



Local Radio Responds To Global Needs

» Jay Stevens, Sr. VP Programming, Radio One

Great radio stations are those that react and actually mobilize their staff and listeners to respond to the larger events happening around us. These events can be local, national, or affecting the larger human family in foreign countries. As a company deeply rooted in the principle of advocating for communities in need, our listeners have come to expect this from us; they rely on us to be the leaders who can give direction in times of crisis.

On January 12th, 2010 the country of Haiti experienced one of the most violent & deadliest earthquakes in history. The death toll is still rising, surpassing the first accounts of 100,000 people. And as we sat in our offices and met with our staffs the question was; "What can we do to help?" Radio One stations responded immediately, within hours even, and jumped right in to do what we could to help the people of Haiti.

I commend the valiant efforts of musician and my good friend, Wyclef Jean, as he fights to save his people. An effort he's been crusading for many years even before this Earthquake. His charity, Yele Haiti, has raised more than 1 million dollars and counting.

Terri Thomas and Jeff Harrison, along with there staff in Houston (KBXX, KMJQ, and KROI) conducted a relief effort with Kroger supermarkets, filling 18 wheelers with food and water supplies that was sent to Haiti. In the words of Terri Thomas as quoted from KBXX personality Madd Hatta, "the community has stepped up and taken over."

Radio One DC properties WKYS-93.9, WMMJ 102.3, Praise 104.1; WOL, and WYCB executed "72 Hours of Giving for Haiti"...a weekend of giving promotion. During the promotion, stations collected money for the Save the Children Foundation. Donations were used to purchase food, water and much need supplies for the displaced victims.

Radio One Richmond along with the Greater Richmond Red Cross held a "Heart For Haiti" rally. They raised over \$10,000 in 10 hours in support of earthquake relief efforts.

Radio One Cleveland stations Z107.9, WZAK 93.1, NewTalk 1490, and Praise 1300 partnered with Fox 8 and a local charity, MedWish International, for the "OPERATION HAITI" medical supply donation drive. They have filled trucks with boxes of much need medical supplies such as bandages, antibiotic ointment, iodine wipes/bottles, infant formula, diapers, etc. In addition, 150 cases of water were donated directly to the station from a local Cleveland Church.

This is just a sampling of what our stations have done, and continue to do, as the outpouring of support continues. Throughout the markets, stations are continuously soliciting donations by driving listeners to either text "Yele" to Wyclef's Organization at 501501, or to text "Haiti" to the Red Cross at 90999. And our Praise formats have been airing a powerful all star tribute song from a host of Gospel artists led by Kirk Franklin, entitled "Are You Listening". As President Obama said "The losses that have been suffered in Haiti are nothing less than devastating, and responding to a disaster of this magnitude will require every element of our national capacity."

On Behalf of myself and Radio One Inc. we will continue to use the power of listener response to our radio stations to help Haiti. So Donate Or Volunteer Today!

