

Community

THIS IS WHAT 30
and *Awesome*
SOUNDS LIKE

94.7 QDR
Celebrating 30 years of Today's Best Country

Locally owned, QDR is live and local around the clock—yes overnights and weekends too. At Curtis Media, serving the community is **the** reason we are on the air. QDR listeners know we are the info hub for essential info from scary weather to dangerous traffic situations. They tip us off when something in their world is affected and we return the favor by broadcasting the info to warn other QDR listeners.



Social media has added a whole other dynamic to our connectedness with our listeners. Now the info flow is instant. QDR has 60,000 Facebook fans, 10,000 twitter followers, 40,000 QDR Posse email club members and 5,000 text club members; plus there is always one of us in the studio answering the phone. We are there for our listeners.



Community

THIS IS WHAT 30
and *Awesome*
SOUNDS LIKE

94.7 QDR
Celebrating 30 years of Today's Best Country



Daily we reflect the local fundraisers our listeners are involved in from their community causes and every year we concentrate on three huge QDR benefits.

The QDR Howl-o-ween Harvest Ball in October raised \$10,000 for our local animal shelters.

This year Rachel Farley, Casey James, Josh Thompson and Ronnie Dunn volunteered their time for the cause.



At QDR Kids come first. We spent the day broadcasting live from the North Carolina Children's hospital with our Curtis Media brothers and sisters raising \$1.1 million. This hospital is very special because it serves all 100 counties of NC and as long as there is a bed available, they never turn away a child no matter what the family can afford to pay. After the broadcast we head over to the DPAC for the QDR Concert for the Kids raising another \$65,000 with the help of Jason Michael Carroll, Jana Kramer, Thompson Square, Kellie Pickler and Aaron Lewis each playing a set.



QDR Christmas Wish

Help QDR Help Others
This Holiday Season!

94.7 QDR
Today's Best Country



Each of us are so grateful to have food, shelter and access to medical care. We know not everybody is that lucky. In November we ask our listeners to nominate families that have hit a rough patch for the QDR Christmas Wish program. On air and online we feature a family per shift inviting our listeners to lend a helping hand.

Sometimes it's a family whose house burned down, sometimes it's a single mom who needs a job or a Christmas gift for her child. Sometimes it's just a request for a prayer. The very coolest thing about this program is many of the families who received help one year are the first to reach out the next. The love that comes thru the studio lines helps even the grinchiest hearts feel a spark of Christmas magic. It's truly neighbors helping neighbors.

Community

THIS IS WHAT 30
and *Awesome*
SOUNDS LIKE

94.7 QDR
Celebrating 30 years of Today's Best Country

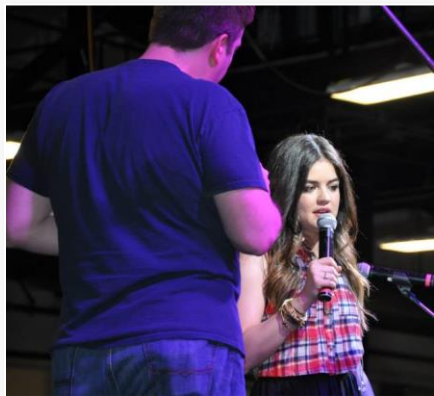


To help fund some of the wishes, we throw a concert that requires a \$10 donation. This year Scotty McCreery, Danielle Bradbury and Chris Lane were our QDR country star heroes.



Sunday nights we feature 3 hours of bluegrass to support our PineCone Bluegrass Association keep the spirit of traditional music alive, this year it paid off big as Raleigh

is now the home for the IBMA Bluegrass festival for the next 2 years. This year was the first and between the two days we attracted over 140,000 bluegrass fans to Raleigh. QDR spearheaded the effort to get this truly amazing festival to feel at home in Raleigh.



In January QDR hosted our first ever Girl's World Expo--an interactive amazing day designed to help girls 11-16 get valuable life advice on topics like how to achieve your goals, what to do when you are bullied, what boys really think and how to cultivate healthy habits. QDR brought in Lucy Hale and she rocked the house of 7500 teens and their moms! This day was one of our biggest NTR events in the station's history.

We also ran 9,000 minutes on air of public service messaging and we always use local PSA messages, including several campaigns we produced in house, as cover material on the stream.