Stations are still counting the collections but, as of yesterday (9/12) most had reported in with a total of \$3,219,973.44," said Sharon Tinsley, Executive Director of the Alabama Broadcasters Association.



KIRO-TV Seattle broadcast "Hurricane Katrina: The Northwest Responds" 30-minute news Special on September 5, 2005 at 8 PM in conjunction with the *KIRO 7 Katrina Relief Fund*.

NAB announced plans to work with the industry to raise \$100 million in cash donations for relief efforts. "BroadcastUnity for Katrina Relief," includes a \$1 million cash donation from the NAB to the American Red Cross. NAB is designating September 9th as "BroadcastUnity Day," asking all stations on that day to dedicate a minimum of 60-

seconds each hour to the relief effort. New, Katrina-specific radio and TV PSAs will be available at www.nab.org or by e-mailing sroberts@nab.org. NAB requests that each station air the PSAs at the top of each hour.

NAB partnered with the Louisiana and Mississippi state broadcast associations to distribute 1,300 battery-operated handheld television sets to public safety officials assisting with Hurricane Katrina relief efforts. The five-inch analog TVs, purchased by the NAB from St. Louis-based GPX, were distributed among state police officials and other public safety organizations in Louisiana and Mississippi. Coordinating the distribution effort were the Louisiana Association of Broadcasters (LAB) and the Mississippi Association of Broadcasters (MAB). NAB also partnered with the Salvation Army and American Red Cross to distribute 10,000 battery-operated handheld radios to displaced residents.

KOIN-TV/Portland raised more than \$260,000 for the American Red Cross Disaster Relief Fund.



WESH-TV Orlando is joining Magic 107.7 FM and the Red Cross Friday for a daylong fundraising telethon. Beginning at 5 a.m. during WESH 2 News 2 Sunrise, and throughout the day during regularly scheduled WESH 2 News broadcasts, WESH-TV viewers will be invited to pledge financial contributions to the Red Cross. In addition

to regularly scheduled newscasts, two hour-long blocks of programming at 11 a.m. and 3 p.m. will be devoted to the WESH 2 Disaster Relief telethon.

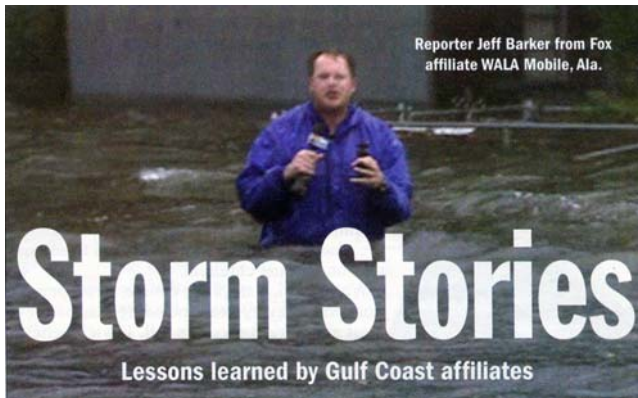
The **Oklahoma Association of Broadcasters** reported that for the first time ever, 13 Oklahoma City radio stations broadcast their morning shows from the same location, in order to raise funds for the Red Cross.

Emmis Communications sent two planes of supplies and personnel to Mobile to assist its employees. They found an extraordinary effort by **WALA** (Fox 10, Mobile) employees to not only deal with their own difficulties from Katrina but also to provide support to their **WVUE** (Fox 8, New Orleans) colleagues.

Emmis employees received an update on the situation and were notified that their contributions for Hurricane Relief to the Emmis Relief Fund would be matched dollar-for-dollar up to \$25,000 by the Smulyan Family Foundation. Below is a partial list of what other Emmis properties are doing to assist in relief efforts.

WKHM-AM and FM in Jackson, Michigan set out with the help of local trucking and warehouse companies to fill a 53 foot semi filled with hurricane relief aid materials like: Diapers, water, juice, baby food and toiletries. We encouraged Jackson County Residents and businesses to help us fill the truck. We had an overwhelming response. Through the generosity of Jackson County Residents and businesses we not only filled the one truck, but we filled 5 and have a 6th one in the works! All supplies are going to Alexandria Louisiana to directly help those in need.

WSOC-TV Charlotte, NC viewers donated \$145,000 in just nineteen hours to the local chapter of the American Red Cross to help with disaster relief. Phone bank at Channel 9 starting Tuesday, August 30 during Eyewitness News at 5:30 pm and stayed staffed



through Channel 9 Eyewitness News at 11 pm that night – process repeated on Wednesday until 11:35 pm, staffed mostly by station staff volunteers taking shifts.

The **Nevada Broadcasters Association** announced that it will make two significant donations -- one to Louisiana and one to Mississippi -- earmarked for small market broadcasters and standalone

stations. The NBA is joining together with other state broadcasters associations to provide this disaster relief to assist these broadcasters hardest hit by Katrina who do not have the financial resources and backing of major groups, those who without assistance, will be forced to shut down permanently.

KHOU-TV Channel 11 and Houston area Clear Channel radio stations raised \$6.3 million for the American Red Cross as part of “The Spirit of Texas Hurricane Relief Drive.” A phone bank was set up at the Channel 11 studios with volunteers answering phones and accepting pledges throughout the day and night.

KMTV (KM3)/Omaha Emmis Communications raised \$100,000 in cash in two days to benefit the American Red Cross Disaster Relief Fund.

Viacom announced is making a \$1 million cash contribution to the American Red Cross Disaster Relief Effort and is also instituting a worldwide employee matching gift program for employee donations.

WIBC-AM, WNOU-FM, WLHK-FM, WYXB-FM/Indianapolis are sponsoring a day-long Hurricane Relief Drive in downtown Indianapolis in front of Emmis'

headquarters today, Thursday Sept. 1. In addition to on-air personalities, American Red Cross volunteers will be on hand to accept donations. During this Saturday's annual SkyConcert, the Salvation Army will be stationed to accept cash donations for relief.

KGUN-TV/Tucson is participating in the Tucson Broadcasters Association effort for all media outlets to jointly raise money for the relief effort this Friday, Sept. 2. Most of the city's television and media outlets will be conducting "drive-thrus" and collecting money for the American Red Cross Disaster Relief effort. More than \$150,000 was raised.

Clear Channel radio and television stations across the country are airing PSAs directing listeners to www.StormAid.com. In addition, Clear Channel Entertainment is in the process of organizing benefit concerts and collection drives.

Cincinnati Seven-station Collaboration - Cincinnati stations unprecedented cooperative effort in answering the call for relief. General Managers, News Directors and Promotion Managers for all seven Cincinnati television stations agreed to produce a live, commercial free, 60-minute simulcast for all seven stations on Friday night, September 2, 7:00-8:00PM, preempting all regular programming, asking for donations for the American Red Cross. Simulcast will originate from WCET-TV, with phone bank of fifty volunteers from the seven stations. This is the first time that all seven stations have come together to produce a unified front in the production of a program.



Syndicated talk host Ed Schultz is opening his home to the victims of Hurricane Katrina through his "Adopt a Family of Hurricane Katrina" effort.

Salem's Los Angeles cluster is working with Feed The Children to help victims raising money through Labor Day with on-air appeals on Talk **KRLA-A**, Religion **KKLA**, and Contemporary Christian **KFSH** /Los Angeles and **KTIE-A**/San Bernardino.

Syndicated Kidd Kraddick In The Morning raised over \$270,147 in one day for relief efforts. Morning team is also offering affected affiliates studio space if they need it.

KSBJ/Houston announced a nationwide campaign to all Christian stations to gather retail and food gift cards.

Citadel Country **WKDF/Nashville** is auctioning off wide array of celebrity items.

Clear Channel **WFLA-A/Tampa** is selling 97-cent-a-gallon regular gas while taking donations for the American Red Cross at a MOBIL station. Drivers are being asked to donate the difference between the discount price and regular price to the relief fund.

Jefferson Pilot **KYGO/Denver** Gulf Coast Relief Campaign for the Red Cross says anyone who donates money will receive Mardi Gras beads to remember those affected by the storm. KYGO and the local Fox affiliate will be on site with Red Cross (9/2) at the Fox offices.

Sunshine Broadcasting **WHHZ**/Gainesville-Ocala, FL is collecting premium or autographed items for "The Buzz Telethon And Silent Auction" on September 9 for Red Cross.

Sports Radio **WEEI** Boston will collect donations for The American Red Cross Hurricane 2005 Relief at its Fenway Park studio for the remainder of the Boston Red Sox regular season home games and at the Patriots Pre-Game Party prior to the New England Patriots' opener tomorrow (September 8th). To make a donation online, visit www.WEEI.com or www.RedCross.org

WLYJ, Jasper, AL (Joy Christian Radio); along with a local church, Hunter's Chapel Church in Jasper, has already delivered over \$12,000.00 (retail) worth of bottled water, gasoline / diesel, baby formula, diapers, canned goods, and a lot more to the Laurel MS area this past Saturday, Sept.3. We had a convoy of a 26foot (tall) refrigerated truck, plus 6 pick-up truck loads that made the trip. We plan to take another truck in days to come to parts of the MS Gulf Coast as needed and available.



WQSI-FM/WACQ-AM Tuskegee, AL fundraiser in cooperation with the American Red Cross and the Tallassee Chamber of Commerce began this morning (9/7/05) at 6AM. We have volunteers with buckets out on the street in front of our studios in Downtown Tallassee. At 10AM we had collected over \$19,000. We plan to continue collecting funds here until 4PM. At that time our local Red Cross representative, Mike Woodall, is going to take the funds to Lowe's in Montgomery where it will be matched by Lowe's.

Clear Channel **WHKF/Harrisburg** is hosting "Concert For A Cause" to help raise money and donations for the Red Cross (9/7).

Clear Channel **WDCG /Raleigh's** Bob & The Showgram morning show presents the "Bus To The Bayou" to help victims (9/2), with simultaneous live broadcasts from 3 LOWE'S FOODS locations. Each location will have multiple semi-truck trailers, staff and volunteers on-site. Bob Dumas will drive the goods to Mississippi.

Clear Channel **WLAN/Lancaster** will dump the format 9/5 to present the "Wlan American Red Cross Labor Day Pay For Play." Listeners who make a minimum \$20

donation will hear any song they want. Red Cross reps will man the phones Sister **WNCI/Columbus** will run the same campaign.

Citadel/**Chattanooga (WSKZ, WGOW, and WOGT) along with WRCB-TV** will be set up in the VELOCITY SPORTS parking lot to collect cases and flats of bottled drinking water and monetary donations.

Legend Communications **WRYV/Huntington/Gallipolis, Oh** is broadcasting all day from local BOB'S MARKET, collecting bottled water and cleaning supplies. All area BOB'S locations will continue to collect goods through September 9.

Clear Channel **WYYD/Roanoke-Lynchburg** started out to fill one tractor-trailer with bottled water and ended up filling five.

Tom Joyner has announced the creation of the BlackAmericaWeb.com Relief Fund. The organization, formed in association with his online community BlackAmericaWeb.com, *The Tom Joyner Morning Show* and parent company REACH Media, will assist people who are helping those displaced by Hurricane Katrina. Joyner has set up a scholarship fund with a target \$1 million.

Michigan Governor Jennifer M.Granholm called a meeting with the **Michigan Association of Broadcasters** and Michigan Association of Public Broadcasters early this afternoon to discuss what we could do collective for the relief efforts. A 3-4 hour statewide Radiothon will take place during morning drive on Friday 9/9/05 to raise funds for the Red Cross through a central phone number making it easy for citizens to contribute.



