



Social Responsibility

*Programs reaching out to the community.
Values that guide our practices.*

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● Message from the Chairman and Publisher



Winston Churchill once said, “We make a living by what we get; we make a life by what we give.”

Giving is among the crucial endeavors of The New York Times Company. It is rooted in our core purpose of enhancing society — whether in our journalism or in such initiatives as those described in this brochure.

We have a long history of trying to help our neighbors. Since 1912, our Neediest Cases Fund has used the pages of The New York Times to raise money for individuals and families contending with the most desperate circumstances. That first year, the Fund collected \$3,630.88 from 117 contributors. More than 90 years later, the Fund provided more than \$7 million to seven social service agencies serving the New York metropolitan area. These organizations are helping thousands cope with a wide range of critical social, economic and health issues.

But the Neediest Cases Fund is only one of our company’s many community outreach programs, a selection of which is represented in these pages. We are proud to be able to work with so many dedicated organizations and individuals to enrich and sometimes transform the lives of our fellow Americans.

ARTHUR SULZBERGER, JR.

Mr. Sulzberger is chairman of The New York Times Company and publisher of The New York Times.

● Introduction from the President and Chief Executive Officer



It is the firm belief of the Times Company that an organization that is in the position to recognize the needs of a community has a social imperative to help address those needs. The newspapers, radio, TV stations and Web sites owned by The New York Times Company are committed to using their resources to illuminate the news events and social issues that affect Americans across the country.

The Times Company is dedicated to the highest standards of journalism and ethical business conduct. Its Core Purpose, Core Values, Business Ethics Policy and Rules of the Road guide the company in all matters as it sets goals, reacts to change and fulfills its obligations. These principles are reflected in every aspect of the company's activities, from its environmentally-friendly business practices to its immediate response to world disasters, like the Southeast Asia tsunami of 2004 and Hurricanes Katrina and Rita in 2005, helping the company remain true to its ideals in a world of constant change.

JANET L. ROBINSON

Ms. Robinson is president and chief executive officer of The New York Times Company.

● Core Purpose

- ▶ The core purpose of The New York Times Company is to enhance society by creating, collecting and distributing high-quality news, information and entertainment.

● Core Values

- ▶ Content of the highest quality and integrity — this is the basis for our reputation and the means by which we fulfill the public trust and our customers' expectations.
- ▶ Fair treatment of employees based on respect, accountability and standards of excellence.
- ▶ Creating long-term shareholder value through investment and constancy of purpose.
- ▶ Good corporate citizenship.

● Environmental Policies

The New York Times Company is strongly committed to protecting the environment in all of the many communities in which it operates. Current practices include:

- ▶ Recycled newsprint used in newspapers. The average recycled fiber content for newsprint used by the company is approximately 27 percent. The company works with the Northeast Recycling Council to encourage the newsprint industry to make much greater use of recycled fiber.
- ▶ Recycle waste paper in company offices, pressrooms and printing plants.
- ▶ Require newsprint suppliers using virgin fiber to utilize a range of silviculture techniques and best practices including regeneration surveys, site preparation, the planting of traditional saplings and aerial and terrestrial seeding. One of the company's major suppliers plants approximately 60 million saplings annually.
- ▶ The company's major suppliers have committed to certify their forestlands to a sustainable forest management standard. This certification process requires independent experts to audit the suppliers' performance in maintaining, developing and ensuring the sustainability of the forests.
- ▶ The company's newspapers use soy-based inks in the color sections, which also helps to protect the environment. Waste ink is recycled or disposed of as non-hazardous material.
- ▶ The company has completed web width reduction initiatives at a majority of its newspapers. Decreasing the size of the printed sheet from 54 inches to 50 inches (that is, one inch per page) significantly lowered newsprint consumption. Additionally, The Times newspaper will move from a traditional "broadsheet" size of 54 inches to a 48-inch web width for all editions of the paper across the country. This change, which will further reduce newsprint consumption, will be introduced in 2008.
- ▶ The company has converted substantially all of its print sites to lighter-weight newsprint to reduce newsprint consumption.

The New York Times Company Foundation

The New York Times Company Foundation conducts a range of philanthropic activities in New York, in Boston — as The Boston Globe Foundation — and in other communities that are home to Times Company business units.

Grants ▶ Each year, the foundation makes approximately \$5 million in grants to domestic organizations in five fields: journalism, education, culture, environment and service.

Journalism Initiatives ▶ The foundation sponsors journalism immersion courses to bring expertise to writers and editors in subjects on the cutting edge of the news. Examples include Islam in America, Two Health Care Revolutions and Wind, Water and Weather. A different initiative, Campus Weblines, offers the instruction and software needed for students to create school newspapers online.

The New York Times College Scholarship Program ▶ Working with Times editors, writers and managers as jurors, each year the foundation selects about 20 Times scholars — New York City high school students who have overcome exceptional hardship to achieve academic excellence. Each student receives a four-year college scholarship, mentoring and summer employment.

Funds for eight \$7,500 annual college scholarships for each of four years are provided by the foundation. Funds for additional scholarships of \$7,500 a year for each of four years are provided by an endowment supported by contributions from Times readers. The program works with colleges to provide students with the financing needed for tuition, room, board and other expenses.

The Next Step ▶ This booklet was created by the foundation for armed services veterans returning from Afghanistan and Iraq to help them find benefits, entitlements and services available for veterans in the tristate area.

Immigrant Family Literacy Alliance ▶ In 2005, the foundation

organized a citywide Immigrant Family Literacy Alliance in cooperation with the Altman Foundation, the Literacy Assistance Center and the New York Department of Youth and Community Development. This consortium of public and private agencies has leveraged the Times Company Foundation's initial grant of \$50,000 into nearly \$3 million, which supports literacy instruction for some 2,000 immigrant families starting in September 2006.

Summer Jobs ▶ In response to the decreasing number of government-sponsored summer jobs for needy teenagers in New York City, the Times Neediest Cases Fund has created and

Each year, the foundation makes approximately \$5 million in grants to domestic organizations.

supports a Summer Jobs Program. For four years, it has provided jobs and training for 1,000 disadvantaged teenagers. The jobs are created by the seven social service agencies that receive funds from the annual Neediest Cases campaign. Typically, the teenagers work as mentors and teacher aides, helping thousands of younger children. The 2006 program includes a pilot program to test whether part-time jobs during the school year can keep otherwise disconnected youth in school and out of trouble.

Arts in Education / "Making Room for the Arts" ▶

The foundation conducts sessions for New York City public school superintendents and principals demonstrating how to maintain programs for the arts while meeting the new requirements for math and English.

Adolph S. Ochs School ▶ The foundation maintains a special relationship with this Manhattan public school for kindergarten through eighth-grade students, P.S. 111. It was named after the publisher who created the modern New York Times. Support for the school has included rebuilding the library and establishing library programs, as well as bringing in outside arts and science programs.



Far Left ▶ Dance Africa events at the Brooklyn Academy of Music.

Left ▶ El Museo del Barrio's Three Kings' Day Parade.

