



National Summer Learning Association Announces Partnerships with iHeartMedia, Clear Channel Outdoor Americas, and Litton Entertainment

The media giants will help promote the importance of summer learning opportunities across the country through a multi-platform campaign

BALTIMORE, MD, JULY 11, 2018 – Research shows that summers without quality learning opportunities hold our nation’s youth back in core subjects like math and reading; this "summer slide" is particularly acute among low-income communities. To help raise awareness of the importance of summer learning and to combat the summer slide, the National Summer Learning Association (NSLA) has partnered with iHeartMedia and Clear Channel Outdoor Americas (CCOA), along with Litton Entertainment, in a national media campaign to elevate the importance of keeping all kids learning, safe and healthy during the critical summer months.

Through a multi-platform campaign, iHeartMedia, will air public service announcements (PSAs) across its more than 850 radio stations nationwide during the month of July, featuring John Urschel, former guard for the Baltimore Ravens and current doctoral candidate in applied mathematics at Massachusetts Institute of Technology (MIT). iHeartMedia will also run a PSA that highlights the many free or low-cost summer learning activities that families can find in their own communities this summer. CCOA will run PSAs on 1,200 digital billboards across 28 markets. View campaign billboards [here](#) and listen to radio PSAs [here](#).

Litton Entertainment will run NSLA PSAs as part of its *Smarter Summers = Brighter Futures* campaign, which promotes summer learning and engagement opportunities for K-12 youth. Check out the PSA [here](#) which will run on Litton Entertainment’s programming blocks on the following broadcast outlets: The CW (“This Old House” and “Dog Whisperer”), Bounce, LAFF, GRIT and Go Time.

The benefits of engaging children in summer learning opportunities are well documented. A RAND Corporation/Wallace Foundation study -- the largest-ever study of summer learning -- found that students with high attendance in free, five-to-six-week, voluntary summer learning programs experienced educationally meaningful benefits in math and reading.

“The committed, bold leadership of these media powerhouses is making a tremendous difference in elevating why summers matter for all young people in this country,” said Matthew Boulay, PhD, Founder and CEO of the National Summer Learning Association. When we communicate and harness the power of summer – as reflected in this national public service campaign – our children in every community can thrive.

These campaigns kick off NSLA’s [National Summer Learning Day](#) (July 12) - an advocacy day aimed at elevating the importance of keeping all kids learning, safe and healthy during the summer. This year nearly every state in America will host a celebration or program commemorating National Summer

Learning Day, which is projected to reach one million youth through hundreds of partner organizations representing libraries, parks and recreation centers, children's museums and civic and non-profit groups. Visit the Summer Learning Day Event Tracker [here](#).

About the National Summer Learning Association

The National Summer Learning Association (NSLA) is the only national nonprofit exclusively focused on closing the achievement gap by increasing access to high-quality summer learning opportunities. NSLA recognizes and disseminates what works in summer learning, develops and delivers community capacity-building offerings and convenes and empowers key actors to embrace summer learning as a solution for equity and excellence in education. For more information, visit www.summerlearning.org

About Clear Channel Outdoor Holdings, Inc.

Clear Channel Outdoor Holdings, Inc., (NYSE: CCO) is one of the world's largest outdoor advertising companies, with more than 560,000 displays in over 31 countries across five continents, including 43 of the 50 largest markets in the United States. Clear Channel Outdoor Holdings offers many types of displays across its global platform to meet the advertising needs of its customers. This includes a growing digital platform that now offers over 1,200 digital billboards across 28 U.S. markets. Clear Channel Outdoor Holdings' International segment operates in 22 countries across Asia and Europe and Latin America in a wide variety of formats. More information is available at www.clearchanneloutdoor.com.

About iHeartMedia

With over a quarter of a billion monthly listeners in the U.S. and over 85 million social followers, iHeartMedia has the largest reach of any radio or television outlet in America. It serves over 150 markets through 858 owned radio stations, and the company's radio stations and content can be heard on AM/FM, HD digital radio, satellite radio, on the Internet at iHeartRadio.com and on the company's radio station websites, on the iHeartRadio mobile app, in enhanced auto dashes, on tablets and smartphones, and on gaming consoles.

iHeartRadio, iHeartMedia's digital radio platform, is the fastest growing digital audio service in the U.S. and offers users thousands of live radio stations, personalized custom artist stations created by just one song or seed artist and the top podcasts and personalities. With over a billion downloads, iHeartRadio reached 100 million registered users faster than any other radio or digital music service.

iHeartMedia's platforms include radio broadcasting, online, mobile, digital and social media, podcasts, personalities and influencers, live concerts and events, syndication, music research services and independent media representation. iHeartMedia is a division of iHeartMedia, Inc. (PINK: IHRT).

Visit iHeartMedia.com for more company information.

About Litton Entertainment

Litton Entertainment is the preeminent independent producer and distributor in the U.S. television industry, creating and distributing quality programming for over 20 years with a specialty in educational and informational ("E/I") programming. Litton talent and crews can often be found on all five continents producing Emmy winning, rich and nutritious content distributed worldwide. Litton's Weekend Adventure, produced by Litton Studios, was the first program block of its kind and airs Saturdays on ABC stations nationwide. Litton Entertainment provides CBS Network with six original programs for Saturday mornings called CBS Dream Team: It's Epic!; The CW Network with One Magnificent Morning, a three-hour destination featuring E/I programming; and NBC stations with six original E/I series under the iconic brand The More You Know. Litton's syndication and news division distributes a diverse slate of programs

including the new E/I block Go Time! and Consumer Reports TV. Litton is majority-owned by Hearst:
<http://www.hearst.com/>