

Loraine Ballard Morrill

Loraine Ballard Morrill is currently News Director and Community Affairs Director for Clear Channel Radio's six Philadelphia stations (Power 99 FM, WDAS FM, WDAS AM, 106.1 Smooth Jazz, Sunny 104.5, and Q102).

Since working at Power 99 Fm, Loraine created numerous award winning Community Service Campaigns. A series of radio messages encouraging racial harmony won the Mayor's Award for Excellence. An anti-drug campaign received the White House Award for Private Sector Initiatives and the National Council on Drug Abuse/Entertainment Industry Council Award for Excellence. Most recently-Loraine coordinated the Station's community service campaign, which won the National Association of Broadcaster's 1993, 1996, 1998, and 2001 Crystal Radio Award (one of two stations in the nation receiving the award four times). Power 99 fm has been nominated once again in 2005 for its outstanding outreach including a year long anti-violence campaign. In 2000, the Points of Light Foundation deemed the station a Daily Point of Light.

Among her numerous honors, Ms. Morrill has received The Philadelphia Human Relations Commission Human Rights Award, The Tri-State Black Media Coalitions Outstanding Women In Media Award, and The Women's Alliance For Job Equity's Certificate of Courage for her support of women confronting discrimination and commitment to combating Prejudice. She received the Philadelphia Congress of the National Political Congress of Black Women Media Award. Ms. Morrill won The Mercury Award for Best Public Service Announcement in 96 And 97, The 1997 NAACP President's Award. She has received Allstate Youth Mentoring Award, and Congressman Lucien Blackwell's Guiding Light of the Community Award.

Ms. Ballard Morrill has served on the Board of the American Lung Association, The Philadelphia Urban League, and The Centers for Literacy. Currently Loraine sits on the boards of Champions of Caring, Philadelphia Committee for Children and Youth, Allies Against Asthma, the Advisory Council of the Children's Hospital of Philadelphia Adolescent Health Connections Media Project, Philadelphia Citizens for Children and Youth and The Multicultural Affairs Congress. She is a regular panel member on the School District of Philadelphia Channel's Education Roundtable television program.

As a multi-racial woman (mother hailing from Japan), Loraine has dedicated her life to promoting interethnic tolerance and social justice. Loraine received her BA and Masters in Teaching at Simmons College in Boston and a Masters in Applied Psychology from the University of Santa Monica.