

# 2014 SOCIAL RESPONSIBILITY REPORT





The CBS Social Responsibility Report is a publication produced jointly by CBS Corporate Communications and Human Resources.

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# Letter from the President & CEO



Though the new CBS Corporation became its own company in 2006, the origins of this great enterprise date back to the very first radio transmission, the first TV broadcast signal, and among the first television networks, which was built by joining local TV stations across the country to air national programming.

Early on during this evolution, CBS developed into an American institution, welcomed into the living rooms of hundreds of millions of viewers nationwide. The CBS name became synonymous with American culture, and the great CBS Eye logo became one of the world's most recognized symbols.

It didn't happen by accident. Since its founding, CBS has stood for quality, community and a commitment to serving the public. That is true of our news coverage, entertainment and sports programming and public affairs shows.

And I am proud to say that is a legacy that exists today. Across our entire portfolio of brands, from the CBS Television Network to our local TV and radio stations, publishing house Simon & Schuster and our growing interactive businesses, our mandate to serve the public good informs everything we do.

This Social Responsibility Report is a snapshot of how our many divisions have fulfilled this promise. It illustrates an ongoing effort at CBS to use the influence, reach and trust we have earned with the public to give back to our community, to use that power for good. Whether through news coverage of natural disasters and health crises, or via local sponsorship of clothing, toy and food drives, CBS has made community service a part of our DNA.

You'll also read in this report about the strides we have made in regards to encouraging diversity and being more environmentally conscious. No company is perfect, but I am very proud of the initiatives we have launched and our track record in these important areas, which continue to be a top priority at CBS.

This report is just a sampling of the projects, campaigns and programming our divisions have performed to serve our communities and protect and enhance our role as a public trust. It is a distinction we value deeply.

A handwritten signature in black ink that reads "Leslie Moonves". The signature is written in a cursive, flowing style.

Leslie Moonves

# CONTENTS

<b>01</b>	<b>CBS CORPORATION</b>	<b>01</b>
	Focus: CBS Diversity	04
<b>02</b>	<b>CBS TELEVISION NETWORK</b>	<b>09</b>
	Focus: CBS Cares	18
<b>03</b>	<b>CBS SPORTS</b>	<b>23</b>
<b>04</b>	<b>CBS NEWS</b>	<b>29</b>
<b>05</b>	<b>CBS TELEVISION STUDIOS</b>	<b>33</b>
<b>06</b>	<b>CBS TELEVISION DISTRIBUTION</b>	<b>41</b>
<b>07</b>	<b>CBS TELEVISION STATIONS</b>	<b>49</b>
	Focus: Emma L. Bowen Partnership	52
	Focus: Boston Strong	57
	Focus: Hurricane Sandy Relief	60

<b>08</b>	<b>CBS RADIO</b>	<b>63</b>
<b>09</b>	<b>SHOWTIME</b> Focus: The Smithsonian Channel	<b>77</b> <b>84</b>
<b>10</b>	<b>THE CW NETWORK</b>	<b>87</b>
<b>11</b>	<b>SIMON &amp; SCHUSTER</b> Focus: Relief and Support Efforts	<b>91</b> <b>94</b>
<b>12</b>	<b>CBS INTERACTIVE</b>	<b>97</b>
<b>13</b>	<b>CBS FILMS</b>	<b>101</b>
<b>14</b>	<b>CBS OUTDOOR</b>	<b>105</b>
<b>15</b>	<b>ECOMEDIA</b>	<b>109</b>
<b>16</b>	<b>COMPANY PROFILE</b>	<b>113</b>



Wheel of Fortune's Vanna White planting a garden at Carmen Flores Recreation Center at Josie de la Cruz Park.



**AIDS WALK  
NEW YORK**



**CBS Corporation Uses Its Global Reach  
and Influence to Serve the Public Good**

## CBS Corporation is one of the world's largest media companies that creates and distributes content across platforms around the world.

As such, it has a proud history of using that reach and influence to provide the public with quality entertainment, news, sports and public affairs content across its many distribution channels, from broadcast and cable television to radio, interactive, print and outdoor media. Its mandate—to support initiatives including diversity, conservation, community involvement and producing socially responsible programming—is not only embraced throughout its varied divisions but at the highest levels of CBS Corporation. Here are a few company-wide programs it has supported.

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### **Corporate Giving**

#### *Hurricane Sandy Relief*

CBS Corporation contributed \$1 million and also matched employee contributions to the Hurricane Sandy Relief program, in addition to donating Public Service Announcements, sponsoring employee volunteer programs, setting up phone banks at our local stations around the country and providing free billboard space through CBS Outdoor for important public safety messaging.

#### *Covenant House*

For two years CBS Corporation has sponsored this non-profits “Party on Park” event to benefit homeless mothers and babies of Covenant House.

#### *MLK Memorial*

CBS Corporation provided multiple grants for the MLK Memorial as part of the “Build a Dream” campaign, which celebrates the legacy of Dr. Martin Luther King.

#### *National Merit Scholarship Foundation Corporation*

CBS Corporation helped sponsor this foundation, which recognizes and honors academically talented students in the U.S. CBS awarded

children of employees entering their freshman year with one-time scholarships to their university of choice.

#### *National Alliance for Mental Illness NYC Metro*

CBS sponsored the annual “NAMI WALK in NYC” and the Seeds of Hope annual fundraising event, which helps support NAMI’s “I Will Listen” campaign, a video-based campaign to reduce the stigma associated with mental health. WCBS and WLNY aired public service announcements and Human Resources created an “I Will Listen” video.

#### *Operation Gratitude*

CBS Corporation sponsored Operation Gratitude in 2013, which sent more than 1 million care packages filled with snacks, entertainment items and personal letters of appreciation addressed to individually named U.S. service members deployed in hostile regions, to their children left behind and to veterans, first responders, wounded warriors and their caregivers.

#### *The CBS Tri Team/Children’s Hospital Los Angeles*

In September 2013, 59 team members of the CBS Tri Team of the Nautica Malibu triathlon raised \$42,577 for Children’s Hospital Los

Angeles. CBS was the #2 fundraiser on a per-person average out of 20 teams in the Entertainment Industry Challenge.

### *The First Tee*

CBS Corporation donated a five-year grant to this international youth development organization that introduced the game of golf and its inherent values. It provides educational programs that build character, instill life-enhancing values and promote healthy choices through the game of golf.

### **Community Outreach**

- *Diverse Supplier Outreach Events* – CBS Strategic Sourcing holds matchmaking events in our Los Angeles studios, as well as in New York, which provide opportunities for diverse suppliers to network with key CBS decision makers on chances to compete to supply goods and services to our operating divisions. In recent years, hundreds of qualified diverse suppliers have participated in CBS Supplier Diversity Outreach events. The connections made at these events have contributed to millions of dollars in CBS contracts being awarded to diverse-owned suppliers.

CBS Strategic Sourcing also continues to build and maintain partnerships with advocacy organizations such as the National Minority Supplier Diversity Development Council (NMSDC) to further our networking opportunities.

- *AIDS Walk* – Every year CBS Corporation encourages its employees to participate in local and national walks to raise money and awareness for important initiatives. Chief among them is the AIDS Walk, which remains a vital lifeline that sustains GMHC's prevention, care and advocacy by the disease. In 2013 CBS assembled teams in New York, Los Angeles and San Francisco to participate in the walks, which attracted 890,000 participants and helped raise more than \$128 million to combat HIV and AIDS.

- *Big Brothers Big Sisters* – CBS Corporation was a sponsor to Big Brother Big Sisters Annual Mentoring Program in New York City, where 30 CBS employees signed up to serve as mentors to disadvantaged children. In addition, CBS employees every year participate in the organization's Fall BBBS Walk, which helps



Above: CBS Corporation employees turned out to help clean and revitalize New York City Parks for NY Cares Day.

Left: Marc Weinhouse, EVP and GM, CBS Brand Studio pictured to the right with his CBS Little during a Big Brothers Big Sisters event: "We were fortunate to witness and be part of a transformation of 30 incredible and diverse kids from a local high school over the course of a year based on CBS's support and commitment to BBBS of NYC," said Weinhouse.





More than 6,000 volunteers – many from the CBS Cares Team – pitched in to paint walls, classrooms and murals, and plant gardens, throughout 90 public schools in the five borough area. Here, CBS team members help paint signs for the school.

raise money and awareness for the group's efforts. CBS has been a proud partner since 2008.

- *Blood Drives* - CBS Corporation and its many divisions sponsor numerous blood drives throughout the year, encouraging our employees and audiences to donate to hospitals and blood banks.
- *Boys & Girls Club* - EcoMedia partnered with the Atlanta Boys & Girls Club during Final Four weekend with partner Hampton Inn Hotels and coordinated efforts with CBS Sports Network talent and CBS Staff volunteers to rebuild their playground.
- *Komen Race for the Cure* - CBS sponsored a women's networking event at its New York headquarters to bring breast cancer awareness to its employees and encourage them to participate in the Komen Foundation's annual Race for the Cure

walk. The event, which was web-cast throughout the company, featured a group discussion with doctors, Komen officials and breast cancer survivors. More than 70 employees volunteered to join the CBS team for Sept 9 walk.

- *New York Cares* - New York Cares meets pressing community needs by mobilizing caring New Yorkers in volunteer service. CBS is actively involved in supporting and volunteering for two days in the spring and fall to help vitalize parks and communities.



CBS sponsored its annual CBS Diversity Actor workshop at its New York headquarters, where Vice President of Casting Fern Orenstein flew out to talk to the attendees about the opportunities available. She was joined by CBS's Chief Diversity Officer Josie Thomas and Director Barbara Matos.

CBS Corporation and its divisions are committed to fostering an environment that celebrates and encourages differences in people, ideas, beliefs and cultural backgrounds. This environment generates a positive influence on business conduct and on the programs, products and services CBS delivers to the communities we serve and society as a whole. This commitment enables us to attract and retain employees with the talent, creativity and innovative skills necessary to enhance our position as the industry leader and to deliver the financial performance our stockholders deserve. Both internally and externally, CBS continues our efforts to create a workplace that accurately reflects the composition of the American people and offers the same hopes, dreams and opportunities to all.

"Diversity is a cornerstone of CBS and plays an important part in everything we do," says Leslie Moonves, President and Chief

Executive Officer, CBS Corporation. "Fostering diversity is not only the right thing to do, it contributes greatly to our success as a company."

Recognizing the responsibility that comes with its nationwide reach of network programming and local television stations, CBS continues at the forefront of making diversity a reality through comprehensive outreach in the form of workshops, talent showcases and internships. These are designed to bring people of color into all aspects of the creative process and to create access and opportunities.

"CBS has been on the forefront of making diversity a reality through a wide array of initiatives targeted to talent in front of and behind the camera as well as outreach to diverse vendors and professional service suppliers," says Josie Thomas, Chief Diversity Officer, CBS

Corporation. “In realizing this important goal, CBS has forged important partnerships with many diverse organizations. Diversity is best achieved through a collaborative spirit.”

#### *CBS Diversity Institute*

In realizing this important goal, CBS has partnered with many organizations throughout the industry for talent showcases, networking events and outreach efforts. The Network’s ongoing talent showcases are part of the CBS Diversity Institute, a comprehensive program designed to identify and develop diversity within the writing, directing and talent communities.

The Diversity Institute program includes professionally-organized talent showcases for performers, rigorously juried by CBS Casting executives looking to spotlight emerging talent; a Writers Mentoring Program designed to open doors and provide access for emerging diverse writers, with a focus on writers of color, to network executives and producers; a Directing Initiative which creates on-set observing opportunities for aspiring directors of diverse backgrounds, matching participants with mentors from among CBS’s primetime directors; Writers Career Workshops to give emerging diverse writers a step-by-step structure for identifying and locating the industry professionals who can aid their careers; and Actors Career Workshops designed to help performers hone the skills they need to get auditions and land roles.

Together, these many components provide program participants with access to the decision-making process in network television both in front of and behind the camera, and offer a unique approach to professional relationship-building and career development in Hollywood.

#### *Among the workshops held in 2013:*

- In January, CBS held its 8th annual Multicultural Sketch Comedy Showcase.
- In February, CBS participated in the Ventura County (Calif.) Community College District “Lights, Camera... Education!” panel, offering career advice to students seeking a career in the entertainment industry.
- In March, CBS held a casting and publicity workshop for actors affiliated with Nosotros, the oldest national Latino arts advocacy non-profit.
- In June, CBS executives participated on a panel in support of the Native American Writers Workshop at the WGA West.
- Also in June, CBS joined forces with CAPE (Coalition of Asian Pacifics in Entertainment) to put on the CAPE TV Pitch Lab!, an interactive and educational forum designed for members interested in writing and producing for television.
- Spanning two Saturdays in June, CBS held its first Diversity Sketch Writer’s Workshop.

## **DIVERSITY INITIATIVES**

- *CBS Diversity Daytime Casting Initiative* - With CBS’s mandate to create “points of entry” for people of all backgrounds, the Network’s casting department devised a new approach to daytime casting, creating a new path for actors of color into the highly rated CBS dramas THE BOLD AND THE BEAUTIFUL and THE YOUNG AND THE RESTLESS.
- *SKINS Directors Initiative* - In July 2013, CBS Entertainment Diversity began a partnership with the LA SKINS FEST, an annual film festival that showcases and offers career development to Native American talent, to create the SKINS DIRECTORS INITIATIVE for Native American directors. The program is a monthly workshop designed to give Native American directors the opportunity to hone their craft and to advance their careers.
- *The Emma Bowen Foundation* - As a founding sponsor of the Emma L. Bowen Foundation for Minority Interest in Media, CBS has been mentoring Emma Bowen students throughout the Company since 1989. In 2013, CBS sponsored 21 Emma Bowen scholars in Boston, Chicago, Denver, Detroit, Miami, Minneapolis, New York, Philadelphia, Pittsburgh, San Francisco, Seattle, and Studio City, Calif.

The Foundation’s program is unlike traditional intern programs in that students work for partner companies during summer

school breaks following their senior year in high school until they graduate from college. Corporations have an opportunity to train and mentor students with the option of full-time employment upon completion of their college degrees.

- *CBS Strategic Sourcing* - The CBS Strategic Sourcing team, which works to increase opportunities for diverse suppliers to compete for CBS business, is an important component of the Company's overall commitment to diversity. In addition to conducting annual diverse supplier outreach events, CBS Strategic Sourcing has implemented a new on-line tool to facilitate diverse supplier registration, developed a web-page devoted to supplier diversity, and deployed a diverse supplier locator tool to assist our divisions in identifying diverse suppliers.

### *CBS Diversity Highlights*

During 2013 CBS Strategic Sourcing collaborated with our operating divisions to drive the share of our supplier spending with diverse suppliers to new all-time CBS highs. This included enterprise-wide programs with diverse suppliers in temporary labor and IT equipment, among many other categories.

Supplier Diversity Recognition Award Program - In an ongoing effort to recognize the impact and contributions of diverse suppliers, as well as CBS employee contributions, CBS Strategic Sourcing created the Supplier Diversity Awards Program to recognize internal advocates and suppliers who have made substantial contributions to our Supplier Diversity efforts.

- On June 27, 2013, CBS met with the Muslim Public Affairs Council (MPAC) for its 3rd Annual Hollywood Young Leaders Summit. Young Muslim delegates from colleges and universities all over the U.S. and Canada had the opportunity to dine and engage in thought-provoking conversation with prominent studio executives, directors, editors and talent managers. Students were able to discuss the role TV and the arts play in shaping public opinion and were provided practical tips for transforming talent into a successful career. Furthermore, they were able to help the participating industry professionals understand how American Muslims can have a positive impact in entertainment.



New York employees wearing purple in honor of GLAAD's LGBT Spirit Day.

- In August 2013, CBS hosted DITR (Diamonds in the Raw), an organization devoted to transforming and empowering the lives of at-risk teenage girls between the ages of 12-18 through exposure to the media and entertainment industries, and took the group on an in-depth tour of the Studio Center lot.
- In September 2013, Josie Thomas, Chief Diversity Officer, received a 2013 Multicultural Leadership Award from the National Diversity Council. The award is presented to those who convey excellence based on their organizational roles and commitment to diversity.
- On Sept. 19, 2013, Fern Orenstein, CBS Entertainment Vice President of Casting, was presented with the 2013 Heller Luminous Award for her efforts in diversity casting.
- On Oct. 17, 2013, CBS "went purple" to show its support of GLAAD's (Gay Lesbian Alliance against Defamation) annual Spirit Day Campaign. From morning until late night, CBS sent the message by tweeting photos of its actors wearing purple attire, redesigning its websites in purple, composing Facebook posts and tweets and discussing the Spirit Day event on air.
- On Nov. 13, 2013, CBS executives were recognized when the

Imagen Foundation presented its 5th annual event honoring the Most Powerful & Influential Latinos in Entertainment—individuals who, through their talent, expertise and diligence of purpose, have earned their way to managing significant levels of responsibility in their organizations. The CBS honorees are: Nina Tassler, President, CBS Entertainment: Armando Nunez, President and Chief Executive Officer, CBS Global Distribution Group: Christina Davis, Executive Vice President, Drama Development, CBS Entertainment: Phil Gonzales, Senior Vice President, Communications, CBS Entertainment: Angelica McDaniel, Senior Vice President, Daytime, CBS Entertainment: Edith Mendoza, Vice President, Comedy Development, CBS Entertainment: David Wisnia, Executive Vice President, Business Development, CBS Network: Javier Avitia, Senior Vice President, Business Affairs, CBS Studios International: Paul Montoya, President, Media Sales, CBS Television Distribution: Ray Gutierrez, Executive Vice President, Human Resources, CBS Television Networks: Valerie Masterson, Senior Vice President, Human Resources, CW Network: Stephen Espinoza, Executive Vice President, General Manager, Sports and Event Programming, Showtime Networks Inc.: Johanna Fuentes, Sr. Vice President, Corporate Public Relations, Showtime Networks Inc.

#### *CBS Diversity Sponsorships*

- On Feb. 15, 2013, CBS was a proud sponsor of the recent Spingarn Medal Award Dinner honoring Harry Belafonte in New York City with the highest recognition made each year by the NAACP.
- In June 2013, CBS co-sponsored V3con, a multi-platform communications seminar presented by the Los Angeles Chapter of the Asian American Journalists Association, and co-sponsored MediaCon, the annual multipanel conference held by the The National Hispanic Media Coalition. The latter event focused on the spread of Latino American culture in the U.S. and ways in which the community is progressing or struggling in its impact on mainstream media.
- Also in June 2013, CBS News was the sponsor for the National Asian American Journalist's Annual J-Camp. The program

for high school students from across the country was held at Georgetown University in Washington, D.C. A special highlight of this year's event was for the students to attend a FACE THE NATION broadcast and participate in a Q&A with Bob Schieffer.

- In July 2013, CBS was a proud supporter of the recent 98th Spingarn Medal Award Dinner honoring opera singer and activist Jessye Norman with the highest recognition made each year by the NAACP.
- In August 2013, CBS News sponsored the 2013 National Association of Black Journalists Conference in Orlando, Fla. CBS News President David Rhodes served as a guest presenter for the NABJ Executive Suite Program. Panelists and moderators included CBS News Correspondent Michelle Miller, CBS Evening News Correspondent Bill Whitaker, CBS2 News Anchor Pat Harvey and CBS alum Randall Pinkston.
- In September 2013, CBS employees again volunteered to help the Susan G. Komen Foundation pursue its quest for a world without breast cancer by participating in the New York Susan G. Komen Race for the Cure.
- On Sept. 8, 2013, 59 CBS team members participated in the 27th Annual Nautica Malibu Triathlon at Zuma Beach in Malibu. Nine CBS corporate divisions were represented: CBS RADIO, CBS Outdoor, CBS Films, CBS Studios International, CBS Television Distribution, SHOWTIME, CBS News, CBS Entertainment, and CBS Studio Center. The Nautical Malibu Triathlon comprises of a half-mile ocean swim, an 18-mile bike ride and a four-mile run. CBS raised more than \$42,577 for the Children's Hospital Los Angeles (CHLA) and its pediatric cancer research program.
- Also in September 2013, CBS Corporation Senior Vice President and Assistant General Counsel Laurie N. Robinson Haden convened the Corporate Counsel Women of Color's 9th Annual Career Strategies Conference in Washington, D.C. The conference had another year of record-breaking attendance of more than 700 attorneys from Fortune 500 corporate legal departments and law firms from around the country.



The CBS Television Network has used its public airways for the common good by broadcasting PSAs, socially responsible programming and by using its resources to support charitable causes

Since it was founded nearly eight decades ago, the CBS Television Network has long used its public airwaves for the common good, from broadcasting public service announcements to incorporating socially responsible messages into its programming.

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#### **CBS Entertainment Community and Charitable Outreach**

- For the fifth consecutive year, CBS has partnered with Ford Motor Company's "Warriors in Pink" campaign. In addition to CBS stars donning the Ford Warriors in Pink clothing line in a series of PSAs that aired on the Network in October 2013 for Breast Cancer Awareness month (raising awareness as well as funds for charities that offer a wide range of support), CBS gave each of the participating celebrities \$5,000 to donate to their favorite charity. This year, the participating talent included Kat Dennings and Beth Behrs from 2 BROKE GIRLS, Anna Faris from MOM, Dylan McDermott from HOSTAGES, Rocky Carroll from NCIS, Daniela Ruah from NCIS: LOS ANGELES, Sarah Shahi from PERSON OF INTEREST, Kirsten Vangsness from CRIMINAL MINDS, Margo Martindale from THE MILLERS, Lucy Liu from ELEMENTARY, Donnie Wahlberg from BLUE BLOODS, Christine Baranski from THE GOOD WIFE and Phil Keoghan from THE AMAZING RACE.
- From Feb. 18-22, 2013, THE PRICE IS RIGHT's CELEBRITY CHARITY WEEK featured actors, athletes, musicians and more playing alongside contestants, with the celebrities' winnings going to their favorite charities. In 2013, Sharon Osbourne, Demi Lovato, Charles Barkley, brothers Nick and Drew Lachey and NeNe Leakes each participated in the show's popular games and helped contestants vie for spots in the Showcase. Combined, the celebrity contestants raised more than \$250,000 for charity.
- THE GOOD WIFE/St. Bernard Project – In lieu of the traditional party or other event to celebrate their milestone 100th episode, the cast and crew of THE GOOD WIFE participated in a day of service on Saturday, Oct. 26, 2013 with Friends of Rockaway, the local affiliate of The St. Bernard Project, helping to rebuild a home ravaged by Hurricane Sandy. Additionally, together, the CBS Television Network, CBS Television Studios and the cast and crew of THE GOOD WIFE donated a total sum of \$77,185 to the St. Bernard Project. The St. Bernard Project is an award-winning rebuilding, nonprofit organization whose mission is to ensure that disaster-impacted communities recover in a prompt, efficient, and predictable way.
- For the SURVIVOR finales in May 2013 and December 2013, the show donated its own props and signed memorabilia to auction off and raise money for Stand Up 2 Cancer and National Kids Alliance. Additionally, at each finale SURVIVOR allocates one or two sets of tickets to the following charities: National Children's Alliance, St. Francis DeSales School, weSPARK and New Alternatives for Children.
- At the 65TH ANNUAL EMMY AWARDS on Sept. 22,



Co-hosts of *The Talk* dressed in purple for GLAAD's Spirit Day campaign

2013, *THE AMAZING RACE* host Phil Keoghan escorted a Make-A-Wish recipient down the red carpet to give her a star-studded experience. Lauren Hede is a 15-year-old from Ohio. Her medical condition is a brain tumor and doctors had indicated that her wish status be rushed. Her wish was to attend the Emmys (which was accommodated by the Television Academy) and to walk the red carpet. Phil Keoghan walked her down the carpet and stopped with her at several media outlets to talk about the exciting experience.

- *THE BIG BANG THEORY* has accommodated several families from the Make-A-Wish Foundation on set for tapings, meet-and-greets with the cast members, tours and lunches.
- A song written by *THE BIG BANG THEORY*'s recurring guest star Kate Micucci for the character of Wolowitz to sing to his wife Bernadette on the series was featured in the episode that aired on Oct. 24, 2013. It was subsequently released on iTunes and all proceeds will go to [MusicCares.com](http://MusicCares.com).

- *THE BOLD AND THE BEAUTIFUL* is a major benefactor of Union Rescue Mission, a charity dedicated to serving men, women and children experiencing homelessness that provides comprehensive emergency and long-term services to guests to help them escape the dangerous streets of Los Angeles' Skid Row.

#### **CBS Special Programming**

- 48TH ANNUAL ACM AWARDS – Musician Jewel partnered with ACM Lifting Lives® on April 7, 2013 to perform a live mash-up of her chart-topping hit “Hands” and “Fill a Heart,” an original song written by singer-songwriter Tori Kelly, in a special musical moment presented by ConAgra Foods' Child Hunger Ends Here® program.
- *TEACH* (Sept. 6, 2013), a two-hour special celebrating teachers in America, was hosted by Queen Latifah. The special, from Academy Award winner Davis Guggenheim (“The First Year,” “Waiting for Superman,” “An Inconvenient Truth”) and Participant Media, captured the essence of what it means to be a teacher through the lens and extensive footage of a year-in-the-life



of four public school teachers. Celebrities from television, film and professional sports honored educators as part of TEACH. Participating CBS stars were Jon Cryer (TWO AND A HALF MEN), Anna Faris and Allison Janney (MOM) and Jerry O'Connell (WE ARE MEN).

- THE 15TH ANNUAL “A HOME FOR THE HOLIDAYS WITH CELINE DION” special on Dec. 18, 2013 told touching stories about adoption from foster care to raise awareness for this important social issue. The inspirational stories of these American families will be enhanced with performances by some of today’s most popular artists such as Ne-Yo and Chris Young.

### CBS Series Relevant Storylines

- ELEMENTARY, now in its second season, continuously addresses issues relating to addiction and recovery due to the Sherlock Holmes character being in recovery. Recent awards honoring this series for its addiction/recovery themes include:

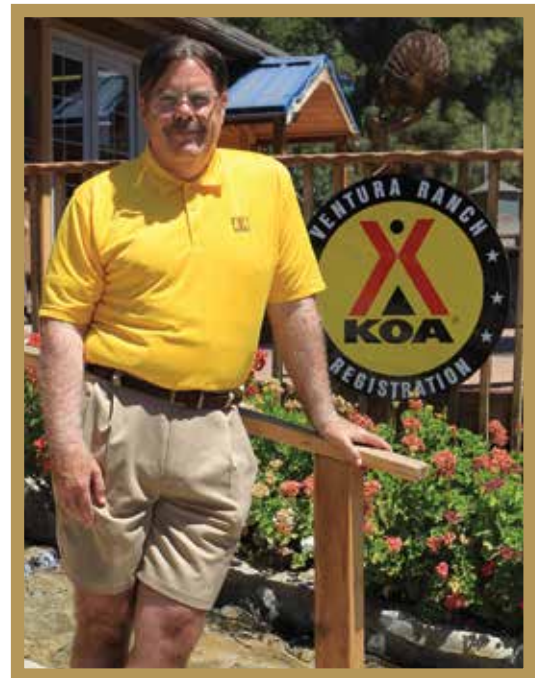
- THE PRISM AWARDS – ELEMENTARY received the EIC President’s Award being honored for the organic way the show interweaves stories of addiction and recovery in subtle ways into the ongoing fabric of the series and its characters throughout the season. In addition, the show was nominated in the category for Drama Series Multi-Episode Storyline – Substance Abuse and Female Performance (Lucy Liu) in a Drama Multi-Episode Storyline.

- Phoenix House, a leading national nonprofit provider of substance abuse and mental health services, will present ELEMENTARY with a 2014 Phoenix Rising Award at its 11th Annual “Triumph for Teens Awards Gala.” This gala, which will take place on April 28, 2014 at the Beverly Hills Hotel, celebrates the victories of young people in treatment while recognizing individuals whose accomplishments, creative work, and dedication have positively impacted youth and their families throughout Southern California.

- ELEMENTARY – “Possibility Two” (Feb. 21, 2013) was honored at the 3rd Annual S.E.T. Awards for Drama Series. The S.E.T. Awards are presented to productions for inspiring and

impactful entertainment portraying and promoting the fields of science, engineering, technology and math. In this specific episode, Sherlock tried to teach Watson his deductive skills by sending her to a suspicious dry cleaning establishment.

- UNDERCOVER BOSS – “Kampgrounds of America” (Jan. 11, 2013) – At the end of this episode, CEO Jim Rodgers donates \$50,000, in the name of one of the employees with whom he worked while undercover, to Care Camps, a non-profit charity of the KOA Owners Association that helps send kids with cancer to special camps where they can enjoy camping and recreation experiences – and have the ability to feel “normal,” like other kids, for a week a year.



On an episode of CBS’s “Undercover Boss,” Kampgrounds of America CEO Jim Rodgers donated \$50,000 in the name of one of his employees. The organization is a special camp for children battling cancer.

- **THE YOUNG AND THE RESTLESS (Y&R)** partnered with **THE TALK**'s Sharon Osbourne and her son, television personality and producer Jack Osbourne, to raise awareness for multiple sclerosis through a CBS Cares PSA. The PSA campaign ran in concert with a storyline on Y&R that was broadcast on Feb. 22, 2013. In the episode, longtime Y&R character Nikki Newman, played by Melody Thomas Scott, shared the news with her family that she was recently diagnosed with MS. A CBS Cares PSA recorded by both Osbournes in cooperation with the National MS Society was broadcast immediately following the episode.
- **BLUE BLOODS** – In the spring of 2013, Len Cariou accepted a Christopher Award on behalf of Blue Bloods. The award salutes

media efforts that “affirm the highest values of the human spirit.” The series was recognized for the way it integrates faith, family and complex moral issues with compelling storytelling.

- **THE CBS DREAM TEAM, IT'S EPIC!**, CBS's new Saturday morning programming line-up premiered on Sept. 28, 2013. The three-hour FCC educational/informational compliant programming block consists of six new half-hours with a pro-social message, targeted to viewers 13- to 16-years-old and appealing to people of all ages.
- **THE PRICE IS RIGHT** – Prizes up for grabs in this special Breast Cancer Awareness episode on Oct. 1, 2013 included several items for which a percentage of proceeds went to breast cancer



To help promote breast cancer awareness, *The Price is Right* on Oct. 1 aired a show devoted to the cause. Breast cancer survivor Giuliana Rancic, right, served as a special guest model while all audience members received themed designer bags and scarves, each from brands that donate to breast cancer research.

research, including a custom road bicycle designed by a breast cancer survivor, smartphones with specially designed Pink cases, a laptop computer and new kitchen appliances. In addition, all audience members received designer bags and scarves, plus a sapphire and sterling silver charm necklace, each from lines which also donate a percentage of proceeds to breast cancer research. Breast cancer survivor Giuliana Rancic served as a guest model for the day.