Matching Gifts ▶ The foundation administers and funds the program, which matches gifts of full-time employees, directors and retirees to qualifying organizations. The match is \$1.50 for each \$1 contributed, up to an annual limit of \$3,000 in gifts each year. The foundation created extraordinary matching gift programs for contributions made to relieve victims of the tsunami disaster in Asia and Hurricanes Katrina and Rita on the Gulf Coast. Combined, the donors' contributions, the 150 percent match and \$250,000 in direct contributions by the company and the foundation brought the total disaster relief contributions from the Times Company and its employees to almost \$1 million.

The New York Times Neediest Cases Fund

Each year, the foundation administers a fund-raising campaign during the holiday season, with daily stories in The Times describing the travails of many of the city's neediest individuals and families. The campaign began in 1912 and now draws

Our determination to provide accurate, intelligent reporting informs all that we do.

contributions from more than 10,000 readers annually, totaling more than \$7 million. All contributions go directly to seven social service agencies serving the New York metropolitan area. The Times covers all administrative costs so that every gift goes directly to serve the poor.

Participating Agencies

- ▶ Brooklyn Bureau of Community Service
- ▶ Catholic Charities of the Archdiocese of New York
- ▶ Catholic Charities, Diocese of Brooklyn and Queens
- ▶ The Children's Aid Society
- ▶ Community Service Society of New York
- ▶ Federation of Protestant Welfare Agencies, Inc.
- ▶ UJA - Federation of New York

The New York Times Media Group

COMPRISING ▶ The New York Times, NYTimes.com, International Herald Tribune and WQXR-FM

The New York Times newspaper, as a national record of the time in which we live, is committed to the primacy of the news. Our determination to provide accurate, intelligent reporting informs all that we do and stems from our company's core purpose "to enhance society."

The Times has a 155-year legacy of quality journalism. We have built this legacy by acting as both a provider of news on local, national and global events and trends, and as a watchdog for the public through our thorough reporting on government, business and all other institutions that play powerful roles in our society.

Throughout the paper's history, The Times has taken a leadership role within the news industry on a number of issues related to the First Amendment. Notable among these is the paper's victory in the Supreme Court that kept the Nixon administration from restraining publication of the famed Pentagon Papers, which revealed the government's previously undisclosed involvement in Vietnam. The story broke in The Times in 1971, causing the attorney general to attempt to obtain a court order against the paper blocking publication and initiating an unprecedented legal battle. The Times's staunch defense of its First Amendment rights in this case had far-reaching effects that reshaped the relationship between government and the press. In essence, The Times's pursuit of this case was one of the paper's most profound contributions to the public good, and earned it a Pulitzer Prize for Public Service.

This commitment to the public good has continued, undiminished, to the present day. In 2006, The Times won Pulitzer Prizes for coverage of the Bush administration's program permitting the National Security Agency to eavesdrop inside the United States without court warrants, and for Nicholas D. Kristof's commentary on the atrocities in Darfur. Over the decades The Times has continued to report "all the news that's fit to print" from around the world, using the skills



Far Left ▶ A volunteer on New York Cares Day at P.S. 111, the Adolph S. Ochs School.

Left ▶ The Hong Kong Dragon Boat Festival, sponsored by The Times, in Flushing Meadows Corona Park, Queens.

and resources of more than 1,000 reporters and 26 news bureaus from Bangkok to Nairobi. Investing in quality journalism during good times and bad has ensured The Times's stature as an outstanding source of foreign as well as domestic news.

Ever mindful of its readers' concerns, which cannot always be addressed in "Letters to the Editor," The Times appointed its first public editor on December 1, 2003, to act as a readers' representative. Columns by the current public editor appear in the Sunday Week in Review section.

The community served by The Times, a national and increasingly global newspaper, has expanded beyond its founder's wildest dreams. The Times operates on a global scale but resides in New York City and remains an integral part of its hometown. From news coverage to community involvement, The Times is an active participant in and contributor to the life of the city, in all its richness, diversity and independent spirit.

The New York Times

The New York Times Librarian Awards ▶ This national awards program, which started in the five boroughs of New York City, now honors public librarians across the country who have demonstrated outstanding community service. Nominations are submitted by the general public and the winners chosen by The Times's selection committee, which features distinguished library professionals. This program was developed to recognize the extraordinary work done by our country's librarians in creating a more literate, better-informed and more civic-minded society.

This Week in the Community ▶ This weekly calendar of events appears every Monday in The Metro Section of The Times and features public events happening throughout New York City. Admission to these events is free or low-cost. The events featured in "This Week in the Community" represent some of the many opportunities for entertainment, cultural growth and community involvement available to residents of the city.

Community Events ▶ Bringing our journalists to the communities they cover provides the public with the opportunity to talk to Times journalists face to face about issues in their

neighborhoods. These free events also provide the public with information on topics such as college preparation, buying a home, retirement planning, operating a small business and health concerns.

Issues Forums ▶ These public events feature leaders in policy, science, education and other areas in conversation with Times journalists. These conversations focus on the

The Times operates on a global scale but resides in New York City and remains an integral part of its hometown.

large issues of the day, including the war in Iraq, global warming, challenges facing the American middle class and more.

Political Debates ▶ In an effort to inform the public about issues and where candidates stand on them, The Times has arranged and moderated debates between candidates for public office, often with a television partner.

The New York Times Student Journalism Institute ▶ The Institute is a highly competitive, hands-on journalism residency offered to aspiring reporters, editors and photographers. Journalists from The New York Times, The Boston Globe and the Times Company's Regional Media Group spend their days working with students and helping them hone their writing, reporting, editing and photography skills while working under actual newsroom deadline pressure. Each May for the last four years, the program has been offered to students from historically black colleges and universities. In January 2007, the Institute will start a second session for student members of the National Association of Hispanic Journalists.

The Teachers Who Make a Difference Program ▶ This related effort of the Times Company Foundation's scholarship program each year recognizes the teachers who gave the scholars special guidance and support. Since its inception in 1999, it has been funded by The Charles H. Revson Foundation.



Far Left ▶ A few of the 27 winners of the New York Times 2006 Librarian Awards.

Left ▶ Times Op-Ed columnist Bob Herbert (right) and another panelist, Prof. Zachary Lockman of New York University, at a TimesTalk issues forum on the war in Iraq.

The New York Times Guide for Immigrants in New York City ▶ Written by New York Times assistant national editor Joan Nassivera and published for the first time in April 2004, this book, which was developed in cooperation with the Lower East

The New York Times Knowledge Network draws on the resources of The Times to enrich education and foster a well-informed society.

Side Tenement Museum, is available in English, Spanish and Chinese, all in one volume. It features advice for new immigrants on everything necessary for establishing themselves in their adopted city, including information on housing, work, health care, child care, legal status and much more.

Sponsorships ▶ The Times acts as media sponsor for a variety of cultural and civic events that serve communities throughout the city. These have included: the annual Martin Luther King Jr. Tribute at the Brooklyn Academy of Music, the Hong Kong Dragon Boat Festival in Flushing Meadows Corona Park, Three Kings' Day celebration presented by El Museo del Barrio, City Harvest's "Feed the Kids" campaign, Latino Cultural Festival at Queens Theatre in the Park, New York Cares Day and It's My Park Day (presented by City Parks Foundation).

