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# Letter from the President & CEO



## Edward R. Murrow famously observed of television in 1958:

“This instrument can teach, it can illuminate; yes, and it can even inspire. But it can do so only to the extent that human beings are determined to use it to those ends. Otherwise it is merely lights and wires in a box.”

What Murrow pointed out over half a century ago applies not just to television, but to all of CBS's businesses. As one of the America's great enterprises, we take great pride in the fact that we are not just a leading content and distribution media company but also a leading socially responsible corporate citizen, committed to giving back not only to the communities where our employees work and live but to the wider world arena.

Throughout these pages we've provided a snapshot of these efforts and how we've used our role and influence responsibly. From hard-hitting network news coverage to national public service campaigns and local drives and telethons, CBS has a long and proud history of serving the public good throughout the many communities in which we operate.

Recognizing the potential influence a media company carries, whether it be through televised news, sports and entertainment programming or on radio, online and on the printed page, CBS is also committed to being in the forefront of promoting diversity in its workforce, as well as in the vendors and professional service suppliers we hire. We're proud to highlight the efforts we've made in making our company and industries more inclusive with opportunities for all.

This report doesn't catalog everything we've done but it's representative of the good work our divisions have accomplished throughout the country. I'm proud to say it's an endeavor that has been the hallmark of CBS for well over 80 years.

Sincerely,

A handwritten signature in black ink that reads "Leslie Moonves". The signature is written in a cursive, flowing style.

**Leslie Moonves**

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cbs corporation has an  
**extensive distribution network by which it  
serves audiences**  
and advertisers in all 50 states and key international markets

# CBS Corporation

## Company Profile

SECTION

01

CBS Corporation (NYSE: CBS.A and CBS) is a mass media company with parts that reach back to the beginnings of the broadcast industry, as well as newer businesses that operate on the leading edge of media.

**The Company, through its many and varied operations, combines broad reach with well-positioned local businesses, all of which provide an extensive distribution network by which it serves audiences and advertisers in all 50 states and key international markets.**

It has operations in virtually every field of media and entertainment, including broadcast television (CBS and The CW – a joint venture between CBS Corporation and Warner Bros. Entertainment), cable television (Showtime Networks Inc., Smithsonian Networks – a joint venture between Showtime Networks, Inc. and the Smithsonian Institution – and CBS College Sports Network), local television (CBS Television Stations), television production and syndication (CBS Television Studios, CBS Studios International and CBS Television Distribution), radio (CBS Radio), advertising on out-of-home media (CBS Outdoor), publishing (Simon & Schuster), interactive media (CBS Interactive), music (CBS Records), licensing and merchandising (CBS Consumer Products), video/DVD (CBS Home Entertainment), motion pictures (CBS Films) and sustainable media (EcoMedia).

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### **CBS TELEVISION NETWORK**

America's most watched television network, CBS was established in 1928, when founder William Paley purchased 16 independent radio stations and christened them the Columbia Broadcast System. Today, with more than 200 television stations and affiliates reaching virtually every home in the country, CBS is the #1 rated network with a primetime line-up that was watched by more than 247 million people in the 2009-2010 season.

The Network has the #1 scripted show on television, NCIS; #1 comedy, TWO AND A HALF MEN; #1 newsmagazine, 60 MINUTES; #1 daytime drama, THE YOUNG AND THE RESTLESS; and is home to five of the top 10 shows on network television this season.

### **CBS NEWS DIVISION**

CBS News is the news and information arm of CBS Corporation, dedicated to providing the best in journalism under

standards it pioneered at the dawn of radio and television and continues to set in today's digital age.

Headquartered in New York, CBS News' influential, critically acclaimed programs provides newsmaking features and interviews, investigative reports, analysis and breaking news 24 hours a day. The division provides news programming seven days a week, utilizing a multi-platform model for news distribution across television (CBS Television Network), radio (CBS Radio Network), the Internet (CBSNews.com) and hand-held devices (CBS Mobile).

CBS News' award-winning programs include its flagship daily news program, THE CBS EVENING NEWS WITH KATIE COURIC; its #1 news magazine, 60 MINUTES; the fastest growing network morning program, THE EARLY SHOW; the true-crime magazine show, 48 HOURS MYSTERY; the newsmaking Washington public-affairs show, FACE THE NATION; and the #1 Sunday morning program, SUNDAY MORNING. Other CBS News originals range from CBS RADIO's WORLD NEWS ROUNDUP (broadcasting's longest-running program) to CBSNews.com's innovative new webcasts and blogs.

## **CBS SPORTS**

A year-round leader in television sports, CBS Sports broadcasts an unmatched portfolio of events on the CBS Television Network. CBS Sports proudly completed its 50th year broadcasting the National Football League, including the regular-season schedule of American Football Conference games, as well as the most-watched show in television history, Super Bowl XLIV, and the Network's pre-game show, THE NFL TODAY.

Among the popular and prestigious events CBS Sports also airs are college basketball, including regular-season games and the NCAA Men's Division I Basketball Championship; the most comprehensive golf lineup on network television, including the Masters® and PGA Championship; the U.S. Open Tennis Championships; SEC ON CBS college football; CBS SPORTS SPECTACULAR, including auto racing, horse racing, skiing, track & field, gymnastics, and NCAA championships. In addition, the division directs the CBS College Sports Network,

a 24-hour national cable network; produces INSIDE THE NFL for Showtime; and partners with CBS Sports.com in creating a recognized leader among sports Internet destinations.

## **CBS TELEVISION STATIONS**

CBS Television Stations consists of 28 owned-and-operated stations, including 16 that are part of the CBS Television Network, eight affiliates of The CW Network, three independent stations and one MyNetworkTV affiliate. Among its stations are WCBS-TV (New York), KCBS-TV and KCAL-TV (Los Angeles), WBBM-TV (Chicago), KYW-TV and WPSG-TV (Philadelphia), KTVT-TV and KTXA-TV (Dallas-Fort Worth), KPIX-TV and KBCW-TV (San Francisco), WBZ-TV and WSBK-TV (Boston), WUPA-TV (Atlanta), WWJ-TV and WKBD-TV (Detroit), KSTW-TV (Seattle), WTOG-TV (Tampa-St. Petersburg), WCCO-TV (Minneapolis), KCNC-TV (Denver), WFOR-TV and WBFS-TV (Miami), KOVR-TV and KMAX-TV (Sacramento), KDKA-TV and WPCW-TV (Pittsburgh), WJZ-TV (Baltimore), as well as WCCO-TV's satellite stations KCCO-TV (Alexandria, MN) and KCCW-TV (Walker, MN).

## **CBS TELEVISION STUDIOS**

CBS Television Studios is one of the industry's leading supplier of primetime network programming, producing 24 series including seven of the top ten scripted shows on television. The roster of popular and critically-acclaimed series includes the phenomenally successful CSI and NCIS franchises and the two highest rated new scripted series of year – NCIS: LOS ANGELES and THE GOOD WIFE, starring Golden Globe and SAG winner Julianna Margulies. In addition, the Studio's roster includes The CW's hit series 90210 and MEDIUM, starring Emmy Award winner Patricia Arquette, for CBS.

## **CBS TELEVISION DISTRIBUTION**

CBS Television Distribution is the preeminent company in worldwide television syndication. CTD produces or distributes 12 first-run series and holds the largest distributed television library at 70,000 hours strong. Among CTD's critically-acclaimed programs are the #1 syndicated series WHEEL OF FORTUNE; the #2-rated game show, JEOPARDY!; the top two talk shows, THE OPRAH WINFREY SHOW and DR. PHIL; the Emmy Award-winning talk show RACHAEL RAY; the Emmy-nominated DR.





As part of Simon & Schuster Audio's partnership with Doctors Without Borders, Pimsleur responded to the earthquake in Haiti by offering free downloads of its Haitian Creole language program to support volunteers aiding the millions of people affected by the tragedy. Pimsleur authorized digital re-sellers to give away the Haitian Creole program through March 2010.

PHIL spinoff, THE DOCTORS; the #1 entertainment newsmagazine, ENTERTAINMENT TONIGHT and its sister show, THE INSIDER; the #1 newsmagazine INSIDE EDITION; the top two court shows, JUDGE JUDY and JUDGE JOE BROWN; the new SWIFT JUSTICE with Nancy Grace and popular off-network product, including the CSI and STAR TREK franchises, EVERYBODY LOVES RAYMOND, NCIS, CRIMINAL MINDS, GHOST WHISPERER and MEDIUM.

#### **CW NETWORK**

The CW Television Network, a joint venture between CBS Corporation and Warner Bros. Entertainment, made its debut on September 20, 2006 as America's fifth broadcast network and is the only network specifically targeting young women ages 18-34, a demographic highly sought after by advertisers. Delivering a total of 25 hours of programming a week over six days, The CW offers a five-night, 10-hour primetime lineup that runs Monday through Friday, featuring such popular series as GOSSIP GIRL, ONE TREE HILL, 90210, AMERICA'S NEXT

TOP MODEL, SUPERNATURAL and SMALLVILLE, as well as the breakout hit THE VAMPIRE DIARIES. In addition to primetime, The CW broadcasts a weekday afternoon block as well as a five-hour Saturday morning animation block.

#### **SHOWTIME NETWORKS**

Showtime Networks Inc. (SNI) owns and operates the premium cable television networks SHOWTIME®, THE MOVIE CHANNEL™ and FLIX®, as well as the multiplex channels SHOWTIME 2™, SHOWTIME® SHOWCASE, SHOWTIME EXTREME®, SHOWTIME BEYOND®, SHOWTIME NEXT®, SHOWTIME WOMEN®, SHOWTIME FAMILY ZONE® and THE MOVIE CHANNEL™ XTRA. SNI also offers SHOWTIME HD™, SHOWTIME 2 HD™, THE MOVIE CHANNEL HD™, SHOWTIME ON DEMAND®, THE MOVIE CHANNEL ON DEMAND™ and FLIX ON DEMAND®. SNI also manages Smithsonian Networks™, a joint venture between SNI and the Smithsonian Institution which recently launched SMITHSONIAN CHANNEL™. All SNI feeds provide enhanced sound using Dolby Digital 5.1.



As a founding sponsor of the Emma L. Bowen Foundation for Minority Interests in Media, CBS has been mentoring students such as Michelle Redberg (left) since 1989. Redberg was a Native American mentee at WCCO-TV (Minneapolis) until she graduated the program in June 2009 and was promptly hired by WCCO as a Business Development and Research coordinator.

SNI markets and distributes sports and entertainment events for exhibition to subscribers on a pay-per-view basis through SHOWTIME PPV®.

### **CBS RADIO**

CBS RADIO is one of the largest major-market radio operators in the United States, with stations covering news, sports, talk, rock, country, Top 40, classic hits, and urban formats, among others. The division operates 130 radio stations, concentrated in the nation's top 50 markets. The overall mix of each radio station's programming is designed to fit the station's specific format and serve its local community.

CBS RADIO is home to the nation's most listened to news (1010 WINS), sports (WFAN-AM), rock (KROQ-FM) and country (WUSN-FM) stations, and broadcasts play-by-play coverage of more than two dozen of the country's leading sports franchises amongst MLB, the NFL, the NBA, the WNBA and the NHL, including the New York Yankees, New York Mets, Chicago White Sox, New England Patriots, New York Giants, Chicago Bears and Detroit Red Wings.

Additionally, CBS RADIO continues to be a leader in the industry in the digital space making aggressive moves to converge new and traditional media through creative original content and advanced delivery methods. Audio streams of nearly 200 CBS RADIO stations and custom channels are currently available online and via applications for a variety of mobile devices including iPhone, iPod touch and Blackberry. The division also maintains an exclusive agreement with AOL and Yahoo! through which CBS RADIO powers AOL Radio and Yahoo! Music Radio and distributes its stations to its network of listeners.

### **CBS OUTDOOR**

CBS Outdoor is a worldwide leader in out-of-home advertising, with operations throughout the Americas, including all 50 of the largest markets in the United States, 19 of the 20 largest metropolitan markets in Canada, 45 in Mexico, and markets throughout Argentina, Brazil, Chile and Uruguay. Additionally CBS Outdoor is a major player in the United Kingdom and has a significant presence in France, the Netherlands, Italy, Spain and Ireland as well.



EcoMedia helped Miami's City Hall install solar panels on its rooftop.

### **SIMON & SCHUSTER**

Simon & Schuster is a global leader in the field of general interest publishing, dedicated to providing the best in fiction and nonfiction for consumers of all ages, across all printed, electronic, and audio formats. Its divisions include Simon & Schuster Adult Publishing, Simon & Schuster Children's Publishing, Simon & Schuster Audio, Simon & Schuster Digital, and international companies in Australia, Canada and the United Kingdom. Its ebook library also includes nearly 8,000 titles.

### **CBS INTERACTIVE**

With more than 200 million people visiting its properties each month, CBS Interactive is a top 10 Web property globally and a top five Web property in the U.S. in terms of unique video viewers. Its portfolio of leading brands, which include CNET, CBS.com, CBSSports.com, GameSpot, TV.com, BNET and Last.fm, span popular categories like technology, entertainment, music, sports, news and business.

### **CBS FILMS**

CBS Films is a multifaceted film studio handling the development, financing, production and marketing of theatrical motion picture content. CBS Films plans to release four to six mid-budget movies a year spanning all genres.

### **ECOMEDIA**

Founded in 2002, EcoMedia brings together public institutions and municipalities with private industry advertisers and local media to generate funding for projects to improve the environment. The company's model is based on an innovative new concept of sustainable media -- a way to help companies achieve community outreach objectives while making a tangible difference to the environment. EcoMedia accomplishes this by helping clients dedicate a portion of their ad buys to help fund energy efficiency retrofits and on-site solar and renewable energy in public buildings and schools, tree plantings and watershed clean-up projects across the nation.



the cbs **television network**  
has long used its  
**public airwaves** for the  
**common good**

Since it was founded more than 75 years ago, the CBS Television Network has long used its public airwaves for the common good, from broadcasting public service announcements to incorporating socially responsible messages into its programming.

**Additionally, the Network has championed diversity in front of and behind the camera, and remains committed to making sure its on-air broadcasts reflect the people who are watching. The Network, with its 200-plus affiliates across the country, is seen by more than 100 million viewers every month, with an audience profile that spans every age, income and ethnicity: CBS has used that reach to help educate, inform and entertain its audiences.**

**As part of this commitment, CBS has championed two respected and established programs designed to foster those initiatives: CBS Cares, which serves as the in-house public service arm of the CBS Television Network, and CBS Diversity, which spearheads the company's drive to create equal opportunity for all.**

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## **CBS CARES**

At the heart of CBS' public service commitment is the CBS Cares campaign, consisting of PSAs created by CBS and featuring talent from a wide array of programming. Its campaigns are supervised by the Network's Program Practices department, which remains focused on core causes to which CBS has long-standing commitments while also continuing to tackle under-served, stigmatized causes where the resources and talents within CBS can make a difference. With Network PSAs as its fulcrum, CBS Cares has grown into a multimedia project involving many areas and talents at CBS: Entertainment, News, Sports, Digital Media, Radio, Communications and Marketing, CBS Outdoor and CBS Human Resources.

Launched in 2000, CBS Cares has won multiple awards since its founding, including consecutive CINE Golden Eagle Awards in 2009 for projects that used humor to reinforce serious health messages.

### ***CBS Cares Highlights***

- *NAACP 100th Anniversary PSAs:* CBS Cares co-wrote with the NAACP and produced a series of PSAs featuring Hill Harper of "CSI: NY" honoring the 100th anniversary of the NAACP and its proud history of achievements.
- *Heritage Months:* CBS Cares created and produced PSAs to honor Black History Month, Asian-American Pacific Heritage



Hill Harper, star of CBS's CSI: NY, appeared in CBS Cares' series of PSAs developed in partnership with the NAACP to honor the 100th anniversary of the organization and its achievements.

Month, Hispanic Heritage Month and Native American Heritage Month. These PSAs featured CBS talent paying tribute to generations of diverse Americans who have enriched the country's history and urged viewers to celebrate these important commemorative months.

- In 2009, CBS Cares partnered with the NIH's National Cancer Institute and Weill Cornell Medical College to launch the CBS Cares Colonoscopy Sweepstakes – believed to be the first-ever broadcast health sweepstakes. The grand prize consisted of free air travel to New York City, accommodations in a luxury hotel followed by a colonoscopy. The PSAs won the prestigious CINE Golden Eagle Award.

- The NIH has declared osteoporosis to be a "public health crisis" because 50 percent of women and 25 percent of men will have an osteoporosis-related fracture. While usually preventable, the subject has been neglected because it is not a glamorous topic. In anticipation of the 2009 Tony Awards,

CBS Cares used the opportunity to launch a PSA campaign about osteoporosis in partnership with the Broadway musical HAIR.

- Building on the success of the CINE Golden Eagle winning prostate cancer/holiday campaign, CBS Cares initiated a partnership with the Massachusetts General Hospital/Harvard Medical School to create the first Network PSAs on pap smears, a screening used to detect cervical cancer. These PSAs were described by the head of gynecology at MGH/Harvard Medical School as "one of the most audacious and courageous PSA campaigns ever done by a television network." The PSAs generated considerable feedback on the Internet and competitive media, further boosting awareness of this health issue.

- In 2009, CBS Cares teamed up with CBS Sports, the NFL and MGH/Harvard Medical School to create a series of PSAs in which NFL quarterback Mark Sanchez addresses women

on the subject of heart disease – the leading cause of death in women. To connect more effectively with its intended audience, the PSAs featured the actual sound of Sanchez’s heartbeat recorded on the cutting edge digital stethoscope. The PSAs end with the CBS Eye pulsing in rhythm with Sanchez’s heartbeat. One of these PSAs aired in Super Bowl XLIV.

- *EIF/iParticipate PSAs*: CBS talent from a multitude of prime-time shows recorded messages promoting the Entertainment Industry Foundation’s iParticipate initiative, which sought to inspire volunteerism across the country. Viewers were urged to visit iParticipate.org, where they could find volunteer opportunities in their communities focusing on critical areas of service, including children and education, community health and wellness, financial security, environmental conservation and support for veterans/military families.

- Other 2009 CBS Cares’ PSAs of note include a special organ donation PSA done in collaboration with Donate Life America; a message honoring Veteran’s Day featuring Dan Marino of CBS Sports; and a PSA for BikeMS.org, recorded with Phil Keoghan of THE AMAZING RACE that raised awareness of Multiple Sclerosis and urged viewers to participate in this nationwide fundraising event for the National Multiple Sclerosis Society.

- During CBS’s broadcast of Super Bowl XLIV, which was watched by a record-breaking 106 million viewers, CBS aired a series of PSA’s, whose topics ranged from earthquake relief for Haiti featuring NCIS: LOS ANGELES star LL Cool J, AIDS prevention, and a message from CSI: NY star Gary Sinise encouraging viewers to remember the troops aboard.

- In response to the devastating 2010 earthquakes in Haiti and Chile, CBS Cares produced special Red Cross disaster relief PSAs encouraging viewers to donate to the Red Cross to help the victims of these natural disasters.

- As part of 2010 National Colorectal Cancer Awareness Month, CBS Cares initiated and co-wrote “The Colonoscopy

Song” with renowned folk singer and social activist Peter Yarrow of Peter, Paul & Mary. The song is a lighthearted track and video that marries humor with serious content to convey that Yarrow’s colonoscopy turned up a polyp that could have killed him. The song premiered on THE EARLY SHOW and the PSA versions debuted in 60 MINUTES. “The Colonoscopy Song” was released by CBS Records and all proceeds from its sale on iTunes will be donated to Katie Couric’s National Colorectal Cancer Research Alliance. In addition to airing in primetime and other dayparts, the song was played or performed on nearly 3,000 radio stations and digital radio stations, as well as many competitive outlets. The song was also promoted on highway signs by CBS Outdoor and inspired a hip hop song on colonoscopies created by 94.1 WLLD-FM in Florida.

- In 2010, CBS Cares and the MGH/Harvard Medical School partnered to create a fictitious, eccentric doctor to educate viewers on subjects that affect the health of millions of Americans. The doctor was given a fictitious bio posted on the CBS Cares Web site (with appropriate disclosures). The first PSA featuring this character aired on 60 MINUTES and tackles prostate cancer screenings. It refers viewers to the CBS Cares Web site (CBScares.com) where they can find an essay on prostate screenings by a leading Urologist/Oncologist at MGH. This essay helps to clarify confusion about the importance of prostate screenings in light of recent studies.

At a victory celebration for the Mother’s Act hosted by U.S. Senator Menendez in May 2010, a leading women’s health organization (Postpartum Support International) cited CBS Cares as the first network campaign to tackle the stigma of postpartum depression. The CBS Cares campaign is viewed by PPSI as having been a significant factor in creating national awareness and consensus on this important health issue.

### **CBS DIVERSITY**

CBS Corporation and its divisions are committed to fostering an environment that celebrates and encourages differences in people, ideas, beliefs and cultural backgrounds. This environment generates a positive influence on business conduct and

on the programs, products and services CBS delivers to the communities it serves and society as a whole.

This commitment enables it to attract and retain employees with the talent, creativity and innovative skills necessary to enhance its position as the industry leader and to deliver the financial performance its stockholders deserve. Both internally and externally, CBS continues its efforts to create a workplace that accurately reflects the composition of the American people and offers the same hopes, dreams and opportunities to all.

Recognizing the responsibility that comes with its nationwide reach of network programming and local television stations, CBS continues at the forefront of making diversity a reality through comprehensive outreach in the form of workshops, talent showcases and internships. These are designed to bring people of color into all aspects of the creative process and to create access and opportunities.

“CBS has been on the forefront of making diversity a reality through a wide array of initiatives targeted to talent in front of and behind the camera as well as outreach to diverse vendors and professional service suppliers,” says Josie Thomas, Senior Vice President and Chief Diversity Officer, CBS Corporation. “In realizing this important goal, CBS has forged important partnerships with many diverse organizations. Diversity is best achieved through a collaborative spirit.”

### ***CBS Diversity Institute***

In realizing this important goal, CBS has partnered with many organizations throughout the industry for talent showcases, networking events and outreach efforts. The Network’s ongoing talent showcases are part of the CBS Diversity Institute, a comprehensive program designed to identify and develop diversity within the writing, directing and talent communities.

The institute has five components designed to provide program participants with access to the decision-making process in network television in front of and behind the camera. Each of these elements offer a unique approach to professional relationship-building and career development in Hollywood.

*1. Talent Showcases:* These professionally mounted showcases have proven to be an effective way to spotlight emerging talent, and have become recognized around Hollywood as the doorway for many to professional success. The showcases are rigorously juried by CBS Casting and are attended by senior-level CBS Entertainment executives as well as show runners, casting directors and talent agents.

*2. Writers Mentoring Program:* Designed to open doors and provide access for emerging diverse writers (with a focus on writers of color) to network executives and highly placed series producers, the Writer’s Mentoring Program, has graduated 40 participants since it was first started, 19 of whom have gone on to establish successful careers in television. Launched in August 2003, the program is a structured form of support whose goal is to prepare writers for meaningful employment in television.

*3. Directing Initiative:* This initiative creates professional on-set observing opportunities for aspiring directors of diverse backgrounds. The program matches participants with CBS primetime directors who mentor them through the preparation, production and post-production to the final cut. The CBS directors are active participants in choosing who they mentor through screening applicants’ work and personal interviews. The duration of the shadowing experience depends upon shooting schedules and availability.

*4. Writers Career Workshops:* These intensive workshops give emerging diverse writers a step-by-step structure for identifying and locating the industry professionals who can aid their careers. Instruction is given on how to set meetings, prepare and follow up. An exercise in effectively marketing oneself in 60 seconds is included.

*5. Actors Career Workshops:* These workshops are designed to help actors hone the skills they need to get auditions and land roles, including scene work critiqued by CBS casting directors, who also work with participants on headshots and offer practical advice. Throughout 2009 CBS conducted multiple workshops with organizations as varied as Los Angeles City College in Los Angeles, East West Players in Los Angeles, the Robey





CBS Writers Mentoring Program, a component of the CBS Diversity Institute, held a reception for its seventh group of emerging writers of color on Jan. 14 attended by Nina Tassler, CBS Entertainment President (C) and Josie Thomas, CBS Senior Vice President & Chief Diversity Officer (2nd from left).

