

2004 Working Magic Radiothon



SAVING LIVES ONE TUNE
AT A TIME



2004 Working Magic Radiothon at Wal-Mart #1223 in Tallahassee.

Local residents showed their support and appreciation by pledging over \$48,000 during the "Working Magic Radiothon" held August 5th and 6th, 2004. DJs Steve Christian and Sara Michaels broadcast live for the two-day event at the Wal-Mart SuperCenter on Thomasville Road in northern 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 Sara Michaels, Morning Show DJ, MAGIC 107.1. "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."

Throughout the two-day radiothon, Steve and Sara shared stories of families from the greater Tallahassee area who have been touched by Shands Children's Hospital. They inspired the generosity of their listeners, no matter how big or small, to help sick and injured children from the community by calling in a pledge to the phone bank staffed by local volunteers and ClearChannel employees.

ClearChannel Tallahassee's General Manager, Judy Bailey, said "This is our gift to help children from our area by informing the listeners of all the amazing works of Children's Miracle Network and Shands Children's Hospital. Staff from all six ClearChannel stations participate in our "Working Magic Radiothon" and it is one of our favorite annual events. Children's Miracle Network is a fantastic organization to work with!" Nearly 1,000 children from Tallahassee and surrounding counties were treated at Shands Children's Hospital last year.

2004 Miracle Maker's Radiothon pledges more than \$230,144 for Shands Kids



Once again, 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 Children's Hospital at the University of Florida through the Children's Miracle Network. WKTK and WSKY listeners pledged over \$230,144 during the 2004 Miracle Maker's Radiothon presented by Magnolia Place Apartments and Sullivan-Watts Mazda!

For four days, from August 19th – August 22nd, 98.5 KTK and News/Talk 97.3 The Sky broadcast live from the Shands at UF Atrium. From 98.5 KTK, the on-air team included Storm Roberts, Michael Lane, Camille Somers and Les Howard. From News/Talk 97.3 The Sky, the on-air team included Bob Rose, Jay Anderson, Chip Morris, Mr. PC, and TJ Hart. The on-air teams encouraged listeners to donate money to the Children's Miracle Network. Listeners heard the courageous stories of several children who are currently faced with incredible odds in their battle for a healthy life. Many of the children are coping with cystic fibrosis, cancer treatment, waiting for organ transplants, and other illnesses and injuries. They also heard stories of miracle families who have won the battle with their child's illness. Their stories of hope and inspiration truly touched the hearts of listeners and moved them to pledge.

Over 1,158 pledges were made from all over North Central Florida and even from other states. Once again, Storm Roberts of WKTK had his head shaved after receiving a large donation late Friday afternoon from the Damron Family in Crystal River. Over the past three years, the WKTK / WSKY Miracle Maker's Radiothon has raised over \$837,599 for the Children's Miracle Network and Shands Children's Hospital.



Michael Melendez and Hanna Peterson get ready to give Storm Roberts his annual haircut.



Les Howard interviews Alex Patton with his son, Graydon.