

JUNE 4, 2024 I WASHINGTON, D.C.

SERVICE TO AMERICA AWARD

Celebrating Hard Work and Commitment to Our Communities

CONGRATULATIONS



Service to Community Award for Television Medium Market

Proud sponsor of the NAB Leadership Foundation's Celebration of Service to America Awards



WELCOME

Good evening, and welcome to the 26th annual Celebration of Service to America Awards. Thank you for joining us to help celebrate the work of local television and radio stations across the country. It is an honor to recognize this year's group of awardees, not only for their positive deeds, but for their stewardship and devotion to their communities.

Whether it's uniting citizens after a deadly shooting, investigating acts of social injustice by government agents, inspiring dialogue between generations or delivering emergency supplies, broadcasters amaze us with their incredible public service campaigns. Their efforts demonstrate a sense of connection, urgency and action that prove why broadcasters are so essential in their communities. We hope you enjoy learning about their stories and that they inspire you to make a difference in your own neighborhoods and cities.

We also have the privilege of honoring Mutual of Omaha with our Corporate Leadership Award. For the past 115 years, Mutual of Omaha has embodied a philosophy centered around helping people in their time of need. Beyond their core business of providing financial services, they are extensively involved in charitable giving and have a deep commitment to environmental conservation. Some 60 years after the show's original premiere, Mutual of Omaha's "Wild Kingdom Protecting the Wild" currently boasts more than 1 million viewers each week.

Every day, thousands of broadcasters are seen in front of the cameras and heard over the airwaves, but some of their most important work happens outside the studio. Thank you for joining us as we applaud these local television and radio teams for their commitment to public service. We also extend our deep gratitude to our guests and sponsors.

To this year's winners, we salute you!



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Chair National Association of Broadcasters Board of Directors



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MICHELLE DUKE

President National Association of Broadcasters Leadership Foundation

Chief Diversity Officer National Association of Broadcasters

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AWARDS WILL BE PRESENTED IN THE FOLLOWING CATEGORIES

Service to Community for Small Market Radio Award

Service to Community for Small Market Television Award

Service to Community for Medium Market Radio Award

Service to Community for Medium Market Television Award

Service to Community for Large Market Radio Award

Service to Community for Large Market Television Award

Service to Community for Ownership Group Radio Award

Service to Community for Ownership Group Television Award

Corporate Leadership Award



BONNEVILLE INTERNATIONAL TRUSTED VOICES

CONGRATULATES THE 2024 Service to America Award Recipients. Your example and selfless service inspires us all. We are honored to be among you.



SALT LAKE CITY

KSL NEWSRADIO FM100.3 ARROW 103.5 KSL SPORTS ZONE



DENVER DENVER SPORTS KOSI

KYGO ESPN DENVER



SAN FRANCISCO 96.5 KOIT 98.5 KFOX 99.7 NOW

99.7 NOW 102.9 KBLX



SEATTLE KIRO NEWSRADIO SEATTLE SPORTS 770 KTTH MY NORTHWEST



SACRAMENTO SACTOWN SPORTS KNCI 1051 MIX 96 NOW 100.5







She is most often recognized for her 10 years as an Atlanta-based anchor for CNN and CNN International, anchoring prime-time newscasts, talk shows and daily town hall format programs. She also created CNN NewsSite, the network's first attempt to fully integrate its online and cable audiences. She won her first national Emmy as the lead correspondent covering the 1996 Olympic Park bombing.



JOIE CHEN Broadcast Journalist

In the early 2000s, she moved to Washington, D.C., as a CBS News

correspondent covering the White House, Capitol Hill and reporting for all the network's platforms and shows, including "CBS Evening News" and "CBS Sunday Morning." Always interested in innovative formats, Chen left network news for a role as the lead executive of a startup that developed content platforms and newsrooms for nonprofit organizations, government agencies and corporate clients.

HOST

Chen returned to the newsroom in 2013 as anchor of Al Jazeera America's flagship evening program, "America Tonight." She anchored six nights a week from the studio at the Newseum and reported from three dozen states.

Today, Chen is a special contributor to "Matter of Fact with Soledad O'Brien," a weekly magazine program by Hearst Television. Her recent work includes an extended interview with former U.S. Supreme Court Justice Stephen Breyer and reporting on underrepresented communities across the country.

