

HOUSTON:

Houston Radio Broadcasters Band Together to Raise Funds for the Houston Food Bank

Houston, T.X. – September 6th, 2017 – 25 Houston radio stations will simultaneously air a fundraiser to support the Houston Food Bank in order to feed those affected by Hurricane Harvey beginning Friday, September 8th and running through Sunday, September 10th. Houston Radio will run live and recorded promotional announcements asking for monetary donations to aid in Harvey relief efforts.

“Radio’s strength is rooted in its connection to the community, and Houstonians rely on Radio to inform, protect and nourish their spirits. Now, Houston Radio stations come together to literally nourish those harmed by Hurricane Harvey. So starts Houston’s recovery, with the power of its people – and Radio – behind it” said Oscar Rodriguez, President of the Texas Association of Broadcasters.

"Our amazing city has been devastated, but we have an abundance of pride and generosity...we're resilient...and we WILL bounce back" said Eddie Martiny, President, Houston Region, iHeartMedia Markets Group. The Houston Food Bank will provide food and supplies in the short term and for many months to come to residents in southeast Texas who will struggle to rebuild their lives. They will work closely with a network of partner agencies to ensure food is getting to those who need it most. Mark Krieschen, Vice President of Cox Houston said, “The Cox Media Group team is proud to be working with our fellow Houston Radio broadcasters and the Houston Food Bank to help people affected by Harvey. Together, our efforts will provide food and supplies to our neighbors throughout our listening area.”

“Food is a basic need that will be in short supply for many for a long time” said Sarah Frazier, SVP/Market Manager for CBS Radio in Houston, “We all serve the same community and we need to be as impactful as possible, so it makes sense to start our joint efforts there.”

“The impact of Hurricane Harvey will be felt by many in our city for weeks and months, and in some cases years, to come. Univision Houston is proud to provide a platform for the Houston Food Bank to reach the Hispanic community as we all rally to rebuild our neighborhoods and provide relief to the families we serve,” said David Loving, President & General Manager of Univision Houston.

“Maybe the opportunity here is to show the rest of the country and the world that if we can come together during terrible tragedies, we can come together period...Houston Strong,” said Terri Thomas, Operations Manager/Program Director of Radio One Houston. Alex Cadelago, VP and Market Manager of Cumulus added, “Our first duty as broadcasters is to serve the community...we’re all wearing the same jersey for this cause.”

MIAMI:

From Rob Babin, VP & GM CMG Miami

- The day after Hurricane Irma passed, 2 million households were without power in the Miami metro. CMG Miami radio stations (WEDR '99 Jamz', WHQT Hot 105', WFLC Hits 97.3, WFEZ) played a critical role in communicating important information to the public, including interviews with local government officials, announcing curfews, gas locations, food and water distribution, etc. Additionally during the storm, our Miami stations were broadcasting TV partner WSVN-TV audio.
- Right after the storm, a warm meal was tough to come by. No one had electricity and there were no restaurants open. We couldn't let our awesome on-air crew and staff hit their shift

hungry, so we fired up the grill in the Cox Media Group Miami parking lot and fed our team! For most of us, it was the first warm meal we'd had in 3 days.

- We partnered with local community groups, cities, school boards and churches to help get the word out and get into the communities that were impacted to distribute ice, water and food to people throughout the Miami metro (Broward and Dade County).
- With so many people having no electricity, we discovered people really needed a place to charge their phones. We converted our radio station vans into **mobile charging stations**, which allowed people to charge their phones. As we sent out our crews to water and food distribution points, we loaded each van with a portable generator and receptacle strips to charge up to 40 phones per van.
- In addition to sending out our activation crews into the community, we partnered with a local moving company to park an 18 wheeler trailer in our parking lot to execute a supply drive for residents of the Florida Keys who were most impacted by the storm. We began our broadcast this afternoon 9/14, and will broadcast all day tomorrow 9/15 from our Cox Media Group Miami parking lot asking for donations.
- We repositioned our cash contest to be local and relevant to our Miami market. We just launched the 'Pay your Irma Bills' contest to start the week following Hurricane Irma.

