The National Association of Broadcasters Leadership Foundation and the National Association of Broadcasters (NAB) welcome you to the 22nd annual Celebration of Service to America Awards.

Every day, local radio and television stations provide a critical public service by delivering essential news, weather and entertainment their communities rely on every day, as well as a lifeline during times of crisis. And, when the mics and cameras turn off, these stations continue their good work through charitable efforts and service to their communities.

This year, because of the COVID-19 pandemic, the safety of our dinner guests and awardees was top of mind. With encouragement from our board of directors, we began to transform the awards celebration into a video special. We were heartened by the overwhelming support we received from the broadcast industry. So many industry supporters stepped up to provide us with production, distribution, legal advice and even viewer measurement!

The fact that local radio and television stations stepped up and agreed to air the special—which in some instances highlights their competitors—is a true demonstration of the industry’s commitment to public service. Over 500 television and radio stations across the country will broadcast the special, hosted by fellow broadcaster and Daytime Emmy Award winner Tamron Hall. Special guests include Glenn Close, Sterling K. Brown, Sharon Stone, Mario Lopez, Sara Evans and Tony Gonzalez.

The annual Corporate Leadership Award will be presented to SC Johnson this year for their outstanding philanthropic work across the globe. Most recently, to help address the challenging times created by the COVID-19 pandemic SC Johnson committed $15 million to assist families and communities around the world.

For the next month, we will honor our nation’s free, local radio and television broadcasters and their community partners. These broadcasters represent the best of the public service efforts that took place in every town across America in 2019.

Thank you for watching as we show our appreciation for these outstanding stations.
Local broadcasters are committed to serving their communities. From reporting breaking news to raising awareness about important issues and charities that help neighbors in need, broadcasters across the country strive to keep our communities safe, informed and heard.

The 2020 Celebration of Service to America Awards is a televised and digital program honoring the dedication and community service that makes local broadcasting essential to our communities. This program honors local broadcasters for their steadfast commitment to ensuring communities continue to be seen and heard while staying informed on the wide variety of issues facing our country.

Tamron Hall and some of the biggest names in entertainment, as well as members of Congress, celebrate the unwavering service local radio and television stations provide not only during a time of need, but every day.

**EVENT HIGHLIGHT**

**EMCEE**

**TAMRON HALL**
Daytime Emmy® Award Winner
Outstanding Informative Talk Show Host

**FEATURED GUESTS INCLUDE**

**STERLING K. BROWN**
Emmy® and Golden Globe Award-Winning Actor and Recipient of the NAB Television Chairman’s Award

**GLENN CLOSE**
Tony, Emmy® and Golden Globe Award-Winning Actress and Recipient of the 2012 Service to America Leadership Award

**SARA EVANS**
Multi-platinum Country Music Star and Recipient of the 2018 Service to America Leadership Award

**TONY GONZALEZ**
Football Analyst, FOX Sports

**MARIO LOPEZ**
Host of Premiere Radio’s “On with Mario Lopez” and Co-anchor of “Access Hollywood”

**SHARON STONE**
Golden Globe Award-Winning Actress and Recipient of the 2016 Service to America Leadership Award

We salute our stations and their peers across the country for their ongoing commitment to Inform, to Aid and to Bridge Divides.
Corporate Leadership

Service to Community for Small Market Television

Service to Community for Small Market Radio

Service to Community for Medium Market Television

Service to Community for Medium Market Radio

Service to Community for Large Market Television

Service to Community for Major Market Radio

Service to Community for Ownership Group Television

Service to Community for Ownership Group Radio

The NAB Leadership Foundation and its partners are committed to building a bright future for the broadcast industry. We are honored and excited to showcase the importance of this vibrant industry for you!

Giving back is at the core of what makes SC Johnson a Family Company. Our purpose is to make every community in which we operate a better place. Whether it’s working with global organizations to reduce plastic waste and pollution or with organizations like NABLF to promote the importance of community service, we’re looking to the future and committed to working for a better world.
SC Johnson Accepts 2020 Corporate Leadership Award

The Corporate Leadership Award honors a non-broadcast business for its extraordinary focus on community service and corporate social responsibility.

The 2020 Corporate Leadership Award goes to a family company dedicated to innovative, high-quality products, excellence in the workplace and a long-term commitment to the environment and the communities in which it operates – SC Johnson.

At SC Johnson, philanthropy and community support are commitments that go back to the beginning of this company’s 134-year history. In 1937, the commitment was formalized to give 5 percent of all pretax profits to charities each year, and the company hasn’t stopped since. The primary giving focus is on partner and support organizations that serve or directly affect communities where SC Johnson has operations, focusing on social, education, environmental and sustainability and product donation initiatives.