Theatre Company in Los Angeles, CAPE in Los Angeles and also multiple workshops in Washington, D.C. and New York.

***Among the workshops held in 2009:***

- On January 21, CBS held its 4th annual Multicultural Sketch Comedy Showcase.
- On February 3, CBS conducted a workshop for actors with Coalition of Asian American Professionals in Entertainment (CAPE).
- On February 10, CBS held an Actors Workshop at Los Angeles City College (LACC). CBS is expanding outreach to LACC's theatre program and tying into their photography and make-up artists program as well.
- On March 9, CBS held an actors career day workshop with East West Players.
- On March 25, CBS held an Actors Workshop for the Robey Theatre Company.

- On April 1, CBS held an Actors Workshop with the American Indian National Center for Television and Film.
- On May 2, CBS was a sponsor and provided information about the Diversity Initiatives for the Visual Communications' film festival.
- On August 26-27, CBS held Actors Workshops in New York with CBS Casting Vice President Fern Orenstein, who provided her professional assessment.
- On September 15, CBS conducted an Actors' Workshop in Washington, D.C. for the NHFA (National Hispanic Foundations for the Arts).

**DIVERSITY INITIATIVES**

In February 2009, CBS unveiled a completely new approach to creating opportunities for actors of color in daytime television. Inspired by CBS's mandate to create "points of entry" for people of all backgrounds, the network worked to create for actors of color a path into the highly rated CBS dramas THE BOLD AND

THE BEAUTIFUL and THE YOUNG AND THE RESTLESS. CBS Casting executives pre-screened 600 actors and then sent 126 to the casting directors of both soap operas.

The CBS Strategic Sourcing team, which works to increase opportunities for diverse suppliers to compete for CBS business is an important component of the Company's overall commitment to diversity. Recent accomplishments include diverse suppliers successfully winning enterprise-wide business in the areas of Promotional Items and Print & Stationery requirements. In addition, Strategic Sourcing has recently launched a Web site that includes a page dedicated to Supplier Diversity. The site also includes information related to Strategic Sourcing, Supplier Diversity and CBS Travel.

### ***CBS Diversity Highlights***

- NAACP and CBS Television continued a Multicultural Fellowship that launches careers in television writing. In a partnership designed to increase, support and educate new voices within the television industry, the NAACP and CBS joined to form the NAACP/CBS Fellowship at the USC School of Cinematic Arts in Los Angeles.
- CBS was honored at the 6th Annual Los Angeles Red Nation Film Festival, receiving the "Best Network" award for insight and work toward advancing American Indians within the entertainment industry.
- CBS accepted the "Chairman's Award" from the National Japanese American Memorial Foundation at an exclusive dinner in Washington, D.C., on April 17, 2009. The award is in honor of an episode of COLD CASE titled "Family 8108," which explored life in an internment camp in California during World War II.
- CBS talent helped celebrate heritage months with specialized Public Service Announcements broadcast throughout the year:
- African-American Heritage Month – Dennis Haysbert (THE UNIT), Hill Harper (CSI: NY), Sophina Brown (NUMB3RS),

Regina Taylor (THE UNIT) and Alimi Ballard (NUMB3RS).

- Asian/Pacific American Heritage Month – Julie Chen (THE EARLY SHOW, BIG BROTHER), Tim Kang (THE MENTALIST), Navi Rawat (NUMB3RS), Aya Sumika (NUMB3RS) and Kunal Nayar (THE BIG BANG THEORY).
- Hispanic Heritage Month – Danny Pino (COLD CASE), Eva La Rue (CSI: MIAMI) Michael Irby (THE UNIT) and Adam Rodriguez (CSI: MIAMI).
- American Indian Heritage Month – Hattie Kauffman (News Correspondent).

### ***CBS Diversity Sponsorships***

- CBS is a sponsor of the Visual Communications Asian Pacific Film Festival, whose mission is to promote intercultural understanding through the creation, presentation, preservation and support of media works by and about Asian-Pacific Americans.
- On February 20, 2009, CBS was a sponsor at the NHMC (National Hispanic Media Coalition) Impact Awards Gala.
- On April 17, 2009, CBS attended the NJAMF (National Japanese American Memorial Foundation) Gala as a sponsor and award recipient.
- On April 17-19, 2009, CBS participated in the NALIP (National Association of Latino Independent Producers) Conference as sponsors and conducted actor workshops.
- On May 14, 2009, CBS served as a sponsor of the Howard University Breakfast to launch the Center for Excellence in Advertising (CEA) at Howard University.
- On May 19, 2009, CBS served as a sponsor of the APAICS Gala (Asian-Pacific American Institute for Congressional Studies).
- On May 21, 2009, CBS VP Diversity & Communications,



CBS Diversity hosted the 2nd annual Writers Guild of America, West Reading & Reception on Jan. 19 at the CBS Broadcast Center in Studio City. (Kim Myers, Director of Diversity, WGA West (bottom row, left) is pictured with WGA Women's Committee Participants).

Tiffany N. Smith-Anoa'i served as a guest speaker at the 5th Annual OC/PRSA Diversity Conference.

- On September 2, 2009 and October 7, 2009 CBS hosted table reads for "Heights Entertainment," a New York Latino production group.
- On June 4, 2009, CBS participated on the "Women for Hire" Panel. Founded in 1999, Women For Hire offers signature career expos, inspiring speeches and seminars, a popular career-focused magazine and customized marketing programs.
- On June 15, 2009, CBS Corporation was the host of the Emma L. Bowen Foundation for Minority Interests' annual "Corporate Partner Day" at Fordham University. The event provided CBS, a founding corporate partner of the Foundation, with the opportunity to showcase its long-standing involvement and commitment to the Emma Bowen organization, which is marking its 20th anniversary this year. In his

keynote address to 300 Emma Bowen interns, CBS Corporation President and CEO Leslie Moonves re-affirmed CBS's commitment to ensuring that minorities are a big part of its future.

- On July 13-16, 2009, CBS participated at the NAACP Centennial Convention and Job Fair.
- On July 16, 2009, CBS participated at the NAACP Spingarn Dinner where President Obama was the Keynote Speaker. Josie Thomas, CBS's Senior Vice President of Diversity, is on the NAACP Centennial Task Force and a member of the Spingarn Committee.
- On September 24, 2009, CBS sponsored the NHMC (National Hispanic Media Coalition) Impact Awards Luncheon celebrating 23 years of opening doors for Latinos in Media.
- CBS sponsored the 3rd Annual "Jackie Robinson Jazz on the Grass" event in September 2009. The Jackie Robinson

Foundation (JRF) has a 36-year history in providing financial support and mentorship to aspiring students of color.

- In November 2009, CBS sponsored the American Indian Film Festival, which provides opportunity and a national venue for emerging and established filmmakers, entertainers and performing artists to convene, renew their artistic spirit and share their gifts.

## **CBS PROGRAMMING**

Recognizing its role as a public broadcaster, CBS has long used its airwaves for the common good, providing its viewers with a mix of relevant and timely news coverage, public service messages and entertainment programming that appeal to audiences of all backgrounds and which strive to incorporate socially responsible and educational messages into storylines.

- The 2009 CBS drama *THREE RIVERS* centered on a transplant hospital in Pittsburgh, and its storylines inspired an outreach of organ donation across the country. According to the Donate Life organization, which seeks to increase the number of Americans registering as organ and tissue donors, four families referenced the CBS series as inspiration in donating organs and corneas. Two people gained eyesight as a result, and 10 people's lives were prolonged due to the donations.
- *LIVE FOR THE MOMENT* (Jan. 2010) – Jeff Probst of CBS's *SURVIVOR* created, co-executive produced (with Mark Burnett) and hosted this special hour-long program aimed at inspiring people to live every day to its fullest. The show focused on Roger Childs, a man diagnosed with ALS. Along with his family and friends, Childs embarked on a series of adventures, creating memories and sharing powerful life lessons. *LIVE FOR THE MOMENT* also helped raise awareness of ALS and directly partnered with the ALS Association and the ALS Therapy Development Institute.
- *THE 11TH ANNUAL A HOME FOR THE HOLIDAYS WITH FAITH HILL* (Dec. 23, 2009) special continued to share inspiring stories about adoption by the industry's biggest celebrities. Last year's broadcast included performances by five-

time Grammy Award-winner Hill, Grammy Award-winning singer Mary J. Blige, musician and featured adoptee Michael Franti, Grammy and ACM Award-winning country superstar Reba McEntire, Grammy Award-winning Latin pop singer Shakira and Grammy winner and reigning ACM Entertainer of the Year Carrie Underwood, among others. Following the success of the past 10 shows, the special continues to tell touching stories about foster care adoption. The inspirational stories of these American families are enhanced by performances from some of today's most popular artists.

- *45th ANNUAL ACM AWARDS* (April 18, 2010) – Toby Keith and ACM Lifting Lives partnered at the ACMs for Keith's performance of "Cryin' For Me (Wayman's Song)" in support of Stand Up To Cancer. Keith performed the song in memory of his friend and fellow musician, Wayman Tisdale, who died last year from cancer. Fans were able to order the performance from iTunes and download the audio of Keith's performance following the show. All proceeds went to benefit Stand Up To Cancer.
- *THE COURAGEOUS HEART OF IRENA SENDLER* (April 19), a "Hallmark Hall of Fame" presentation, starred Academy Award and Golden Globe Award-winner Anna Paquin ("The Piano," "True Blood") as Nobel Peace Prize nominee Irena Sendler, who is credited with saving the lives of 2,500 Jewish children during World War II.
- *A DOG NAMED CHRISTMAS* (Nov. 29, 2009), a "Hallmark Hall of Fame" presentation, told the tale of a developmentally challenged young man with a penchant for caring for animals in need who sets out to convince his family — and their whole community — to participate in a local shelter's inaugural "Adopt a Dog for Christmas Program." The movie teamed up with Petfinder to start the real-life campaign "Foster a Lonely Pet for the Holidays."
- *WHEN LOVE IS NOT ENOUGH: THE LOIS WILSON STORY* (April 25, 2010) was a "Hallmark Hall of Fame" presentation starring Golden Globe Award-winner and two-time Academy Award-nominee Winona Ryder based on the true

story of the enduring but troubled love between Lois Wilson (Ryder), co-founder of Al-Anon, and her alcoholic husband Bill Wilson (Pepper), co-founder of Alcoholics Anonymous.

- UNDERCOVER BOSS - "Waste Management" (Feb. 7, 2010) - The premiere episode of the CBS reality series followed Larry O'Donnell, the president and Chief Operating Officer of Waste Management, as he worked alongside his employees at one of their recycling plants. Additionally, O'Donnell instituted a company-wide health and wellness program for his employees with the assistance of one of the show's featured employees.

- UNDERCOVER BOSS - "White Castle" (Feb. 28, 2010) - Dave Rife, the owner of White Castle, went undercover in and wined up instituting a company-wide program to promote health and wellness for his employees.

- CSI - "The Lost Girls" (Nov. 12, 2009) - In a crossover with CSI: MIAMI and CSI: NY, the investigators uncovered an underground prostitution ring spanning from New York to Miami, bringing to light the issue of human trafficking.

- CSI - "Coup de Grace" (Oct. 15, 2009) - The show delved into racial profiling with the story of a policeman killing another officer, and the investigation to see if it was premeditated or an accident.

- COLD CASE - "Stealing Home" (April 12, 2009) - The detectives looked into the murder of a former Cuban baseball star who escaped to the United States to provide for his family after the Cuban government fired him for talking to a U.S. sports agent. The episode depicted the lives of Cuban refugees, and the struggles and sacrifices they make to come to the U.S. illegally.

- NCIS - "Double Identity" (March 9, 2010) - While helping the NCIS team investigate a slain Marine's double life, forensic scientist Abby Sciuto agrees to help fill in as a volunteer puppy raiser for the Guide Dogs Of America. Abby helps to provide a young Golden Retriever obedience training and



Larry O'Donnell, the President and C.O.O. of Waste Management, worked alongside his employees at one of their recycling plants during the premiere episode of CBS's hit new reality show, UNDERCOVER BOSS.

socialization skills so he can begin formal training to become a seeing-eye dog for the blind.

- NCIS - "Borderland" (May 11, 2010) - Abby again uses her skills both on and off the job for "Save The Children," when she provides private voice-over IP phone calls; "Habitat For Humanity," where she helps supply them with database information and "Doctors Without Borders," to which she sends a case of pipettes every week.

- HOW I MET YOUR MOTHER – "Last Cigarette Ever" (Dec. 14, 2009) – The gang tries to quit smoking, aided by the voice of Harvey Fierstein ("Hairspray"), who guest starred as Lily's "smoking voice."

- THE YOUNG AND THE RESTLESS – The top-rated daytime drama featured a dramatic message about organ donation when one of its major characters, Victor Newman, was shot in the chest; he received the heart of Colleen Carlton, a young woman who had drowned and was pronounced brain dead. The series aired PSAs about organ donations to coincide with the storyline.

- LATE SHOW WITH DAVID LETTERMAN and Worldwide Pants Incorporated helped in the Haitian Earthquake relief efforts by working with the World Food Programme to assist with donations, with a special donation site the show created at [www.wfp.org/lateshow/](http://www.wfp.org/lateshow/); additionally, WFP spokesperson Bettina Luescher visited the broadcast to discuss the mission of the World Food Programme and talk about their relief projects in Haiti on the LATE SHOW WITH DAVID LETTERMAN Jan. 19, 2010.

- LATE SHOW WITH DAVID LETTERMAN announcer Alan Kalter assisted with colon cancer awareness by providing the introduction for Peter Dinklage's "Colonoscopy Song," and recording a CBS Cares PSA about colon cancer awareness and the importance of colonoscopies.

- LATE SHOW WITH DAVID LETTERMAN featured former British Prime Minister Tony Blair discussing the anti-malaria

campaign he's spearheading with his Tony Blair Faith Foundation on the Sept. 8, 2009, broadcast.

- LATE SHOW WITH DAVID LETTERMAN featured chef Jamie Oliver discussing the problem of obesity in America and his effort to revamp menus in schools nationwide on its March 23, 2010 broadcast. The show provided a link to an online petition Oliver created to improve food in America's school cafeterias.

### ***CBS Talent Contributions***

- In October 2009, Pauley Perrette (NCIS), Michael Weatherly (NCIS), Barrett Foa (NCIS: LA), Jim Parsons (Big Bang Theory) and Johnny Galecki (Big Bang Theory) all performed a reading of "Laramie Project: Ten Years Later" to benefit the Matthew Shepard Foundation.

- SURVIVOR host Jeff Probst is the founder of "The Serpentine Project," a non-profit charity that helps empower youth transitioning out of foster care to reach for their dreams by opening the door to possibilities. Through personalized mentorship, life skills training, job shadowing and financial support, the organization's goal is to create capable and confident young adults who see themselves as their most valuable asset. Probst helps support the charity by auctioning off props from Survivor, raising more than \$90,000 every year. Over the past few seasons, SURVIVOR has also held charity signings for the Elizabeth Glaser Pediatric Aids Foundation as well as Operation Smile.

- Probst filmed an American Red Cross PSA urging viewers to get involved and help donate to the tsunami relief effort in Samoa, where the two most recent seasons of the show had been filmed. The series also organized two clothing/supplies drives which resulted in more than 30 large boxes (2,000 lbs.) of aid, per drive, being sent to the people of Samoa.

- THE AMAZING RACE host Phil Keoghan partnered with the MS Society in conducting a bike ride across America, where he attended fundraisers, meet and greets and rallies staged by local chapters. The 40-day ride raised more than \$500,000 for the MS Society.

- CSI's Marg Helgenberger hosted the Revlon and EIF Run/Walk for Women in Los Angeles, which raised funds for women with breast and ovarian cancer on May 8, 2010.
- CRIMINAL MINDS' Shemar Moore led his castmates in the 2009 Southern California Bike MS Ride.
- CSI: NY's Melina Kanakaredes is involved with the Children's Affected by AIDS Foundation.
- NCIS' Cote de Pablo did a PSA for the Chilean Earthquake.
- CSI's Robert David Hall was one of the honored guests who joined President Barack Obama in celebrating the 19th anniversary of the Americans with Disabilities Act, the landmark civil rights legislation. Hall, a community activist and one of the most prominent disabled actors working today, joined the president at the White House for the event.
- THE MENTALIST's Simon Baker is a supporter of the surfing charity Life Rolls On, a division of the Christopher & Dana Reeve Foundation dedicated to improving the quality of life for young people affected by spinal cord injury.
- CSI: NY star Hill Harper is the founder of MANifestYour Destiny, a non-profit organization dedicated to empowering, encouraging and inspiring youth to succeed. They provide young men and women with nurturing support systems, resources, encouragement and guidance through mentorship, scholarship and grant programs.
- CSI: NY's Gary Sinise performs with the Lt. Dan Band for troops around the world. He is also the co-founder of Operation International Children, which helps coalition troops bring school supplies to children all over the world.

## FOCUS CBS's coverage of Haiti's earthquake and its devastating aftermath included news and hope for recovery efforts



(Left) On Jan. 22, CBS and SHOWTIME aired George Clooney's two-hour "Hope for Haiti Now" telethon (Bottom) featuring a parade of stars, that included CBS's LL COOL J (right) and Neil Patrick Harris (left).



On January 22, CBS and SHOWTIME joined more than a dozen other networks in airing the "Hope for Haiti Now" telethon during primetime hours, helping the effort raise more than \$50 million in aid for victims of the disaster.

The telethon was just one example of how CBS responded to the crisis. From the moment the earthquake struck, CBS mounted comprehensive, multi-platform coverage, devoting the majority of their airtime to the crisis, the rescue and the humanitarian efforts.

Leading the reporting on the ground was CBS EVENING NEWS Anchor and Managing Editor Katie Couric, along with CBS News' Jeff Glor, Kelly Cobiella, Byron Pitts, Dr. Jennifer Ashton and





"Hope for Haiti Now" brought together artists from all genres to help raise money for the many victims of the tragedy.

Weather Anchor Dave Price, as well as others. Providing key coverage on the station front were Rob Morrison from WCBS-TV New York, Ted Scouten from WFOR-TV Miami and Steve Pickett from KTVT/KTXA Dallas, along with CBS RADIO stations, including WCBS-AM and 1010WINS New York, KNX Los Angeles, WBBM Chicago and KYW Newsradio Philadelphia. In addition, CBSNews.com was an important conduit for information on the Internet.

Under the CBS Cares banner and through CBS Sports announcer drop-ins, the CBS Television Network ran public service announcements urging audiences to contribute to the Red Cross Disaster Relief Fund. In addition, the Network ran a PSA featuring first lady Michelle Obama sponsored by The Ad Council. Local TV, radio, interactive and outdoor platforms also contributed to the effort, and Simon & Schuster's Pimsleur language program offered free downloads of their Haitian Creole program.

CBS also matched \$125,000 of employee contributions, helping raise more \$250,000 to help those affected by this disaster. CBS's contribution was made to the American Red Cross.

**CBS SPORTS**

cbs sports is a  
**leader**  
in community  
outreach  
**efforts**

A year-round leader in television sports, CBS Sports broadcasts an unmatched portfolio of events on the CBS Television Network; however, the department's work stretches far beyond providing entertaining and in-depth coverage of America's favorite sports.

It is also a leader in community outreach efforts with analysts and correspondents who are great supporters of the communities that see their broadcasts. CBS Sports proudly completed its 50th year broadcasting the National Football League, including the regular-season schedule of American Football Conference games, as well as the most-watched show in television history, Super Bowl XLIV, and the Network's pre-game show, THE NFL TODAY.

Among the popular and prestigious events CBS Sports also airs are college basketball, including regular-season games and the NCAA Men's Division I Basketball Championship; the most comprehensive golf lineup on network television, including the Masters® and PGA Championship; the U.S. Open Tennis Championships; SEC ON CBS college football; CBS SPORTS SPECTACULAR, including auto racing, horse racing, skiing, track & field, gymnastics and NCAA championships. In addition, the division directs the CBS College Sports Network, a 24-hour national cable network; produces INSIDE THE NFL for Showtime; and partners with CBS Sports.com in creating a recognized leader among sports Internet destinations.

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### *CBS Sports Highlights*

- CBS Sports' NFL pre-game show THE NFL TODAY hosted hundreds of guests who made donations to numerous local and national charities, including the Boomer Esiason Foundation to fight cystic fibrosis; the Dan Marino Foundation benefiting autism research; the V Foundation benefiting cancer charities; the CJ Foundation for SIDS (Sudden Infant Death

Syndrome); the United Way; Make-A-Wish Foundation; the March of Dimes; American Cancer Society; the Arthur Ashe Foundation; the Kidney Association; the Bone Marrow Foundation; the Three Amigos benefiting research for Alzheimer's Disease; the National Niemann Pick Disease Foundation; Special Olympics DC; the Fire Department of New York; the Police Department of New York; and numerous area schools.



CBS Sports' lead college basketball announce team of Jim Nantz and Clark Kellogg are flanked by members of the Boys & Girls Clubs of America from Indianapolis-area high schools for a special "Final Four Experience."

- The CBS Sports Communications Department, along with the NCAA Division I Men's Basketball Championship Communications Committee, continued a new tradition started last year by volunteering at a local community center in the city hosting the NCAA Men's Division I Basketball Championship Final Four. This year the group volunteered at the Shepherd Community Center in Indianapolis.

- CBS Sports personalities hosted and chaired numerous national and local events around the country, including the Saint Jude's Children's Hospital Summerall Awards; the V Foundation Dinner; the New York Athletic Club's All-Sports Dinner; Alzheimer's Association; the National Autism Foundation Dinner; the United Jewish Appeal Dinner; the NFL Players Gala; the American Lung Association; National Boys & Girls Club of America Celebration Dinner; Christian Sports Ministries of Athletes in Action (AIA); Joe Girardi's "Catch 25" Foundation for Alzheimer's Disease; Peyton Manning's Children's Hospital Gala; and the Gladney Cup.

- CBS Sports, in partnership with the Boys & Girls Clubs of America, sponsored 10 Indianapolis-area minority high school students on a special "Final Four Experience" at this year's Final Four in Indianapolis. The students met CBS Sports' Jim Nantz and Clark Kellogg, talked with CBS executives, including News and Sports President Sean McManus, visited the production trucks and watched the Final Four teams' practices. The "Experience" focused on the importance of attending college and provided insight into the business side of sports broadcasting.

- James Brown, host of THE NFL TODAY annually teams up with the NFL Players Association to host the NFL PLAYERS Gala featuring the "JB Awards." The gala recognizes NFL players for their civic leadership and individual contributions to their communities and is the biggest annual benefit for Special Olympics DC.

- CBS Sports golf analyst David Feherty devotes himself to the "Troops First Foundation" on behalf of military personnel.

The event features events for wounded soldiers from Special Forces, Green Berets and other divisions of the armed forces.

