

NABSHOW NEWS

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NAB CRYSTAL RADIO AWARD PRESENTED TO WKRQ-FM

WASHINGTON, DC -- WKRQ-FM Cincinnati 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.

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

To paraphrase the Roman philosopher Cicero, we were born to unite with our fellow men, and to join in community with the human race is a creed that rings true for WKRQ. In 2008, WKRQ raised more than \$2.5 million for charities, provided 16,000 minutes of public service airtime valued at \$2.4 million and devoted 1,558 man hours to the greater Cincinnati community. From programming to promotions, the WKRQ staff never shied away from stepping up and meeting a challenge to help someone in need. When a Cincinnati family with two sets of triplets were displaced by a house fire, the "Jeff & Jenn Morning Show" immediately responded by creating donation drop-off sites where money, food, clothes and diapers were collected. When a rare windstorm caused a blackout for 90 percent of the Greater Cincinnati area, WKRQ continuously gave power, ice and water updates for over a week until the city broke free of the nightmare. And in December, the "Jeff & Jenn Morning Show" immediately helped raise thousands of toys for a desperate pastor in Butler County whose church couldn't provide Christmas for 700 needy families. As WKRQ exemplified, there is more than just a verbal tie between the words community and communication.

For more information on WKRQ-FM's accomplishments, contact James Bryant at jbryant@bonneville.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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