KABC-TV Los Angeles, along with sister radio stations went on air from 5 am – 7 pm and raised more than \$600,000 from viewers. On air messages continue through the next week.

KPKX Phoenix teamed up with local ABC affiliate, ABC15, and Fry's Food to raise money at all Fry's Food stores and joining ABC15 for a

live broadcast from the Fry's location @ 90th Street and Via Linda in Scottsdale 9/2 from 3- 7 pm. Station is doing all request weekend for donation to Red Cross. 3. Station started selling our PEAK Relief Bracelets for a donation to the Red Cross Hurricane Relief, so every remote, appearance or van stop we have moving forward, we will be selling the

bracelets. PEAK Rock Art Show and Sale...a free exhibit showcasing the multi-talents of rock musicians, singers and songwriters opens Friday, September 9th through the 11th. Admission to the Show is free to the public and all works are available to purchase with a portion of the proceeds going to PEAK RELIEF for the Red Cross Hurricane Relief.



WMAR-TV ABC2 is doing the following:

- Studio drop-off point for donations to be forwarded to the Red Cross
- Studio blood drive
- Studio phone bank to help Red Cross with donations
- Partnership with local radio stations to push the WMAR studio blood drive and phone bank for donations

Jefferson-Pilot of Colorado radio stations **KYGO, KJCD, KQKS, KCKK** and **KKFN** began a fund drive "Beads for the Bayou" to run throughout the next few weeks at numerous events.

WBNS 10TV and the **Ohio News Network** Columbus, OH have launched statewide campaign, to help victims of Hurricane

Katrina. Through its partnership with Huntington Bank, and working with the Red Cross, they have established a *Show You Care Disaster Relief Fund*. News mentions and public service spots are currently airing encouraging donations at any Huntington Bank branch in Ohio.

WKRZ Radio near **Wilkes-Barre, PA** are jumping in to help the Red Cross Disaster Relief Fund. Anyone who donates through WKRZ can be secure that their money is going straight to American Red Cross. All the money the stations collects will be going to the Red Cross.

In response to strong demand for local hurricane coverage, **Belo** offered **WWL-TV** New Orleans' off-air signal to all broadcasters in non-Belo markets for broadcast on their digital multicast channel. This provides a key service to those interested in this incredible story.

WXRT Chicago's raising money for the Red Cross with Rolling Stones concert tickets (using the name "Gimme Shelter"). **WNKS**, Charlotte's Ace & TJ did a marathon "Give

to the Gulf" airshift to fill 10 tractor-trailer semis with supplies. And many Citadel clusters - hearing the pain of Citadel's New Orleans cluster - are doing "The Power of Five." That's a fundraising goal over 5 days of getting at least \$5 from "every man, woman and child in the area." Inside Radio - WXRT reports that their "Give 'Em Shelter!" fundraising effort to provide relief to those affected by Hurricane Katrina, has raised more than \$185,000. Last Wednesday and Thursday, XRT gave listeners who donate \$100 or more to the Hurricane Disaster Relief Fund of the American Red Cross the chance to win tickets to the Rolling Stones' sold-out concert at Soldier Field on September 10.

WMAR Baltimore is partnering with First Mariner Bank for drop off sites for money donations. People can drop off checks or money orders to the bank or the station and the funds will be forwarded to the American Red Cross. Funds can also be mailed to same.

KJRH Tulsa, OK has joined the Community Food Bank of Eastern Oklahoma for a special food drive.

From the West Coast comes word that **KABC Los Angeles** – along with sister stations **KLOS** and **ESPN RADIO 710** – is holding a California-style, "drive-thru" Red Cross fundraiser today through 7 PM.

WSB Radio and WSB-TV Atlanta (Cox) put on a joint fund raising effort this past week for hurricane relief. The viewers and listeners of the Atlanta market rose to the need and pledged \$2,437,000.

Entercom/Norfolk (WWDE, WPTE, WVKL and WNVZ) helped raise \$250,000 on Wednesday (8/31), broadcasting live and teaming with TV station WTKR-TV to run a phone bank.

KNXV-TV Phoenix ABC15 (Scripps Howard) is raising funds for the Red Cross and seeking blood donations through United Blood Services. ABC15 just got a partnership with the Kroger Stores Phoenix - Fry's Markets- with over 70 locations to take donations at the checkouts. UPDATE: The station used phone banks and will continue to do so. They raised a total of \$600,000 by September 13. Main Anchor Jonathan Elias secured an airplane to bring Phoenix Firefighters home from Gulf Coast disaster areas and transport a new crew to the area. He called the CEO of Mesa air directly and asked for the plane. Without the plane, firefighters would have been facing a 30-hour bus ride. KNXV sent two separate crews to help viewers see the reports from on-air people they were familiar with

WLAB radio Fort Wayne, IN in partnership with Red Cross, is encouraging their listeners to drop off cash donations and gas cards at specified locations throughout the week during morning and afternoon drive times. "We kicked off this morning and in only two hours we've already raised \$2,500," said WLAB spokesperson Brian Michaels.

Salem Radio Networks talk hosts Bill Bennett, Dennis Prager, Michael Medved and Hugh Hewitt joined forces yesterday with Feed the Children to raise \$150,000, equal to one-million pounds of emergency relief including ready-to-eat meals, baby formula, emergency water and blankets. “Feed The Children has 18-wheelers filled with emergency food, water and supplies ready to rush to the children and families who need it most,” says Feed The Children Founder & President Larry Jones.

WTNH-TV New Haven, CT donated more than \$600,000 to the Red Cross.



WEWS-TV Cleveland opened a Red Cross/5 On Your Side Hotline, staffed by local Red Cross Volunteers during newscasts on September 5. Monday and Tuesday in early evening newscasts. Wednesday and Thursday from 5 pm – Midnight. WEWS will operate the phone bank Friday from 6:00 a.m. until midnight. As of Friday morning, September 9, WEWS had raised \$500,000. In addition to Red Cross volunteers, students from a local high school staffed the phones. A local woman who was rescued in New Orleans Tuesday by her brother who flew from England to find her also joined volunteers on the phone bank. Next week the Cleveland Indians will join our fundraising effort...as will other area organizations. Also, the over the air stations in Cleveland are planning a joint local telethon next Friday night.

KSBJ Houston is working with local churches to help bring get relief to victims. “Since a lot of people fled Louisiana and came to Houston to escape Katrina, our hotels are full of evacuees,” said Houston’s KSBJ MD Jim Beeler, according to the Billboard Radio Monitor. “We’ve had our broadcast van out in three locations this week collecting gift

cards for gasoline, groceries and long-distance phone calls.”

WNBC-TV New York aired a live one-hour Hurricane Katrina Relief Fund Drive on Wednesday, Aug. 31, in conjunction with the AMERICAN RED CROSS, WNBC's "Hurricane Relief" aired commercial-free at 7 p.m. ET raising \$8 million.

KTLO/KCTT Arkansas Radio will be collecting monetary contributions on 9/2. Salvation Army will join with KTLO and KCTT and The Telephone Connection for a special fund drive Friday, with money designated for hurricane disaster relief. This will include a radiothon.

WFTS-TV partnered with the 5 Clear-Channel radio stations in town -- pushing our viewers to their relief efforts (StormAid.com) as their radio stations push people to our property, where Red Cross is setting up tables tomorrow (Thursday, Sept 1) evening, pre-Tampa Bay Bucs game. (station is located directly across from the East Gate of the stadium.)

Viewers and listeners in Milwaukee will be able to donate to Red Cross through “Katrina: You Can Help” established by Newsradio **WTMJ** and **WTMJ-TV**. The effort will take place between 6:00am and 11:00pm on Thursday, September 1, 2005. The stations will solicit donations from listeners and viewers across the region.

Journal Broadcast Group's 38 radio and 11 television stations are using their communication power to raise funds to help Hurricane Katrina survivors and recovery efforts. The efforts varied from market to market and nearly every station had a unique idea. Through a combination of live phone banks, radio interviews, newscast coverage, radio-thons and public service announcements the stations have secured pledges totaling more than \$1.1 million this first week, with more still coming in.

The **Walt Disney Company** will make corporate contribution of \$2.5 million to the relief and rebuilding efforts for victims of Hurricane Katrina.

Houston's KRBE-FM held a relief drive on Tuesday in which thousands of dollars were raised in less than three hours.

San Francisco **STAR 101.3's** Don Bleu and Uzette are hosting live morning show broadcast today to help those impacted by Hurricane Katrina. Bleu will broadcast live from an area restaurant, encouraging listeners to come by and donate to the American Red Cross and their Hurricane Katrina relief efforts.

WISN-TV Milwaukee Leads 18-Hour Hurricane Relief Effort

WISN-TV and the Red Cross are teaming up for a daylong fund-raising effort on Sept. 1. Beginning at 5 a.m. on WISN "12 News This Morning," the station will open a LIVE Hurricane Relief Hotline staffed by members of the Red Cross. The relief effort will continue throughout the day on Channel 12 and conclude following WISN's late news.

Liberty Corporation has collected five tractor trailer loads of water and plan to send it to Jackson, MS to a central processing center. If they need a truck (or several trucks) at **WLOX** Liberty can ship it directly. Liberty has also have received donations over \$60,000 so far for relief and continue the drive throughout the day.

WTOL-TV Toledo, OH is airing hourly 1-minute appeals to give to the Red Cross and have done, raising close to \$60,000 the first day.



Washington's Modern Music **Z104** Radio's morning drive program – The Mathew Blades Radio Program – hosted an all-day “MBRP Radio Relief” telethon Thursday September 1 to drive awareness and donations to the Hurricane Katrina disaster relief efforts.

KTVO Kirskville, MO is initiating a public service campaign called “Relief Round Up” to promote to viewers the idea of donating through a ‘round up’ of their purchases (at Wal-Mart, Hy-Vee's and area C&R Market grocery stores)

to the next nearest dollar or nearest \$5. The overage will then be donated by the stores to the local Red Cross - who will send it to the national Red Cross, earmarked for the national Hurricane Katrina relief efforts. In addition, on September 7th, KTVO plans to have concurrent promotional events in KV and Ottumwa. We will hold a “Round Up” drive thru at the Kirksville and Ottumwa HyVeets.

The **RAB** is making its online auction software, ezAUCTION, available free of charge to any member radio stations that want to use the service for hurricane relief efforts. Only credit card processing fees will apply.

NBC-TV has approved the right for radio to simulcast, "A Concert For Hurricane Relief," that will run Sept. 2 at 8p (ET).

(9/1) telethon held by Infinity **KEZK/St. Louis** and **KSDK-TV** raised an astounding \$5.17 million for the AMERICAN RED CROSS. The event was hosted by KEZK's KRIS KELLY. At a second telethon, KSDK, \$125,500, for a total of \$5,225,500.

The Grand Ole Opry is donating all of the proceeds from its Tuesday, Sept. 27 show to the Red Cross. They are inviting some of the biggest names in Country to perform that night. Great American Country (GAC), which normally airs the Saturday night OPRY shows – will broadcast this special performance to be carried on Opry's longtime terrestrial radio home **WSM-AM**.