### ***Ongoing Commitments***

- CBS Sports sponsors the efforts of the Women's Sports Foundation, which provides opportunities and funding for girls to participate in athletics. CBS Sports also sponsors WISE (Women in Sports and Events), an organization of volunteers offering women a forum for networking and building contacts through exposure to industry leaders and career counseling.
- CBS News and Sports President Sean McManus chairs the March of Dimes Sports Luncheon at the Waldorf Astoria in New York. The event annually raises more than \$700,000 by tapping the talents and generosity of New York's sports community.
- Boomer Esiason participates in Samsung's "Four Season's of Hope" whereby each Samsung television sold gives money back to the Boomer Esiason Foundation. Since its beginning in 1993, the foundation has raised more than \$80 million in its fight against cystic fibrosis.
- Despite being a Pro Football Hall of Fame quarterback and analyst for THE NFL TODAY, Dan Marino is equally recognized as the driving force of the Dan Marino Foundation, which has raised more than \$28 million for children, teens and young adults with special needs, including autism, teens exiting foster care and youth at risk.
- Jim Nantz and Lesley Visser donate time and appearances to the National Bone Marrow Foundation through the effort of CBS Sports lead director Bob Fishman.
- CBS Sports honors scholar athletes in numerous television features and PSAs, as well as through Dick Enberg's annual "Academic All-America" program, which recognizes the academic and athletic achievements of more than 700 student-athletes each year.
- Along with creating and running their own foundations for various causes, other CBS Sports personalities and executives sit on national and local boards, serve as spokespeople, and are involved with various charities including:
  - American Lung Association
  - American Red Cross
  - Autism Awareness
  - Battered Women of Broward County
  - "Be A Star" Foundation
  - Bravekids.org (chronic, life-threatening illnesses)
  - Alan T. Brown Foundation to Cure Paralysis
  - "Camp Dream Street" (summer camp for special needs individuals)
  - Celiac Disease (chronic life-threatening illness)
  - "Champions for Children" (Council for Unity – disadvantaged youth)
  - Children's Flight of Hope
  - Children's Hospital of Pittsburgh Foundation
  - Colon Cancer Alliance
  - "Derek's Dream" – Ataxia Telangiectasia (A-T)
  - Foundation for Diabetes Research
  - Els for Autism
  - Fellowship of Christian Athletes (FCA)

- “The First Tee” (PGA TOUR initiative teaching sport of golf)
- Guiding Eyes for the Blind
- Habitat for Humanity
- H.E.A.L. (Healing Every Autistic Life) Foundation - “Project Chance” (dog training for autistic children)
- “Hearts and Hope”
- “Hire Heroes USA”
- Huntington’s Disease Society of America
- Juvenile Diabetes Research Foundation
- “A Kid Again” Foundation (activities for seriously ill children and families)
- Kiwanis Club
- Matthew Larson “IronMatt” Foundation (pediatric brain cancer)
- “Lavish Lunch” (seniors programs)
- March of Dimes
- Meals on Wheels
- Mt. Sinai Center for Juvenile Diabetes
- Jack Nicklaus Children’s Hospital
- Payne Stewart Memorial at Kids Across America
- Place of Hope
- The Players Outreach Ministry
- Queen City Foundation in Cincinnati
- Ronald McDonald House
- St. Joseph’s Children’s Hospital
- St. Jude’s Children’s Hospitals
- “Second Harvest Food Bank of Orange County (Calif.)”
- “Sisters Starry Nights”
- Stater Brothers Charities/Dave Stockton Heroes Challenge
- The United Way
- Valerie Fund
- Volunteers of America
- YMCA
- Lesley Visser is on the Board of Directors of the V Foundation for cancer research.
- Dan Dierdorf has sat on the Boards of some of St. Louis’ most prominent organizations for more than 20 years, including Cardinal Glennon Children’s Hospital and the Cystic Fibrosis Foundation.

## **FOCUS** CBS Sports' Bill Cowher helps launch new tradition with the inaugural "NFL-USO Coaches Tour" in Persian Gulf

CBS Sports NFL TODAY analyst and former head coach of the Pittsburgh Steelers Bill Cowher was a part of launching a new tradition in 2009 as he joined five current and former NFL coaches in the inaugural "NFL-USO Coaches Tour."

Cowher, who coached the Steelers for 15 seasons, including a Super Bowl championship in 2005, joined New York Giants head coach Tom Coughlin; Tennessee Titans head coach Jeff Fisher; former Oakland Raiders and Tampa Bay Buccaneers head coach Jon Gruden; and Baltimore Ravens head coach John Harbaugh, traveling to meet and greet service members for several days in the Persian Gulf region in July.

"The trip to Baghdad was a life-changing experience from the standpoint of appreciating the sacrifices that these young men and women make for a purpose, for a cause," said Cowher. "To see the discipline and commitment they make should give us all a greater appreciation for those serving and the great country that we live in."

The trip was a first for NFL coaches but continued 40 years of the NFL and USO teaming up for organized overseas morale-building visits to American service members. In 1966, the NFL and the USO became the first sports organization to send a group of players to Vietnam and other parts of Asia, demonstrating the league's support for America's troops.

In the past four decades NFL players have visited service members on NFL-USO tours in such locations as Afghanistan, Bosnia, Iraq, Japan, Korea, Kuwait and Somalia.

Since 1941, the USO has consistently delivered its special brand of entertainment and comfort to service men and women by



CBS Sports NFL TODAY analyst Bill Cowher visited American troops in Mosul, Iraq as part of the NFL-USO Coaches Tour in the Persian Gulf region in July 2009.

providing morale, welfare and recreational services to U.S. military personnel and their families. The USO is a non-profit, charitable organization, relying on the generosity of the American people to support its programs and services.



**cbs news programs  
have helped  
change,  
save  
and improve lives**



CBS News is dedicated to providing the best in journalism under standards it pioneered at the dawn of radio and television, and continues to set in today's digital age. Headquartered in New York, the division broadcasts influential, critically-acclaimed programs providing newsmaking features and interviews, investigative reports, analysis and breaking news 24 hours a day, seven days a week, utilizing a multi-platform model for news distribution across television (CBS Television Network), radio (CBS Radio Network), the Internet (CBSNews.com) and hand-held devices (CBS Mobile).

**Since its first newscast was broadcast, CBS News has played a crucial role as a trusted news source. In times of peace, war and uncertainty, its reporters, correspondents, producers and staff help viewers understand an increasingly complicated world.**

**From economic meltdowns to political unrest and natural disasters, CBS News' mission is to inform and enlighten, enabling the public to perform its critical role as members of a democratic society. The following pages are just a few examples of how its programs have helped change, save and improve lives.**

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#### **CBS EVENING NEWS WITH KATIE COURIC**

CBS News and its flagship EVENING NEWS WITH KATIE COURIC's impact on America and the world takes many forms. Its in-depth reporting and investigation continually triggers reform globally and locally, and this year CBS News was particularly proud to be the only network to win DuPont-Columbia University awards. Among them:

CBS REPORTS: CHILDREN OF THE RECESSION: "At a time when there was little coverage of the effects of the recession on average Americans, CBS News committed considerable resources in this division-wide effort that exposed the devastating impact of the economic meltdown on those most vulnerable: children, cited the judges." Using innovative storytelling techniques and reporters and producers from all of their news

outlets, the CBS Reports series exposed a wide range of new problems for children including a spike in abuse cases in emergency rooms. Ranging from the morning news to the evening news, radio to Web, and in partnership with USA Today, this series gave children a voice at one of the most challenging times of their young lives."

Other major stories given ongoing focus on EVENING NEWS WITH KATIE COURIC included the H1N1 flu, devastation in Haiti and the debate and passage of Health Care Reform. Beyond journalism, Couric's public service takes many forms, including:

- Tutoring and mentoring kids on an ongoing basis with her daughters at Harlem Village Academy. On February 2, 2010, Couric gave a poetry reading to students and provided a tour for students interested in journalism on March 4, 2010.
- For "Sesame Street," Couric participated in a "When Families Grieve" special, which aired April 14, 2010. She also attended a related screening and tree-planting event on April 8, 2010.

- For New York City's long-running homeless shelter, Bowery Mission, Couric served food with her daughters and was an honoree at the Mission's gala in 2010.

#### THE EARLY SHOW

• ARTS – Following a 45-minute helicopter ride over New York City, Stephen Wiltshire, an artist with Autism, spent a week in New York drawing an 18 foot-long image from memory. Each morning during the week of Oct. 27, Wiltshire showed his progress on THE EARLY SHOW. His completed panorama of New York City was revealed exclusively on THE EARLY SHOW.

• COLONOSCOPY – EARLY SHOW co-anchor Harry Smith underwent a colonoscopy on live television March 10. Katie Couric, Anchor and Managing Editor of the CBS EVENING NEWS WITH KATIE COURIC, was with Smith as he prepped for and underwent the procedure at New York-Presbyterian Hospital/Weill Cornell Medical Center.

• EARLY'S ANGELS – THE EARLY SHOW found four people whose "good works" deserved on-air notice and a charitable contribution.



CBS EVENING NEWS anchor Katie Couric accompanied THE EARLY SHOW's Harry Smith during his colonoscopy, which was televised live on national television.



60 MINUTES' Scott Pelley (left) reported on the most vulnerable victims of Haiti's earthquake - children who not only face hunger, disease and sexual assault, but a form of slavery that is legal in the Caribbean country.

- HEART PROGRAMMING – The Early Show aired a multi-part series on heart-healthy living during the month of February.
- SPANISH-LANGUAGE VLOG – EARLY SHOW Anchor Maggie Rodriguez launched a Spanish-language video blog on May 18, highlighting stories featured in CBS REPORTS, including Children of the Recession.
- THE BELIEVE CAMPAIGN – THE EARLY SHOW partnered with Macy's to raise money for the Make-A-Wish Foundation.

#### 60 MINUTES

- "THE WINTER OF OUR HARDSHIP" (1/25/09) Scott Pelley reported on the Wilmington, Ohio community, whose residents were hit particularly hard in the economic crisis after the town's largest employer, DHL, shut its domestic operation. After the broadcast, a dozen Feed the Children trucks came to town, Rachael Ray went to the location and hosted a

makeover of the local food kitchen and Jay Leno swung by to do a benefit show as well.

- CLOSING THE CLINIC (4/5/09) The economic crisis has affected society's most vulnerable as Scott Pelley found during his report on a county hospital forced by budget cuts to close its outpatient cancer clinic. Billionaire Kirk Kirkorian saw the broadcast and donated \$3 million for the lifesaving program to continue.
- H1N1 (10/18/09) Scott Pelley reported on the H1N1 flu – which targeted young, healthy people – and how the government is fighting the flu pandemic.
- THE \$60 BILLION FRAUD (10/25/09) A Steve Kroft investigation revealed Medicare and Medicaid fraudsters beating U.S. taxpayers out of an estimated \$90 billion a year – \$60 billion of it from Medicare – using a billing scam that is surprisingly easy to execute. The story was subsequently



Erin Moriarty



Harold Dow

#### 48 HOURS

- ERIN MORIARTY

Erin Moriarty contributes to SKIP, an organization devoted to helping families keep chronically ill or disabled children at home. Moriarty is also a partner with the Public Theatre and is sponsoring a fellowship with the Ohio State University College of Law.

- HAROLD DOW

Harold Dow is involved with Per Scholas, a non-profit organization that supplies training and computers to school children and older adults. Dow was also the master of ceremonies for Hudson Link, a non-profit that helps to provide jobs and training for inmates who are released from prison; he was also the keynote speaker for the Omaha Public Schools, where he addressed high achievers during Black History Month.

played before a congressional committee, leading to an amendment to the recently passed healthcare bill allocating \$700 million to fight the kind of fraud described in the piece.

- “DELAY, DENY AND HOPE THAT I DIE” (1/3/10) Byron Pitts report on the Department of Veteran’s Affairs drew attention to the plight of many frustrated veterans. The VA has always been a large bureaucracy that moves slowly, but with two wars and a recession significantly increasing the claims it handles, Pitts investigation found that the situation has been exacerbated.

- THE LOST CHILDREN OF HAITI (3/21/10) Scott Pelley reported on the most vulnerable victims of Haiti’s earthquake – children who not only face hunger, disease and sexual assault, but a form of slavery legal in the Caribbean country. Right after the story aired, a donation of \$30,000 came in and more than 200 people called Global Orphan Project seeking to help.

- AMERICA’S GIFT (4/4/10) Many Ugandans have been saved by an American program that provides affordable anti-retroviral medicines to fight HIV and AIDS in Uganda. Bob Simon’s report brought awareness to this program.





**CBS** TELEVISION  
STATIONS

all cbs television stations  
**have embraced  
community service  
and public outreach**

CBS Television Stations is one of the largest network-owned station groups in the country, with outlets in many of the nation's top and medium sized markets. Comprised of 28 local stations, its portfolio includes CBS, The CW and MyNetwork affiliates, as well as three independents.

**All of the company's stations have embraced community service and public outreach as a vital part of their commitment to excellence in broadcasting. From on-air programming to sponsored charity drives, CBS Television Stations have a long history of serving the public good.**

**What follows is just a sampling of the volumes of work they have done to serve their communities.**

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## COMMUNITY OUTREACH

### *WCBS (New York)*

**AIDS Walk** – In 2009, WCBS proudly became the exclusive broadcast media sponsor for "AIDS Walk New York," providing \$1,191,826 worth of airtime for the event. The station helped attract 45,000 participants and raise \$5,603,409. In 2006, CBS employees formed Team CBS and have since raised more than \$220,000, including \$90,000 of company matched donations. The event benefits Gay Men's Health Crisis and more than 30 other tri-state area AIDS service organizations.

### *KCBS/ KCAL (Los Angeles)*

**Gun Buy Back** – KCBS and KCAL partnered with Los Angeles Mayor Antonio Villaraigosa and the Los Angeles Police Department to promote the City's annual "Gun Buy Back

**Day.'** In an effort to curb crime in Los Angeles, gift cards to grocery stores and electronic stores were offered as incentives for turning in all types of guns, no questions asked. This one-day drive was held on Mother's Day weekend in 2009 and collected 1,500 guns from the residents of the greater Los Angeles area, making it the most successful program of its kind in the country.

### *WBMM (Chicago)*

**Caring for Chicago** – WBMM has built awareness, showcased events and raised money for The American Red Cross of Greater Chicago for the past seven years. Through the signature event of this partnership, "The Hometown Heroes Breakfast," the station has dedicated public service time to invite viewers to nominate everyday heroes. Many of their stories have been told during newscasts. Since 2003, when

the station signed on as the television sponsor, nominations, contributions and attendance have more than doubled. The breakfast in 2010 attracted 650 people and raised more than \$445,000.

#### ***KYW/WPSG (Philadelphia)***

Power of Nutrition – As part of KYW's fall launch of "The Dr. Oz Show," the station teamed up with MANNA (the Metropolitan Area Neighborhood Nutrition Alliance) for a luncheon to benefit the organization, which provides in-home meals for people with life-threatening illnesses such as AIDS and cancer. Dr. Mehmet C. Oz received MANNA's "The Power of Nutrition Award" in recognition of his longtime dedication to health education and promoting healthy living. The event raised more than \$30,000 for the local charity.

#### ***WBZ/WSBK (Boston)***

Wednesday's Child – WBZ and Anchor Jack Williams have championed the "Wednesday's Child" adoption program for nearly 30 years. Each week the station features a special needs child in search of a permanent home. Over the years, the segment has helped more than 700 special needs children find loving families. Throughout the year, Williams hosted numerous fundraising events to benefit the program including the "Ski Race for Wednesday's Child," which celebrated its 26th year in 2010 and raised nearly half a million dollars.

#### ***WWJ/WKBD (Detroit)***

Game of Change – While the eyes of the world were on Detroit for the NCAA Final Four, WWJ was an important part of the NCAA's outreach program into the city as a member of the Detroit Local Organizing Committee. WWJ worked closely with the organizers in its groundbreaking "Game of Change" initiative, a motion picture documenting the 1963 NCAA championship basketball game played in East Lansing, Mich. between Loyola University of Chicago and Mississippi State. This game is widely-regarded as a catalyst for racial change in college sports, and for the first time, was broadcast on commercial television by WWJ.

#### ***WCCO/KCCO/KCCW (Minneapolis-St. Paul)***

NOAA Weather Radio Give-Away – During the spring and summer months more than 400 thunderstorm and tornado-like events occur in Minnesota, often without warning. In an effort to raise awareness and to better prepare its viewers, WCCO gave away 500 NOAA weather radios during an evening newscast. The give-away kicked off a four-and-a-half month long campaign during which the station partnered with Cub Foods to make weather radios available at an incredibly discounted price. Over three years, more than 19,000 families and businesses have acquired a NOAA weather radio as a result of this campaign.

#### ***WFOR/WBFS (Miami-Fort Lauderdale)***

Neighbors 4 Neighbors Phone Banks – Neighbors 4 Neighbors is a non-profit organization created in 1992 by WFOR to respond to community needs. In response to the recent economic crisis, WFOR's news and community relations departments started "4 Your Money" phone banks on Mondays, staffed by experts on credit counseling, foreclosures, job search, taxes and money management. Additional phone banks were organized to deal with important community issues like child abuse, domestic violence, hurricane preparedness, drug abuse and school violence.

#### ***KPIX/KBCW (San Francisco)***

Food for Bay Area Families – KPIX and KBCW joined forces with the Bay Area Food Banks in 2009 to help promote 20 Food Bank Recession Relief pantries established to serve those affected by the downturn in the economy. The stations launched an extensive public awareness campaign — news stories, a half-hour special, public service announcements and appearances by on-air personalities at food banks — aimed at lessening the social stigma about people seeking help. To personalize the campaign, KPIX news reporter Sue Kwon took the "Food Bank Hunger Challenge" for one week and survived on \$4 a day, the amount provided by the government to people in need of food assistance. The campaign generated an average of 200 additional clients weekly and raised \$700,000.





(Above) WCBS-TV's Elise Finch (L) and John Elliot (R) at AIDS Walk New York 2009. (Right) Peter Dunn, president of the CBS Television Stations division, with New York City Mayor Michael Bloomberg at The Race for the Cure.

***KDKA/WPCW (Pittsburgh)***

Children's Hospital of Pittsburgh Free Care Fund Telethon – In 2009, Children's Hospital of Pittsburgh donated more than \$15 million of free care to the families of area children. For 56 years KDKA has been Children's Hospital's partner, helping raise funds to ensure area children receive the finest medical care. KDKA presented the "Children's Hospital Benefit Show," donating one hour of programming, organizing hundreds of volunteers, highlighting the fund-raising efforts of the community and soliciting telephone donations from the viewing audience. KDKA's program raised more than \$1.5 million in 2009.

***KCNC (Denver)***

The National Sports Center for the Disabled (NSCD) Wells Fargo Cup – The three-day event and fundraiser, sponsored by KCNC, brings world-class disabled ski racers, Denver Broncos alumni and amateur skiers of all abilities





A disabled participant races at the National Sports Center for the Disabled's 2010 Wells Fargo Ski Cup in Winter Park, Colo., sponsored by KCNC in Denver.

together for a ski-racing weekend, benefitting therapeutic programs for adults and children. In 2009 and 2010, KCNC provided a full weekend of coverage from Winter Park, Colo., and highlighted the numerous programs offered by the NSCD. The event raised about \$203,000 in 2009 and \$206,000 in 2010

#### ***WJZ (Baltimore)***

Great Prostate Cancer Challenge – WJZ first teamed up with a local urology organization to start the “Great Prostate Cancer Challenge” to raise public awareness and funds for prostate cancer research. The men of WJZ (anchors and reporters) were featured in a series of PSAs encouraging participation in the 5K and 1-mile event and for men to get screened for the disease. The 2009 event raised \$175,000, bringing the three-year total to \$500,000.

#### ***KTVT/ KTXA (Dallas-Fort Worth)***

Stephanie's Day – In June 2009, KTVT and KTXA hosted its 6th annual “Stephanie's Day,” a free event for special needs children and their families. More than three dozen local agencies and organizations helped share information with parents on topics ranging from therapies and camps to financial planning. Approximately 1,500 attendees learned about valuable local resources for children with autism, Down syndrome and other special needs.

#### ***KOVR/ KMAX (Sacramento)***

Stuff the Bus – Now in its 9th year, KOVR and KMAX's “Stuff the Bus” campaign helped more than 1,000 underprivileged children by collecting 12 tons of school supplies for their use. The stations supported the cause with PSAs and extensive local news coverage including a finale featuring the buses stuffed with supplies.

#### ***WUPA (Atlanta)***

Women's Sports Foundation Go Girl Go! Program – WUPA partnered with The Women's Sports Foundation's “Go Girl Go! Program” to help keep young girls interested in physical activity. The WUPA partnership included The CW 69 “Go Girl of the Month,” a 60-second PSA saluting students and celebrating their achievements in exercise and nutrition.

#### ***WTOG (Tampa-St. Petersburg)***

Hillsborough County Anti-Drug Alliance – WTOG partnered with The Tampa Alcohol Coalition on an anti-drinking and driving campaign targeting young men in the region. The station recruited an unlikely spokesperson — 19-year-old John Templeton, who in 2002 was convicted of DUI manslaughter of 18-year-old Julie Buchner. Templeton, who has a rare close relationship with his victim's family, recorded a PSA for the station to bring awareness to the problem and honor Buchner's memory. WTOG also supported the campaign with an appearance by Templeton on its Bayside community affairs program.

## LOCAL PROGRAMMING

### *WCBS (New York)*

GO NEW YORK! Living Longer, Better – WCBS' Dr. Holly Phillips and Dr. Max Gomez hosted this half-hour special about life expectancy and healthy living. The program featured the most recent research and statistics on prolonged lifespan and the use of longevity drugs and therapies, such as calorie-restricted diets. Dr. Gomez also interviewed local senior citizens who discussed their secrets to living a long life, including Olivia Pat Thomas, the oldest woman in New York.

### *KCBS/ KCAL (Los Angeles)*

Special Olympics Summer Games – This one-hour special highlighted the Southern California Special Olympics games and its athletes. Hosted by anchor Sandy Mitchell and sports anchor Gary Miller, the program focused on the remarkable athletes and their families along with the volunteers and corporate partners.

### *KYW/ WPSG (Philadelphia)*

The Alex Scott Phone Bank – KYW presented a full day of

fundraising for “Alex’s Lemonade Stand Foundation” which seeks to raise money to research and combat childhood cancer. KYW’s Chris May, Susan Barnett, Pat Ciarrocchi, Liz Keptner, Kathy Orr and Stephanie Stahl spearheaded the 15-hour effort which generated \$891,740 in pledges. This unique charity evolved from the lemonade stand of four-year-old Alexandra Scott, which, since her passing in 2004, has blossomed into a nationwide fundraising movement. Alex’s parents, Liz and Jay Scott, along with other CBS 3 personalities, joined the hosts for the annual event as part of its sponsorship, KYW aired “Alex Scott: A Stand for Hope,” a moving half-hour special that tells Alex’s story through her parents, medical team at Children’s Hospital of Philadelphia and many of the people who were touched by her life.

### *WBZ/ WSBK (Boston)*

Boston Pops Fireworks Spectacular – WBZ is the exclusive television station for the Boston Pops annual Fourth of July Fireworks Spectacular. In 2009, the event featured patriotic music by the Boston Pops Orchestra, host Craig Ferguson

KPIX and KBCW joined forces with Bay Area Food Banks in 2009 to spread the word about 20 Food Bank Recession Relief pantries established to serve those affected by the downturn in the economy.



from CBS' LATE LATE SHOW, a performance by Neil Diamond and a breathtaking fireworks display.

#### ***WWJ/WKBD (Detroit)***

Pancakes and Politics – WWJ teamed up with Michigan Chronicle, an African-American newspaper based in Detroit, to present “Pancakes and Politics,” a four-event series featuring key high-profile elected officials and business personalities discussing the most current and serious issues facing the region. Each session was taped by the station and aired as an episode of “Michigan Matters,” its public affairs program. The program's host and senior producer, Carol Cain, also served as moderator for the events.

#### ***WCCO/KCCO/KCCW (Minneapolis-St. Paul)***

Holidazzle Parade – WCCO presented the Minneapolis Downtown Councils' “Target Holidazzle Parade” for the 17th consecutive year. The 2009 parade drew more than 300,000 spectators and featured more than a dozen fantastically lit floats, marching bands and more than 200 costumed characters from popular children's stories.

#### ***WFOR/WBFS (Miami- Fort Lauderdale)***

I-Team Specials – WFOR expanded its I-Team investigations into a series of four special half-hour broadcasts dealing with issues of importance to the South Florida community, including contamination problems at the construction site of the new Florida Marlins Stadium; a Medicare fraud report that was included in a “60 Minutes” segment; methods behind Ponzi schemes; and a story about toxic contamination at Camp Lejeune.

#### ***KPIX/ KBCW (San Francisco)***

Best Buddies – KPIX and KBCW produced and aired a half-hour special in 2009 on Best Buddies, a non-profit organization dedicated to creating one-to-one friendships, employment and leadership development for people with intellectual disabilities. The program focused on the inspirational story of two people with intellectual disabilities who were matched with individuals from the corporate community. The special told the story of their evolving friendships, and

how each helped change the other's life simply by sharing time together. The program demonstrated the importance for individuals with intellectual disabilities to have friends outside of their own environment.

#### ***KDKA/WPCW (Pittsburgh)***

Pittsburgh's Hidden Treasures – KDKA, in association with the Senator John Heinz History Center, produced a series of monthly 30-minute specials in which people had their collectibles, heirlooms and other prized belongings appraised by professionals. Curators from the Heinz History Center and the Smithsonian assessed a variety of items and spoke about their significance as well as an assessment of their potential monetary value.

