

TOM THON

AT CLEAR CHANNEL, WE BELIEVE THAT WE HAVE AN OBLIGATION TO ENHANCE THE WELL-BEING OF THE COMMUNITIES IN WHICH WE LIVE. WE BELIEVE THE FUTURE SUCCESS OF OUR COMMUNITIES IS DEPENDENT UPON THE RESPONSIBILITY WE FEEL TOWARD THOSE COMMUNITIES, THE HIGH STANDARDS WE SET AND THE POSITIVE IMPACT OF OUR ACTIONS.

EACH YEAR, REPRESENTATIVES FROM THE VARIOUS CLEAR CHANNEL COMPANIES, IN CONJUNCTION WITH AN ADVISORY BOARD MADE UP OF REPRESENTATIVES FROM BOTH THE NOT-FOR-PROFIT AND GOVERNMENTAL SECTORS, SELECT A NONPROFIT TO ASSIST WITH PROMOTION.

FIRSTLINK WAS SELECTED AS OUR 2006 PARTNER FOR TWO KEY REASONS:

- 1) IT IS REPRESENTATIVE OF THE ENTIRE NOT-FOR-PROFIT SECTOR, AND
- 2) BY PROVIDING MARKETING SUPPORT FOR 2-1-1, WE ARE AFFORDED THE OPPORTUNITY TO BUILD THE CAPACITY OF EVERY CITIZEN TO MEET THEIR PERSONAL NEEDS.

IN MANY WAYS, 2-1-1 HAS BEEN COLUMBUS' BEST KEPT SECRET. ALTHOUGH IN OPERATION FOR SEVERAL YEARS, IT HAD NOT BEEN

WIDELY PROMOTED SINCE IT WAS NOT YET ACCESSIBLE THROUGH CELLULAR SERVICES.

BUT DUE TO FIRSTLINK'S INCREDIBLE EFFORTS, THAT HAS NOW CHANGED.

IN AN EFFORT TO RAISE THE PUBLIC AWARENESS OF THE RECENT EXPANSION TO CELLULAR PHONES OF 2-1-1, WE ARE LAUNCHING A YEAR-LONG PROMOTIONAL CAMPAIGN INFORMING CENTRAL OHIO RESIDENTS ABOUT THE 2-1-1 SERVICE. THROUGH A SERIES OF PUBLIC SERVICE ANNOUNCEMENTS, OUTDOOR ADVERTISING, AND COLLATERAL CAMPAIGNS, CLEAR CHANNEL COMMUNICATIONS WILL LEAD THE MOST COMPREHENSIVE COMMUNICATIONS CAMPAIGN TO DATE INFORMING RESIDENTS TO CALL 2-1-1, TO GET HELP AND GIVE HELP.

WE ARE SO PLEASED TO HAVE SELECTED FIRSTLINK AS OUR PARTNER, AND WE KNOW IT WILL BE A LONG AND REWARDING RELATIONSHIP FOR THE STAFF AT THE CLEAR CHANNEL COMPANIES AS WELL AS FIRSTLINK, AND ULTIMATELY, THE RESIDENTS IN CENTRAL OHIO.

AT THIS TIME WE'D LIKE TO PLAY FOR YOU A PUBLIC SERVICE ANNOUNCEMENT CREATED TO PROMOTE 2-1-1 ON THE CLEAR CHANNEL RADIO STATIONS, WHICH WE HOPE YOU WILL START TO HEAR MORE FREQUENTLY AROUND CENTRAL OHIO.

AT THIS TIME, I'LL TURN THINGS BACK OVER TO MARILEE CHINNICIZUERCHER WHO WILL OPEN UP THE FLOOR FOR QUESTIONS. FOLLOWING A BRIEF Q & A PERIOD, WE WILL CONDUCT AN UNVEILING OF OUR BILLBOARD CAMPAIGN OUTSIDE.