In just over 30 hours, the combined forces of the Mel Wheeler/Roanoke radio cluster (**WXLK, WSLC, WSLQ, WVBE** and **WFIR-A**) have raised (at last count) \$525,800

with their on-air hurricane relief efforts. Each station took different approaches in collecting donations, such as "Pay For Play" requests, "Most Expensive Lunch," etc.

Clear Channel/**Chicago's** Urban Trombo (**WGCI, WVAZ** and **WGRB-A**) will host a "Hurricane Katrina Drive" with an all day live broadcast today 9/2. The broadcasts will originate from Rev. Jesse Jackson's Operation Push headquarters.

Infinity **KDJM/Denver** will be filling up their listener's cars with free gasoline all day today. Volunteers from the Red Cross will also be on hand to help collect donations for the victims of the storm.

Clear Channel/Denver staff members will be accepting donations for the Red Cross from 6a-6p today at the CCHANNEL offices in the DTC and at the KBCO studios in BOULDER.



Journal Broadcast Group station **KICD Spencer, IA** (14,000 population) raised \$105K in 5 hours Sept. 2. Semi-final total as of 9/3 is \$111,801.85.

Clear Channel **KTBZ** /Houston has now raised \$430,000 from its "Hurricane Katrina Request-Athon" for the Red Cross. The Rob Ryan Show Marathon Has Been On-Air Since 6a On Wednesday (8/31) taking song requests in exchange for cash donations.

Fisher Radio/Seattle (**KPLZ, KOMO** and **KVI**) are collecting donations at broadcast sites during BUMBERSHOOT music festival. 300,000 people are expected to attend the event sponsored, and folks can drop off donations through the Labor Day Weekend event or go to individual stations website's. Some 40 music acts will play at the festival over the weekend, and air personalities from

each station will broadcast throughout the weekend from donation sites. The local ABC affiliate is joining in with television support. All money goes to the Red Cross.

Radio One **WJMO-A** /Cleveland, along with The Greater Cleveland American Red Cross, Lifebanc, National Marrow Donor Program and The City Mission present "The Praise 1490 Unity in the Community Day" Saturday (9/10). It's a call to action among area churches and schools to give blood through their donor programs and donations.

Archway **KHTE** /Little Rock morning co-host Brad Erickson broadcast live (9/1) at the Pine Bluff Convention Center to raise money for the 1000 plus victims that are being

housed and fed there. Over the weekend Erickson is headed to Louisiana with a group of KHTE listeners to bring supplies and help anyway they can.

The **Desert Radio Group**/Palm Springs cluster's "Operation-Help-Is-On-The-Way" raised \$380,000, far exceeding its original goal of \$100,000. Drg's Palm Springs stations (**KUUU, KCLB, KDGL, KNWZ-A, KXPS-A, KNWT-A**) participated with live broadcasts.

Clear Channel/Bakersfield, CA's radio and TV stations helped raise over \$125,000 through a relief drive on Wednesday (8/31). The money will go to the Red Cross.

Citadel **WOKQ/Portsmouth** staff put on a telethon with ABC-TV affiliate **WMUR**/Manchester on (9/1), raising \$1.1 million. The **WOKQ** "Waking Crew With Mark Ericson & Danielle Carrier" anchored the TV broadcast all morning.

Cumulus **WWCK-A/FLINT** host Dave Barber is launching a national talk radio campaign to delay the new, tougher personal bankruptcy law for two years to allow victims to file under the less stringent rules in effect until October 17.

WFBC/Greenville has been broadcasting live at a local Wal-Mart filling up 18-wheelers (three so far) and will continue the effort through today. The goal is to fill 11 trucks, which will head to New Orleans with night jock DINO along for the ride.

WKZL/Greensboro reports that donations from their community have filled a tractor-trailer, which will now make it's way to the disaster victims.

Citadel/Chattanooga (WSKZ, WGOW and WOGT) along with **WCRB-TV** raised over \$133,000 and collected 13,000 cases of water yesterday (9/1).

KDEC AM/FM in Decorah, IA (pop.8400) worked with a local restaurant to urge businesses and listeners to donate a day's profits, a day's wages, or any amount they could spare to the local Red Cross. That event ran for 11 hours September 7. **KDEC** announcers broadcast live from the restaurant all day, netting donations over \$9,200. **KDEC** met with two community sparkplugs to create "DECORAH CARES," an ad hoc group to generate money for the victims, focused on the town of Bay St. Louis, MS, (which has a small link to Decorah because of a former Bay resident who now lives in Decorah). One of the group's goals is to provide housing in Decorah for now-homeless people from BSL who would be interested. Decorah residents are meeting with BSL town leadership to gauge the interest. The organization has gained real momentum in the 7 days of its' life, and has gotten the help of the local bus company, banks, professionals, churches, food retailers and many more. Our local interview show on **KDEC AM** is focusing on these local efforts with substantial interview time.

Saga Hurricane Katrina Relief Efforts – 9/2/05

Below are reports from most (but not all) of the Saga stations with their plans for fundraising events to support Hurricane Katrina Relief Efforts.

KOAM-TV: Friday (9/2) KOAM is setting up all day on a major parking lot in Joplin across from our bureau and collecting money. We have an on-air schedule promoting that as well as News. We will have representatives from the Red Cross there to accept the money including their disaster vehicles. Several Fire Departments have called and offered to bring Trucks, lights a flashing and Firemen to man the effort. Of course we will have on-air staff there and be doing updates from the location all day. Sort of an impromptu Telethon. If it goes as well as it appears it will, next Friday we'll be in Pittsburg Kansas and the following week Miami Oklahoma. Our take is that MONEY is what is needed. It is also our take that people want an outlet to both give and commiserate. Some may even seek recognition. In every case, we've got that covered. We do have all the phone numbers and web sites posted and shown in every Newscast 5 times a day.



KCOG & KMGD, Centerville, **KLEE & KOTM** Ottumwa and **KELR** Chariton, IA partnered with Lawless Trucking to pickup and transport collections over a multi-county area in south central Iowa. The second semi will be fully loaded today (09/08/05), and both will immediately begin their journey to churches in Mississippi. Not only is a large quantity of non-perishable items included, but we are also transporting clothing and children's items. Quicktron in Albia, Iowa donated the use of its warehouse to serve as a staging point.

Victoria, TX - Victoria has about 200 families that have landed here from the storms aftermath. Since everyone around the country seems to be sending what's collected to the damaged area along Gulf Coast... We are working with the Victoria Junior League to help those families while they are staying here. Friday 9/2 from 6a-6p our news personalities will be collecting toiletries and other day to day needs here at the station for distribution to the dislocated families. Local schools are accepting the children into the classroom because of the anticipated length of their stay here, we are working with a partner in education group to provide school supplies, back packs and other school stuff for those students. We're also supporting the Red Cross, Salvation Army and the local food bank volunteers, who are feeding and clothing these families.

Greenville, MS –We are holding a blood drive tomorrow at the mall to help the depleted blood supply here in Mississippi. Blood is needed badly in our state. As far as for the refugees that have been wandering to Greenville, we are expecting another 300 refugees to make their way to the shelter here, our numbers are already close to 300. The total could reach 600 by early as next week.

Asheville – Full day fundraising event to benefit American Red Cross Hurricane Relief scheduled for Thurs 9/8 from 6am to 6pm with drive-thru convenience at the Asheville Mall. Website donations also will be an option. Pushing for cash, but will have truck on hand for supplies that come in anyway. Those supplies will go to "hearts with hands" (local relief agency) that is sending supplies to the devastated area. Cross-promoting with the non-profit Blue Ridge B'casting stations **WFGW/WMIT**.

Bellingham – KISM - Thursday (9/8) we are going to be out at different locations all day collecting money. We hope to have a member of the Red Cross/Salvation Army/Fire Dept at all these locations and will do call-ins all day. In conjunction with this day we are encouraging local restaurants to do a \$9.29 cent meal deal with a portion of the takings going to the Red Cross/Salvation Army. We are also considering putting together a night of live music whereby local bands (at least 3) will give their time (in conjunction with our local music show, Local's Only) and all proceeds will go to the relief fund. I will keep you posted on other ideas.

Brattleboro – At a Red Cross blood drive event previously scheduled for Thursday (9/1) – broadcasting all day from the location encouraging donations to the Red Cross for Hurricane Katrina victims.

Champaign, IL – All 4 stations in Champaign - **WLRW, WIXY, WCFF & WXTT** will be live at a central donation location for "Illini Aid". Wednesday, Sept. 7 - 6A-6P. We'll broadcast all shows live and solicit donations for the Red Cross Disaster Relief Fund.



We'll also host a satellite location in neighboring Danville. Also working on a free (for donations) concert in the park featuring several local bands and a possible on-campus tie-in with a local nightclub.

Charlottesville, VA -Working with University of Virginia to collect money at Saturday's UVA football game. Will distribute sound to rest of the state to promote the effort. --Joining with the NBC affiliate (live cut ins) to collect money at next week's Friday After Five at the new Charlottesville Pavilion. --Establishing a committee to find and move 10 families to Charlottesville from hurricane area. Will find them jobs, pay all their expenses for three months, provide counseling etc. to get them

established.

Clarksville – All stations are asking listeners to make donations at our websites through various agencies including the Red Cross and the Salvation Army right now... -**Q108** is collecting items for an on-air auction and we are making our Q-Café noon request feature a pay for play feature, -**Eagle 94.3** is doing a pay for play request marathon, -**Z97.5** is going to be collecting 'quarters for the quarter' in honor of the French Quarter in New Orleans, -**Beaver 100.3** is doing a radio-a-thon with the morning show next Wednesday (9/7) and Thursday (9/8) to raise money and items for the victims. We have a different situation here in that our local community of Hopkinsville is also suffering from over 5 million dollars in damage from flooding so we are dividing our focus to help our local community, as well as the people in Louisiana, Mississippi, and Alabama. We are still awaiting word from our local contacts about drop off points where we may be able to truck goods to help the Hurricane victims, so that we may still do a cluster wide collection program of water, diapers, and any other items the victims and their families may need.

Columbus, OH – **WSNY** Hurricane Relief Fund 24-hour morning show marathon on the air Thursday (9/1) for Red Cross. An astonishing \$160,000 was raised.

WODB - live broadcast from Statehouse from 10AM - 3PM next Thursday (09/08) and a fundraising effort from the Hometown Tour broadcast on Friday, (09/09).

Des Moines - All six Des Moines Radio Group Stations (**KSTZ, KIOA, KLTI, KAZR, KRNT, KPSZ**). Thursday, September 8, 2005 from 7 a.m. to 7 p.m. All 11 Dahl's Food

locations stations broadcast the need for listeners to support the Red Cross' Hurricane 2005 Relief Fund. More than \$160,000 was collected at locations and on the website

Greenfield, MA - WHAI/WPVQ are on the Greenfield Common with representatives from the Red Cross on Tuesday (9/6) from noon to 5 collecting donations.

Ithaca, NY - We are working with our local Red Cross for a marathon at our local mall. We are working on a campaign for donate your wages for a day. We have a donation box here. We are teaming with Red Cross and local PODS people (portable on demand storage). Plus we are doing live updates every morning on our local talk show with the local Red Cross and others.

Jonesboro – "Caring for the Coast" Thursday (9/1) and Friday (9/2) from 6am to 6pm, set up at Indian Mall accepting your donations of cash and of bottled water, loading them into the relief truck and then hauling them to the sister-station of a local TV station in Biloxi, MS to distribute to Biloxi residents. <http://triplefm.com/katrina.htm>

Keene, NH – Drive by drop off in Keene at the local Sears plaza on the main drag, all day remote with all 5 stations. Red Cross will be with us too.

