



National Report on
Broadcasters' Community Service

The stories are **many**.
The results are **remarkable**.

www.broadcastpublicservice.org

Providing the daily local news, acting as a lifeline in times of crisis, raising billions of dollars for charity, heightening environmental awareness, informing voters – it's all part of broadcasters' everyday commitment to their communities.

Every day of every year, local radio and television stations serve the public in ways that are most meaningful for their communities. This dedication to viewers and listeners across the country adds up to unparalleled support of local issues, stronger neighborhoods, cleaner cities, safer communities, charities with greater reach, healthier residents and a helping hand at times when people need it most.

Substantial and real.

These words describe the impact of the community service provided by America's broadcasters to neighborhoods, towns and cities across the nation. In every state, radio and television stations donate significant time and resources to address the specific needs of their communities. The value of the public service local radio and television stations generate in a single year exceeds \$10 billion.*

Stations are delivering public service by:

- Donating airtime and production costs to support issues and causes active in the community;
- Providing life-saving communications in times of crisis and disaster relief in the aftermath;
- Raising funds and awareness for charitable causes and people in need through radiothons, telethons and collection drives;
- Responding to local issues through programming and news coverage; and
- Participating in community events, such as clean-ups, walk-a-thons and voter registration drives.

Learn about the valuable contributions broadcasters make to their communities at www.broadcastpublicservice.org



Broadcasters lend a helping hand to **Neighbors in Need**

Each fall, before winter sets in, KMBR-FM in **Montana** goes to the airwaves more than a dozen times each day for a month to encourage listeners to donate warm clothing to the station's "Helping Hands Clothing Drive," which provides for more than 1,500 families in the area.

During a single four-hour remote, **Vermont** stations WGMT-FM, WMTK-FM, WSTJ-AM and WKXH-FM collected 17,000 pounds of food to help stock the pantries of four area food banks.

For the past 10 years, the annual "Christmas Wish" campaign of **Wyoming** stations KROE-AM, KWYO-AM, KZWY-FM, KYTI-FM and KLQQ-FM has made the holidays brighter for local families struggling to make

ends meet, providing everything from a new mattress for an elderly man to groceries for a family of four.

In the springtime, **Maryland** stations WBAL-TV and WBAL-AM partnered with the Maryland Food Bank for its annual "Harvest for the Hungry" campaign, which collected 500,000 pounds of food for distribution throughout Baltimore and 23 surrounding counties last year.

Colorado station KUSA-TV gives \$1 million in on- and off-air support to its "9Cares Colorado Shares" food, toy and clothing drive, which has grown into the state's largest one-day collection for the needy during its 25-year history.

... and broadcasters are committed to their **Communities**

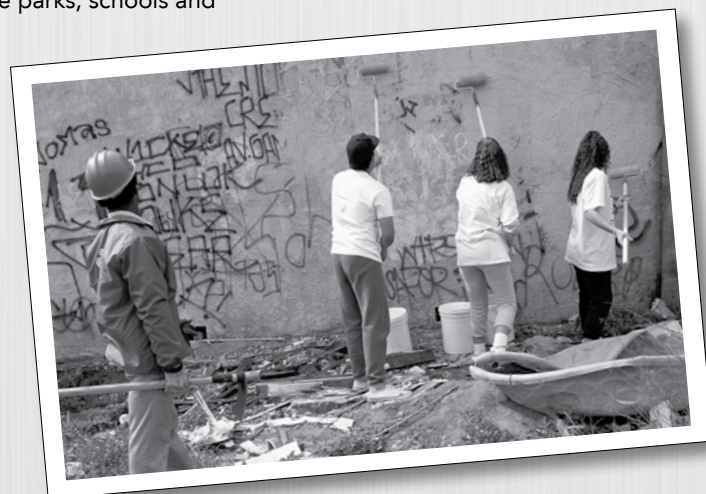
As a gift to its community, WUGO-FM in **Kentucky** passed down the 170-year history of Carter County in a 22-part on-air series, which the station also published as a free book and distributed to 2,100 residents.

The last Saturday of each month, the JAMZCorp clean-up crew from **Alabama** station WBHJ-FM heads into the community with station listeners to clean, paint and restore parks, schools and community centers in Birmingham.

To keep volunteerism in the islands strong, **Hawaii** station KITV-TV airs regular news segments and public service announcements about Volunteer Hawaii, a program that, with the help of the station's promotional support, now matches 8,000 community members with local organizations each year.

