

Clear Channel San Antonio Localism Video Transcript

Narrator:

October 17, 1998 - a day that changed our community forever - a devastating five hundred year flood. WOAI-TV and radio took to the air providing days of coverage to protect the lives and property of tens-of- thousands of local families. As the deluge began, Channel 4 was the only television station to go on the air uninterrupted and commercial-free. The station's unprecedented continuous coverage, that was watched by a Super Bowl sized audience, was honored with the city's Corporate Citizenship Award, an honor that had not been given out for almost a decade.

Then four years later the 500-year flood happened again.

Flood Victim:

"I just pray that - please don't take our house."

Narrator:

The rain poured for five straight days. Once again WOAI radio, the designated Emergency alert station, and WOAI-TV carried hours of uninterrupted coverage. Together, the stations launched "Flood Relief for San Antonio" that raised over \$200,000 in just twelve hours to help local victims. The project received the Alamo Area Council of Governments Community Project of the Year award.

July 23, 2003.

A horrific shooting took place at a local business. Three people were murdered. And within minutes of this tragedy, WOAI radio went commercial-free and launched an all-out on-air manhunt for the gunman.

WOAI Local Talk-Show Host:

"Where are you calling from? Where are you on the highway?"

Talk-Show listener on cellular telephone:

"I am almost in Temple."

WOAI Local Talk-Show Host:

"Okay."

Talk-Show listener on cellular telephone:

"I was listening to WOAI and I heard you guys mention the license plate and the description of the vehicle, and sure enough the guy drove right by me!"

Narrator:

WOAI and Clear Channel's commitment to serving our community's needs runs deep, addressing many important issues.

Just last year, radio and TV assisted dozens of local charities with public service announcements totaling more than \$3.2 million dollars. But our public service commitment goes far beyond traditional announcements.

We've helped raise \$27 million dollars for the Children's Miracle Network, money that stays right here in our community.

Charlie Amato. National Chairman for the Children's Miracle Network:

"Without Clear Channel's commitment to Christus Santa Rosa Children's Hospital, we would not be able to fulfill the hospital's mission of providing health care to the ill and injured children of our community and South Texas."

Narrator:

With the Komen Breast Cancer Foundation, Clear Channel radio and television have helped raise over \$1.7 million dollars through the annual Race for the Cure.

Michele Brown. Co-Chair of the San Antonio Race for the Cure:

"We were really, really lucky in the fact that Clear Channel from the very get-go said this is an event that we think could just be huge for this city, it's important and we want to be involved."

"What Clear Channel is able to do for us is something that no other station can provide, and that is creating the advertising vehicles for us completely for free, getting people to the race, and not only that, giving us the editorial content in every single newscast two weeks leading up to the race. I mean, that alone just to me shows such a huge commitment and goes above and beyond what anyone else can provide for us."

Narrator:

Food for San Antonio, sponsored by Clear Channel radio and television, raised over 1 million pounds of food for our community last Thanksgiving.

Eric Cooper. Executive Director, San Antonio Food Bank:

"The Food for San Antonio promotion was the most successful food drive that we've seen at the San Antonio Food Bank. It helped feed people in our community. We really see that as a partnership that wouldn't have happened if it wasn't for Clear Channel and WOAI."

Narrator:

Channel 4 created the *Stranger Danger* program to teach children how to deal with strangers. More than 100,000 elementary school children have attended this life-saving in-school program that won an Emmy and a national Gracie award.

Gilbert De La Portilla. Crime Prevention Specialist with the San Antonio Police Department:

“We knew the Stranger Danger worked effectively. An incident that happened... a young lady was approached by an individual inside the school. She did the right thing, and alerted the authorities and the individual was caught.”

Narrator:

Protecting our children is paramount, that’s why Clear Channel San Antonio took the lead in implementing the Amber Alert program in our city.

Kay Bailey Hutchison. United States Senator (Texas):

“Particularly Clear Channel stepped up to the plate and started volunteering to broadcast information when children are abducted.”

“The idea came from the broadcasters, and they agreed to work with police departments to broadcast information when children were taken, and that has now turned into the Amber Alert legislation that I passed with Senator Dianne Feinstein. We could not have done it without the efforts of the broadcasters, in the beginning as volunteers, and now working with.”

Narrator:

And Clear Channel San Antonio and its employees, helped the Multiple Sclerosis Society take home over \$1 million dollars in just one day with the *Bike to the Beach*.

Roy Rangel. Executive Director, Lone Star Chapter of the Multiple Sclerosis Society:

“All we can say is how grateful we are to all the employees and the management at Clear Channel for emphasizing that social responsibility for integrating their business practices with our non-profit values.”

“And also just as important is to underscore the focus on personal involvement. Because as you know, that M.S. 150 had very important team, which was the Clear Channel team, and it was made up of twenty some odd riders who rode one hundred and fifty miles. And all the aches and pains they have felt pale in comparison to what a person with M.S. goes through day in and day out.”

“But there’s no way that can thank Clear Channel enough for what they do. We feel we’re part of Clear Channel’s team and Clear Channel’s family.”

Narrator:

And that family spirit extends into the local arts. San Antonio's Clear Channel radio stations have featured over seventy local and regional music acts in the past year - through airplay, live concerts, and on-air promotions. Many of these acts have landed recording deals, and have appeared live on Channel 4's local lifestyle program – *San Antonio Living*.

Jerry Fuentes. Jerry Fuentes Band:

“Letting the record get in the hands of the people at Mix 96.1, we got on the air and that just catapulted a whole new beginning which kind of jump-started everything. And so the record started doing really well and that's how I got on the Living show, and I did that twice, and that helped sales with the CD and everything.”

“Because as a local artist you know it's so hard to break that barrier, but it's not that the uh, like that's why I'm here right now because it's the people that work for Clear Channel. I mean Clear Channel is what it is, but it's the people that are employed by Clear Channel that work at Mix 96.1 that actually believed in me to begin with. So that's what made all the difference and that's why when I was asked to come down here I was just like, 'yeah, totally', because it's the people that made the difference.”

Narrator:

Clear Channel San Antonio Spirit. Through news, the arts, public affairs, and community outreach.

We are there for our community. Then. Now. Always.