Manchester, NH - Drive by drop off at the Mall of NH Thursday (9/1). All 3 stations will be on hand. Also, setting up phone line and online donation lines. Raised nearly \$40,000.

Milwaukee, WI - **KLH** - Gimme Shelter front row Stones ticket auction day of show (next Thu in Dave and Carole)...working on other concert ticket/experience packages. Also our contacts have been in contact with Brett Favre about an event/item to sell – more in the works. **HOG** - Red Cross interviews on AMD, Headhog announcements on how to help

WJMR – Syndicated morning show Tom Joyner is taking a two-prong approach to Hurricane Katrina Relief Effort... 1) Suspending the cash call contest during September and donating that money 2) Raising funds that will assist families that are taking in family and friends. We already know from calls we've received on the request line that people in Milwaukee do have family members taking refuge here. We will place the appropriate forms at the front desk so they can apply for assistance. Anyone wanting to make a donation to this particular cause can go to our website or blackamericaweb.com. We also are in the planning stages for a relief fundraiser. Details to come.

Mitchell, SD – Saga working with the Salvation Army for a special fund drive on Saturday, September 3rd to collect donations that will be sent to the Salvation Army Headquarters in the Gulf Coast. We will also be coordinating a special volunteer recruitment drive for the South Dakota Red Cross. The local Red Cross in Mitchell is in need of additional volunteers that will report to the Red Cross Headquarters in the Gulf Coast.

Norfolk, VA -WAFX PD Mike Beck reports in from vacation – Station doing the on-air and web site efforts and the morning show has covered all angles since Monday. Plus, we'll be at the American Music Festival this weekend where the American Red Cross is collecting donations. We're hosting 4 stages over four days, and we're using this event to promote in-person donations. Looking at another event for next week.

WNOR - Naturally, Tommy & Rumble's shows this week have primarily been devoted to Hurricane coverage and how listeners can best participate in the relief effort. Every official we've spoken with (on and off the air) said the same thing: For the past two days (and the foreseeable future) we are running hourly promos (one cut by Tommy & Rumble, the other by me) urging people to donate. There's also an hourly liner with similar information.

.** 3 Doors Down (from Mississippi) is in town tonight and we are working with them on a canned food drive. We are broadcasting live from the event.

.** There's a huge festival at the Beach this weekend and our personalities will be working with the Red Cross collecting donations. The Flying Svengs, the station band that features Rod Fitzwell, Tim Parker, and Chuck The Intern, are among the bands playing and are spearheading the collection drive (and donating the money they were to be paid).

.** Motley Crue is coming Tuesday. We were originally going to do a special "Motley Crue-sday" ticket giveaway with Tommy & Rumble (a 5-4-3-2-1, which each winner getting a meet and greet). We're strongly considering changing that to an auction with the money going to the Red Cross.

Northampton, MA - 93.9 The River and WHMP will be broadcasting live from the corner of Main & King streets in downtown Northampton from 10 AM – 2 PM on Friday, September 2, 2005. 93.9 The River is holding a "Relief Request Weekend." Listeners who make a minimum donation of \$10 to The American Red Cross can pick any song from The River library to air this coming Labor Day weekend.

Portland, ME - Tuesday morning 9/6 each of the 7 Portland Radio Group stations will execute a 28 hour radio-a-thon on-air in conjunction with the local Red Cross. Each station will have its own "bank" of phones. This will allow stations to put callers on the air as desired. Promos have hit the air this afternoon. There will also be a local website component for listeners to make donations.

Spencer, IA – All three stations participating in a Radiothon on Friday (9/2) to collect funds for Red Cross. Already have commitments for dollars from some local organizations.

Springfield, IL – Caring for the Coast – fundraiser Saturday with all stations 6a-6pm. At local grocery store broadcasting and collecting funds for Red Cross. Also working on a plan to fill a moving truck with the items needed in Greenville MS bringing these items directly to the TV station to donate to the MS branch of the American Red Cross.

Springfield, MA - Both Rock 102 & Lazer were set up side-by-side Thursday in the courtyard of the Holyoke Mall at Ingleside for 4 hours Thursday AM, along with The Red Cross for a Hurricane Relief Drive and raised \$1,600. An additional fundraiser is in the works for next week.

Yankton, SD – Yankton: We will be doing a Radiothon on both **WNAX** and **Big Country** from 6 AM to 6 PM on Saturday, September 10th. Big Country will be playing requests for pledges. Other plans are in the works. We have a meeting set up for Wednesday, 9/7, to finalize plans on both stations.

Saga Radio Networks - All running Red Cross PSA's and this morning heard from the Louisiana counterpart....Louisiana News Network....They're in the thick of it. They stress making sure the red cross donations get labeled to (Katrina) and what the area needs is money!

....End Saga Stations...

WPTV-TV West Palm Beach (Scripps-Howard) hosted a four-hour live telethon (9/1) on our station to raise funds for the Hurricane Katrina relief effort through the American Red Cross. We began running promos on the station on Tuesday and continued that through the beginning to the event on Thursday. The telethon was from 4-8PM, preempting our normal early fringe (Oprah) and access (Extra and ET) programming and significantly changing the presentation of our local newscasts. While we signed off from the telethon at 8pm, the phones continued to ring into our phone bank for hours. When we finally ended the telethon that evening we had raised over \$503,000 for the Red Cross

KSNW/Wichita Raises \$1 Million

The Emmis Communications Wichita team has helped fill more than 23 semi trucks full of food and water. Most of that has already been taken to the victims in the Gulf. Some of it is being stored in a warehouse in Wichita to help feed almost 2,000 evacuees headed to Wichita. In addition, with the station phone bank, KSN donations, viewer cash donations and private donations-- the station has helped the Salvation Army raise more than **\$1 million**.

Emmis/Phoenix Collaboration

Phoenix stations Power 92.3 (Emmis Communications) is teaming up with The Zone 101.5 (Infinity Broadcasting) to help the victims of Hurricane Katrina. Even though these two stations are from two different companies, they are putting the “radio competitor’s angle” to the side and working together for the common good. Both stations will be asking their listeners to donate non-perishable food, water, over the counter medicine, clothes, and money to transport to the victims in New Orleans. Trucks and drivers are being donated by “Service By Air” in support of this effort. The stations will be set-up at Wal-Mart locations around the valley and doing live broadcasts from those locations. Look for the large semi trucks in the parking lot and the radio stations vehicles. DJ’s and staff from both companies will be working together on each others airwaves to maximize the collection efforts. The kick off for this event is scheduled for 6am Tuesday, September 6th, 2005 and will run as long as Phoenix keeps giving! Lists of items will be

available at each location for listeners who wish to donate. They can pick up a list and go shopping at Wal-Mart!

This past Friday, La Crosse, Wisconsin area media coordinated and promoted a 12 hour (6am – 6pm) fundraiser for Hurricane Katrina relief efforts. At the end of the 12 hour event, just over \$400,000 was raised. Broadcasters that participated in this fundraiser included **WXOW-TV, WKBT-TV, Family Radio stations and La Crosse Radio Group** stations. The stations promoted the event Wednesday through Friday, and then each aired numerous live reports throughout the day on Friday from in front of the La Crosse Center in downtown La Crosse, which was the donation drop-off location. La Crosse broadcasters plan to continue with a community wide effort to raise more funds for hurricane victims through the month of September.

KCBD-TV (Liberty) has teamed with Red Cross, Salvation Army and the 19 United Supermarkets in DMA to allow for direct donations at the checkout counter. We have been doing 2 minute cut-ins since 5:30am this morning and will wrap up the initial launch at 10PM tonight. We partnered with local radio stations to help promote and plan on promoting the Relief effort for the next 4 weeks. Tied in with a local radio group yesterday and today and are set up in the parking lot of the local mall. So far our viewers have donated over \$120K and we will be there until 6 p.m. today. Just got word from the local Red Cross that Lowe's has announced they will match up to \$2M in donations so we are trying to coordinate to have the money donated at the local Lowe's store so the matching funds will be available. We also have almost 6 tractor trailer trucks full of bottled water that will be taken to a central distribution point in Jackson, Mississippi to deliver to the appropriate areas.

KGBT-TV Harlingen, TX (Liberty) - We have the MDA telethon this weekend and are tying the 2 together. MDA will have special numbers for donating monetarily to the relief. MDA national is giving \$1M. We are doing a food/water drive in our parking lot all day Monday as part of the telethon. May extend that drive in the AM show through next week.

WTOL-TV Toledo (Liberty) tied in with the local Red Cross yesterday and today. Hourly cut-ins live from their HQ. Our talent rotated throughout the day. We are currently around \$170,000 and will probably top out at \$200,000 by the end of the day. We are evaluating other choices for next week. Your ideas are great.

KPLC-TV (Liberty) launched our drive with the local Red Cross chapter Monday afternoon, as the storm was still passing through the affected coastal areas. Did live remotes all day Tuesday and into Wednesday. Collected goods for shelters (food, bedding, clothing, etc) and also arranged for care of pets via LaPaws and the area's animal shelter. Tuesday night there was a line of cars over a half-mile long waiting to unload goods at the Civic Center (three unloading crews working simultaneously) ...required police assistance for traffic control. Collected enough goods for two coliseum-size shelters, finally Red Cross asked us to announce that we had enough goods. Drive

for monetary contributions continues; as of today we have collected an estimated \$150,000. Citgo's Venezuelan owners are also pledging \$1-million to the ARC.



Former KPLC anchor/reporter Laila Morcos, now with WWL Radio New Orleans (**Entercom**) has been evacuated from New Orleans where she has reported on the storm and aftermath. (*See storm damage to WWL studios left*). She has co-anchored several newscasts giving her first-person perspective on the story and is also providing packaged reports on New Orleans

refugees here in LC. She will co-anchor our Sunrise news all next week (Laila escaped N.O. with the clothes on her back; she has lost her home, car and all personal belongings). We continue to respond to changing ARC shelter needs as they arise. A number of local construction jobs are being made available to refugees, many of whom do not have the OSHA-required shoes needed. We've coordinated contributions of these so that these folks can become transplants rather than refugees.

WAVE-TV Louisville, KY (Liberty) - *We've teamed with Red Cross and Kroger to allow for direct donations to the Red Cross at the checkout counter. It's easy to set up, we promote it on air and in content and it's raising a ton of money. We have teamed with Clear Channel radio stations allowing us to double the promotion.* Papa John's has printed 1.5 million window and car banners each showing individual support to the affected state, i.e., Sweet Home Alabama. Papa John's has absorbed all the printing cost. They are selling for \$1 with all proceeds to the Red Cross. We are using content to promote.

* \$100,000 rubber bracelets have been ordered imprinted with "Storm aid". We are working in partnership with Clear Channel radio stations and will distribute these at all the area Thornton's convenience stores. All proceeds to the Red Cross.

* Storm aid the Concert will be held September 10th at the Riverbats baseball stadium. Co-promoting it with Clear Channel and Triangle Talent.

What started as an idea is becoming a virtual love fest among good corporate citizens and city officials. We're not ready to announce the artists involved, but without question with Kentucky's country music contacts, this should be a star-studded event. All proceeds to the Red Cross and Salvation Army.