- NCIS won a Voice Award in October 2013 for the “Shell Shock: Part 1 and 2” episodes that aired in November 2012. The Voice Awards honors consumer/peer leaders in recovery from mental and/or substance use disorders as well as television and film professionals, for their collective efforts to educate the public about the real experiences of people with behavioral health problems. In the episodes, the lead suspect in the murder of a Marine is a soldier suffering from post-traumatic stress disorder. The two-part episode showed the various stages of this disorder and the importance of seeking help, and ended with a PSA by the cast on where to find help.

- HAWAII FIVE-0 – “Ho’ onani Makuakane” (which translates to “Honor Thy Father”) (Dec. 5, 2013) The episode deals with a Japanese-American man who tracks down a Pearl Harbor veteran at a remembrance ceremony with the intent to avenge the long-ago death of his father. The man accuses the veteran of having killed his father and stolen his family’s priceless katana at a Japanese-American internment camp during WWII, which Five-0 investigates. Through flashbacks, the episode depicts the historic attack on Pearl Harbor and the struggles of those forced to live in the Japanese-American internment camps during that time.

### **CBS Talent Contributions**

- SURVIVOR host Jeff Probst is a spokesperson for National Kids Alliance.
- NCIS’s David McCallum attended a Marine Ball in D.C. in April 2013 to express his gratitude for the men and women in service
- In April 2013 – NCIS: LOS ANGELES’s LL COOL J was

honored at The Kaleidoscope Ball, an event benefiting the UCLA Children’s discovery and Innovation Institute at Mattel Children’s Hospital.

- Jonny Lee Miller, star of ELEMENTARY, raised money and ran a 50 mile marathon for Jonah’s Just Begun – Foundation to Cure Sanfilippo Syndrome on May 4, 2013.
- In May 2013 NCIS: LOS ANGELES’s Chris O’Donnell narrated the video “Child Hunger Ends Here” as part of the ConAgra Foods Foundation summer campaign to help the one in five U.S. children facing hunger.
- Every June, NCIS’s Mark Harmon hosts a softball game event in Oklahoma to raise money for the local Oklahoma City Indian Clinic, a medical facility that services 3,500 kids.
- Lucy Liu, star of ELEMENTARY, spent time during the summer of 2013 working with UNICEF in Lebanon to assist with the Syrian refugee crisis
- In August 2013 NCIS: LOS ANGELES’s Eric Christian Olsen participated in an event for his charity, Hats Off For Cancer, at the Mattel Children’s Hospital. (Eric visits every other month)
- In August 2013 NCIS: LOS ANGELES’s LL COOL J was honored at Do Something Awards, which celebrated those who are doing something to change the world through their charity work.
- On Sept. 14, 2013, Christian Le Blanc from THE YOUNG AND THE RESTLESS judged the Each One Save One BBQ Cook Off fundraiser, which helped raise awareness and funds for foster children who are motivated, confident and responsible by providing mentor-based programs.
- For Y&R Volunteer Day on Sept. 16, 2013, Catherine Bach, Angell Conwell, Mishael Morgan and Melissa Ordway from THE YOUNG AND THE RESTLESS volunteered in the Project Angel Food kitchens to help prepare meals for the 1,500

people to whom the organization delivers meals every day.

- On Sept. 22, 2013, Angell Conwell, Max Ehrich, Hunter King, Melissa Ordway, Ignacio Serricchio and Redaric Williams from THE YOUNG AND THE RESTLESS participated in the inaugural The BEAT MS Dance Walk fundraiser that raised awareness for multiple sclerosis.
- In September 2013 NCIS: LOS ANGELES's Eric Christian Olsen participated in "A Walk On Water" with HAWAII FIVE-O's Scott Caan. AWOW is a non-profit group that specializes in water therapy through guided surf instruction to special needs children.
- In September 2013, NCIS's Brian Dietzen participated in the annual Washington Nationals Wounded Warrior Amputee Softball team game featuring two mixed teams of wounded warriors and celebrities at the Washington Nationals field.
- In September 2013, NCIS: LOS ANGELES's LL Cool J co-hosted the "Jump and Ball" tournament, providing recreational activities to youth throughout Queens, New York. The tournament is a four-week program that exposes more than 100 young people to activities that teach team-building and leadership skills. The program features competitive basketball games and jump rope competitions, as well as golf, chess, tennis and karate.
- On Oct. 5, 2013, Robert Adamson, Angell Conwell, Christian Le Blanc, Kate Linder and Redaric Williams from THE YOUNG AND THE RESTLESS participated in the Leukemia and Lymphoma Society Light the Night Walk event to help raise awareness and funds for the fight against cancer.
- CBS DAYTIME AFTER DARK, CBS Daytime's fan event, featured an evening of stand-up comedy from some of CBS Daytime's biggest stars, on Oct. 8, 2013 to benefit the charity Stand Up To Cancer, a program of the Entertainment Industry Foundation, which funds groundbreaking cancer research. The event, hosted by actor/comedian Billy Gardell (MIKE & MOLLY), featured world-famous comedians and CBS Daytime stars Drew Carey (THE PRICE IS RIGHT), Wayne Brady with

Jonathan Mangum and keyboardist Cat Gray (LET'S MAKE A DEAL) and Aisha Tyler and Sheryl Underwood (THE TALK).

- As part of the "Together in MS" program, Phil Keoghan, host of THE AMAZING RACE, rode tandem with a woman with MS named Regina Lyalls in three Bike MS rides this year, in Seattle, New Jersey and Southern California. For the Bike MS: Coastal Challenge ride this year, Phil raised \$1,015 to date, and his team "NOW/Cynergy" has raised more than \$35,517 to date. Cumulatively, Phil has raised more than \$1 million dollars for the MS Society.
- Shemar Moore, star of CRIMINAL MINDS, participated in the MS Ride in California (along with THE AMAZING RACE's Phil Keoghan) on Saturday, Oct. 12, 2013. Since Moore's mother Marilyn Wilson's MS diagnosis in 1998, he has been committed to raising awareness about the disease as a spokesperson for the National MS Society. Recently, Moore launched "Baby Girl" apparel, after the phrase he coined on CRIMINAL MINDS, which can be purchased on his website, and a portion of the profits from each sale will be donated to the National MS Society.
- On Oct. 13, 2013, NCIS' Pauley Perrette and Kate Linder from THE YOUNG AND THE RESTLESS participated in AIDS Walk Los Angeles to help raise awareness and funds for AIDS Project Los Angeles and other area HIV/AIDS programs and services.
- In October 2013, NCIS: LOS ANGELES's Barrett Foa performed at the 13th Annual Les Girls Cabaret Show in support of the National Breast Cancer Coalition Fund's goal to end breast cancer by 2020.
- In October 2013, NCIS's Pauley Perrette participated in the "Love is Changing History" Project during LGBT Month in connection with the Trevor Project, the leading organization providing crisis intervention and suicide prevention to the lesbian, gay, bisexual, transgender and questioning community targeting youth ages 13-24. As part of the project, Perrette produced a short film.



World famous comedians and CBS Daytime stars Drew Carey (THE PRICE IS RIGHT), Wayne Brady with Jonathan Mangum and keyboardist Cat Gray (LET'S MAKE A DEAL) and Aisha Tyler and Sheryl Underwood (THE TALK) performed live stand-up comedy at the legendary Comedy Store on Sunset Blvd. in West Hollywood, Calif as part of the CBS DAYTIME AFTER DARK EVENT to benefit the charity Stand Up To Cancer on Tuesday, Oct. 8. Actor and comedian Billy Gardell (MIKE AND MOLLY) served as host of the evening. (pictured clockwise from top left: Drew Carey, Aisha Tyler, Wayne Brady and Sheryl Underwood; Jonathan Mangum, Wayne Brady and Cat Gray; Drew Carey; Aisha Tyler and Sheryl Underwood; Wayne Brady and Billy Gardell; Aisha Tyler)

- In October 2013, THE BIG BANG THEORY's Jim Parsons received a Respect Award from Gay, Lesbian & Straight Education Network (GLSEN). The event honored those who work to make the country's schools safer by educating students and teachers about the effects of bullying.

- NCIS: LOS ANGELES – Throughout 2013, the series has donated set visits to the following charities to raise funds for their individual campaigns: Beckstrand Cancer Association, Broadway Cares / Equity Fights AIDS, Minorities in Broadcasting, Posse Los Angeles, Pediatric Cancer Research Foundation, The Western Justice Center, National Breast Cancer Coalition Fund (American

Airlines), LAAAWPPI - Women in Action, Susan G. Komen - MD Anderson.

#### Network/Series Charitable Efforts

- NCIS: LOS ANGELES – Throughout 2013, the series has donated set visits to the following charities to raise funds for their individual campaigns: Beckstrand Cancer Association, Broadway Cares / Equity Fights AIDS, Minorities in Broadcasting, Posse Los Angeles, Pediatric Cancer Research Foundation, The Western Justice Center, National Breast Cancer Coalition Fund (American Airlines), LAAAWPPI - Women in Action, Susan G. Komen - MD Anderson.

- NCIS hosted a “Make-A-Wish” child on their set in March 2013, which included a meet and greet with the cast, tour and a lunch.
- On April 6, 2013 the cast and producers of NCIS were honored at the Los Angeles Red Cross Annual “Red Tie” Affair in Santa Monica for their continued efforts for the organization. NCIS provided a tour of their set as part of the silent auction fundraiser for the Red Cross.
- The LATE SHOW with DAVID LETTERMAN donates tickets to charitable organizations for fundraising purposes throughout the year, each year. For more information, please visit the LATE SHOW website at CBS.com: [http://www.cbs.com/shows/late\\_show/tickets/request/charity/](http://www.cbs.com/shows/late_show/tickets/request/charity/)

#### Guest Appearances/Talk Shows

- THE TALK (March 25, 2013) – Magic Johnson appeared on the show to promote Make Knowing Your Thing, an HIV awareness campaign that Johnson and OraSure kick started in 2013.
- THE TALK (April 30, 2013) – Kelly Osbourne joins Race to Erase MS founder Nancy Davis to discuss the organizations primary focus to raise funds for the most cutting-edge, aggressive and promising research in an effort to find a cure for MS.
- LATE SHOW with DAVID LETTERMAN (Sept. 12, 2013) First Lady Michelle Obama made a special taped appearance on the broadcast as part of her “Drink Up” campaign to get Americans to start drinking more water, as 40% of Americans drink less than half the recommended daily amount. The subject was also briefly touched upon by Letterman and guest Alec Baldwin.
- LATE SHOW with DAVID LETTERMAN (Sept. 23, 2013) President Clinton visited the show during his annual meeting of the Clinton Global Initiative. The mission of the CGI is to turn ideas into action by bringing together global leaders to create and implement innovative solutions to the worlds’ most pressing challenges. He discussed clean drinking water as one of the

biggest challenges in the world today. One billion people today do not have access to clean water. One of the goals of the Clinton Global Initiative is to get water to those around the world in dire need. While progress is being made, as always, so much more needs to be done.

#### CBS Religion Unit

The CBS Television Network also operates an in-house religion unit independent from CBS News or any other division that produces four hour-length documentaries on interfaith every year, always from an objective point of view. In 2013, the unit produced a special titled WHAT’S SO FUNNY ABOUT RELIGION in April, which featured a variety of voices from various religious traditions, and the humor often hidden within religion, faith and conversation. Among the profiles was Lewis Black, a well-known comedian, playwright and contributor on “The Daily Show.” He’s also the author of *Me of Little Faith*, where he speaks of his relationship with organized religion. Also featured were Mo Amer and Azhar Usman, Muslim-Arab comedians whose tour is called “Allah Made Me Funny.”

The CBS Religion unit also probed the evolution of religion in communities across the U.S. in its April 14 special, RELIGION & SPIRITUALITY IN A CHANGING SOCIETY, which was inspired by a survey by researchers at the University of California (Berkeley) and Duke University which revealed that religious affiliation in the U.S. is at its lowest point since the 1930s. A Pew Forum on Religion and Public Life study revealed similar findings in 2012, and noted that more than a third of those religiously unaffiliated call themselves “spiritual but not religious.” The program looks at these changes and explains how it happened and what it means for the future.

A more worldly-focus was the subject of the unit’s Oct. 13 special WORLD RELIGIONS: TIBETAN BUDDHISM, CHRISTIAN SCIENCE, AND JAINISM, AN INTERFAITH SPECIAL, which visited long-standing members of each faith and let the subjects each explain their tenets, reflections and history. Among those featured were Sherab Rinpoche and his brother, the Venerable Khenpo Tsewang Dongyal Rinpoche, who reside in a retreat and Tibetan Monastery in upstate New York; Christian Scientists at the Mary Baker Eddy Library in Boston; and Jaipat Singh Jain, president

of the Siddhachalam ashram and retreat center in Blairstown, N.J., which observes the Jain tradition that originated in India more than 2,500 years ago.

This program looks at Jains who worship in the United States. It was a Jain monk, His Holiness Acharya Sushil Kumar, who brought the tradition to America in the 1970's. In 1983 Sushil Kumar established Siddhachalam, an ashram and retreat center in Blairstown, New Jersey. We hear from Siddhachalam's President Jaipat Singh Jain, who presents the basic tenets of the faith and the history of how ashram came to be.

The unit took a serious side to a growing epidemic around the world with its LIVING IN THE SHADOWS: RELIGION'S RESPONSE TO HUMAN TRAFFICKING, which was broadcast on Dec. 15. The special examined the issue of trafficking and what faith communities are doing to raise awareness and empower survivors. The International Labor Organization conservatively estimates that worldwide (including the U.S.) there are 21 million enslaved people. Labor and sex trafficking is the third largest illegal "business" in the world, after drug and arms trafficking.

## FOCUS

# Shining a Light: CBS Cares Highlights Under Served Causes with its Public Service Campaigns

At the heart of CBS's public service commitment are CBS Cares campaigns, consisting of PSAs created by CBS and featuring talent from a wide array of programming. Its campaigns are led by the Network's Program Practices department, which focuses on CBS's longstanding core causes, while also tackling under-served and stigmatized causes where the resources and talents within CBS can make a difference. With Network PSAs as its fulcrum, CBS Cares has grown into a multimedia project involving many areas and talents at CBS: Marketing, Advertising and Promotion, Entertainment, News, Sports, Digital Media, CBS RADIO, Communications, CBS Outdoor and CBS Human Resources.

Launched in 2000, CBS Cares has won multiple awards, including four consecutive CINE Golden Eagle Awards.

### *CBS Cares Highlights*

- Heritage Months: CBS Cares continues to create and air PSAs to honor Black History Month, Asian-Pacific American Heritage Month, Hispanic Heritage Month and Native American Heritage Month.
- For Super Bowl XLVII, CBS Cares partnered with the NFL and the Wounded Warrior Project to honor America's military men and women and their families. The PSA was featured twice during the broadcast and reflected on how the sacrifices made by so many enable us all to enjoy events such as the Super Bowl. It also encouraged more than 100 million viewers to show their appreciation by making a monetary contribution of \$10 to Wounded Warriors via their cell phones.



Photo from CBS Cares Super Bowl PSA (courtesy of Wounded Warrior Project).



The stars of CBS's "How I Met Your Mother" encouraged viewers to donate to American Red Cross Hurricane Sandy relief efforts.



- CBS Cares annually marks Martin Luther King, Jr. Day with PSAs featuring Congressman John Lewis, who marched with Dr. King. Additionally, CBS Cares has worked with the Martin Luther King, Jr. Memorial Trust on PSAs to raise funds for the Martin Luther King, Jr. Memorial in Washington, D.C.
- CBS Cares also produced what are believed to be the first broadcast network PSAs to honor the victims of the Nazi Holocaust. These run annually on International Holocaust Remembrance Day and have been featured on the website of the United States Holocaust Memorial Museum.
- CBS Cares also produced a special PSA on diversity featuring Rabbi Angela Buchdahl, the first Korean American Rabbi, urging viewers not to judge others based on appearances.
- CBS Cares annually marks Memorial Day and Veterans Day with special PSAs to honor the service and sacrifice of our troops.
- CBS Cares initiated a partnership with CBS News, CBS RADIO and CBS Chief Veteran Officer, Richard Jones, to broadcast "Combat Stress: Finding the Way Home." This special

radio hour hosted by 60 Minutes correspondent Steve Kroft explored the impact of post-traumatic stress on our nation's veterans. It was produced by CBS RADIO News and made available to its 550 affiliates to be broadcast over the Memorial Day holiday weekend. The program aired on Armed Forces Radio and on the Pentagon Channel and it was also made available to the Special Forces Charitable Trust.

- CBS Cares continues to support Operation Gratitude with PSAs requesting that Americans thank troops serving overseas by sending a care package. CBS has also aired special seasonal messages asking viewers to give back to our troops during the holiday season. Recently CBS Cares produced PSAs featuring Mark Harmon, commemorating the millionth care package sent by Operation Gratitude.
- CBS Cares is believed to be the only broadcast network to have produced PSAs commemorating the 50th anniversary of the signing of the Equal Pay Act by President John F. Kennedy. The PSAs featured Gayle King of CBS THIS MORNING and urged viewers to visit [eeoc.gov](http://eeoc.gov) to learn more about this landmark legislation.



CBS Cares PSA with Gayle King for the 50th Anniversary of the Equal Pay Act.

- The CBS Cares Colonoscopy Sweepstakes is believed to be the first-ever health-related sweepstakes campaign done by a Network. In 2012, CBS Cares produced its second Colonoscopy Sweepstakes, featuring THE TALK co-host Sharon Osbourne and her rock legend husband Ozzy Osbourne. It received widespread media exposure, including an article in French online publication *24matins*, which suggested that France should consider having a colonoscopy sweepstakes of its own. The CBS Cares Colonoscopy Sweepstakes is credited in a 2012 textbook for physicians as one of the key reasons colonoscopies have become more widely accepted in the U.S. The sweepstakes is also believed to be the only broadcast PSA campaign to be used in the teaching of medical students.

- CBS Cares has pioneered the use of humor to reinforce viewer engagement on serious underlying health issues – especially health issues that have been stigmatized. This strategy was developed in close consultation with medical experts, who were concerned about viewer tune-out to traditional health messages. Since the prior Social Responsibility Report, these campaigns have continued to win prestigious awards, including CBS Cares' fourth consecutive CINE Golden Eagle Award and two Communicator

Awards from the International Academy of Visual Arts. CBS Cares PSAs using humor have now become a part of popular culture, and were featured on the TV Guide Channel's show, "25 Most Hilarious Holiday TV Moments." These CBS Cares PSAs have been widely parodied, with references on THE LATE LATE SHOW, "Saturday Night Live", "Jimmy Kimmel Live", "The Tonight Show", "Chelsea Lately", "The Wanda Sykes Show" and "The Soup". The CBS Cares Colonoscopy Sweepstakes has also been the subject of a question on "Who Wants to be a Millionaire".

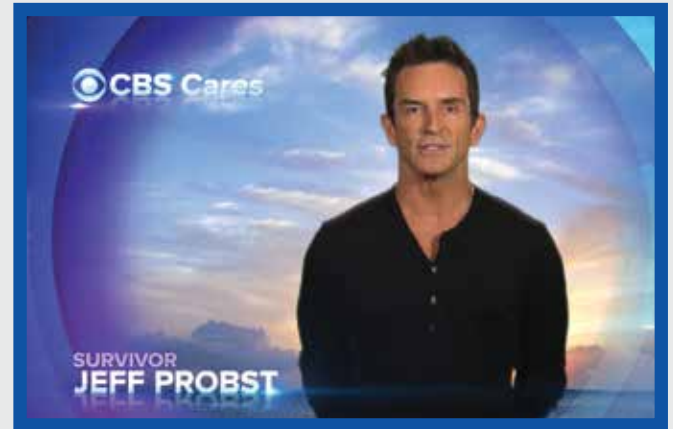
- Safe Sex for Seniors: CBS Cares partnered with CBS RADIO to produce a special Valentine's Day PSA on the increasing rate of HIV/AIDS cases in retirement communities. The PSA featured LATE SHOW announcer, Alan Kalter, and comedian Joan Rivers, in a romantic encounter during a Valentine's Day dance at a Boca Raton retirement community. The PSA called on the audience to speak to their parents and grandparents about safe sex.

- CBS Cares has taken on the under-served health issues of Alzheimer's, Crohn's and Colitis diseases. The Alzheimer's PSAs feature Jim Nantz of CBS Sports discussing his family's personal



Above: CBS Cares PSA for Typhoon Haiyan Victims featuring Daniel Dae Kim and Alex O'Loughlin.

Right: Jeff Probst of CBS's "Survivor" in a PSA on behalf of the American Red Cross' relief efforts for victims of Typhoon Haiyan.



battle with this devastating disease and urging people to visit [nantzfriends.org](http://nantzfriends.org) to learn more. The CBS Cares PSAs on Crohn's and Colitis diseases feature Bob Schieffer of CBS News, asking viewers to visit the Crohn's and Colitis of America Foundation's website to learn more about these often debilitating diseases.

- CBS Cares produced Sun Safety PSAs, which were a pastiche of the iconic Partnership for a Drug-Free America's PSA, "This is your brain on drugs." The PSAs, created with approval by the Partnership, feature bacon sizzling in a pan to symbolize unprotected skin burning in the sun. The PSA urges viewers to "save your bacon" by always wearing sunscreen.

- Disaster Relief Efforts: When major natural disasters have struck, CBS Cares has often initiated partnerships with the American Red Cross, resulting in multimedia PSAs asking viewers to support the victims by donating to the Red Cross. Most recently, CBS Cares produced PSAs featuring SURVIVOR's Jeff Probst, urging viewers to help the victims of Typhoon Haiyan in the Philippines by donating to the American Red Cross. These aired on the CBS Television Network and on CBS RADIO, were fed to CBS Television Stations and made available by CBS Studios to international licensees of SURVIVOR. HAWAII FIVE-0

produced PSAs for Typhoon Haiyan victims, featuring Daniel Dae Kim, Alex O'Loughlin and Chi McBride urging viewers to donate to Americares. These were also distributed to international licensees of the series.

Previously, CBS Cares created a series of PSAs to help the victims of Hurricane Sandy and the Oklahoma Tornado. Viewers were urged to help those affected by texting \$10 to the American Red Cross Disaster Relief.

**CBS SPORTS**

A group of five men in suits are posed behind a dark, reflective desk. They are arranged in two rows: three in the back and two in the front. Each man has a pink awareness ribbon pinned to his lapel. The background is a blurred studio setting with warm lighting and hints of a world map.

**CBS Sports is not just a leader in providing televised sports coverage, but also in supporting the many communities in which our teams, brands and broadcasts visit and play**

## A year-round leader in television sports, CBS Sports broadcasts an unmatched portfolio of events on the CBS Television Network.

CBS Sports proudly is in its 54th year broadcasting the National Football League, including the regular-season schedule of American Football Conference games and the Network's pre-game show, *THE NFL TODAY*. Last February, CBS Sports broadcast the third-most-watched program in television history, *Super Bowl XLVII*, from New Orleans.

In addition, the CBS Sports Network is the 24-hour national cable network home of CBS Sports and airs more than 400 live games annually, showcasing an array of men's and women's sports, as well as in-depth studio shows, documentaries and original programs. CBS Sports Network is highlighted by college sports with more than 50 college football games and 200 college basketball games this season, as well as complemented by week-long studio programming. CBS Sports Network also provides extensive shoulder programming around CBS Sports' championship events, as well as weekly shows *NFL MONDAY QB*, *THAT OTHER PREGAME SHOW*, the Network's fan-focused Sunday pregame show, *INSIDE COLLEGE FOOTBALL*, and weekday shows *ROME* and *LEAD OFF*.

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### *CBS Sports Highlights*

- CBS Sports hosted about 20 members of the Wounded Warriors Project and their family members for a tour of the CBS Sports television compound at the NCAA Division I Men's Basketball Championship Final Four in Atlanta in April 2013. Members of the Wounded Warrior Project and their families got a behind the scenes tour of CBS Sports' production and operation at the NCAA Division I Men's Basketball Championship Final Four in Atlanta. CBS Sports' Ken Aagaard, Executive Vice President, Engineering, Operations & Production Services, and Joe Canavan, Executive Director, Production Management & Planning led the tour in an expansive overview of CBS Sports' Final Four operation. The Wounded Warriors, veterans of Operation Iraqi Freedom and Operation Enduring Freedom from Nashville, Las Vegas and Jacksonville, also were shown the production trucks and CBS compound at the Georgia Dome,

and visited the CBS Sports sets inside the Dome. The group was invited to the Final Four by NACDA (National Association of College Directors of Athletics), which has provided numerous opportunities over the years for injured servicemen and women to attend college sporting events.

- Members of the Boys & Girls Club of Metro Atlanta (Birkdale Club) visited CBS Sports' operation at the NCAA Division I Men's Basketball Championship Final Four in Atlanta for a behind-the-scenes tour. In support of its diversity goals, CBS Sports invited young people associated with the Boys and Girls Clubs of America for the past four years to get a first-hand look at what it takes to broadcast the NCAA Division I Men's Final Four and Championship. The students visited the production trucks and watched the Final Four teams' practices. CBS Sports Chairman Sean McManus, along with Executive Producer

Harold Bryant, met with the guests and spoke to them about CBS Sports' operation. The "Final Four Experience" also focused on the importance of attending college and provided insight into the business side of sports. Also meeting and speaking with the group were CBS Sports' lead college basketball announce team of Jim Nantz, Clark Kellogg, Steve Kerr and Tracy Wolfson; Ken Aagaard, Executive Vice President, Engineering, Operations & Production Services; Tiffany Black, Manager, Social Media; and Steve Karasik, Senior Coordinating Producer, who also oversaw the day's tour. CBS Sports' Joe Canavan, Maureen Crowley and Natalie De La Rosa also were instrumental in organizing the April 2013 tour.

- CBS Sports Network also joined with EcoMedia for a charity event involving the Boys & Girls Club of Metro Atlanta during the 2013 Final Four. CBS Sports Network's basketball broadcasters, including Wally Szczerbiak, Mateen Cleaves, Alaa Abdelnaby, Jon Rothstein, Pete Gillen and Brent Stover participated in facilitating a Championship basketball tournament

that included warming up with the players and coaches, interacting with the families in attendance, conducting pre-game interviews, emceeding the awards ceremony and providing coaching during halftime.

- CBS Sports hosted several students from the KIPP Program of Newark Collegiate Academy for a "Behind the Scenes Tour" of the U.S. Open Tennis Championships on Friday, Sept. 6. Lead Director Bob Fishman brought the students into the production truck and explained technical aspects of producing the U.S. Open including everything about cameras, playback of highlights, replay and audio, in addition to giving them a preview of the "opening tease" for the show. Ken Aagaard and Evelyn Jackson explained the intricacies of operations for the event; Steve Karasik gave the students information on how to pursue a career in broadcasting; and Arthur Harris gave insight to his nearly 50-year career working for CBS. The USTA's Chief Diversity Officer, D.A. Abrams, also met and spoke with the students.



Lead Director Bob Fishman showed students the production trucks and gave them a behind the scenes tour of CBS Sports' production of this year's U.S. Open Tennis Championships.

- CBS Sports' NFL pre-game show, THE NFL TODAY, continues to host hundreds of guests who made donations to numerous local and national charities throughout the season, including the Boomer Esiason Foundation to fight cystic fibrosis; the Dan Marino Foundation benefiting autism research; the V Foundation benefiting cancer charities; the CJ Foundation for SIDS (Sudden Infant Death Syndrome); the United Way; the Make-A-Wish Foundation; the March of Dimes; American Cancer Society; the Arthur Ashe Foundation; the Kidney Association; the Bone Marrow Foundation; the Three Amigos benefiting research for Alzheimer's Disease; the National Niemann Pick Disease Foundation; Special Olympics DC; the Fire Department of New York; the Police Department of New York; and numerous area schools.

- CBS Sports sponsors the efforts of the Women's Sports Foundation, which provides opportunities and funding for girls to participate in athletics. CBS Sports also sponsors WISE (Women in Sports and Events), an organization of volunteers offering women a forum for networking and building contacts through exposure to industry leaders and career counseling.

- CBS Sports Network is partnering with the New York City chapter of Big Brothers, Big Sisters to pair up 12 employees with students from the Bronx Leadership Academy II. The "Littles" will come to CBS Sports Network twice a month to participate in skill-building activities, group projects and mentoring sessions.

- For the fifth straight year, CBS Sports Network will team with the Food Bank for New York City for a Thanksgiving food drive.

### ***Ongoing Commitments***

The work of the CBS Sports Division stretches far beyond providing entertaining and in-depth coverage of America's favorite sports. In addition, CBS Sports' analysts and correspondents continued to make a concerted effort to reach out to the local communities they visit, and to dedicate their support to many issues such as children's health and development, as well as to our troops fighting overseas.

- CBS Sports personalities hosted, chaired and participated in numerous national and local events around the country, including

the V Foundation Dinner; the New York Athletic Clubs All-Sports Dinner; Alzheimer's Association; Booming Celebration for cystic fibrosis; the National Autism Foundation Dinner; the United Jewish Appeal Dinner; the American Lung Association; Boys & Girls Club of America; Christian Sports Ministries of Athletes in Action (AIA).

- CBS Sports Chairman Sean McManus chairs the March of Dimes Sports Luncheon at the Waldorf Astoria in New York. The event annually raises more than \$800,000 by tapping the talents and generosity of New York's sports community.

- CBS Sports' Jim Nantz continues his support in the fight against Alzheimer's disease in honor of his father, who suffered with the disease for 13 years. In January 2011, Nantz returned to his adopted hometown of Houston to team with The Methodist Hospital to create the Nantz National Alzheimer Center (NNAC). The NNAC is dedicated to funding innovative diagnostic discoveries for early and accurate detection of Alzheimer's disease and other dementing illnesses in hopes of one day finding a cure ([www.nantzfriends.org](http://www.nantzfriends.org)). The NNAC also focuses on the possible connection between concussions and other traumatic brain injuries in athletes and the progression of Alzheimer's disease. In addition, Nantz and CBS Sports continue to support the efforts of the PGA TOUR's "First Tee Program," which provides educational programs that build character, instill life-enhancing values and promotes healthy choices through the game of golf.

- Since beginning the Boomer Esiason Foundation (BEF) in 1993, Boomer Esiason's Foundation has raised more than \$100 million in its fight against cystic fibrosis. Events such as Samsung's "Hope For Children" program, as well as other events including Under Armour's partnering for the New York City Marathon and Empire Challenge Events, play an integral role in the BEF's fight against cystic fibrosis.

