What is iHeart Media?

2.4MM Listeners
49 Celebrities

200,000+ Listeners

Online Targeting, #250, Emails & More

1300+ Boards

2.1MM Listeners Weekly with 87% Hispanic Reach

Connecting with the Community

**BIG HOUSEHOLDS**

- **62%** have a household size three or more

**PARENTS**

- **34%** are parents of children under 18

**MULTIPLE CHILDREN**

- **40%** have one or more children in the household

**YOUNGER CHILDREN**

- **20%** have children under 5 years of age in the home

**OLDER CHILDREN**

- **31%** have teenagers between ages 6 to 17 in the home

KOGO NEWS SPREADS AWARENESS

PLAY AUDIO WHEEL

- Endorsement by Nick Hardwick: Parenting Summit
- KOGO News Interview with Former CWS Deputy Director Roseanne Myers: Parenting Summit
- KOGO News Interview with Deputy DA Summer Stephan: CSEC Awareness
- You Tube Video by Nick Hardwick: Intergenerational Games
- Delana Bennett Hosts the CAPCC Star Awards
CELEBRITIES MAKING CONNECTIONS

OUR PERSONALITIES CREATE CONNECTIONS WITH AUDIENCES

ON-AIR, ONLINE, IN-PERSON, IN THE COMMUNITY

You can change a child’s life.

82%
Perceive a DEEP CONNECTION with a favorite radio personality

Fostering children has changed my life.
Learn how you can help.

63%
Value their OPINION and PERSPECTIVES

#250 TECHNOLOGY

#250 ALLOWS A CONSUMER TO ENGAGE IMMEDIATELY IN YOUR MESSAGING

BENEFITS:
• Send qualified consumers a custom text message
• Log into your live dashboard 24/7
• Track activity and listen to calls
• Engage with interested prospects

HOW IT WORKS:
• YOU RADIO MESSAGE RUNS, PROMOTING YOUR KEYWORD
• CONSUMER IS GREETED WITH YOUR CUSTOM MESSAGE
• CONSUMER CAN CHOOSE OPT INTO RECEIVING A TEXT MESSAGE FROM YOU
• CONSUMER CAN CONNECT TO LIVE REPRESENTATIVE:
• 24/7 DASHBOARD, WITH ACCESS TO DATE, TIME, NUMBER & AUDIO OF THE CALLER
HAS ANYONE SEEN THIS?

TAKE A BREAK, DON’T SHAKE.
PREVENT SHAKEN BABY SYNDROME

Message brought to you by: HHSA
LIVEWELLSD.ORG
CLEAR CHANNEL OUTDOOR

- CCO REACHES 99% OF SAN DIEGO DMA ADULTS 18+
- 1,300 DISPLAYS IN SAN DIEGO COUNTY

The CAPCC Campaign includes:

- Placement in the County of San Diego, giving you mass reach on Freeway Bulletins, Posters & Transit Shelters; no language barriers

- September 25, 2017 thru May 2018
  - September 25: Take a Break, Don't Shake
  - November 13: Safely Surrender
  - January 8: Human Trafficking Awareness
  - February 25: Parenting Expo
  - April 2: Pool Safety
TAKE A BREAK, DON’T SHAKE.
PREVENT SHAKEN BABY SYNDROME
CALL 800-344-6000

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LIVEWELLSD.ORG

9
UPCOMING MESSAGING

DON’T ABANDON YOUR BABY. THERE IS AN OPTION.

NO SHAME. NO BLAME. NO NAMES.

SAFELY SURRENDER YOUR NEWBORN
CALL 1(800)344-6000

Message brought to you by: HHSA | LIVEWELLSD.ORG

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iHeartMEDIA
UPCOMING MESSAGING

Human Trafficking. It’s not just global. It’s local.

888-373-7888
PARENTING EXPO 2017
FREE event April 29th
Resources for Parents
INFO: 858-384-2437 or LUVSolution.org

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FREE event April 29th
Resources for Parents
INFO: 858-384-2437 or LUVSolution.org

Message brought to you by:
LIVEWELLSD.ORG
SUMMERTIME MESSAGING

Teach Kids to Swim.
It can mean the difference between a close call and a call to 911.

PoolSafely.gov
## EXTENDED DISPLAY FROM LAST FY’

<table>
<thead>
<tr>
<th>Campaign</th>
<th>START DATE</th>
<th>END DATE</th>
<th>ACTUAL END</th>
</tr>
</thead>
<tbody>
<tr>
<td>Take a Break, Don’t Shake</td>
<td>11/9</td>
<td>12/4</td>
<td>12/13-1/25</td>
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<tr>
<td>University Ave, National City, Normal Heights, Pacific Beach &amp; Various</td>
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<tr>
<td>Safely Surrender</td>
<td>12/12</td>
<td>1/8</td>
<td>1/19</td>
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<tr>
<td>1-5, El Cajon Blvd, 70th Street, University Ave, City Heights, Normal Heights &amp; Various</td>
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<tr>
<td>Human Trafficking Prevention Awareness</td>
<td>1/23</td>
<td>2/19</td>
<td>2/24-4/14</td>
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<td>Linda Vista, Fairmount Ave, Harbor Drive, Imperial Ave, Market Street, National Ave, El Cajon Blvd, Mission Hills, College Ave, South Bay &amp; Various</td>
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<td>Parenting Expo</td>
<td>3/6</td>
<td>4/2</td>
<td>4/6-5/12</td>
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<td>Lemon Grove, Imperial Ave, Mission Valley, San Carlos, City Heights</td>
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<tr>
<td>Pool Safety</td>
<td>4/19</td>
<td>5/14</td>
<td>6/14</td>
</tr>
<tr>
<td>Winter Gardens Lakeside, Broadway Downtown, Jackson Drive San Carlos, La Jolla Village Drive UTC, Grand Ave Pacific Beach &amp; Various</td>
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QUESTIONS?

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