Networking Nights ▶ In collaboration with Starbucks, The Times created an ongoing series of events at Starbucks in New York City designed to bring job seekers together with hiring managers from companies across a wide range of industries. These free events provide job seekers with new ways to extend their job searches and the support of fellow job seekers in a relaxed atmosphere.

Times Partners ▶ This career-oriented mentoring program brings together Times Company employees with seventh- and eighth-grade students from the Adolph S. Ochs School, a New York City public school, which the Times Company Foundation has supported in a number of ways.

New Youth Connections ▶ Founded in 1980, this is a general interest magazine written by and for teenagers in New York City. The Times supports this monthly magazine as part of its focus on quality journalism at all ages and levels.

The Fresh Air Fund ▶ In keeping with a decades-long relationship between The Times and The Fresh Air Fund, The Times publishes special sections in the paper alerting readers to the Fund's activities for children, encouraging donations and inviting the participation of host families.

Arts and Leisure Weekend ▶ This signature annual event of The Times was started in 2001 in celebration of the paper's 150th anniversary and to give back to Times readers. Throughout the weekend, The Times partners with hundreds of cultural institutions in the United States and Europe to offer free admission, reduced prices and special events at museums, theaters, performing arts centers and more. In 2006, more than 1,500 cultural institutions from 33 states in the United States and six countries outside the U.S. participated. Each year, The Times also hosts a series of TimesTalks, bringing Times journalists together in conversation with today's top talents and thinkers.

The New York Times Knowledge Network

The New York Times Knowledge Network draws on the resources of The Times to enrich education and foster a well-informed society.

The American Democracy Project ▶ This joint initiative of the American Association of State Colleges and Universities and The New York Times is a national program that seeks to foster informed student civic engagement. The American Democracy Project has created a collaborative network of 212 public colleges and universities, representing more than 1.7 million students.

The Leadership for Learning Project ▶ For this initiative, The New York Times Knowledge Network has joined forces with the Wallace Foundation, an independent private foundation that enables institutions to expand learning and enrichment opportunities for all people. Its goal is to build new infrastructures to connect university presidents, chief academic officers, preschool through college leadership, schools of



Far Left ▶ Children exploring the outdoors through The Fresh Air Fund.

Left ▶ As part of the American Democracy Project, Indiana University students and faculty peruse an exhibit of political memorabilia.

education, state, district and system leaders and civic leaders who formulate education policy – facilitating increased understanding of education leadership and policy and informed civic action.

The Newspaper in Education Program ▶ This program provides classroom copies of The Times to elementary, middle and high schools, together with free teacher guides and other resources in a wide range of subjects. Most school copies are provided at no charge thanks to contributions from New York Times subscribers, corporate sponsors and foundations.

The New York Times Learning Network (nytimes.com/learning) ▶ This Web site, updated Monday through Friday year-round, provides free classroom resources for grades 3-12 teachers, students and parents to help them bring current events into their classrooms in an exciting, meaningful way. The site includes daily lesson plans, news quizzes, On This Day in History, crossword puzzles, Q&A's with Times reporters and much more, and receives approximately 2.5 million page views each month.

Justice Learning (justicelearning.org) ▶ This site represents a collaboration between The New York Times Learning Network and NPR's "Justice Talking," with the support of CPB Annenberg. Justice Learning is an innovative, issue-based approach for engaging high school students in informed political discourse. The site uses audio from the "Justice Talking" radio show and articles from The New York Times to teach students about reasoned debate and the often-conflicting values inherent in our democracy.

WQXR-FM (New York, N.Y.)

The Harlem School of the Arts Radiothon ▶ Every November, WQXR broadcasts the annual fund-raiser to benefit the Harlem School of the Arts. WQXR's general manager and president of New York Times Radio is chair of the school's board.

P.S. 41, The Greenwich Village School ▶ WQXR helps support the annual printing of this public elementary school's yearly calendar. The calendar is designed by students and used to raise money to support arts programs within the school.

Free for All at Town Hall ▶ Free for All is a series of free classical music concerts given each year at Town Hall, a New York City venue for the performing arts. The station provides on-air mentions in support of these events, as well as WQXR items for distribution at them.

Other community outreach: ▶ WQXR provides free on-air mentions to raise awareness and funds for Classical Action – Performing Arts Against AIDS; The Shakespeare Society, dedicated to promoting the reading of Shakespeare's works in public schools; Metropolitan Opera Young Patrons Program, an organization committed to bringing awareness of opera to younger audiences; and the Naumberg Orchestral Concert Series, free outdoor summer concerts at the Naumberg Bandshell in Central Park.

● **New England Media Group**

COMPRISING ▶ **The Boston Globe, the Worcester Telegram & Gazette and Boston.com**

The Boston Globe

TeamGlobe ▶ Boston Globe employees, as TeamGlobe, volunteer their efforts on behalf of many organizations and events benefiting the local community. These include: Groundhog Job Shadow Day; Big Brothers and Big Sisters; Pine Street Inn (soup kitchen); American Red Cross; and Cradles to Crayons. An internal volunteer project is E Pen Pals, through which Globe employees exchange weekly e-mails with local high school students centered around their writing assignments. TeamGlobe participants are recognized at an annual Volunteer Recognition event during National Volunteer Week.

Community support ▶ Organizations supported by The Globe newspaper represent a wide range of initiatives in culture, journalism, health care and community services. Some of the organizations include: the Mayor's Office of New Bostonians, Boston Public Library, Boston Children's Museum, Boston Medical Center, Organization for a New Equality, Dimock Community Health Center, Rosie's Place Shelter for Women, PEN/New England and the Greater Boston Chamber of Commerce.



Far Left ▶ WQXR's Harlem School of the Arts Radiothon.
Left ▶ American Democracy Project: Voter registration on the SUNY Oswego campus.

The Boston Globe Foundation ▶ Since 1982, the Boston Globe Foundation, which is funded on an annual basis by The New York Times Company Foundation, has distributed more than \$35 million to local nonprofit agencies. The Globe Foundation directs resources in the following focus areas: readers and writers; arts and culture; civic engagement and community building; and the “Neighbor To Neighbor” initiative. Examples of programs in the focus areas include:

The Globe Foundation supports organizations that bring people together to . . . engage in the process of strengthening the civic fabric of the city.

Readers and Writers ▶ Strengthening the literacy skills of young people is a critical need in the community, and the Globe Foundation supports initiatives that build students’ reading, writing and thinking skills. An exciting initiative is “T.i.P., Boston Teens in Print.” This is a citywide newspaper, written by and for Boston public high school students, and produced in partnership with WriteBoston. “T.i.P.” is distributed free of charge to all of Boston’s public high schools, library branches and several community centers. “T.i.P.” won the 2005 Newspaper Association of America Foundation Award for General Excellence. The Globe Foundation also presented the first statewide Media Matters: Writing Conference for High School Teachers and Teens in collaboration with UMass Boston and WriteBoston in October 2005. More than 600 teachers and their students from across Massachusetts attended a full day of workshops and presentations centered around writing and communication.