* Beginning Tuesday and going indefinitely we will do a nightly hour telethon from 7-8PM with cut-ins from 4-6 in the afternoons. We will ask local businesses to come in and man the phones. We think this works well as most of our customers have asked for ways to get involved. * Plans are underway to organize a statewide KY Broadcasters

Association radio and television telethon. We've not confirmed the date, but our initial plans would be to kick it off the day of our Storm aid concert.

WIS-TV (Liberty) and the Red Cross as of 4 PM Eastern had raised \$159,000. Phone bank, promos & news segments will run until 7:30 PM. Hope we can do as well as sister stations in other markets.

KXAN-TV/NBC (Lin Television) Austin announced today preliminary results of Care for the Coast, a one-day food and funds drive held Friday, September 2nd throughout the city. "Our partners at the Capital Area Food Bank are still working to sort and pallet the products collected yesterday. More than 30 tractor-trailers of food, water, and baby diapers were sent to the distribution facility," shares Carlos Fernandez, General Manager. "On top of the requested food items, we received cash contributions of approximately \$400,000. Used by the Capital Area Food Bank, those funds translate into 2 million meals – it's just awe-inspiring." Care for the Coast supported the food bank, which is part of America's Second Harvest. Working with FEMA and the American Red Cross, collected items are being deployed to hurricane-ravaged areas in the gulf, as well as areas now housing evacuees in Texas.

Emmis-New York

WRKS-FM (98.7 KISS FM) is currently on-air asking listeners to donate to the KISS Cares Foundation for the victims of the hurricane. In addition, \$1 of each ticket sold for our 4th Annual Night of Healing Concert at The Theater at Madison Square Garden on September 13th will be donated to relief efforts. The proceeds of each will go to The American Red Cross.

WQHT-FM (HOT 97) is running sweepers asking people to visit our station website and urging them to donate to relief efforts. The website gives them a list of reliable organizations that are collecting cash and a list of those that need cash as well as volunteers.

WQCD-FM (CD101.9) is on air urging our listeners hourly to donate and providing organization contact information as well as our website info which provides reputable and efficient organizations providing relief efforts.

Emmis - Terre Haute (Radio & TV)

In 13 hours, our stations...**WTHI-TV...HI-99...and 105-5 The River...**raised more \$75,011 for the American Red Cross Disaster Relief Fund. It is a testament to the power of our stations, to the people who work here and to the families of the Wabash Valley.

Emmis/Chicago

WLUP-FM - Loopfest 2005, Sunday, September 5th at Charter One Pavilion starring Def Leppard. Half price tickets will be offered day of show with a \$15 cash donation at the box office. In addition, all proceeds from Loopfest apparel sold at the show will benefit America Red Cross.

WKQX-FM - For the weekend of September 9th thru 11th Q101's My Shuffle music featured a fund raising machine. People will submit their six song playlist via Q101.com and make a credit card donation online. Random selections will be played throughout the weekend.

Emmis/Austin

The listeners of **News Radio 590 KLBJ in Austin** showed AMAZING generosity last Friday as they helped the station raise **OVER \$165,000** in a single day for the American Red Cross! KLBJ AM partnered with the Austin Fox affiliate for an all day fundraising event. We kicked off the day with a special live edition of the Morning Show from 5:30am-10:00am from a local Carrabba's restaurant, and continued to collect donations and do live call-in reports from the scene at the hour and half-hour for the remainder of the day until 7pm. Fox 7 covered the event in each of their three Newscasts (morning, lunchtime, and evening news.) We received donations from businesses, but mostly from individual listeners – several personal donations of \$10,000 each were made! \$165,000



is more than double the amount of money ever raised by KLBJ AM in a single day before.

KGSR FM did a similar broadcast event on Friday from 6am-2pm and raised approximately \$46,000 of their own! Combined Emmis Austin Radio was able to give well over \$200,000 to the American Red Cross.

WYLE-TV for over 15 years has broadcast a local program called "Unwired." During these years on several occasions we have done various fund raising and relief efforts in times of need. It is obvious, that most of these efforts pale in contrast to the tremendous needs of this Hurricane Tragedy. We are organizing the "Unwired Jam for Hurricane Relief". Furthermore, we will be glad to join with the broadcasters in any US markets who wish to join together to sponsor the "Unwired Jam for Hurricane relief" in their market. We have talked to some of our friends and fellow performers and we can attract celebrities from all aspects of show business.

Fairfield Broadcasting Company Stations

Kalamazoo, MI - September 7th Fairfield Broadcasting Company, is set to launch an all day fundraiser for the victims of Hurricane Katrina. All four radio stations, **WQLR Q-106.5, AM 590 WKZO, AM 1470 WKLZ, and AM 1660 WQSN**, will devote their broadcast day to raising money for Red Cross relief effort, and take donations from the public in its parking lot, and at Expert Auto Service in Portage. Fairfield will be asking it's listeners for donations, in the form of cash or check, with proceeds going to the Red Cross, Salvation Army, and America's Second Harvest Food Basket. **UPDATE:** Total funds raised were \$44,000.

Cat Country 98.7 / WYCT Pensacola has created a relief effort to aid the families that evacuated from Louisiana, Mississippi, and Alabama to the Pensacola area to escape Hurricane Katrina. Learning that hundreds if not thousands of people came here “temporarily” only to find they have no home to return to, or have been denied access to their home city until basic infrastructure is restored, Cat Country 98.7 is working to find temporary housing for evacuees / survivors of Hurricane Katrina.

United Radio Broadcasters Of New Orleans

In response to the aftermath of Hurricane Katrina, the radio groups serving New Orleans and the surrounding area have come together to form the United Radio Broadcasters of New Orleans. The United Radio Broadcasters of New Orleans is a joint effort to provide the region with complete, reliable and consistent radio broadcast of emergency recovery and relief information. It is comprised of stations operated by **Clear Channel Radio**,

Entercom Communications independent stations **1470 KLCL** in Lake Charles and **1290 KJEF** in Jennings. An estimated 15 stations are combining programming and engineering resources and have begun airing the same broadcast. Programming consists of continuous news, information and coverage of local relief efforts, and will include live feeds from street reporters and interviews and updates from local officials and relief coordinators. A toll-free 800 number will allow listeners to call in with their experiences, eyewitness reports and questions. In addition, the stations will share a helicopter to transport engineers to transmitter sites and assist in the evacuation of employees as needed.

WSFA-TV Montgomery, AL (Liberty) partnered with Cumulus and Clear Channel radio stations broadcasting live from the various Lowe’s stores. Lowe’s is matching half of the donations. Alabama Governor Bob Riley said that the response of the people of Alabama “is overwhelming when WSFA asks them to be generous.” By September 9, WSFA had raised \$1,060,910, before the Lowe’s match.

Clear Channel radio stations are mounting their own hurricane relief to Louisiana this week - to help out fellow broadcasters. At least nine staff members from **WLW** - including engineers, production and on-air talent - plus other personnel from Clear Channel stations in Columbus and Cleveland flew to Baton Rouge Tuesday. They include WLW talk show host Mike McConnell, news reporters Bill Reinhart and Brandy Schrader and weekend talk host Darryl Parks, the station's operations manager. "The real mission is to go down and help out our stations," said Parks. "Many of the station employees are homeless. It's about being able to free them up for three or five days so they can take a breath and deal with their personal lives. ...They have been working around the clock."

West Virginia Radio Corp radio stations raised \$135,000 for the American Red Cross.

WHO-TV Des Moines, IA has undertaken an ongoing on-air campaign “Iowa Cares,” running public service announcements and locally broadcast on-air requests for donations for hurricane victims.

22 Million Watch Shelter from the Storm:

ABC, CBS, FOX, NBC, The WB and UPN held a joint prime time special, *Shelter From the Storm: A Concert for the Gulf Coast*, Friday, September 9, to raise funds for Hurricane Katrina. In the collaborative effort, the six broadcast networks presented the one-hour commercial-free simulcast from 8-9 p.m. The entertainment special/fundraising event was broadcast live from locations in New York and Los Angeles to the Eastern and Central time zones and tape-delayed in the Mountain and Pacific time zones. It was also made available to other broadcast networks, cable networks, radio stations and broadband Internet providers. In addition to the 22 million network six-network viewers, another 1,750,000 watched on Spanish networks Azteca America and Univision.

Univision Communications has partnered with the American Red Cross to assist in fundraising efforts aimed at helping those in need due to the devastation resulting from Hurricane Katrina.



Minnesota Radio Stations - On September 9, 2005, nearly 200 radio stations across the State of Minnesota joined together in an unprecedented partnership to broadcast live from 5 a.m. until Noon to raise funds for the Red Cross. During “River of Relief,” many of the stations had their morning show personalities broadcasting live from the Washington Avenue Bridge in downtown Minneapolis (See photo above). The bridge spans the Mississippi River, connecting the east and west banks of the University of Minnesota. During the Friday broadcasts, listeners had a chance to hear a wide variety of interviews from victims, experts from the American Red Cross, the University of Minnesota and more. An e-commerce website and phone lines will continue to be provided for listeners to make a financial donation to the American Red Cross Disaster Relief Fund during this

live broadcast time period. **Radio One, Clear Channel** and the **Minnesota Broadcasters Association** are among those organizing the effort. As of September 9 at 5:00 p.m., they had raised \$867,596.

WSPA-TV (Spartanburg, S.C.) held a telethon last Wednesday and Thursday that raised more than \$530,000 in pledges for the American Red Cross. Now it is teaming with Goodwill Industries to raise even more funds and supplies for Hurricane Katrina victims. Any clothing or household goods donations to Goodwill will be converted to cash and donated to the American Red Cross relief effort in the name of Goodwill and WSPA News Channel 7. The station will be broadcasting live from Goodwill locations in Greenville, Spartanburg, Anderson and Greer, S.C.

WYFF-TV (Greenville, SC) held a phone bank on September 1, and raised \$640,000 for the Red Cross.

WKDK-AM (Newberry) - teaming with the Newberry Opera House, local musicians, local churches and local merchants for an upcoming Benefit Concert this Friday (September 9) in Newberry's Memorial Square. The event features many of the finalists from our local musical artists competition called Local Legends. Also running a pledge drive tomorrow (September 8) from 6a to noon with special interviews, music, etc. All donations will be delivered to the event on Friday and turned over to the American Red Cross. Running daily updates on local disaster relief efforts such as a bottled water run last Friday at the high school football game and a supply drive that started yesterday.

Tickets on sale (9/6) For **Rush Limbaugh's "Rush On Broadway" Show At The New Amsterdam Theater In New York**, with proceeds earmarked for hurricane relief. Sean Hannity will introduce the show, produced with **WABC-AM/New York**.

Magic 104 North Conway, NH raised \$23,000 on Wednesday 9/7/2005 with their Day Of Sharing radiothon. They joined with the Red Cross, Conway Scenic Railroad, local chamber of commerce and Hannaford Grocery Store. People donating to the Red Cross were given passage on a 5-hour scenic train ride through New Hampshire's White Mountains. There were also free breakfast and a lunchtime BBQ for those who donated.

Michigan Broadcasters - More than 215 Michigan Broadcasters have answered the Governor's call for a unified Michigan response to Hurricane Katrina relief. Both commercial and public radio and television stations have agreed to participate in the Michigan Cares/ Michigan Gives fundraising effort concentrated Friday, September 9, from 6-9 a.m. and longer if programming allows.