For nearly a decade, **Nebraska** station KKAR-AM has connected Nebraskans to their top state official with the live broadcast of a one-hour "Monthly Governor's Call In Show," which is fed to a network of 35 stations.

Ninety-eight percent of stations report helping charities, charitable causes and needy individuals.*





Broadcasters care about the needs of Children

Through its "Children's Miracle Network Telethon Celebration," **Virginia** station WVEC-TV helped raise more than \$3.3 million in a single year for Children's Hospital of The King's Daughters, the only pediatric emergency room and surgical facility in the area.

During the past nine years, **Iowa** station KCVM-FM has sent 116 families of chronic or terminally ill children in the area on an all-expenses-paid trip to Disneyland through Magical Mix Kids, a charity founded by the station and operated by its staff.

New Mexico station KOAT-TV has kept children warm through the winter months by distributing more than 235,000 coats over the last 19 years through its "KOATs for Kids" project.

Nevada stations KCYE-FM, KKLZ-FM and KDWN-AM broadcast live for a day from three locations, collecting more than 12,000 pairs of new pajamas for their annual "DJs for PJs" event, which provides for neglected and abandoned children in the area.

Making sure children who have already done something extraordinary in their short lives are honored, **New Jersey** stations WDHA-FM and WMTR-AM created a "Kids Who Rock" campaign, which spotlighted young heroes on the air for 10 weeks and paid tribute to the winners at an awards gala that also raised funds for the Special Olympics.

... and broadcasters advocate for Animal Welfare

When the air-conditioning system in the local humane society unexpectedly broke in the heat of the summer, **Texas** station KVUE-TV immediately organized a drive and raised enough money for the purchase of a new \$200,000 unit, keeping the 100 dog and cat residents cool and healthy for the remainder of the season.

Kansas station WDAF-FM partnered with the largest animal shelter in the area for a "Pet Adopt-a-Thon," which successfully found homes for 95 percent of the shelter's population after the station aggressively promoted the event with announcements, a live broadcast and email blasts.

Without a humane society in the area, listeners rely on **Tennessee** station WCMT-AM and its "Pet Patrol" segments, which give up-to-date information about lost and found animals five times each day.

More than 4,000 pet owners and their wagging best friends show up to participate in the local Walk for the Animals, a fundraising event for the Humane Society of Greater Miami sponsored by **Florida** station WLYF-FM every year.

*The average amount of money raised for charitable organizations by television stations in the United States is \$1.06 billion each year; the projected amount raised by all radio stations totals \$959 million annually.**



Broadcasters get the word out about Alcohol Abuse Prevention

To make sure those that need help know where to get it, KZTA-FM and four of its sister stations in the state of **Washington**, provide the local Alcoholics Anonymous group with an on-air campaign, including the production of new public service announcements (PSAs) every month.

Bringing the devastation drunk driving can cause into sharp focus, **Oklahoma** station KJRH-TV created a powerful public service announcement featuring regional statistics about alcohol-related accidents and aired the message more than 60 times in the week leading up to New Year's Eve.

With a goal of helping youth make good decisions, KEYC-TV in **Minnesota** sponsors a "Think Before You Drink" program where area high schools have the opportunity to write, produce and star in PSAs addressing underage drinking.



... and broadcasters further Drug Abuse Prevention

Arizona television stations inspired statewide action, including town hall meetings and discussion groups, when they simultaneously aired a commercial-free broadcast of "Crystal Darkness," a 30-minute documentary about the growing problem of methamphetamine addiction.

Each spring, **New York** station WGRZ-TV hosts its annual "Kids Escaping Drugs Telethon," which raised \$680,000 last year to give youth that struggle with addiction help.

A golf outing fundraiser for the St. Joseph County Police Department Drug and Alcohol Resistance Education Program sold out after **Indiana** station WBYT-FM aired promotional announcements and interviews about the event, at which the station broadcast live and fielded a team.