#### ***KCNC (Denver)***

Beating the Recession Town Halls – KCNC produced four Town Hall specials in 2009 – a job search-themed hour to offer advice to job seekers; a forum for small businesses struggling in the recession; a healthcare HelpCenter encouraging viewers to call in their questions regarding healthcare, and a special highlighting the best of Beating the Recession from 2009.

#### ***WJZ (Baltimore)***

Eyewitness News Magazine – WJZ aired four Eyewitness News Magazine half-hour specials in 2009 that featured an in-depth look at topics affecting viewers in the Maryland region. In the first special, anchor Denise Koch reported the story of nine-year-old Jessie Hall, who had half of her brain removed to stop tremors that threatened her life. Koch interviewed Dr. Benjamin Carson, who performed the surgery at Johns Hopkins Hospital, and family members who approved the procedure. Other specials addressed issues ranging from Lyme disease to male breast cancer, and child abuse. Eyewitness News anchor Vic Carter also hosted the series.

#### ***KTVT/ KTXA (Dallas-Fort Worth)***

Rocky Top Therapy: Horses, Healing and Hope – KTVT aired a half-hour special highlighting a Keller, Texas, ranch where equine-assisted therapy is used to help children and

## **FOCUS** Across the country, CBS Television Stations pitched in to coordinate local relief efforts for the Haitian earthquake



A Haitian boy watches as rigid-hull inflatable boats from the amphibious dock landing ships USS Fort McHenry and USS Carter Hall arrive ashore at the New Hope Mission in Bonel January 19, 2010. (Photo credit: Landov)

LANDOV

When the devastating earthquake struck Haiti in January 2010, CBS Television Stations across the country rallied quickly to do what they do best – help organize their communities to provide quick and compassionate response to the tragedy. In the days and weeks after the catastrophic earthquake had virtually leveled Port-au-Prince, the stations had helped raised nearly \$5.7 million in donations and supplies through local efforts, including the following:

- KCBS/ KCAL (Los Angeles) teamed with CBS Radio and the Red Cross for a fundraising effort at the Rose Bowl in Pasadena on January 15 that raised nearly \$200,000.
- WBBM (Chicago) joined “Chicago Helps Haiti” alongside seven CBS radio stations and the Chicago business community to host an all-day on-air fundraiser. WBBM contributed airtime and staff volunteer hours, helping to raise more than \$2.9 million.
- KYW/ WPSG (Philadelphia) and its sister CBS radio stations

assembled forces under the “Operation Brotherly Love” banner to use their combined voices to raise nearly \$1 million for the relief effort.

- WBZ/ WSBK (Boston) aired the one-hour fundraising concert “Symphonic Relief for Haiti,” which generated more than \$75,000 in contributions.
- WFOR/ WBFS (Miami-Fort Lauderdale) used its “Neighbors 4 Neighbors Phone Banks” to accept donations totaling more than \$100,000.
- KPIX/ KBCW (San Francisco) sponsored a benefit concert at the Cathedral of Christ the Light in Oakland and raised \$58,000.
- KCNC (Denver) teamed up with local businesses as part of its “Help 4 Haiti” Campaign and raised more than \$1.5 million in cash and medical supplies.



KTVT's half-hour special on Rocky Top Therapy Center in Keller, Texas, highlighted the physical and emotional benefits of therapeutic riding for special needs children.

adults with physical/emotional challenges. The special was hosted by anchor Doug Dunbar, who talked with participants benefiting from the therapy, family members and staff and volunteers who work with the horses and riders. The special also detailed a new local effort, the "Horses for Heroes" outreach program, for combat veterans returning from Iraq and Afghanistan.

#### ***KOVR/ KMAX (Sacramento)***

Volunteerathon – KMAX created this unique telethon on

Good Day Sacramento asking viewers to donate volunteer hours to local charities. The goal was 10,000 hours; viewers responded with 100,000 hours. The station also teamed up with a local organization to match volunteers with non-profit opportunities.

#### ***WUPA (Atlanta)***

Focus Atlanta – WUPA's locally produced half-hour program, "Focus Atlanta," airs weekly and tackles important issues that affect the Atlanta community. Topics in 2009 included domestic violence prevention, adult literacy and adoption awareness, among other issues.

#### ***KSTW (Seattle)***

South Sound Business Report – KSTW aired the locally produced "South Sound Business Report" every Sunday, featuring in-studio interviews with local industry leaders as well as local business news and stories told in a fast-paced entertainment news format.

#### ***WTOG (Tampa-St. Petersburg)***

Operation Smile – WTOG aired a profile on Operation Smile, a children's medical charity that provides cleft lip and palate repair surgeries to children worldwide. To date, Operation Smile has provided reconstructive surgery to more than 140,000 children and young adults in more than 50 countries.

### **DIVERSITY**

#### ***WCBS (New York)***

African-American Hero Contest – In honor of Black History Month, WCBS held a contest for third through fifth grade students in the tri-state area asking for video essays on their African-American heroes. More than 100 students submitted their videos. Staten Island fifth grader Nelisha Wass, who was inspired by Martin Luther King Jr., received a Wii console package and a tour of the station for her winning entry.

#### ***KYW/WPSG (Philadelphia)***

Black History vignettes – KYW and WPSG took a different approach to black History Month and saluted the next generation of black leaders in the arts with a series of vignettes.

The spots were produced in partnership with the Greater Philadelphia Tourism & Marketing Corporation. The Roots, an influential, Grammy award-winning hip hop band from Philadelphia, agreed to donate a new, original background track for the project. Anchors Natasha Brown, Anne-Marie Green, Dave Huddleston, Beasley Reece and Ukee Washington introduced the profiles showcasing a poet, Philadanco dancer, Black Pearl Chamber Orchestra music director, jazz pianist, and singer/songwriter.

#### ***WBZ/WSBK (Boston)***

Centro – WBZ News features “Centro,” a regularly scheduled Saturday morning news segment hosted by Yadires Nova-Salcedo. The segment provides in-depth interviews that explore issues concerning the Latino community.

#### ***WWJ/WKBD (Detroit)***

Sphinx Competition – WKBD was the media sponsor for the Annual Sphinx Competition for young black and Latino string musicians. For more than 11 years, the competition has identified, rewarded and promoted talented young musicians from diverse backgrounds. The station aired the competition's concert which also featured the unique all Black and Latino Sphinx Symphony Orchestra and guest artists Elena Urioste and Melissa White, both first-place Laureates of the competition.

#### ***WCCO/KCCO/KCCW (Minneapolis-St. Paul)***

Ascertainment with leaders from the African-American community – WCCO invited several key African-American leaders to join its management team to discuss the station's service and presence in the community. The result was an increased awareness of community concerns and a more comprehensive contact list for editorial use.

#### ***WFOR/WBFS (Miami- Fort Lauderdale)***

South Florida Diversity Job Expo and Career Strategies for Success Workshop – WFOR and WBFS sponsored two events during June 2009 that helped bring together more than 1,000 local job seekers and more than 50 local private and public employers. The “Career Strategies for Success” Workshop

provided opportunities for job seekers to participate in presentations designed to help them evaluate their career options in a time of economic uncertainties. WFOR Consumer Reporter Al Sunshine served as one of the presenters.

#### ***KPIX/ KBCW (San Francisco)***

Ethnic Celebrations – KPIX and KBCW hosted three ethnic celebrations honoring community leaders in 2009. Each celebration was combined with on-air campaigns for Black History Month, Asian Pacific Islander Month and Hispanic Heritage Month. Custom-produced vignettes also helped celebrate local people and stories.

#### ***KCNC (Denver)***

National Association of Hispanic Journalists' Parity Project – KCNC teamed up with The Parity Project to help increase diversity in television news coverage and newsrooms and to develop future minority broadcast journalists. The NAHJ Parity Project aims to increase the number of Latinos in U.S. newsrooms and improve overall media coverage of the Latino community. As part of the partnership, KCNC created a Community Advisory Committee that meets periodically to discuss recommendations on how to improve KCNC's coverage of Latinos.

#### ***WJZ (Baltimore)***

Black History Oratory Contest - The 18th annual “WJZ Black History Oratory Contest” attracted more than 100 high school students from across the state in 2010 who competed in writing an essay inspired by inspirational quotes by famous African-Americans. WJZ and a team of judges selected semi-finalists to present their orations at the Reginald F. Lewis Museum of Maryland African-American History and Culture. The top three student winners received cash prizes and scholarships.

#### ***KTVT/ KTXA (Dallas-Forth Worth)***

Fort Worth Metropolitan Black Chamber – KTVT and KTXA provided financial support for the Fort Worth Metropolitan Black Chamber's “Lights Camera, Action” workshop for elementary and middle school students. The day-long pro-



Winners of the 18th Annual WJZ's Black History Oratory Contest, which attracted more than 100 high school students from across the state of Maryland in 2010. Three finalists were selected by WJZ and a team of judges to win cash prizes and scholarships.

gram held in January 2010 included presentations from those in front of and behind the camera.

***KOVR/ KMAX (Sacramento)***

Good Day Sacramento SAP Translation – In a partnership with Wells Fargo, KMAX translated each hour of “Good Day Sacramento” into Spanish on its SAP channel.

***WUPA (Atlanta)***

Someone Cares, Inc. – WUPA helped distribute 1,000 HIV/STD awareness booklets for Someone Cares, Inc., one of the leading minority HIV/AIDS community organizations addressing health disparities in the Metropolitan Atlanta area. The organization provides HIV/AIDS/STD prevention education, interventions, advocacy, counseling and testing, research, screening and treatment.

***KSTW (Seattle)***

Northwest Indian News & Native Heartbeat – KSTW aired the locally produced “Northwest Indian News” and the newly-created “Native Heartbeat” every Sunday morning. Local issues and events important to Native Americans are presented in the magazine format and include reports on government, culture and history, among other topics.

***WTOG (Tampa-St. Petersburg)***

AIDS Service Association of Pinellas (ASAP) – WTOG helped sponsor various ASAP events including -- Saint Pete Pride, AIDS Walk Saint Petersburg and Dining Out for Life. Sheli Sanders, host of WTOG's community affairs show, “Bayside,” served as the 2009 Grand Marshall for the Saint Pete Pride parade, participated in the AIDS Walk Saint Petersburg and was a volunteer host for Dining Out for Life. The station also supports the organization through public service announcements and interviews on its Bayside program.



## **FOCUS** Students of color work their way into the media through partnership with CBS and Emma L. Bowen Foundation



Emma L. Bowen Foundation's Phylis Eagle-Oldson, President & CEO; Sandra Rice, VP Eastern Region; Rita Torres, Regional Director, Western Region; Maggie Rodriguez (Co-Anchor THE EARLY SHOW). Michael Estime, 2009 Student of the Year from WWJ-TV in Detroit (center).

As a founding sponsor of the Emma L. Bowen Foundation for Minority Interests in Media, CBS has been mentoring Emma Bowen students since 1989. The Foundation's mission is to prepare minority youth for careers in the media industry through a unique, multi-year work/study development program at companies such as CBS.

Thirteen of the Foundation's minority students are currently involved with to the inner workings of broadcast media, mostly at CBS stations: WCBS New York, KCBS/ KCAL Los Angeles, WBBM Chicago, KYW/ WPSG Philadelphia, WBZ/ WSBK Boston, WWJ/ WKBD Detroit, WCCO Minneapolis, WFOR/WBFS Miami-Fort Lauderdale, KPIX/ KBCW San Francisco, KDKA/ WPCW Pittsburgh, KCNC Denver and KSTW Seattle. The CBS Television Stations' Spot Sales office in New York also hosts a Bowen student.

Frequently, Emma Bowen students find a home with CBS after graduation. Karina Roa spent four years at WCBS in various departments and recently joined the station full time as a public affairs coordinator. Gio Benitez, a Bowen student who completed the program at CBS in Miami, is now a general assignment reporter at WFOR and WBFS.

At WCCO in Minneapolis, the station works closely with the Foundation to recruit Native American students for the program. Two students, Michelle Redberg and Cole Premo, completed the program in 2009. Within days of graduation, both were offered jobs with WCCO. Redberg is now a business development and research coordinator at the station. Premo was hired as a Web producer in the New Media department.

Meanwhile, the CBS Television Stations News Apprenticeship Program, which launched in 2005, seeks to identify recent college graduates from diverse backgrounds who are interested in behind-the-scenes careers in the news profession. Through the program, students get real-world broadcasting experience through employment as an apprentice at a CBS station. The apprentices rotate through a number of positions in the newsroom – assignment desk, promotion, producing – to obtain a well-rounded background in the business. Several apprentices have moved into full-time news positions upon completing the apprenticeship program. Five new apprentices are expected to join the CBS stations across the country in 2010.



cbs television studios have made  
**commitments**  
to the public and organizations  
seeking to serve the  
**greater good**

CBS Television Studios is one of the industry's leading supplier of primetime network programming, producing 24 series including seven of the top ten scripted shows on television. The roster of popular and critically-acclaimed programs include the phenomenally successful CSI and NCIS franchises and the two highest-rated new scripted series of year – NCIS: LOS ANGELES and THE GOOD WIFE, starring Golden Globe and SAG winner Julianna Margulies.

**In addition, the Studio's roster includes The CW's hit series 90210 and CBS's MEDIUM, starring Emmy Award-winner Patricia Arquette.**

**The following represent the commitment the shows, its talent and staff have made to the public and organizations seeking to serve the greater good:**

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### *90210*

- The episode "Off The Rails," in which Silver (Jessica Stroup) suffers from bipolar disorder, received a Voice Award.
- The show integrated the organization Habitat for Humanity in the episode "Hello Donna," where the teens went on a building trip.
- Several storylines have focused on alcohol and drug abuse, as well as teenage pregnancy.
- 90210 cast hosted a premiere party which included guests from inner city schools in the Los Angeles area.
- AnnaLynne McCord visited Haiti and works with The Blind Project, which brings awareness to the sex trafficking trade.
- The show did a Warriors in Pink storyline integration, PSA and advertorial.
- 90210 has partnered with Habitat for Humanity for several builds and most recently participated in the Habitat for Humanity Walk.

### ***THE CLEANER***

- The episode "The Turtle and the Butterfly" was nominated for a Prism Award in the Drama Series/Substance Abuse category.
- 12 episodes in season 2 received special commendation from the Prism Awards in the Drama Series/Substance Abuse category.
- Benjamin Bratt was nominated for an Alma Award for Best Actor.



Hill Harper at the NAACP Image Awards.

### ***CSI: CRIME SCENE INVESTIGATION***

- Marg Helgenberger and Jorja Fox participated in a singing a duet for the "What a Pair 2009/Breast Cancer Awareness" annual fundraiser.
- Marg Helgenberger is a celebrity supporter of Stand Up To Cancer.
- Jorja Fox hosted "Spotlight Humane: Chicago," an annual benefit to raise funds to end dogfighting in Chicago during February 2010 for the Humane Society.
- George Eads supported the Busby Foundation for ALS.
- Robert David Hall appeared in a PSA for the U.S. Census in January 2010.
- Artists United for Social Justice (AUSJ) honored CSI for its portrayal of Human Trafficking in January 2010.
- Retinitis Pigmentosa was discussed in an episode; Jon Wellner did a PSA and charity link to site.

### ***CSI: MIAMI***

- The show was part of the Entertainment Industry Foundation's "I Participate" initiative. The "Bad Seed" episode touched on the growing concern for smaller farmers and encouraged volunteering.
- Eva La Rue serves as spokeswoman for the National Ovarian Cancer Coalition.

### ***CSI: NY***

- Hill Harper won a 2010 NAACP Image Award for Outstanding Actor in a Drama Series.
- Gary Sinise completed a CBS Cares PSA in support of Operation Gratitude, sending care packages to the troops over seas.
- The 2009 episode "Party's Over" received special com-



Gary Sinise (center) in Afghanistan delivering supplies to children, through his non-profit Operation International Children.

commendation from the Prism awards in the drama series/mental healthy category.

- CSI: NY was part of the Entertainment Industry Foundation's "I Participate" initiative. The storyline focused on Hawkes volunteer work with the Central Park Medical Unit. In addition, Gary Sinise, Melina Kankaredes, AJ Buckley and Eddie Cahill all completed a CBS Cares PSA on the importance of volunteerism.

#### ***FLASHPOINT***

- The 2009 episode "Last Dance" received special commendation from the Prism awards in the drama series/substance use category.
- Also, the 2009 episode "Haunting the Barn" received

special commendation from the Prism awards in the drama series/mental health category.

#### ***THE GOOD WIFE***

- EcoTainment Awards honored the show for having a "green" production in April 2010.
- Brady Center to prevent Gun Violence is honoring the executive producers for responsible gun portrayal on a drama (October 2010).
- Chris Noth hosted an event for Rainforest Action Network on April 29, 2010.
- Julianna Margulies spoke at the Mayor's Office of Film about New York City's latest efforts to diversify the entertainment

industry in January 2010.

- Julianna Margulies and Christine Baranski did Breast Cancer Awareness PSA's in October 2009.
- Christine Baranski is spokeswoman for I Participate.
- Julianna Margulies appeared in a CBS PSA Spot for Relief to Haiti in January 2010.
- Production donates canned goods to the City Harvest shelter.
- ACLU awarded the show its Social Responsibility in the Media Award (to be presented June 2010).

#### ***LIFE UNEXPECTED***

- In the episode "Father Unfigured," Baze teaches Lux safe driving and what she should do if she was to ever get into an accident.
- In the episode "Formal Reformed," Baze and Abby give Lux a sex talk and urge her to remain abstinent so she doesn't become a teen mom.
- Throughout the series the foster care system has been discussed and explored, as well as teen pregnancy and the emotional effects of being a young teen mom who gives up her child.

#### ***MEDIUM***

- The "Once in a Lifetime" episode featured Bridgette (Maria Lark) posting embarrassing videos of a man on the Internet that get her into trouble and teach her a lesson on how things that get posted online could prove damaging to others.
- Patricia Arquette started the charity GiveLove to help provide victims of the Haiti earthquake with sustainable housing and assist in rebuilding communities ([www.givelove.org](http://www.givelove.org)). She helped raise \$100,000 for the charity at a fundraiser in Houston the week of April 12.

- To help support the SAG Foundation Charity Auction, Executive Producer Glenn Gordon Caron and Arquette submitted a MEDIUM package including VIP tickets to a speaking engagement with the real Allison Dubois, and a signed MEDIUM script.

- MEDIUM was nominated in the 2009 Women's Image Network Awards for the following categories: Outstanding Drama Series and Outstanding Actress – Drama Series.

- Series star Miguel Sandoval was nominated for a 2009 Alma Award for Best Actor in a Drama series.

#### ***MELROSE PLACE***

- Katie Cassidy is the face of helpchildren.org. In November 2009, she traveled to Africa to help promote the cause.
- The cast participated in Habitat for Humanity Walk with the 90210 cast.

#### ***NCIS***

- In the episode "Rule Fifty-One," Ziva (de Pablo) becomes a U.S. citizen.
- Pauley Perrette and Cote participated in a Warriors in Pink PSA.
- Perrette also participated in a PSA for ENTERTAINMENT TONIGHT for the earthquake in Haiti.

#### ***NCIS: LOS ANGELES***

- LL COOL J completed a PSA to raise awareness for the devastation in Haiti.
- LL COOL J and Chris O'Donnell participated in the EIF I participate Veteran's PSA (ET and MLB).
- O'Donnell and LL shot an Volunteerism PSA for I participate.
- LL COOL J was nominated for an NAACP Image Award.

- O'Donnell and LL taped messages to the troops for the Armed Forces Network for Christmas.

### ***NUMB3RS***

- The 2009 episode "Animal Rites" received a special commendation from the Prism Awards in drama series/mental health category.
- Rob Morrow is involved with Project A.L.S.
- In the episode "Arm in Arms," the agents delve into the world of International arms dealing.
- In the episode "Shadow Markets," the team investigates the strange world of cyber crime-lords, fraud and spam-kings.
- NUMB3RS was part of the Entertainment Industry Foundation's "I Participate" initiative. David Krumholtz and Rob Morrow each completed a CBS Cares PSA in support of volunteerism. In addition, the storyline focused on Charlie and Amita volunteering with Big Brothers Big Sisters.
- Navi Rawat participated in the Warriors in Pink campaign in support of Breast Cancer.



**CBS** TELEVISION  
DISTRIBUTION

cbs television distribution's shows have raised

**awareness**  
**of social issues**  
on air and off



# CBS Television Distribution

SECTION

07

CBS Television Distribution is the pre-eminent player in worldwide television syndication. The division produces or distributes 12 first-run series and holds the largest distributed television library at 70,000 hours strong.

Among the division's critically-acclaimed programs are the #1 syndicated series **WHEEL OF FORTUNE**; the #2 rated game show **JEOPARDY!**; the top two talk shows, **THE OPRAH WINFREY SHOW** and **DR. PHIL**; the Emmy Award-winning talk show **RACHAEL RAY**; the Emmy-nominated **DR. PHIL** spinoff, **THE DOCTORS**; the #1 entertainment newsmagazine **ENTERTAINMENT TONIGHT** and its sister show, **THE INSIDER**; the #1 newsmagazine **INSIDE EDITION**; the top two court shows, **JUDGE JUDY** and **JUDGE JOE BROWN**; the new **SWIFT JUSTICE** with Nancy Grace; and popular off-network product, including the **CSI** and **STAR TREK** franchises, **EVERYBODY LOVES RAYMOND**, **NCIS**, **CRIMINAL MINDS**, **GHOST WHISPERER** and **MEDIUM**.

CBS Television Distribution has made charitable contributions to various causes, including American Women in Radio and Television, the Juvenile Diabetes Research Foundation, the Smile Train, the Iraq Star Foundation, the Cat Assistance Referral and Education C.A.R.E., Lighthouse Medical Mission, the Los Angeles Regional Food Bank, Her Honor Mentoring Program and UNICEF.

Many of the division's shows have raised awareness of social issues on air and off, from **THE DOCTORS** traveling to far corners of the world to deliver medical supplies and much-needed help to **RACHAEL RAY**'s Yum-o! Organization, a non-profit she founded to educate families about healthy food choices and

nutrition while donating food to the hungry. Examples of the division's community service via its shows include:

#### **DR. PHIL**

Dr. Phil McGraw is an advocate for at-risk youth and is a visible participant in many charities, including his own Dr. Phil Foundation. His show often features socially conscious topics such as:

- An Addict in the Family
- One Mistake Away from Jail
- How to Stay Sober
- Drunk Driving Moms
- Top Three Ways You're Making Your Child Obese

- Dr. Phil received a 2010 Prism Award for the episode "OCD," which highlighted Obsessive Compulsive Disorder and how to cope with this disease.

- Dr. Phil visited Detroit in April 2009 to tape several shows and speak to a crowd of 1,000 people about the realities of the economic downturn and how families had been affected, and how they can cope. He also visited The Pilgrim Church, once a thriving place of worship and the largest Presbyterian congregation in the Midwest; it's now a homeless shelter and home to I Am My Brother's Keeper Ministry. Pastor Henry Covington, who heads up the Ministry, took Dr. Phil on a tour of the facility, followed by a free town hall meeting where Dr. Phil spoke to the crowd of nearly 500 and answered questions from the audience. At the end of his visit, Dr. Phil made a \$25,000 donation to the Ministry. Finally, Dr. Phil visited the S.A.Y. (Super All Year) Detroit Family Health Clinic which caters to the needs of homeless children. At the end of his visit, he made an additional \$25,000 donation to their cause.

- On October 4, 2009, Dr. Phil McGraw hosted "A Night of Honor," which benefited the Iraq Star Foundation. Proceeds from the event will provide the necessary reconstructive surgeries to assist war veterans recovering from physically disfiguring injuries.

- On December 7, 2009, the Dr. Phil Foundation launched "Little Kids Rock Across America" with a \$500,000 donation to bring free musical instruments and education to 25,000 under-served schoolchildren from grades K-12 in New York, Los Angeles, Chicago, Philadelphia, Dallas, Atlanta, Washington, D.C., Tampa, Minneapolis and New Orleans.

#### **ENTERTAINMENT TONIGHT/ THE INSIDER**

- Linda Bell Blue, Executive Producer of ET and THE INSIDER, is a mentor through The Hollywood Reporter/Women In Entertainment Mentorship Program, which pairs high-profile female executives with teenage girls from various Los Angeles inner-city schools with interests in a career in the entertainment industry.

