



The Greatest Hits of All Time!

BEASLEY BELIEVES...

... IN COMMUNITY SERVICE



Issue Date: May 1, 2008

Attachments: 1) WNCT CMN Radio-Thon 08 (Marie Osmond)

CAPTION INFO: 1) *WNCT Radio personality Uncle Doug Moreland and Program Director Jerry Wayne with Children's Miracle Network Co-Founder Marie Osmond broadcasting live from this year's CMN Celebration at Disney World in Orlando, FL.*

The Good Deed:

107.9 WNCT'S 11TH ANNUAL RADIO-THON TO BENEFIT THE CHILDREN'S MIRACLE NETWORK. WNCT's Annual Radio-thon is a national good-deed phenomenon! The 3-day event is ranked #1 in the nation for phone donations – beating Orlando, Atlanta, Washington D.C. and Dallas – and ranked #1 in the nation for return rate: 92%! Receiving no money from corporate donations, WNCT is proud to report that 100% of pledges are from listeners phoning in and 100% of proceeds goes to Eastern NC's local Children's Hospital, Pitt County Memorial Hospital in Greenville. This year, the station raised \$137,000 which brings their 11-year total to \$2.3 million from WNCT listeners!

For the past two years, WNCT has conducted a 4-hour "mini-thon" live from the Children's Miracle Network Celebration at Disney World in Orlando, FL. At this year's Celebration, hosted by Children's Miracle Network Co-Founder Marie Osmond, WNCT was the only radio station to conduct a mini-thon. The WNCT team was able to meet and interview Miracle kids from all over the USA, Canada and the UK.

The Good Deed "Doers":

107.9 WNCT and their caring and generous listeners in Eastern North Carolina. Holding the record for the most consecutive radio-thons, Program Director Jerry Wayne, Breakfast Club Host / Promotions Director Donna Kelly, and radio personalities Uncle Doug Moreland and Jeff Diamond have been a team since 1997.

Why Beasley Believes in Giving Back:

With 44 radio stations across the country (27 FM and 17 AM), we understand the important role broadcasters play in community service and the great good that can come from local involvement. Active members of the Eastern North Carolina community, WNCT believe in reaching out and giving back. We're proud that the caring and professional team at this station is part of the Beasley Broadcast family.

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