Arts and Culture ▶ The Globe Foundation supports many arts and cultural programs, especially those that expose young people to arts opportunities. One grantee, Artists for Humanity (AFH), is an organization that helps talented urban teens develop their creativity by providing four-year paid artistic apprenticeships. Support is also provided to the annual Boston Globe Scholastic Art Awards and the Massachusetts High School Drama Festival.

Civic Engagement ▶ The Globe Foundation supports organizations that bring people together to learn from each other and engage in the process of strengthening the civic fabric of the city. Organizations such as Boston Cares, Hyde Square Task Force, Social Capital Inc., Youth on Board and Teen Empowerment provide leadership skills to the next generation of citizens. Globe Foundation funds supported the development of Boston Cares’ Citizen Academy, a service-learning program. Through the Citizen Academy, community volunteers learn more about issues they encounter through volunteer service and how they can extend their involvement in these issues beyond their volunteering.

Neighbor To Neighbor ▶ With funding from the Boston Globe Foundation, this initiative supports the community needs of organizations in the Globe’s neighborhood of Dorchester. Globe newspaper employees participate in funding decisions and host an annual reception for their grant recipients. Organizations supported include: WAITT House, Dorchester Bay Economic Development Corporation, Kit Clark Senior Services, Odwin Learning Center, Project Hope, Generations, Inc., Mother Caroline Academy and the Lena Park Development Corporation.

Boston Globe Scholars Program ▶ For more than 20 years this Globe Foundation program has provided significant tuition assistance to University of Massachusetts Boston for deserving students from Boston public high schools each year.

Emerging Leaders Program ▶ This program was designed by the Center for Collaborative Leadership at the University of Massachusetts Boston to identify and train the next generation of Boston’s leaders. The Globe Foundation supports the program’s efforts to recruit minority participants and leaders and the Globe newspaper hosts an all-day session for program participants.

The Globe Santa Fund ▶ The Globe newspaper collects donations from readers and advertisers to purchase toys for underprivileged children and provides space in the newspaper during the holiday season for stories about families in need and the names of people who donate to the program. The Globe Foundation covers all administrative costs. More than 50,000 children receive holiday gifts annually from the Globe



Far Left ▶ Supported by the Globe Foundation, Boston Cares volunteers plant a garden at the Franklin Park Zoo in Dorchester.

Left ▶ Volunteering through the TeamGlobe program.

Santa program, which raises approximately \$1.1 million from Globe readers each year.

Worcester Telegram & Gazette

The paper supports more than 90 nonprofit agencies serving the people of Central Massachusetts.

Community support ▶ Organizations and initiatives supported by the Telegram & Gazette include: Worcester Cultural Commission, American Heart Association, UMass Memorial Foundation Walk to Cure Cancer, United Way of Central Massachusetts, Worcester Public Library, Better Business Bureau, First Night Worcester, Willis Center's African American Festival, Martin Luther King Jr. Breakfast, Special Olympics Annual Winter Games, Worcester County Food Bank, American Cancer Society Relay for Life, Habitat for Humanity, AIDS Project Worcester, Jewish Community Center, Jazz at Sunset, India Day Festival, Y.M.C.A. of Greater Worcester and Centros Las Americas Latin American Festival.

Holiday Toy Program ▶ Through the paper's promotion, this program raises \$180,000 a year from Telegram & Gazette readers and provides toys for 9,000 children in the area. The Salvation Army manages distribution of the toys.

Student Recognition ▶ The Telegram & Gazette publishes a special section of the paper three times a year honoring high school All-Star athletes. Another special section honors students who are selected by their schools for exceptional scholarship and good citizenship.

The Visions Awards for Community Service ▶ The paper sponsors these awards, which include: the Isaiah Thomas Award, given to someone who has made an outstanding contribution to society during the year; the Public Service Award, presented to a public official or employee of a service agency for exceptional service; the Young Leader Award, given to someone in the early stages of his or her career and recognizing outstanding achievement; the Cultural Enrichment Award, presented for the year's exceptional creative

contribution to the arts in the region; and the Academic Achievement Award, given to a high school senior who is chosen by his or her school as a Student Achiever and who wins an essay contest judged by representatives of the Telegram & Gazette.

Regional Media Group

COMPRISING ▶ **TimesDaily** (Florence, Ala.), **The Gadsden Times** (Gadsden, Ala.), **The Tuscaloosa News** (Tuscaloosa, Ala.), **Petaluma Argus-Courier** (Petaluma, Calif.), **North Bay Business Journal** (Santa Rosa, Calif.), **The Press Democrat** (Santa Rosa, Calif.), **The Gainesville Sun** (Gainesville, Fla.), **The Ledger** (Lakeland, Fla.), **Star-Banner** (Ocala, Fla.), **Sarasota Herald-Tribune** (Sarasota, Fla.), **The Courier** (Houma, La.), **Daily Comet** (Thibodaux, La.), **Times-News** (Hendersonville, N.C.), **The Dispatch** (Lexington, N.C.), **Star-News** (Wilmington, N.C.) and **Herald-Journal** (Spartanburg, S.C.)

TimesDaily (Florence, Ala.)

Boys and Girls Clubs of North Alabama ▶ The TimesDaily sponsors, promotes and directs the Tennessee River Run each year, which draws approximately 250 runners and benefits the Boys and Girls Club of America.

Arts Alive Festival ▶ The paper sponsors the Children's Activity tent at the Arts Alive Festival, a free community event that brings artists and craftsmen together each May. The Children's Tent offers free art activities throughout the two-day event, helping to inspire creativity and a love for art in children.

Empty Table Fund ▶ The paper promotes this annual drive that raises money from readers and local residents for the Salvation Army, helping to feed hungry families in the area.

*The New York Times Company Foundation provided the following support for Florence organizations in response to requests from the TimesDaily:

- Florence-Lauderdale Public Library: The foundation gave the library \$10,000 for materials, helping to promote literacy and education in the Florence community.
- Shoals Chamber of Commerce: In 2006, the foundation awarded a two-year grant of \$13,000 to the Shoals Chamber of Commerce to fund the CHOICES program for all eighth-grade students in the area. Volunteer presenters from the business community teach students the importance of making good educational and financial choices.



Far Left ▶ Actors rehearse for a performance at the Latin American Festival in Worcester.

Left ▶ Children attending the TimesDaily tent at the annual Arts Alive Festival enjoy a variety of activities.

The Gadsden Times (Gadsden, Ala.)

Center for Cultural Arts ▶ The Gadsden Times provides financial and advertising support for this local arts institution, which offers numerous exhibitions every year and hosts six-week artist-in-residency classes, concerts, the Etowah Youth Orchestra and much more.

Gadsden City Schools ▶ The paper sponsors a Creative Expressions contest for middle school students, providing financial support as well as judges in the areas of art, writing and sculpture.

Junior Achievement ▶ The Gadsden Times provides financial support as well as classroom speakers for this organization.

Other Community Involvement ▶ The Gadsden Symphony Orchestra, Boys and Girls Clubs and Habitat for Humanity are all supported by the paper.