- Mary Hart is a member of the board of trustees for Children's Hospital Los Angeles and is Leadership Chair of the New Hospital Campaign. She is also an ambassador for Childhelp USA, an organization that combats child abuse across America. She has served on the board of directors for the National Childhood Cancer Foundation for many years and she continues her affiliation with the Children's Miracle Network. Hart also continues to help raise awareness about heart disease through her efforts with the American Heart Association.

- Mark Steines traveled to Sierra Leone with Lighthouse Medical Missions and produced a book of his photography, "See the Light: A Passage to Sierra Leone," and hosted a charity event on the ET stage that raised money for future missions.

- Lara Spencer participated in The American Cancer Society's "Daffodil Days" and delivered a bouquet of daffodils to a cancer patient undergoing treatment. The visit aired as a segment on THE INSIDER to encourage viewers to visit [www.ACS.org](http://www.ACS.org) and donate to the cause.

- Mary Hart, Samantha Harris and Lara Spencer donated their own handbags for the annual "New York Bag Ladies Luncheon," benefiting the S.L.E. Lupus Foundation.

- Samantha Harris participated in the 2009 Women's Day Red Dress Awards and Heart Truth Fashion Show, raising awareness of heart disease in women.

- ET and The Insider donated set visits and VIP tours to several charity auctions, including Human Rights Campaign, Beverly Hills Police Association, Centre Theatre Group's Los Angeles Youth Program, Children's Health Foundation and Music Cares Grammy Foundation.

#### **INSIDE EDITION**

- INSIDE EDITION was nominated for a 2010 Prism Award for its Nightclub Dangers Investigation.

- Deborah Norville emceed the NYC Mental Health Association annual fundraiser in 2010 and acted as a panelist at the National Crime Prevention Council in June 2009.

- Paul Boyd participated in the Animal Sanctuary Charity Walk in May 2009 and the 5K Run for Breast Cancer in February 2010. He also emceed the Multiple Myeloma Golf Fundraiser in August 2009 and was a special guest at the Hockey Fights Cancer event in April 2010.

- Jim Moret emceed the Beit T'Shuvah Awards Gala (residential addiction program) in March 2009 and the American Cancer Society annual event in July 2009, as well as spoke at the Jewish Home for the Aged Annual Luncheon in April 2010.

- Megan Alexander emceed a Girls Inc Committee dinner/meeting to support young girls with scholarships and mentoring in March 2009 and was a celebrity host at Girls Quest charity fundraiser in June 2009. She donated business suits to Dress for Success in May 2009 and an autographed pair of high heels "Soles for Souls" in April 2010. Alexander was on the committee for the charity Water Ball (bringing water to all parts of the globe) in December 2009.

### **JEOPARDY!**

Over the course of the 2009-2010 season, JEOPARDY! donated more than \$2.5 million to more than 25 local and national charities as part of the Million Dollar Celebrity Invitational Tournament. Charities that benefited from the 25 celebrities' winnings included: Food on Foot; U.S. Fund for UNICEF; Clothes Off Our Back; Hispanic Scholarship Fund; International Myeloma



Mark Steines of ENTERTAINMENT TONIGHT went to Sierra Leone with Lighthouse Medical Missions and produced this book of his photography.

Foundation; Good Shepherd Services; Vietnam Veterans of America; 1736 Family Crisis Center; Common Ground Relief; St. Jude Children's Research Hospital; Scleroderma Research Foundation; American Cancer Society; the Smile Train; the Archer School for Girls; Friend Indeed, Inc.; the International Rescue Committee; Doug Turner Memorial Scholarship Fund; St. Vincent Meals on Wheels; Michael J. Fox Foundation for Parkinson's Research; the SEED School of Maryland; LaSalle College High School; Skyhook Foundation; Soledad O'Brien and Brad Raymond Family Foundation.

### **JUDGE JUDY**

- JUDGE JUDY works with charities to auction off tickets to the show and provides a VIP backstage tour and lunch with the cast and crew to generate money for the charities.
- JUDGE JUDY has done segments featuring the topics "Don't Drink and Drive" and "Don't Use and Abuse!"
- Members of the JUDGE JUDY crew have volunteered with the L.A. Food Bank and Para Los Ninos' "For the Children."
- In addition, Judge Judy Sheindlin and her daughter Nicole Sheindlin created the "Her Honor Mentoring Program," which pairs high school girls in Westchester, N.Y., with women who are leaders in their fields. The after-school program requires selected students to spend four hours per week at their mentor's work site over a six-month period.

### **RACHAEL RAY**

- Throughout 2009-2010, Rachael Ray's Yum-o! Organization has been featured in many RACHAEL RAY segments. Launched in 2006, Yum-o! empowers kids and their families to develop healthy relationships with food and cooking by teaching families to cook, feeding hungry kids and funding cooking education and scholarships.
- Rachael Ray's Yum-o! Organization worked with the New York Department of Education to create a healthy Rachael Ray recipe that was served in more than 1,600 public New York City schools. She brought further attention to the en-

deavor with a "Nightline" segment.

- Rachael Ray works with the Incredible Edible Egg for segments throughout the season called "Eggboards" that spotlight individuals who are making a difference in the fight against childhood obesity.
- Yum-o! Organization and RACHAEL RAY partnered for the "Chicago Block Party" season premiere episode to highlight the importance of healthy eating and exercise.
- RACHAEL RAY's "Room 325" episode rewarded a dedicated culinary teacher, Ms. Wilma Stephenson of Frankford High School in Philadelphia, with a much-needed makeover for her classroom and provided scholarships to the program's graduating seniors.
- RACHAEL RAY's "Thanksgiving on Main Street" episode featured an Ohio community hit hard by their failing local economy and completely renovated the town's food bank and provided food to stock the food bank's shelves for a year.
- RACHAEL RAY featured a married couple that adopted a Haitian child who was orphaned by the devastating earthquake. The segment included helping those affected in Haiti by donating to Chefs for Humanity and the Clinton Bush Haiti Fund.

### **WHEEL OF FORTUNE**

- In 2010, WHEEL OF FORTUNE and Maxwell House entered a year-long partnership to fight against domestic hunger with Feeding America. Each time a contestant wins the Bonus Round, Maxwell House will donate \$2,500, up to \$200,000, to Feeding America. On May 3, 2010, Vanna White and show staff volunteered at the Los Angeles Regional Food Bank as a part of this initiative.
- In partnership with Sears, the show's "Heroes Week" benefited military and their families. All contestants playing that week were active military, veterans or reservists from all over the country. Pat Sajak recorded spots for the Sears Heroes



Celebrity chef Rachael Ray (C) at the "Chicago Block Party" season premiere episode of RACHAEL RAY on behalf of her Yum-o! Organization to highlight the importance of healthy eating and exercise.

at Home Wish Registry, which rallies Americans to provide gift cards for active-duty service men and women and their families during the holidays.

- Vanna White participated in Campbell's annual "AdDress Your Heart" campaign by wearing a red dress during "Winter Holiday" week in the fight against heart disease in women. She also participated in "Cincinnati Goes Red" by designing a red dress statue for the city's Christ Hospital.

- "Vanna's Choice," Vanna White's own line of yarn, continues to donate sales proceeds to St. Jude's Children's Hospital. In 2009, \$500,000 was donated by the company that represents "Vanna's Choice."

- Vietnam veteran Pat Sajak works with the Vietnam Veterans of America and was recognized by the organization for his efforts with their Excellence in the Arts Award. Pat also competed in "Celebrity Jeopardy!" on the organization's behalf, winning \$100,000.

## **FOCUS** Between takes on their hit talk show, THE DOCTORS also make charitable house calls to countries around the world



(Top) Dr. Andrew Ordon in India; (Top R) Dr. Travis Stork helping an earthquake victim in Haiti; (Bottom R) THE DOCTORS from L-R are: Drs. James Sears, Stork, Ordon and Lisa Masterson.



The four hosts of THE DOCTORS, who are all practicing physicians, have been very active in the both the global and local health communities since the show's launch in fall 2008.

In January 2010, THE DOCTORS traveled to Haiti with more than 7,000 pounds of donated medical equipment to aid in the earthquake medical relief effort. Not only did all four doctors provide medical care to victims, but their experiences in Haiti were filmed and aired during two episodes of the talk show.

Dr. Travis Stork traveled in November 2009 to Tanzania, Africa, with the organization BikeTown Africa and helped build bicycles

for HIV/AIDS health care workers so that they could travel more effectively to remote villages to provide care.

Dr. Andrew Ordon traveled to India with Smile Train USA and performed cleft palate surgeries. Smile Train USA is the world's leading cleft charity whose mission is to help the more than 4.7 million children in developing countries that are suffering with unrepaired clefts.



(Top) Dr. Travis Stork with the bicycles he helped the BikeTown Africa organization build in Tanzania, Africa. The bikes will help HIV/AIDS health care workers travel to remote villages. (Bottom) THE DOCTORS at the Red Tie Affair fundraiser for the American Red Cross, where they were honored with the Crystal Cross Award for their humanitarian efforts in the United States and beyond.



Dr. Andrew Ordon continued his work with his charity, Surgical Friends Foundation, which grants pro-bono reconstructive surgeries around the world.

Dr. Lisa Masterson, Dr. Andrew Ordon and Dr. James Sears hosted a symposium for the The Nancy Davis Center Without Walls (CWW) program, which has provided support that has permitted the medical community to link together multidisciplinary scientific programs and expertise across the country to advance the understanding of the cause of MS and to develop new treatments.

In its short time on the air, THE DOCTORS has been recognized with numerous awards for promoting awareness of many medical and social issues, including:

- THE DOCTORS was recognized by the Donate Life Hollywood organization for two episodes that promoted the importance of organ donation. The ceremony took place in Los Angeles on June 12, 2010.
- In May 2010, the show was awarded the National Media Broadcast Award from the American Society of Colon and Rectal Surgeons, which honors a broadcast medium that enlightens and informs the public about colon cancer and rectal disease. The ceremony was held in Minneapolis on May 16, 2010.
- In 2009, THE DOCTORS was nominated for a Prism Award for an episode called “New Drug Dangers.”
- In April 2009, the American Red Cross awarded THE DOCTORS with Crystal Cross Award, which honors an outstanding television show and the humanitarian spirit of extraordinary individuals who have shown courage, compassion and unselfish character.

Dr. Lisa Masterson traveled to Africa with her charity organization Maternal Fetal Care International (MFCI), which sets up birthing clinics in poor regions in the world to help save the lives of pregnant women and improve the standards of their healthcare.

She also participated in the annual Avon Walk for Breast Cancer in Long Beach and spoke to the walk participants during the opening ceremonies.



**CBS  
RADIO**

BROADCAST HD STREAMING ON-DEMAND

cbs radio meets the

**unique needs**

of its listening audience by being a

**good corporate citizen**



CBS RADIO is one of the largest major-market radio operators in the United States, with stations covering news, sports, talk, rock, country, Top 40, classic hits and urban formats, among others. The division operates 130 radio stations, concentrated in the nation's top 50 markets.

**Additionally, CBS RADIO is home to over two dozen of the country's leading sports franchises amongst MLB, the NFL, the NBA, the WNBA and the NHL, including the New York Yankees, New York Mets, Chicago White Sox, New England Patriots, New York Giants, Chicago Bears and the Detroit Red Wings.**

**The overall mix of each radio station's programming is designed to fit the station's specific format and serve its local community. The following pages are just a few examples of how CBS RADIO meets the unique needs of its listening audiences and serves as good corporate citizen in its many communities.**

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## COMMUNITY OUTREACH

### *WZGC-FM (Atlanta)*

"Dave's Holiday Road Show" – For six consecutive days in December 2009, WZGC midday host Mara Davis emceed a toy drive to help less fortunate Atlanta children experience the joy of the holidays. Throughout the week, Davis broadcast live from various metro Atlanta locations, encouraging listeners to come out and donate. The station reached its goal of filling a 17-foot-long bus of gifts for Toys for Tots.

### *WVEE-FM/WAOK-AM (Atlanta)*

"Back To School Block Party" – WVEE and WAOK sponsored their annual "Back To School Block Party" at the International Plaza, providing free school supplies to 5,000 students in need.

### *WLIF-FM (Baltimore)*

WLIF's "Celebrity Tie Auction" helped support the Johns Hopkins Children's Center by auctioning off celebrity-autographed ties during its morning show. Among those stars who donated were Olympic medalist Michael Phelps, former Baltimore Oriole Cal Ripken Jr., recording artists David Cook and Jordin Sparks, American Idol judge Randy Jackson and musician Jimmy Buffett, among others.

### *WWMX-FM (Baltimore)*

Mix 106.5 "Stuff-A-Bus" – The entire Mix 106.5 staff gathered at Giant Food locations throughout Baltimore to help collect non-perishable canned goods for the MD Food Bank. The station, which also broadcast from collection sites, filled six

MTA buses with donations from listeners, amassing 35,197 pounds of food. The donations helped prepare 27,490 meals for Maryland's most needy.

#### ***WODS-FM (Boston)***

WODS Make-A-Wish Wishathon – WODS two-day Radiothon held at the Prudential Center in December helped raise \$261,000 for the Massachusetts Make-A-Wish Foundation.

#### ***WBMX-FM (Boston)***

"Mix Cares For Kids" Radiothon - WBMX joined forces with Children's Hospital Boston for the 6th annual "Mix Cares For Kids Radiothon," a live, two-day broadcast featuring inspirational stories, interviews and music. WBMX raised more than \$500,000 for Children's Hospital, bringing its five-year total raised to \$4 million.

#### ***WSOC-FM (Charlotte)***

"Walk to Cure Diabetes" – For the 11th consecutive year WSOC was chosen as the presenting sponsor of the annual benefit for the Juvenile Diabetes Research Foundation. Rob Tanner from WSOC's "Tanner in the Morning Show" served as the honorary co-chair, while the station provided PSA and billboard exposure to help publicize the event. More than 5,000 walkers participated, raising over \$1.2 million.

#### ***WFNZ-AM (Charlotte)***

"Street Turkeys" – WFNZ's Mark Packer encouraged listeners during the 2009 Thanksgiving season to donate money or turkeys to the Second Harvest Food Bank of Metrolina. The 2009 drive collected more than 3,000 pounds of food, 1,000 turkeys and \$18,000 in donations.

#### ***WBBM-AM (Chicago)***

"14th Annual Good Neighbor Radiothon" – WBBM anchors and reporters broadcast for 19 hours from the Chicago Anti-Hunger Federation Warehouse in December, helping raise \$70,000 for the cause. The funds helped the organization, serve more than 1.2 million clients each year.

#### ***WBBM-FM (Chicago)***

"Student Pledge against Gun Violence" – The station broadcast a commercial-free panel in October 2009 educating students about the dangers of guns and gun violence. The broadcast, hosted by B96 Morning Show personalities J Niice, Julian and Showbiz Shelly, also featured prominent Chicago community leaders. More than 200,000 students participated through assemblies and pre-planned events.

#### ***WCFS-FM (Chicago)***

"Out of the Darkness" Community Walk – The station broadcast live from the annual fundraiser for the American Foundation for Suicide Prevention (AFSP), dedicated to preventing suicide and saving lives. Fresh 105.9 personality Rick Hall and a station street team participated in the event, which also sought to increase national awareness about depression and suicide, advocate for mental health issues and assist survivors of suicide loss.

#### ***WJMK-FM (Chicago)***

In May 2009, 104.3 JACK FM helped sponsor the annual Soldier Field 10k, benefitting the American Cancer Society and SALUTE, INC, an organization that increases awareness and support for US troops and their families. JACK FM helped publicize the event with on-air promotions and PSAs. The station also supported the cause with a street team handing out prizes and free music.

#### ***WUSN-FM (Chicago)***

"Radiothon for St. Jude's Children Research Hospital" – In December 2009, the station raised nearly \$1 million in pledges. The event was one of St. Jude's biggest fund-raisers of the year.

#### ***WXRT-FM (Chicago)***

"22nd Annual Rock & Roll Charity Auction" – Hosted by station personalities Lin Brehmer and Marty Lennartz, WXRT's auction 2009's event raised more than \$200,000 to provide free music lessons to underserved children at sites throughout Chicago.



100.3 JACK FM's drive for the US Marines' Toys for Tots helped collect presents for under privileged children in the Dallas area.

***WDOK-FM (Cleveland)***

"The Children's Miracle Network Rainbow Babies and Children's Hospital Radiothon" – WDOK sponsored the inaugural Rainbow Radiothon in November in hopes of raising funding for child life services at Rainbow Babies and Children's Hospital. The two-day event featured morning show personalities Trapper Jack, Terry Moir and Jim McIntyre broadcasting live from the hospital, and helped raise more than \$325,000.

***WQAL-FM (Cleveland)***

"Q104 Pledge for Pets Radiothon" – Morning Show hosts Allan Fee and Rebecca Wilde hosted an 18-hour Radiothon that helped raise more than \$170,000 for the Cleveland Animal Protective League and provided 100 animals with new homes.

***CBS RADIO Dallas***

"Byron Nelson PGA Tour Event" – The annual golf event, a benefit for the Salesmanship Club Charities of Dallas, set at-

tendance records in May with a 250,000 turnout. CBS RADIO Dallas sponsored the event with promotions and on-site street teams, helping the event raise \$6 million.

***KRLD-AM (Dallas)***

"KRLD Restaurant Week" – KRLD hosted the annual fundraiser for the North Texas Food Bank and Lena Pope Home. Restaurant Week familiarizes diners with the region's hottest menus at \$35 a person, with \$7 of each meal going back to support the charity.

***KJJK-FM (Dallas)***

"Toys for Tots" – 100.3 Jack FM partnered with the U.S. Marine Corp for its annual toy-collecting program, encouraging listeners to bring a new toy during "Media Week" or to Jack FM client locations.

***KRLD-FM (Dallas)***

"Christmas Is for Caring" – KRLD helped raise money dur-

ing the holidays for North Texas' Denton State School, which serves 700 people with developmental disabilities, many of whom do not have family to rely on. KRLD raised \$200,000 to purchase customized wheelchair-accessible vans to transport the residents.

#### ***KVIL-FM (Dallas)***

Lite FM'S Christmas Is For Children Radiothon – Lite FM's "Christmas is for Children " Radiothon was a three-day fundraising event with on-air information about Children's Miracle Network, which raised money for the station's two leading not-for-profit pediatric medical centers in North Texas - Cook Children's in Fort Worth and Children's Medical Center Dallas. The station broadcasted live from Children's Medical Center Dallas in December and raised more than \$460,000.

#### ***WOMC-FM (Detroit)***

"Dick Purtan Salvation Army Radiothon" – WOMC sponsored the annual Salvation Army fundraiser, which helped collect \$2.26 million in donations and fed 18,850 people throughout the year.

#### ***WWJ-AM (Detroit)***

"Winter Survival Radiothon for THAW (The Heat and Warmth Fund)" – In February 2009, WWJ held its sixth annual, 31-hour Radiothon to raise funds for families in danger of losing their heat. The 2009 Radiothon raised over \$395,000, with local utility companies matching every dollar.

#### ***WYCD-FM (Detroit)***

"Country Cares for Kids" Radiothon – WYCD held the annual St. Jude's Kid Marathon at Macomb Mall in December 2009, helping raise \$200,000 for the organization.

#### ***WXYT-AM/FM (Detroit)***

"Gloves for Kids" – WXYT is a regular sponsor of "Gloves for Kids," a fundraiser run by the Tigers' that gives needy children baseball gloves and equipment. WXYT encouraged its listeners to make donations throughout the summer months and helped collect more than 2,700 pieces of equipment.

#### ***WRCH-FM (Hartford)***

"Nite of Lite Laughter" – In honor of Breast Cancer Awareness Month, WRCH held a comedy night at The Bushnell Theatre to raise funds for the cancer unit at Hartford Hospital. Joan Rivers was the host for the sellout crowd in October 2009.

#### ***WTIC-AM (Hartford)***

"Jimmy Fund Sports Auction" – For one week each year, WTIC auctions off sports packages to benefit The Jimmy Fund, which helps fund cancer treatment for children and adults at Boston's Dana-Farber Cancer Institute.

#### ***CBS RADIO Houston***

"Toys for Tots" – CBS RADIO Houston teamed with U.S. Marine Corps and Toys 'R' Us to help collect toys and money for needy children during the holiday season. The station aired call-ins, live and recorded messages and PSAs, helping to collect more than 63,000 toys and \$1,500 in donations.

#### ***KILT-FM (Houston)***

"Bands for Brothers and Sisters" – The special concert helped raise money to build homes for wounded veterans of Iraq and Afghanistan. KILT donated more than \$200,000 in airtime, helping raise more than \$160,000 for the soldiers.

#### ***KKHH-FM (Houston)***

"Fun Razor" – HOT 95.7 teamed with Charity Chicks Houston for the annual fundraiser benefiting Autism Speaks. The event encouraged participants to pay \$50 for a haircut from several of Houston's top stylists at The Michael Saldana Salon, with a portion of the proceeds benefiting the charity. In all, more than \$4,500 was raised.

#### ***KLOL-FM (Houston)***

Adopt a Beach – Mega 101 teamed up with the Texas General Land Office, which organizes the "Texas Adopt a Beach," to help clean Houston-area beaches. The station supported this event with on-air announcements, features on [www.mega101fm.com](http://www.mega101fm.com) and appearances at the event which provided more than \$15,000 in promotional support.

### ***KLUC-FM (Las Vegas)***

“Gown Town” – KLUC helped sponsor a prom dress resale where gently worn gowns were cleaned and resold for just \$20 each, allowing underprivileged young women to attend their proms in style. Proceeds from the sales went to HELP of Southern Nevada, an organization that serves multiple community groups and charities in the southern Nevada area.

### ***KMXB-FM (Las Vegas)***

“Four Corners Food Drive” – KMXB Mix 94.1 helped raise funds and collect food for the City Mission of Las Vegas during its canned food drive over Thanksgiving. Since 2007, the station has helped collect more than 300,000 food items and more than \$100,000 in donations.

### ***KMXB-FM (Las Vegas)***

“Pet-A-Palooza” – KMXB invited local animal non-profit organizations that rescue animals to the event free of charge and donated a part of the gate proceeds to those rescue groups on-site. Over a nine-year period, Pet-A-Palooza has donated more than \$180,000 to animal rescue groups in the community and helped those groups find homes for thousands of homeless animals.

### ***CBS RADIO Los Angeles***

CBS RADIO joined forces with the Los Angeles County Office of AIDS Programs and Policies, the Magic Johnson Foundation, the County of Los Angeles Department of Parks and Recreation and other AIDS service organizations for the largest HIV testing event ever held in L.A. The event was staged on July 25, 2009, and included live entertainment, celebrity appearances and education programs.

### ***KRTH-FM/ KTWV-FM (Los Angeles)***

“The 1st Annual People and Pets Food Drive” - Hosted by KRTH and KTWV, the pet drive helped collect food for people and pets during the holiday season. With support from KRTH and KTWV, the event helped inspire on-site pet adoptions and collected a truck full of food for those in need.

### ***KAMP-FM (Los Angeles)***

Jason Derulo Charity Event – On December 19, 2009, AMP Radio partnered with the Giving Children Hope Foundation to put on a free concert to encourage toy donations. The concert featured performances by Iyaz and Jason Derulo, and helped collect more than 1,000 toys.

### ***KCBS-FM (Los Angeles)***

2009 JACK Open – In 2009 JACK FM partnered with Talk About Curing Autism for the first ever JACK Open Golf Tournament, which helped raise more than \$25,000. TACA provides information, resources and support to families affected by autism, and aims to speed up the cycle time from diagnosis to effective treatment. JACK enlisted celebrity golfer/rocker Alice Cooper to help support the cause.

### ***KTWV-FM (Los Angeles)***

“Jazz On The Grass” – KTWV sponsored this event for the fifth consecutive year, benefitting The Jackie Robinson Foundation (JRF), a non-profit organization dedicated to creating opportunities for people of color in higher education and leadership. The event featured live jazz, food and a silent auction hosted by KTWV's Morning Show Host Pat Prescott.