- Dan Marino, Pro Football Hall of Fame quarterback and analyst for CBS Sports' NFL pre-game show, THE NFL TODAY, is equally recognized as the driving force of the Dan Marino Foundation. Founding the Dan Marino Foundation in 1992, the



CBS Sports' lead college basketball analyst Clark Kellogg (back row, center) , along with Steve Kerr (second row, right) meet courtside during team practices with members of the Boys and Girls Club of Metro Atlanta (Birkdale Club) during the NCAA Division I Men's Basketball Final Four and Championship in Atlanta.

Foundation has raised more than \$45 million to provide services and fund first-of-their-kind initiatives including the Miami Children's Hospital Dan Marino Center, the Marino Autism Research Institute, the DMF Jobs Development Program and the Marino Campus, opening fall of 2014. In addition, the Marino Foundation annually provides services to over 50,000 children, teens and young adults extending over 30 organizations with special regard for children, teens and young adults with special needs, including autism, teens exiting foster care and youth at risk.

- CBS Sports' Bill Cowher is currently a member and serves on the Board of Iraq-Afghanistan Veterans of America (IAVA). In July 2012, in his continuing support of the "NFL-USO Coaches Tour" to the Middle East, he again visited the troops overseas joining current and former NFL coaches making the trip. Cowher made his first visit to Kuwait and Iraq in 2009, which was the initial visit and launch of the new program. Cowher also continues to be actively involved in the Melanoma Awareness Program as the spokesman for raising awareness against skin cancer and melanoma through appearances, commercials and

public service announcements. The program was initiated two years ago.

- James Brown, host of CBS Sports' NFL pre-game show THE NFL TODAY, annually teams up with many charities including the Special Olympics D.C., the Darrell Green Youth Life Foundation, the HollyRod Foundation in its fight against autism and Parkinson's disease, the District of Columbia College Access Program and the Carson Scholars Fund.

- CBS Sports golf analyst David Feherty continues to devote himself to the "Troops First Foundation" on behalf of non-wounded and wounded military personnel. The Foundation inspired him to create "Feherty's IED (Improvised Explosive Day)" of golf, cycling, pheasant hunting and skiing events for wounded warriors including members of Special Forces, Green Berets and other U.S. heroes.

- Lesley Visser donates time and appearances to the National Bone Marrow Foundation through the effort of CBS Sports lead



director Bob Fishman. In addition, she will emcee the “Susan G. Komen Venetian Splendor” event in November, as well as participate in the “Joe Torre Safe at Home Foundation” event. Visser also sits on the Board of Directors of the V Foundation for cancer research, New York University’s Sports and Society Program and the “Jason Taylor Reading Room Foundation.”

- The CBS Sports Communications Department, along with the NCAA Division I Men’s Basketball Championship Communications Committee, continued a tradition started in 2008 by volunteering their time at a local Community Center in the city hosting the NCAA Division I Men’s Basketball Championship Final Four. This year the group volunteered at the VOX Teen Center in Atlanta, Ga. talking about careers in sports and media.

**CBS  
NEWS**

**CBS News programs have raised awareness  
of global, social and economic issues**



## CBS News is dedicated to providing the best in journalism under the standards it pioneered at the dawn of radio and television, and continues to set in today's digital age.

Headquartered in New York, the division broadcasts influential, critically acclaimed programs, providing newsmaking features and interviews, investigative reports, analysis and breaking news 24 hours a day, seven days a week. CBS News utilizes a multi-platform model for news distribution across television (CBS Television Network), radio (CBS RADIO Network), the Internet (CBSNews.com) and hand-held devices (CBS Mobile).

Since its first newscast was broadcast, CBS News has played a crucial role as a trusted news source. In times of peace, war and uncertainty, its reporters, correspondents, producers and staff help viewers understand an increasingly complicated world.

From economic meltdowns to political unrest and natural disasters, CBS News' mission is to inform and enlighten, enabling the public to perform its critical role as members of a democratic society. The following pages are just a few examples of how its programs have helped change, save and improve lives.

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### **CBS EVENING NEWS WITH SCOTT PELLEY**

The impact of CBS News and its flagship program, the CBS EVENING NEWS WITH SCOTT PELLEY, takes many forms on America and the rest of the world. Its in-depth reporting and investigation continually triggers reform globally and locally, and this year CBS News was particularly proud that the CBS EVENING NEWS WITH SCOTT PELLEY was the recipient of a NABJ 2013 Salute to Excellence Award. Among the show's award-winning reports:

***SPEAKING WITH CHEN GUANGCHENG:*** In February 2013, CBS News correspondent Holly Williams earned a George Polk award for her coverage of Chinese human rights campaigner Chen Guangcheng's daring escape to the U.S. Embassy in Beijing,

following years of house arrest after exposing forced abortions in China.

***YOUNG VOLUNTEERS OF HURRICANE SANDY:*** CBS News correspondent Michelle Miller showcased the efforts of teens and 20-year-olds who banded together to help the victims of Hurricane Sandy. The November 2012 report on the CBS EVENING NEWS WITH SCOTT PELLEY received a NABJ 2013 Salute to Excellence Award.

***HARMONY PROJECT:*** CBS News correspondent Bill Whitaker's report displayed the efforts of a Los Angeles music program that puts instruments in the hands of children before the rampant gang culture puts a gun in them.



CBS News Foreign Correspondent Clarissa Ward interviewed Free Syrian Army supporter Dr. Maher Nana in the 60 MINUTES report on the Syrian Civil War, which was broadcasted on Oct. 14, 2012.

## 60 MINUTES

*THE RECYCLERS: FROM TRASH COMES TRIUMPH:* 60 MINUTES correspondent Bob Simon reported on the community of Cateura, Paraguay, and its sustainable recycling initiatives. In Cateura, residents don't just make a living from the massive garbage heap in their town; they also make music, crafting ingenious instruments from the trash, with which they created an orchestra.

Scott Pelley, Anchor and Managing Editor of the CBS EVENING NEWS and correspondent for 60 MINUTES, documented homeless kids and their parents living in cars in Central Florida, on a broadcast of 60 MINUTES: HARD TIMES GENERATION: FAMILIES IN CARS. The report earned two Emmys in October 2012 and spurred several million dollars of donations to fight homelessness in the area.

## 48 HOURS

*RYAN FERGUSON:* On Nov. 5, 2013, a Missouri appeals court vacated the murder conviction of Ryan Ferguson for the 2001 murder of a newspaper sports editor. Ferguson's case was overturned after he served nearly a decade of his 40-year prison sentence and eight years after 48 HOURS launched an investigation into the case.

*LOVED TO DEATH:* On Oct. 26, 2013, 48 HOURS broadcast a one-hour investigation into the rise of dating and breakup violence among adolescents. CBS SUNDAY MORNING correspondent Tracy Smith and the 48 HOURS team interviewed family and friends of a young woman killed by her ex-boyfriend.

*THE WAR IN CHICAGO:* On May 18, 2013, 48 HOURS broadcasted a report based on its six-month investigation into what was behind Chicago's increased murder rate among young people and the link between street violence and drug trafficking. 48 HOURS correspondent Maureen Maher and CBS NEWS Chief Investigative correspondent and 60 MINUTES SPORTS correspondent Armen Keteyian reported the investigation, which was supported by an extensive online guide to resources as well as a strong social media component.

## COMMUNITY OUTREACH

CBS News and USA WEEKEND joined together for "Make A Difference Day 2013," the nation's largest day of volunteering, which was on Oct. 26, 2013. CBS News anchors and correspondents wrote short essays about the significance of volunteerism that appeared

in USA WEEKEND Magazine, including the CBS EVENING NEWS Anchor and Managing Editor Scott Pelley; CBS THIS MORNING co-host Gayle King; former CBS News Senior correspondent John Miller; Congressional correspondent Nancy Cordes; CBS SUNDAY MORNING correspondent Mo Rocca; and CBS News Correspondents Margaret Brennan and Michelle Miller. King also was featured on the cover of the magazine.

On August 7, 2012, Bob Simon visited Joey Travolta and campers at the Short Film Camp for children with and without special needs at St. Peter's College in Englewood Cliffs in New Jersey. Simon discussed TV production, filming and provided guidance to the students on their project "30 Minutes," in which they produced 60 MINUTES-style reports. The culmination of the camp will be a 30-minute documentary and a public service announcement on autism for the state of New Jersey.

On Nov. 10, 2012, staff members of CBS News' 48 HOURS spent a Saturday volunteering at the Church of the Nazarene in Far Rockaway, Queens – an area that experienced severe damage during Superstorm Sandy. The team worked with the Far Rockaway Relief Effort Fund and Northland to organize and distribute food, water, blankets, baby supplies, toys, paper products and other household objects to the surrounding community. More than 100 people turned out to receive aid, many of whom were living without power and heat.



On May 22, 2013, 60 MINUTES Correspondent and Vietnam veteran Steve Kroft hosted a special radio hour exploring the impact of post-traumatic stress disorder on our nation's veterans on CBS RADIO News.

**CBS Television Studios have made commitments to the public and organizations seeking to serve the greater good**

CBS Television Studios is one of the industry's leading suppliers of primetime network programming, with the #1 and #2 most-watched scripted series on television, NCIS and NCIS: LOS ANGELES. The studio also produces six of the top 10 most-watched scripted series. The roster of popular and critically acclaimed programs also includes the phenomenally successful CSI franchise; the daytime talk show THE TALK, and BET's #1 show THE GAME; the hit series HAWAII FIVE-0, BLUE BLOODS and ELEMENTARY; and the acclaimed drama THE GOOD WIFE, for which star Julianna Margulies received the Emmy for Outstanding Lead Actress in 2011.

The following represent the commitment CBS Television Studios' shows, talent and staff has made to the public and to organizations seeking to serve the greater good:

## BLUE BLOODS

- Donnie Wahlberg completed a radio PSA and TV spot for the Mayor's office in support of Hurricane Sandy victims, and a second PSA for WARRIORS IN PINK, for breast cancer awareness.
- Tom Selleck completed a Red Cross PSA for Hurricane Sandy victims.
- BLUE BLOODS received the 2013 Special Christopher Spirit Award, which recognizes a TV series that is well-executed and also provides viewers with intellectual, moral and spiritual substance.
- In the episode "No Regrets," airing on March 15, 2013, Frank (Selleck) helps an old friend come to terms with his alcoholism.

- In the episode "The Bitter End," airing on May 3, 2013, the Reagans suffer a loss due to the project gangs. This episode deals with gang violence in a volatile community.

## CSI: CRIME SCENE INVESTIGATION

- Ted Danson founded American Oceans Campaign, which merged with Oceana to more effectively address their common mission of protecting and restoring the world's oceans. Danson remains a committed and active member of Oceana's Board of Directors.
- As a double amputee of his legs, Robert David Hall has served and continues to serve as a prominent advocate for disabled Americans.
- In February, CSI hosted a set visit for 20-year-old Megan

Edwards of England, who has Stage 4 Burkitt's Lymphoma.

## ELEMENTARY

- ELEMENTARY received a Voice Award which recognizes television and film productions that contribute to mental health and substance use understanding. ELEMENTARY received four Voice nominations for the "Pilot," "While You Were Sleeping," "Child Predator" and "You Do It Yourself."
- ELEMENTARY received an EIC President's Award (Prism Award) honoring the organic way the show interweaves stories of addiction and recovery in subtle ways into the ongoing fabric of



ELEMENTARY stars Jonny Lee Miller and Lucy Liu.

the series and its characters throughout the season. In addition, the show was nominated in the category for Drama Series Multi-Episode Storyline – Substance Abuse while Lucy Liu was nominated for Female Performance in a Drama Multi-Episode Storyline.

- ELEMENTARY's episode entitled "Possibility Two" was selected to be honored at the 3rd Annual S.E.T. Awards for a Drama Series. The S.E.T. Awards are presented to productions for inspiring and impactful entertainment portraying and promoting the fields of science, engineering, technology and math.
- ELEMENTARY was selected as a finalist in the Sentinel For Health Awards, which recognize exemplary TV storylines that inform, educate and motivate viewers to make choices for healthier and safer lives.
- ELEMENTARY will be presented with a 2014 Phoenix Rising Award at the 11th Annual Triumph for Teens Awards in Los Angeles. Phoenix House is a leading national nonprofit provider of substance abuse and mental health services. The awards celebrate the victories of young people in treatment while recognizing individuals whose accomplishments, creative work and dedication have positively impacted youth and their families throughout Southern California.
- Jonny Lee Miller raised \$168,630 and ran a 50-mile ultra marathon for Jonah's Just Begun – Foundation to Cure Type C Sanfilippo Syndrome.
- Lucy Liu spent time during summer of 2013 working with UNICEF in Lebanon to assist with the Syrian refugee crisis.
- Liu completed a PSA for Warriors in Pink.

## HAWAII FIVE-0

- Daniel Dae Kim participated in the O&O Korean American special program "Success Makers," which aired on Oct. 22, 2013.
- Kim narrated and participated in a media tour for the movie "Linsanity"; about the life of Jeremy Lin.





On Dec. 13, 2013, HAWAII FIVE-0 aired an episode depicting the events at Pearl Harbor and the internment of Japanese-Americans.

- Kim continues to work with the APAICS – Asian Pacific American Institute for Congressional Studies.
- The episode “Ho’onani Makuakane” (“Honor Thy Father”), which aired in December 2013, honored the events that took place at Pearl Harbor. In addition, the episode also touched on the internment of Japanese Americans during the 1940s.
- On March 17, 2013, the show was honored at the 6th Annual Honolulu Polic Community Foundation, which raises money to enable the foundation with the necessary emergency equipment and outreach programs that educate and protect Hawaiian youth. The Foundation also cares for the families of fallen officers.
- In September 2013, Scott Caan participated in “A Walk On Water” with NCIS: LOS ANGELES’ Eric Christian Olsen. AWOW is a non-profit group that specializes in water therapy through guided surf instruction to special needs children.

- Every holiday season, HAWAII FIVE-0 conducts a toy drive for a local elementary school in Oahu - this year’s school is Ka’iulani Elementary.
- On Dec. 15, the cast and crew of HAWAII FIVE-0 gathered for “Kokua for the Phillipines: to raise funds for those devastated by the typhoon. \$1.8 million was collected.

#### NCIS

- In March 2013, Pauley Perrette and Brian Dietzen shot a video for a young NCIS fan with a terminal illness as requested by the “Share A Dream” organization.
- Also in March 2013, in conjunction with her birthday and that week’s episode of NCIS, Pauley Perrette encouraged fans to celebrate her “donation day” (what she calls her birthday) by donating to the charity “Kevlar For K-9’s” – which provides military dogs with Kevlar vests. The March 19 NCIS episode

“Seek” featured a storyline about a military dog who ends up being crucial to solving the case.

- In March 2013, NCIS hosted a “Make-A-Wish” child on the set, including a meet-and-greet with the cast, tour and lunch.
- On April 6, 2013, the cast and producers of NCIS were honored at the Los Angeles Red Cross Annual “Red Tie” Affair in Santa Monica for their continued efforts for the organization. The show provided a tour of the set as part of the silent auction fundraiser for the Red Cross.
- In April, 2013, David McCallum attended a Marine Ball in Washington D.C. to express his gratitude for the men and women in service.

- Every June, Mark Harmon hosts a softball game event in Oklahoma to raise money for the local Oklahoma City Indian Clinic, a medical facility that serves 3,500 kids.
- In June 2013, Pauley Perrette was awarded the Tom Mankiewicz Leadership Award at the L.A. Zoo’s Beastly Ball event in Los Angeles for her support of the Greater Los Angeles Zoo Association (GLAZA).
- In June 2013, The Thirst Project annual gala honored Pauley Perrette with the Pioneering Spirit Award for her donations and outspoken support of the charities initiative to create clean water wells in underdeveloped countries.
- In September 2013, Brian Dietzen participated in the annual



NCIS star Pauley Perrette is a supporter of numerous causes including animal rights. In June, the actress was awarded the Tom Mankiewicz Leadership Award at the L.A. Zoo’s Beastly Ball.

Washington Nationals Wounded Warrior Amputee Softball team game featuring two mixed teams of wounded warriors and celebrities playing a game at the Washington Nationals field.

- In September 2013, Pauley Perrette participated in Hero Project as part of the development of a new violence prevention education curriculum to End the Silence on Domestic Violence campaign launched by DR. PHIL.
- In October 2013, Rocky Carroll completed a PSA for Warriors in Pink campaign in support of breast cancer awareness month.
- In the episode “Anonymous Was a Woman,” airing Oct. 15, 2013, NCIS featured a storyline about an Afghan women’s shelter, shining light on the real-life issues facing women in Afghanistan on a daily basis.
- On Nov. 13, 2013, Pauley Perrette and Brian Pietzen helped with the Red Cross’ typhoon relief phone banks
- On Dec. 5, 2013, NCIS was honored by LAANE - Los Angeles Alliance for a New Economy for bringing jobs to Los Angeles and helping the local economy.

#### **NCIS: LOS ANGELES**

- In January 2013, Renee Felice Smith partnered with The Muttigree Curriculum, which is an innovative effort to link social and emotional learning and compassion with human education involving animals.
- In April 2013, LL Cool J was honored at The Kaleidoscope Ball, an event benefiting the UCLA Children’s Discovery and Innovation Institute at Mattel Children’s Hospital.
- In May, 2013, Chris O’Donnell narrated the video “Child Hunger Ends Here” as part of the ConAgra Foods Foundation summer campaign to help the one in five U.S. children facing hunger.
- In May 2013, Renee Felice Smith participated in Pen USA’s Freedom to Write Program by doing a public reading of “To Kill

a Mockingbird.” The program strives to bring recognition and aid to writers who persevere in the face of oppression and persecution around the world, as well as to guard against restrictions of the First Amendment.

- In August 2013, Eric Christian Olsen participated in an event for his charity, Hats Off For Cancer, at the Mattel Children’s Hospital which he visits every other month.
- In August 2013, LL Cool J was honored at the Do Something Awards, honoring those doing something to change the world through their charity work.
- In October 2013, Daniela Ruah completed a Warriors In Pink PSA for Breast Cancer Awareness Month and Miguel Ferrer taped a PSA for Hispanic Heritage Month.
- Throughout the year, NCIS: LOS ANGELES donated set visits to the following charities to raise funds for their individual campaigns:
  - Beckstrand Cancer Association
  - Broadway Cares/Equity Fights AIDS
  - Minorities in Broadcasting
  - Posee Los Angeles
  - Pediatric Cancer Research Foundation
  - The Western Justice Center
  - National Breast Cancer Coalition Fund (American Airlines)
  - LAAAWPPI - Women in Action
  - Susan G. Komen - MD Anderson

#### **REIGN**

- On Oct. 4, 2013, CBS Television Studios hosted a “teen



As part of its work for the St. Bernard Project, cast and crew members helped rebuild homes ravaged by Hurricane Sandy.

Left: Good Wife star, Josh Charles, helps measure pieces of wood, which will be used to construct the house.

Above: Good Wife star Julianna Margulies assists with a piece of sheet rock.

night” with an organization called “A Place Called Home.” At APCH supporters and volunteers provide educational programs, counseling and mentorship for underprivileged children and teens from 8 to 21-years-old. Teens were given the chance to become “Queen and King for a Day.”

## THE GOOD WIFE

- Archie Panjabi continues to work to raise awareness of polio by assisting with administering vaccinations in India and doing press and promotion about the disease for her campaign World Polio Day.

- In celebration of the show’s milestone 100th episode, the cast and crew of THE GOOD WIFE raised money for the St. Bernard Project, an organization that helps rebuild houses that have been destroyed as the result of a natural disaster. In this case, the taping of the 100th episode happened at the one year anniversary of Hurricane Sandy – which affected many cast and crew members of the show. Participating in a day of service with Friends of Rockaway, the local affiliate of the St. Bernard Project, the show helped rebuild a home ravaged by the storm. Additionally, together, the CBS Television Network, CBS Television Studios and the cast and crew of THE GOOD WIFE donated a total sum of \$77,185 to the St. Bernard Project.

- Alan Cumming works with several LGBT groups to promote tolerance throughout the communities.
- In the episode “Je Ne Sais What,” which aired Jan. 13, 2013, Peter (Chris Noth) battles being accused of racial bias by speaking at the Mosaic Coalition, and although he is booed, it is seen as a victory for standing up and speaking the truth to minority interest groups.
- In the episode “Invitation to an Inquest,” which aired March 17, 2013, Zach (Graham Phillips) breaks up with Nisa (Rachel Hilson) due to encouragement from Jordan (T.R. Knight) because Nisa is African American, and when Alicia (Julianna Margulies) finds out about this, she fires him from Peter’s (Chris Noth) campaign.

#### **THE MILLERS**

- In October 2013, Margo Martindale completed a Warriors in Pink PSA. Beau Bridges completed a Veteran’s Day PSA which aired on Nov. 11.

#### **UNDER THE DOME**

- Alice Calvert (played by Samantha Mathis) and Carolyn Hill (played by Aisha Hinds) are a lesbian couple and parents to Norrie Calvert-Hill (played by Mackenzie Lintz). Both characters are strong professionals who at first are met with prejudice by some townspeople, but eventually become a great asset to the town as they both utilize their skills as the town is trapped under the Dome.
- At Oceana’s 20th Los Angeles Fundraiser on August 18, 2013, an UNDER THE DOME set visit as well as a lunch with Dean Norris was auctioned off.



**CBS Television Distribution is committed to raising awareness  
and taking action on social issues both on and off the air**

**CBS Television Distribution is the preeminent company in television syndication. CTD produces or distributes 11 first-run series and holds the largest distributed television library at 70,000 hours strong.**

Among CTD's critically acclaimed programs are the #1 syndicated series **JUDGE JUDY**; talk leader **DR. PHIL**; the #1 and #2 rated game shows **WHEEL OF FORTUNE** and **JEOPARDY!**; the Emmy Award-winning talk shows **RACHAEL RAY** and **THE DOCTORS**; the #1 and #2 newsmagazines **ENTERTAINMENT TONIGHT** and **INSIDE EDITION**, along with **THE INSIDER**; the late-night talk show **THE ARSENIO HALL SHOW**; the freshman talk show **THE TEST**; and popular off-network product, including the **CSI** and **STAR TREK** franchises, **EVERYBODY LOVES RAYMOND**, **FRASIER**, **NCIS**, **CRIMINAL MINDS**, **NCIS: LOS ANGELES**, **THE GOOD WIFE**, **BLUE BLOODS**, **HAWAII FIVE-O**, **HOT IN CLEVELAND** and **UNDERCOVER BOSS**. In addition, CTD handles the domestic television distribution of **CBS News**, **CBS Films** and **SHOWTIME**. CTD is a unit of **CBS Corp.**

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CBS Television Distribution has made charitable contributions to various causes, including the following:

- To bring holiday cheer to children in need, CBS Television Distribution annually supports the “Get a Life Childcare & Foundation” and “Connections for Children” by providing donations of toys, books, games and gift cards. The “Get a Life Childcare & Foundation” provides childcare for young children who have a parent with a terminal or chronic illness. The “Connections for Children” organization assists families living below poverty with quality daycare.
- CBS Television Distribution participates annually with Spark, a national non-profit organization that encourages at-risk youth to stay in school by offering a “Dream Job” apprenticeship program.
- CBS Television Distribution recycles employees’ cans and plastic

goods as part of a “Go Green” initiative where all proceeds benefit CTD’s 2013 community outreach efforts.

- In an effort to honor our troops in 2012, CBS Television Distribution held a donation drive for the Vet Hunters Project, a non-profit organization dedicated to preventing and ending homelessness amongst American military veterans and their families.
- In 2013, CBS team members participated in the 27th Annual Nautica Malibu Triathlon at Zuma Beach in Malibu. Nine CBS corporate divisions were represented, including CBS Television Distribution. The Nautical Malibu Triathlon comprises of a half-mile ocean swim, an 18-mile bike ride, and a four-mile run. CBS raised more than \$42,577 for the Children’s Hospital Los Angeles (CHLA) and its pediatric cancer research program.

- CBS Television Distribution hosted its fourth annual back-to-school celebration for the children in residence at Upward Bound House, a non-profit organization that offers housing and supportive services to homeless children and their families. Employees gathered from CTD, ENTERTAINMENT TONIGHT, THE INSIDER and CBS Films to pass out more than 100 backpacks filled with essential school supplies to the needy children. Families also enjoyed fun and crafts along with a delicious dinner during the backpack drive.
- In 2013, CBS Television Distribution employees participated in a beach cleanup in Santa Monica, Calif.

Many of CBS Television Distribution's shows have also raised awareness of social issues and have partnered with charitable organizations to raise funds and enact change. Some examples of the division's community service works via its shows are:

#### *ENTERTAINMENT TONIGHT/THE INSIDER*

- Staff from both ENTERTAINMENT TONIGHT and THE INSIDER volunteer annually at Operation Gratitude, an organization that compiles and sends 10,000 care packages filled with snacks, entertainment items, and personal letters of appreciation to U.S. service members deployed in hostile regions.
- Military families from the 29 Palms Marine base are invited annually to the sets of both ENTERTAINMENT TONIGHT and THE INSIDER for a Thanksgiving potluck where they're given the opportunity to connect with their loved ones who are stationed overseas through Skype.
- In 2013, crew members aboard the United States Navy's USS Ronald Regan (CVN-76) were invited to tour the ENTERTAINMENT TONIGHT and THE INSIDER stages, meet the talent, and receive custom patriotic show merchandise to thank them for their services.



The Insider co-anchor, Thea Andrews (C) gives the crew members aboard the United States Navy's USS Ronald Regan (CVN-76) a tour of the studio set.



- In the wake of Hurricane Sandy, ENTERTAINMENT TONIGHT and THE INSIDER recorded a PSA in support of the American Red Cross that urged people to donate to the organization, and talent from both of the shows participated in the KCBS phone bank to raise funds. ENTERTAINMENT TONIGHT and THE INSIDER collected more than 500 pounds of clothing from its staff and distributed it to victims of the hurricane. ENTERTAINMENT TONIGHT Special Correspondent Ty Pennington helped victims receive water, blankets, batteries and power.
- ENTERTAINMENT TONIGHT and THE INSIDER have donated set visits and VIP tours to several charity auctions including the Human Rights Campaign, Los Angeles Police Association, MDA's Wings, Support 4Ever and Music Cares Grammy Foundation.
- In 2013, ENTERTAINMENT TONIGHT was honored at the 1736 Family Crisis Center's 40th Anniversary Gala Celebration for the program's coverage on domestic violence.
- Linda Bell Blue, Executive Producer of ENTERTAINMENT TONIGHT and THE INSIDER, joined the fight against autism when she co-chaired the Help Group's 15th Annual Teddy Bear Ball. She is also a member of the fundraising committee for GLSEN, the Gay and Lesbian and Straight Education Network to help ensure safe schools for all students, no matter their sexual orientation.
- Nancy O'Dell serves as the National Vice President of the Muscular Dystrophy Association as well as being an ALS National Ambassador. O'Dell was inducted into the American Red Cross' National Celebrity Cabinet in 2002 and continues to hold that position today. She annually co-hosts the MDA telethon, serves as a celebrity spokesperson for the March of Dimes and acts as an international board member for Best Buddies.
- In 2013 Brooke Anderson, ENTERTAINMENT TONIGHT correspondent, co-hosted with Lilly Tartikoff the 20th anniversary of the EIF Revlon Run/Walk for Women.

- Rocsi Diaz, correspondent on ENTERTAINMENT TONIGHT, was honored in 2013 by the National Council of La Raza (NCLR) with the Ruben Salazar Award for Communications. The award was given to Diaz for being an excellent example of a communications professional that has dedicated her professional life to portraying issues, concerns and news relevant to contemporary Hispanic America.

#### *WHEEL OF FORTUNE*

- Vanna White owns a yarn line called "Vanna's Choice," where she donates the sales proceeds to St. Jude Children's Research Hospital. In 2013, White went to Memphis, Tenn., to present a check to the charity and visit with patients at the hospital. More than \$1 million has been donated by Lion Brand, the company that represents "Vanna's Choice."
- WHEEL OF FORTUNE and Maxwell House engaged in a multi-year partnership that annually benefited a chosen charity. Every time a contestant won the bonus round, Maxwell House donated \$2,500 to the charity, up to \$200,000 per year. The 2012 affiliation yielded \$180,000 for Rebuilding Together, the nation's leading non-profit organization working to preserve affordable homeownership and revitalize communities. In August 2012, Vanna White and WHEEL OF FORTUNE staff joined Maxwell House representatives to donate their time planting a community garden at the Carmen Flores Recreation Center at Josie de la Cruz Park in Oakland, Calif.
- Pat Sajak works with the Vietnam Veterans of America, which promotes the interests of U.S. military veterans of the Vietnam War era and their families. He received the Vietnam Veterans of America Excellence in the Arts Award for his efforts to the organization.

#### *JEOPARDY!*

- In celebration of 25 years working with the USO, JEOPARDY! host Alex Trebek attended the 13th USO/Armed Forces Entertainment tour in 2012, where he hosted a series of contestant auditions, greeted our troops and recorded clues from four military installments.

- Television history was made in 2011 when all-time JEOPARDY! champs Ken Jennings and Brad Rutter competed against an IBM computer named “Watson” in the first-ever JEOPARDY! man vs. machine competition. IBM donated their \$1 million dollar grand prize to two different charities: World Vision, a worldwide relief and development organization, and World Community Grid, whose mission is to create the world’s largest public computing grid. Ken Jennings, who placed second, donated \$150,000 to the Seattle-based non-profit VillageReach, and Brad Rutter, who placed third, donated \$100,000 to the Community Foundation, which supports a wide variety of charitable projects – including the public library system.

### *RACHAEL RAY*

- Rachael Ray launched Yum-O in 2006, which is a non-profit organization that empowers kids and their families to develop healthy relationships with food and cooking by focusing on three core work areas: cooking (educating kids and their families on



Rachael Ray with First Lady Michelle Obama promote the ‘Let’s Move’ campaign

food), feeding (feeding hungry American kids) and funding (funding cooking and education scholarships).The non-profit has donated \$160,000 to support Feeding America’s National Produce Program and partnered with First Lady Michelle Obama’s “Let’s Move!” campaign to promote legislation that increases the nutritional value of school lunches.

- The RACHAEL RAY culinary staff donates unused pantry items that are featured on their grocery store sets to New York City’s City Harvest Food Bank.
- RACHAEL RAY has worked with the North Shore Animal League since the fall of 2012 to find safe and loving homes for rescue dogs. More than 50 dogs have been adopted as a result of thep being featured on RACHAEL RAY.
- RACHAEL RAY welcomed students from the Fresh Air Fund’s Camp Mariah in 2013 to take a tour of the set, talk with a camera operator and taste food. The Fresh Air Fund provides free summer camp experiences for children who live in low-income New York City communities.
- Meredith Weintraub, Supervising Producer of RACHAEL RAY, mentored a New York City high school student throughout 2012-2013 as part of CBS’s corporate partnership with Big Brothers Big Sisters organization.
- Two audience members donated their hair to Locks of Love after receiving a short-hair makeover on an episode of RACHAEL RAY in 2013.

