



## ARIZONA'S BROADCASTERS SERVING EVERY LOCAL COMMUNITY

Total Generated: \$216,934,800

### GENERAL STATISTICS

<b>Total Generated:</b>	\$216,934,800
<b>Charitable Contributions:</b>	\$27,721,360
<b>Disaster Relief:</b>	\$55,502,767
<b>Donated Airtime:</b>	\$133,710,673
<b>Avg PSAs Aired / Week:</b>	144

### RADIO STATISTICS

<b>Total Generated:</b>	\$125,810,283
<b>Charitable Contributions:</b>	\$11,521,360
<b>Disaster Relief:</b>	\$12,469,442
<b>Donated Airtime:</b>	\$101,819,481
<b>Avg PSAs Aired / Week:</b>	150

### TELEVISION STATISTICS

<b>Total Generated:</b>	\$91,124,517
<b>Charitable Contributions:</b>	\$16,200,000
<b>Disaster Relief:</b>	\$43,033,325
<b>Donated Airtime:</b>	\$31,891,192
<b>Avg PSAs Aired / Week:</b>	106

### Topic: **Children** KTVK-TV/Arizona

"Are You My Family?" a program initiated by **KTVK-TV of Phoenix, Ariz.**, uses the power of television to help foster children find loving families. Nearly 10,000 children in the state are waiting to be adopted, which is why the station partnered with the Fore Adoption Foundation and Aid to Adoption of Special Kids to allow children in need of a home to tell their story. Since the program first aired in June 2006, 59 children have been featured during "Good Evening Arizona" newscasts, resulting in more than 30 permanent placements, which is more than twice the typical adoption rate. During 2007, the station ran more than 500 spots about the program, featured 17 children in the news, and aired a half-hour special to explain the adoption process and introduce children to viewers. In a single year, the station dedicated more than \$250,000 worth of airtime to "Are You My Family?." The success of the program has inspired a possible expansion of the strategy throughout the state. "I can't thank KTVK enough for their commitment to this program," said Fore Adoption President Kirk Triplett. "One of the reasons for the program's success is television's ability to show the community that these are normal, everyday kids who, through no fault of their own, need a home. Without KTVK's dedication and commitment, many of these children would still be waiting." KTVK won the National Association of Broadcasters Service to America Award in 2008.

### Topic: **Community** KRQQ-FM/Arizona

The incredible courage of friends, family and neighbors was on full display at the 9th Annual American Red Cross "Real Heroes" program, sponsored in part by **KRQQ-FM in Tucson, Ariz.** The program recognizes men, women and children who may be as "ordinary" as your next door neighbor, but whose acts were extraordinary and saved lives. Heroes recognized by the station

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and the Red Cross included a person who pulled a fisherman from a lake, someone who lifted up the front end of a car to free a bicyclist and a bystander who stepped in to perform CPR on a child trapped in the wreckage of a car crash. To highlight the heroes, KRQQ aired 50 minutes of public service announcements promoting the call for nominations as well as the award ceremony. The station created a custom Web page encouraging listeners to nominate deserving people, and it contributed 40 staff hours to help make the event a community-wide success. Overall, KRQQ's support brought more than 700 people to the awards ceremony, which raised \$110,000 for the Red Cross.

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## Topic: **Drugs**

### **KSNX-FM, KDJI-AM, KZUA-FM, KRIM-FM, KVWM-AM and KVSL-AM/Arizona**

Ever since the area was rated as having the highest methamphetamine-related crime problem in the state, **KSNX-FM in Show Low, Ariz.**, and its five sister stations, **KDJI-AM, KZUA-FM, KRIM-FM, KVWM-AM and KVSL-AM**, have been working to improve the situation. The station produced anti-drug public service announcements featuring local high school students, which ran three times a day on all six stations for half a year. When all the television stations in the state aired "Crystal Darkness," a documentary about the dangers of meth use, KSNX and KZUA simulcast the program and provided a call center staffed with addiction counselors as a resource for those in the area needing help. To raise money for the Arizona Meth Coalition, the stations created a "Drive Away Drugs" fundraiser, where a golf cart signed by the Arizona Diamondbacks was raffled. Together with other station-supported fundraising, the effort resulted in more than \$16,000 for the coalition. The stations plan on continuing to fight meth use by partnering with the coalition on future efforts.