In 2018, SC Johnson partnered with Plastic Bank to open nine recycling centers in Indonesia, each able to collect about 100 metric tons of plastic a year and provide opportunities for hundreds of local waste collectors. In October 2019, the partnership expanded, scaling up this model across five countries with a total of 509 plastic collection points. It is estimated this initiative will collect 30,000 metric tons of plastic waste over three years. SC Johnson has started incorporating the Social Plastic® collected by Plastic Bank into its products.

More recently, SC Johnson stepped up to help during the COVID-19 pandemic. This initiative includes a wide variety of directed relief efforts to the front lines of the crisis and those most vulnerable.

- $15 million commitment to donate products and cash
- $1 million to the CDC Foundation’s Emergency Response Fund
- An initial donation of $200,000 to the Racine, Wis. community
- 80,000 care packages of SC Johnson products sent to first responders in the U.S.
- $1 million donation to Save the Children programs in the U.S., U.K., Spain, China, India and Mexico
- Support of minority-owned, small businesses in Chicago
BOARD OF DIRECTORS

The NAB Leadership Foundation is grateful to its Board of Directors for their continued support.

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President
Bonneville International Corporation

PRESIDENT
Michelle Duke
President
National Association of Broadcasters
Leadership Foundation

DIRECTORS
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Emily Barr
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Graham Media Group

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OFFICER
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Chief Operating Officer
National Association of Broadcasters

Counsel
National Association of Broadcasters
Leadership Foundation

CONGRATULATIONS
TO ALL OF THE SERVICE TO AMERICA AWARD WINNERS

LOCAL RADIO & TELEVISION BROADCASTERS

For their excellence and commitment to the community.

IHEARTMEDIA IS PROUD TO SUPPORT THE LEADERSHIP OF THE NABLF

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THANK YOU 2020 SPONSORS

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<th>NBCUniversal</th>
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<tbody>
<tr>
<td>Brooks Pierce</td>
<td>CBRE</td>
<td>Sinclair Broadcast Group</td>
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<td>FOX Corporation</td>
<td>ViacomCBS</td>
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<td>Miller &amp; Chevalier</td>
<td>Radio Ink</td>
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<td>Beasley Media Group</td>
<td>The O Team</td>
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<td>Peck Madigan Jones</td>
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<tr>
<td>Hubbard Broadcasting, Inc.</td>
<td>Wilkinson Barker Knauer LLP</td>
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List current as of August 2020
EXCEPTIONAL DEDICATION TO COMMUNITY SERVICE

CBRE congratulates the recipients of this year’s NABF Celebration of Service to America Awards. We are proud to support the outstanding public service commitment of local television and radio broadcasters.

MANNY FITZGERALD
Executive Vice President
manny.fitzgerald@cbre.com

ANDREW FELBER
Senior Vice President
andrew.felber@cbre.com

www.cbre.us/npg

Latham & Watkins proudly supports the NAB Leadership Foundation

Latham congratulates the honorees of the 2020 Celebration of Service to America Awards

LW.com
Last year, the NAB Leadership Foundation established the John D. Dingell Jr. Award for Excellence to pay tribute to the late Congressman John Dingell’s dedication to public service and his impact on the broadcasting industry. During his 59-year career in the U.S. House of Representatives, Dingell was considered an ally to the broadcasting industry and a proven example of what it means to be a public servant.

Succeeded in his congressional seat by his wife, Rep. Debbie Dingell (MI-12), Congressman John Dingell’s legacy lives on. During our program, Rep. Dingell provides the broadcasting industry a message of gratitude and a reminder of the tremendous service broadcasters provide, especially during a critical time of need.

“CONGRATULATIONS TO THIS YEAR’S SERVICE TO AMERICA FINALISTS AND WINNERS. YOU ARE A SHINING EXAMPLE OF THE TRUE MEANING OF PUBLIC SERVICE.”

MEMBER OF UNITED STATES HOUSE OF REPRESENTATIVES
DEBBIE DINGELL
(MI-12)
The NAB Leadership Foundation is excited and honored to announce the 2020 Celebration of Service to America Awards finalists. These local radio and television stations have proven their excellence and commitment to community service through the initiatives they put forth in 2019. From holding fundraisers and food drives to help those in need, conducting investigative reports that protect businesses and consumers to providing the most trusted news to keep audiences safe and informed, broadcasters play an integral part in local communities each and every day.