### *THE DOCTORS*

- THE DOCTORS, joined by Dr. Phil McGraw, featured an important episode on the Sandy Hook massacre that focused on how to open a dialogue with children about the tragedy, the warning signs that a child may not be coping well and what to expect throughout the grieving process.
- In an episode of THE DOCTORS, a young man received a free pair of prosthetic legs given to him by the Hanger Clinic that he desperately needed but couldn’t afford.



Dr. Jim Sears from The Doctors (C) with Carter's Kids and volunteers.

- In 2013, Dr. Jim Sears of THE DOCTORS joined forces with Carter's Kids, a nonprofit organization that builds playgrounds for underserved children in the United States in an effort to promote active and healthy playtime. Together Sears, Carter Oosterhouse, an army of friends and community volunteers were able to build a new fitness playground at Alliance College-Ready Middle Academy #7 in South Los Angeles.
- Since August 2011, DR. PHIL and THE DOCTORS studio audiences have donated more than six tons of food and cash donations to the Los Angeles Regional Food Bank. These contributions have accounted for more than 25,000 meals served to those most in need including children, families and seniors.
- Staff members from both DR. PHIL and THE DOCTORS collect DVDs for donation to our troops through the Television

Academy's Project Hollywood Cares program.

#### *DR PHIL*

- In 2013, Dr. Phil McGraw spoke at the California District Attorney Investigators' Association Convention awards dinner to a group of 200 law enforcement professionals.
- Michael Piraino, President of the Court Appointed Special Advocates for foster children (C.A.S.A.), interviewed Dr. Phil McGraw on the subject of psychotropic medication for children that was featured on the organization's website and used a teaching tool for the organization's volunteers. Both Dr. Phil and his wife Robin are national spokespersons for the organization.
- Dr. Phil McGraw and his wife Robin are members of the American Red Cross National Cabinet.

- Since 2011, in-show PSAs have aired for Feeding America, Iraq Star and the American Red Cross. In addition, Dr. Phil McGraw has recorded messages for local organizations which include Kidd's Kids, C.A.S.A. of Northwest Arkansas, the National Alliance on Mental Illness of North Carolina and Kansas City's FeedKCNOW.

- Dr. Phil McGraw started his own non-profit organization, The Dr. Phil Foundation, which supports a variety of charitable organizations that address emotional, physical, mental and spiritual needs of children and families. In 2012, the Dr. Phil Foundation donated \$100,000 to Feeding America. This donation is the equivalent of 800,000 meals, as every dollar donated to the organization equals eight meals.



Inside Edition host Deborah Norville (C) donating blood for Red Cross Hurricane Sandy relief.

- DR. PHIL features socially conscious topics on the show that include bullying, child abuse, criminal investigations, cults, cyber crimes, dangerous teen trends, dating abuse, domestic violence, drug intervention, elder abuse, mental health, missing children/ persons, philanthropy and feeding America, and teen pregnancy.

#### *INSIDE EDITION*

- INSIDE EDITION's anchor Deborah Norville is active with many charities including the Broadcasters Foundation of America, the Girl Scouts Council of Greater New York and the Rita Hayworth gala for Alzheimer's. She also continues to raise awareness for the health of mothers and babies as a spokesperson for the March of Dimes. In late 2012, Norville supported CBS's Hurricane Sandy relief initiatives, encouraging those able to help to donate to the American Red Cross Relief Fund, and volunteering at the CBS Broadcast Center to answer phones and take donations for CBS/Red Cross phone bank.

- Megan Alexander, correspondent on INSIDE EDITION, participated in the American Heart Association Fashion Show "Go Red for Women" in March 2013. She also hosted an event for World Vision, a film called "A Walk to Beautiful," that raises awareness about women in Africa and medical surgeries they need and can't afford after childbirth. Alexander also continues to help raise awareness through various charities, including Operation Troop Aid and the Susan G Komen Foundation, through her participation in the Inspirational Country Music Awards.


- Victoria Recano, correspondent on INSIDE EDITION, participated in the 2013 "STRUT: The Fashionable Mom Show," where moms and their children walked the runway to support and raise awareness for numerous charitable organizations.

- In 2013, INSIDE EDITION covered stories of multiple families whose children have suffered from a rare foot deformity that makes walking impossible. INSIDE EDITION was by each family's side as their babies underwent a "miracle" surgery that would save the children's feet from amputation. The story followed the families throughout the innovative surgery that literally twisted the foot into a normal position, enabling the young children to eventually walk.

## *JUDGE JUDY*

- Her Honor Mentoring, founded by Judge Judy Sheindlin and her stepdaughter Nicole Sheindlin, is a program that has provided nearly 200 young women with an opportunity to reach their full potential through a structured framework for learning and growth. The program allows selected high school girls to be paired with women who are industry professionals over a six-month duration.
- JUDGE JUDY works with charities to auction off tickets to the show and provides a VIP backstage tour and lunch with cast and crew to generate money for charities including Big Brothers and Big Sisters, City of Hope, Ronald McDonald House, Children of Chernobyl, NY Law School and The Trevor Project, among many others.
- Members of the JUDGE JUDY staff and production crew have participated and volunteered with many organizations including the AIDS Walk, the Susan G. Komen Walk, the Leukemia and Lymphoma Foundation, the Salvation Army and the Revlon Walk for Breast Cancer.

**CBS** TELEVISION  
STATIONS

A group of people, including several men in dark blue t-shirts with 'CBS' logos, are marching down a city street. They are carrying large American flags. In the foreground, a dark blue Chevrolet truck is driving, featuring a large graphic on its hood that says 'CBS' and 'POWERED BY CHEVYOPPER'. The truck has a satellite dish on its roof. In the background, a stone wall with the words 'HUGH CAREY TUNNEL' is visible, along with a tall building with many windows.

The CBS Television Station Group enjoys the best of both worlds – a powerful voice when orchestrated behind a cause and deep roots in the local communities they are privileged to serve.

**The CBS Television Stations is one of the largest network-owned stations groups in the country. Comprised of 29 local stations, its portfolio includes CBS, The CW and MyNetwork affiliates as well as three independent stations. When it comes to public service, the CBS Television Station Group enjoys the best of both worlds – a powerful voice when orchestrated behind a cause or issue and deep roots in the local communities they are privileged to serve.**

Through on-air programming to public service campaigns and fundraising, the stations have a tremendous impact on their markets. The stations rallied behind a number of public efforts in 2013, including across-the-board support of major public service campaigns such as the TVB/Ad Council “Project Roadblock” campaign against drunk driving, the National Center on Addiction and Substance Abuse’s annual Family Day effort and the NAB’s public service campaign to increase understanding of mental illness. More than \$1 million of airtime was donated to these efforts.

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The stations also came together to support Boston’s One Fund in the wake of the Boston Marathon bombings and teamed up with CBS RADIO to support typhoon relief in the Philippines. At the local level, the stations support the missions of countless nonprofits who derive great benefit from the airtime devoted to their events and causes.

In 2013 alone, the CBS Television Stations raised more than \$17 million for local charities and helped other nonprofits generate an additional \$77 million through station sponsorships, for a total impact of \$94 million in their communities. Here are just some of the examples of the creative and meaningful campaigns and efforts of this Group:

#### *WCBS/WLNY (New York)*

Tunnel to Towers – WCBS and WLNY were the proud media partners for the Stephen Siller Tunnel to Towers Run/Walk® in New York in September 2013. The Tunnel to Towers NYC retraces the final footsteps of Stephen Siller, the FDNY firefighter who ran from the Brooklyn Battery Tunnel to the World Trade Center to rescue survivors of the 9/11 terrorist attack while wearing more than 60 pounds of gear. The event supports children of firefighters and the military that have been seriously injured and sacrificed their quality of life in the line of duty. WCBS aired the Stephen Siller Tunnel to Towers Run/Walk® during an hour-long special hosted by anchors Maurice DuBois, Kristine Johnson, Dana Tyler and Chris Wragge.

The broadcast also aired in other cities including Sacramento, Tampa, Los Angeles and Philadelphia. The annual Tunnel to Towers run from Red Hook, Brooklyn to the World Trade Center had 30,000 participants and raised \$1.7 million.

#### *WCBS/WLNY (New York)*

March for Babies – WCBS and WLNY partnered with WCBS Newsradio 880, WFAN Sports Radio, WCBS FM 101.1, WWFS-FM Fresh 102.7 and the March of Dimes in support of the 2013 March for Babies on Sunday, April 28. The stations raised awareness for the event through public service announcements featuring Eli Manning, on-air news coverage, online coverage and internal station promotions. On-air personalities Mary Calvi, Carolina Bermudez and John Elliott each kicked off the opening ceremonies at the three March for Babies' sites in Manhattan, Long Island and Westchester County. The walk raised \$2.5 million and drew 8,000 participants.

#### *WJZ (Baltimore)*

Orioles Food Drive – WJZ anchors, reporters and the weather team partnered with Mid-Atlantic Sports Network and the Baltimore Orioles in July to raise food and funds for the Maryland Food Bank during a three-day home stand at Oriole Park at Camden Yards. Wearing special WJZ 13 baseball jerseys, WJZ's on-air team greeted Baltimore and Boston fans in town to watch the Red Sox take on the Orioles. This annual campaign raised \$32,000 in cash and 10,000 pounds of non-perishable food for the state's largest food bank.

#### *KCBS/KCAL (Los Angeles)*

Gun Buyback Weekend – For a fifth straight year, KCBS and KCAL partnered with the Mayor of Los Angeles and the Los Angeles Police Department to promote the city's annual "Anonymous Gun Buyback" during the first weekend in May 2013. In an effort to curb crime in Los Angeles, the city gave gift cards to local grocery stores to anyone



KCBS/KCAL President and General Manager Steve Mauldin (left), his daughter Stephanie and wife Sheilah welcomed thousands of families to the third annual Stephanie's Day at the CBS Studio Center.





KYW/WPSG Meteorologist Kate Bilo, a voracious reader who annually sets a personal goal to read 100 books, championed the Free Library of Philadelphia's Summer Reading Program by reading to children at local libraries.

who wished to turn in a gun, anonymously, with no questions asked. More than 2,000 guns were collected in 2013, including a second buyback in December. Since the program began in 2009, more than 11,000 guns have been taken off the streets of Los Angeles.

Stephanie's Day – KCBS and KCAL hosted Stephanie's Day, a free resource fair for children with autism and other special needs, on June 8, 2013 at the CBS Studio Center in Studio City, California. Thousands of families were able to meet with representatives from 55 local organizations providing information about local services for families with special needs children. Stephanie's Day is named in honor of Stephanie Mauldin, who has autism and is the daughter of KCBS/KCAL President and General Manager Steve Mauldin. The first Stephanie's Day was held 14 years ago in Miami and has since expanded to Dallas-Fort Worth (where the event celebrated its 10th anniversary in 2013) and Southern California.

*WBBM (Chicago)*

American Diabetes Association – WBBM is the official year-round media partner of the American Diabetes Association: Greater Chicago Region. The station stepped beyond the conventional lines of public service to spread the message of diabetes prevention in 2013, helping to raise nearly \$3 million. Activities included sponsorship of the Diabetes Expo in partnership with CBS RADIO station WSCR The Score, which attracted more than 11,000 people; a registration drive for the annual Step-Out Walks at the Chicago's Farmers Market; PSAs in support of the organization's events, and a station team that participated in the walks. WBBM has formed a CBS 2 Diabetes Task Force comprised of members of the station's news, production, sales and executive staff, who work to recruit staff for the walks.

*KYW/WPSG (Philadelphia)*

Susan G. Komen Partnership – The stations' female on-air staffers, billed as "The Women of CBS 3 Eyewitness News," team up year-

## FOCUS

# Boston Strong: In the wake of a tragedy, CBS's stations provide comprehensive and award-winning news coverage



WBZ News anchors Lisa Hughes and Jonathan Elias report live, breaking news from the Boston Marathon finish line soon after two bombs killed three victims and injured hundreds more.

For 30 years, CBS Boston's WBZ has broadcast the Boston Marathon from start to finish, and for nearly a decade, WBZ has been its exclusive local broadcaster. That distinction earned a new meaning on April 15 2013, when two bombs went off as racers continued to cross the finish line. In the ensuing chaos, WBZ's news team was on site to provide the most immediate, timely and compelling coverage of the crisis. The entire news team, from on-air reporters and photo journalists to producers, writers and technicians, helped WBZ provide wall to wall coverage of the bombing and the aftermath. As Boston went into lockdown mode, and the manhunt for the bombers reached fever pitch, no other news organization could match the breadth and depth of WBZ's coverage.

Mere seconds after the bombs went off, WBZ crews began continuing, breaking news coverage to inform the community of the tragic events. Some staff who were near the bombing sites balanced their coverage obligations to the community with taking time to also assist victims at the scene by moving barricades so rescuers

could reach victims. Other colleagues raced victims to medical aid and worked in the medical tent to care for the injured. As the news unfolded, three victims were confirmed dead and hundreds suffered severe injuries and loss of limbs.

The local, national, and international coverage of the Boston Marathon bombings continued for weeks, with local newsrooms going on-air uninterrupted. Suspects were identified, law enforcement appealed to the public for help, a massive manhunt followed, a car-jacking, one police officer was murdered, one suspect is killed in the street, another officer seriously wounded, a community-wide lockdown as law enforcement searched for the surviving suspect, and then an arrest. Every news resource and the talents of every journalist were dedicated to covering this historic tragedy and the days that followed in an effort to inform the community. *The Columbia Journalism Review* commended WBZ for its coverage of the Boston Marathon bombings and subsequent events noting "...balanced, nuanced, comprehensive reporting amid a crisis."



WBZ was honored to win a duPont-Columbia University Award for the coverage of the Marathon bombing. This award recognized WBZ's coverage and the tumultuous two weeks that followed the April 15 attack. Columbia University describes the award as follows: "Every year about a dozen news stories are honored by the duPont-Columbia University Awards for the strength of their reporting, storytelling and impact in the public interest. The winning pieces are selected by the duPont jury from hundreds of entries vetted by a board of screeners."

In the following weeks and continuing through 2013, WBZ and WSBK significantly supported the donation drive for the ONE FUND, a fund to assist the victims and families in medical and recovery efforts, by producing and airing a series of PSAs as well as news segments. Thanks to the support countless individuals and numerous organizations across the region and around the world, to date the ONE FUND has received more than \$72 million dollars.



Top: WBZ News anchor Jonathan Elias continues live, breaking news coverage near the marathon finish as the victim count tragically rises.

Bottom: WBZ News anchor Lisa Hughes interviews a stunned marathon worker soon after the bombings.

round to support Susan G. Komen Philadelphia in their mission to end breast cancer. Joined by their CBS RADIO counterparts, the women hosted the 2013 Komen Philadelphia Race for the Cure. All of the CBS properties in Philadelphia supported the Race with PSAs and news stories. Live coverage of the race was simulcast on KYW, WPSG and on CBSPhilly.com from 6:00 to 9:00 a.m. More than 30,000 people participated in this year's Race for the Cure, which raised more than \$2 million. Newscast mentions in addition to promotional spots resulted in hundreds of breast cancer awareness messages in May.

#### *WBZ/WSBK (Boston)*

Big Sister – WBZ and WSBK partnered with the Big Sister Association in an effort to support the organization's mission of mentoring girls and young women in the community. WBZ produced and aired a public service announcement featuring news anchor Lisa Hughes focused on recruiting women to become Big Sisters to the hundreds of Little Sisters on the waiting list. The partnership included a fundraising gala honoring Big and Little Sisters as well as business leaders who have advanced mentoring. The event was hosted by anchor Lisa Hughes and raised more than \$1 million.

#### *WKBD (Detroit)*

Stand Up for Someone – This anti-bullying campaign, an exclusive project for Eastern Michigan University, began in 2012 by encouraging viewers to log on to [CW50Detroit.com](http://CW50Detroit.com) to explain what they would do if they witnessed an act of bullying, either in school or online. Four young viewers were chosen from those entries to appear in anti-bullying promos that aired in December 2012 and January 2013 on CW50. That foursome also appeared as part of a student roundtable on an anti-bullying episode of the station's local program, Street Beat, in February. The campaign was chosen as the winner of the 2013 PromaxBDA Just Cause Award.

#### *WCCO (Minneapolis-St. Paul)*

YouthLink – WCCO employees spent the evening of September 26, 2013 volunteering at YouthLink, a local organization working to end youth homelessness and poverty in the Twin Cities. The team spent the night organizing donated clothing and hygiene products and restocking the clothing closet. The volunteer night was part

of a larger station community engagement involving an employee-led donation drive and all-day phone bank that raised more than \$40,000.

#### *WFOR/WBFS (Miami-Fort Lauderdale)*

Dolphins Cycling Challenge – The stations sponsored the 2013 Dolphins Cycling Challenge, a two-day tri-county charity cycling event dedicated to raising funds for lifesaving cancer research at the Sylvester Comprehensive Cancer Center. In addition to donating public service time, the stations participated with a cycling team raising approximately \$4,000 for the event which collected \$3 million overall. One hundred percent of the funds were donated to the Sylvester Comprehensive Cancer Center, supporting healthy lifestyles and encouraging community awareness and support of cancer research.

#### *KPIX/KBCW (San Francisco)*

Students Rising Above – KPIX partnered with Students Rising Above to help low-income high school students fulfill their dream of a four-year college education by providing them with the financial assistance and mentoring support. The mentors help the students to adjust to college life and serve as surrogate parents in times of crisis. KPIX News Reporter and Founder of Students Rising Above, Wendy Tokuda, followed their journey on air throughout the course of the year. Three of every four of the Students Rising Above live below the poverty level. Nearly \$1 million was raised in 2013 to send these students to college – the students have a college graduation success rate of 90%.

#### *KDKA/WPCW (Pittsburgh)*

Children's Hospital of Pittsburgh Free Care Fund Telethon – 2013 marked the 60th Anniversary of the KDKA's Children's Hospital Free Care Fund Telethon. The station has been Children's Hospital's partner to raise funds ensuring that area children receive the finest medical care since 1953. KDKA donated and produced one hour of programming, organized hundreds of volunteers, highlighted the fundraising efforts of the community and solicited telephone donations from the viewing audience. The show was hosted by KDKA's news anchors, reporters, and weather and sports personalities. A check for more than \$2.2 million was presented to the hospital on behalf of the people of Pittsburgh at the end of the

program.

#### *KCNC (Denver)*

A Day for Wednesday's Child – In April 2013, KCNC hosted A Day for Wednesday's Child. KCNC and the Adoption Exchange partnered together on this one-day special that focuses on raising funds and generating awareness for the Adoption Exchange. KCNC featured success stories of former "Wednesday's Children" during newscasts and introduced viewers to children who are still looking for homes. Viewers had the opportunity to call in donations, contribute online or request additional information about adopting a Wednesday's Child. KCNC Anchor Evrod Cassimy hosted the program, which raised more than \$111,000.

#### *KTVT/KTXA (Dallas-Fort Worth)*

"Stephanie's Day" – KTVT and KTXA, with support from the Dallas-Fort Worth CBS RADIO stations, hosted in June the stations' 10th annual "Stephanie's Day," a free event for special needs children and their families in June 2013. More than three dozen local agencies and organizations had representatives on site to share information with parents on topics ranging from therapies and camps to financial planning. Approximately 1,000 attendees enjoyed activities and entertainment while learning about valuable local resources for children with autism, Down syndrome and other special needs.

#### *WUPA (Atlanta)*

Go Red for Women – For the third year in a row, WUPA served as media partner for the American Heart Association Go Red for Women campaign for the third year in a row. The station promoted and attended events for National Wear Red Day and provided an emcee for the Atlanta Go Red Luncheon in an effort to share stories of hope and inspiration.

#### *KSTW (Seattle)*

Leukemia/Lymphoma Society – KSTW provided support for "The Big Climb of Seattle" and "The Leukemia Cup Regatta," both fundraisers for the local Leukemia/Lymphoma Society. "The Big Climb of Seattle" is held every year at the Columbia Center and participants take the 69-flight course of 1,311 steps for the charity. "The Leukemia Cup Regatta" involves a day at sea in Elliott

Bay followed by a shore party. Beginning sailors, seasoned pros, competitive racers and casual cruisers are all invited to participate in this boating community tradition.

#### *WTOG (Tampa-St. Petersburg)*

Abilities Foundation Wine Tasting – WTOG has served as the media sponsor of the Abilities Foundation, a non-profit that supports the Warrior Bridge Initiative of Abilities, Inc. of Florida, which helped thousands of Floridians with disabilities obtain jobs and affordable housing since 1998. The wine tasting, the foundation's primary fundraiser, features premium wines, auction items and gourmet restaurants. WTOG promotes the event on air, features it on its public affairs program and produces a 20-minute recap video that helps the foundation recruit future sponsors. The event has raised \$3.48 million to date.

#### *KOVR/KMAX (Sacramento)*

The Undy 5000 – KOVR and KMAX sponsored this Northern California event that raised more than \$72,000 in 2013. More than 800 walkers wore their underwear to draw attention to colon cancer and early prevention. The Undy 5000 is one of the Colon Cancer Alliance's signature fundraising events and is an important revenue source for furthering its mission of knocking colon cancer out of the top three cancer killers. Money raised through the Undy 5000 supports both local and national colon cancer services. The stations provided news stories with colon cancer survivors. "Good Day Sacramento" Anchor Ken Rudolph also emceed the walk.

### **SOCIALLY RESPONSIBLE PROGRAMMING**

#### *KYW/WPSG (Philadelphia)*

Charity Phone Banks – KYW and WPSG, in partnership with their CBS RADIO sister stations, teamed up multiple times throughout the year to use their combined voices to raise awareness and more than \$3.2 million for a few beloved charities in their area. The fourth annual Ronald McDonald House Charities Phone Bank aired live across both stations in March 2013. This 14-hour effort raised more than \$1 million. In the wake of the horrific and deadly tornado in Moore, Okla., the stations once again mobilized under the "Operation Brotherly Love" banner to raise funds for the American Red Cross relief effort. That event raised more than \$225,000. KYW and WPSG also presented a full day of fundraising for the

Alex's Lemonade Stand Foundation in June, raising nearly \$2 million for pediatric cancer

*WBZ/WSBK (Boston)*

“Centro” – “Centro,” a special news feature hosted and produced by award-winning journalist Yadires Nova-Salcedo, examines issues of importance to the Latino community, including education, politics, current events, public service initiatives, entertainment and more.

*WWJ-TV (Detroit)*

“Eye on the Future” – WWJ aired an “Eye on the Future” special about the Affordable Care Act called “The Health Care Act and You.” It featured compelling vignettes on families and businesses impacted by ACA. Additional “Eye on the Future” specials focused on “Bridging the Workforce Divide,” a look at the gap between available jobs and skill-level of the workforce, and “Detroit’s Next Chapter,” a special that looked at the challenges facing the city and its new mayor, Mike Duggan.

*WFOR/WBFS (Miami-Fort Lauderdale)*

“Super Kids” – In 2013, WFOR launched the “Super Kids” campaign, a series of vignettes and news reports profiling local high school students who have overcome life challenges and are succeeding in attaining their educational and career goals. The CBS4 “Super Kids” are young people who have overcome the hardships of life in foster care, the trauma of witnessing violent crime and a childhood of bullying. Each has moved on to a place beyond their years and a path that is already touching and changing other young lives.

*KPIX/KBCW (San Francisco)*

Best Buddies – KPIX produced a half-hour special on the non-profit Best Buddies, an organization dedicated to creating opportunities for employment and leadership development for people with intellectual and developmental disabilities. The special followed three Bay Area individuals with intellectual and developmental disabilities through their work day. The half-hour program profiled participants who are crossing the invisible line that too often separates those with disabilities and the rest of the community.

*KCNC (Denver)*

Aurora Strong – On July 20th, 2012 a gunman opened fire during a

midnight movie at the Century 16 Theater in Aurora, Colo. One year later, KCNC took a look back in this half-hour special to remember the 12 people who lost their lives and showed viewers how some of the survivors were moving forward. KCNC shared the exclusive story of a survivor who is learning to walk again right alongside his son, who was born four days after the shooting. KCNC also profiled a high school football star who was shot in the neck and had recovered enough to play college football. The heroes from the emergency room staff at a local hospital where 23 lives were saved were also spotlighted.

*KTVT/KTXA (Dallas-Fort Worth)*

Return to D-Day – In June 2013, KTVT News anchor Doug Dunbar accompanied a group of World War II veterans on a journey to the site of the Allied invasion in Normandy, France on the 69th anniversary of D-Day. KTVT produced and aired a special week-long series of stories about the veterans, their WWII experiences and their trip to Normandy, some of whom were returning for the first time since they fought there. The series culminated in a half-hour special, “Return to Normandy,” which aired in November 2013.

*KOVR/KMAX (Sacramento)*

For the Life of a Child Event – In March 2013, Good Day Sacramento showcased a phone bank to help raise money for the Child Abuse Prevention Center (CAPC). Families helped by the CAPC were also profiled during the show. This first-time event was a tremendous success and raised more than \$200,000 for the charity to fund programs CAPC offers to end child abuse. Last year alone, CAPC also helped 140,000 children, educated 80,000 parents and trained 10,000 professionals.

*WCBS/WLNY (New York)*

Town Hall Meetings – WCBS, WLNY WCBS Radio 880, 1010 WINS, along with partners El Diario/La Prensa and Common Cause New York, organized a series of town hall meetings in June 2013 during the New York City mayoral debate season. The goal was to serve diverse audiences and provide viewers the opportunity to share concerns on topics New York City voters would want addressed in the upcoming months by candidates. Meetings occurred in each of the five boroughs and were streamed live on [CBSNewYork.com](http://CBSNewYork.com) and covered on WCBS. Coverage of the 2013 debates was available

Since 1989, numerous students from minority backgrounds have worked their way into the media industry through the extraordinary work of the Emma L. Bowen Foundation, an organization of which CBS is a proud co-founding sponsor. Currently, 14 minority students are placed throughout the Owned and Operated CBS Television Stations preparing for careers in media through this unique multiyear work/study program. Markets include New York at WCBS/ WLNY and National Sales, Los Angeles at KCBS/KCAL, Chicago at WBBM, Philadelphia’s KYW/WPSG, Boston at WBZ/WSBK, Detroit at WWJ/WKBD, Miami at WFOR/WBPS, San Francisco at KPIX/KBCW, Pittsburgh at KDKA/WPCW, Denver at KCNC, Seattle at KSTW and Minneapolis at WCCO.

In addition to the Emma Bowen program, the CBS Television Stations continued its News Apprenticeship Program, which was launched in 2005. Recent college grads from diverse backgrounds are hired and rotate through a number of positions in News to get an overview of the business. Many have moved into full-time positions upon completion of the apprenticeship. In 2013, 12 apprentices participated in the program at CBS stations.



Ahbria Marshall (left), Emma Bowen Foundation student at WFOR/WBFS works with the Digital Media Team as a writer/producer and attends station events. Here she and intern Mark Pitera represent the stations at the Komen Race for the Cure.



Emma Bowen scholar Rodney Hawkins is now a Digital Journalist with CBS News. Hawkins covered the 2012 presidential campaign for CBS News, which included reporting on Republican primaries and caucuses and traveling with Vice President Biden’s team on the campaign trail. Once the election concluded, he joined our digital unit covering feature stories and breaking news across the country. He also covered the selection of Pope Francis, who became the 266th and current Pope of the Catholic Church.

across the full spectrum of CBS's local assets in New York.

*KCBS/KCAL (Los Angeles)*

HOLA LA! – As part of their commitment to celebrating Hispanic Heritage Month, KCBS and KCAL premiered their newest episodes of HOLA LA!, a locally produced talk show hosted by four dynamic Latina professionals. HOLA LA!, which first aired on KCBS and KCAL in September 2012, featured interviews with a number of prominent Latinos, including entertainers, athletes and community leaders.

*WBBM (Chicago)*

Latino Fashion Week – WBBM was the television sponsor for the seventh annual Latino Fashion Week tour in October 2013. Latino Fashion Week is the only full-week expo dedicated to Latino fashion in the United States, showcasing top Latino designers from Central and South America, the Caribbean and the U.S. WBBM promoted Latino Fashion Week with a series of PSAs fronted by anchors Kate Sullivan and Mai Martinez. Latino Fashion Week drew a record-breaking audience of 20,000 attendees. A portion of the proceeds were donated to A Safe Haven, a foundation organized to help people aspire to transform and change their lives from homelessness to self-sufficiency.

*KYW/WPSG (Philadelphia)*

Hispanic Choice Awards – KYW and WPSG sponsored the 2013 Hispanic Choice Awards' 10th Anniversary in October 2013. Reporter Todd Quinones was an award presenter that evening. The Hispanic Choice Awards honors Pennsylvania, New Jersey and Delaware's Latino professionals, organizations and businesses. A recap special highlighting the event was televised on both stations.

*WBZ/WSBK (Boston)*

Gay Journalists – WBZ and WSBK partnered with the National Lesbian and Gay Journalists Association's Annual Convention and LGBT Media Summit which took place in Boston in 2013. The stations sponsored the opening reception for the three-day event, which featured workshops, seminars and networking opportunities designed to foster fair and accurate coverage of LGBT issues. Nearly 400 journalists attended the summit.

*WKBD (Detroit)*

Deaf Celebration Day – WKBD was the media sponsor of Deaf Celebration Day held in September 2013. This biannual event encourages awareness and understanding of the deaf community. It featured vendors, speeches, children's activities and entertainment held at Northland Mall. WKBD provided PSA support for the event and featured the celebration on an episode of "Street Beat," the station's public affairs program.

*WCCO (Minneapolis-St. Paul)*

Communications Forum – In April 2013, WCCO's Vice President and General Manager Brien Kennedy and News Director Mike



CBS4 (Miami) Meteorologist Lissette Gonzalez welcomes breast cancer survivors to the stage at the Komen Race for the Cure in Downtown Miami.



Caputa participated in the University of Minnesota School of Journalism and Mass Communications Spring Forum's diversity conference. The event was attended by members of the professional community, current journalism students and University alumni. CBS Senior Vice President and Chief Diversity Officer Josie Thomas was the featured speaker, and spoke on diversity in media organizations and CBS's own diversity initiatives.

