

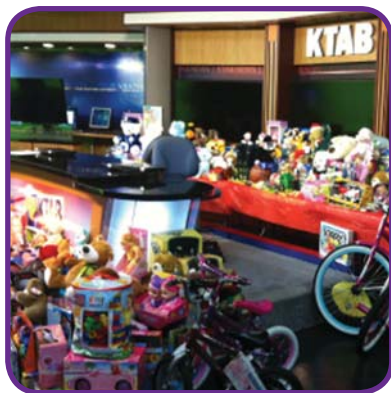
BONNER McLANE PUBLIC SERVICE AWARDS

SMALL MARKET TELEVISION KTAB-TV ABILENE

Nexstar station KTAB-TV in Abilene brought Christmas cheer to the Hendricks Home for Children.

For kids who have lived their early lives in poverty, abuse and neglect, presents from their own lists made the season extra special.

KTAB's Santa's Helpers program is in its 13th year and serves hundreds of children in eight local agencies.



MEDIUM MARKET TELEVISION KRGV-TV RIO GRANDE VALLEY

Last year an EF5 tornado leveled Briarwood Elementary in Moore, Oklahoma.

Seven hundred miles away in the Rio Grande Valley, KRGV-TV wanted to help.

They organized "Project Playground" where students and viewers raised \$87,000 to build a playground and provide needed supplies.

They drove 700 miles to deliver them personally. The message was: "the students from the Rio Grande Valley don't know you...but they love you."



LARGE MARKET TELEVISION KXAN-TV AUSTIN

Halloween night 2013 brought devastating floods to parts of Austin, damaging more than 600 homes.

KXAN-TV sprang into action on its newscasts with phone bank volunteers collecting monetary donations and needed items.

They raised \$92,000 in a few hours.

The KXAN Giveathon continued on-air for a week and included a half-hour donation drive.



SMALL MARKET RADIO KRNH-FM KERRVILLE

Ranch Radio KRNH-FM in Kerrville partnered with the Hill Country Junior Livestock Show.

The week-long "Feed the Pig" campaign raised money to purchase livestock raised by the youth in FFA, 4H and the Ag Community.

KRNH provided live broadcasts from the event—the fifth largest Junior Livestock Show in Texas.



MEDIUM MARKET RADIO BRYAN BROADCASTING

Last December, Bryan Broadcasting's Christmas Angels project took on the individual Christmas wish lists of more than 740 local children.

Listeners were asked to "adopt" an angel by purchasing a gift on the list or with a contribution.

Coordinating names with local charities, Bryan Broadcasting set out to make sure that no child would wake up Christmas morning to nothing under the tree.



LARGE MARKET RADIO COX RADIO HOUSTON

The listeners to the Cox Media Group of stations in Houston supported the "Stuff the School Bus" fundraising campaign to purchase school supply kits for four area school districts.

No child should worry about whether they have the supplies needed for school.

Since the program began in 2009, more than 77,000 students have received a kit.

