

# 12 FACTS ABOUT



- 1** iHeartMedia is the exclusive radio partner for NBC News. We provide information content around the clock, 365 days a year. NBC News Radio is part of our 24/7 News Network, a news wire service and broadcast outlet which delivers market-customized text and audio reports to affiliates in all 50 states and the District of Columbia.
- 2** NBC News Radio and the 24/7 News Network provide news and information services to more than 1000 radio stations, websites and iHeartRadio Channels around the clock, 365 days a year.
- 3** NBC News Radio provides hourly national newscasts and special event coverage produced by our own news team and using the global resources of NBC. The News, Sports and Weather content is delivered to stations and websites digitally and by satellite.
- 4** When news breaks anywhere in the world, affiliates are offered customized live reporting from NBC News Radio Correspondents covering the story. Extended coverage is offered daily on news conferences and live events along with anchored reports on stories of significant interest.
- 5** NBC News Radio has bureaus and studios at iHeartMedia facilities in 12 cities. When combined with iHeartMedia's 22 local news hubs and 22 "super spokes," we have more newsgathering personnel in more American cities than the Associated Press broadcast services.
- 6** NBC News Radio "Broadcast Operations" are headquartered in Midtown Manhattan, with the text and audio production originating at the "World Desk" in Phoenix, Arizona.
- 7** Nearly 10,000 news stories are provided to affiliates each week. In addition to coverage of national and world events, our local news correspondents focus on the information that specifically affects the local audience. In doing so, we become an extension of the station's local news team.
- 8** More than 1000 audio soundbites are delivered each day in the News, Sports, Entertainment and Show Prep categories. Affiliates receive newsmaker audio along with fully-produced reporter packages and features.
- 9** Our microphones are in locker rooms and clubhouses at every professional sporting event, home and away, so that listeners can follow the home-team wherever they are playing. A complete roundup of audio from across each league is provided to news and sports departments each morning.
- 10** Local and severe weather forecasts are provided each hour around the clock for all cities and regions, including current conditions, warnings and watches. When severe weather is forecast, stations are alerted and developments are tracked until the threat has passed.
- 11** NBC News Radio and the 24/7 News Network distribute "ready for broadcast" national and local text and audio over a variety of platforms. These delivery methods have the ability to integrate text and audio into any station's existing newsroom computer system.
- 12** Our password protected website allows local newscasters and affiliates access to full content for anyone with internet access. This allows managers and broadcasters to follow breaking news or get a head-start on the day's broadcasts from their home computer, tablet or smart phone.