



March 9, 2015

The Honorable Angus King
United States Senate
359 Dirksen Building
Washington, D.C. 20510

Dear Senator King:

As we look back on February with record cold temperatures and snowfall I wanted to let you know how radio, particularly the Townsquare Media stations in Portland (WBLM, WCYY, WHOM and WJBQ), served our community during the difficult winter storms.

Radio during winter storms becomes an important voice for crucial information. Over 315,000 citizens of Southern Maine turn to Townsquare radio stations for vital, real time information both on-air and on-line. The need for information from radio becomes more relevant for those that lose power.

I wanted to share with you how Townsquare Media Portland responded:

- We called in staff for full coverage and had talent and digital content teams stay in local hotels so they could get to the stations for live and local coverage.
- The stations provided updates on road conditions, parking bans, school and business closings on-air, on-line, and through Twitter and Facebook.
- We asked listeners to call our studios if we could be a liaison for assistance.
- Listeners shared storm stories and information updates from across the region.
- Phone lines were open to Plow and Snow removal personnel to get up to the minute road condition news.
- Health and safety warnings aired on subjects such as CO2 poisoning, winter pet care, safe shoveling, and roof raking.
- We interviewed and retweeted updates from State and Local Officials, CMP and others.

As you are aware, Pandora, Spotify and other audio streaming services are not designed to super serve the community during difficult events. Audiences want to hear from familiar voices such as Herb Ivy and Lori Voornas while sharing their personal experiences.

Thank you for your support of radio and our group of heritage brands. At Townsquare Media Portland we take our responsibility to serve our communities seriously. I am extremely proud of our team's efforts during this difficult winter.

Sincerely,

Brian E. Lang
Market President/CRO
Townsquare Media Portland