#### *WFOR/WBFS (Miami-Fort Lauderdale)*

ICABA Dinner – WFOR sponsored the ICABA Honors Black-Tie Gala Dinner and Reception in November 2013. The event, with more than 500 in attendance, celebrated South Florida's most accomplished African Americans. WFOR Anchor/Reporter Summer Knowles served as Mistress of Ceremonies and introduced the honorees, which included Sports Anchor Jim Berry. The Station also produced the video presentations honoring the 17 award recipients.

#### *KPIX/KBCW (San Francisco)*

Ethnic Heritage Events – KPIX and KBCW partnered with KCBS-AM and KCBS-FM to host three ethnic heritage events in 2013 celebrating Black History Month, Asian Pacific Heritage Month, and Hispanic Heritage Month. The stations had a combined total of 1,000 community members in attendance at all three events.

#### *KDKA/WPCW (Pittsburgh)*

Journalism Workshop – KDKA sponsored the Pittsburgh Black Media Federation's Frank Bolden Urban Journalism Workshop in August 2013, a highly competitive training program for minority high school students that seeks to encourage careers in journalism. Held at Point Park University, students attended this free workshop and worked with instructors who are employed in local media, for a week of rigorous training in meeting deadlines, producing and editing a paper and producing and delivering a television and radio news program. KDKA provided reporters, photographers, editors, editing and studio facilities for the workshop which was open to 30 students from public and private high schools throughout the nation.

#### *KCNC (Denver)*

The Holocaust & Humanity Project – KCNC supported the Colorado Ballet's Light/The Holocaust & Humanity Project from January – March 2013. Light was set to the music of five

contemporary composers including Philip Glass and Arvo Part. This one-act contemporary ballet in five movements was inspired by the journey of one Holocaust survivor. Along with this performance, the Colorado Ballet invited other non-profit organizations/fellow collaborators to share programming efforts that increase peace and understanding in our world.

#### *KTVT/KTXA (Dallas-Fort Worth)*

The Black Academy of Arts and Letters – KTXA promoted and recorded the Black Academy of Arts and Letters' 30th Annual Black Music and the Civil Rights Movement Concert in January 2013. The program incorporated film footage, narration, music and dance in a tribute to Dr. Martin Luther King, Jr. and the Civil Rights Movement. The event was emceed by KTVT News Anchor Sharrie Williams and co-hosted by KTVT's Adrienne Bankert and Steve Pickett. It featured GRAMMY Award-winning artist Erykah Badu, along with the 200-voice TBAAL concert choir and dancers. The program incorporated music, narration, and dance. It also included vignettes with local dignitaries and celebrities. The program aired on KTXA in February as a special presentation for Black History Month and is made available to CBS owned-and-operated stations for broadcast in other markets.

#### *KOVR/KMAX (Sacramento)*

Believe in a Better Life Gala for My Sister's House – KOVR and KMAX participated sponsored and participated in this unique talent show benefitting My Sister's House, the only organization in the Central Valley that provides shelter and supportive programs to Asian Pacific Islander women and their children who are victims of domestic violence. Some acts merely lip synced, but "Good Day Sacramento" Anchor Ken Rudolph sang and played the piano. Good Day Sacramento Traffic team members Courtney Dempsey and Tina Macuha and Anchor/Reporter Julissa Ortiz were his backup singers and dancers.

## FOCUS

# CBS Television Stations: from “first informers” to “first responders” - raising funds for disaster relief

In the wake of Super Storm Sandy in 2012, CBS local TV and Radio stations sprang into breaking news mode to provide critical and life-saving information to their viewing areas. In the weeks after, when the devastation was so apparent, just telling the story didn't seem to be enough. The stations moved into fundraising gear to help viewers recover. With the united voice of both the CBS stations and their CBS RADIO partners, \$7.2 million was raised.

2013 proved to be another year when disaster relief was in the headlines. Typhoon Haiyan in the Philippines, the floods in Colorado, the tornadoes in North Texas, Illinois and Indiana and the devastating fertilizer plant explosion in West, Texas motivated our local stations to go beyond their role as “first informers” and help communities both at home and overseas recover from the devastation.

In the spring, KTVT, KTXA and CBS RADIO in Dallas-Fort Worth partnered with the Dallas Cowboys to hold three “phone bank” fundraisers to benefit the Salvation Army's disaster relief

fund. These fundraisers were in direct response to tornadoes in the Dallas-Fort Worth area, the massive Moore, Okla. tornadoes, and the devastating fertilizer plant explosion in West, Texas. Nearly \$100,000 was collected to assist victims of these disasters.

In response to the devastating floods that impacted so many people throughout Colorado, KCNC Denver partnered with the Colorado Broadcasters Association, Rocky Mountain PBS and other broadcasters for a Colorado Flood Relief Telethon. The telethon took place on September 18, with funds raised going to the American Red Cross and Community Food Share. More than \$1.1 million was raised through this effort.

The CBS Television Stations responded to the devastation caused by Typhoon Haiyan in the Philippines in November by partnering with CBS RADIO, CBS Outdoor and the American Red Cross to raise awareness and funds for typhoon relief.



Volunteers staff the phone lines in KTVT's Fort Worth studios to take donations for The Salvation Army relief efforts following the tornado outbreak in North Texas in May 2013.

All of our stations participated in the effort, with most producing custom Public Service Announcements, including one recorded by WCBS Anchor Kristine Johnson, a native of the Philippines. The bulk of the fundraising was generated by our stations in Los Angeles, Chicago, San Francisco and Sacramento, home to some of the country's largest Filipino communities. Stations in Philadelphia and Dallas also raised funds for relief efforts.

KCBS/KCAL partnered with CBS RADIO's six Los Angeles stations to collect \$164,000 during a 13-hour phone bank on Nov. 13. Participants included KCBS/KCAL anchors, CBS RADIO talent and a number of stars from CBS Entertainment, CBS Television Studios and CBS Television Distribution, including Pauley Perrette and Brian Dietzen from NCIS; SURVIVOR host and executive producer Jeff Probst and several former SURVIVOR cast members who competed in SURVIVOR: PHILIPPINES; Julie Chen, Sharon Osbourne, Sara Gilbert and Sheryl Underwood from THE TALK; Kevin Frazier from omg! INSIDER; Rob Marciano from ENTERTAINMENT TONIGHT; and Dr. Drew Ordon and Dr. Jennifer Berman from THE DOCTORS. In addition, country music star Billy Ray Cyrus volunteered to spend two hours answering calls after watching coverage of the phone bank during KCAL's afternoon newscasts.

KPIX/KBCW in San Francisco teamed up with CBS RADIO locally to raise more than \$400,000 for the Red Cross. Local officials, the Philippine Consul General, community and business leaders, local celebrities, chefs and sports figures were on site to answer phones and take donations during event hosted by KPIX news anchors and CBS RADIO talent.

KOVR/KMAX Sacramento along with CBS RADIO locally raised more than \$100,000 with its phone bank. Participants including members of the Filipino community and local celebrities Major League Baseball Coach Dusty Baker, Judge Judy's bailiff Petri Byrd and mayors of surrounding cities.

Wrapping up the effort, WBBM Chicago joined by CBS RADIO, digital and outdoor joined forces with the American Red Cross of Greater Chicago for A Day of Giving on November 26 to raise



West Sacramento Mayor Chris Cabaldon, a Filipino American, was in studio to answer phones for KOVR/KMAX's Red Cross Telethon benefiting Super Typhoon Haiyan Disaster Relief.

money for disaster relief efforts for victims of tornados in Illinois and Indiana, as well as those impacted by the typhoon in the Philippines.

The live telethon/radiothon, CBS Chicago Cares: Red Cross Disaster Relief, began at 6:00 a.m. and continued through 7:00 p.m. during regularly scheduled programming, raising more than \$1.5 million for the Philippines.

When all of the efforts reported in, more than \$2.2 million had been raised for Typhoon relief by the CBS Television Stations, with WBBM raising more than \$600,000 for tornado relief in Illinois and Indiana.

**CBS  
RADIO**

**ksfm  
1025**

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MEDIA**

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Committed to providing the latest in news, talk, sports,  
music and public service initiatives to our many audiences

**CBS RADIO is one of the largest major-market broadcast media operators in the United States, delivering original audio, video and editorial content, live events and exclusive programming through the combination of on-air, online and mobile platforms.**

With 126 radio stations in 27 markets, including all of the Top 10, and an extensive array of digital assets, CBS RADIO interacts with more than 72 million consumers nationwide each week with the latest in news, sports, music and entertainment. CBS RADIO, a division of CBS Corporation, distributes its programming via AM, FM and HD Radio stations, Radio.com, and CBS Local Digital Media apps, making engaging with audiences easier than ever before.

The overall mix of each radio station's programming is designed both to fit the station's specific goals and to serve its local community. The following are just a few examples of how CBS RADIO meets the unique needs of its listening audience and serves as a good corporate citizen in its many communities.

## COMMUNITY OUTREACH

### *WVEE-FM/WAOK-AM/WZGC-FM (Atlanta)*

On Nov. 14, V-103 and WAOK joined forces with 92-9 The Game for the annual "The Biggest Show on Radio" radiothon benefitting Children's Healthcare of Atlanta (CHOA) and the Children's Miracle Network (CMN). CHOA is one of the nation's leading hospital facilities committed to enhancing the lives of children through innovative patient care, cutting-edge research and thought-leading education. They manage more than half a million patient visits annually at three hospitals and 17 neighborhood locations, becoming one of the largest clinical care providers for children in the country. The stations raised more than \$67,000 for the advancement of this facility through a phone bank, celebrity support and social media.

### *WLIF-FM (Baltimore)*

*BLANKET BALTIMORE* – In January of 2013, 101.9 Lite FM collected and distributed thousands of blankets to Baltimore's

needy families, a campaign in which the station has participated for more than 10 years. The station's promotions team sets up multiple collection sites in various high-traffic locations in and around Baltimore and broadcasted live from those locations, asking listeners to join in and make a donation. Although focusing on blankets specifically, the station also accepted and distributed all items of clothing, for adults and children. Items collected were donated to various homeless shelters and agencies, so that people in as many geographic areas as possible could benefit from the campaign.

### *WWMX-FM (Baltimore)*

*HEART & SOLE STROLL* – Mix 106.5, in conjunction with The Red Devils, held the 10th annual Heart & Sole Stroll on June 10 at Goucher College. The 2.5-mile walk raised more than \$170,000, which will be used to fund services, such as transportation to doctor appointments, as well as cleaning and cooking for women battling breast cancer. The walk was attended by breast cancer survivors, their families and friends, and people who lost loved ones to breast

cancer. Due to the station's support, the walk has attracted so many participants that it had to move locations to accommodate everyone. This year, WWMX supported the walk with three weeks of on air promos and online support, and returns as the media sponsor for its 11th year.

#### *WBMX-FM (Boston)*

*"MIX CARES FOR KIDS" RADIOTHON* – WBMX joined forces with Children's Hospital Boston for the 10th annual "Mix Cares For Kids Radiothon" live two-day broadcast held at Children's Hospital. The event took place on July 17 and 18 and ran from 6:00am – 7:00pm both days. It was an intense 25 hours of stories, interviews, music and donations. The station supported the event with two weeks of web presence, several e-mail blasts, an online auction of limited-edition memorabilia and one-of-a-kind experiences, and recorded promos as well as being live at the hospital for two days straight on the day of the Radiothon. The Radiothon and online auction garnered a grand total of \$673,800. Over the course of 10 years, WBMX has helped raise more than \$5 million dollars for Children's Hospital.

#### *WBZ-FM (Boston)*

*HYANNISPORT CHALLENGE* – For the past 13 years, WBZ-FM has been a radio sponsor for the Hyannisport Challenge to benefit Best Buddies. This event is hosted each year by Anthony Shriver and consists of an 85-mile scenic bike ride from the JFK library in Boston to the Kennedy Compound in Hyannis. Each rider is paired with a mentally challenged individual from Best Buddies for the ride. WBZ-FM supports the event each year by airing PSAs on the station and making van appearances at several water stops along the way to give away prizes. This year's event was held on June 1 and with WBZ-FM's help surpassed their fundraising goal with a total of donations exceeding \$2 million in value for their life-changing programs.

#### *WZLX-FM (Boston)*

*WZLX BLOOD DRIVE* – For the past seven years, WZLX has held their annual Blood Drive, making significant contributions to the region's volunteer blood donor program for the American Red Cross. The blood drive holds live broadcasts from four different locations around the Boston area. Prizes are given away to everyone that

participates in the blood drive, as well. It is one of the largest blood drive promotions in Massachusetts.

#### *WPEG-FM (Charlotte)*

*NO LIMIT LARRY AND THE MORNING MADDHOUSE 28-HOUR BROADCAST* – The Salvation Army Center of Hope provides housing for more than 150 women and 200 children who would be on the streets in the Charlotte region. Power 98's 24-hour Radiothon (June 6-7, 2013) raised dollars to help women and their children transition from homelessness to independent living in their own place. Two recorded 30-second public service announcements were rotated on air for one month prior to the event, and announcements were made throughout the day and night acknowledging individuals and groups who stopped by the center to drop off donations. In total, \$50,000 was raised to assist more than 25 families move into their own residences.

#### *WBAV-FM (Charlotte)*

*UMBRELLAS FOR THE HOMELESS* – In 2011, WBAV was approached by an advocate who noted that the homeless and those seeking jobs often lacked something as simple as an umbrella to take shelter under while trying to transition back into the community. November 2013 marked the station's third umbrella drive. This live, six-hour on-air event, supported by on-air programming, mentions and PSAs, benefitted the Mecklenburg County Homeless Resources Network, ultimately soliciting more than 1,300 umbrellas for the area's homeless.

#### *WBBM-AM (Chicago)*

*GOOD NEIGHBOR RADIOTHON* – Now in its 18th year, WBBM broadcasts live from Navy Pier for 19 hours to raise awareness and drive donations for the Salvation Army of Chicagoland. Through a myriad of produced reporter pieces to live on-air interviews the day of the radiothon, the station raised more than \$100,000 each year that goes to work right here in our community. Listeners are encouraged to support the cause by either calling into our on-site phone bank, by making a secure online donation from a link on [CBSChicago.com/radiothon](http://CBSChicago.com/radiothon) or by texting to the Salvation Army.

#### *WSCR-AM (Chicago)*

*SPORTING THE SPIRIT* – At the end of each year, 670 The Score

awards a deserving school with new sporting equipment, donated by listeners. In conjunction with Sporting the Spirit, WSCR holds a special holiday broadcast to promote the Annual Sporting the Spirit Charity Drive and to encourage listeners to bring their new or gently used sporting equipment to the on-air event. The 2013 beneficiary was Chicago's Ames Middle School in Chicago, where many of the attending children come from low income families.

*WUSN-FM (Chicago)*

*US99.5 COUNTRY CARES FOR ST. JUDE KIDS RADIOTHON* – US99.5 has raised more than \$20.6 million for St. Jude Children's Research Hospital since it first began hosting the US99.5 Country Cares for St. Jude Kids radiothons in 1991. This annual event, which takes place in December each year, features a 27-hour live broadcast over two days that includes interviews with local pediatric cancer survivors and their families, as well as patient vignettes that are edited to country music songs, telling their story in a moving and memorable way. Listeners are encouraged to support St. Jude

Children's Research Hospital by making a donation either by calling the hotline or by donating online, which they can directly link to from the [us99.com](http://us99.com) home page.

*WKRK-FM (Cleveland)*

*FAN TAILGATE PUPPY KISSING BOOTH* – 92.3 THE FAN helps to raise money for WAGS 4 KIDS, a local charity that trains and provides mobility service and skilled companion animals for kids with disabilities in our community. Events include the “Have a Heart Bachelor Auction” and a Puppy Kissing Booth at 92.3 The Fan's Tailgate event.

*WNCX-FM (Cleveland)*

*BLOODSUCKERS BUFFET* – For the past 14 years, 98.5 WNCX has hosted the Bloodsuckers Buffet Blood Drive to benefit the American Red Cross. The event is held annually on Tax Day, April 15 at Windows on the River. The 2013 event had 346 registered donors and collected 292 good pints of blood.

A 92.3 The Fan listener stops by the Puppy Kissing Booth at the WKRK tailgate. All proceeds benefit W.A.G.S. 4 Kids, an organization that trains and provides mobility service and skilled companion animals to children with disabilities.



### *WQAL-FM (Cleveland)*

**PLEDGE FOR PETS RADIOTHON** – Q104 hosted its eighth annual Pledge for Pets Radiothon to benefit the Cleveland Animal Protective League. Q104's Morning Show, Fee's Kompany, broadcast live for two days, raising more than \$125,000, and boosting its eight-year-total to more than \$1 million.

### *CBS RADIO DALLAS*

**TYPHOON RELIEF** – In response to Typhoon Haiyan in November 2013, CBS RADIO Dallas-Fort Worth partnered with the Dallas-Fort Worth CBS owned-and-operated television stations KTVT and KTXA, along with the Dallas Mavericks, to hold a phone bank fund benefiting the Red Cross relief efforts in the Philippines. The drive raised approximately \$18,000 in just two and a half hours to aid the disaster victims.

### *KLUV-FM/KMVK-FM (Dallas)*

In December, KLUV-FM and KMVK-FM aired a two-day "Christmas is for Children" radiothon benefitting Children's Medical Center. During the radiothon, on-air personalities from both stations shared heart-warming stories about the pediatric care provided to the 200,000 patients served by Children's Medical Center every year, and listeners were encouraged to donate to the not-for-profit hospital. The radiothon, which raised more than a million dollars, also received promotional support from other local CBS Radio and CBS Television stations. In addition, special appearances by station personalities at Children's Medical Center throughout the event provided entertainment and encouragement for phone bank volunteers, as well as patients and families. This marked the eighth year that CBS Radio Dallas has held the radiothon.

### *WWJ-AM (Detroit)*

For many Michigan residents, paying their utility bills when temperatures drop can be a challenge. In an effort to help vulnerable members of the local community, WWJ Newsradio 950 has annually partnered with THAW – The Heat and Warmth Fund – for the past 10 years to produce the "WWJ Winter Survival Radiothon." In 2013, the 31-hour radiothon was held on Feb. 1-2, raising more than \$655,000 in matching donations. Since 2004, WWJ's Winter Survival Radiothon for THAW has raised more than \$9 million in cash and utility matching, keeping families in the local community

safe and warm. Through radiothon on-air donations, mobile pledging, sponsorships, special events, online auction and matching funds from utility partners and local businesses, THAW is able to provide assistance to approximately 14,000 families in need.

### *WYCD-FM (Detroit)*

For 14 years, WYCD has sponsored the annual "Country Cares for St. Jude Kids" radiothon, which is held in December. On-air talent from WYCD give their time every year for the emotional live broadcast, which invites survivors, family and those in the community who St. Jude has touched to share their own personal stories of the good St. Jude has provided. During last year's radiothon, WYCD listeners donated more than \$503,625 to St. Jude Children's Research Hospital. Since WYCD has aired the annual radiothon, the station has raised more than \$7.5 million.

### *WRCH-FM (Hartford, Conn.)*

**NITE OF LAUGHTER BENEFIT** – WRCH supports the Helen and Harry Gray Cancer Center at the Hartford Hospital through its annual Nite of Lite Laughter Breast Cancer Benefit. It included a raffle for a 2013 Volvo donated by Gengras Volvo. Through 16 years, approximately \$800,000 has been raised for the cancer center.

### *WZMX-FM (Hartford, Conn.)*

**STUFF A BUS** – WZMX holds an annual back-to-school campaign called "Stuff A Bus" each August. The community is encouraged to stop by the station's live broadcast to drop off school items for the less fortunate children in the area. National recording artists have also been present collecting school materials with the radio station.

### *CBS RADIO Houston*

All full-time CBS RADIO Houston employees participated in Annual Volunteer Day on Oct. 29, packing and sorting food at the Houston Food Bank. At the end of the day, the market provided 21,621 meals to Houstonians.

### *KMXB-FM (Las Vegas)*

**MUNCHIES FOR THE MILITARY** – On Sept. 11, 2013, Mix 94.1's Mark and Mercedes, JC and Morty from "Mark & Mercedes In The Morning" sponsored "Munchies for the Military." They partnered with the Donald J. Green Memorial Foundation



(founded by a KMXB listener who lost her son in Afghanistan) and, broadcasting from a local Albertson's supermarket and traveling to additional locations to collect donations throughout the day, helped raise \$15,000 in cash donations and approximately 36,000 "Munchie" items to send to troops abroad. The donations allowed them to prepare more than 1,000 Munchie care packages.

#### *KCBS-FM (Los Angeles)*

**FLASHBACK JACK** – 93.1 Jack FM (KCBS-FM) held its annual concert on Sept. 21 at Honda Center featuring Blondie, Rick Springfield, Adam Ant, Psychedelic Furs, the Fixx, Sugarhill Gang, Berlin and Dramarama. A portion of the proceeds from the show benefits TACA – Talk About Curing Autism. 93.1 Jack FM has partnered with TACA since its first annual show back in 2006, with more than 7,500 families helping raise more than \$277,000.

#### *KROQ-FM (Los Angeles)*

**WEENIE ROAST** – On May 18, 2013, KROQ held and broadcast 12 hours live from the 21st Annual Weenie Roast featuring the Black Keys, Thirty Seconds to Mars, Vampire Weekend, Of Monsters and Men, Jimmy Eat World and Silversun Pickups, all playing to a sold-out crowd. The event's proceeds benefitted Heal the Bay and Surfrider Foundation. KROQ promoted this event on-air with 750 promos and mentions, and a post that received 221,000 page views. Each year, the event raises more than \$100,000 for Heal the Bay and the Surfrider Foundation.

#### *KRTH-FM (Los Angeles)*

**PEOPLE & PETS FOOD DRIVE** – Hosted by K-EARTH 101, the annual three-day broadcast event and food drive featured station on-air personalities, including popular afternoon DJ "Shotgun Tom" Kelly, helping to raise awareness and collect food for both people and pets in need during the holiday season. Food collected is distributed to more than 100 food banks in Southern California, and the pet food is distributed to a number of animal rescue groups and no-kill shelters across Los Angeles. K-EARTH 101 has collected a combined 20,000 pounds of people and pet food.

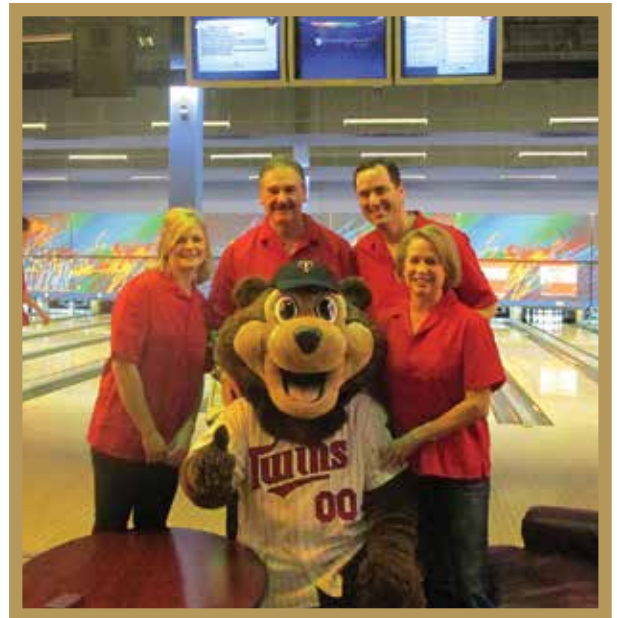
#### *KTVW-FM (Los Angeles)*

**CHiPs FOR KIDS TOY DRIVE** – 94.7 The WAVE sponsors this annual holiday event in partnership with the California Highway

Patrol. The month-long December toy donation campaign, which took place at various locations across Southern California, helped raise awareness and made a huge impact for many children who otherwise might not have enjoyed any gift during the holiday season. More than 49,000 toys are distributed to children across Los Angeles County, San Bernardino County and Orange County.

#### *WCCO-AM (Minneapolis-St. Paul)*

**DAVE LEE'S GUTTER BOWL 7** – On Feb. 22, 2013, WCCO hosted a fun bowling event created by morning show host Dave Lee and designed to benefit local charities. This was the seventh annual Gutter Bowl, and the first year working with the Minnesota Military Family Tribute as the event's benefactor. The event included celebrity appearances, a live broadcast from 5:00 AM to noon, live and silent auctions, breakfast, interviews with veterans and members of the Minnesota Family Tribute committee. More than \$70,000 was raised for the Minnesota Military Family Tribute.



WCCO-AM's annual "Gutter Ball" raises money for local Minnesota charities. The 2013 event helped raise \$70,000 for the Minnesota Military Family Tribute.

### *KMNB-FM (Minneapolis)*

Kellie Pickler, Ashley Monroe, Gloriana, Maggie Rose and Sheryl Crow were the “Girls With Guitars” at KMNB’s October benefit concert at Mill City Nights supporting the Jane Brattain Breast Center. The only way into the show was to win tickets through BUZ’N @ 102.9 or by purchasing a special VIP ticket for \$100, with 100% of the proceeds going to Jane Brattain Breast Center. \$10,000 was raised for the JBBC Mamma to Go Go Fund. The fund provides screening and diagnostic services to women in need in the local community.

### *WCBS-FM (New York)*

WCBS-FM served as media sponsor for Long Island’s chapter of the Crohn’s and Colitis Foundation of America Walk. The station helped to break previous records for the chapter, raising more than \$242,000 and hosting more than 1,200 participants.

### *WFAN-AM/FM (New York)*

*HUNGERTHON* – All seven stations are tied in with Hungerthon in support of Whyhunger.org. For Hungerthon on Dec. 5, 2013, each of the stations auctioned off sports and entertainment items, with proceeds benefiting [whyhunger.org](http://whyhunger.org). Executive Director Bill Ayres appeared on the stations to discuss the organization he started along with the late Harry Chapin. The organization’s two goals are to raise money and also to raise awareness about the hunger and unemployment problems in the United States, and in particular in the New York Metropolitan area. In 2012, Hungerthon raised more than \$500,000.

### *WOMX-FM, WOCL-FM & WJHM-FM (Orlando)*

*PET-A-PALOOZA* – December, 2013 marked CBS RADIO Orlando’s third year organizing Pet-A-Palooza, an annual music festival for animal lovers. The event also focused on the need for pet adoption. Through Pet-A-Palooza, CBS RADIO was able to raise \$4,000 for pet charities.

### *WIP-AM/FM (Philadelphia)*

*EAGLES YOUTH PARTNERSHIP PLAYGROUND BUILD* – SportsRadio 94WIP teamed up with the Philadelphia Eagles to assist in facilitating the 17th Annual Eagles Youth Partnership Playground Build. Through on-air support and help from the WIP

Tailgate Team, WIP joined the entire Eagles organization on May 29, 2013 to landscape, paint murals, create a mosaic seating area and build a brand-new playground for the 350 students at WD Kelley School in North Philadelphia.

### *WOGL-FM (Philadelphia)*

WOGL Loves Our Kids Radiothon, which was held in September, had a record year, raising \$662,428.33 for the Children’s Hospital of Philadelphia. The 12-year total raised by the station is \$6.2 million. Donations were taken by phone, online and in-person in the atrium of the Children’s Hospital of Philadelphia. WOGL hosts Ross Brittain, Frank Lewis and Valerie Knight of the Breakfast Club presented the check for \$662,428.33 from 98.1 WOGL to Children’s Hospital.

### *KMLE-FM (Phoenix)*

*COUNTRY CARES CONCERT* – After 19 Granite Mountain Hot Shot firefighters lost their lives fighting the wildfire near Yarnell, Ariz., KMLE teamed with Dierks Bentley to organize the Country Cares Concert, a sold-out concert held in July to benefit the fallen firefighters’ families. Along with Dierks Bentley, the Band Perry, Randy Houser and David Nail also performed. The concert raised more than \$476,000. In addition to the concert, KMLE held a Country Cares Auction to benefit the firefighters’ families.

### *KZON-FM/KOOL-FM (Phoenix)*

*WALK FOR PURPLE* – Both KOOL 94.5 and Live 101.5 helped sponsor the Walk For Purple, a family-friendly walk to help raise funds and support for the Purple Society, a non-profit organization dedicated to changing the prognoses of pediatric cancers. KOOL 94.5 midday host Charlie Huero and Live 101.5’s morning host Lady La hosted the event. More than \$26,000 was raised for the Purple Society.

### *KDKA-AM (Pittsburgh)*

In February, KDKA conducted its fifth annual “Warmathon to Benefit Dollar Energy Fund.” The Dollar Energy Fund has helped more than 340,000 low-income families maintain utility service since 1983. In 2013, the two-day radiothon raised more than \$318,000, helping aid more than 900 local families. In its five years, the Warmathon has raised \$1.5 million.



96.5 JACK FM Seattle (KJAQ) served as Media Sponsor for “Walk Now for Autism Speaks” at Seattle Center, Sept. 28, 2013. Featured on the stage thanking participants and supporters is Autism Speaks’ Pacific Northwest Market Manager, Justin Wieging.

*WBZZ-FM (Pittsburgh)*

From September through October, in conjunction with Children’s Hospital of Pittsburgh of UPMC, 100.7 Star launched “Shine a Light on Bullying” in an effort to help end bullying and its effects. The campaign was multi-faceted and included on-air discussion with listeners and guest participation, online resources and an on-site rally at an area middle school. On-air, the station invited parents to take an anti-bullying pledge on StarPittsburgh.com (website URL needs to be underlined), which garnered almost 3,000 submissions. In addition, as part of the campaign, station DJ Bubba hosted a bullying roundtable with area political and business leaders.

*FM/KXFG-FM (Riverside, Calif)*

*K-FROGGERS FOR KIDS RADIOTHON* – On Sept. 11-12, 2013, K-FROG broadcast its 12th Annual K-FROGGERS For Kids Radiothon, to benefit Loma Linda University Children’s Hospital, from the Bass Pro Shops in Rancho Cucamonga. KFRG/KXFG raised over \$288,688 this year, making the 12-year total over \$4.3 million.

*KNCI-FM (Sacramento)*

*GOLF AND GUITARS* – In 2013, KNCI held its sixth annual Golf and Guitars charity event, which brought together 18 national country music acts to play in a golf tournament and perform over two days for more than 7,000 fans. More than \$108,000 was raised for local children’s charities.

*KMVQ-FM (San Francisco)*

For the last three years, 99.7 NOW and morning show hosts Fernando and Greg have teamed up with Safeway and the Second Harvest Food Bank to raise awareness and collect food and money for their annual holiday awareness program. Supported with a live broadcast from local Safeway locations, the teams collect cash and food with a final on-air event. This program has collected 50, 000 pounds of food and raised \$150,000 in cash donations.

*KJAQ-FM (Seattle)*

*JACK CAN DO FOOD DRIVE* – Every December since 2011, 96.5 JACK FM has collected food donations at many area locales for Northwest Harvest, raising awareness with Jack on-air promos and street team appearances at Safeway and other high-traffic locations through the Holiday season.