### ***KROQ-FM (Los Angeles)***

“Kevin & Bean's April Foolishness” – KROQ sponsored this comedy event, which featured performances by Jay Mohr, Sarah Silverman, Kevin Nealon, Patton Oswalt, Ray Romano, Joe Rogan and Jeffery Ross at the Gibson Amphitheatre. The event benefitted Boarding for Breast Cancer (B4BC), a youth-focused education, awareness and fundraising foundation, and The Pablove Foundation to fund pediatric cancer research.

### ***WCCO-AM (Minneapolis)***

“Let's Kick Hunger Day” – The inaugural Radiothon to benefit Taste of the NFL and Second Harvest Heartland raised more than \$190,000, including pledges from 1,111 “Hunger Heroes.” Taste of the NFL is a local organization that raises awareness and funds for hunger relief organiza-



At the entrance of New York's Lincoln Tunnel for WCBS-AM's annual fundraiser benefitting New Jersey's Special Olympics.

dren's Specialty Healthcare and The MYTH in Maplewood to sponsor a "Mock Stock" concert in April, featuring six cover bands. More than 2,000 listeners came out for the event, helping raise \$5,000 for Gillette Children's Specialty Healthcare.

#### ***CBS RADIO New York***

"HUNGERTHON" – CBS RADIO's New York stations, led by WCBS Newsradio 880, Sports Radio 66 WFAN and 1010WINS, helped raise more than \$500,000 to benefit the work of World Hunger Year (WHY), an organization that seeks to address the root causes of hunger and poverty. The stations broadcast the Radiothon on November 24, with staffers manning phone banks from CBS' Broadcast Center.

#### ***WCBS-AM (New York)***

"Lincoln Tunnel Fun Run" – For 20 years, WCBS 880 has supported the annual run as a fundraiser for New Jersey's Special Olympics. Every year, thousands of tri-state residents turn out to run through the Lincoln Tunnel, which connects New York and New Jersey.

#### ***WFAN-AM (New York)***

"Boomer & Carton BGC Charity Day" – WFAN personalities Boomer & Carton sponsor a charity day every year, and encourage listeners to donate money during the broadcast. The fundraiser, which benefits area organizations, has raised \$10 million.

#### ***WINS-AM (New York)***

The entire news staff of WINS-AM participates in the CBS Adopt-a-School program. Last year the station adopted New York's High School for Environmental Studies, and annually donates a \$1,000 scholarship for a deserving student.

#### ***WXRK-FM (New York)***

"Justin Bieber Food Drive" – WXRK partnered with the Food Bank of New York for a contest that encouraged students to donate non-perishable food items, with the winning school getting a concert by teen pop star Justin Bieber. More than 150 schools entered, resulting in 150,000 pounds of food

tions nationally, and Second Harvest Heartland is the upper Midwest's largest hunger relief organization.

#### ***WLTE-FM (Minneapolis)***

"Lite FM Prom Dreams" – As a benefit for underprivileged high school students, Lite FM partnered with Ever After Gowns to help collect dresses for young women to wear to their proms. The two-month drive encouraged listeners to donate their used prom dresses, helping collect 600 gowns.

#### ***KZJK-FM (Minneapolis)***

Mock Stock – 104.1 JACK-FM partnered with Gillette Chil-

raised for communities in need. The donations provided more than 100,000 meals. Long Beach Middle School won the contest with 27,014 pounds of non-perishable goods. They hosted Bieber for an in-school performance on April 9.

#### ***WCBS-FM (New York)***

CBS-FM teamed up with the Children's Miracle Network in 2009 to sponsor a radiothon for the organization. Station personalities Dan Taylor, Deb Rodriguez, Mr. G and Broadway Bill Lee all participated in on-site broadcasts from Schneider Children's Hospital on Long Island and Children's Specialized Hospital in Somerset, New Jersey.

#### ***WJHM-FM (Orlando)***

"Kicks for Guns" – 102 JAMZ encouraged listeners to turn in guns with no questions asked, and helped give away sneakers or gift cards in return. The campaign was sponsored by the Orlando Police Department, Crimeline and WJHM.

#### ***WOCL-FM (Orlando)***

"The Jim Payne Blue Ribbon 5k Run for the Kids" – 1059 SUN-  
NY FM helped sponsor the first-ever race, which benefits Kids House of Seminole, an organization which aids children who are victims of abuse.

#### ***WYSP-FM (Philadelphia)***

"Playground Build and Rock Auction" – WYSP teamed up with the Philadelphia Eagles Youth Partnership to help build a playground for an underprivileged school in the Philadelphia area. WYSP supported the effort by building awareness for the Playground Build and hosting its first-ever Rock Auction to support the construction, which included a meet-and-greet with Def Leppard, a limousine ride and tickets to a Pearl Jam concert, and a backyard BBQ hosted by WYSP.

#### ***WOGL-FM (Philadelphia)***

"98.1 WOGL Loves Our Kids Radiothon" – The annual fundraiser helped raise \$419,010 for The Children's Hospital of Philadelphia, bringing its eight-year total to more than \$3.8 million.

#### ***WPHT-AM (Philadelphia)***

Michael Smerconish and The Big Talker 1210 AM hosted a special Martin Luther King Day of Service with a live broadcast from the Impact Thrift Store in Lansdale, PA. Listeners of the program were encouraged to make contributions to the store by cleaning out attics, closets, basements and garages and donating their unneeded items. Impact Thrift Stores distributes proceeds from the items to more than a dozen local charities throughout the Philadelphia area.

#### ***WPHT-AM/ KYW-AM (Philadelphia)***

"Irish Pub Tour De Shore" – Big Talker 1210 Host Michael Smerconish and Team 1210, along with KYW Newsradio, sponsored the 22nd annual Irish Pub Tour de Shore, a 65-mile bike tour of scenic South Jersey. All funds raised support the Irish Pub Children's Foundation, dedicated to raising funds for Philadelphia-based children-oriented charitable endeavors.

#### ***WIP-AM (Philadelphia)***

"The 4th Annual Keith Jones Invitational" - Keith Jones hosted his fourth annual Golf Invitational at White Clay Creek County Club in Wilmington, Del. Former teammates and celebrity guests joined Jones to benefit Alex's Lemonade Stand Foundation, a non-profit organization committed to fighting childhood cancer one cup at a time.

#### ***KMLE-FM/KZON-FM/KOOL-FM (Phoenix)***

"St. Jude Phoenix Give Thanks Walk" – CBS RADIO Phoenix helped St. Jude Children's Research Hospital raise more than \$30,000 by sponsoring its annual walk in November.

#### ***KMLE-FM (Phoenix)***

"Breakfast Show at Night" – KMLE personalities Tim Hat-trick and Willy D. Loon hosted their 18th annual show-case in December, which featured performances from musical artists and comedians. The event benefitted the Tim and Willy's Kid's Fun-dation, a non-profit that makes

donations to local charities serving underprivileged children in Arizona.

#### ***KZON-FM (Phoenix)***

“Montecito Community School Playground Project” – In October, with funding from the Real Gift Foundation, KZON-FM helped build a new playground for the Montecito Community School, whose original playground was destroyed by arson. KZON-FM radio personalities Sugabear and Strawberry worked alongside community members to build the new playground.

#### ***KDKA-AM (Pittsburgh)***

“Warmathon” – KDKA produced a live, two-day radio broadcast to help raise money for the Dollar Energy Fund, which aids those in need of assistance by paying their utility bills. The event raised \$250,000.

#### ***WDSY-FM (Pittsburgh)***

“WDSY Country Cares For Cops Concert” – When three Pittsburgh city police officers lost their lives in the line of duty, WDSY and local investment firm Hefern-Tillotson teamed up to host a concert fundraiser for the Pittsburgh Fallen Heroes Fund, which benefitted the officers' families. The concert featured the former lead singer of Lonestar, Richie McDonald and Jimmy Wayne, and helped raise \$15,000.

#### ***KHTK-AM (Sacramento)***

“KHTK Charity Basketball Games with The Rise Guys” – KHTK's “Rise Guys” played four separate charity basketball games against various Sacramento-area students throughout the spring to help raise money for their schools, with the fourth game benefitting HIV vaccinations for babies and children in Africa.

#### ***KNCI-FM (Sacramento)***

“Make-A-Wish Radiothon” – In August 2009, KNCI hosted its annual two-day Radiothon for the Make-A-Wish foundation, which included 100 silent auction items and call-in pledges. The event raised \$150,000.

#### ***KSFM-FM (Sacramento)***

“500 Dinners for 500 Families” – KSFM 102.5 teamed with Deon Taylor Entertainment to give away 500 turkey dinners to 500 families in need during Christmas.

#### ***KYMX-FM (Sacramento)***

“Fight for Air Climb” – KYMX teamed up with the American Lung Association for its inaugural Air Climb event, featuring a timed stair climb enabling participants to climb the tallest building in Sacramento. The event raised more than \$80,000, which went to research, education and advocacy to improve air quality .

#### ***KSCF-FM (San Diego)***

“Pinktober” – Sophie@ 103.7 joined forces with Hard Rock Café for breast cancer awareness by hosting Pinktober parties and live music events for local, national and international cancer charities. The station sponsored a party for the San Diego Chapter of the American Cancer Society featuring a performance by artist The Script.

#### ***KYXY-FM (San Diego)***

“2009 Start! San Diego Heart Walk” – KYXY helped sponsor the American Heart Association's annual heart walk, which raised \$1 million for the organization.

#### ***KMVO-FM (San Francisco)***

“SJ Pride” – MOViN 99.7 celebrated the diversity of the Bay Area by being a principal media sponsor of the San Jose Pride. The station handed out prizes on site and encouraged listeners to attend.

#### ***KCBS-AM (San Francisco)***

“Best Buddies Challenge Ride” – KCBS helped sponsor the annual “Best Buddies Challenge,” which featured hundreds of riders cycling from Carmel to Hearst Castle to benefit the Best Buddies organization, which seeks to create one to one friendships, integrated employment and leadership development for people with intellectual and developmental disabilities.



***KLLC-FM (San Francisco)***

“Toys for Tots” – Alice @ 97.3 morning show hosts Sarah and Vinnie teamed up with the Marine Corps Reserve to collect toys for kids in need during the holiday season. The morning show sponsored live broadcasts from drop-off sites and collected donations from its annual Alice in Winterland Holiday concert. In all, the station helped collect 119,000 toys and raised more than \$95,000.

***KMPS-FM (Seattle)***

“St. Jude Radiothon” – KMPS held its 20th annual fundraiser for St. Jude’s in March with an online auction and a benefit concert featuring Bomshel and David Nail. The station dedicated two days of programming to the event, and encouraged 900 listeners to become “Partners in Hope” with the

Research Hospital, raising \$500,000. The sum put the station’s 20-year total at more than \$6.8 million.

***KPTK-AM (Seattle)***

“The Big Bail Out” – Every year, KPTK staffers and on-air host Lee Callahan raise funds for the local non-profit group Rise N Shine, which provides support to children affected by AIDS and HIV. The organization sends the children to summer camp and provides support groups throughout the year.

***KZOK-FM (Seattle)***

“Bob Rivers Show” – KZOK encouraged listeners to sponsor 3,000 disadvantaged children from around the world through the World Vision child fund. More than \$160,000 was raised. Since the station began working with World Vision in 2006 they have collected more than \$4 million in contributions.



A group of 230 fundraisers who shaved their heads in support of children with cancer take a moment to smile as part of KYKY-FM’s “St. Baldrick’s Foundation Head Shaving Event.” In one day, the station helped raise \$175,000.



More than 50 staff members from CBS RADIO stations in Washington, D.C., volunteered time during the city's annual community service event, "D.C. Servathon," when teams cleaned a park and planted trees.

***KYKY-FM/ KEZK-FM/ KMOX-AM (St. Louis)***

"Light the Town Pink" – To observe "Breast Cancer Awareness Month" CBS RADIO St. Louis helped sell more than 5,000 pink light bulbs as a benefit for the local Siteman Cancer Center. The station encouraged listeners to light their front porches pink in observance, helping to raise \$10,000 to fund the cancer center's mobile mammography vehicle.

***KYKY-FM (St. Louis)***

"St. Baldrick's Foundation Head Shaving Event" – KY98's "Phillips and Company Morning Show" spent the month of February raising funds for the St. Baldrick's Foundation, an organization working to find a cure for childhood cancer, and publicizing its March 7 event where 230 fundraisers shaved their heads in solidarity for the children. The one-day event helped raise \$175,000.

***KEZK-FM (St. Louis)***

"Christmas in July" – KEZK 102.5 dedicated the month of July to hosting a food drive to benefit the St. Louis Area Foodbank. The station encouraged listeners to drop off donations at various collection sites, amassing 8,866 pounds of food for the area's neediest families.

***KMOX-AM (St. Louis)***

"KMOX Cares" – Seeking to raise awareness and funds for local St. Louis charities, KMOX gave seven of its on-air personalities \$1,000 in seed money to contribute to a non-profit of their choice and had them encourage listeners to make their own donations over the next four months. More than \$50,000 was raised during that time, benefitting organizations as varied as the American Heart Association, the Visiting Nurse Association Hospice Care, the Multiple Sclerosis Society's St. Louis Chapter and the Emergency Children's Home.

**WQYK-FM (Tampa)**

“2009 St. Jude Radiothon” – WQYK dedicated two days of programming to encourage donations to the St. Jude’s Children’s Hospital, including on-air testimonials from patients and families and solicitations from country music stars. The event helped raise \$198,324 for St. Jude’s.

**WRBQ-FM (Tampa)**

“Mason Dixon Christmas Wish” – Q 105 morning show host Mason Dixon continued his holiday campaign to help disadvantaged families struggling over the holiday season. The host read letters from deserving families over the air, then encouraged listeners to make donations, often personally buying items for those in need.

**WYUU-FM (Tampa)**

92.5 MAXIMA, the only FM Spanish Language station in Tampa, joined forces with the Hillsborough County Sheriff’s office for an all-day broadcast outside of a Tampa Bay Area Wal-Mart to gather toys for needy children in the high density Hispanic Area. WYUU was able to fill a complete semi truck for the Sheriff’s office through a one-day broadcast.

**WPGC-FM/WJFK-FM/WLZL-FM/WIAD-FM (Washington, D.C.)**

“Coats Blankets Scarves” – CBS RADIO D.C. stations teamed up in December to provide coats, blankets and scarves (CBS) to those less fortunate throughout the D.C. area. Staffers collected the items from multiple locations, and also broadcast from the collection sites, encouraging listeners to make donations.

“D.C. Servathon” – More than 50 CBS RADIO staff members participated in the annual community service event in March 2009 by cleaning the city’s Marvin Gaye Park and also planting 50 trees.

**WPGC-FM/WLZL-FM (Washington, D.C.)**

“Operation Pretty and Polished” – WPGC and WLZL helped sponsor the annual prom attire giveaway in April, enabling less fortunate teens to attend their schools’ events in style.

The stations partnered up with State Farm, which served as the collection sites; Zipps Dry Cleaning, which cleaned all the donated items, and local police departments, which provided safety tips. For two Saturdays before the prom, more than 800 students had the opportunity to get gowns, shoes, tuxedos, free haircuts, hairstyles, corsages and make up.

**WPGC-FM (Washington, D.C.)**

“Turkey Trot” – On-air staff from WPGC participated in a seven-hour event, delivering Thanksgiving dinner by caravan to needy families throughout the Metro D.C. area. More than 150 families and seniors received dinner with all the trimmings, including fresh fruits and vegetables.

**WNEW-FM (West Palm Beach)**

“6th Annual Sickle Cell Toys Drive” – B106 helped support the annual Urban League fundraiser with on-air personality Patrice broadcasting for two days from the collection site, urging listeners to donate toys and cash. Proceeds support the Sickle Cell Foundation of Palm Beach.

**WIRK-FM (West Palm Beach)**

“K.D.W. Offshore Fishing Tournament” – WIRK helped launch the inaugural fishing event as a fundraiser to benefit the Coastal Conservation Association. The tournament helped attract more than 3,000 listeners and more than 400 fishermen, and helped raise more than \$10,000 for CCA.

**WPBZ-FM (West Palm Beach)**

On February 12, 2009, crew from the Morning Buzz show collected donations for U.S. service men and women fighting overseas. The station broadcast live from the collection site and helped collect items like toilet paper, eye drops and books for the soldiers. The crew took to the air waves again on July 24 to collect toys for critically ill children at the Children’s hospital at St. Mary’s Medical Center.

**LOCAL NEWS & INFORMATION****WVEE-FM (Atlanta)**

Get Fit & Be Healthy – WVEE launched a monthly campaign that informed and educated their listeners on various health

issues, preventative care, nutrition, fitness and overall healthy living. The campaign included on-air vignettes, interviews, a customized Web page, a station-produced health guide distributed at 134 Kroger stores in the Atlanta Metro and on-site partnerships with health organizations such as The American Cancer Society, American Red Cross, The Kidney Foundation, The Lupus Foundation and more.

#### ***WAOK-AM (Atlanta)***

WAOK Business Network – WAOK provided a monthly program that allowed small business owners the opportunity to network and promote their business on-air, online and on-site. Each month, WAOK ran on-air vignettes and interviews showcasing a different business. They also presented quarterly on-site networking events to educate business owners and entrepreneurs on how to grow their businesses on the WAOK Business Network listing.

#### ***WBZ-AM (Boston)***

“Talk the Vote” – As the U.S. Senate race to replace Ted Kennedy’s seat intensified in Boston, WBZ Newsradio 1030 brought together all four candidates for a special broadcast of the station’s weeknight talk show, “NightSide with Dan Rea.” The live discussion was moderated by WBZ’s Rea and included an audience that asked the candidates hard-hitting questions. Listeners of the broadcast were also encouraged to call-in.

“WBZ-AM Business Breakfast Series” – WBZ conducted three events in 2009, all free and open to the public. Hosted by WBZ’s New England Business Editor Anthony Silva, each event focused on a different business subject and was attended by 800-1,200 listeners, most of whom were Boston-area CEOs, executives, small business owners and leaders. On February 11, WBZ hosted an up-close and personal discussion with Founder and President of Virgin Group, Sir Richard Branson.

#### ***WCCO-AM (Minneapolis)***

“The WCCO Radio-Popp Good Neighbor Award” – For more than 44 years, this daily award, which airs three times a

day on WCCO Radio, has honored citizens of Minnesota who do good deeds. Nomination forms are on the station’s Web site and are given out at events. Morning News host Dave Lee reads the award live each morning and pre-recorded versions air throughout the day.

“Good Morning Minnesota” – Every Friday, Minnesota Governor Tim Pawlenty hosts a show to discuss various local and national issues. The show was designed as a town hall-style program for citizens to listen, be informed and discuss issues with their governor.

#### ***KYW-AM (Philadelphia)***

KYW Newsradio’s Medical Editor Dr. Brian McDonough conducted a panel on H1N1 in the Workplace which raised concerns about workplace safety. The discussion included experts from health, legal, IT and human resources fields who tracked up-to-the minute developments surrounding the H1N1 virus.

#### ***KCBS-AM (San Francisco)***

“KCBS Quake Preparedness” – In a six-part series marking the anniversary of the Loma Prieta earthquake, KCBS reporter Doug Sovern examined California’s state of preparedness.

#### ***WLLD-FM (Tampa)***

Wild 94.1’s Orlando Davis traveled to Haiti for three days to report on the earthquake’s aftermath and to also in turn encourage listeners to donate to either the Red Cross or Wyclef Jean’s Yele Haiti foundation. This was accomplished through on-air announcements, social network interactions and online posts. During his visit, Davis called in reports to at least 22 of the 130 CBS Radio stations across the U.S., including WLLD-FM 94.1 and the New York, Chicago, Los Angeles, Atlanta and Washington, D.C. markets.

### **COMMITMENT TO ARTISTS**

#### ***WZGC-FM (Atlanta)***

“Inside Eddie’s Attic” – Each Sunday evening, Dave fm presents Inside Eddie’s Attic, an hour-long feature of some of the best live music performances from the historic local music

venue, hosted by founder Eddie Owens. Located in Decatur, Ga., Eddie's Attic is a local music venue that serves as a springboard for local artists who have gone on to receive national recognition, including John Mayer, Sugarland and Shawn Mullins.

"Virginia-Highland Summerfest" – On June 6 and 7, WZGC partnered with the Virginia Highland Civic Association to produce "Summerfest 2009," one of Atlanta's longest-running arts and music festivals. The two-day event included live performances from 15 local musicians.

#### ***WZLX-FM (Boston)***

"WZLX Sunday Morning Blues Show" – WZLX Sunday Morning Blues Show features performances by local, undiscovered blues artists. Its popularity convinced the station to expand its time to three hours every Sunday.

#### ***WPEG-FM (Charlotte)***

"The Next Big Thing" – Every Tuesday morning WPEG spotlights the music of local and independent artists, and welcomes critiques by the listening audience.

#### ***WTIC-FM (Hartford)***

WTIC-FM's Acoustic Café series showcases new and upcoming talent performing live for the radio station audience. WTIC-FM also co-sponsors several local band competitions where unsigned, local acts compete to be named the "Best of Hartford." The station sends out on-air personalities to host the events and promotes the artists on the air.

#### ***WZMX-FM (Hartford)***

WZMX broadcasts a show on Saturday nights featuring local artists who have submitted their music to compete with other local artists. The "Saturday Night Showdown" is a unique way to showcase Hartford's best talent.

#### ***KILT-FM (Houston)***

"KILT New Music Challenge" – 100.3 KILT plays a new music challenge each weeknight, pitting two new artists against each other and asking listeners to vote for who they like best.

#### ***KROQ-FM (Los Angeles)***

"KROQ Locals Only" is a specialty show that airs every Sunday night and focuses on showcasing unsigned and local artists.

#### ***WCCO-AM (Minneapolis)***

"Center Stage" – The weekly show, airing every Sunday, gives local musicians a forum to share their latest work, the story behind it and a venue to hear it.

#### ***WJHM-FM (Orlando)***

"Home Grown JAMZ" – Local artists are encouraged to send a sample of their music along with bio information that the station posts on the Home Grown page on JAMZ's Web site.

#### ***WDSY-FM (Pittsburgh)***

"WDSY Hosts Local Bands" – In an effort to support new and upcoming artists, WDSY continually welcomes new artists into its offices to perform for the staff and programming department at lunch time. Some of the artists that have performed are: Due West, Steel Magnolia, The Band Perry, Fast Ryde, Lee Brice, Julia Burton, Bill Gentry, David St Romain, The Haters, Emily West and Danny Gokey.

#### ***KNCI-FM (Sacramento)***

KNCI personalities Pat & Tom held multiple contests in 2009 to promote music in Sacramento's schools, including "Band Camp," which encourages local school bands to submit songs. The submissions are then posted on the KNCI Web site, with the most popular winning a \$500 gift certificate to Skip's Music.

#### ***KZZO-FM (Sacramento)***

"Zone Unsigned" – The weekly program embraces local bands with an on-air feature called Zone Unsigned. Local bands are able to submit music samples throughout the week and then on Sunday nights. The Zone features the best music from Sacramento's local, unsigned bands.

#### ***KITS-FM (San Francisco)***

LIVE 105 is committed to supporting the Bay Area local

band community; its At LIVE 105's BFD summer festival features performances by six local bands, and also sponsors a local band competition each year with the winner getting to open the station's "Not So Silent Night" winter concert.

#### ***KYKY-FM (St. Louis)***

"Studio 98" – Since 2006, Y98 has hosted a series of performances geared to creating an up-close and personal experience for listeners to enjoy an acoustic performance, question and answer session, and meet and greet with up-and-coming artists. Each series boasts five to seven performances that listeners can't see in concert. Some artists that have performed at Studio 98 are St. Louis local group CAVO and Missouri Native Matt Wertz. Additional featured recording artists Eric Hutchinson, Colbie Callait, KT Tunstall, Rick Springfield, Goo Goo Dolls, Natasha Bedingfield and John Ondrasic from Five for Fighting have all also performed.

#### ***KJAQ-FM (Seattle)***

Jack's First Annual Make Jack Laugh – local comedians were featured on-line and the final five contestants performed in a show at the Snoqualmie Casino. The winner was awarded \$1,000 in prize money.

#### ***WSJT-FM (Tampa)***

WSJT has always supported local artists in its community, and each year helps give them exposure with two concerts open to the public. In addition the station's monthly jazz series features the music of local performers.

