

NABSHOW NEWS

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Conferences: April 18 – 23, 2009 / Exhibits: April 20 – 23
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NAB CRYSTAL RADIO AWARD PRESENTED TO WRAL-FM

WASHINGTON, DC -- WRAL-FM Raleigh, N.C. today was awarded the National Association of Broadcasters Crystal Radio Award. Since 1987, the NAB Crystal Radio Awards have recognized radio stations for their outstanding year-round commitment to community service.

Ten winners were chosen from among [50 finalists](#). Recipients were recognized at today's NAB Show Radio Luncheon.

WRAL-FM provided this description of its accomplishments in 2008:

In times of need, crisis, fun and entertainment, MIX 101.5 WRAL-FM continues to build on longstanding community ties in the Triangle. In 2008, our listeners pledged more than \$1 million for the children at Duke Children's Hospital during our annual radiothon. We collected more than 7,000 pounds of food for the Inter-Faith Food Shuttle's BackPack Buddies Program. We collected more than 32 large boxes filled with new, unwrapped toys for the U.S. Marine Corps Reserves' "Toys for Tots" program. We provided 500 children with identification cards to be used in the event of an emergency, free of charge. We lent a helping hand to local organizations like Interact of Wake County, the American Cancer Society, the Juvenile Diabetes Research Foundation, the American Heart Association, the Tammy Lynn Center and Susan G. Komen's Race for the Cure. WRAL-FM also opened its airwaves to the community by providing more than 5,000 PSAs, helping more than 100 community organizations and businesses with donations and information for their events, making more than 200 hours of public appearances at community events and airing 104 public affairs programs on topics of interest in our community. As another year passes, WRAL-FM continues to find new ways to serve our community.

For more information on WRAL-FM's accomplishments, contact Ardie Gregory at agregory@wralfm.com.

The NAB Radio Luncheon, sponsored by ASCAP, featured a keynote address by [Dave Ramsey](#), popular national radio personality and personal money management expert. During the luncheon, legendary sportscaster [Vin Scully](#) was inducted into the NAB Broadcasting Hall of Fame.

About the 2009 NAB Show

The NAB Show will take place April 18 - 23, 2009 in Las Vegas (exhibits open April 20). It is the world's largest electronic media show covering filmed entertainment and the development, management and delivery of content across all mediums. Complete details are available at www.nabshow.com.

About NAB

The National Association of Broadcasters is the premier advocacy association for America's broadcasters. As the voice of more than 8,300 radio and television stations, NAB advances their

interests in legislative, regulatory and public affairs. Through advocacy, education and innovation, NAB enables broadcasters to best serve their communities, strengthen their businesses and seize new opportunities in the digital age. Learn more at www.nab.org.

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