The Tuscaloosa News (Tuscaloosa, Ala.)

Adopt-A-School Sustainer Program ▶ This program, which is also supported by the Chamber of Commerce of West Alabama and local businesses, provides financial support to enhance educational opportunities for students in the community.

The Arc of Tuscaloosa County ▶ The paper has been a sponsor of the Mike Shula Charity Golf Tournament, benefiting The Don Shula Foundation for Breast Cancer Research and The Arc of Tuscaloosa County. The Arc programs serve 200 adults with mental handicaps and other disabilities, and provide opportunities for these individuals to progress toward their goal of community inclusion and employment.

Other Community Involvement ▶ The paper also supports the Y.M.C.A. of Tuscaloosa County, the Black Warrior Council of Boy Scouts of America, the Tuscaloosa Symphony Orchestra, Junior Achievement of Tuscaloosa County, Temporary Emergency Services, the American Heart Association and The United Way of West Alabama.

Petaluma Argus-Courier (Petaluma, Calif.)

Petaluma Community Recognition Awards ▶ This program was launched in 2002. It is an annual awards program that recognizes outstanding community service by people whose varied contributions make Petaluma a better place to live and work in. Honorees are selected for Citizen of the Year, Volunteer of the Year, Service to Youth, Service to Seniors, Excellence in Education, Excellence in Agriculture, and Large and Small Business of the Year. The program also recognizes a Service Person of the Year from the business community who is selected by readers of the Argus-Courier.

North Bay Business Journal (Santa Rosa, Calif.)

North Bay Special Olympics ▶ The paper organizes a tennis tournament with corporate-sponsored tennis teams to raise funds for the North Bay Special Olympics organization. In 2005, more than \$35,000 was raised. This funding has allowed sports programs throughout the year and has given local children the opportunity to participate in the national Special Olympics regardless of their family's ability to cover the costs of their participation.

The Press Democrat (Santa Rosa, Calif.)

The Press Democrat Youth Service Community Awards ▶ Open to all public, private and parochial high schools in Sonoma County, this award is given to 10 outstanding seniors for unselfish service to community and school. Each winner receives a plaque and \$1,000 to be used for his or her education.

Redwood Empire Food Bank: Kid's Summer Outreach Program ▶ The Press Democrat conducts a promotional campaign to raise awareness about this summer food program for poor children run by a local food bank.

Sonoma County Reads ▶ The paper plays a major part in this countywide, monthlong event designed to encourage reading, discussion and library use by asking children and adults to join together and read the same book. Each year, hundreds turn out for dozens of free events and exhibits as well as book discussion groups at libraries and coffee shops.



Far Left ▶ Building a house through Habitat for Humanity, supported by The Gadsden Times.

Left ▶ The Human Race, an annual community fund-raiser in Sonoma County sponsored by The Press Democrat.

The Gainesville Sun (Gainesville, Fla.)

Focus on Leadership ▶ This is a community leadership-training program for minorities that has helped train more than 225 minority leaders since the program began 15 years ago. The Sun provides funding for class meetings, graduation recognitions and other activities.

Hope for the Holidays ▶ Since 1982, The Sun newsroom has worked with the local Volunteer Center, an umbrella organization for some 50 social service agencies, to raise money and other donations for needy families. Stories about the program and how readers can help appear in The Sun in early December. Readers have donated services, money, furniture, clothing and toys to thousands of families since the program began. Cash donations and in-kind offerings for 2005 totaled \$30,000, which was used to assist some 300 families.

Storybook Holiday Project ▶ In 2005, the Sun collected 1,252 books for underprivileged children in Alachua County, resulting from articles and ads in the paper. Local schools help identify children in kindergarten through second grade to whom the books are distributed. The Storybook Holiday has distributed 19,627 books during its 17-year history.

Million Minutes of Reading and the Family Literacy Festival

▶ The Million Minutes of Reading encourages students from kindergarten through eighth grade to read toward a collective million minute goal. The Sun provides funding for this program and identifies newspaper stories of interest to young readers every day throughout the monthlong project. Top readers are recognized by the Sun at a public event — the Family Literacy Festival — held at the county library headquarters. Each year, more than 22,000 elementary and middle school students from across the county participate.

The Ledger (Lakeland, Fla.)

Celebrate Schools ▶ This is a monthly publication written by local high school journalism students under the guidance of Ledger newsroom staff. It is published in The Ledger from

September through April.

Credibility Roundtables/Community Forums ▶ These discussions between Ledger editors and reporters and minority community leaders have resulted in better communication and understanding.

Outstanding School Volunteer Awards ▶ This yearly program honors the top volunteer at each school in Polk County. The

Top readers are recognized by The Gainesville Sun at a public event — the Family Literacy Festival — held at the county library headquarters.

Ledger started this program 25 years ago and continues to hold it each May in conjunction with the local school board. About 400 people attend to honor volunteers who last year donated more than one million hours.

Newspaper with a Heart ▶ Started in 1969, The Ledger's annual holiday appeal has solicited contributions from readers responding to stories to help needy residents. The 2005-06 appeal raised \$184,000 in cash, plus the Heart advisory committee selected a family to receive a \$100,000 home donated by a local housing company. Since its inception, the program has raised \$1.8 million.

Silver Garland Awards ▶ Since 1976, the newspaper has sponsored this event recognizing outstanding high school seniors for their community service. Nearly 200 students are nominated and 12 selected at a gala evening ceremony where their accomplishments are cited and each is awarded a trophy and \$1,000 check.

Focus on Leadership ▶ Begun in 2000, this minority leadership training program has attracted 120 participants and exposed them to community issues and institutions through a weekly series of discussions and presentations.



Far Left ▶ The Gainesville Sun's Storybook Holiday Project.

Left ▶ Preschool children at a petting zoo sponsored by the United Way's Days of Impact, supported by The Ledger.

Star-Banner (Ocala, Fla.)

3 Who Care Awards Program ▶ This event recognizes three local people in the community who have made tremendous strides in making Marion County a better place for women. Individuals are recognized for contributions in health, education and community. The Star-Banner supports the event with steering committee leadership, promotion, printing, photography, awards and financial assistance.

Community Volunteer of the Year Program ▶ The paper works with a variety of local organizations on this annual event, which honors winners in three categories: youth, adults and seniors. Nominations are submitted to the partner agencies and the winner in each category receives \$1,000 for his or her favorite charity.

Focus on Leadership ▶ The Star-Banner is the sole financial sponsor of this leadership program designed to help empower minority community leaders. The paper also provides administrative support, board volunteers and in-kind contributions.

Sarasota Herald-Tribune (Sarasota, Fla.)

Grassroots Leadership Initiative (GLI) ▶ This program's mission is to bring together people who are not in traditional leadership roles and develop their personal capacity and connections so that they can add to the community's leadership equation. As GLI fellows, they make a commitment to devote more than 60 hours to learning how to bring effective leadership to the grassroots level.