## Topic: **Drugs**

### **KPNX-TV, all Arizona TV Stations**

**Television stations across Arizona** 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, which has ties to 60 percent of non-violent crime in the state. Together, the television stations reached an audience of 1.5 million with the documentary, which was aired in both English and Spanish. The reach of this unprecedented effort was augmented by the many Arizona radio stations that ran audio versions of the documentary. **KPNX-TV in Phoenix, Ariz.**, served as the satellite television center, and all participating stations ran promotional spots and local news stories about both the program and the problem of meth in the area. The broadcasters reached out to a local health care system to set up a central phone bank where viewers and listeners of all stations could call to get help. "There is no way in any community that you can have impact on crime without broadcasters' support," said Sgt. Paul Penzone of the Phoenix Police Department. "Broadcasters went well above the bar with 'Crystal Darkness' to make a contribution that was significant."

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## Topic: **Environment**

### **KWMT-FM/Arizona**

**KWMT-FM in Tucson, Ariz.**, created "Green Tuesdays" to empower listeners to make small changes in their every day lives that could positively impact their community and help protect the planet. Now in its fourth year, the segment continues to feature local leaders and educators in all areas of sustainability. Alternative fuels, eating locally, green building, endangered wildlife and global warming have been explored on the program, which has provided inspiration for a wide variety of green events, including the station's annual "Green October and the Green Tour." Every Friday during the tour, the station's morning show broadcasts on solar power from a local restaurant, where an area artist performs live. Listeners are invited to the restaurant for free breakfast and a small Green Expo featuring many of the organizations and guests from "Green Tuesdays." Adding to the effort, KWMT released two "Live in Studio C" compilation CDs from artists recorded in its studio and donated the proceeds to support Tucson Clean and Beautiful. On-air personality Jennie Grabel was named "Extraordinary Citizen" by the mayor and council of Tucson for her role in "Green Tuesdays."

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## Topic: **Health**

### **KGUN-TV/Arizona**

**KGUN-TV in Tucson, Ariz.**, helped make the seventh annual "10K Catwalk for the Bobbi Olson Fund for Cancer Research" the most successful Catwalk to date. By the time all participants had crossed the finish line at the University of Arizona campus, \$130,000 had been raised for the Arizona Cancer Center. Hall of Fame Coach Lute Olson started the race in the name of his late wife Bobbi, who died of ovarian cancer in 2001. KGUN inspired viewers to participate in the race by producing and airing public service announcements featuring Olson and former University of Arizona basketball stars Steve Kerr and Sean Elliott. The station also produced an exclusive half-hour special featuring Olson and former players talking about what Bobbi meant to them and the importance of raising money for cancer research. In the history of the Catwalk, more than \$1 million dollars has been raised for cancer research in Arizona.

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## Topic: **Health**

### **KTAZ-TV/Arizona**

Organ and blood donations save lives, and **KTAZ-TV in Phoenix, Ariz.**, uses its time and resources to share this message with viewers. The station produced two 30-minute specials about organ donation, which included testimonials from those waiting for an organ and from families who have donated organs from a loved one. Church representatives and doctors appeared in the programs to talk specifically about donation within the Hispanic community. KTAZ also organized two blood drives at the station. Leading by example, on-air talent donated blood live on the air. Public service announcements and news stories helped to bring in others willing to roll up their sleeves. "Your drive helps to assure that blood is available for patients in need," Keila Estrada of United Blood Services wrote in a letter to the station. "On behalf of United Blood Services' staff and the many patients who will benefit, thank you for being part of this important community service."

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## Topic: **Safety**

### **KPKX-FM/Arizona**

Each Sunday, **KPKX-FM in Phoenix Ariz.**, helps its community fight crime. Its weekly "5-0 Info" show is hosted by the director of the Phoenix Police Department's Silent Witness Program, which offers monetary awards to community members who provide information about unsolved cases. In addition to updating listeners about crimes, the show brings in expert guests to give information on how to improve both personal and public safety. Topics have included how to avoid auto theft, how to become involved in Neighborhood Watch and what to know before making a 911 call. The station also made its first annual Peak Festivus Concert, at which Don Henley, Stray Cats and The Pretenders took the stage, an opportunity to fundraise for the Silent Witness Program. All money rewarded by the program comes from donations. Prior to the show, the station provided more than \$30,000 worth of airtime to sell raffle tickets for a new Harley Sportster. The winner was announced at the concert, and \$11,000 was raised for the Silent Witness Program. KPKX was a National Association of Broadcasters Crystal Award finalist in 2008.

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