More than eight out of 10 radio and television stations air PSAs about drunk driving, alcohol abuse and the dangers of drug use.*



Broadcasters promote good Health

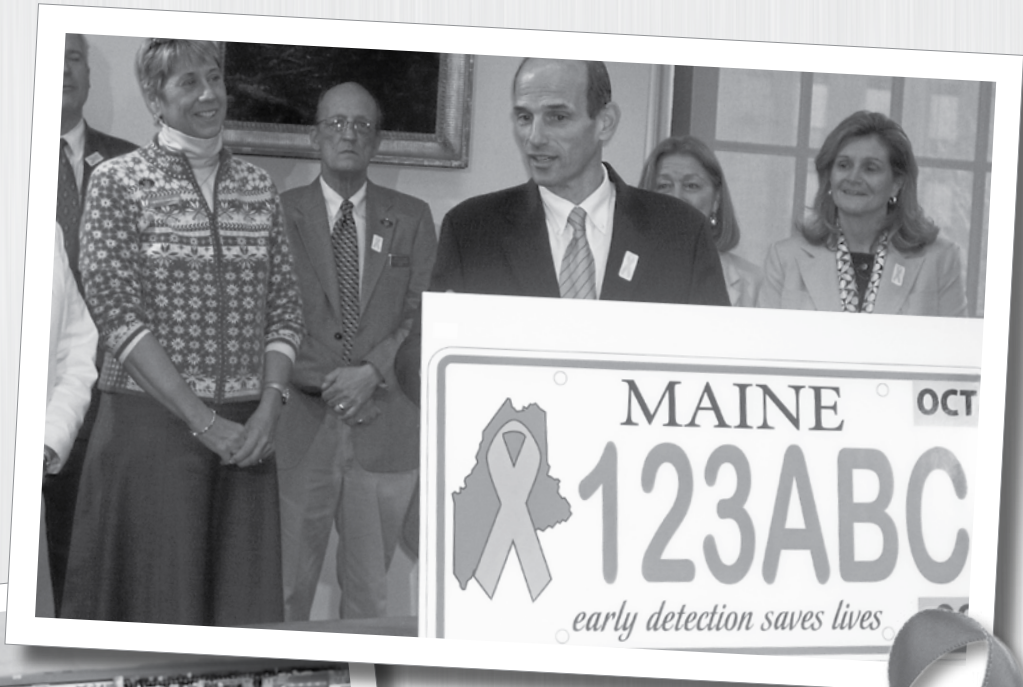
In a single day, four hundred men received a free and potentially life-saving cancer screening test thanks to a partnership between KLEW-TV in **Idaho** and the National Prostate Cancer Coalition.

Six years ago, **Georgia** station WMAZ-TV created "It Starts With the Heart," a wellness program that has helped motivate thousands of viewers to adopt a healthier lifestyle through special programming and community events.

A live broadcast through the night and tens of thousands of dollars worth of promotional airtime from WBRK in **Massachusetts** helped Relay for Life in Burbank Park raise \$265,000 for the American Cancer Society.

When the Maine Cancer Society approached **Maine** station WPXT-TV for help securing the 2,000 advance orders needed to get a pink specialty license plate for breast cancer awareness manufactured, the station created an award-winning campaign that aired multiple times each day until the goal was reached three short weeks later.

More than half of television and radio stations provide public affairs programming about breast cancer and women's health, and more than 85 percent provide airtime for PSAs about these issues.*



Broadcasters are a lifeline for communities dealing with **Disaster**

When wildfires in the southern part of the state devastated more than a thousand homes and burned hundreds of thousands of acres, **California** stations KABC-AM, KLOS-FM and KABC-TV organized the first media relief fundraiser, raising \$4.5 million for the Red Cross to distribute to those affected by the fire.

When a mine collapsed in Crandall Canyon, tragically taking the life of six miners and three rescue workers, reporters from **Utah** station KSL-AM volunteered to work seven days a week, allowing for wall-to-wall coverage during the emergency response, dozens of hours of special news programming and nearly 80 additional newscasts to keep the community informed.

Using the airwaves to make appeals, KBRK-AM in **South Dakota** quickly collected a moving truck full of cleaning supplies, rubber boots and jackets, making it possible to deliver much-needed aid to hundreds of families

in the neighboring city of Aberdeen after an intense downpour brought more than 10 inches of rain.

When an apartment building fire killed nine people and left hundreds of residents without belongings or a place to stay, **West Virginia** station WGGG-FM organized a dinner that brought the community together to honor the firefighters and raised more than \$60,000 for the victims.

When record flooding claimed lives and property, WIZM-AM in **Wisconsin** organized a 12-hour community fund drive, which generated more than \$395,000 in individual and corporate donations in a single day, providing shelter, food, water, clean-up supplies and comfort kits to those who needed them.

*More than 19 out of 20 television and radio stations report involvement in disaster relief campaigns.**





Broadcasters support U.S. Troops

A bit of sweetness made its way to deployed troops from **North Carolina**, thanks to "Operation Cookie Drop," an annual Girl Scout cookie drive created by WKML-FM that made a special 2.5 ton cookie delivery last year.