*KMPS-FM (Seattle)*

*STILLAGUAMISH FESTIVAL OF THE RIVER & POW WOW* – The mission of the festival is to help people who live and work in the surrounding regions understand how their actions can help make their environment healthier for people, fish, and wildlife. The festival features a pow wow, daily concerts, a fun run and other family and education activities. Average annual attendance is more than 13,000, and KMPS has been the country sponsor for at least five years as of 2013. Past performers at the event have included Kellie Pickler, Lee Brice, the Henningsons and many others.

*KYKY-FM (St. Louis)*

*TOYS FOR TOTS* – Toys for Tots is a national program of the United States Marine Corps Reserve that collects new, wrapped toys to help make the holidays bright for underprivileged children in their local communities. Since 2006, Y98 has partnered with the local Semper Fi Society and the St. Louis Marines of 3rd Battalion 23rd Marines to take part in the campaign. Over the years, CBS RADIOS, St. Louis has donated more than \$500,000 in media support, helped raise more than \$75,000 and collected many truckloads of toys. All of the toys collected and money raised stay in the St. Louis community.

*KEZK-FM (St. Louis)*

*BLESSINGS IN A BACKPACK* – Supporting the work of Blessings in a Backpack, Fresh102.5's Vic & Trish led the charge in a back-to-school campaign throughout August 2013 that focused on assisting families in getting back into the groove of the school routine as well as identifying the importance of hunger prevention programs within the school systems of the greater St. Louis region. As part of this campaign, Vic & Trish in the Morning broadcasted live from Logos School, an alternative, non-sectarian school for adolescents exhibiting academic or behavioral difficulties in mainstream schools for the first day back.

*WRBQ-FM (Tampa)*

*MASON DIXON'S CHRISTMAS WISH* – Now celebrating 20 years of service to those families in need, Q105's Mason Dixon's Christmas Wish has generated more than \$1.5 million dollars. All proceeds go directly to the community.

*WQYK-FM (Tampa)*

*COUNTRY CARES RADIOTHON* – 26 years ago, WQYK 99.5 Tampa Bay's Country station began doing a radiothon benefitting St. Jude Children's Research Hospital. 26 years and more than \$6 million dollars raised later this station's commitment is still going strong.

*WLZL-FM/WPGC-FM (Washington, D.C.)*

In collaboration with Prince Georges County's County Executive Rushern Baker, WLZL and WPGC joined forces to assist in a "Transforming Neighborhoods" initiative, designed to bring pride,

community engagement and beautification to the area. More than 100 volunteers helped create and design two murals.

*CBS RADIO Washington, D.C.*

All five CBS stations – WPGC, WLZL, WNEW, WJFK and WIAD – participated in Washington, D.C.'s annual Thanksgiving dinner "Feast of Sharing" alongside corporate partners Safeway, Salvation Army and Events DC. On the Wednesday before Thanksgiving, on-air personalities from each station acted as celebrity servers to feed more than 8,000 homeless and senior citizens in the District of Columbia.

**DIVERSITY**

*WVEE-FM/WAOK-AM (Atlanta)*

Each year, V-103 & WAOK celebrates the legacy of Dr. Martin Luther King, and in 2013 the stations created a webpage called "From Dream to Reality" that celebrated the past while acknowledging the continued journey of civil equality for African Americans and other races in the United States and abroad. The webpage also provided a complete listing of free activities held within the city of Atlanta and surrounding communities.

*KMVK-FM (Dallas)*

*DFW INTERNATIONAL COMMUNITY ALLIANCE* – KMVK-FM partners with the DFW International Community Alliance on two annual free events which celebrate the diversity of North Texas, the Dallas International Festival and the Fiesta Latinoamericana! The Alliance is a network of more than 1,600 internationally-focused organizations in the Dallas/Fort Worth area, a region in which 44% of the residents are new Americans. The organization's mission is to build mutual understanding and respect by linking diverse international cultural communities.

*KMVK-FM (Dallas)*

Edgar "Shoboy" Sotelo, morning show host of La Grande 107.5, developed the "Mega Beca" program to help Latin students obtain college scholarships and continue their education after high school. As part of Mega Beca, Shoboy gave motivational speeches to more than 70,000 students and parents in 2013. The program also awarded more than \$6,000 in scholarships.

*KXTE-FM (Las Vegas)*

*SAME LOVE* – On June 26, 2013, as the Supreme Court passed two landmark decisions by ruling The Defense of Marriage Act unconstitutional and refusing to hear Proposition 8, which ended the California ban on gay marriage. In tribute and celebration, X 107.5's Dave, Mahoney & DK Morning Show cited the lyrics of Macklemore's song "Same Love," which champions equal rights for all, and played the show throughout the entirety of the show that day.

*WINS-AM (New York)*

*BLACK HISTORY MONTH* – 1010 WINS' month-long February series recognizes both everyday and high-profile people who have a

New York connection and who have made a major contribution in their fields. Honorees have included General Colin Powell, Ruby Dee and chef Marc Samuelsson.

*KLLC-FM (San Francisco)*

*ALICE @ 97.3 CELEBRATES MARRIAGE EQUALITY* – The San Francisco Bay Area is known for its large and active LGBT community, and with the Supreme Court's two rulings in June 2013, striking down Proposition 8 and the Defense of Marriage Act, the community had cause for celebration. Alice's Promo Team hit the streets of San Francisco where people from all walks of life came out to celebrate the freedoms to marry. A few days later, Alice's Morning



*ALICE @ 97.3 CELEBRATES MARRIAGE EQUALITY*: Cameron Stopher and Chris Day celebrate with bubbles after tying the knot in a live on-air wedding ceremony on the Sarah and Vinnie morning show (Alice @ 97.3, SF).

Show, Sarah and Vinnie, hosted a live wedding ceremony on the air. Cameron Stopher and Chris Day tied the knot with Marcus Osborne, a longtime friend of the show, officiating the wedding. Sarah and Vinnie were the Best Man and Matron of Honor. Wedding planner Uzette (also the Morning Show Producer) whipped up decorations, boutonnieres and cake. Alice @ 97.3 has long been a supporter of the LGBT community in the Bay Area. Over the years, KLLC has participated in the Gay Pride parades of San Francisco and San Jose, and with June 26 of this year marking a very important date for this country, Alice @ 97.3 was there to celebrate with the community.

### **SOCIALLY RESPONSIBLE & LOCAL INTEREST PROGRAMMING**

*WVEE-FM/WAOK-AM (Atlanta)*

In observance of National HIV Testing Day in June, V-103/WAOK worked with local HIV/AIDS activists and organizations to bring awareness to the community on the past, present and future condition of the virus and to encourage people to get tested. More than 1.1 million people in the US are living with the HIV infection, and almost one in five with the infection are unaware they have it.

*WNKS-FM/WKQC-FM (Charlotte)*

*DON'T TEXT AND DRIVE* – CBS RADIO and the NC Highway Patrol have joined forces to educate the community about the dangers of texting and driving. Combining the power of seven stations in the Charlotte market, CBS RADIO Charlotte has educated our listeners not to text while driving. This program had a complete 360 approach involving a heavy on air campaign with creative in five-, 10- and 15-second messages pushing that message, as well as an interactive Don't Text and Drive digital component, including on-air interviews with Charlotte Police Chief Rodney Monroe and an online pledge inviting listeners to sign up not to text and drive to be eligible to win a gift card from Subway. The theme of this program is “One text or call could wreck it all.”

*KRLD-AM (Dallas)*

*COMMUNITY HERO* – Each week, the KRLD-AM Morning News profiles a North Texan who is making a difference in the community. From young people raising funds and awareness for the homeless to selfless volunteers serving others, each individual

highlighted is truly a local hero.

*CBS RADIO Hartford*

WTIC-AM went into a long-form special report format from the time of the Sandy Hook Elementary School shootings all the way through the afternoon and evening. Then, for days and weeks after incident, the station broke for live reports whenever the governor or other government and safety officials had updates for Connecticut residents.

The other three music stations in the cluster (WTIC-FM, WRCH-FM and WZMX-FM) broke format for the first 48 hours after the incident, with live reports from CBS local, regional and national feeds. The stations also broke away from music and went live whenever the governor had new information to provide the residents of the state.

*WTIC-FM (Hartford)*

*BEST OF HARTFORD* – WTIC-FM co-sponsors several local band competitions where unsigned, local acts compete to be the “Best of Hartford.” The station sends out on-air personalities to host the events and promote the artists on the air.

*KAMP-FM (Los Angeles)*

*WE CAN SURVIVE* – On Oct. 23, 2013, AMP Radio presented its sold out “We Can Survive” show at the Hollywood Bowl, starring Katy Perry, Ellie Goulding, Tegan and Sara, Kacey Musgraves and Bonnie McKee. More than 18,000 guests were in attendance, with proceeds benefiting the Young Survival Coalition.

*KNX-AM (Los Angeles)*

*KNX HEALTHCARE UNCOVERED* – Coinciding with implementation of The Affordable Care Act in October 2013, KNX presented an exclusive town hall event and day-long series of special reports, titled “KNX 1070 Healthcare Uncovered,” to give Californians a broad range of information about choosing health insurance. More than a dozen speakers representing various entities involved with healthcare reform, from federal, state and local officials to health professionals and consumer advocates, appeared on Oct. 3 at The Atrium in Los Angeles. Guests included Peter Lee, the Executive Director of Covered California, the state’s overseer



Katy Perry and friends played at the historic Hollywood Bowl for CBS RADIO's sold out We Can Survive concert benefitting the Young Survival Coalition. Pictured, left to right, are the night's performers Tegan, Sara Bareilles, Sara, Katy, Kacey Musgraves, Ellie Goulding and Bonnie McKee.

and marketplace for health insurance; Herb K. Schultz, Regional Director for the Department of Health and Human Services; Carmen Balber, Executive Director of Consumer Watchdog; Victor Parker, District Director for the U.S. Small Business Administration, Janice Rocco, California's Deputy Insurance Commissioner; and Rocky Delgadillo, CEO of the L.A. County Medical Association.

#### *WCCO-AM (Minneapolis)*

WCCO-AM spotlights "Good Neighbors" in the community each weekday. Listeners nominate groups or individuals they feel should be recognized for their contributions to the community. More than 260 "Good Neighbors" were awarded in 2013, with more than 780 minutes of airtime spent for recognition. In addition to being featured on air, winners are added to the "Good Neighbor" Hall of Fame located on [WCCO.com](http://WCCO.com).

#### *KYW-AM (Philadelphia)*

*NEWSTUDIES PROGRAM* – In October 2013, KYW kicked off the 47th class of Newstudies, engaging high school students who are interested in careers in broadcast journalism. This valuable service continues to give students an opportunity to gain real-life experience that they can apply to their college level curriculum and professional careers. Since 1967, the staff of KYW Newsradio has donated its time to this one-of-a-kind program where reporters, writers, editors and managers introduce high school students from the Greater Philadelphia region to the broadcast industry. Approximately 200 juniors and seniors from schools in Pennsylvania, New Jersey and Delaware attend each year. The program closes with a graduation ceremony that includes family and friends, and each student produces a report that airs on KYW Newsradio. Students are able to win scholarships, internships and a laptop for Outstanding Achievement,

Best Use of Sound and more.

#### *WPHT-AM (Philadelphia)*

*VETERAN'S DAY* – On Monday, Nov. 11, 2013, Talk Radio 1210 AM hosted a series of live broadcasts on Veterans Day to honor those who have served in the military. Talk Radio 1210's Rich Zeoli kicked off the day with a live broadcast from the Delaware County Veterans Memorial. The Delaware County Veterans Memorial along with the Marple Newtown Combined Veterans Alliance held a ceremony live on the air, including taps at sunrise. Veteran's Day keynote remarks were made by Representative Pat Meehan along with a Presentation of Wreaths and a Rifle Squad Salute for Fallen Comrades. Talk Radio 1210's Dom Giordano broadcast live from Media, Pa.'s 54th Annual Veterans Day Parade from the steps of the Delaware County Courthouse. Dom Giordano interviewed local dignitaries and even rode in the parade. Veterans Day concluded with Talk Radio 1210's Dick Morris, Gary R'nel and Rich Zeoli live broadcast from the Green Parrott Restaurant in Newtown, Pa. where several members of the Wounded Warriors Project were present to raise awareness and funds for their cause.

#### *WDSY-FM (Pittsburgh)*

Each week, station hosts Jimmy and Monty's "Soldier Salute" spotlights an active, reserve, deceased or retired serviceman or servicewoman with roots in the area for an on-air salute. Those featured, or their loved ones back home, are all invited to an end-of-year concert. In 2013, artist Big & Rich headlined the Y108 Soldier Salute Concert at the Pepsi Roadhouse in Burgettstown, Pa., helping raise more than \$6,000 for Operation Troop Appreciation, a local organization which provides personal care and comfort items for those stationed abroad.

#### *KOOL-FM (Phoenix)*

*NOON SALUTE* – Each week during the school year, KOOL 94.5 partners with Fulton Homes to give local school music bands and choirs the opportunity to perform the national anthem on the radio at noon each weekday. One school per month wins \$1,000 for its music department.

#### *KFRG-FM (Riverside, Calif.)*

*HOMESTRONG HEROES HOME DONATION* – "HomeStrong's

Heroes Home Donation" was a partnership with Bank of America, the National Community Stabilization Trust, MGR Real Estate and CBS RADIO Riverside to present a newly renovated home to an active duty military service member or veteran. On Veteran's Day Weekend 2013, Purple Heart recipient Sgt. James Miller, his wife and four children were presented the home in a heartwarming ceremony.

#### *CBS RADIO SAN FRANCISCO*

*RESPONSE TO NEWTOWN TRAGEDY* – In response to the tragedy at Newtown, CBS RADIO San Francisco (KCBS, Alice @ 97.3, 997 Now and Live 105) held a special candlelight vigil to bring the Bay Area community together in the wake of such a senseless act of violence. The event, held at a public ice skating rink in San Francisco, included a moment of silence with 26 bells tolling, one for each victim, while 26 skaters circled the rink with candles. The event, hosted by KCBS' Doug Govern, offered an open forum for the community to share their grief, love and hope for the parents, brothers, sisters, families and friends of the victims killed at Sandy Hook Elementary School. In honor of the innocent lives lost, the stations collected teddy bears and toys for the San Francisco Fire Fighters' annual Toy Program for Bay Area children in need during the Holiday season. The stations also created a giant card, on which attendees could write their love and messages, which was sent to the city of Newtown from CBS RADIO in San Francisco.

#### *KMVQ-FM (San Francisco)*

*HIGH SCHOOL TAKEOVER* – Every Friday night for one hour, during the school year, KMVQ offers high schoolers #TAKEOVER997 a chance to promote all their school functions (fundraisers, dances, sports, clubs) and to become Bay Famous for one night. The station plays their favorite songs via playlist, take calls from the students and their rivals and talk about their community efforts. This program has helped us build alliances with key locations and strengthen others all while affording students an outlet for positivity.

#### *KMOX-AM (St. Louis)*

*VOICES OF CARING* – For more than 15 years, KMOX News Radio 1120 has dedicated itself to improving the quality of life in the St. Louis area through the Voices of Caring program. Each year,



KMOX calls for area not-for-profits to submit their story to be told by the Voice of St Louis. They do not search for the large not-for-profits with millions of dollars in donations annually, but instead look to the initiatives and organizations that truly need the exposure. Once Voices of Caring partners have been identified, the station dedicates a month-long public service campaign to raise awareness for the organizations selected. Throughout its history, Voices of Caring has supported more than 180 charitable organizations with more than \$1,300,000 in media support.

*CBS RADIO Washington, D.C.*

On National Day of Service, CBS RADIO Washington, D.C. volunteered and partnered with Target, Points of Light Foundation and Vice President Joe Biden to package 10,000 gifts bags for the military and participated in packaging emergency preparedness kits.

A photograph of three young boys in white school uniforms. They are all giving a thumbs-up gesture. The boy in the middle is holding a red notebook with a purple and yellow marker. The boy on the right is holding a blue notebook. A hand in a camouflage uniform is visible at the top, holding a pen. The background is slightly blurred, suggesting an outdoor setting.

**SHOWTIME**

Showtime has a long history of being actively involved with a number of community organizations and contributing to numerous charities

**For more than 35 years, SHOWTIME has been in the premium television business, offering viewers cutting-edge original series, thought-provoking documentaries, first-run theatricals, specials and hard-hitting sports programming including world-class boxing.**

The current slate of immensely popular SHOWTIME series, including *HOMELAND*, *RAY DONOVAN*, *SHAMELESS*, *MASTERS OF SEX*, *HOUSE OF LIES*, *DEXTER*<sup>®</sup>, *CALIFORNICATION*, *NURSE JACKIE* and *EPISODES*, has brought the Network unprecedented critical acclaim, historic Emmy<sup>®</sup> and Golden Globe<sup>®</sup> wins, viewership buzz to match and broken new ground in scripted television.

Showtime Networks Inc. has always been very progressive and forward-thinking with respect to both its programming and sense of social responsibility. The Company has a long history of being actively involved with a number of community organizations and contributing to numerous charities. Showtime Networks was at the forefront in embracing diversity and promoting HIV/AIDS awareness, breast cancer activism, employee volunteerism and other community outreach efforts.

## PROGRAMMING

SHOWTIME was one of the first cable television networks to make a concerted effort to create and air programming for and about traditionally underserved audiences, specifically, members of the Latino, African-American and LGBT communities. The Company welcomes the participation of talented artists from these groups both in front of and behind the cameras. In its series, documentaries and specials, SHOWTIME has also tackled important subject matter including HIV/AIDS, civil rights, child abuse and hunger in America, to name a few.

While addressing important issues is part of the SHOWTIME programming line-up throughout the year, during certain months or days, including Black History Month and World AIDS Day, SHOWTIME often features programming that educates and informs its viewing audience. This year, SHOWTIME dedicated

programming to celebrate Black History Month, Women's History Month, LGBT Pride Month, Hispanic Heritage Month and World AIDS Day. Programming in those months included:

For Black History Month, SHOWTIME produced documentaries such as *THE HELP*, *ALICIA KEYS' KEEP A CHILD ALIVE*, *TUPAC: RESURRECTION*, *TAPESTRIES OF HOPE* and *I WILL FOLLOW* as well as specials featuring *TOMMY DAVIDSON*, *D.L. HUGHLEY*, *BILL BELLAMY*, *NICK CANNON*, *MIKE EPPS*, *MELANIE COMARCHO*, *ARIES SPEARS*, *DERAY DAVIS*, *RUDY RUSH*, *RED GRANT* and *ROZ G*, as well as comedy showcases *SHAQUILLE O'NEAL PRESENTS: ALL STAR COMEDY JAM – LIVE FROM ORLANDO* and *SNOOP DOGG PRESENTS THE BAD GIRLS OF COMEDY*.

For LGBT Pride month, SHOWTIME produced features, documentaries and specials such as SOLDIER'S GIRL, BROKEBACK MOUNTAIN, THE CRYING GAME, WISH ME AWAY, SEX IN AN EPIDEMIC, ULTRASUEDE: IN SEARCH OF HALSTON, NO LOOK PASS, ORCHIDS: MY INTERSEX ADVENTURE, HEAVENLY CREATURES, BUT I'M A CHEERLEADER, ABOUT CHERRY and PRIDE COMEDY JAM.

For Hispanic Heritage month, SHOWTIME produced features, documentaries and specials such as FELIPE ESPARZA: THEY'RE NOT GONNA LAUGH AT YOU, LAFFMOB PRESENTS MARK VIERA: TALES OF A NUYORICAN, MELANIE COMARCHO: HELLO! AND WILLIE BARCENA: I GOTTA BE HONEST.

In addition, SHOWTIME featured the Mayweather vs. Canelo boxing match, as well as special related programming including: ALL ACCESS: MAYWEATHER VS. CANELO, WEIGH-IN LIVE: MAYWEATHER VS. CANELO and MAYWEATHER VS. CANELO: COUNTDOWN LIVE.

For World AIDS Day, SHOWTIME featured special programming such as ALICIA KEYS' KEEP A CHILD ALIVE, TAPESTRIES OF HOPE and SEX IN AN EPIDEMIC.

SHOWTIME also features numerous shorts from Scenarios USA, a non-profit organization based in New York City that uses writing and film to foster youth leadership and self-expression among students in marginalized communities. The young filmmakers tackle topics that affect their lives such as HIV/AIDS, pregnancy, peer pressure, drug/alcohol use, domestic violence and gender.

SHOWTIME's regular series takes on such issues, as well. NURSE JACKIE has highlighted several important medical issues, addressing head on the complexities with the country's healthcare system, along with topics of drug addiction, sexuality and euthanasia. The show has been lauded for its progressive storyline about a main character (Dr. Cooper) who grew up with two lesbian mothers.

Similarly, the SHOWTIME series HOUSE OF LIES and

SHAMELESS have been praised for their sensitive portrayals of LGBT teens and their struggles for acceptance. Meanwhile, LGBT characters have prominent storylines on RAY DONOVAN, CALIFORNICATION, THE BORGSIAS, THE BIG C, EPISODES, WEB THERAPY and NURSE JACKIE, which GLAAD recognized in their annual report earlier this year. In GLAAD's words, "of all the cable networks, SHOWTIME has been one of the most consistent in terms of maintaining a relatively high level of inclusive programming." SHOWTIME was ranked third overall in all of cable for its positive portrayal and inclusion of LGBT storylines, featuring eight characters. 31 percent of the network's original hours from 2012-2013 were LGBT- inclusive.

HOMELAND was honored with a 2013 Voice Award and NURSE JACKIE received an honorable mention. The Voice Awards, sponsored by the U.S. Department of Health and Human Services, recognizes entertainment programming for its contribution to behavioral health understanding.

#### **DIVERSITY**

Showtime Networks was a forerunner among companies in championing diversity, and continues to make diversity a priority in its workplace and programming.

The Company is a strong supporter of several non-profit industry organizations that work to increase diversity in the cable, satellite and telecommunications businesses. These include NAMIC (National Association for Multi-Ethnicity in Communications), the Walter Kaitz Foundation administered by the NCTA (National Cable Television Association), the T. Howard Foundation (THF) and Women in Cable Telecommunications (WICT).

Showtime Networks has also been a big advocate for gay rights and was one of the first companies to offer same-sex partner benefits. The Company provides financial and in-kind support to a number of organizations that fight for equal rights in the LGBT community, including the Gay and Lesbian Alliance Against Defamation (GLAAD), the Human Rights Campaign (HRC) and Power Up.

In 2013, Showtime Networks donated hundreds of thousands of dollars to sponsor key LGBT events nationwide. Showtime

Networks executives participated, along with CBS News and CBS Sports, in a career fair at the LGBT Community Center of New York, a leading LGBT organization. The Network partnered with the Human Rights Campaign for a number of events including premiere screenings nationwide for the premiere of MASTERS OF SEX (which addresses the struggle of living as a closeted gay man in the 1950s), and also served as a sponsor for multiple nationwide gay pride events, including:

#### *National Gay and Lesbian Task Force*

During the “Miami in March” Winter Party, SHOWTIME sponsored a welcome center themed to its new drama series RAY DONOVAN. Guests were given custom made bags with the show’s logo and treated to a “Ray Donovan” themed photo booth, among other event integrations.

#### *Pride Sponsorships*

In June, SHOWTIME sponsored the Pride Celebrations in New York, Los Angeles, San Francisco and Washington, DC. Additionally, the network served as the official sponsor of the LA Pride app, which launched in May, and in New York, SHOWTIME served as the official sponsor of the VIP Pride Party at Hudson Terrace.

#### *Human Rights Campaign Sponsorship*

HRC served as a partner for LGBT MASTERS OF SEX screening events in three major markets: Washington, D.C., Atlanta and San Francisco. The organization also filmed an exclusive video discussion regarding the LGBT content of MASTERS OF SEX and how that story arc related to the work of HRC and the ongoing struggle to end discrimination of individuals based on sexual orientation or gender identity.

#### *Outfest Legacy Awards*

In November, SHOWTIME served as the presenting sponsor of the Outfest Legacy Awards with branded VIP gift bags and a dedicated footprint at the pre-party and after-party.

A number of executives at Showtime Networks have served on, and are currently members of the Boards of Directors of organizations that promote diversity. Ray Gutierrez, Executive Vice President,

Human Resources and Administration, is on the Board of Directors of NAMIC and is the Board’s immediate past chair. Gwen Marcus, Executive Vice President, General Counsel, is Co-Chair of the Board of Directors of New York City’s Lesbian, Gay, Bisexual and Transgender Community Center. Tom Hayden, President, Smithsonian Networks (a venture between Showtime Networks and the Smithsonian Institution) is Chairman of the Board of the T. Howard Foundation. Sara Clarke, Senior Vice President, Strategy, Analysis and Communication, is a Director at Large for the New York Chapter of WICT and Co-Chair of the organization’s Executive Mentoring Program Committee and Chair of the Giving Back (Community Service) committee. Laura Palmer, Senior Vice President, Distributor Marketing, serves as a mentor for female executives through WICT.

Showtime Networks employees Kevin Young, Sr., Director, Law Administration and Jessica Tuck, Vice President, Digital Video Operations, are two of the founding members of the CBS Affinity Group ANGLE (Affinity Network for Gay, Lesbian, Bisexual and Transgender Employees) and continue to be involved in all ANGLE activities/events.

For the third consecutive year, SHOWTIME hosted a group of 10th graders from the Young Women’s Leadership School (TYWLS) of East Harlem for “TWYLS Works Day.” Sara Clarke, Senior Vice President, Corporate Strategy, Analysis and Communication and Sharon Whitt, Senior Vice President, Counsel, Business Development Sales and Marketing of Showtime Networks serve as mentors for the Young Women’s Leadership School. SHOWTIME executives led a volunteer crew who introduced the students to the world of work at our SHOWTIMES’s New York office for a half-day program. SHOWTIME executives provided a “big picture” perspective of the different types of jobs in the company and industry through presentations, demos and panel discussions, as well as a flavor of day-to-day responsibilities through job shadowing. SHOWTIME employees counseled seniors in the school’s Jumpstart to College program. This includes participating in workshops such as “College Survival Skills” to help the students get ready socially, emotionally and academically for their freshman year of college.

The T. Howard Foundation’s mission is to diversify the multimedia

and entertainment industry by increasing the representation of minority young men and women within the industry. The Foundation recruits women and people of color to serve as interns in companies in the industry. Showtime Networks has been participating in the THF intern program for quite some time, employing on average two to three interns per year, some of whom have gone on to become permanent employees. Tom Hayden, Executive Vice President, Showtime Networks and President, Smithsonian Networks, is the T. Howard Foundation Chair.

A number of the above organizations present annual awards to cable networks whose programming promotes diversity. SHOWTIME programming has frequently been nominated and won numerous awards. Showtime Networks has been honored by the Diversity and Inclusion (DANDI) organization. The DANDI Awards celebrate individuals, groups or organizations that are truly making a difference toward creating a more diverse and inclusive world. The SHOWTIME documentary CHELY WRIGHT: WISH ME AWAY and the docu-series THE REAL L WORLD were both nominated for GLAAD Media Awards.

Gwen Marcus, Executive Vice President, General Counsel, serves as Co-Chair of the Board of Directors of NYC's LGBT Community Center, and has been honored by the Center at its annual Women's Event. The Center's programs serve the entire multi-faceted LGBT community of New York City, including LGBT adolescents and LGBT people in need of various social services. Marcus also serves on the Board of Trustees of the Theatre Development Fund whose mission is to support theatrical works of artistic merit, and to enable diverse audiences to attend live theatre and dance, including people with disabilities and inner-city kids.

Kevin Oldis, Vice President, Human Resources, Showtime Networks serves as Vice Chair of the Board of Directors of GLAAD (Gay and Lesbian Alliance Against Defamation) and serves as Vice Chair of the Board of Directors of GLAAD, as well as Chair of its Governance Committee.

Several senior executives have received recognition by *CableFAX: The Magazine* for their efforts on behalf of diversity. Ray Gutierrez and Sara Clarke, have been profiled in CableFAX as two of its Top

50 Minorities in Cable in the past several years. Gutierrez, as well as Stephen Espinoza, Executive Vice President, General Manager, Showtime Sports and Event Programming, and Johanna Fuentes, Senior Vice President, Corporate Communications, have been honored by the Imagen Foundation Board of Directors for the past two years as three of the Most Powerful and Influential Latinos in Entertainment for 2013. Espinoza was also named as one of *Sports Illustrated's* Most Influential Sports Leaders in 2013.

#### **FIRST AMENDMENT SUPPORT**

Showtime Networks has also contributed to several organizations that work to protect First Amendment rights. These include People for the American Way, the Creative Coalition and the Media Law Resource Center.

#### **COMMUNITY OUTREACH**

For many years, Showtime Networks has been a longtime supporter of a number of community-based organizations. Principal among them are the Harlem Children's Zone and PENCIL (Public Education Needs Civic Involvement in Learning). The Harlem Children's Zone works to enhance the quality of life for disadvantaged children and families in Harlem through a variety of educational and social services. Matt Blank, Chairman and CEO, Showtime Networks, has been a Board member of HCZ for 20 years.

Showtime Networks President of Entertainment David Nevins is an active volunteer and fundraiser for UNICEF. Working in more than 150 countries, UNICEF is a global humanitarian relief organization providing children with health care and immunizations, clean water, nutrition and food security, education, emergency relief and more. The U.S. Fund for UNICEF supports UNICEF's humanitarian relief work through fundraising, advocacy and education in the United States.

Nevins is a founding parent for the Larchmont Charter School in Hollywood, a new public school founded to provide a socio-economically, culturally and racially diverse community of students with an exceptional public education. Nevins is also a member of the Pobladores, a small donor-operated fund supporting grassroots organizations in need in Los Angeles. Trisha Cardoso, Executive Vice President, Corporate Communications, is a board member for

the U.S. Fund for UNICEF, and co-founded the first ever young ambassador's program for UNICEF's worldwide charitable branch where a group of up to 80 children (ages 10-15) are guided annually on charitable missions that fit within UNICEF's initiatives. The program has now been adopted in six other cities and will hit international chapters by 2016. Cardoso will travel on a UNICEF volunteer mission to Botswana with a focus on education and clean water.

PENCIL is a non-profit organization which assists NYC public school children by encouraging corporate leaders to participate in its "Principal for a Day" program. This includes Showtime Networks executives mentoring inner-city students and also visiting schools in Brooklyn, Queens and the Bronx in effort to improve the New York City education system. SHOWTIME has donated equipment to the schools, funded trips for academic purposes and sponsored other beneficial programs, such as a video contest. Ray Gutierrez, EVP Human Resources and Administration is a long-standing supporter and mentor of the High School for Enterprise, Business and Technology in Brooklyn. Additionally, Michael Crotty, Senior Vice President, Affiliate Finance and Business Operations serves on the Advisory Board for this same school and also represents SHOWTIME at PENCIL functions.