TAMPA:

From Keith Lawless, VP & GM CMG Tampa

- Tampa was spared a forecasted direct hit from Hurricane Irma. While we were "spared", the Tampa Bay community will be in recovery for weeks. As of Thursday, Sept. 14 after landfall, and there is still more than 50% of the community without power. CMG Tampa has spent years preparing our people and our systems for a storm such as Irma.
- Our studios are in Flood Zone A. A full evacuation of that area was called the Saturday before the storm. Fortunately, we invested years ago in a partnership with the local Emergency Operation Centers in our area. With evacuation orders given, we migrated our 6 FM stations to the Hillsborough and Sarasota EOC locations. A few CMG Tampa employees applied for EOC credentials months earlier and were ready to embed themselves in this Cat 5 bunker with the goal of informing our communities.
- The EOC broadcast command center gave CMG a hardened bunker/shelter where we could continue to broadcast to the community with confidence. This partnership also gave the EOC's the ability to have a direct conduit for emergency messaging. To our knowledge, CMG was the only commercial radio broadcaster with credentials to be part of the EOC team.
- In addition to working years in advance with the local EOC, we did the same with Emergency Weather partnerships with two area TV stations... WTSP/CBS and WTVT/FOX. At 7pm on Saturday the community was bracing for a direct Category 4 hit... the first of its kind since 1921. At that time, we chose to go to wall to wall coverage with our TV partners. We stayed in that coverage till Monday morning. As we know, the storm downgraded to a Category 2 and the eye passed 40 miles to the east of Downtown Tampa. However, Tampa Bay woke up to road closures, dangerous debris, flooding, mass power outages, limited cell coverage, etc... . That means, no TV, no wifi, no newspaper, etc... to find updates. Their loyal friend was there... Radio. All 6 CMG FM stations were on generator power, but they were all broadcasting.
- Drew Garabo was the first FM radio personality to go live in the market. He was a familiar and comforting voice that disseminated updates to the scared and information hungry Tampa Bay community. His phone rang off the hook with grateful listeners . By noon on Monday all six CMG stations were broadcasting live and had migrated back to studio origination.

- While there is not a need for blood, or food, or housing, there is a need for power and relief from the heat. All CMG radio stations went to the streets just 24 hours after curfews were lifted. They handed out hundreds of bags of ice and gave charge to hundreds of battery dead phones/tablets. With the assistance of Cox Enterprises, CMG Tampa, along with many other markets in CMG Florida, will be delivering the biggest Ice drop in Tampa Bay history. Currently a tractor trailer is making its way to Tampa Bay with over 4,000 bags of ice for the community. CMG will disseminate those free bags of ice in Hillsborough and Pinellas counties on Friday morning.
- We wouldn't have been able to focus on our community if we didn't have a plan in place for full business continuity. That plan was created over a decade ago and pressure tested every year with Cox corporate security and its local and corporate leadership. The most important part of that plan was insuring the safety of our employees. By late Monday morning, CMG Tampa had accounted for all employees through manager outreach and through an automated check-in system promoted to all employees prior to the storm. Having account of all of our employees' safety allowed us to focus on informing our community.

ORLANDO:

From Drew Anderssen, CMG Orlando Radio Director of Operations

- More than a week worth of pre-planning, with some or all syndication canceled for 8 days now, with live/local coverage and reaction 24/7 that began on last Saturday and continues now. This was an "all hands on deck" situation, utilizing every resource possible, including:
 1. The entire Cox Media Group-Orlando team, including key talent from our music stations
 2. Daily planning and converged content with CMG TV's WFTV provided phenomenal real-time information from Chief Meteorologist Tom Terry and his Severe Weather Center 9 team
 3. Our news and content partners like ABC and Total Traffic, who all shared in providing content to our audience
 4. The CMG National Content Division and our CMG Shared Resources from radio, TV, and newspapers around the country
- We advertised our News 96.5 WDBO coverage in social media and on outdoor digital billboards before, during and after the hurricane. During the height of the storm and in the early hours of the aftermath, all of our other Orlando radio stations simulcast News 96.5 WDBO. WFTV Channel 9 Eyewitness News also told viewers to listen to our stations for information in the event that they lose power. And they did.
- We experienced huge engagement with our listeners on social media, in text messages and phone calls, and in our respective apps using the Open Mic feature as we found answers to their questions and needs and brought unprecedented access to our newsmakers (power companies, emergency management, city and county government leaders, etc.).