## **FOCUS** Chicago's 670 The Score helped local schools' athletic programs whose budgets were slashed in tough times



Chicago's 670 The Score helped local schools' athletic programs whose budgets were slashed in tough times

While many CBS RADIO stations concentrate their public service on fundraisers and charity drives, 670 The Score (WSCR-AM) used its muscle to help fund school athletic programs suffering from budget cuts.

During the '09 Holiday Season, 670 The Score hosted its annual sporting goods drive, benefiting local schools and children's organizations throughout Chicago. Score personalities Mully & Hanley, Mac & Spiegel, Boers & Bernstein and Lawrence Holmes matched the most deserving up with donations, and also adopted four schools during the "Sporting the Spirit Promotion" drive.

Then, when the School Board of Salem, Wis., found itself unable to purchase new sporting equipment for student athletics, The Score's "The Mully & Hanley Show" held its own "Sporting the Spirit" Drive, which broadcast live from Chicago's Union Station and helped raise money for the schools to buy new sporting gear.

Later, the ROE Alternative Program of Lake County, Ill., also found

itself the victim of budget cuts. The Score's "The Danny Mac Show" stepped up and held a fundraising drive at a nearby Wireless Vision store where they helped collect enough funds to pay for baseballs, volleyballs, basketballs and footballs for the students in the program.

With most of its funding devoted to academic programs, the Northwest Middle School in Chicago found it was unable to support its athletic teams; its players were forced to use equipment from as far back as 1991. The Score's "Boers & Bernstein Show" sprung into action by hosting a fundraising drive from the Westwood Tap in nearby Schaumburg, and encouraged the school's alumni to get involved. They helped raise enough funds to buy new equipment for the students.

Finally, to help support a wrestling program at Chicago's Howe School of Excellence (located in an extremely high crime and impoverished area of the city), The Score's "Lawrence Holmes Show" used its audience to help solicit donations to buy new wrestling equipment. Dick Pond, the proprietor of a local athletic store, was so moved by the effort that he outfitted the entire team with new equipment. Shortly after receiving the donation, the team won the city wrestling championships.



cbs outdoor has a  
**proud tradition of  
giving back**  
to the communities it serves



As one of the world's largest out-of-home media companies, CBS Outdoor has a long history of industry leadership and community service. The media enterprise serves communities across the continent, large and small, from highway billboards to transit shelters to railway stations.

**The company's footprints also span the globe, from the U.K. and Ireland to France, Italy, Spain and South America. It is in those places that the company has used its dominance to foster good, from donated media, to charitable donations and sponsoring community events and charity drives.**

**With more than 1 million signs in its portfolio, CBS Outdoor has a proud tradition of giving back to the communities it serves, and here are just a few examples:**

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### *New York, NY*

- American Cancer Society Breast Cancer Walk, October 2009 (donated more than \$2,400)
- New York Cares Winter Wishes - Provided gifts for shelters, December 2009 (donated \$2,000)
- Battered Women's Shelter - Provided gifts for moms and children, December 2009 (donated \$500)
- NY Cares Community Service Day, April 2010
- City Harvest (donated space 2009)
- PETA (donated space 2009)

- St. Jude Children's Hospital (donated space 2009)
- United Negro College Fund (donated space 2009)
- National Kidney Foundation (donated space 2009)

### *Phoenix, AZ*

- Special Olympics Arizona, 2010 CBS Outdoor Putting Challenge (event donation \$10,000)
- National Football Foundation Scholar Banquet, March 2010 (table \$7,500)
- Boys & Girls Club of Greater Scottsdale, January 2010 (event donation \$5,000)



One of several billboards posted across the country in support of an AIDS awareness effort spearheaded by the Kaiser Family Foundation. The approximate value of the 2009-2010 campaign was \$1,145,494.

- Fresh Start Fashion Gala, February 2010 (event donation \$1,250)

- Scottsdale Charros Giants, March 2010 (event donation \$1,080)

- Hands On Phoenix Serve-A-Thon, April 2010 – 22 employees painted a wall mural, classroom and multipurpose room (donated more than \$500)

#### ***Flint, MI***

- Big Brothers, Big Sisters Bowling Challenge – employees formed two teams to raise money and awareness; donated ad space in February 2009 (\$4,900)

#### ***Orlando***

- Christian Service Center Outreach – Employees served meals to the homeless and painted the centers' administrative offices in August 2009 (donated more than \$500)

#### ***Dallas***

- Bea's Kids – Holiday gifts for families in need, December 2009 (donated \$1,000)

#### ***Minneapolis/St. Paul***

- Wells Fargo Silent Auction, November 2009 (donated four Minnesota Wild hockey tickets)

#### ***New Jersey***

- National MS Society Walk (donation \$3,500 plus ad space)

- Food Bank of New Jersey (canned goods donations)

- Operation: Appreciation, December 2009, employees donated items for care package sent to the troops stationed overseas (estimated value \$5,000)

#### ***San Francisco***

- Alameda County Family Justice, October 2009 (donation \$2,500)

- Stanford Cancer Center, December 2009 (donation \$6,300)
- Allen Temple Church – September 2009 (full grant \$3,500)

### ***Atlanta***

- Fox Foundation (donated space)
- Foundation for a Better Life (donated space)
- United Way (donated space)

### ***Chicago***

- Noah's Hope Foundation, December 2009 (donated space \$6,375)
- Ronald McDonald House, July 2009 (donated space \$15,000)

### ***San Diego***

- San Diego State University, January-March 2010 (donated space \$15,000)



CAMP TYWLS  
WHERE GIRLS GR

showtime has a long history of being  
actively involved with a number of  
**community organizations**  
and contributing to numerous charities

For more than 30 years, SHOWTIME has been in the premium television business offering viewers cutting-edge original series, thought-provoking original movies, insightful documentaries, first-run theatrical motion pictures, special live music and comedy events, world-class boxing, and most recently mixed martial arts, *INSIDE THE NFL* and *INSIDE NASCAR*.

The current slate of immensely popular SHOWTIME series, including *DEXTER*, *WEEDS*, *CALIFORNICATION*, *NURSE JACKIE*, *THE TUDORS* and *UNITED STATES OF TARA*, has brought the network unprecedented critical acclaim, viewership buzz to match and broken new ground in scripted television.

Among the new series SHOWTIME will add to its line-up are *THE BIG C* starring three-time Emmy® winner Laura Linney as a wife, mother and teacher who upends her life after receiving a terminal cancer diagnosis, *THE BORGHIAS* starring Oscar® winner Jeremy Irons and based on the infamous Italian Renaissance family, and *SHAMELESS*, with Oscar® nominee William H. Macy, which follows a working-class family in Chicago making ends meet during the challenging times of today's recession and especially with an alcoholic patriarch.

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Showtime Networks Inc. (Showtime Networks or the Company) has always been very progressive and forward-thinking with respect to both its programming and sense of social responsibility. The Company has a long history of being actively involved with a number of community organizations and contributing to numerous charities. Showtime Networks was at the forefront in embracing diversity and promoting HIV/AIDS awareness, breast cancer activism, employee volunteerism and other community outreach efforts.

## PROGRAMMING

SHOWTIME was one of the first cable television networks to make a concerted effort to create and air programming for and about traditionally underserved audiences, specifically, members of the Latino, African-American and gay communities. The Company welcomes the participation of talented artists from these groups both in front of and behind the cameras. In its series and original movies, SHOWTIME has also tackled important subject matter including HIV/AIDS, child abuse, discrimination and hunger in America, to name but a few.

While programming on important issues is part of the SHOWTIME line-up throughout the year, during certain months or days, such as Black History Month and World AIDS Day, SHOWTIME often features programming that educates and informs its viewing audience. For example, during Black History Month in February 2010, SHOWTIME aired:

**BLACKS WITHOUT BORDERS: CHASING THE AMERICAN DREAM IN SOUTH AFRICA** – A documentary about a group of African-American entrepreneurs who bring principles of free enterprise to business efforts in South Africa.

**WHY WE LAUGH** – A documentary offering a critical examination of the cultural influence of black comedy and its evolution in America.

**THE GREAT DEBATERS** – A theatrical motion picture starring Denzel Washington as a college professor who challenges the entrenched racism of the 1930s by assembling and training an African-American debate team who make their way to a national championship.

Also during Black History Month, SHOWTIME featured numerous shorts from Scenarios USA, a non-profit organization based in New York City that uses writing and film to foster youth leadership and self-expression among students in marginalized communities. The young filmmakers tackle topics that affect their lives such as HIV/AIDS, pregnancy, peer pressure, drug/alcohol use, domestic violence and gender.

Outside Black History Month, SHOWTIME has long aired programming that deals with race relations. Recently, the Network aired:

**THE COLOR OF FREEDOM** – a film that tells the story of the friendship that developed over many decades between imprisoned South African political activist Nelson Mandela and his captor, a warden who grew up a bigoted white supremacist.

SHOWTIME's socially responsible programming also has included many recent movies and documentaries that bring

home the devastating effects of war and violence. A few examples include:

**BROTHERS AT WAR** – A documentary covering the lives of brothers serving in Iraq in the same Army unit.

**MUSIC WITHIN** – A deaf Vietnam veteran encounters persecution, bigotry and ignorance on the difficult road to becoming an advocate for the disabled.

SHOWTIME series have also covered issues about health, mental illness, gender identity and subjects such as morality and vigilantism. **UNITED STATES OF TARA** deals with a mother who suffers from dissociative identity disorder (D.I.D. or multiple personality disorder).

In conjunction with **UNITED STATES OF TARA**, SHOWTIME aired an editorial special **WHAT IS D.I.D.?** featuring a Q&A with Dr. Richard P. Kluft, renowned author and psychiatrist specializing in D.I.D. This program was awarded the 2009 Media Award by the International Society for the Study of Trauma and Dissociation (ISSTD).

The SHOWTIME series **NURSE JACKIE** has dealt with the subject of euthanasia, just one of the important medical issues the series tackles. **NURSE JACKIE** has also been lauded for its progressive story line about a main character (Dr. Cooper) who grew up with two lesbian mothers.

For gay pride month in 2010, SHOWTIME aired the special **PRIDE: THE GAY AND LESBIAN COMEDY SLAM** and other recent programming dealing with LGBT issues, includes the documentary **TRINIDAD**, which examined a small Colorado town that has become the sex change capital of America despite the hostility of many of its citizens.

Another popular SHOWTIME series, **DEXTER**, was honored with a Peabody Award in 2007 for, in the words of the awards committee, “delving so deeply into moral quandary,” and asking “how far we are willing to go in our frequent celebration of vigilante justice in popular culture.”

Additional SHOWTIME documentaries and special programming that shed light on health-related issues include:

LOVE IN A TIME OF HIV – a documentary, which aired on World Aids Day, that profiled people around the world dealing with the impact of being HIV positive.

DAD'S IN HEAVEN WITH NIXON – Timed to coincide with National Autism Awareness month, this documentary chronicled a family's struggle to heal a son's brain damage and autism.

THE BUSINESS OF BEING BORN - This documentary focused on the American medical industry's childbirth practices and how they affect the health of mothers and newborns.

AWAY FROM HER – This theatrical film, starring Julie Christie, highlighted the ravages of Alzheimer's disease.

## DIVERSITY

Showtime Networks was a forerunner among companies in championing diversity, and continues to make diversity a priority in its workplace and programming.

The Company is a strong supporter of several non-profit industry organizations that work to increase diversity in the cable, satellite and telecommunications businesses. These include NAMIC (National Association for Multi-Ethnicity in Communications), the Walter Kaitz Foundation administered by the NCTA (National Cable Television Association), the T. Howard Foundation (THF) and Women in Cable Telecommunications (WICT).

Showtime Networks has also been a big advocate for gay rights and was one of the first companies to offer same-sex partner benefits. The Company provides financial and in-kind support to a number of organizations that fight for equal rights in the LGBT community, including the Gay and Lesbian Alliance



The SHOWTIME hit original series UNITED STATES OF TARA explores multiple personalities and was awarded the 2009 Media Award by the International Society for the Study of Trauma and Dissociation (ISSTD) for its depiction of the condition.

Against Defamation (GLAAD), the Human Rights Campaign (HRC) and Power Up.

In 2009, Showtime Networks donated \$300,000 to sponsor key LGBT events nationwide. The network partnered with the Human Rights Campaign for a number of events including premiere screenings in 48 cities nationwide attended by more than 21,000 guests for the final season of *THE L WORD*, and also served as a sponsor for 24 nationwide gay pride events. Showtime Networks also sponsored some of the most recognized LGBT film festivals in the country, including the Newfest Film Festival in New York, The Reeling Film Festival in Chicago and Outfest Film Festival in Los Angeles.

A number of executives at Showtime Networks have served on, and are currently members of, the Boards of Directors of organizations that promote diversity. Matt Blank, Chairman and CEO, currently serves on the FCC diversity committee. Ray Gutierrez, Executive Vice President, Human Resources and Administration, is on the Board of Directors of NAMIC. Gwen Marcus, Executive Vice President, General Counsel, is Co-Chair of the Board of Directors of New York City's Lesbian, Gay, Bisexual and Transgender Community Center. Tom Hayden, Executive Vice President /General Manager of Smithsonian Networks (a venture between Showtime Networks and the Smithsonian Institution), is on the Board of the T. Howard Foundation, along with Kelly Parker, Vice President, Point of Sale at SHOWTIME Networks. Sara Clarke, Senior Vice President, Strategy, Analysis and Communication, is a Director at Large for the New York Chapter of WICT and on the organization's Executive Mentoring Program Committee. Senior Vice President, Distributor Marketing, Laura Palmer serves as a mentor for female executives through WICT, and Kelly Lanier, Account Manager, has been actively involved in WICT's Greater Texas chapter and on its Board of Directors.

Sara Clarke and Sharon Whitt, Senior Vice President, Counsel, Business Development, Sales and Marketing, both volunteer at the Young Women's Leadership School of East Harlem where they counsel seniors in the school's Jumpstart to College program. This includes participating in workshops such as

"College Survival Skills," to help the students get ready socially, emotionally and academically for their freshman year of college.

The T. Howard Foundation (THF) recruits women and people of color to serve as interns in companies in the multimedia and entertainment industries. Showtime Networks has been participating in the THF intern program for quite some time, employing on average two to three interns per year, some of whom have gone on to become permanent employees. Showtime Networks has been such a committed supporter of the organization that several years ago Matt Blank was honored at the T. Howard Foundation's annual gala.

A number of the above organizations present annual awards to cable networks whose programming promotes diversity. SHOWTIME programming has frequently been nominated and won numerous awards. Most recently, the SHOWTIME series *UNITED STATES OF TARA* was nominated by GLAAD for a 2010 Media Award for "Outstanding Comedy Series." The award is given to programming that promotes fair, accurate and inclusive LGBT images. Over the years, *THE L WORD* was nominated multiple times by GLAAD and won the Media Award for "Outstanding Drama Series" in 2006. Ilene Chaiken, executive producer behind the groundbreaking and long-running *THE L WORD*, was honored by GLAAD in 2009, and will soon bring the first gay-themed reality series on premium television to SHOWTIME, entitled *THE REAL L WORD*. The series premieres on SHOWTIME in June 2010.

Gwen Marcus, Executive Vice President, General Counsel, serves as Co-Chair of the Board of Directors of NYC's LGBT Community Center, and has been honored by The Center at its annual "Women's Event." The Center's programs serve the entire multi-faceted LGBT community of New York City, including LGBT adolescents and LGBT people in need of various social services. Marcus also serves on the Board of Trustees of the Theatre Development Fund whose mission is to support theatrical works of artistic merit, and to encourage and enable diverse audiences to attend live theatre and dance, including people with disabilities and inner-city students.



Several senior executives have received recognition in trade magazines, CableFAX and Multichannel News, for their efforts on behalf of diversity. Ray Gutierrez and Pearlana Igbokwe, Senior Vice President, Programming, have been profiled in CableFAX as two of the Top 50 Minorities in Cable in the past two years. Igbokwe was chosen by Multichannel News to be part of the Wonder Women Class of 2010, featured in the magazine and honored at its annual luncheon. Igbokwe, who emigrated from Nigeria at age six, has made a point of providing advice and guidance to other women and people of color.

Several Showtime Networks executives, Ray Gutierrez, Sara Clarke and Clara Felix, Vice President, Consumer Research, have been asked to speak on NAMIC panels and been featured speakers at other events on the topic of diversity. Gwen Marcus has addressed high school students about LGBT issues, including how LGBT people have been portrayed in the media.

#### **FIRST AMENDMENT SUPPORT**

Showtime Networks also contributes to several organizations that work to protect First Amendment rights. These include People For The American Way, The Creative Coalition and the Media Law Resource Center. Matt Blank is currently on the Board of the Creative Coalition.

#### **COMMUNITY OUTREACH**

For many years, Showtime Networks has supported a number of community-based organizations. Principal among them are the Harlem Children's Zone (HCZ), which helps disadvantaged children and families in Harlem, and PENCIL (Public Education Needs Civic Involvement in Learning).

Showtime Networks has funded an HIV/AIDS prevention program at HCZ to educate teenagers in the Harlem community, one of the areas in New York City hardest hit by the epidemic. Hundreds of at-risk teens now have a greater understanding of the disease and greater empathy for those afflicted. Part of this program has included an annual "Health Summit," coordinated at the Harlem Children's Zone, where approximately 200 teens have gathered to listen to guest speakers, including medical professionals, and to discuss HIV/AIDS prevention among

themselves in workshops. The students have also participated in a poster contest sponsored by Showtime Networks for National HIV Testing Day in June. The posters, which were printed by the company and displayed throughout Harlem, encouraged residents to take advantage of free testing at various neighborhood clinics.

For almost 10 years, Showtime Networks has also sponsored a basketball tournament at the Harlem Children's Zone. Recognizing a need for after-school activities, Showtime Networks employees came up with the idea of a basketball tournament, which has been an immensely popular and on-going spring event ever since. The tournament also emphasizes the importance of academic achievement and includes a community service component.

In January 2009, in conjunction with President Obama's inauguration and call for community service, HCZ hosted an event dubbed "Harlem 100: 100 Days of Peace and Purpose." Volunteers participated in clean-up, fix-up and painting projects throughout Harlem. To kick off the days of service, a number of invited speakers, including actor Michael Ealy, addressed a group of supporters, parents and students. Showtime Networks volunteers, along with Ealy, then spent the afternoon painting murals inside a public housing complex.

Showtime Networks is also a supporter of PENCIL, a non-profit organization which assists NYC public school children by encouraging corporate leaders to participate in its "Principal For A Day" which includes Showtime Networks executives visiting schools in Brooklyn, Queens and the Bronx in efforts to improve the New York City education system. Showtime has donated equipment to the schools, funded trips for academic purposes and sponsored other beneficial programs, such as a video contest. Gutierrez was invited to be a graduation-day speaker at the Brooklyn school (the High School for Enterprise, Business and Technology), served as a judge at the school's science fair and received an award from the school in June 2009 for all of his efforts. He also helped students obtain funding for trips to the Netherlands to learn about the work of the United Nations.



Sara Clarke, (far left), Senior Vice President, Strategy, Analysis and Communication, Showtime Networks Inc., with high school seniors at The Young Women's Leadership School of East Harlem. Clarke provides advice and counsel to students at this school where 100 percent of the students have been accepted to college for more than 10 years in a row.

Showtime Networks offices outside New York are involved with various charities in their respective communities. In the Los Angeles office, Tracey Wolfson, Vice President, Operations and Distribution, has enlisted the support of her colleagues to assist a number of organizations. For the Downtown Women's Center in Los Angeles, she has arranged the donation of equipment that would otherwise be recycled. To aid L.A. Family Housing, Wolfson has collected clothes and toiletries from co-workers and donated them, along with DVDs of SHOWTIME programming, to the residents. She has also gathered unwanted Emmy® screeners from L.A. executives and sent them to the Academy of Television Arts & Sciences Emmy Donation Program, which sends the screeners to U.S. troops overseas through Project Hollywood Cares.

Elsewhere, Showtime Networks employees throughout the country have assisted organizations such as Habitat for Human-

ity, the Fresh Air Fund, and the Salvation Army, specifically donating food for the Salvation Army food drive. Every year, the office of Sharon Whitt, Senior Vice President, Counsel, Business Development, Sales and Marketing, takes on the appearance of a grocery store as a result of her efforts collecting canned goods from fellow employees for this worthy cause.

Showtime Networks employees participate in the Big Brothers Big Sisters program, and this year Ken Todd, Vice President, Content, Digital Media, is on the fundraising committee for the Workplace Mentoring Program Race for the Kids which benefits the New York City chapter of the BBBS. Similarly, Showtime Networks employees join other CBS employees in the annual AIDS Walks in New York City and Los Angeles.

#### **BREAST CANCER ACTIVISM**

Showtime Networks employees on the West Coast have raised

money for, and participated in, the Susan G. Komen Foundation Race for the Cure. The Foundation is dedicated to breast cancer education and research about causes, treatment and the search for a cure. When a character on the SHOWTIME series, *THE L WORD*, passed away from breast cancer in a story line several years ago, SHOWTIME referred viewers for more information on the disease to the Susan G. Komen Breast Cancer Foundation and the Mautner Project, a health service for lesbians.

For the past two years, Showtime Networks has participated in Comcast's Pink Ribbon campaign which makes programming about breast cancer available on-demand and online after it has aired on its network of origin. Comcast specifically requested the episodes of *THE L WORD* that had a breast cancer story line because of their informative and moving portrayal of the ramifications of this disease.

In a testament to the positive impact that programming can have, an anonymous donor was so moved by *THE L WORD* breast cancer story in which one of the main characters, a tennis athlete named Dana (played by Erin Daniels) died of breast cancer, she gave \$1 million to the Dr. Susan Love Research Foundation to create an "Erin Daniels and Leisha Hailey Fund for Breast Cancer." (Leisha Hailey played Alice, Dana's girlfriend.) This was the largest single donation in the Foundation's history. The donor also committed to match donations to the Foundation on a dollar for dollar basis. "I was honored to tell Dana's story," says Daniels, "and despite her sad and tragic end, she was no less inspiring. As Dana, I heard many stories we were not able to tell. I spoke with many women who fight breast cancer every day, and who survive with fierce determination, courage, hope, grace and love. These women inspire me. And for that opportunity, I am thankful!"

Dr. Susan Love, one of the eminent breast cancer researchers in the country, served as a consultant to *THE L WORD* about breast cancer and, in fact, appeared in an episode as herself. *THE L WORD* completed its sixth season in 2009.

## **ADDITIONAL ACTIVITIES & CHARITABLE CONTRIBUTIONS**

SHOWTIME is a commercial-free network, but has aired public service announcements and, on occasion, telethons. As a result of the Company's commitment to fighting HIV/AIDS, SHOWTIME has aired PSAs on this subject. Additionally, PSAs were aired in response to the devastating wildfires in California several years ago. The Company has also informed viewers through PSAs about parental control of cable channels. With regard to telethons, most recently SHOWTIME, along with CBS and many other major networks, aired the Hope For Haiti telethon after the devastating earthquake in Haiti in January 2010.

The Company makes significant contributions to a host of charitable organizations. Recently, as a result of a unique event, dubbed the Nurse Jackie RX Games, Showtime Networks contributed \$100,000 to charity. The Games were held in March 2010 in support of the second season premiere of the series. Teams of nurses, nursing school students and other medical professionals competed in a course consisting of fun "medical-themed" activities with designated amounts going to their preferred charity. Showtime Networks awarded the \$100,000 to charities that included The American Cancer Society, The Michael J. Fox Foundation for Parkinson's Research, National Childhood Cancer Foundation – CureSearch, The Leukemia and Lymphoma Society, Amber Watch Foundation, The Crohns & Colitis Foundation of America, Harlem Children's Zone, Memorial Sloan-Kettering Cancer Center, Sensational In Survival, American Red Cross, Henry Street Settlement, Partners in Health, and Dress For Success Worldwide.

In 2009 alone, Showtime Networks contributed almost \$1 million in direct and in-kind donations to more than 110 non-profit organizations.

## FOCUS The Smithsonian Institution comes to television, thanks to a unique partnership with Showtime Networks



Depression-era photograph from the Smithsonian Channel program, SOUL OF A PEOPLE, that highlights the country's conflicting historical and sociological visions.

