

Weather emergencies provide challenges for local communities – communication should not be one of them. Radio is a powerful tool that consumers turn to for pertinent information, and marketers trust Katz Radio Group to facilitate their timely messaging.

## A WIN FOR KATZ



Katz Radio Group prides itself on providing best in class service to our partners every day, and on October 17th, we were recognized for doing just that. Initiative singled out Katz among all of their media partners as the recipient of their Blue Elephant award for going above and beyond for one of their clients during a recent weather emergency. Blue Elephant is Initiative's nationwide recognition award, presented to one valued partner each month, across all media and all Initiative offices.

## A WIN FOR ACADEMY SPORTS



Initiative and Academy Sports + Outdoors relied on Katz to seamlessly plan and execute their objective of communicating a message of assistance to consumers affected by Hurricane Florence. In under two hours, Katz took what the agency had deemed an impossible task and turned out an in-house produced spot scheduled on dozens of stations across 11 markets. Academy Sports + Outdoors was on air with their message of local community support within six hours, and Katz's Chicago team made it happen.

## A WIN FOR RADIO



Academy Sports & Outdoors wanted to be the trusted voice to reach their consumers in the affected areas as people were preparing to evacuate or ride out the storm – and they relied on Radio to get their important message out to the right people at the right time. In the increasingly-digital world we live in, the client was able to see the value and power of Radio at work.