From Stevie DeMann, CMG Orlando Radio Director of Operations

- News 96.5 went live 24/7 (with Storm Center coverage (dropping nationally syndicated programming) leading up to the storm prepping Orlando for what was to come. The music stations carried updates from the News 96.5 team twice an hour prior to Hurricane Irma's impact on Central Florida.
- Once the impact was starting to be felt, at 7pm on Sunday evening, the music stations moved to a full simulcast of News 96.5 WDBO which was executing their live coverage of Irma and snaking in and out of WFTV Channel 9's wall-to-wall coverage. At 10am Monday, as the worst part of the storm had passed but we were still experiencing tropical storm

force winds, the music stations transitioned back into format and engaged our morning shows as the first jocks heard...getting imperative info out, being a platform to share info on supplies and resources, letting the audience vent and express their situations, and just being a calming voice to our listeners. News 96.5 continues their live coverage around the clock and providing hourly updates for the music stations and are starting to scale back at this point as recovery efforts have improved.

- As a cluster, we've executed 2 separate ice drives within four hours of planning. On Tuesday, CMG Orlando Radio and TV worked in conjunction with the RDV Sportsplex to give away almost 13,000 lbs of ice and provide charging stations for those in need to charge their devices. Yesterday, we worked in conjunction with the City of Orlando, Universal Studios, and WaWato give out 2,000 more bags to citizens in need. Today, we have a truckload of ice – 42,000 lbs/6,000 bags – that we will be dispersing at the University of Central Florida with CFE Federal Credit Union and our CMG Radio and TV Family. We also had We had portable phone chargers onsite as well as a DJ playing music.

JACKSONVILLE:

From Todd Shannon, CMG Jacksonville Radio Director of Operations

- Leading up to, during and after the storm, Brand Manager Nick Figueredo, News Director/Morning Host Rich Jones, Asst. News Director/Anchor Stephanie Brown, Morning Anchor John Engel and many others led News 104.5 WOKV's 170+ hours of original programming dedicated to the hurricane.
- While competing radio companies opted to air straight TV simulcasts from local stations, we had 29 Programming staff members from across all seven radio stations in the building before, during and after the storm hosting, reporting, manning social media and coordinating resources with CMG properties across the state as our music stations shared and simulcasted WOKV's content. We also collaborated with our local, sister CMG TV stations, FOX30 and CBS47 by providing custom reports from Chief Meteorologist Mike Buresh and other reporters in the field. Once they finished with their live TV report, they were immediately on the phone with News 104.5 WOKV sharing what they were seeing and experiencing with our hosts.
- CMG Jacksonville Radio hosted a Salvation Army supply drive featuring Clark Howard and many members of the Action News Jax TV team. **(see WOKV News Director Rich Jones and Clark Howard photo attached)**
- News 104.5 WOKV's brand and presence is so strong in Jacksonville that Emergency managers and power company leaders were calling in with updates to share with listeners in our five country metro. Here's an example of one of the many voicemails and emails we continue to receive: *"Writing you from Fernandina Beach/Amelia Island: Lost power at 12:30 am last night, hard to believe that this island doesn't have operable tornado sirens. Wife's phone alerted two times to tornado alert at 2:23 a.m. turned on radio, your on air personality gave great, detailed instructions on the position of the tornado as it approached from Ft. Clinch and made its way through the island. We lost our roof, but the family was okay thanks to John Engle and his damn fine detail during the alert. Super professional, give that guy an Emmy. You guys saved our bacon."---* Orlando Segura & Annie Mimplitz, Fernandina Beach