Smithsonian Channel, a joint venture between Showtime Networks, Inc. and the Smithsonian Institution, continues to educate viewers about important times in our nation's history and showcases scientific and cultural programming based largely upon the assets of the Smithsonian Institution, the world's largest museum complex.

Smithsonian Channel features original documentaries, short-subject explorations and innovative and groundbreaking programs highlighting America's heritage. Some of the network's key programs have included:

AMERICAN WAR STORIES – a programming block which airs every Memorial Day and Veterans Day that honors America's veterans – past and present. Some of the key films and documentaries featured in this block include: ARLINGTON: CALL TO HONOR; CARRIER AT WAR: THE USS ENTERPRISE; HISTORY IN HD: SHOOTING IN IWO JIMA; REMEMBERING VIETNAM: THE WALL AT 25; UNCOMMON COURAGE: BREAKOUT AT CHOSIN; and WINGS OF HONOR.

SOUL OF A PEOPLE - Timed to the 75th anniversary of the New Deal, this special features a diverse group of leading authors, poets, historians, photographers and unemployed writers who traveled across America. Together they produced a portrait of the U.S. that highlighted the country's conflicting historical and sociological visions through footage, photographs and interviews. The program was the subject of a series of organized exhibits, lectures and panels at more than 30 libraries throughout the U.S.

ZAMBEZI – chronicles a two-month-long expedition along the length of the river with an international team that meets communities devastated by malaria and health workers struggling to cope.





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simon & schuster has used  
its position as an  
industry leader  
to give back

Simon & Schuster is a global leader in the field of general interest publishing, dedicated to providing the best in fiction and nonfiction for consumers of all ages, across all printed, electronic and audio formats. Its divisions include Simon & Schuster Adult Publishing, Simon & Schuster Children's Publishing, Simon & Schuster Audio, Simon & Schuster Digital and international companies in Australia, Canada and the United Kingdom.

**The company publishes around 1,900 titles annually and its books are available in more than 100 countries around the world. Its seven divisions are also home to some of the most distinguished imprints and recognizable brand names in the world of publishing. From Pulitzer Prizes to National Book Critics Circle Awards, Grammy Awards, and Newbery and Caldecott Medals, its titles have been recognized with the most prestigious honors in publishing.**

**Here are just a few of the ways Simon & Schuster has used its position as an industry leader to give back.**

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## COMMUNITY OUTREACH

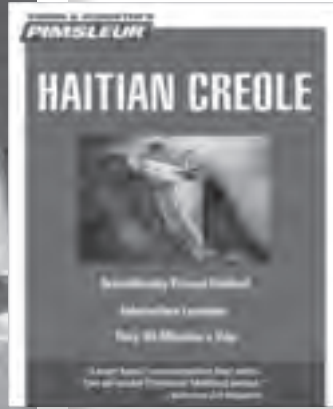
### *Simon & Schuster Adopts a High School*

Several years ago, Simon & Schuster entered into a partnership with the High School for Media and Communications, an inner-city school in New York City's Washington Heights neighborhood, as a way to bring the resources at its disposal – knowledgeable and passionate media professionals, books and, of course, authors – to connect with younger readers.

Additionally, the company saw its collaboration as a way to

educate a diverse population of students about opportunities in the book publishing industry. While the program has been a success on many levels, Simon & Schuster and the school were especially proud of the role that the program played in the academic progress of the Class of 2010, the first group of students to benefit from four full years of the partnership.

As part of the partnership Simon & Schuster implemented a variety of activities, including field trips to the publisher's New York City offices where the students got to see book publish-



As part of S&S Audio's partnership with Doctors Without Borders, Pimsleur responded to the earthquake in Haiti by offering free downloads of its Haitian Creole language program (above) to support volunteers (left) aiding the millions of people affected by the tragedy.

ing in action; and created summer reading lists for which the company donated books. But Simon & Schuster also realized that it could help with specific issues and problems faced by the school student population.

Approximately 77 percent of all incoming ninth grade students at the school enter with a Level 1 or 2 reading, writing and/or math grade level. In order to receive New York State Regents credits, students are required to move up to a Level 3 or 4. To help students advance to these levels, Simon & Schuster provided more than 400 copies of test prep books from its distribution clients, Kaplan Publishing and Peterson's, geared toward building math, reading, writing and standardized test skills. The result was higher grades and scores on standardized tests such as the PSAT, SAT and Regents.

The High School of Media and Communications has a student population that is 93 percent Hispanic, with more than 30 percent of those students requiring greater language proficiency in order to succeed academically. Simon & Schuster realized that it could help to address this issue and through its Audio division provided copies of its Pimsleur Language Programs ESL Comprehensive Programs for Spanish, Quick & Simple Programs for

Spanish and ESL Instant Conversation Programs for Spanish.

Other activities included the Book Club and author visits, providing books for the school's library and donations geared toward specific classes including Enriched Classics for the English Honors program and books related to Journalism and Creative Writing for elective classes.

With graduation looming for the class of 2010, many of the students were looking forward to furthering education but most lacked the necessary financial resources. In order to make them aware of the many possibilities, S&S partnered with the well-respected Goddard-Riverside Center's OPTIONS for Educational and Career Choices to bring a Financial Aid Workshop to the school.

Beginning in 2008, S&S has provided the school with a graduation keynote speaker who was able to speak about issues relevant to the concerns of students. Past speakers have included Simon & Schuster Children's author and Emmy Award-winning *SESAME STREET* actress Sonia Manzano; Jennifer Baszile, author of *THE BLACK GIRL NEXT DOOR*; and for 2010, Atria author and Food Network personality Daisy Martinez. At this



year's graduation, the publisher will award for the first time the newly created Simon & Schuster Book Scholarship, a \$2,000 grant to help one graduating senior subsidize the cost of their first year's book purchases at college.

### ***Doctors Without Borders***

In August 2009, Simon & Schuster Audio's Pimsleur Language Program entered into a partnership with Doctors Without Borders, the international humanitarian organization. To support the mission its global efforts, Pimsleur donated \$50,000 in products to volunteer aid workers who are from the U.S., or are working on U.S.-run projects. In addition, for every Pimsleur program purchased from Simon & Schuster, Pimsleur donated a portion of its net revenue to Doctors Without Borders.

Doctors Without Borders relies on people from various cultural and language backgrounds to conduct its programs and projects. Its volunteers include doctors, nurses, logistics experts, administrators, epidemiologists, laboratory technicians and mental health professionals, among others. Today, the organization provides aid in more than 60 countries and territories to people whose survival is threatened by violence, neglect or catastrophe, primarily due to armed conflict, epidemics, malnutrition, exclusion from health care or natural disasters.

In January 2010, Pimsleur responded to the tragedy of the earthquake in Haiti by offering free downloads of its Haitian Creole language program in an effort to support volunteers aiding the millions of people affected by the earthquake. Pimsleur authorized digital re-sellers to give away the Haitian Creole program through March 31. Participating re-sellers included Audible.com, Cateeslanguageworld.com, Pimsleuraudio.com and Pimsleurmeth.com.

In response to the earthquake, Doctors Without Borders sent approximately 70 more staff members to help with the relief efforts and had a team in Haiti overseeing its trauma and emergency obstetrics programs.

Other organizations that utilized the free downloads include: United Nations (un.gov), Peace Corps, U.S. Army, National

Disaster Medical System (NDMS), HaitianDisaster.org, International Committee of the Red Cross, UNICEF, The Salvation Army, Operation USA, Save the Children, International Medical Corp, Partners in Health, Mercy Corp, Direct Relief, Oxfam, Baptist Haiti Mission, Catholic Relief Services, CARE.org, International Rescue Committee, American Refugee Committee, MHBC (Morrison Heights Baptist Church - Christian Missionaries), DHS/ICE, Adolescent Life Coaching Center, DMAT (Disaster Medical Emergency Response Team), Holy Name of Mary Church and MedCoast.

The partnership with Pimsleur has helped Doctors Without Borders carry out its mission around the world by giving global volunteers the tools necessary to speak the local languages where they are providing services.

### ***Charitable Donations***

In 2009, Simon & Schuster made financial contributions to a variety of non-profit organizations and causes, with a particular emphasis on literacy, freedom of expression and human rights, and helping to nurture the careers of authors and publishing professionals:

- Poets & Writers
- Literacy Partners
- Columbia Publishing Course
- PEN American Center
- Mystery Writers of America
- UJA-Federation of New York
- National Multiple Sclerosis Foundation (NY Chapter)
- Juvenile Diabetes Research Foundation
- Yaddo
- American Bookseller Foundation for Free Expression
- New York Public Library
- The Frank McCourt Scholarship at Stuyvesant High School
- Goddard Riverside Community Center
- National Book Foundation
- Bookbinders' Guild of NY
- PKD Foundation
- Susan G. Komen Foundation



Starve a Vampire. Donate

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The Vampire Diaries

the cw has incorporated

**socially-responsible**

messages into its storylines  
and marketing outreach

The CW, a joint venture between CBS Corporation and Warner Bros. Entertainment, made its debut on September 20, 2006 as America's fifth broadcast network targeting young women ages 18-34, a demographic highly sought after by advertisers.

Delivering a total of 25 hours of programming a week over six days, The CW offers a five-night, 10-hour primetime lineup that runs Monday through Friday, featuring such popular series as GOSSIP GIRL, ONE TREE HILL, 90210, AMERICA'S NEXT TOP MODEL, SUPERNATURAL, SMALLVILLE and the freshman hit THE VAMPIRE DIARIES. In addition to primetime, The CW broadcasts a Monday through Friday afternoon block as well as a five-hour Saturday morning animation block.

Always on the cusp of innovation and trends, The CW has incorporated socially-responsible messages into its storylines and marketing outreach. Here are just a few examples:

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### *THE VAMPIRE DIARIES Blood Drive*

In conjunction with the launch of new series THE VAMPIRE DIARIES in fall 2009, The CW Network, Alloy Media + Marketing and the American Red Cross joined forces for blood drives at more than 230 high schools and college campuses across the nation.

The blood drive initiative ("Starve a Vampire. Donate Blood") kicked off at Georgia Tech and featured a special visit from the stars of The CW's freshman hit. Cast members Ian Somerhalder, Steven R. McQueen, Zach Roerig, Kayla Ewell and Michael Trevino were in attendance on campus to encourage students to donate blood.

With specially branded VAMPIRE DIARIES material, the blood drive initiative was promoted in high schools and on college campuses through Alloy Media + Marketing's nationwide media network, including high school display media and college newspapers. Brand ambassadors also distributed flyers and other materials encouraging students to register in advance to participate in the blood drives.

In addition, The CW and the American Red Cross produced a PSA, promoting the need for blood donations featuring the cast of THE VAMPIRE DIARIES. The PSA aired on Alloy Media + Marketing's proprietary media platforms, including the Teen.com TV ([www.teen.com](http://www.teen.com)) video network and the school-based



Ian Somerhalder, star of The CW's freshman hit *THE VAMPIRE DIARIES*, at a blood drive at high schools and colleges across the nation.

news program, Channel One News.

*THE VAMPIRE DIARIES*' blood drives were a huge success for the American Red Cross. Many of the CW affiliates promoted and participated in the blood drives in their local markets.

The Georgia Tech event featuring *THE VAMPIRE DIARIES* talent was particularly successful (the show tapes in rural Georgia). The Red Cross collected more blood during this event than any drive at Georgia Tech in the 10 years they'd kept track, even more than collected there after Hurricane Katrina.

### ***90210 Storylines***

In April, 90210 broadcast a special episode in which Silver (played by series regular Jessica Stroup) was diagnosed with bipolar disorder. The episode depicted the emotional impact it has on her, her family and friends. The episode was directed by original *BEVERLY HILLS 90210* actor Jason Priestley.

On April 14, 2009, 90210 featured several of the characters opting to spend their spring break participating with Habitat for Humanity.

### ***90210 / Ford Warriors in Pink Integration***

In the fall of 2009, The CW partnered with Ford on a comprehensive, multiplatform integration around 90210 and *Warriors in Pink* to raise awareness for breast cancer to benefit Susan G. Komen for the Cure.

Over the course of multiple episodes, the storyline of Silver (Jessica Stroup) dealt with the impact of breast cancer on her and her family. On November 17, Silver's mother succumbed to breast cancer and passed away, sparking Silver to get involved with the *Ford Warriors in Pink* program. On December 8, she wore a *Ford Warriors in Pink* T-shirt, and asked her fellow classmates at West Beverly High to sponsor her during the Race For The Cure 5K for breast cancer research, which ran in her mother's honor.

Watch & Win Sweepstakes – For four weeks (beginning November 17) and culminating with the *Ford Warriors in Pink* integration episode (December 8), The CW promoted a sweepstakes offering viewers the chance to win a Ford Fusion Hybrid.

On-air and online PSA featuring Jessica Stroup aired during the *Ford Warriors in Pink* event episode, "driving" viewers to [fordcares.com](http://fordcares.com) to find out how they can raise awareness and join in the fight against breast cancer. The PSA was also featured on [cwtv.com/warriorsinpink](http://cwtv.com/warriorsinpink).

A print ad featuring both Jessica Stroup and Jennie Garth ran in several entertainment and fashion publications leading up to the integration episode. In the ads, each wore a different piece of *Warriors in Pink* clothing promoting consumers to shop [fordcares.com](http://fordcares.com) and tune in to 90210. Publications that ran the ad included *US Weekly*, *TV Guide*, *Elle*, *InStyle*, *People* and *StyleWatch*.

## **FOCUS** In a digital age, The CW texts an important driver safety message to young viewers via star power and AT&T



Recognizing its audience is young, technologically-savvy and more likely to use cell phones and PDAs behind the wheel, The CW Network partnered with AT&T on a “Txting and Drivng... It Can Wait” campaign centered around MELROSE PLACE.

The message – that texting while driving is tremendously dangerous – was included in the March 30 episode of the series, and was followed by a PSA featuring stars Katie Cassidy and Michael Rady.

The PSA was featured online at [www.cwtv.com](http://www.cwtv.com), encourages viewers to visit [www.facebook.com/att](http://www.facebook.com/att) to learn more about the risks of texting while driving and sign an online pledge to stop the dangerous activity.

The PSA coincided with an AT&T campaign to raise awareness about the risks of texting and driving that reminded all wireless consumers, especially youth, that text messages can — and should — wait until after driving. The national campaign, which

spans print, radio, TV and online advertising, features true stories and the text message that was sent or received before someone’s life was altered, or even ended, because of texting and driving.

“AT&T has an existing relationship with The CW and MELROSE PLACE via advertising,” says Chris Schembri, vice president, AT&T Media Services. “We leveraged this relationship to reach the network’s core youth demographic.”

According to the company, 457 billion text messages crossed its network in 2009 compared to an approximate 243 billion in 2008 and 88 billion in 2007. So far, 20 states plus Washington, D.C., have laws against texting while driving. A study by the Virginia Tech Transportation Institute concluded that people who text while driving are 23 times more likely to be in a crash (or near-crash event) than nondistracted drivers.



**cbs interactive employees take a**

**proactive approach**

**to programs which**

**give back to the community**

With 200 million people visiting its properties each month, CBS Interactive is a top 10 Web property globally and a top 5 Web property in the United States in terms of unique video viewers.

**Its portfolio of leading brands include CBS.com, the #1 broadcast network site in streaming, minutes and viewers; CBSSports.com, the #1 sports site in time spent online and the leading provider of live streaming sports video on the Internet; CNET, the leading tech media Web site; GameSpot the #1 gaming/information Web site; TV.com, a leading destination for navigating, organizing and enriching the television experience; BNET, a top 10 business news site; MaxPreps.com, the online high school sports leader; Last.fm, a top music discovery and recommendation site; CBS MoneyWatch, which provides financial information to more than 1 million users each month; TheInsider.com, delivering Hollywood gossip and news; the food Web site CHOW, and the media review site Metacritic.**

In addition to their work producing online content spanning popular categories such as technology, entertainment, sports, news and business, CBS Interactive proudly participates in many different community outreach efforts across its offices in the United States and around the world.

Headquartered in San Francisco, CBS Interactive employees take a proactive approach to programs which give back to the community in a number of waysn including food drives, collecting toys for underprivileged children and helping to build houses through Habitat for Humanity.

#### **HIGHLIGHTS FROM 2009**

- On March 17, CBS Interactive welcomed 45 students from

Balboa High School's Technology Academy (Calif.) as part of a program that incorporates digital media into the public high school learning experience. This event took place in the San Francisco office and included presentations on our industry and career paths as well as a building tour.

- As part of its partnership with Habitat for Humanity, CBS Interactive employees and their families helped build houses in the Bayview area of San Francisco. The homes CBS Interactive employees helped build accommodate residents with mobility impairments and include environmentally friendly components such as solar photovoltaic roof panels.

- CBS Interactive has been working with the Horace Mann



(Left) CBS Interactive employees take a break from volunteering at a Habitat for Humanity site in San Francisco's Bayview area; (bottom) CBS Interactive employee Justin O'Kelly (center) volunteered with Rebuilding Together San Francisco to renovate a home using sustainable materials



Lunchtime Tutoring Program for several years where CBS Interactive employees work directly with Horace Mann students across a field of different areas from English to Mathematics. The program continued in 2009, working with dozens of students on their lessons, including specific tutoring to help bridge the language gap between those with limited English skills and the school-related events that they attend.

- In September 2009, CBS Interactive employees participated in the "J.P. Morgan Corporate Challenge," a 3.5-mile run/walk event in San Francisco. The race is part of the JP Morgan Corporate Challenge series (in its 33rd year), which seeks to celebrate corporate fitness and camaraderie. All proceeds went to support the YMCA of San Francisco's Kids to Camp Program.

- In late 2009, CBS Interactive's San Francisco Community Involvement Committee (SFCIC) announced their sixth annual "Season of Giving" - an annual period of fundraising and gift-giving for those in need around the holidays. They kicked off the Season of Giving in October 2009 with Oktoberfest and the Bacon Bake Off. Through those events, they raised more than \$1,600 for Habitat for Humanity.

In December 2009, SFCIC hosted their Living Giving Trees program where employees visited the live trees in the lobby, grabbed an ornament and purchased a gift (between \$5-\$10 value). The Living Giving Trees program benefitted Veteran Affairs Medical Center and George Mark House (terminally ill children).

Additionally, both the San Francisco and Florida offices of CBS Interactive participated in food drives, collecting canned goods from employees to be donated to local food banks. Through the efforts of the food drives, more than 100 pounds of food was donated to those less fortunate.







**CBS  FILMS**

**cw films is comprised of  
veteran film executives  
with long histories of  
community outreach  
and activism**

Established in 2007, CBS Films is a multifaceted film studio handling the development, financing, production and marketing of theatrical motion picture content. CBS Films currently plans to release four to six movies a year spanning all genres.

**Though young, the studio is comprised of veteran film executives with long histories of community outreach and activism within entertainment industry and their surrounding communities. Here are just a few examples of the organizations and causes its executives have supported.**

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#### **THE HOLLYWOOD REPORTER MENTORSHIP PROGRAM IN PARTNERSHIP WITH BIG BROTHERS BIG SISTERS OF GREATER LOS ANGELES**

CBS Films CEO Amy Baer serves as a mentor for this program that connects young women from the inner city with female entertainment executives. Twelve mentees ages 15 and older are selected by Big Brothers Big Sisters based on their interest in the arts and the business of entertainment. Mentees learn about the industry and realize their full potential in the workplace from mentors, who in turn have the opportunity to effect change and positively influence a young woman who has no access to this type of environment. Mentors are interviewed and screened by Big Brothers Big Sisters staff, with matches made according to interest, personality types and preferences.

#### **FRIENDS OF THE FAMILY**

CBS Films' CEO Amy Baer serves on the board of directors for Friends of the Family, a comprehensive family resource center

known for pioneering innovative, practical programs where families are recognized as central to a child's well being and are supported to build on their skills and strengths.

Founded in 1972, the organization is a safety net of support for more than 5,000 community members each year. Based in Van Nuys, Calif., Friends of the Family serves disadvantaged families who are struggling to provide care and support for their children but are challenged by poverty and low income, lack of education and employment, shifts in family structure, family or community violence, and holes in the social safety net.

It operates upon the assertion that outcomes for families cannot be separated from community conditions, since the capacity of neighborhoods to provide safe, stable, resource-filled environments is key to family success. Thus, Friends of the Family provides programs and services that strengthen and empower families while also serving as a catalyst for community orga-



(L-R) Maya Nussbaum, Executive Director of Girls Write Now; Tina Gao, Mentee; and First Lady Michelle Obama at the White House, where Nussbaum was honored with an award.

nization and enrichment, positively enhancing the capacity of residents to advocate for themselves and their children.

### **THE WILL ROGERS MOTION PICTURE PIONEERS FOUNDATION**

Steven Friedlander, Executive Vice President Distribution for CBS Films, is on the Will Rogers Motion Picture Pioneers Foundation's Board of Directors. The Foundation has traveled a rewarding path since its inception in New York in 1939 when it unofficially began as a group of industry personalities who gathered once a year to meet old friends socially. The goal of the organization is "to establish a self-perpetuating fund to assist Pioneers of the motion picture industry who find themselves in need; the assistance to consist of direct financial aid, medical care and temporary business subsistence during periods of unemployment for eligible applicants."

In 1951, the group officially took the name of the Foundation of the Motion Picture Pioneers and broadened its scope to seek out veterans of the motion picture industry who needed financial aid and assistance. Throughout the years and to this day, the Foundation has believed in keeping its generosity quiet and respecting the anonymity and dignity of those receiving assistance. In 2002, the Foundation of the Motion Picture Pioneers merged with the Will Rogers Memorial Fund to create the most meaningful charity supported by the motion picture industry.

The Foundation of the Motion Picture Pioneers changed its name to the Motion Picture Pioneers Assistance Fund and is now owned and operated by the Will Rogers Motion Picture Pioneers Foundation. The Fund is now located in Los Angeles, Calif., and is dedicated to helping motion picture industry veterans who need aid in times of emergency or distress.

### **PLURALISTIC SCHOOL #1**

Bruce Tobey, COO of CBS Films, serves on the board of directors for Pluralistic School #1, a not-for-profit independent school in Santa Monica founded on the belief that a community is enriched when individual differences are respected and welcomed. At PS#1, pluralism is a commitment to diversity and inter-connectedness in both its community and its curriculum. This inclusive approach to education empowers its students to thrive in learning and in life.

### **THE UNIVERSITY OF SOUTHERN CALIFORNIA SCHOOL OF THEATRE**

Rik Toulon, Executive Vice President and General Counsel of CBS Films, is a member of USC's School of Theater Board of Councilors. The school is ranked as one of the top theatre schools in the United States, and its board is composed of professionals, academics and community leaders who provide counsel to the dean and the faculty of the school as well as the president and provost of the university. Graduates of the school work professionally in all aspects of theatre, film and television. The school's faculty are dynamic teachers who also work regularly in the theatre and entertainment industry.

### **GIRLS WRITE NOW**

Maggie Schmidt, Senior Vice President Publicity of CBS Films, serves on the Advisory Board of Girls Write Now (GWN), a not-for-profit mentoring program in New York City that provides guidance, support and opportunities for the city's underserved or at-risk high school girls, enabling them to develop their creative, independent voices, explore careers in professional writing and learn how to make healthy choices in school, career and life.

Thirty of the winning entrees in the prestigious Scholastic Art & Writing Awards were written by this 2010's talented GWN mentees, including three National Gold Key winners. This year's awards bring the grand total of GWN mentees who have won Scholastic awards to an incredible 54; it also marks the fourth consecutive year that GWN members have been among the winning entrants. Several GWN mentees won multiple 2010 awards; they and other mentees added Scholastic keys to

previous years' wins.

As New York's first and only creative writing and mentoring program for high school girls, GWN was honored by First Lady Michelle Obama in November 2009, when the organization's executive director received the "Coming Up Taller Award" at the White House.

### **LIFEWORKS**

Derek Arteta, Vice President Legal Affairs of CBS Films, is a member of LifeWorks, an organization that offers one on one, peer and group mentoring opportunities for lesbian, gay, bisexual and transgender (LGBTQ) youth ages 12-24. Lifework's goal is to help LGBTQ youth to realize their goals and dreams with a safe space, positive and affirming role models, and workshops and activities that are fun and educational.



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