In Los Angeles, SHOWTIME has donated to PATH Gramercy, whose mission is to reduce family homelessness by providing service enriched affordable housing to assist single parents in transitioning to their own permanent homes. The agency is comprised of 15 housing apartments for single parents ages 18-24 years with one child under 5, a licensed childcare center, community room, and support services for residents.

In support of The Matthew Freeman Project Pens & Papers for Peace, SHOWTIME has shipped pens, paper and other school supplies to U.S. military personnel and chaplains in Afghanistan for distribution to help children whose education has been interrupted by armed conflict.

Showtime Networks executives and employees are also part of the CBS Corporate team that supports the Big Brothers and Big Sisters Program. Stephen Espinoza, Executive Vice President and General

Manager, Showtime Sports and Event Programming hosted a job shadow program with The Fresh Air Fund, a not-for-profit agency which since 1877 has provided free summer experiences in the country to more than 1.7 million New York City children from low-income communities. Additionally, Kent Sevenser, Senior Vice President, Content Acquisitions and Business and Legal Affairs and co-head of the network's acquisitions group volunteers with Cooks Who Care, a pro-social program that prepares, delivers and coordinates hot meals to AIDS victims.

### **ADDITIONAL CHARITABLE CONTRIBUTIONS**

SHOWTIME is a commercial-free network, but has aired public service announcements and, on occasion, telethons. As a result of the Company's commitment to fighting HIV/AIDS, SHOWTIME has aired PSAs on this subject. The Network also participated in the 12-12-12 concert for Sandy Relief. Additionally, SHOWTIME has aired PSAs about parental control of cable channels.

In 2012 and 2013, Showtime Networks contributed over a million dollars in direct and in-kind donations to more than 125 non-profit organizations. The recipient charitable organizations include:

#### ***EDUCATION***

PEN Center USA strives to protect the rights of writers around the world, to stimulate interest in the written word, and to foster a vital literary community among the diverse writers living in the western United States. The organization, therefore, has two distinct yet complementary aims: to promote a literary culture and to protect freedom of expression.

Los Angeles Promise Neighborhood is an innovative public-private partnership with the city, county and Los Angeles Unified School District (LAUSD) that helps transform 19 neighborhood schools into full-service community schools with a continuum of integrated cradle-to-college-and-career services.

Communities in Schools of Los Angeles, the nation's leading high school dropout prevention organization, has a mission to surround students with a community of support, empowering them to stay in school and achieve in life.

Adopt a Classroom connects donors with teachers to be classroom champions with contributions that allow teachers to purchase much needed resources for their classrooms.

The “I Have a Dream” Foundation empowers children in low-income communities to achieve higher education and fulfill their leadership potential by providing them with guaranteed tuition support and equipping them with the skills, knowledge, and habits they need to gain entry to higher education and succeed in college and beyond.

City Year Inc. is an education-focused, non-profit organization that unites young people of all backgrounds for a year of full-time service to keep students in school and on track to graduation.

Computers for Youth Foundation is a national education nonprofit that helps students in low-income communities, together with their teachers and families, harness the power of digital learning to improve educational outcomes.

Williamstown Theatre Festival is a theatre in the Berkshires dedicated to cultivate young theater artists and produce reinterpreted versions of classics and new plays.

Theatre Development Fund provides theater education to New York City public high school students and makes theater accessible to people with disabilities.

Chrysalis is a nonprofit organization dedicated to creating a pathway to self-sufficiency for homeless and low-income individuals by providing the resources and support needed to find and retain employment.

### *HEALTH CARE*

SHOWTIME continues to make contributions to the Alzheimer’s Association, the American Cancer Society, the Juvenile Diabetes Research Foundation and the American Heart Association, as well as the following organizations:

The Los Angeles Fire Department Foundation helps firefighters and paramedics serve the city with courage, integrity and pride. UCLA’s Jonsson Cancer Center has established an international

reputation for developing new cancer therapies, providing the best in experimental and traditional cancer treatments and expertly guiding and training the next generation of medical researchers.

Because of Ezra is an organization that is devoted to generating much-needed dollars to fund research and clinical trials for children suffering from solid-mass pediatric cancers.

### *ENVIRONMENTAL*

Heal the Bay works to making southern California’s coastal waters and watersheds, including Santa Monica Bay, safe, healthy and clean.

### *ARTS*

Los Angeles Drama Club has successfully built an ongoing artistic community of children/youth who, through the creative process of “putting on a play” have found a passion, a purpose and a safe place to express themselves and gain self-worth from their collective accomplishments.

Manhattan Theatre Club has grown in three decades from a prolific Off-Off Broadway showcase into one of the country’s most acclaimed theatre organizations.

Museum of the Moving Image advances the public understanding and appreciation of the art, history, technique, and technology of film, television and digital media. It does so by collecting, preserving and providing access to moving-image related artifacts, screening significant films and other moving-image works, presenting exhibitions of artifacts, artworks and interactive experiences, and offering educational and interpretive programs to students, teachers and the general public.

Second Stage Theatre gives new life to contemporary American plays through “second stagings”, provides emerging authors with their Off-Broadway debuts and produces world premieres by America’s most respected playwrights. Through both the production of new plays and long-term residencies that focus on artistic process rather than product, artists find a supportive environment in which to try new roles, production designs and writing techniques.

Geffen Playhouse in Los Angeles strives to produce original, quality



works that inspire thought, evoke conversation and engage the community in the live arts.

Playwrights Horizons is a writer's theater dedicated to the support and development of contemporary American playwrights, composers and lyricists, and to the production of their new work

#### *DIVERSITY*

Special Olympics of Southern California changes the lives of people with intellectual disabilities through sports training and competition.

Women in Film is a non-profit organization dedicated to helping women achieve their highest potential within the global entertainment, communications and media industries and to preserving the legacy of women within those industries.

#### *LGBT*

Los Angeles Gay and Lesbian Center provides a broad array of

services for the lesbian, gay, bisexual and transgender community, welcoming nearly a quarter-million client visits from ethnically diverse youth and adults each year.

Power Up helps to promote the visibility and integration of gay women in entertainment, arts and all forms of media, and is the only non-profit film production company and educational organization for women and the LGBTQ community.

LA Gay & Lesbian Center's "An Evening with Women" provides a broad array of services for the lesbian, gay, bisexual and transgender community, welcoming nearly a quarter-million client visits from ethnically diverse youth and adults every year. The Center also offers legal, social, cultural and educational services, with unique programs for seniors, families and youth, including a 24-bed transitional living program for homeless youth.



Sara Clarke, Senior Vice President, Corporate Strategy, Analysis and Communication and Sharon Whitt, Senior Vice President, Counsel, Business Development Sales and Marketing of Showtime Networks are among the volunteers at the Jumpstart to College workshop at the Young Women's Leadership School of East Harlem on October 23, 2013.

## FOCUS

## Bringing Culture to the Masses: The Smithsonian Channel



Above: Women in Bangladesh pumping water use a filtration system designed by a professor at George Mason University.

Top Right: Dr. Jonas Salk administering the polio vaccine during field trials.

Bottom Right: Chappie James, the first African American 4-Star General, while stationed in Korea during the Korean War.



Smithsonian Channel, a joint venture between Showtime Networks Inc. and the Smithsonian Institution, continues to educate viewers about important times in our nation's history and showcases scientific and cultural programming inspired largely by the assets of the Smithsonian Institution, the world's largest museum complex.

Smithsonian Channel features original documentaries, short-subject explorations and innovative and groundbreaking programs highlighting America's heritage. Some of the Network's key programs have included:

**DESIGN WITH THE OTHER 90%** – Worldwide, billions of people have little access to things that many of us take for granted: shelter, food, clean water, transportation and health care. But what they lack in resources, many make up for with determination and resourcefulness. This series, inspired by the Cooper-Hewitt National Design Museum exhibition, takes a closer look at the ingenious ways that people are teaming up to find solutions to daunting urban problems. From Africa to South America to Asia—visionaries around

the world show how good design can solve problems and create a better future – for 100% of us.

**A SHOT TO SAVE THE WORLD** – The dramatic story behind one of the greatest feats of medical science, the development of the first polio vaccine. It features interviews with Bill Gates, who has made world polio eradication one of his main goals, with polio survivors and with members of Dr. Jonas Salk’s pioneering medical team. It is an extraordinary story that spotlights one of the most remarkable examples of how much can be achieved when a nation—and a world—pulls together to defeat a common enemy.

**BLACK WINGS** – For early aviators, conquering the forces of gravity was a daunting challenge. But black aviators had an additional challenge – the forces of racism. Men and women of color who took to the skies and demonstrated that skin color doesn’t determine skill level are the subject of **BLACK WINGS**, which celebrates the stories of black aviation with rich detail and character, proving that the dream to fly is an aspiration that transcends all boundaries. Throughout the 20th century, the evolution of aviation paralleled the evolution of American race relations. In the space

where these two stories intersect are rich and rarely-told stories of courage and innovation. For these adventurers, the attraction of flight was stronger than the distraction of racism, and by taking to the skies they helped America look beyond old stereotypes.

**SKIN DEEP** – This program looks at the research of Penn State University anthropologist Nina Jablonski, who in 2000 proposed a startling new explanation as to why human skin has so many colors. Her study suggested that pigmentation did not evolve to prevent skin cancer, but primarily to help the human body maintain the right balance of two crucial vitamins essential for reproduction and body development. As a result, skin color developed as a perfect compromise: allowing enough sunlight to stimulate the production of Vitamin D, but screening the body from harmful rays that destroy folic acid – a vitamin necessary for reproductive success. Focusing on ground-breaking research and personal accounts of scientists around the world, **SKIN DEEP** reveals that the evolution of skin color is solely an adaptation to environment. It drives home a powerful message, judging people on the basis of color is not only morally unacceptable, it is scientifically inaccurate.

Nina Jablonski, a Penn State University anthropologist, helped reveal the evolution of skin color is solely an adaption of the environment in the documentary “Skin Deep.” Her conclusion was that judging people on the basis of their skin is not only morally unacceptable but scientifically inaccurate.





As the only broadcast network to target young adult viewers, The CW encourages social responsibility in its programming and marketing throughout the year

**The CW Network was formed as a joint venture between Warner Bros. Entertainment and CBS Corporation in 2006. The CW is America's fifth largest broadcast network, targeting young adult viewers.**

Delivering a total of 20 hours of programming a week over six days, The CW offers a five-night, 10-hour primetime lineup that runs Monday through Friday, featuring such popular series as *ARROW*, *SUPERNATURAL*, *AMERICA'S NEXT TOP MODEL*, *THE VAMPIRE DIARIES*, as well as the *VAMPIRE DIARIES* spinoff and new breakout hit *THE ORIGINALS*. In addition to primetime, The CW broadcasts a one-hour weekday afternoon block as well as a five-hour Saturday morning animation block.

Always on the cusp of innovation and trends, The CW has incorporated socially responsible messages into its storylines and marketing outreach. Here are just a few examples:

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### **It Can Wait**

For the second time, The CW partnered with AT&T in support of their "It Can Wait" campaign, leading the movement against texting while driving. This initiative focuses on educating people – especially teens – about the dangers of texting and driving. The message is simple, yet vital: When it comes to texting and driving, it can wait. The goal of the campaign is to save lives and make texting and driving as unacceptable as drinking and driving.

The CW created multiple PSAs as part of the "It Can Wait" campaign, featuring *ARROW* stars Stephen Amell and Willa Holland and *SUPERNATURAL* stars Jensen Ackles and Jared Padalecki sharing the moments they live for and never want to miss, and reminding viewers that no text is worth dying for. The stars end each PSA by telling viewers they are taking the pledge not to text and drive, and encouraging fans to do the same at [itcanwait.com](http://itcanwait.com). The PSAs began running on-air and online in May, and will continue to

run throughout the 2013-2014 season.

Texting while driving is an epidemic, and it's not isolated to teen drivers. It affects adults, as well. A recent AT&T survey shows business commuters know texting while driving is unsafe, but they still engage in these behaviors. In fact, they are texting and driving more than they used to. Six in 10 commuters said they never texted while driving three years ago. Now, nearly half of commuters admit to texting while driving, which is more than teens, and 49 percent of commuters self-report texting while driving, compared to 43 percent of teens. For many, it has become a chronic occurrence: more than 40 percent of those who admitted to texting while driving called it a habit.

For more information on the "It Can Wait" movement and to access the online resource center, please visit [www.itcanwait.com](http://www.itcanwait.com), and join the movement: #itcanwait.

### THE ORIGINALS Blood Drive

In conjunction with the premiere of the new hit series THE ORIGINALS, The CW stations across the country partnered with the American Red Cross and local blood banks to hold blood drives, urging fans to “Starve a Vampire, Donate Blood.”

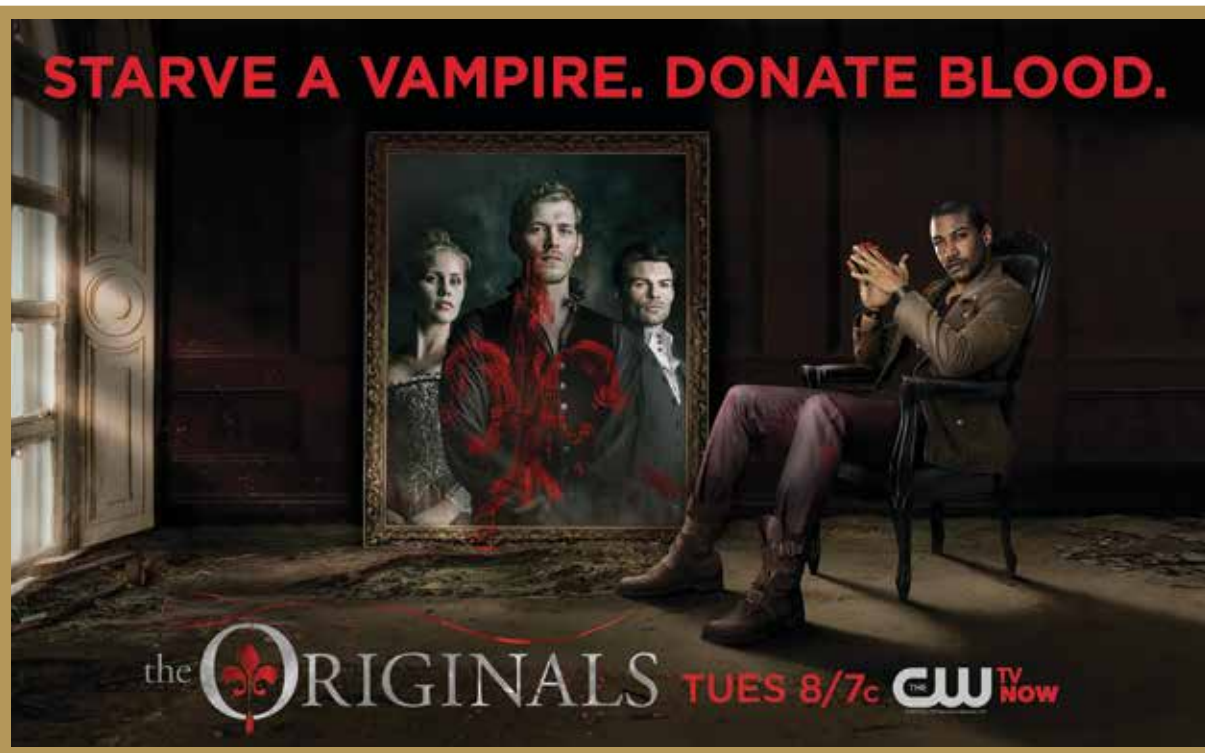
The initiative, which kicked off in September, included blood drives in 36 markets across the country, promoted by The CW affiliates, and local radio stations. Everyone who donated blood as part of the blood drive received THE ORIGINALS T-shirts, posters and band-aids.

### Causes to Care About

The CW launched its annual “Causes to Care About” campaign this

year, with Network stars encouraging fans to donate to their favorite charities over the holiday season. Some of the stars who participated last year included THE VAMPIRE DIARIES’ Nina Dobrev, Paul Wesley, Ian Somerhalder, Kat Graham and Zach Roerig, THE ORIGINALS’ Joseph Morgan, ARROW star Stephen Amell, NIKITA star Maggie Q, and HART OF DIXIE stars Scott Porter and Cress Williams.

Actors recorded their own personal messages about why their chosen cause was special to them, and why fans should donate. The CW broadcasted their messages across the Network’s digital and social channels, with links directly to the charities on [CWTV.com](http://CWTV.com).



The CW partnered with the American Red Cross and local blood banks for blood drives across the country, tied to the premiere of the network’s new hit series, The Originals, starring (from left to right) Claire Holt, Joseph Morgan, Daniel Gillies and Charles Michael Davis.





SIMON &  
SCHUSTER

Simon & Schuster has used its position as  
an industry leader to give back



**Simon & Schuster is a global leader in the field of general interest publishing, dedicated to providing the best in fiction and nonfiction for consumers of all ages, across all printed, electronic and audio formats. Its divisions include Simon & Schuster Adult Publishing, Simon & Schuster Children's Publishing, Simon & Schuster Audio, Simon & Schuster Digital and international companies in Australia, Canada, India and the United Kingdom.**

The company publishes around 2,000 titles annually and its books are available in more than 200 countries around the world. Its seven divisions are also home to some of the most distinguished imprints and recognizable brand names in the world of publishing. From Pulitzer Prizes to National Book Awards, Grammy Awards, and Newberry and Caldecott Medals, its titles have been recognized with the most prestigious honors in publishing.

Here are just a few ways Simon & Schuster has used its position as an industry leader to give back:

## COMMUNITY OUTREACH

### *Digital Books for Young Readers in Africa*

For many years, even the best-intentioned of publishers found that efforts to donate books to countries in the developing world were met with many physical obstacles. Worldreader aims to increase literacy in Sub-Saharan Africa by distributing Kindle readers to schoolchildren in villages throughout the region, an elegant and practical solution to the many hurdles of distributing books in a harsh physical environment with little infrastructure. In 2012, Simon & Schuster entered into an ongoing partnership with Worldreader, bringing popular titles such as the *Hardy Boys*, *Nancy Drew*, and other childhood classics to eager young readers in countries including Ghana, Kenya, Uganda, Rwanda, Liberia, Ethiopia, Malawi and Tanzania

### *Save the Children Partnership*

It's a well-established fact that one of the best ways to assure that all

children have fair chance at a bright future is to give each child the opportunity to learn and grow at an early age. Yet, some 16 million children in America live in poverty and are behind in learning skills before they even pass through a classroom door.

To address this acute need in early childhood education, Save The Children has established the Early Steps to Success program in an attempt to close the achievement gap before it starts. Through home visits, book exchanges, parenting groups, and an emphasis on transition to school, Early Steps to Success helps children with language as well as social and emotional development, and equips parents and caregivers with the skills to successfully support children's growth.

Books and reading are fundamental to this effort. With the fall 2013 school season approaching, Save the Children had an urgent need for books to fulfill their mission, and when they approached Simon &



A mother reading to her daughter from one of our donated books through Save the Children

Schuster for help, the publisher was more than ready to contribute. Simon & Schuster's Children's Publishing quickly came up with a list of early childhood and primary school titles to donate, most of them featuring popular media characters such as SpongeBob SquarePants, Dora the Explorer, Backyardigans and Avatar. In all, the donation totaled almost 220,000 books, comprised of nearly 200 separate titles.

Throughout the fall, books were distributed to grateful schools in 15 different locations in the United States, from the hills of West Virginia, Kentucky and Tennessee, all the way across the country to Arizona, California and Washington. Simon & Schuster enlisted United Parcel Service as its shipping service for this large effort, who provided their services at a substantial discount.

#### *First Book Partnership*

For many years, Simon & Schuster has been a partner with First Book in its ongoing efforts to place books into the hands of children from low income families at an early age. As part of this effort, S&S, Cheerios and First Book team up every year to sponsor the Spoonful of Stories program, which since 2002 has given away more than 70 million books inside Cheerios boxes. In 2013, for the first time, the Spoonful of Stories program expanded to include chapter books for readers ages 11 and older. In 2012-2013, S&S donated more than 200,000 books to First Book at different times throughout the two-year period.

#### *Community Outreach Day*

Since 2002, Simon & Schuster has sponsored an annual Community Outreach Day in which S&S staffers volunteer at organizations throughout the tri-state area and Tennessee as a way to get involved and give back to their community. On June 18, 2013 Simon & Schuster's 11th annual Community Outreach day had participation from 174 S&S employee/volunteers in its Rockefeller Center offices. Organizations supported include the Ali Forney Center, City Meals on Wheels, God's Love We Deliver, Habitat for Humanity, Housing Works, the Humane Society, the Leukemia & Lymphoma Society, the Metropolitan Council on Jewish Poverty and the Trevor Project.

#### *Simon & Schuster Adopts a High School*

Simon & Schuster has again partnered with New York's High School for Media Communications and the Arts as part of the Adopt-A-High School program. Provisions for students include sponsorship of a book club, furnishing Kaplan test prep titles to the school library, an open house for 11th graders in the English Honors program to discuss publishing business and careers, and a presentation for female students by the Hance Foundation, established and operated by Gallery Books author Jackie Hance, titled "Beautiful Me," about self-esteem and body-image issues.

#### *Non-Profit Financial Contributions*

Every year Simon & Schuster makes outright financial contributions to a variety of non-profit organizations. These groups are national and world leaders on critical issues ranging from childhood and adult literacy to human rights and censorship, as well as organizations that foster the careers of authors and publishing professionals, and causes

supported by the larger publishing industry. In 2013, S&S made financial donations to:

- National Multiple Sclerosis Society – New York Chapter
- 2013 Ashmead Award (Community Funds)
- Poets & Writers
- Columbia Publishing Course
- UJA - Federation of New York
- PEN American Center
- Literacy Partners
- Mystery Writers of America
- The Corporation of Yaddo
- Lambda Literary Foundation
- American Booksellers Foundation for Free Expression
- The Frank McCourt Scholarship at Stuyvesant High School
- The Center for Fiction
- Goddard Riverside Community Center
- International Publishers Association – Freedom to Publish Prize
- National Coalition Against Censorship
- National Book Foundation
- The Book Industry Guild of New York

Volunteers from Simon & Schuster's Distribution Center helping out at the Habitat for Humanity ReStore in NJ during Community Outreach Day 2013.



## FOCUS

# Simon & Schuster Helps Schools and Libraries Recover after Hurricane Sandy



When Hurricane Sandy devastated communities in the tri-state area, Simon & Schuster was ready with help and support for schools, libraries and book retailers.

### Hurricane Sandy Relief Efforts

In the aftermath of Hurricane Sandy's horrific destruction in the New York tri-state area, it quickly became apparent that some of the most devastated organizations and businesses were schools, libraries, and retail booksellers. Simon & Schuster quickly responded with offers of aid, including:

- Through its Education and Library department, S&S donated to any public or school library damaged by Hurricane Sandy 500 "best of" titles in order to help with the restoration of their collections. S&S also worked with Teachers College Reading and Writing Project's Literacy Lifeboats initiative to provide help to New York City schools, and provided assistance to the

New Jersey Library Association, state and regional associations, and individual libraries and schools. In all, Simon & Schuster provided its seed collection of 500 books to 36 separate libraries and schools, a total of 18,000 books.

- For Simon & Schuster's retail accounts that sustained damage from Hurricane Sandy, S&S provided free-of-charge multiple copies of 20 new releases and bestsellers to help them attract customers as they got their businesses back up and running. Seven accounts were the recipients of a selection of adult and children's books that included such popular titles as *Team of Rivals* by Doris Kearns Goodwin, *Proof of Heaven* by Eben Alexander, M.D., *The Bridge* by Karen Kingsbury, *The Tucci Cookbook* by Stanley Tucci,

*The End of Illness* by David B. Agus, *Bruce* by Peter Ames Carlin, *The Secret Keeper* by Kate Morton, *The Light Between Oceans* by M.L. Stedman, *Moustronaut*, by Mark Kelly and C. F. Payne, *All the World* by Liz Garton Scanlon and Marla Frazee, and audios of *The Greater Journey* by David McCullough and *Pimsleur Conversational Spanish*.


- Working with national and local organizations including First Book, K.I.D.S, World Vision, UJA-Federation of New York and the Brooklyn Public Library's Bookmobile, S&S donated books for children and adults who were displaced by Hurricane Sandy, including at shelters in the New York and New Jersey region. Donations for these partnership efforts totaled nearly 14,000 copies.

#### **Moore, Oklahoma Relief Efforts**

The flash tornado that wiped out huge swaths of Moore, Oklahoma also destroyed two schools. Working with regional wholesaler BookSource, Simon & Schuster provided the schools with multiple copies of more than 200 titles, for a total of 1,100 books. The titles donated were specifically requested by the school.

#### **Sandy Hook “Coping & Caring” Parent Express Bus**

When tragedy struck in Newtown/Sandy Hook, Simon & Schuster worked up with the Connecticut Parents Union as one of the publisher sponsors of the Sandy Hook “Coping & Caring” Parent Express Bus. Simon & Schuster provided posters, pencils, stickers for kids, donated more than 400 books, and our perennially popular children's character “Olivia” also made an appearance. The bus made 10 stops over three days throughout the state, culminating in a visit to Newtown on the morning of Christmas Eve.

A close-up photograph of a woman with dark hair, wearing a white top and a dark cardigan, gently holding a small black and white dog. She is looking down at the dog with a soft expression. In the background, there are other people and wire cages, suggesting an event or adoption fair. The lighting is warm and focused on the woman and the dog.

CBS Interactive employees proudly take a proactive approach to programs which give back to the community

## With 280 million people visiting its properties each month, CBS Interactive is a top 10 Web property globally and a top five Web property in the United States.

Its portfolio of leading brands includes CBS.com, the #1 broadcast site in streaming, minutes and viewers; CBSSports.com, the #1 sports site in time spent online and the leading provider of live streaming sports video on the Internet; CNET, the leading tech media Web site; GameSpot, the #1 gaming/information website; TV.com, a leading destination for navigating, organizing and enriching the television experience; TVGuide.com, a leading destination for TV news and reviews; BNET, a top-10 business news site; MaxPreps.com, the online high school sports leader; Last.fm, a top music discovery and recommendation site; CBS Money Watch, which provides financial information to more than 1 million users each month; TheInsider.com, delivering Hollywood gossip and news; the food web site CHOW; and the media review site Metacritic.

In addition to their work producing online content spanning popular categories such as technology, entertainment, sports, news and business, CBS Interactive proudly participates in many different community outreach efforts across its offices in the United States and around the world.

Headquartered in San Francisco, CBS Interactive employees take a proactive approach to programs which give back to the community in a number of ways, including food drives, collecting toys for underprivileged children and helping to build houses through Habitat for Humanity.

### FUNDRAISING AND CHARITABLE CONTRIBUTIONS:

CBS Interactive employees raised funds for a number of charitable organizations this year including:

- Extra Life: The Giant Bomb team participated in a 49-hour gaming marathon for Extra Life, raising more than \$113,000 for

Children's Miracle Network Hospitals.

- AIDS Walk San Francisco: CBS Interactive participated in AIDS Walks in New York, Los Angeles and San Francisco. This year, the San Francisco team raised \$15,226, including a matching CBS donation, for the cause.
- Movember: CBS Interactive Employees have raised more than \$6,000 for cancer research men's health initiatives.
- Oktoberfest Glasses: Employees purchased commemorative beer glasses with funds benefiting local charities. The San Francisco office raised \$2,630 for the Breast Cancer Emergency Fund.
- Cycle for Survival: Employees from CBS Interactive's Chicago office raised \$16,000 for the Memorial Sloan-Kettering Cancer Center.



CBS Interactive's Chicago office raised \$16,000 for Memorial Sloan-Kettering Cancer Center during its Cycle for Survival bicycle event.

• CBS Interactive offices donated money to the following charitable organizations:

- Somerset County Food Bank, (Bridgewater, N.J.)
- Good Shepherd Center (women's shelter in Carlsbad, Calif.)
- Susan G Komen for the Cure
- The food bank of El Dorado County
- Bright Pink (Breast Cancer Organization)
- Feeding South Florida
- Irvine Breast Cancer Fundraiser
- Center for Women and families
- Dare to Care Food Bank
- New York Avon Walk for Breast Cancer
- New Avenues for Youth
- Dana-Farber Cancer Institute
- BC/Yukon Breast Cancer Foundation
- Larkin Street Youth Services
- Wonder Dog Rescue
- UCSF Benioff Children's Hospital / Partners in Care
- World Food Program USA
- San Francisco Food Bank
- Louisville Olmstead Parks Conservatory

#### HIGHLIGHTS FROM 2013

- Bike to work day: 35 employees participated in an event including a breakfast to fortify the two-wheeled travelers, and a meetup in the courtyard for cyclists and for those interested in embracing the "biker" lifestyle.



- ANGLE evening outing: The Affinity Network for Gay and Lesbian Employees held its annual employee outing. Members met for dinner and attended a local play.
- Earth Week: CBS Interactive celebrated Earth Week by having a different green company-wide initiative each day. These included:
  - Raising awareness about proper waste sorting (recycle, compost, etc.).
  - Dedicating one day to taking public transportation or commuting.
  - Selling plants from a local supplier in our lobby.
  - Bringing mugs instead of relying on disposable cups at a company happy hour.
  - Powering down computers when employees leave for the day.
- Professional Business Women's Conference: CBS Interactive sent 23 employees to the PBWC conference in May. Additionally, the company sent 16 attendees to the Exceptional Women in Publishing Leadership Conference.
- CBS Interactive Recruiters attended a number of events focused on diversity this year, including:
  - University of California Berkeley Latino Business Student Association
  - San Francisco Veterans Employment Committee Annual Job Fair
  - Advancing Women Executives Training
  - Women in Technology International Conference
- National Association of Black Journalists Convention and Career Fair
- Asian American Journalists National Convention
- National Association of Hispanic Journalists Convention
- Alternative Medicine Fair

**CBS FILMS**

**Creating movies for all genres and audiences**

## Established in 2007, CBS Films is a multifaceted film studio handling the development, financing, production and marketing of theatrical motion picture content.

Though young, the studio is comprised of veteran film executives with long histories of community outreach and activism within entertainment industry and their surrounding communities. Here are just a few examples of the organizations and causes that the CBS family has supported.

### THE NATURE CONSERVANCY

CBS Films' Co-President Wolfgang Hammer serves on the Leadership Council for the Nature Conservancy. This leading conservation organization works globally to protect ecologically important lands and waters for nature and people. Together their members have protected more than 119 million acres of land and thousands of miles of rivers, as well as operate more than 100 marine conservation projects.