KRCG-TV and the generous viewers in mid-Missouri donated \$23,000 over the Labor Day weekend and received another \$6,000 for the NAB BroadcastUnity Relief. \$29,000 total. KRCG will participate actively on Friday 9/9 and will continue to collect relief funds through Friday 9/17 - so that all can contribute.

American Urban Radio Networks (AURN) has joined with the NAACP to provide relief for the victims.

NextMedia (Myrtle Beach) raised \$6,000 at an all day remote at Costco. Cooked hotdogs and sold them for a donation. Tomorrow, Thursday, September 8) all the radio and television stations in Myrtle Beach will come together for an all day event at Broadway At The Beach. We know 100k+ is possible but feel the sky's the limit. This event starts at 7am and is called the Total Media Relief Rally.

WEZV-FM (Myrtle Beach) - A huge event scheduled for (9/8) with all the radio stations and TV stations in town. We're doing a "TOTAL MEDIA Hurricane Relief Rally" at Broadway At The Beach. We'll all be broadcasting together....one giant event for all media...(including the daily newspaper...The Sun News) Our goal is to raise at least \$100,000. We already got lots of pledges and matching pledges, etc. Lots of community participation...theatres sending performers, etc.

Christian Way FM stations (**WAYJ**/Ft. Meyers, FL, **WAYF**/West Palm Beach, FL, **WAYT**/Tallahassee, FL, **WAYM**/Nashville, TN and **WAYH**/Hunsville) together in 36 hours collected 70 tons of diapers and baby wipes for Convoy of Hope estimated at \$1.2 million and filling 3 semi-trailers.

WCBI-TV Columbus, MS had a simple idea to help their friends in the Gulf Coast of Mississippi that turned into one of the greatest outpouring of kindness station staff had ever witnessed. Wednesday (August 31) WCBI-TV began an on-air campaign asking viewers to bring to the station any non-perishable items they wished to donate. Expecting they might fill a truck load to go to the coast within a couple days, they promoted the campaign with cut-ins all afternoon and evening and did "live" shots from the front of their studios during 5 p.m. and 6 p.m. news. The first truck left for Gulfport that night and was the first load of supplies to arrive in the Gulf Coast city. By noon Thursday the second truck pulled away. And it never stopped. Friday the campaign continued, filling and sending a total of six trucks to the Gulf Coast in two days. By Wednesday, September 7, one week after beginning the drive, viewers had donated enough non-perishable items to fill and send 18 semi-trailer loads to Katrina victims.

Legend Communications **WRYV** Huntington/Gallipolis, OH's hurricane relief effort, which began as an attempt to fill one truck with supplies, expanded into a three-state effort with a big boost from Poison lead singer Bret Michaels. During a (9/1) morning interview to promote his concert in Charleston, singer he pledged a cash donation to the River Relief Fund and announced plans to make similar donations at each stop on his solo tour. The relief effort, which began with an all day broadcast, expanded into a two-day marathon as businesses and individuals from across the West Virginia, Ohio, And Kentucky tri-state area pitched in.

Cumulus/Lexington's **WXZZ** and **WLTO** teamed up to take donations in the Fayette Mall parking lot, and in two days they collected over \$140,000 for the Salvation Army. Local TV station **LEX 18** also helped, as did area firefighters.

Styles Media/Panama City, including **WILN**, **WYYX**, **WYOO** and **WVVE** held Operation Bay To The Bayou. They broadcast live all weekend from local mall and raised over \$25,000 and filled to two semi-trailers with goods for Katrina evacuees.

Clear Channel/Huntsville, AL has already done one event with Lowe's, but will be doing another next week with Publix Super Markets. Listeners were able to drop off donations with Red Cross volunteers that were set up in the Lowes parking lot or give donations inside Lowes at the cash registers. The total for the two-day drive last week is \$850,862.92.

Next Media **WSOY-A/Decatur, IL** teamed up with **WAND-TV (9/2)** as WSOY-A OM/morning host Brian Byers began broadcasting at 6am and didn't stop until 12-1/2 hours later when \$250,000 was raised.

KTOO-FM (PBS) Juneau, AK will host Katrina: Juneau Responds, a live on-air marathon from 8:30 – Noon September 9 to raise funds for the American Red Cross. The marathon is part of a coordinated nationwide effort of all broadcast stations on September 9th Public stations are usually prohibited from conducting on-air fundraisers for charities, but last week NPR requested and the FCC granted a blanket waiver of the rules to allow public stations to join in the relief efforts.

WWUZ and **WYSKA&F/Fredericksburg, VA** got together and raised a staggering \$460,000, 12 tractor-trailer truckloads and 9 buses filled with bottled water, canned food, and diapers to benefit the victims of Katrina.

Beasley WKIS /Miami raised over \$80,000 in just 8-hours by selling tickets for their upcoming annual, "KISS CHILI COOKOFF." Tickets were sold for the event, coming up on JANUARY 29th featuring KEITH URBAN, with 100% of the proceeds going to the Red Cross, at \$100. Normally the ticket would cost \$32. WKIS will continue accepting both cash and supplies in their upcoming appearances. Other Beasley efforts:

Working with a local TV partner, Miami's Power 96 WPOW-FM headed out to the streets with their station vehicles and on-air personalities. On one day, \$10,000 was collected.

Fayetteville, NC:

WKML-FM, WFLB-FM, WZFX-FM, WUKS-FM, WAZZ-AM & WTEL-AM rallied together 9/1/05 at a local shopping center, Westwood Shopping Center. All stations vans were present, broadcasting live with on-air personalities doing what they do best! This was a partnership with the Salvation Army. Event took place from 6a – 6p and \$35,000 was raised (\$25,000 cash, \$10,000 goods).

Coastal Carolina:

Greenville, NC Oldies 107.9 **WNCT-FM** has raised to date \$37,000 for its "Operation Bellies & Butts." Goods are collected that feed little bellies (formula, baby food) and

clean little butts (diapers, wipes, baby lotion, etc.). The morning hosts, Jerry & Donna, are driving the items to Baton Rouge. This one is interesting because they asked their listeners what they wanted the show to do. This area of NC has endured horrible flooding due to hurricanes. Listeners said from their own experience that these items were the most essential. Ryder Trucks has donated trucks & US Cellular is providing camera phones and free email to the personalities to use during the trip.

Philadelphia:

Wired 96.5 **WRDW-FM** – On 9/2/05 met at a Wal-Mart parking lot, encouraging listeners to begin filling a semi-trailer with bottled water. The event is called “Rocco’s Ride to Hurricane Relief,” for the station’s morning host, Rocco the Janitor, and took place over a five-day span. Wired 96.5 staff will be driving the truck to hurricane victims.

92.5 XTU **WXTU-FM** is hosting Alan Jackson at Philadelphia’s Tweeter Center on Saturday, Sept. 10th. For every ticket sold, Beasley Broadcast Group, Alan Jackson and the Tweeter Center will each donate \$1.00 towards relief efforts. If all seats are sold, donations have the potential to reach \$75,000.



KCII AM & FM Washington, IA will collect donations at many locations for hurricane victims Friday, Saturday and Sunday, September 9, 10 and 11.

WCLO-AM and **WJVL-FM** radio in Janesville, WI are coordinating efforts with the Salvation Army and Red Cross to raise money on Thursday, September 8th including a drive-through donation drop and live broadcast from 7am-2pm. The effort will continue with

broadcast support of a silent auction at the local mall on Friday and airing of the broadcast unity PSAs.

The Connecticut Broadcasters Association, joining with Broadcasters nationwide, has designated this Friday, September 9th, as Broadcast Unity Day. Broadcasters statewide will provide special programming and special relief appeals in a continuing effort to aid the victims of Hurricane Katrina. The CBA has already provided financial contributions to the community Broadcasters of Mississippi and Louisiana to help get them back on the air. Individual Broadcasters within the state are and have been broadcasting Public Service Announcements and have done individually designed Relief Campaigns since the day after the storm landed.

Among the fund-raising initiatives in Connecticut will be the following:

WLIS in Old Saybrook and **WMRD** in Middletown will air special informational programming every hour of the day and will also conduct a two-hour on-air auction.

WHCN, WKSS, WPOP, WWYZ, and WPHH, the **Clear Channel Stations** in Hartford will be airing \$25 song donation promotions, PSAs directing listeners to web site donation information, on site broadcasts from sporting events to collect donations, a "Stormaid" concert in Waterbury, and a 6 hour remote broadcast from the Wal-Mart at Charter Oak Marketplace to collect donations for the Red Cross.

The **Cox Stations** in Stamford-Norwalk, **WSTC, WNLK, WKHL, and WEFX**, will be broadcasting live from the Norwalk Seaport Oyster Festival all weekend asking for donations and pledges for the Red Cross.

WCCC in Hartford will be airing extra Red Cross PSAs along with emphasizing donations at live events.

Foreign language station **WRYM** in Newington will continue a heavy dose of PSAs for the Red Cross and the Salvation Army with DJs following up between songs.

Campus station **WQUN** at Quinnipiac University has prepared and will air hourly all week 12 different PSAs each for different relief agencies. The station will be helping the City of New Haven assimilate storm victims with long for interviews with local officials.

Even a High School station will participate, **WQTQ** at Weaver High will frequently have their student DJs direct listeners to the FEMA.gov web site for donation information.

All the state's TV stations have on-going fund raising promotions this week. Specifically, Ch-8 has done an all day telethon in cooperation with the Cox Radio radio stations **WEZN** and **WPLR**. Ch-30 has raised over \$300,000 to date with cut-ins, local news coverage, and web site activity.

Susquehanna **KRBE/Houston** is holding the "104 KRBE Cares Katrina Relief Drive" (9/6) from 7a-7p at select Kroger locations to benefit victims currently taking refuge at Houston's Astrodome and other area shelters.

Clear Channel/Augusta **WBBQ, WIBL, WEKL, WKSP** and **WPRW** have been working with local CBS-TV affiliate **WRDW** and the Red Cross on a fundraiser called "GULF AID"- raising cash donations at WAL-MART locations in Augusta, GA and Aiken, SC. Over \$165,000 was raised. Phase two of fundraising kicks again, mid-week.

WJBC-A, WBNQ, B104, and Thunder 93.7/Bloomington, IL staged a two-day fundraiser for the Red Cross. The stations set up in the parking lot of the Schnucks' Supermarket. Additional money was collected during the Labor Day Parade, bringing the total raised to more than \$129,000.

Christian **WSMJ/Fremont, MN** is partnered with other radio stations, media outlets and businesses through out the Maine for Operation Help Out. Cash s and bottled water and non perishable food items are being collected at Maine Bank & Trust location and Bisson

Moving & Storage will provide freight service to the Nazarene Disaster Response depots in Alabama and Louisiana.

Clear Channel/Albuquerque and local TV station **KRQE** teamed up (9/1) in a 12-hour drive that took in \$174,000 in cash and 125,000 lbs. of non-perishable food items for the Red Cross.

Infinity/Hartford, including **WTIC-F**, **WRCH** and **WZMX** had a Pay For Play Weekend event raising \$182,289 for the Red Cross.

NRG Media stations and **KETV 7/OMAHA** broadcast from 6am-7p (9/2) and collected over \$89,000 from drop-off locations throughout Omaha.

Clear Channel **KVUU** /Colorado Springs was well on its way to raising \$99,999 for Hurricane Katrina victims. At last report, over \$55,000 was in the fast-growing coffers. Morning host Craig Coffey started last Thursday, (9/1) and vows to stay on the air until the goal is reached.