Season of Sharing Fund ▶ The overarching objective of this program is to help families and seniors on the verge of becoming homeless. By spotlighting individual cases in the paper, with accompanying "how you can help" boxes and ads to solicit contributions, this fund generates donations from readers that go to service agencies in the community. The money donated can then be used on an emergency basis to rescue people on the verge of losing their homes. More than one million dollars has been raised since the fund was started in 2001.

Sarasota Reading Festival ▶ This festival, sponsored by the Herald-Tribune, enables people of all ages and income levels to have access to the books, lectures and performances of the festival at no charge. With attendance of around 20,000 in the heart of downtown Sarasota each November, the festival brings in world-renowned speakers in order to raise money for the Selby Public Library and the Jane Hancock Cook Library at New College of Florida.

Arts Day ▶ The Herald-Tribune has been a corporate sponsor and publisher of Arts Day booklets and other materials for 16 years. The community is invited to enjoy live dance, music and theater presentations by 700 local performers on 12 stages.

The Courier (Houma, La.) and **Daily Comet** (Thibodaux, La.)

Terrebonne Foundation for Academic Excellence in Public Education Run for Excellence ▶ The Courier has been the presenting sponsor of this 5K race from its inception five years ago. To date, the race has raised more than \$350,000 for the foundation, which provides grants in support of public schools.

The Daily Comet provides financial and newsroom staff support to help students at local high schools produce a newspaper four times a year.

Terrebonne Foundation for Academic Excellence in Public Education Teacher of the Year Awards ▶ The Courier, along with a local bank, is the lead sponsor of this community event, which recognizes Terrebonne Parish's outstanding public educators. The highlight of the evening is the awarding of Terrebonne's Inspirational Teacher of the Year award. Courier employees participate in the selection of an honoree and attend the event. More than \$250,000 in teacher grants have been awarded at this event during the past six years.

Bayou Area Habitat for Humanity ▶ The Courier and Daily Comet are co-sponsors of a Habitat for Humanity home. Both



Far Left ▶ A recent class from the Star-Banner's Focus on Leadership program.

Left ▶ A Courier employee with a child at the Louis Infant Center.

papers donate advertising space and labor in support of the cause.

United Way of South Louisiana ▶ The Courier and Daily Comet donate weekly advertising space for the United Way to promote events and awareness of their programs. Employees serve on the board of trustees and various committees in support of the United Way.

High School Newspapers ▶ The Daily Comet provides financial and newsroom staff support to help students at four local high schools produce a newspaper four times a year. Additionally,

The Dispatch is an annual sponsor of the Multicultural Festival, which celebrates the arts of a variety of cultures.

the paper covers the printing costs of the school papers at six other area high schools throughout the year.

Nicholls State University High School Summer Journalism Program ▶ Each year, the papers cover the printing costs for Coastal Concerns, the newspaper created by students in this summer journalism program. Copies of Coastal Concerns are then inserted in both the Daily Comet and The Courier.

Louis Infant Center ▶ For the past 25 years, employees of The Courier have collected, donated and distributed toys at Christmas for the children of the Louis Infant Center. This facility cares for battered and abused children from throughout the area.

Christmas Gifts for the MacDonell United Methodist Children's Services, Inc. ▶ Instead of Christmas gifts for each other, employees of The Courier buy gifts for residents of the MacDonell United Methodist Children's Home, a local group home that provides complete residential treatment for 36 older children who are in need of a nurturing and secure environment.

Times-News (Hendersonville, N.C.)

North Carolina Apple Festival ▶ In support of this annual event on Labor Day Weekend, the paper publishes a special section that lists all the festival-related events taking place, and includes a contest for recipes using apples.

Christmas Shoebox Project for Council on Aging ▶ The paper runs ads listing suggested items for donation to the Council on Aging, which distributes the items to recipients of Meals on Wheels.

Y.M.C.A. Du Pont Forest Trail Marathon ▶ The Times-News publishes a special section for this annual event and fields a team, called Press Run, which includes the executive editor of the paper.

Other community involvement ▶ The paper supports many local nonprofit organizations serving the community. Some of them include: Flat Rock Playhouse, Hendersonville Symphony Orchestra, Blue Ridge Community College Education Foundation, Martin Luther King Unity Breakfast, Children and Family Resource Center, Literacy Council, Blue Ridge BBQ Festival, WNC AIDS Project, Carolina Mountain Land Conservancy, Housing Assistance Corporation and the Henderson County Arts Council.

The Dispatch (Lexington, N.C.)

Multicultural Festival ▶ The Dispatch is an annual sponsor of this local event, which celebrates the arts of a variety of cultures and is attended by a broad segment of the community.

Focus on Leadership ▶ The Dispatch is the sole financial sponsor of this leadership program designed to help empower minority community leaders. The paper also provides administrative support, board volunteers and in-kind contributions. Now in its third year, Focus on Leadership has trained approximately 30 minority leaders.

Lexington Youth Theatre ▶ This local nonprofit theater organization, supported by The Dispatch, gives children from kindergarten through 12th grade the opportunity to audition and perform in productions.



Far Left ▶ Dancers perform at the annual Multicultural Festival in Lexington, N.C., sponsored by The Dispatch.

Left ▶ Marathon racers in the men's class start off the race during the Y.M.C.A. Du Pont Forest Trail Marathon.

United Way ▶ The Dispatch provides a “Loaned Executive” to Davidson County United Way for its annual campaign. Dispatch employees also participate in the annual Day of Caring.

Star-News (Wilmington, N.C.)

Cape Fear Healthy Carolinians ▶ This program seeks to increase public awareness of the importance of healthy dietary choices and exercise. Obesity has been officially declared an epidemic in North and South Carolina. The Star-News is currently working with community partners to create walking trails and conduct public education forums on health issues.

Future Corps ▶ The Star-News oversees Future Corps, now in its third year, which awards grants to young people to improve their communities. In 2006, Future Corps grant winners will help clean up a polluted lake in a city park, make quilts for the neonatal unit in an area hospital, grow plants to take to senior citizens in a local assisted-living facility and much more.

African American Heritage Foundation ▶ In 2006, the Star-News helped the foundation launch its first tour of historic black churches. There were seven churches on this downtown walking tour.

Earth Day Alliance ▶ This year’s environmental expo theme is “Get Dirty,” which encourages people to garden and enjoy the experience of working with the earth.

Herald-Journal (Spartanburg, S.C.)

Boys and Girls Clubs of Metro Spartanburg ▶ The paper helps to fund club programs throughout the county. The annual A/B Honor Roll celebration recognizes club members who keep their grades up throughout the year. The Celebrate Community Fine Arts program provides monthly ads to spotlight one child artist each month.

Spartanburg County Public Library ▶ The paper sponsors the Lollapalooza Loop, a countywide bicycle ride that has stops at each of the library branches in the county and serves as a training ride for the area’s big bike ride, Assault on Mount

Mitchell. The paper was also the major sponsor of JamboRead, held in 2006 at the downtown library branch. JamboRead is a celebration of literature for children and young adults and drew more than 5,000 people in 2005.