This organization achieves their mission of global conservation with the help of a diverse staff of individuals, governments, local non-profits and corporations around the globe. With a team of more than 550 scientists, everything the organization does is supported by scientific evolution. The Nature Conservancy works in all 50 states and over 35 countries. There they protect habitats varying from grasslands to coral reefs. Their mission is to conserve our natural world and address continuing threats to conservation involving climate change, fresh water, oceans and conservation lands.

### THE UNIVERSITY OF SOUTHERN CALIFORNIA SCHOOL OF THEATRE

Rik Toulon, Executive Vice President and General Counsel of CBS Films, serves on the board of USC's School of Dramatic Arts. The

school is ranked as one of the top theatre schools in the United States, and its board is composed of professionals, academics and community leaders who provide counsel for the dean and the faculty of the school as well as the president and provost of the university. Graduates of the school work professionally in all aspects of theatre, film and television. The school's faculty is comprised of dynamic teachers who also work regularly in the theatre and entertainment industry.

### THE POINT FOUNDATION

Rik Toulon is also a cornerstone committee member of the Point Foundation. The national non-profit grants merit scholarships to at-risk LGBT youth. Through his involvement, CBS Corporation has sponsored a number of cornerstone scholarship fundraising events and was awarded "corporation of the year" last year at Point Foundation's annual gala (Josie Thomas accepted the award).

The Point Foundation provides programs that affect social change by challenging attitudes that contribute to social stigma and its resulting prejudice, which is often experienced by those in the LGBTQ community. The organization provides financial support as well as matches each scholar with a mentor who is a successful professional in fields such as the arts, science, education, business, law, medicine



Academy Award winners Morgan Freeman, Michael Douglas, Robert De Niro and Kevin Kline star in CBS Films' comedy *Last Vegas*.

and other humanities. Point is a champion for equal access to higher education for all persons of any race, religion, color, creed, ancestry, national origin, citizenship, age, sex, marital status, parental status, handicap, sexual orientation, gender identity and gender expression.

#### DONATION BASED SUPPORT

CBS Films has contributed to the following:

- Upward Bound House (July 2013)
- Hurricane Sandy Relief (Nov 2012)
- Variety Toy Drive for Boys and Girls Club in Boyle Heights (Dec 2012)

In addition, Jack Bleck, Executive Vice President of Business Affairs at CBS Films donates to a number of societies including the American Society for the Prevention of Cruelty to Animals (ASPCA), the Salvation Army, the Society for the Prevention of Cruelty to Animals, the Los Angeles Humane Society of the United States, Goodwill Industries International and the American Film Institute.

CBS has always been one of the most astute creators of quality content, and in that tradition CBS Films this presented one of the year's most acclaimed movies, the Coen brothers' *Inside Llewyn Davis*. The film, which received a Golden Globe nomination for best movie, follows a week in the life of a young folk singer as he navigates the Greenwich Village folk scene of 1961. Guitar in tow, huddled against the unforgiving New York winter, Llewyn Davis is struggling to make it as a musician against seemingly insurmountable obstacles—some of them of his own making. Living at the mercy of both friends and strangers, scaring up what work he can find, Llewyn's misadventures take him from the baskethouses of the Village to an empty Chicago club—on an odyssey to audition for a music mogul—and back again. Brimming with music performed by Oscar Isaac, Justin Timberlake and Carey Mulligan (as Llewyn's married Village friends), as well as Marcus Mumford and Punch Brothers, *INSIDE LLEWYN DAVIS*—in the tradition of *O Brother, Where Art Thou?*—is infused with the transportive sound of another time and place. An epic on an intimate scale, it represents the Coen Brothers' fourth collaboration with multiple-Grammy® and Academy Award®-winning music producer T Bone Burnett. Marcus Mumford is associate music producer.

In addition to multiple Golden Globe nominations, the movie has received glowing reviews from critics. New York Times' A.O. Scott said of the film, "...this is not a biopic, it's a Coen brothers movie, which is to say a brilliant magpie's nest of surrealism, period detail and pop-culture scholarship. To put it another way, it's a folk tale. ... The musical performances do more than enrich the movie; they complete it. Two in particular deliver on the promise of the title, illuminating the strange way that borrowed words and chords can tap into reservoirs of otherwise inaccessible feeling. When Llewyn sings "The Death of Queen Jane" at an audition and "Shoals of Herring" in his father's room at a rest home for retired seamen, you feel the full weight of his humanity, even though he is really just doing his job."

The Los Angeles Times' Kenny Duran wrote: "As much as any directors working today, the brothers Coen, Ethan and Joel, are unmistakable auteurs, filmmakers who place their own distinctive stamp on everything they do. But while the bleak, funny, exquisitely made "Inside Llewyn Davis" echoes familiar themes and narrative journeys, it also goes its own way and becomes a singular experience, one of their best films."



Above: Oscar Isaac has received rave reviews for his performance as a 60s era folk singer in Joel and Ethan Coen's CBS Film, "Inside Llewyn Davis." *Photo by Kevin Winter/Getty*

Left: Garret Hedlund, Justin Timberlake, Carey Mulligan and Oscar Isaac at the premiere of CBS Films' "Inside Llewyn Davis" during the Cannes Film Festival. *Photo courtesy of Studio Canal*



CBS Outdoor has a proud tradition of giving back to the communities it serves

**As one of the North America’s largest out-of-home media companies, CBS Outdoor has a long history of industry leadership and community service. The media enterprise serves communities across the continent, large and small, from highway billboards to transit shelters to railway stations.**

The Company’s footprints cross the continent, from Canada to the United States and Mexico. It is in those places that the Company has used its dominance to foster good, from donated media, to charitable donations and sponsoring community events and charity drives.

CBS Outdoor has a long history of community activism throughout the markets it serves. From aiding local police forces catch criminals by rotating mug shots on local district billboards to using our digital networks to alert commuters with breaking news, CBS Outdoor has a proud tradition of giving back.

With more than one million signs in the company’s portfolio, its reach is immediate and impactful, which is why numerous charities and organizations seek CBS Outdoor’s services to help spread awareness. There are dozens of distinct charities and non-profit organizations that CBS Outdoor has worked with, in giving in-kind donations that have varied from ad placements to event sponsorships. Below are just a few examples:

## Chicago

- Donated space in 2013 to Northwestern University/Dance Marathon, The Voices and Faces Project, Loyola Health/Health, Hope and Heroes Walk, Save Nina, MPAACT Theatre, Elmhurst 5K, the American Red Cross, UNICEF, Civic & Charitable, World Unity, the Off the Street Club and the March of Dimes.

## Connecticut

- Donated space in 2013 to Make-a-Wish Foundation, National Parents, Adopt-a-Pet, Save Nina, End Child Prostitution, Kerry Rose, Italian Fest, September Cancer Awareness, the Boys and Girls Club and LLS Team.

## Flint/Saginaw, MI

- Donated space in 2013 to Food Bank, Old Newsboys, Big

Brothers/Big Sisters, Catholic Charities, Ronald McDonald House, Whaley Children’s Center, Priority Children, Genesys Charity Classic and the Boys & Girls Club of Flint.

## Grand Rapids, MI

- Donated space in 2013 to UNICEF, Camp Blodgett, the Arthritis Foundation, LostNMissing, Jilly’s Jems/Melanoma Awareness, ALSAC/Brian Bush, Plainfield Charter Township/Wellhead Protection Program, Terry Berry/Jessica Heeringa, Hurricane Sandy NJ Relief Fund, Save Nina, FBI, the American Red Cross of West Michigan, Big Shoe Productions/Jessica Heeringa, James Kristan/September 11, the Children’s Leukemia Foundation/BruFest and the Ad Council.

## Houston

- Donated space in 2013 to Barc, Buckner International, Budweiser, Children's Museum, Coalition for the Homeless, Council on Alcohol & drugs, Crisis Intervention, HomeAid, the Houston Council, Malaria No More, Texas Parks and Wildlife, UNICEF and the 100 Club.

## Kansas City, Mo.

- Donated space in 2013 to Reconciliation Services – Troost Festival, Autism Speaks, the Leukemia & Lymphoma Foundation.

## Los Angeles

- Donated space in 2013 to Ad Council, Art Share LA, Beckstrand Cancer Foundation, Brentwood Fisher House Foundation, California Pan Ethnic Health Network, Carson Jazz Festival, Casa 0101, Bureau of Indian Affairs, Chabad, Child Abuse Prevention Center, First 5 LA: Safe Surrender, Greater African-American LA Area Chamber of Commerce Foundation, Granada Hills Rotary Foundation, Hollywood Arts Council, Kidspace Children's Museum, LAPD/Lock It, Hide It, Keep It, North Valley YMCA, Pacific Battleship Group/U.S.S. Iowa,

Pulmonary Hypertension Association, Southwest Voter Education Project, Southern California Golf Association Youth Foundation, Students Run Los Angeles, the U.S. Marine Corps and the Alzheimer's Association.

- Sponsored events for the United Cerebral Palsy Foundation Golf Tournament, the Puente Learning Center Golf Tournament, the Industry Hills Rodeo Foundation, La Plaza de Cultura y Artes, and the Partnership for Los Angeles Schools.

## Minneapolis

- Donated space in 2013 to the American Red Cross/Hurricane Sandy Relief.

## New Jersey

- Donated space in 2013 to the American Red Cross/Hurricane Sandy Relief.

## New Orleans

- Donated space in 2013 to Lake Pontchartrain Basin Foundation, the Louisiana Restaurant Association, Ad Council, March of



CBS Outdoor has placed LCD panels throughout many subway entrances and exits throughout New York City who provide passengers time-saving and public safety information about subway routes, work stoppage and delays.



Dimes, Casa, Prepared 4 Life, UNICEF, Team Gleason, St. Jude, the Second Zion Baptist Church, FBI, and Louisiana SPCA.

### **New York**

- Donated space in 2013 to Partnership for a Drug Free America, Kaiser Foundation, Ad Council, AEG (Global Citizen), Columbus Citizen's Foundation, LVMH/We Don't Serve Teens, City Harvest, and the St. Jude Give Thanks Walk and Holiday campaigns.
- Donor/Sponsor at 2013 events/benefits for Khol's Care, Closer to Smillow, Susan G. Komen, Sailquest, Burton Hoffman, Operation Give Life, the March of Dimes, Woofstock, the Boy Scouts of America, Lite the Nite, and Holiday Lights Fantasia.

### **Orlando**

- Sponsored events in 2013 benefitting Autism Society of Greater Orlando, March of Dimes, UNICEF, FOAA, UCP of Central Florida, American Diabetes Association, City of Sanford, Crimestoppers of Orlando, Hurricane Sandy NJ Relief Fund, Give Kids the World and Mental Health Awareness.

### **Philadelphia**

- Donated space in 2013 to Autism TX, Hurricane Sandy NJ Relief Fund, the Department of Labor, the Council of Women/Councilwoman Joan Krajewski, 911 Stronger than the Storm, Community Care, the Dream at 50, Battalion Chief Firefighter, the Special Olympics, UNICEF, the American Red Cross, Save Nina and Malaria No More.

### **San Francisco**

- Donated space in 2013 to the American Red Cross/Hurricane Sandy Relief.



**EcoMedia**



**EcoMedia harnesses the power of media and advertising  
to help improve quality of life in our nation's communities**

Through the Edison Award-winning EcoAd<sup>®</sup>, WellnessAd<sup>SM</sup> and EducationAd<sup>SM</sup> programs, EcoMedia has elevated the basic commercial into an agent for social change. The Company has developed a broad network of partnerships with leading non-profit organizations and city and county governments nationwide – all of which have environmental, health, or education projects in need of funding. EcoMedia’s innovative programs bring these partners together with advertisers committed to making a measurable difference in communities across the country.

Advertisers who choose EcoMedia programs provide financial support for critical yet underfunded projects nationwide, including solar installations on community centers, cost-saving energy efficiency retrofits in veteran’s housing facilities, nutritious meals and school supplies for children in need, community gardens and mobile health services. By purchasing CBS media offerings in combination with EcoMedia programs, advertisers can increase the value and efficiency of their advertising budgets while helping improve quality of life.

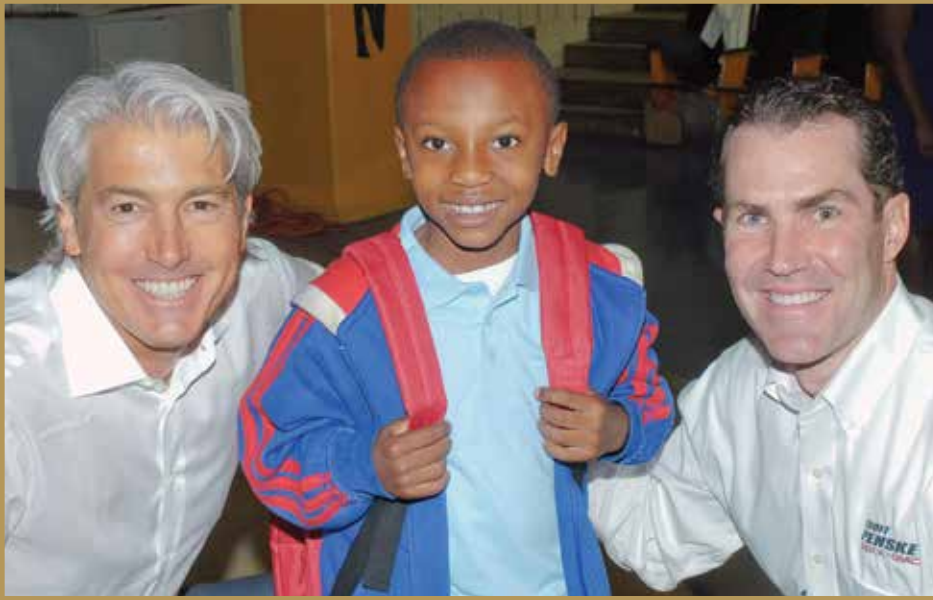
## SOCIAL BENEFITS OF ECOMEDIA PROGRAMS

The Company continues to realize its goals: to fund projects supported by the nation’s most effective non-profit organizations with ad dollars, thereby turning advertising into an engine for social change. To date, some of the results of EcoMedia’s approach:

- 2,000 veterans directly supported through non-profit partners’ programs.
- 4,200 families supported through non-profit partners’ housing programs.
- 147,000 students directly supported in schools, parks, community centers and through scholarships.
- 288 individual project sites developed, including schools, parks,

hospitals, medical clinics, affordable housing, emergency housing, libraries, zoos, farms and public facilities.

- 146,000 service hours for students, veterans, families and residents made possible through EcoMedia funding.
- 120,000 square footage increases to parks, schools, community centers and medical centers has been made possible through EcoMedia funding.
- 838,000 kilowatt hours in energy savings generated by EcoAd<sup>®</sup> projects.
- 2.9 million pounds of CO2 reduction annually through various EcoAd program-funded projects (including energy efficiency, renewable energy, tree planting and reforestation).



Left: CBS EcoMedia President and Founder, Paul Polizzotto, with a young student and Geoff Penske of Penske buick GMC.

Below Left: A Philadelphia family represents Starlight Children's Foundation at an EcoMedia event.



#### COMMUNITY OUTREACH EXAMPLES

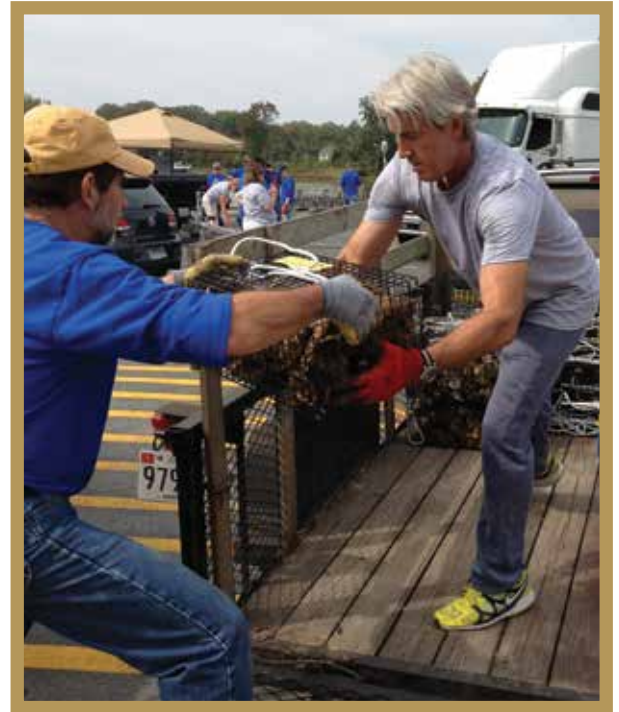
- Nearly 300,000 meals will be provided to low-income students over the next three years, through our partnership with Blessings in a Backpack.
- WellnessAd program-funded projects impact 110,000 hospitalized children annually. Through our partnership with Starlight Children's Foundation, hundreds of Starlight tablets and Fun Centers® have been distributed to children's hospitals throughout the country, helping improve the hospital experience for children and their families for years to come.
- Over 10,000 children in need have received backpacks filled with basic school supplies through the EducationAd program and our partnership with Kids In Need Foundation.

#### VOLUNTEERING

The EcoMedia team regularly volunteers at our partners' community improvement projects. Recent examples include:

- Distributing free books with non-profit partner, First Book in Torrance, California.

- Renovating veterans' housing facilities with client, UnitedHealthcare, and non-profit partner, Volunteers of America, in Tampa, Florida.
- Oyster 'spat on shell' distribution with client Perdue Farms and Maryland Department of Natural Resources and Marylanders Grow Oysters Program.
- Refurbishing the Towanda Boys & Girls Club in Baltimore, Maryland.
- Helping distribute 6,000 Thanksgiving turkeys for families in need with partner, MLB Urban Youth Academy in Compton, California.
- Painting with client Hampton Hotels volunteers and landscaping with CBS volunteers at Harland Boys and Girls Club in Atlanta, Georgia.
- Building community gardens with UnitedHealthcare in Phoenix, Arizona and Houston, Texas.
- Distributing free books and reading to school kids in Detroit, Michigan.



Above: EcoMedia President and Founder, Paul Polizzotto, helping transfer oysters in Easton, Maryland.



Left: EcoMedia's Janice Polizzotto (center) teams with partners from UnitedHealthcare and Volunteers of America to brighten veteran's housing at Arbor Place in Tampa, Florida.



**CBS Corporation has an extensive distribution network by which it serves audiences and advertisers in all 50 states and key international markets**

**CBS Corporation is a mass media company that creates and distributes industry-leading content across a variety of platforms to audiences around the world. The Company has businesses with origins that date back to the dawn of the broadcasting age as well as new ventures that operate on the leading edge of media. CBS owns the most-watched television network in the U.S. and one of the world’s largest libraries of entertainment content, making its brand – “the Eye” – one of the most recognized in the world.**

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## **CBS TELEVISION NETWORK**

CBS was established in 1928, when founder William Paley purchased 16 independent radio stations and christened them the Columbia Broadcast System. Today, with more than 200 television stations and affiliates reaching virtually every home in the United States, CBS’s total network lineup is watched by more than 130 million people a week. The Network has the #1 drama/scripted program, NCIS; the #1 comedy, THE BIG BANG THEORY; the #1 newsmagazine, 60 MINUTES; and the #1 daytime drama, THE YOUNG AND THE RESTLESS.

Among its programming divisions are:

## **CBS ENTERTAINMENT**

CBS Entertainment is responsible for acquiring or developing and scheduling the entertainment programming presented on the CBS Television Network, which includes primetime comedy and drama series, reality-based programming, made-for-television movies and miniseries, theatrical films, specials, children’s programs, daytime dramas, game shows and late-night programs.

## **CBS NEWS**

CBS News is the news and information division of CBS Corporation, dedicated to providing the best in journalism under standards it pioneered at the dawn of radio and television and continues to set in today’s digital age.

Headquartered in the CBS Broadcast Center in New York, CBS News includes bureaus across the globe and influential, critically acclaimed programs providing original reporting, interviews, investigations, analysis and breaking news 24 hours a day, seven days a week. CBS News utilizes a multi-platform model for news distribution across television (CBS Television Network), radio (CBS RADIO News), the Internet (CBSNews.com) and hand-held devices (CBS Mobile). CBS News is home to the critically acclaimed, award-winning programs 60 MINUTES, CBS EVENING NEWS WITH SCOTT PELLELY, CBS THIS MORNING, 48 HOURS, FACE THE NATION and CBS SUNDAY MORNING.

## **CBS SPORTS**

CBS Sports, a year-round leader in television sports, broadcasts a portfolio of events on the CBS Television Network, including the NFL’s American Football Conference; THE NFL TODAY: NFL

FOOTBALL and THE NFL TODAY college basketball, including the NCAA Division I Men's Basketball Championship; golf, including the Masters® and PGA Championship; college football, including the SEC ON CBS; the U.S. Open Tennis Championships; CBS SPORTS SPECTACULAR, including track AND field, auto racing and gymnastics. In addition, the division includes CBS Sports Network, the 24-hour cable home to CBS Sports; produces INSIDE THE NFL and partners with CBS News on 60 MINUTES SPORTS on SHOWTIME; and partners with CBSSports.com in creating a recognized leader among sports Internet destinations.

### **CBS TELEVISION STUDIOS**

CBS Television Studios is one of the industry's leading suppliers of primetime network programming, with the #1 on television, NCIS; the #2 most-watched drama, NCIS: LOS ANGELES; and the #1 new comedy, THE MILLERS. The studio also produces five of the top 10 most-watched scripted series. The roster of popular and critically acclaimed programs also includes the phenomenally

successful CSI franchise, the daytime talk show THE TALK, BET's #1 show THE GAME, the hit series HAWAII FIVE-0, BLUE BLOODS, ELEMENTARY, and THE GOOD WIFE starring multiple award-winner Julianna Margulies.

### **CBS STUDIOS INTERNATIONAL**

CBS Studios International is the leading supplier of programming to the international television marketplace, licensing to more than 200 markets in more than 30 languages across multiple media platforms. The Studio participates in international channel ventures, currently comprised of 24 channels in 23 languages across 92 territories, reaching more than 100 million international households. CBS Studios International also exports a diverse lineup of formats for local production around the world. The division distributes content from CBS Television Studios, CBS Television Distribution, Showtime, CBS News, CBS Films and a library of more than 70,000 hours of programming.



Game Changers correspondent Ross Thomas hangs out with youth soccer players at Futsal Park, a ballpark built for the community by MLS Works and Sporting Kansas City.



## CBS TELEVISION DISTRIBUTION

CBS Television Distribution is the preeminent company in television syndication. CTD produces or distributes 11 first-run series and holds the largest distributed television library at 70,000 hours strong. Among CTD's critically acclaimed programs are the #1 syndicated series JUDGE JUDY; talk leader DR. PHIL; the #1- and #2-rated game shows WHEEL OF FORTUNE and JEOPARDY!; the Emmy Award-winning talk shows RACHAEL RAY and THE DOCTORS; the #1 and #2 newsmagazines ENTERTAINMENT TONIGHT and INSIDE EDITION, along with THE INSIDER; the late-night talk show THE ARSENIO HALL SHOW; the freshman talk show THE TEST; and popular off-network product, including the CSI and STAR TREK franchises, EVERYBODY LOVES RAYMOND, FRASIER, NCIS, CRIMINAL MINDS, NCIS: LOS ANGELES, THE GOOD WIFE, BLUE BLOODS, HAWAII FIVE-0, HOT IN CLEVELAND and UNDERCOVER BOSS. In addition, CTD handles the domestic television distribution of CBS News, CBS Films and SHOWTIME. CTD is a unit of CBS Corp.

## SHOWTIME NETWORKS

Showtime Networks Inc. owns and operates the premium television networks SHOWTIME®, THE MOVIE CHANNEL™ and FLIX®, as well as the multiplex channels SHOWTIME 2™, SHOWTIME® SHOWCASE, SHOWTIME EXTREME®, SHOWTIME BEYOND®, SHOWTIME NEXT®, SHOWTIME WOMEN®, SHOWTIME FAMILY ZONE® and THE MOVIE CHANNEL™ XTRA. SNI also offers SHOWTIME HD™, THE MOVIE CHANNEL™ HD, SHOWTIME ON DEMAND®, FLIX ON DEMAND® and THE MOVIE CHANNEL™ ON DEMAND, and the network's authentication service SHOWTIME ANYTIME®. SNI also manages Smithsonian Networks™, a joint venture between SNI and the Smithsonian Institution, which offers Smithsonian Channel™. All SNI feeds provide enhanced sound using Dolby Digital 5.1.

Flagship station SHOWTIME® is the home of hit original programming, including hit series such as RAY DONOVAN, MASTERS OF SEX, SHAMELESS, HOUSE OF LIES and the multiple-Emmy Award winning drama HOMELAND. The



The cast of "Hawaii Five-0," which airs on CBS Television and is produced by CBS Television Studios. Left to right: Grace Park, Daniel Dae Kim, Alex O'Loughlin and Scott Caan.

Network produces acclaimed sports and entertainment events, which SNI markets and distributes for exhibition to subscribers on a pay-per-view basis through SHOWTIME PPV®.

## CW NETWORK

The CW Network was formed as a joint venture between Warner Bros. Entertainment and CBS Corporation in 2006. The CW is America's fifth broadcast network, targeting young adult viewers, specifically young women 18-34. The CW offers a five-night, 10-hour primetime lineup that runs Monday through Friday, featuring such popular series as ARROW, SUPERNATURAL, AMERICA'S NEXT TOP MODEL, THE VAMPIRE DIARIES, as well as the VAMPIRE DIARIES spinoff and new breakout hit THE ORIGINALS. In addition to primetime, The CW broadcasts a one-hour weekday afternoon block as well as a five-hour Saturday morning animation block.

## CBS TELEVISION STATIONS

CBS Television Stations consists of 29 owned-and-operated stations, including 16 that are part of the CBS Television Network, eight affiliates of The CW Network, three independent stations and two

MyNetworkTV affiliates. Among its stations are WCBS-TV and WLNY-TV (New York), KCBS-TV and KCAL-TV (Los Angeles), WBBM-TV (Chicago), KYW-TV and WPSG-TV (Philadelphia), KTVT-TV and KTXA-TV (Dallas-Ft. Worth), KPIX-TV and KBCW-TV (San Francisco), WBZ-TV and WSBK-TV (Boston), WUPA-TV (Atlanta), WWJ-TV and WKBD-TV (Detroit), KSTW-TV (Seattle), WTOG-TV (Tampa-St. Petersburg), WCCO-TV (Minneapolis), KCNC-TV (Denver), WFOR-TV and WBFS-TV (Miami), KOVR-TV and KMAX-TV (Sacramento), KDKA-TV and WPCW-TV (Pittsburgh), WJZ-TV (Baltimore), as well as WCCO-TV's satellite stations KCCO-TV (Alexandria, Minn.) and KCCW-TV (Walker, Minn.).

### **CBS RADIO**

CBS RADIO is one of the largest major-market broadcast media operators in the United States, delivering original audio, video and editorial content, live events and exclusive programming through the combination of on-air, online and mobile platforms. With 126 radio stations in 27 markets, including all of the Top 10, and an extensive array of digital assets, CBS RADIO interacts with more than 72 million consumers nationwide each week with the latest in news, sports and entertainment. CBS RADIO, a division of CBS Corporation, distributes its programming via AM, FM and HD Radio stations, Radio.com, and CBS Local Digital Media apps, making engaging with audiences easier than ever before.

### **SIMON & SCHUSTER**

Simon & Schuster is a global leader in the field of general interest publishing, dedicated to providing the best in fiction and nonfiction for consumers of all ages, across all printed, electronic, and audio formats. Its divisions include Simon & Schuster Adult Publishing, Simon & Schuster Children's Publishing, Simon & Schuster Audio, Simon & Schuster Digital, and international companies in Australia, Canada, India and the United Kingdom.

### **CBS INTERACTIVE**

CBS Interactive, a division of CBS Corporation, is the premier online content network for information and entertainment. With more than 280 million people visiting its properties each month, CBS Interactive is a top Web property globally. Its portfolio of leading brands, which include CNET, CBS.com, CBSNews.com,

CBSSports.com, GameSpot, TV.com, TVGuide.com and Last.fm, span popular categories like technology, entertainment, sports, news and gaming.

### **CBS OUTDOOR**

CBS Outdoor is one of the largest out-of-home media companies in the Americas and has a major presence throughout the United States, Canada, Mexico and South America. With both traditional outdoor (billboard and transit) advertising properties and a network of digital displays and mobile offerings, CBS Outdoor gives advertisers both breadth and depth of coverage across vast geographies, as well as immersive ways to connect with advertisers.

### **CBS FILMS**

CBS Films is a division of CBS Corporation. The division develops, finances, acquires, produces and releases theatrical feature films spanning all genres.

### **ECOMEDIA**

EcoMedia was founded in 2002 with the mission to create positive social change. In 2010, after successfully partnering with CBS on a wide range of environmental projects, EcoMedia became the newest addition to the CBS Corporation portfolio, exponentially scaling its reach across television, radio, interactive, publishing and outdoor media.

Through EcoMedia's patent-pending EcoAd, WellnessAd and EducationAd programs, an innovative twist on traditional advertising, advertisers are able to support much-needed local projects which in turn creates jobs, saves taxpayer money and improves the quality of life in communities nationwide. In the process, the company is fundamentally altering the advertising landscape, elevating the ordinary, traditional commercial – and media, in general – into a catalyst for tangible, quantifiable social change.

### **CBS HOME ENTERTAINMENT**

CBS Home Entertainment manages the worldwide DVD and Blu-ray businesses for the CBS Corporation across all lines of content, including current hits and classic series from the vast CBS library as well as new releases from Showtime Video. CBS Home

Entertainment products are released on the CBS DVD and CBS Blu-ray labels.

### **CBS CONSUMER PRODUCTS**

CBS Consumer Products manages worldwide licensing and merchandising for a diverse slate of television brands and series from CBS, CBS Television Studios and CBS Television Distribution, as well as from the Company's extensive library of titles, Showtime and CBS Films. Additionally, the group oversees online sales of programming merchandise.

### **CBS SPORTS NETWORK**

CBS Sports Network is the 24-hour cable home of CBS Sports. The Network covers more than 350 live games annually, showcasing more than 30 men's and women's sports, in addition to a variety of studio shows, documentaries and original programs. CBS Sports Network's live programming is highlighted by college sports and also features professional lacrosse, Professional Bull Riding (PBR), the sports news and commentary shows ROME and LEAD OFF, the weekly studio show NFL Monday QB and the TIM BRANDO SHOW. CBS Sports Network is available across the country through local cable, video and telco providers and via satellite on DirecTV Channel 613 and Dish Network Channel 158.