Red Wolf Broadcasting **WWRX** and **WBMW** /NORWICH, CT launched Operation K.A.R.E. (Katrina Area Relief Effort) with a 24-hour broadcast and raised over \$30,000 in cash and supplies.

Idaho Radio - 35 Idaho radio stations in the Boise and Twin Falls markets will come together for "Radio Relief" - a broadcasting roadblock September 9 during the Broadcast Unity day. All stations from each major group (Citadel, Clear Channel, Journal, Lee Family and Locally Owned) are represented - as well as a number of independent broadcasters.

KDTH-AM; KATF-FM; KGRR-FM and **WVRE-FM** of Dubuque, IA have done the following to raise funds/supplies for the victims of Hurricane Katrina.

1) Friday 9/2 from 6am until 7pm 4 stations broadcast live from two super markets in Dubuque soliciting listeners to donate to "Operation Water Relief". The idea was to then purchase bottled water to ship to the survivors. In the 13 hours we raised just over \$50,000, which was enough to purchase 13 semis full of bottled water. The local JayCee organization organized the trucking. 2) We worked with the local JayCee chapter soliciting donations of blankets, cleaning supplies, diapers, paper goods, toilet paper, pillows, plastic cups and silverware. In two days of promotion we filled two semi's full and they were shipped out today. 3) On 8/29 - the day after Katrina, we coordinated (for the first time in the community) all financial institutions to open an account for the Red Cross where people could make donations. We have been promoting this effort since then and to date have raised just under \$150,000 for the Red Cross Relief effort.

In conjunction with the NAB, **Illinois Broadcasters** and the **Wisconsin Broadcasters** will participate with the Unity Day Red Cross announcement on **WEKZ-AM / WEKZ-FM / WQLF-FM** on Friday September 9. They will also air announcements hourly

regarding local organizations and businesses in Wisconsin and Illinois that are helping with relief efforts regarding items needed for donations and drop off locations.

UPDATE: Illinois Broadcasters' Association 19 hour "Illinois Broadcasters Unite for Red Cross Hurricane Relief" came to a close at 11pm this past Friday, September 9, with a phenomenal grand total of \$6,488,793 in cash donations to the Red Cross proving once again the power of broadcasters in time of need. A combination of corporate donations and call in credit card donations made it possible. Governor Blagojevich spent two hours. Senator Dick Durbin stopped by to make a \$500 donation and congratulate the broadcasters and volunteers.



Bryan Broadcasting
KNDE/Bryan-College
Station, TX pulled in over
\$20,000 from a 12-hour
marathon broadcast.

KOMO/KCTS Seattle 90-
minute telethon September 6
to raise funds for Gulf Coast
residents affected by
Hurricane Katrina topped
\$186,000 for the American
Red Cross.

WDSU has provided wall-to-wall coverage since the Saturday morning before the storm hit. We have never stopped, even after our transmitter was flooded, streaming on wdsu.com 24/7. We have been back on the air in N.O. for several days on Pax 49 and are now on the air in Houston on the Pax station there, also channel 49. We are back in our building in N.O., which was not damaged, and using our studio. We are maintaining our broadcast through the facilities of WAPT in Jackson and WESH in Orlando and have crews on the ground and in the air throughout the N.O. area and in BR and Houston. This is a company-wide effort for Hearst-Argyle, involving personnel from all of our stations around the country.

WMDC Mayville, WI will be participating in the one-day fund-raising blitz for hurricane victims that was inspired by the National Association of Broadcasters, donating a minimum of a minute of air time an hour for 24 hours on 9/9 so listeners can learn where and what can be donated. Station manager Tom Biolo said, "I believe a majority of the Wisconsin stations will participate on Friday. **WBEV** and **WXRO** focused their efforts on collecting money for Waveland, MS, a city with a population of 7,000, that was almost destroyed by the hurricane. As of September 7, the station had raised almost \$9,000.

WVIR Charlottesville, VA has coordinated with the Red Cross and **WWWV/WINA** to team up and have a fundraiser on the downtown mall on September 8. All funds will be given directly to the Red Cross representative that is there that night. The stations have



been airing PSAs throughout the week to let people know they can come out on Friday and support our neighbors in the gulf coast states.

Lancaster, PA. Three local radio stations are taking to the airwaves September 8 to raise money to help Hurricane Katrina victims. **WSOX 96.1, WARM 103** and **WSBA** are gathered at the Bon Ton parking lot of Park City Center in Lancaster along with the American Red Cross, where they are collecting

"drive-by" donations. Mad Dog, of WSOX's Morning Drive, said it's easy to help. "It's real convenient. You drive in, don't even have to get out of the car -- it's kind of like fast food only minus the food," he said. The stations are broadcasting until 6 p.m. tonight. All the money raised will go to the American Red Cross.

Washington DC's Modern Music **Z104** will co-sponsor a "Capital Scene Rock for Relief" benefit concert Sunday September 18 in Falls Church, VA, from 4 – 10 p.m. featuring local artists. All the entertainment will cost only a \$10 cover charge, with the proceeds going to the American Red Cross Hurricane Katrina disaster relief fund. The event will be hosted by Z104 midday personality, Jenni Chase, who hosts a weekly "Capital Scene" local music program every Sunday evening at 9 p.m. on Z104. "The local music scene is filled with talented bands who are also incredibly generous and giving of this talent in a time of national crisis," says Chase. "Everyone at Z104 is appreciative of the artists, entertainmentdc.com, and the State Theatre for their efforts in helping us put together a great concert for a great cause." Bonneville station Z104 can be heard on 104.1 FM in Greater Washington, DC and 103.9 FM in Frederick. Z104 also raised \$5,000 the morning of September 8 with an auction of Jack Johnson tickets.

WLTX-TV Columbia, SC held a phone bank for the Salvation Army September 2 and raised \$175,000 for Katrina relief. The station is running PSA's every day for Red Cross & Salvation Army and participating in Broadcast Unity Friday as well. Citadel Broadcasting (Charleston) implemented the Power of 5 where we encouraged people to bring 5 dollar bills to a local bank (Regions Bank which is based in Louisiana) in conjunction with WCSC-TV as a cross promotion. They have raised 107K thus far and are also filing up trucks and sending them to Louisiana.

MIX 101.5 WRAL-FM, WRAL-TV5 and Fox 50 WRAZ Raleigh, NC are partnering with The Food Bank of Central and Eastern North Carolina for Operation Storm Relief September 8 to help victims of Hurricane Katrina.

NNB Fairbanks had a very successful live remote broadcast, which we simulcast on our 3 FM stations at various locations around Fairbanks on Tuesday, September 6th. In conjunction with the Red Cross of Alaska, more than \$2,000 was raised for hurricane relief efforts. Starting on Sept. 2nd, NNB Fairbanks began running a series of red Cross PSAs for Hurricane relief as well as PSAs we produced in house. NNB Fairbanks has also created Links to the Red Cross with a banner on all of our radio station websites which are promoted on air, on a regular basis. We are also promoting "Fairbanks Cares" a live fundraising event taking place this weekend which involves live performances, silent auction, music, comedy and theatre.

KYW and **WPSG** Philadelphia will both participate in Broadcast Unity Day on Friday 9/9/05. Locally produced PSAs will tie this project into our Operation Brotherly Love efforts and close with a mention of the primetime concert airing Friday night on both stations.

The Kokomo, Indiana community has been tremendously generous to the Hurricane victims. As soon as the extent of the devastation was realized, church organizations were ready to reach out and the first call they placed, was to the radio stations of Kokomo and Howard County. **WZWZ-FM**, **WIOU-AM**, **WMYK-FM** (Mid America Radio Group) and **WWKI-FM** (Citadel) went into action to communicate the needs to the community of nearly 100,000. Since the appeals went out, Kokomo has sent over 50 tons of food and supplies to the disaster area. The Howard/Tipton County Chapter of the American Red Cross has received over \$50,000 in cash donations and has trained over 100 new Disaster Assistance Volunteers.

WKVI-AM & FM held a radio-thon Friday, September 9th. The effort was coordinated by the station's 5 member staff in only six days and was the direct result of the NAB's call for action. Station Manager Ted Hayes announced on Monday that to date over \$33,164.00 has been pledged to the fund with more money coming in. The response is all the more astounding because Starke County does not have an American Red Cross chapter. All of the money raised is being sent to the South Bend office. The dollar figure far exceeds all other radio-thons held in the past.

Radio One, **Infinity**, **Clear Channel** and **Cumulus** are all supporting a Sept. 17 "Heal the Hood" concert in Atlanta.

Thunderbolt Broadcasting Stations **WCMT AM/FM** **WCDZ FM** Martin-South Fulton-Dresden, Tennessee collected cash and food items with local police and fire fighters at the Tennessee Soybean Festival during its five day run. The station sold copies of a local high school football game broadcast for \$10.00 each and donated all monies to the American Red Cross. In addition to airing the Unity Day announcements Thunderbolt stations aired a remote from a local church who was loading a trailer to go to Mississippi and Louisiana and promoted a number of locations that were taking up donations of food, clothing and water for hurricane victims.

Listeners to **Clear Channel/San Diego**'s eleven stations contributed coins, bills and checks equivalent to 19,890 pounds, an estimated \$275,000, during "Storm Aid" at Qualcomm Stadium.

Billboard

More than 20 of Tulsa's radio and television stations teamed up Friday to raise money for Hurricane Katrina Starting at 6 AM Friday, morning commuters grabbed a cup of coffee and emptied their pockets, all to help the Red Cross and Hurricane Katrina victims.

KOTV - The News on 6 - set up shop early Friday morning at LaFortune Park to help



out with the Broadcast Day of Unity. News on 6 reporter Omar Villafranca was there More than 20 TV and radio stations crowded the airwaves, asking, pleading and some even begging their listeners to drop off some dough. And people were listening. At the end of the



day, Broadcast Day of Unity had collected over \$100,000, all for the Red Cross.

20 Tampa Bay area stations put their competitive differences aside and joined together at Raymond James Stadium, where they raised over \$210,000 for the Red Cross.

Saga owned-**Des Moines Radio Group** has updated the total they and their local partners have raised for the Red Cross to \$160,000. The week and a half long campaign has been conducted at a local grocery chain.

KCCI-TV Des Moines (Hearst-Argyle) is supporting numerous fund-raising efforts to benefit victims of Hurricane Katrina. The station began promoting the "KCCI Cares/American Red Cross Disaster Relief Fund" almost immediately after the disaster with public service announcements, phone banks and special fundraising events and promotions. After the disaster, the station immediately set up phone banks during its 5pm & 6pm newscasts to take donations. Because of overwhelming response, the phone banks continued throughout the week, ultimately raising over \$132,000.

KTIV-TV, Sioux City, Iowa, developed a partnership with a local newspaper, The Sioux City Journal, and a local bank, Security National Bank, soliciting funds to be given to the American Red Cross. As of Tuesday morning (9/13) the fund was at \$25,000.



As of September 12, Citadel Broadcasting had received donations of \$4 million dollars and counting. Citadel will deliver at least 130 18-wheel truckloads of water and other goods to relief checkpoints in South Louisiana. Citadel started wall-to-wall coverage on WIBR Baton Rouge, Saturday, August 27 at 2pm and began simulcasting that effort on its cluster of stations in Baton Rouge. Two of their signals in New Orleans were eventually lost, but we kept Diva 92.3 on the air for the entire simulcast non-stop, and were able to help supply generator power to Clear Channel in this time of need. It continued airing non-stop coverage from WIBR until midnight, September 11th before going back to its music format. UPDATE: Citadel had received financial donations, water, and other items in the amount of well over \$4 million dollars and counting.