Throughout her career, Chen has been active in journalism education and advancing the careers of young, multicultural journalists. She was an administrative leader for her alma mater, Northwestern University's Medill School of Journalism, and the Poynter Institute for Media Studies. She has served on boards at Northwestern University, Elon University and the Accrediting Council in Education for Journalism and Media Communications. She is most proud of her 20+ years participating in JCamp, a program for multicultural high school journalists sponsored by the Asian American Journalists Association. She is a Chicago native and lives in Washington, D.C.

TEGNA celebrates local broadcasters for their dedication and unwavering commitment to the communities they serve.

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

CO



MUSICAL GUEST

Coretta King's voice speaks to your soul. Growing up in Memphis' vibrant music community, she honed her passion for singing-songwriting with The Consortium Memphis Music Town, an organization founded and mentored by renowned Songwriter Hall of Fame inductee David Porter. King's raw hooks have allured listeners to radio programming for the "Earle Augustus Show" (Soul Classics 103.5FM, iHeart V101.1FM), and she has opened for '90s R&B heavy hitter singer Michel'le. Since moving to Nashville, she has been featured at songwriting shows for The Bluebird Cafe, "Top Writer Series" and "Backstage Nashville" and has performed her music to support grassroots organization events focused on voting rights initiatives.



CORETTA KING

In 2020, King was a featured performer for BMI and Nexstar Media Group's broadcast of the National Anthem, garnering nationwide attention for her chilling rendition. Last fall, she stirred audiences with her stories and songs

at the 2023 Island Hopper Songwriter Festival in Captiva Island, Fl. King strives for her music not to solely "reflect the times," as Nina Simone once said, but to transcend it. Currently she is working on new music and will release her single, "Essence of It All," in early summer 2024. You can listen to her previous projects at corettakingmusic.com.



BROOKS PIERCE

We congratulate this year's winners and finalists—and express our gratitude to all local broadcasters who put their talent to work in support of their communities.

> Brooks Pierce has served as attorneys and counselors for clients in the broadcasting industry for more than 50 years.

> > **BROOKSPIERCE.COM**

CORPORATE LEADERSHIP AWARD

About Mutual of Omaha

Mutual of Omaha's philosophy for ensuring business success is powered by a single tenet: We exist for our customers. Our mutuality is not just in our name; it shows up in everything we do. It is our purpose, our center of gravity, our wellspring, and it has enabled us to become a Fortune 300 company and thrive for 115 years.

Our company was founded on a simple principle: help people in their time of need. We put that principle into action not only through our products and services, but also through our charitable giving and involvement in the community.



MUTUAL OF OMAHA

Our corporate giving includes sponsorships of more than 70 nonprofit fundraising events, corporate grants in the local arts

community, a robust employee volunteer program and representation by employees on local nonprofit boards. Since 2022, Mutual of Omaha has provided more than \$22 million in support from the corporation and foundation to nonprofits. In 2023, employees from 36 states provided 12,000 volunteer hours to 289 nonprofit organizations.

About Mutual of Omaha's "Wild Kingdom"

Since first airing in 1963, Mutual of Omaha's "Wild Kingdom" has captivated audiences of all ages and marked the beginning of environmentalism in the United States. The beloved television series pioneered the nature adventure genre and took viewers to the far corners of the world to view wild animals in their natural habitats.

Hosts Marlin Perkins and Jim Fowler wrestled anacondas, swam with sharks and were chased by a herd of elephants — all while motivating a generation of Americans to participate in and pursue careers in wildlife conservation. Perkins participated in the creation of legislation to protect endangered species, resulting in the formation of the Endangered Species Act in 1973.

Today, Peter Gros and Dr. Rae Wynn-Grant follow in the footsteps of Marlin and Jim by hosting a new series, Mutual of Omaha's "Wild Kingdom Protecting the Wild," airing on NBC with more than 1 million viewers each week. "Protecting the Wild" was recently nominated for four Daytime Emmy Awards.

Some 60 years after the show's original premiere, the core mission remains: to inspire a new generation to preserve species under threat of extinction in our modern world. Featuring the work of a new wave of conservationists — whether they're scientists, wildlife experts or even members of the public — the show's message is not one of despair, but hope.

Since the launch of the new series, "Wild Kingdom" has contributed more than \$1 million to support wildlife conservation through partners such as Arbor Day Foundation, Association of Zoos and Aquariums' Saving Animals From Extinction (SAFE) program and the National Wildlife Federation.

PROTECTING KINGDOMS FOR 115 YEARS



Mutual & Omaha's WILD KINGDOM





Mutual of Omaha was founded on a simple principle:

help people in their time of need. We put that principle into action not only through our products and services, but also through our charitable giving, community involvement and wildlife protection.