An on-air campaign and collection drive to send love to the troops by WHUR-FM in the **District of Columbia** resulted in 1,300 stamps, 570 phone cards and 1,500 post cards with messages from listeners to be sent overseas for Valentines Day.

Soldiers who spent their holidays away from home stationed in Iraq received some Christmas cheer with the arrival of 2,000 stockings collected through an initiative given media sponsorship from KLRC-FM in **Arkansas**.

When WLEN-FM in **Michigan** learned that local veterans were homeless and living in the nearby woods, they organized a "Thank A Vet" fundraiser to collect emergency funds to provide for a warm place to spend the night, medical care and food.

An effort by WDAY-TV in **North Dakota** made it possible for nearly 800 local veterans to travel to see the World War II Memorial in Washington, D.C.

... and broadcasters work to improve personal and public Safety

As part of the station's annual "Operation Save A Life" campaign, WNEP-TV in **Pennsylvania** teamed with local fire departments to install 15,000 free smoke alarms, helping to protect neighborhoods where many houses are nearly a century old.

To keep teens safe when they are behind the wheel, **Delaware** station WSTW-FM launched "SmartDrive," a student driver reinforcement program serving 2,000 teens each year, which involves monthly online safe driving activities, public service announcements (PSAs) featuring local students and weekly safe driving tips.

Within a week of WGNO-TV in **Louisiana** launching "Wheel of Justice" and "Crime Tracker," two new segments focused on bringing the community together to fight the rising tide of crime in New Orleans, two featured suspects turned themselves in to the authorities.

A twice weekly report about unsolved crimes broadcast by **Oregon** station KTVL-TV in partnership with Crime Stoppers has aided in the arrest of more than 80 criminals and helped authorities crack down on illegal drug manufacturing.



*More than seven out of 10 radio and television stations air news segments focused on reducing crime, and more than eight out of 10 provide airtime for anti-crime PSAs.**



Broadcasters help people succeed through Education

For 17 years, WTIC-TV and WTXN-TV in **Connecticut** have given teens an opportunity to gain real-world experience in journalism with their "Student News" program, which broadcasts news segments that are written, produced and edited by middle and high school students from 250 schools throughout the state.

Staff at **South Carolina** station WFMV-FM put more than 500 hours of work into the organization of community fundraisers throughout the year to raise money for its Future Leader Scholarship Fund, which awarded six college-bound students \$1,500.

Mississippi station WQNZ-FM produces "Live From the Locker Room," a one-hour show that travels to schools throughout the community to highlight athletic programs and feature scholar athletes.

WMUR-TV in **New Hampshire** has helped the Women's Rural Entrepreneurial Network, an organization that offers classes and educational programs for local artisans, gain a public presence by providing on-air announcements, news stories and public service support.

Meeting Street, an organization dedicated to education and learning for children with developmental delays, receives more than \$150,000 of in-kind support each year from **Rhode Island** station WPRI-TV, including an annual telethon that preempts primetime programming and generated nearly \$500,000 in phone donations and longer-term corporate commitments during a single year.

... and broadcasters take action to protect the Environment

In addition to helping its viewing audience "go green" with the production of two new public service announcements (PSAs) each month and extensive Web resources, **Ohio** station WTOV-TV has gone green itself with an extensive recycling program, low-energy lighting and hybrid station vehicles.

For the last decade, public service campaigns aired by KMOV-TV in **Missouri** have raised hundreds of thousands of dollars toward the restoration of Forest Park, one of the country's oldest and largest urban parks, which 12 million people visit each year.

With a wish for generations to come to enjoy a beautiful **Alaska**, KMBQ-FM is implementing a green energy plan to broadcast on solar and wind power, airing "green minutes" to inspire the community to be earth-friendly and offering clients a discount on airtime if they implement alternative energy strategies into their businesses.

In partnership with the Shedd Aquarium and the Alliance to Save Energy, **Illinois** station WDRV-FM launched a "Get Green" campaign, providing listeners with nearly 1,000 PSAs about small changes that collectively can have a big impact on the earth.

*Research conducted by Public Opinion Strategies, Alexandria, Virginia.; survey results include 2005 data. A detailed review of methodology is available at www.broadcastpublicservice.org.



**Children's charities receive much needed funds.
Neighborhoods are stronger.
Communities are safer.**

**Anti-violence initiatives gain awareness.
Donation drives support area hospitals.
Residents are healthier.**

**The common thread that ties it all together:
broadcasters' commitment to serving their local communities.**

The stories are **many.**
The results are **remarkable.**

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