For more information on the campaigns provided by each local station, please visit our 2020 Finalist Showcase.

RADIO SMALL MARKET

KNDE-FM COLLEGE STATION, TEXAS – 103 Charities. $389,000. 1 Day. 1 Station.
WKW-FM TRENTON, N.J. – New Jersey Judges
WKW-FM TRENTON, N.J. – 101.5 Feel Better Bears
WWUR-FM, WVLL-FM, WNR-FM, WFAV-FM BOURBONNAIS, ILL. – Serving the Kankakee River Valley

TELEVISION SMALL MARKET

KVLY-TV FARGO, N.D. – Homeless Kids Need Help
KWQC-TV DAVENPORT, IOWA – 2019 Flood Relief
WJHG-TV PANAMA CITY, FLA. – Remembering the Forgotten
The Reality of Suicide

TEGNA honors WBIR’s The Reality of Suicide on being named a finalist for NABLF’s Service to Community Award for Television – Medium Market.

We proudly support the NAB Leadership Foundation for their efforts to recognize and honor the importance of community service in the media industry.

COMMUNITY

It’s about more than news and entertainment. ViacomCBS joins the NAB Leadership Foundation in celebrating broadcasters who go above and beyond for the people they serve.
is a proud supporter of the NAB Leadership Foundation’s Celebration of Service to America Awards

ION salutes this year’s distinguished class of finalists for their ongoing commitment to community service!

### Finalist Showcase Continued

#### Television Large Market
- KABB-TV/WOAI-TV, SAN ANTONIO, TEXAS – Show Me Your Bill
- KOB-TV, ALBUQUERQUE, N.M. – Protecting Our Enchanting Environment
- KXAN-TV, AUSTIN, TEXAS – Save Our Students: Solutions For Wellness And Safety
- WDAF-TV, KANSAS CITY, MO. – Fox4 Band Of Angels
- WKMG-TV, ORLANDO, FLA. – Driving Change: Florida’s Texting And Driving Law

#### Radio Ownership Group
- MOMENTUM BROADCASTING COMPANY – Porterville Firefighter Fundraiser
- OHANA MEDIA GROUP – OMG Service To Alaska
- ZIMMER RADIO AND MARKETING GROUP – Miracles For Kids Radiothon

#### Television Ownership Group
- GRAY TELEVISION – Measure of Hate
- HEARST TELEVISION – Project Community
- NBCUniversal-Owned Television Stations – Project Innovation
- SINCLAIR BROADCAST GROUP – Opioids – A National Crisis

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The Walt Disney Company

Would like to Congratulate this Year’s 2020 Service to America Honorees
## Pay It Forward Campaign

The Broadcast Leadership Training program was built by broadcasters, for broadcasters, with support from broadcasters. These individuals have made the commitment and investment to the future of broadcasting by signing a five-year pledge to pay it forward. The NAB Leadership Foundation thanks these individuals for their dedication and investment to build a more bright, diverse and innovative future.

### Alumni Champion

<table>
<thead>
<tr>
<th>Name</th>
<th>Class Year</th>
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<tbody>
<tr>
<td>Julie Brinks</td>
<td>Class of 2003</td>
</tr>
<tr>
<td>Matthew Donegan</td>
<td>Class of 2008</td>
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<tr>
<td>Sheila Eldridge</td>
<td>Class of 2006</td>
</tr>
<tr>
<td>Marc Jaromin</td>
<td>Class of 2007</td>
</tr>
<tr>
<td>Ravi Kapur</td>
<td>Class of 2013</td>
</tr>
<tr>
<td>Tanya Ingsad Knudson</td>
<td>Class of 2019</td>
</tr>
<tr>
<td>Jinny Laderer</td>
<td>Class of 2020</td>
</tr>
<tr>
<td>Francisco Luciano</td>
<td>Class of 2019</td>
</tr>
<tr>
<td>Derrick A. Martin</td>
<td>Class of 2011</td>
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<tr>
<td>DuiJuan McCoy</td>
<td>Class of 2008</td>
</tr>
<tr>
<td>Ty Shea</td>
<td>Class of 2014</td>
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<tr>
<td>Jordan Wertlieb</td>
<td>Class of 2003</td>
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### Alumni Leader