EMPOWERING STORIES EVERYWHERE



Elevate your show experience. Join today to stay connected with the industry.







October 9–10, 2024





MULTICULTURAL MEDIA PRODUCING PROGRAM

- MISSION TO INCREASE DIVERSITY IN AMERICA'S NEWSROOMS
- PRACTICAL TRAINING AT WISH-TV IN INDIANAPOLIS
- WRITING AND PRODUCING FOR NEWSCASTS AND PROGRAMMING
- FALL COHORT STARTS AUGUST 20, 2024
- SPRING COHORT STARTS JANUARY 14, 2025



SCHOLARSHIPS AVAILABLE

- DUJUAN AND TINA MCCOY FOUNDATION ACADEMIC SCHOLARSHIPS.
- THE NATIONAL ASSOCIATION OF BROADCASTERS AND CBS NEWS AND STATIONS LEADERSHIP PROGRAM SCHOLARSHIPS.

DUJUAN & TINA MCCOY



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SAVE THE DATE

THE FUTURE OF TELEVISION

September 9-12, 2024 | etc.venues 360 Madison Av.

NYC TV Week provides a hub on the cutting edge of the business of television, delivering the latest news and trends as well as looking forward to what's on the horizon. Join us for this leading series of events that will connect you with the innovators, thought leaders, and experts in our industry.

Plus, we'll be celebrating some unique individuals who are making a huge impact in Media and Entertainment.



September 9

SUMMIT September 10

NEX





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Mutual & Omaha's WILD KINGDOM PROTECTING THE WILD





HEARST television

AWARDS SHOWCASE



RADIO SMALL MARKET WINNER

WLBC-FM Muncie, Indiana "Muncie You-Nite: Concert For the Community After A Deadly Shooting"



TELEVISION SMALL MARKET WINNER

WJHG Panama City, Florida "Chapter Chat Program to Close The Reading Gap"

AWARD FINALISTS

TELEVISION SMALL MARKET

WIBW-TV Topeka, Kansas – "Fiesta Topeka"



KWQC-TV Davenport, Iowa – "Real Conversations In the QC"





We're proud to sponsor the Celebration of Service to America Awards, and we congratulate the 2024 honorees.

Cooley

Lisa Sutherland Congratulates

All the 2024 Celebration of Service to America Award Recipients



CREATIVE GOVERNMENT SOLUTIONS 202 213 4949 Lisa.Sutherland@creativegovernment.com AWARDS SHOWCASE



RADIO MEDIUM MARKET WINNER

KTXY-FM Columbia, Missouri "Children's Miracle Network Radiothon"



TELEVISION MEDIUM MARKET WINNER

KETV Omaha, Nebraska

"Voices of Gen Z: Teen Summit That Gave Voice to Several Issues Faced by Teens"

AWARD FINALISTS

RADIO MEDIUM MARKET

WIKY-FM Evansville, Indiana – "Veterans Day Breakfast"

KCLR-FM Boonville, Missouri – "Honor Flight"

TELEVISION MEDIUM MARKET

KTAL-TV Shreveport, Louisiana – "Beyond the Headlines"

KATV-TV Little Rock, Arkansas – "Spirit of Arkansas Disaster Drive"





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Techny's Rest County



Congratulations to all the Service to America nominees and award winners.

K-LOVE is proud to support the NAB Leadership Foundation.

K-FOAE

K-LOVE Morning Show Carlos & Amy

GROUP Congratulates the 2024 NABLF Service to America Awardees

AWARDS SHOWCASE



RADIO LARGE MARKET WINNER

WFSH-FM Atlanta, Georgia

"Acts of Love"



TELEVISION LARGE MARKET WINNER

WANF Atlanta, Georgia "In Plane Sight: Racial Profiling at the Gate"

AWARD FINALISTS

RADIO LARGE MARKET

KTMY-FM Coon Rapids, Minnesota – "Pickleball Down and Dirty"

@Talk^{107.1}

WBAL-AM Baltimore, Maryland – "NewsRadio Kids"

TELEVISION LARGE MARKET

WKMG-TV Orlando, Florida – "Schemes and Rip-Offs"

WAVY-TV Norfolk, Virginia – "More Than a Purple Ribbon"





GRAY TELEVISION SALUTES



Thank you for your commitment to improving the communities you serve with quality journalism and real results

Congratulations on receiving this year's Service to America Awards

AWARDS SHOWCASE



RADIO BROADCAST OWNERSHIP GROUP WINNER

Bonneville International "Maui Strong"



