

# Radiothon Events Reach Their Listener's on the Right Air Waves

## 2003 Miracle Maker's Radiothon on WKTK & WSKY raises over \$240,000 for Shands Children's Hospital



The team at 98.5 KTK and News/Talk 97.3 The Sky went on-air to help build awareness and raise funds for the children at Shands



Calvin Lee talks on-air

the Shands at the University of Florida Atrium. Listeners heard the courageous stories of the children who are faced with incredible odds in their battle for a healthy life. Many families of children who are coping with dia-



**THE SKY**  
97.3 FM NEWS TALK

Kevin Ray & Bob Rose

**98.5 KTK**  
Best Variety of the 70's, 80's, 90's and Today

Michael Lane & Storm Roberts

Children's Hospital at the University of Florida through the Children's Miracle Network. WKTK and WSKY raised over

**\$240,000** from the 2003 Miracle

Maker's Radiothon presented by

Burger King and Gainesville Ford/Mitsubishi!

For four days, from August 21<sup>st</sup> – August 24<sup>th</sup>, The Storm Roberts Show from 98.5 KTK, The Bob Rose Show from News/Talk 97.3 The Sky, and The Drive Time Happy Hour from News/Talk 97.3 The Sky broadcast live from

betes, cancer treatment, waiting for organ transplantation, and other illnesses and injuries shared their experiences. Their stories of hope and inspiration truly touched the hearts of listeners and moved them to help.

Over 1,260 pledges were made from all over North Central Florida as well as from other states. Once again, Storm Roberts of WKTK had his head shaved after receiving three large donations late Saturday afternoon. Over the past three years, the WKTK / WSKY Miracle Maker's Radiothon has raised over \$607,455 for the Children's Miracle Network and Shands Children's Hospital.

### Success at Inaugural West Palm Beach Radiothon!

Congratulations to WRMF 97.9 FM for their outstanding inaugural Radiothon to benefit Children's Miracle Network and Shands Children's Hospital at the University of Florida. During the three-day Radiothon, July 17-19, 2003, listeners called in pledges totalling **\$101,841**.

Jennifer Ross and Buzz Barnett, radio personalities at WRMF 97.9 FM, hosted the three-day event. During the live broadcast, Ross aired live from the Boynton Beach Mall and shared stories of children treated at Shands Children's Hospital. Listeners were able to hear stories about children who received care for a diaphragmatic hernia, heart transplant, Prader-Willie syndrome, juvenile diabetes, cystic fibrosis, brain tumor and cancer.

On Thursday and Friday, Barnett joined Ross live from Shands Children's Hospital where he spoke with children who were currently receiving care at Shands Children's Hospital. He also spoke with physicians, nurses and health-care providers who were taking care of the kids. Then on Saturday, Ross and Barnett aired live from the Boynton Beach mall, spoke with families who came to the mall to share their stories. Their efforts along with all the WRMF 97.9 FM staff and the South Florida community made this inaugural event a success!



Volunteers take calls at the Boynton Beach Mall.

### First Year Radiothon in Tallahassee Raises More Than \$50,000!

Residents of Tallahassee and the surrounding counties helped save the lives of critically ill kids by simply listening to the radio. ClearChannel's MAGIC 107.1 hosted the inaugural "Working Magic Radiothon" July 24 & 25, 2003, raising over **\$50,800** for Children's Miracle Network



Smiling while they work their magic!

at Shands Children's Hospital. Morning Show DJs, Steve Christian and Sara Michaels, broadcast live during those two days from the Wal-Mart SuperCenter on Thomasville Road in Tallahassee.

"This radiothon is so important because I have experienced the amazing way that Children's Miracle Network touches and changes the lives of children and families first hand," said Michaels. "My own daughter suffers from heart defects and was treated at Shands Children's Hospital. Because of Shands and Children's Miracle Network, my little girl is alive and well today."

Steve and Sara shared stories about families from the local community who have been touched by Shands Children's Hospital. They also counted on the generous pledges from their listeners to help sick and injured children from the community. Part of the program on Thursday included a time for community

members who signed up as "Change Pirates" to turn in their loot that they had collected. Many local businesses helped sponsor the event and some even pitched in to man the phone bank as callers called in their pledges. At the end of the two-day event everyone involved was elated with the results and already talking about Radiothon 2004!

