



ALPHAMEDIA
LIVE , LOCAL , USA

March 20, 2020

To Our Alpha Clients:

I'm sure the COVID-19 virus is affecting your professional and personal life in many ways. Things are changing rapidly and as many of you know, we instituted a remote work policy for our teams last Friday. Rest assured that your Alpha Media team is here to help you, our clients and friends.

We are committed to giving you our support and creative resources to whatever degree is necessary and possible.

We're able to touch our local communities with important information on-air, on-line and through social media, entertain them with their favorite music and air personalities, and be an outlet for them when they call in and discuss how they are handling this crisis. We have been running PSAs (Public Service Announcements) on-air and on-line informing our listeners how to best deal with COVID-19, provided by the National Association of Broadcasters and the World Health Organization. Additionally, we are going to start running commercials promoting how our audiences can best support our clients during this time, and we will share those with you as soon as they start airing.

We are all being impacted and tested, but we will come out of this much stronger through understanding, communication, and empathy.

Please let us know how we can help your business, and be safe, be kind and take care.

Thank you,

Bob Proffitt and your Alpha Media Team
President and CEO