Spartanburg Youth Theatre ▶ The paper will sponsor the Youth Theatre’s Participation Play in 2006. The show is entitled “Little Red Riding Hood and the Three Little Pigs,” suitable for children from kindergarten through the fifth grade. These plays are presented at all Spartanburg County Public Library branches free of charge. The children in the audience join the actors in creating scenes and providing sound effects for the play. Last year, the program reached more than 700 children.

● **Broadcast Media Group**

COMPRISING ▶ **KAUT-TV** (Oklahoma City, Okla.), **KFOR-TV** (Oklahoma City, Okla.), **KFSM-TV** (Fort Smith, Ark.), **WHNT-TV** (Huntsville, Ala.), **WHO-TV** (Des Moines, Iowa), **WNEP-TV** (Wilkes-Barre/Scranton, Pa.), **WQAD-TV** (Moline, Ill.), **WREG-TV** (Memphis, Tenn.) and **WTKR-TV** (Norfolk, Va.)

America Votes 2006

The New York Times Company Broadcast Media Group is renewing its commitment to provide political discourse and make free airtime available to political candidates in 2006. America Votes 2006 is an extensive effort involving the company’s nine network-affiliated television stations and their respective Web sites to provide viewers and listeners with comprehensive coverage of the candidates and issues in the 2006 elections.

The New York Times Broadcast Media Group stations will provide, on average, a minimum of five minutes of daily electoral news and candidate discourse coverage in the 30 days preceding the 2006 general elections, and the 30 days leading up to primary elections. This initiative is a reflection of our efforts to serve our local communities with the highest quality news coverage and to provide a forum for candidates and officeholders.



Far Left ▶ Students at Snipes Elementary School, with a Future Corps grant from the Star-News, have started a newspaper recycling program.

Left ▶ Bike riders in the Spartanburg County Public Library’s Lollapalooza Loop.

KAUT-TV (Oklahoma City, Okla.)

Oklahoma City Art Museum ▶ Each January, KAUT creates a promotional announcement for the museum's most important fund-raiser of the year — the Omelet Party. The public service announcement runs on KAUT/KFOR as well as the local cable company.

Respect Diversity ▶ The Respect Diversity Foundation is a local group based in Edmond, Okla., helping children learn about other cultures, races and religions. KAUT created a public service announcement and also featured the director of the foundation on an episode of "Oklahoma Close Up" (a public affairs show).

KFOR-TV (Oklahoma City, Okla.)

Keep the Music Alive ▶ KFOR and its partners collect donated musical instruments to give to local schoolchildren who can't afford to purchase them. Hundreds of these instruments are now being played in orchestras and marching bands throughout Oklahoma.

Car Seat Safety Checks ▶ Working with Safe Kids Coalition, KFOR sponsors car seat safety checks every month. The station promotes the events and locations, which are also covered by the news department. At each event, parents learn how to properly buckle their children into their car seats. Car seats are also donated to parents who can't afford them.

Warmth 4 Winter ▶ The station promotes this annual coat drive conducted by the Salvation Army.

Memorial Marathon ▶ Each January, KFOR begins its promotion of this annual "run to remember," which honors those Oklahomans who died in the 1995 bombing of the Murrah Federal Building. The station also conducts a three-hour live broadcast of the entire run. Money raised by the run goes to support the Oklahoma City National Memorial's education fund.

Britton Elementary Back to School ▶ KFOR employees have adopted the local elementary school. They volunteer their time by visiting the school and reading to the children, many of whom

have parents who can't read to them at home. Employees also donate money and school supplies each year.

KFSM-TV (Fort Smith, Ark.)

Stuff the Bus ▶ Every August, KFSM airs promotions advertising the location of school buses serving as collection sites for donations of school supplies. Viewers are invited to go to the buses and donate supplies, which are then distributed to the schools as needed.

Backpack Buddies Program ▶ This program provides backpacks filled with food for the weekend to children who rely on free school lunches during the week. As a major supporter, KFSM heavily promotes this program, which relies on the public for volunteers and contributions.

Coats for Kids ▶ Every year, KFSM, along with the Salvation Army, sponsors this campaign. Viewers are asked to donate coats for those in need by bringing them to participating dry cleaners, where the coats are cleaned and then donated to the Salvation Army.

NIA Heritage Awards 2006 ▶ The NIA Heritage Awards, sponsored by KFSM, celebrate the achievements of black professionals in the community. Members of the community nominate individuals and awards are presented at the annual banquet.

WHNT-TV (Huntsville, Ala.)

Tools for Schools ▶ This is an effort to generate resources for area schools while supporting nonprofits that focus on youth mentoring programs. WHNT and three sponsors conduct a scholarship competition for role-model high school seniors as well as drives for books and basic school supplies. WHNT also presents public service announcements throughout the year for youth-focused nonprofits, and creates and broadcasts town hall meetings with local experts on education needs in the Tennessee Valley.

MDA Telethon ▶ Through its promotion and broadcast of the



Far Left ▶ KFOR-TV donates musical instruments through "Keep the Music Alive."

Left ▶ KFSM sponsors the Backpack Buddies Program, which provides meals to needy students.

Muscular Dystrophy Association telethon on Labor Day Weekend in 2005, WHNT helped raise \$245,000 locally.

Hurricane Katrina Job Fairs ▶ In September 2005, WHNT assisted Katrina evacuees in north Alabama by sponsoring two job fairs. The fairs provided information about temporary and permanent job opportunities, and nonprofit agencies were on hand to help with social service needs.

WHO-TV (Des Moines, Iowa)

Golden Apple Award ▶ Each month, WHO and a partner organization read hundreds of letters from local schoolchildren nominating their teachers for this award. A winner is selected and covered on WHO's news broadcast.

KidsFest ▶ WHO helps plan this annual family event, promotes it on air and staffs a booth at the event. KidsFest helps raise funds for Children and Families of Iowa*, an organization specializing in child care, educational tutoring, counseling, foster care, shelter from domestic violence, domestic abuse intervention, parenting education and an array of other services for parents and children. In 2005, KidsFest raised a record \$142,000.

First Alert Weather Almanac ▶ WHO produces the First Alert Weather Almanac, a 32-page severe weather booklet with information on what people should do when a tornado warning is issued. WHO also airs a weeklong news series on severe weather preparedness in conjunction with the annual release of the almanac.

Science Center of Iowa* ▶ In 2005, WHO worked with the Science Center to install an entire weather center on the premises. In its first year, the Science Center has hosted nearly every elementary and middle school in central Iowa and has more than doubled its attendance projections. Every child who visits gets to explore a working weather center, ask questions of WHO meteorologists and see a special weather program. Many of the children also enjoy watching live weather broadcasts from the center each weekday at noon and 5 p.m.

*The New York Times Company Foundation has provided funding to Children and Families of Iowa as well as the Science Center of Iowa in response to requests from WHO-TV.

WNEP-TV (Moosic, Pa.)

St. Joseph's Center Telethon ▶ St. Joseph's Center provides services for severely mentally and physically challenged children and young adults in the area. In 2005, WNEP's telethon for St. Joseph's raised \$270,836.

Operation Save a Life ▶ In the fall of 2005, WNEP partnered with smoke detection manufacturer Kidde for the second year and distributed 10,000 smoke detectors to at-risk homes throughout the area's 17 counties. The effort included public service announcements with fire safety messages.