TELEVISION BROADCAST OWNERSHIP GROUP WINNER

Cox Media Group "Real Estate Racket"

AWARD FINALISTS

TELEVISION OWNERSHIP GROUP

Sinclair Broadcast Group – "Sinclair Cares: Mental Health Support + Hope" SINCLAIR

The E.W. Scripps Company – "If You Give a Child a Book"

SCRIPPS



FOX IS PROUD TO SUPPORT THE NAB LEADERSHIP FOUNDATION

Congratulations to the

2024 Celebration of Service to America Award Winners



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BROADCAST LEADERSHIP TRAINING 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 CHAMPIO	These individuals pledged \$1,000	per year for five years.
Julie Brinks	Ravi Kapur	DuJuan McCoy
Class of 2003	Class of 2013	Class of 2008
Matthew Donegan	Tanya Ingstad Knudson	Chris Ornelas
Class of 2008	Class of 2019	Class of 2018
Sheila Eldridge	Jinny Laderer	Ty Shea
Class of 2006	Class of 2020	Class of 2014
Estevan Gonzales	Francisco Luciano	Jordan Wertlieb
Class of 2020	Class of 2019	Class of 2003
Marc Jaromin Class of 2007	Derrick A. Martin Class of 2011	
ALUMNI LEADER	These individuals pledged \$500 per y	year for five years.
ALUMNI LEADER	These individuals pledged \$500 per y	year for five years.
Pat Bryson	Sherry Nelson McQueen	Diane Sutter
Class of 2005	Class of 2012	Founder
Pat Bryson	Sherry Nelson McQueen	Diane Sutter
Pat Bryson	Sherry Nelson McQueen	Diane Sutter
Class of 2005	Class of 2012	Founder
Cindi Dove	Veronika Moroian	S. Jenell Trigg
Pat Bryson	Sherry Nelson McQueen	Diane Sutter
Class of 2005	Class of 2012	Founder
Cindi Dove	Veronika Moroian	S. Jenell Trigg
Class of 2017	Class of 2014	Class of 2003
Lino Garcia	Lyn Plantinga	Melanie Webb

ALUMNI ADVOCATE

RaMona Alexander Class of 2003

> Teri Arvesu Class of 2003

Matt Brown Class of 2003

Trila Bumstead Class of 2003-04

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Erin Callaghan Gubbles Class of 2017

of 2018

Jason Hunter Class of 2018

Hugues Jean

Class of 2007

Phyllis Kihara

Class of 2011

Jaleigh Long

Class of 2020

AJ Lurie Class of 2018

These individuals pledged \$250 per year for five years.

Rita Marcocci Class of 2016

Josh Morgan Class of 2020

Angenette Natkowski Class of 2019 Jane Davis Pigg Class of 2005

Kristy Santiago Class of 2011

Andrea Stahlman Class of 2020

Shawneen Thompson Class of 2011

Maggie Davis Class of 2018

Lori Waldon DeAdwyler

Class of 2016

Geniece Granville

Class of 2019

Latham & Watkins proudly supports the

NAB Leadership Foundation

Latham congratulates the honorees of the 2024 Celebration of Service to America Awards

LW.com

Crowell

We are pleased to support the National Association of Broadcasters Leadership Foundation and its 26th Annual Celebration of Service to America Awards.

crowell.com

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The NAB Crystal Radio Awards recognize member stations for their year-round commitment to community service. NAB proudly salutes all local radio stations dedicated to community service and the 2024 award recipients and their representatives shown here.



From left to right: April Carty-Sipp, executive vice president, Industry Affairs, NAB; Michelle Kube, executive producer, KFI-AM; Jacob Gonzalez, producer and engineer, KFI-AM; Robin Bertolucci, program director, KFI-AM; Steve Gregory, reporter and host, KFI-AM; Pam McKay, vice president and market manager, Radio One Houston, KKBQ-FM; Colby Tyner, senior vice president, Programming, Urban One's Radio One and Reach Media, KKBQ-FM; Ryan Hatch, senior vice president and market manager, Arizona Sports, KMVP-FM; Rob Mack, operations manager and program director, Bryan Broadcasting, KNDE-FM; Scott Sutherland, executive vice president, Regional Media Operations, KSL FM; Kristina "Luca" Koppeser, brand manager and director of Digital, KYW; Newsradio; Rob Babin, executive vice president and head of Radio, Cox Media Group, WHPT-FM; Chris Eagan, senior vice president, Audience and Programming, WHPT-FM; Jeff Hilborn, market manager, Hubbard Radio, Brainerd, Minn., WJJY-FM; Lindsay Stafford, general sales manager, WLBC-FM; J. Chapman, president, Woof Boom Radio, WLBC-FM; Mary Hoxeng, owner and general manager, ADX Communications, WNRP-AM; Curtis LeGeyt, president and CEO, NAB; Collin Jones, president, Westwood One, and chair, NAB Radio Board.