From Mike Hammond, Citadel Knoxville: We left at 6 a.m. Knoxville time Friday with nine trucks. Eight were filled with water and one was filled with food from ConAgra who asked to go along on our convoy. We were given police escort out of Knox County to the next county. We contacted the Tennessee Highway Patrol and got clearance to bypass scales since we were traveling to the relief area. Dave Foulk was on the lead truck and provided hourly reports on their status as they headed to Baton Rouge. Fuel was a definite issue. Most of our trucks had two tanks - enough to get to Baton Rouge and back to at least the Birmingham area. A couple of trucks had smaller tanks but were able to find fuel in Meridian, Mississippi to make sure they had enough without getting stranded. Foulk reported lines at gas stations over a mile long as they headed into Louisiana. Diesel was not to be found at all after they left Meridian. We received word that there had been unconfirmed reports of trucks being hi-jacked in Baton Rouge. We contacted our Sheriff who contacted the authorities in Baton Rouge and were escorted once we got to the city.

We were instructed to take off our Disaster Relief signs. Once in Baton Rouge, we had thought we would take all the trucks to one location. However, the need was so great we actually went to four locations. The ConAgra Truck was taken to the Second Harvest Food Bank location which was completely out of food. Unloading the water was a definite issue. People got students from Southern University to help unload at one location. The sheriff went to the jail and got 100 inmates to unload and they worked until 4 a.m. unloading water at the locations. We have four trucks filled with water going today to Valdosta, Georgia. We were contacted and asked to send the other trucks there since officials were using the air base there to send water and supplies to Mississippi, Alabama, and La. In all, 13 truck loads of water and one truck of food. The people in Baton Rouge could not have been more appreciative. In fact, people would drive by our trucks with hand painted signs saying "Thank you." There is no question, a major need was met by our listeners. Damn, I love this job and this company. Mike Hammond

From Eddie Haskell, Citadel-Albuquerque:

We started out at 6 a.m. expecting to get enough water to fill a U-Haul truck. By 7:15 it was clear we'd need a bigger truck. We mentioned it on the air and within a half hour we had a semi trailer ready to fill with bottled water. As we started loading we realized we'd need pallets... and a forklift. Both arrived within 15 minutes. A listener called and said "you need to wrap that water with shrink wrap to keep it from shifting... I'll be over with some wrap in a few minutes and show you how to do it". By noon we had filled an entire semi truck trailer with bottled water and supplies. But no tractors or drivers. Within 10 minutes of our request we were turning drivers and rigs away. Drivers offering their rig and DAYS of their time to drive the trucks. By the end of the day, we had completely filled THREE semi trucks and were starting on number 4.

A dentist office called and asked if they could bring toothbrushes and toothpaste. A listener called and said her young daughters had asked if they could bring dog food. "Where will the puppies get food?"

Listeners showed up empty handed and said "how can I help". They spent HOURS stacking and wrapping the water for transit.

One listener bought 10 pallets of water at Costco and brought it in his pickup 2 pallets at a time. When the last load came, he said "I just bought 10 more" and headed off for the next run. All told... one listener... 40,000 bottles of water.

A six year old girl showed up, struggling with gallon jugs of water, accepting no help. She had spent her tooth-fairy money to buy 4 gallon jugs of water.

When we asked on the air for a sign company to make a banner for us (a little self-promotion), a first grade class made three banners to put on our trucks. They were hand-painted and said "Thanks" and "Gracias" and had their class picture attached.

A young lady showed up to write a check for the relief effort. She is from Biloxi and has family there. She hasn't heard from any of them. Juan, sensing that she was upset, walked up and said "are you OK?" She said "no" and fell into his arms sobbing.

As we would help people unload their cars they would say "thank you SO much for doing this". After THEY took off work, bought the water, brought it to us and helped us stack it... they thanked US. Even though the people receiving all these supplies are far away, this is LOCAL community service. We're doing it for OUR community. To help them do the good that they want to do.

Day 2 starts in 8 hours.

From John Hager, Citadel-Buffalo:

Brian- 97 Rock/WGRF Buffalo just auctioned off a pair of tickets and meet and greet with Motley Crue for tonight's area show. Two bidders finally agreed to each take one of the tickets and backstage passes for \$15,000 each! The first winner was just here and left us with a certified check made out to the Red Cross, and the other person, who we know, is on the way. **\$30,000 to meet Motley Crue** and help the cause. Lots more going on with all the stations that we will summarize later.

Citadel-Nashville:

We had a Trisha Yearwood show last night for WKDF loyal listeners at a club inside the arena here in Nashville. In the welcome center in the arena prior to the show I met a family that is in Nashville from New Orleans. They are one of the lucky ones that made it out. They drove from New Orleans to Nashville searching for a place to stay last Sunday. We invited them in for the show hoping to give them a little distraction. After the show we spend 30 minutes talking to them. In the conversation I had a chance read them this e-mail from Brian Jennings with some of the highlights of what our stations have done and are doing for the relief effort. And then I watched a mother, father and 3 kids cry..... The father ask me to please send a message of thanks to each of you for what you are doing for the families that didn't make it out of the area..... So from a man who still doesn't know if he has anything to go home to but is thrilled to have his family safe..... thank you!

Friday's food drive sponsored by **Clear Channel's** radio stations and Rainbow/PUSH generated so much food that 25, 18-wheelers were needed to transport the food, water and clothes to those in need in Alabama, Mississippi and Louisiana. Chicagoans began arriving at PUSH's headquarters at 930 East 50th St. as early as 5 p.m. and continued until 9:30 p.m. as the drive was being pushed on **WGCI-FM/107.5, WVAZ-FM/102.7 and WGRB-AM/1390.**

When the station's announced the relief fund on their broadcasts scores of people began making phones calls offering their supports their support through financial contributions, food, housing and jobs for those victims. **WGCI** radio's "Crazy" Howard McGhee,

Ramonski Luv, Nikki Woods and others were on hand getting the word out to aid the Hurricane victims.

Brentwood, TN students' telethon gets \$72,000

Averaging about \$14,400 an hour in donations, a five-hour telethon Friday night September 9 produced by Brentwood High School students piled up \$72,000 for victims of Hurricane Katrina. The final tally left bleary-eyed organizers overjoyed and amazed yesterday by a project created by students and supported by teachers, parents and the community. When the hurricane hit, students were looking for ways to help. Lauren Bushey, 17, wanted to do more than donate her \$50 paycheck. Then her mother reminded her that Brentwood High has its own television station and enough equipment to create a telethon.

With each ring of the phone, Northeastern Pennsylvanians showed their generosity Thursday, September 8, donating an estimated total of \$294,627.66 for the victims of Hurricane Katrina. Thursday's donations even surpassed money raised during the

Northeast Pennsylvania News Alliance's Sept. 11, 2001 telethon



WGAL-TV Lancaster, PA (Hearst-Argyle) held a telethon from 5:30 a.m. to 9 p.m. Friday September 9 to raise money for hurricane relief for the Red Cross, Salvation Army and Mennonite Disaster Relief. The station already has raised \$300,000 for the groups.

Infinity Radio Seattle has collected nearly \$470,000 worth of clothing, classroom supplies and cash for displaced students of Hurricane Katrina in an all-day collection drive.

Clarke Broadcasting Corporation of Sonora, CA, has raised \$119,697. The truly amazing part of this story, they report, is that they did it in just eight hours.

And from the Twin Cities, KTIS has announced that all proceeds from the upcoming KTIS Sharathon Concert, featuring Scott Krippayne and Point of Grace, will be designated for hurricane relief. The concert will be held on Thursday, Sept. 22 at 7 p.m.

Channel 8 **KLKN-TV** Lincoln, NE (Citadel) in cooperation with the Red Cross collected donations in the parking lot of the station September 2 from 8:30am-6:00pm. Approximately \$12,000 was raised during the event. On September 8, KLKN joined Hy-Vee and Lincoln Clear Channel Stations raised about \$14,000 during a fundraising event from 6am-7pm at the North 27th HyVee in Lincoln. KFRX and KIBZ broadcast live remotes and Channel 8 KLKN-TV broadcast live during the Channel 8 Eyewitness News Midday program. KLKN-TV produced five local :30 PSA announcements and 2 local ID announcements asking viewers to make donations to the Red Cross for victims of Hurricane Katrina.

On Friday September 2nd, **WDAY Radio/TV** Fargo, ND (Forum Communications) partnered with the Salvation Army for a fundraiser for Hurricane Katrina relief. Officials of the Salvation Army, while being interviewed on WDAY, expressed a need for funds for the work ahead in the Hurricane aftermath. They also expressed a hope that businesses in our area would take in kettles for fundraisers for the effort. To kick off the community wide effort to jumpstart Hurricane Katrina relief, WDAY partnered with Krispy Kreme donuts in South Fargo and broadcast live from 6am to 6pm on Friday, September 2nd. We conducted a drive-thru fundraiser and WDAY radio and TV personalities greeted donors. By 7pm that night we had raised approx. \$69,000. In the days after, more dollars poured in and the most recent total has a tally of \$75,000 raised from this WDAY TV & Radio effort for the Salvation Army's efforts to aid Hurricane Katrina victims.

New Hampshire **WMUR TV** (ABC) partnered with Saga's **WZID FM** and **WMLL FM** as well as Citadel's **WOKQ** and **WPKQ FM** for a day-long telethon and raised \$1.2 million. **WOKQ/WPKQ** held a separate "pay for play" event for 28 straight hours. Koor Communications, in the western part of the state, has four independently owned and operated stations (**WNTK AM/FM**, **WUVR AM** and **WNBX AM**) held a benefit concert called "Operation Picking up the Pieces." While many stations participated in BroadcastUnity Day, many were already running and have continued to run donation information at least once an hour. Most stations produced their own PSAs but some used the Red Cross PSAs made available.

On September 7, Go Radio Broadcasting's Fargo, ND FM radio stations held an all day radio-thon from Hornbacher's Foods locations to raise money for the Red Cross/Hurricane Katrina. Hornbacher's Foods pledged to contribute matching funds of up to \$1,000 at each of the five stores. Over \$101,000 in cash was collected during this 12-hour event...and the money continues to pour in. Stations were: **KLTA FM**, **KVOX FM**, **KEGK FM**, **KQWB FM**, **KPFX FM**.

On September 9, **WTAE-TV** Pittsburgh (Hearst-Argyle) hosted a phone bank during newscasts raising \$514,663, then hosted a one-hour telethon simulcast on all Pittsburgh TV stations with combined total reaching \$633,000.

WQVA-AM Irmo, SC on September 9 participated with **WIS-TV** in a phone bank and raised \$300,000. The station is having a relief concert on Sept 23.

KWXX Hilo, HI broadcast live for 12 hours on radio stations from 4 KTA Superstores around the Big Island. **KAQY**, **KNWB**, **KPUA** shut down most of their business operation on that day to send DJ's, sales people and office staff to the four locations to man the donation tables and broadcasts. The stations raised \$29,269 for the Red Cross Katrina fund during the 12-hour broadcasts.

Three Sons Broadcasting's **WRHI-AM** and **WVSZ-FM** Rock Hill, South Carolina : raised \$126,485 with their Hometown Cares initiative.