Dream Team Awards Banquet ▶ This is a WNEP initiative to highlight and honor the achievements of local high school athletes. In 2005, 32 local high school athletes were each

In 2005, WQAD sponsored Operation Pack the Bus to encourage donations of school supplies.

presented with a plaque and one "Scholar Athlete" was given a \$1,600 scholarship by the station's president and general manager. A 30-minute television special was also produced.

Steamtown Marathon ▶ The station supports this premier event, which serves as a qualifier for the Boston Marathon, with a half-hour special on the Saturday after the race. Through the involvement of WNEP, the Marathon has become a fund-raiser for St. Joseph's Center, raising approximately \$140,000 annually.

WQAD-TV (Moline, Ill.)

Gilda's Club Quad Cities ▶ Since 1998, WQAD has been the primary media sponsor for this organization, which offers free support groups, informational sessions and social activities for people with cancer and their families. The station raises funds and awareness for the club through public service announcements and telethons, and WQAD employees serve as board or task force members.



Far Left ▶ WHNT-TV's Tools for Schools program.

Left ▶ The National Balloon Classic, sponsored by WHO-TV.

APQC Red Ribbon Dinner ▶ For the past five years, WQAD has served as the primary media sponsor for AIDS Project Quad Cities Red Ribbon Dinner, which provides unrestricted funding for people living with H.I.V. Each year, revenue from the dinner has grown; in 2006, the event generated \$102,000.

Operation Pack the Bus ▶ In the fall of 2005, WQAD sponsored this program to encourage donation of school supplies and funds for a school district in southern Mississippi devastated by Hurricane Katrina.

Boo at the Zoo ▶ Each October, the station sponsors a “Merry, Not Scary” Halloween celebration at Niabi Zoo. It has become the zoo’s largest annual fund-raiser, and other nonprofit agencies set up information booths at the event.

Toys for Tots ▶ As a longtime sponsor of the Quad Cities Toys for Tots campaign, the station offers its news set as a collection point for toys starting in early November and promotes the campaign during the nightly news broadcast. The campaign culminates in December with Marines “storming” the set to carry off the toys for distribution.

WREG-TV (Memphis, Tenn.)

Tools for Schools ▶ WREG supports this yearlong program designed to raise awareness of mentoring programs for area youth while also securing important items for local school students. In 2005, WREG held a uniform drive, a coat drive and a musical instrument drive for the schools and plans to do the same in 2006.

Knowledge Bowl ▶ Going into its 20th year in 2006, the News Channel 3 Knowledge Bowl has awarded over two million dollars in college scholarships to Mid-South students. This academic quiz contest, featuring high-achieving high school students from the Mid-South, is broadcast weekly on WREG throughout the school year. Scholarships are presented to each participant at an annual awards banquet.

Lifelong Friends ▶ WREG is committed to fighting the battle against breast cancer with a yearlong advocacy campaign designed to increase awareness, provide information and make a difference in saving lives. On the third of every month, which the station has dedicated as Lifelong Friends Day, WREG conducts a phone-a-thon in the studios to encourage viewers to conduct self-examinations and to phone in for a free examination packet.

Healthy Memphis ▶ In 2004, WREG launched an ongoing joint project with The Commercial Appeal in an effort to educate the Mid-South on the dangers of obesity. Through a series of news stories, newspaper articles, a half-hour television special and an advertiser-supported education campaign, viewers were educated on the importance of a healthier lifestyle and valuable tips on how to achieve it. In addition, both WREG and The Commercial Appeal followed the progress of 10 people who were chosen to participate in the “Healthy Memphis Challenge.” Their progress was documented on air and in print.

WTKR-TV (Norfolk, Va.)

KidCasters ▶ Through essays and auditions, WTKR selects a local schoolchild to appear once a week on WTKR’s morning newscast and provide the weather forecast for his or her neighborhood as well as assist the station’s morning meteorologist with his forecast. Designed for children between 12 and 18 years, this program’s goal is to educate children about the broadcast industry and weather.

Your Community Star ▶ This new program recognizes local individuals making a difference in the lives of others. Viewers are asked to write about someone they’d like to nominate as a Community Star. WTKR highlights some of these people during newscasts and chooses one person to receive a prize package worth approximately \$3,000.

Hurricane Katrina/Rita Relief Efforts ▶ In 2005, WTKR teamed up with local radio stations and Red Cross Disaster Relief to raise more than \$300,000 for the victims of these two hurricanes.



Far Left ▶ WNEP-TV’s telethon for St. Joseph’s Center.
Left ▶ WTKR-TV’s KidCasters program.

● About, Inc.

About.com

Hurricane Katrina — About's Guides wrote numerous articles on coping with the aftermath of Hurricane Katrina in 2005. Guides offered advice and information on finding jobs, filing homeowners insurance claims, dealing with stress, finding schools for displaced students and much more. About also created a special section on the About.com network dedicated to helping hurricane victims search for loved ones and receive offers of help and support from others around the country.

About donated online ads to NBC's Concert for Hurricane Relief, the Red Cross, United Way and the Salvation Army to support their fund-raising efforts on behalf of hurricane victims.



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Star-News (Wilmington, N.C.)
Herald-Journal (Spartanburg, S.C.)

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TimesDaily (Florence, Ala.)	Marketing Department (256) 740-5801 www.timesdaily.com
The Gadsden Times (Gadsden, Ala.)	(256) 549-2000 www.gadsdentimes.com
The Tuscaloosa News (Tuscaloosa, Ala.)	(205) 345-0505 www.Tuscaloosanews.com

continued >>>

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Regional Media Group (continued)

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The Press Democrat (Santa Rosa, Calif.).....	(707) 546-2020 www.pressdemocrat.com (click on “Community”)
The Gainesville Sun (Gainesville, Fla.).....	(352) 378-1411 www.gainesville.com
The Ledger (Lakeland, Fla.).....	(863) 802-7000 www.theledger.com
Star-Banner (Ocala, Fla.).....	(352) 867-4010 www.ocala.com
Sarasota Herald-Tribune (Sarasota, Fla.).....	(941) 953-7755 www.heraldtribune.com
The Courier (Houma, La.).....	(985) 850-1100 www.houmatoday.com
Daily Comet (Thibodaux, La.).....	(985) 448-7600 www.dailycomet.com
Times-News (Hendersonville, N.C.).....	(828) 692-0505 www.HendersonvilLENews.com
The Dispatch (Lexington, N.C.).....	(336) 249-3981 www.the-dispatch.com
Star-News (Wilmington, N.C.).....	(910) 343-2000 www.wilmingtonstar.com
Herald-Journal (Spartanburg, S.C.).....	(864) 582-4511 www.goupstate.com



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KFSM-TV/DT (Fort Smith, Ark.)	(479) 783-3131 www.kfsm.com
WHNT-TV/DT (Huntsville, Ala.)	(256) 533-1919 www.whnt.com
WHO-TV/DT (Des Moines, Iowa)	(515) 242-3500 www.who.tv.com
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