



FOR IMMEDIATE RELEASE:  
Monday, November 5, 2012

Media Contact  
Max Williams  
Radio One Inc.  
(317) 221-0926  
[mwilliams@radio-one.com](mailto:mwilliams@radio-one.com)

(Indianapolis) WHHH Hot 96.3 is bringing back Hot 96.3's 12 Days of Christmas for its 9<sup>th</sup> year as a way to raise awareness of people in need during this holiday season.

In recent past years, top-rated afternoon personality Jay Rio, has lived and traveled in a RV for 12 days while collecting toys for children provided by The Caring Place. This year Jay Rio and WHHH Hot 96.3 will promote and solicit public giving to 12 great different charities that provide for our local community, instead of just one.

From November 12<sup>th</sup> through November 23<sup>rd</sup>, a comprehensive list of local charities will be listed at Listeners and followers of WHHH Hot 96.3 will be encouraged to vote for their favorite charity to be included as one of the 12 charities chosen for the 12 Days of Christmas promotion. The six charities with the most votes will be included along with six station pre-selected charities to participate in the promotion.

From December 3<sup>rd</sup> through December 18<sup>th</sup>, the 12 charities selected will be featured on [www.indyhiphop.com/12-days-of-christmas](http://www.indyhiphop.com/12-days-of-christmas) along with a direct link to their donation page. WHHH Hot 96.3 will also broadcast live on location each day from one of the selected charities during the 12 Days. Thus each day of the promotion, WHHH Hot 96.3 will focus primarily on one of the 12 charities and the entire day will be dedicated to a specific organization and the people they are helping.

Charities and organizations interested in participating should contact Max Williams at 317-221-0926, or [mwilliams@radio-one.com](mailto:mwilliams@radio-one.com).

#### About Radio One

Radio One, Inc. (<http://www.radio-one.com/>) is a diversified media company that primarily targets African-American and urban consumers. The Company is one of the nation's largest radio broadcasting companies, and currently owns or operates 54 broadcast stations located in 16 urban markets in the United States. As a part of its core broadcasting business, Radio One operates syndicated programming including the Russ Parr Morning Show, the Yolanda Adams Morning Show, the Rickey Smiley Morning Show, CoCo Brother Live, CoCo Brother's "Spirit" program, Bishop T.D. Jakes' "Empowering Moments", the Reverend Al Sharpton Show, and the Warren Ballentine Show. The Company also owns a controlling interest in Reach Media, Inc. (<http://www.blackamericaweb.com/>), owner of the Tom Joyner Morning Show and other businesses associated with Tom Joyner. Beyond its core radio broadcasting business, Radio One owns Interactive One (<http://www.interactiveone.com/>), an online platform serving the African-American community through social content, news, information, and entertainment, which operates a number of branded sites, including News One, UrbanDaily, HelloBeautiful, Community Connect Inc. (<http://www.communityconnect.com/>), an online social networking company, which operates a number of branded websites, including BlackPlanet, MiGente, and Asian Avenue. In addition, the Company owns a controlling interest in TV One, LLC (<http://www.tvoneonline.com/>), a cable/satellite network programming primarily to African-Americans.