<table>
<thead>
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<tr>
<td>Pat Bryson</td>
<td>Class of 2005</td>
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<tr>
<td>Cindi Dove</td>
<td>Class of 2017</td>
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<tr>
<td>Lino Garcia</td>
<td>Class of 2019</td>
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<tr>
<td>Jason Hagiwara</td>
<td>Class of 2012</td>
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<tr>
<td>Kathi Kolar</td>
<td>Class of 2020</td>
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<tr>
<td>Sherry Nelson McQueen</td>
<td>Class of 2012</td>
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<tr>
<td>Veronica Mroian</td>
<td>Class of 2014</td>
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<tr>
<td>Lyn Plantinga</td>
<td>Class of 2018</td>
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<td>John Spencer</td>
<td>Class of 2008</td>
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<td>Christopher Squire</td>
<td>Class of 2020</td>
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<td>S. Jenell Trigg</td>
<td>Class of 2005</td>
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<td>Melanie Webb</td>
<td>Class of 2005</td>
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<tr>
<td>Steve Zafiropulos</td>
<td>Class of 2016</td>
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### Alumni Advocate

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<tr>
<td>RaMona Alexander</td>
<td>Class of 2003</td>
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<tr>
<td>Teri Arvesu</td>
<td>Class of 2018</td>
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<tr>
<td>Matt Brown</td>
<td>Class of 2019</td>
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<tr>
<td>Trila Bumstead</td>
<td>Class of 2003-04</td>
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<td>Maggie Davis</td>
<td>Class of 2018</td>
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<tr>
<td>Lori Waldon DeAdwyler</td>
<td>Class of 2016</td>
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<tr>
<td>Estevan Gonzales</td>
<td>Class of 2020</td>
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<tr>
<td>Erin Callaghan Gubbles</td>
<td>Class of 2017</td>
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<tr>
<td>Jason Hunter</td>
<td>Class of 2018</td>
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<tr>
<td>Hugues Jean</td>
<td>Class of 2007</td>
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<tr>
<td>Phyllis Khara</td>
<td>Class of 2011</td>
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<tr>
<td>Jaleigh Long</td>
<td>Class of 2020</td>
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<td>Rita Marocci</td>
<td>Class of 2016</td>
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<td>Josh Morgan</td>
<td>Class of 2016</td>
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<tr>
<td>Angeenette Natzkowski</td>
<td>Class of 2019</td>
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<tr>
<td>Jane Davis Pigg</td>
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<td>Kristy Santiago</td>
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<td>Andrea Stahlman</td>
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<tr>
<td>Diane Sutter</td>
<td>Dean</td>
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<tr>
<td>Shawneen Thompson</td>
<td>Class of 2011</td>
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</table>
The NAB Leadership Foundation works with current and aspiring leaders in broadcasting to build a more diverse, innovative and vibrant future for the industry by investing in our greatest resource: our people.

We seek and depend on support from broadcasters, corporations, foundations and individuals for the development and presentation of our programs, events and initiatives. Our industry’s future depends on great people, and the NAB Leadership Foundation is where the future gets started.

Michelle Duke – President
Tim Dotson – Director of Development
Jessica Stevens – Senior Marketing and Events Manager
Paloma Johnson-Walker – Education Program Coordinator
Madeleine Engler – Foundation Coordinator

For additional information, please call (202) 429-3191 email nablf@nab.org or visit nabfoundation.org.

BUILDING A BRIGHT, DIVERSE AND INNOVATIVE FUTURE FOR BROADCASTING.

The NAB Leadership Foundation is building a more diverse, innovative and vibrant future for the broadcast industry by investing in our greatest resource: our people. From state-of-the-art training programs, career development resources and awards that celebrate the broadcast industry and the diverse communities they serve, we are working to attract, train and develop the next generation of broadcast leaders.

Learn more nabfoundation.org.
RADIO INK and RADIO+TELEVISION BUSINESS REPORT
are pleased to join in celebrating this year’s “Service to America” award finalists and winners.

Radio Ink and RBR+TVBR
Proudly providing service to the broadcast industry with news, information, and action-inspiring content for over 35 years.

Sign up to start your day with Radio Ink headlines at radioink.com.
And get the afternoon recap with the RBR+TVBR daily newsletter. Sign up at rbr.com.

Becoming an NAB member means having an abundance of exceptional resources at your fingertips. From advocacy tools to educational offerings to operational resources, NAB is providing members with MORE valuable benefits.
Experience MORE with an NAB membership! Visit nab.org/More

Brooks Pierce congratulates all nominees and winners of the NAB Leadership Foundation 2020 Service to America Awards.
CONGRATULATIONS!

Nielsen is proud to sponsor the NAB Leadership Foundation Service to America Awards broadcast. Congratulations to all of the honorees and recipients.