for excellence in community service

Learn more at nab.org/crystals





HERE'S TO TONIGHT'S HONOREES

We proudly salute the NABLF and applaud local broadcasters for truly making a difference in our communities across America.

LG Electronics USA

Long-time supporter of the NAB Leadership Foundation Proud 2019 Corporate Leadership Award honoree



The NAB Leadership Foundation thanks the 2024 Celebration of Service to America Award judges who graciously contributed their time and knowledge to the event.

Kimberly Price President Junior League of Washington **Shamichael Hallman** Director of Civic Health and Economic Opportunity Urban Libraries Council

Jimmie Williams President and CEO Washington Literacy Center

Ja'Sent Brown Chief Impact Officer DC Central Kitchen **Tswana Sewell** Senior Executive Director, DC/Baltimore American Cancer Society

We are thrilled to continue our support of the NAB Leadership Foundation and congratulate this year's Celebration of Service to America Award finalists and winners.

INVESTING IN THE FUTURE LEADERS OF BROADCASTING

The NAB Leadership Foundation provides immersive career development programs and resources to attract, train and develop the talent of our next generation of leaders.

BROADCAST LEADERSHIP TRAINING (BLT)

The Broadcast Leadership Training program is a 10-month executive MBA-style program for senior level broadcasters, particularly women or persons of color, who aspire to advance as group executives or station owners.

EMERSON COLEMAN FELLOWSHIP (ECF)

The Emerson Coleman Fellowship is a four-month opportunity that provides a real-world experience in television programming and production. Internships take place at host television stations and fellows are assigned projects by the program director.

MEDIA SALES ACADEMY (MSA)

The Media Sales Academy is an six-month fellowship program that prepares senior level college students and recent graduates for internships and entry-level sales positions at broadcast stations in media sales.

TECHNOLOGY APPRENTICESHIP PROGRAM (TAP)

The Technology Apprenticeship Program is a six-month, educational, hands-on training program designed to train, inform and recruit a diverse technology workforce. This program bridges the gap between emerging technology and engineering needs within the broadcast community.

MULTICULTURAL MEDIA PRODUCING PROGRAM (MMPP) FELLOWSHIP

The Multicultural Media Producing Program is a one-year certificate program at Ivy Tech Community College in Indianapolis, Ind. It is designed to train students to become television news producers and newsroom leaders. The NAB Leadership Foundation will provide students with additional education during the school year.

CAREER FAIRS

Career fairs are held throughout the year at in-person and virtual events. Let us introduce you to our program participants and help your hiring teams connect with qualified and ready-to-hire individuals.

We depend on support from broadcasters, corporations, foundations and individuals to help us build a bright, diverse and innovative future for the broadcast industry. Our industry's future depends on great people: let's connect and build that future together.

To learn more or make a tax-deductible donation, please visit nabfoundation.org



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

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INVESTIGATIVE JOURNALISM TEAM







Congratulates THE 2024 SERVICE TO AMERICA AWARD WINNERS

We applaud your passion & commitment serving your communities every day

From your friends at Graham Media Group



WKMG

LOCAL













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.

Stephanie Budaker – Program Coordinator

Tim Dotson – Vice President, Development

Michelle Duke – President

Paloma Johnson-Walker – Program Manager

Sue Kim – Senior Manager, Marketing and Events

Amanda McMahon – Operations Coordinator

To learn more or make a tax-deductible donation please visit us at nabfoundation.org.



Special thanks to BJ Corriveau for her voice over talent.



RADIO TELEVISION ESS REPOR

THE FINANCIAL + REGULATORY VOICE OF ELECTRONIC MEDIA

are pleased to join in celebrating this year's "Service to America" award finalists and winners



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Proud to share the stories of broadcasters helping communities across the country every day. No other platform can match your commitment and service!

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And get the afternoon recap with the RBR+TVBR daily newsletter. Sign up at rbr.com.



Nielsen Local TV Measurement Connecting you to

Audiences



New opportunities