

MARKET	STATION	AGENCY	EVENT	DESCRIPTION	FLIGHT DATES	CURRENT YEAR	LENGTH OF PARTNERSHIP	\$ RAISED (If Applicable)	# RECORDED PSAs	VALUE RECORDED	# LIVE MENTIONS	VALUE LIVE MENTIONS	LIVE BROADCAST	VALUE LIVE BROADCAST	COMMUNITY AFFAIRS SHOW / PROGRAM	VALUE COMMUNITY AFFAIRS SHOW / PROGRAM	WEB EXPOSURE	VALUE WEB EXPOSURE	# SOCIAL MEDIA POSTS	VALUE SOCIAL MEDIA	INTERVIEWS	VALUE INTERVIEWS	ON SITE PARTICIPATION	VALUE ON SITE PARTICIPATION	TOTAL VALUE				
Louisville	Cluster	Community Foundation	Give Local Local	A day of giving to support non-profit organizations.	Oct	2015	2 years		250	25,000	300	30,000					Yes	5000			Yes			\$60,000.00					
Louisville	Cluster	Kosair Children's Hospital	Children's Miracle Network Radiothon	2-day Radiothon. 100% of the money raised stays local.	Nov	2015	7 years																	\$0.00					
Louisville	WXMA		Pinktober	Breast Cancer support with Live acts Rachel Platten & Micheal Franti at the Hard Rock Cafe	Oct-15	2015	3			120	\$ 120,000.00				6	\$3,000.00	6	\$6,000.00	y				\$129,000.00	\$129,126.00					
Louisville	WXMA		Festival of Trees & Lights	Live morning show Broadcasts in support of Kosair's Children's Hospital	November 2015-11/12	2015	6			30	\$ 3,000.00				2	\$1,000.00	2	\$2,000.00	y		y		\$ 6,000.00	\$6,032.00					
Louisville	WXMA	Kosair's Children's Hospital	Radiothon	13 hours a day broadcasting for Kosair Children's Hospital Radiothon	11/19-11/20	2015	8			100	\$ 100,000.00				4	\$2,000.00	4	\$4,000.00	y		y		\$106,000.00	\$106,104.00					
Louisville	WXMA	Joy center	Angel Tree	Joy Center for the Salvation Army for the Angel Tree	Dec-15	2015	5			15	\$ 1,500.00				2	\$1,000.00	2	\$2,000.00	y		y		\$ 4,500.00	\$4,517.00					
Louisville	WXMA	Success Louisville	Dress for Success	Dropped off hundreds of pieces of clothing to Dress for Success Louisville that we had collected at local NY York Cleaners. (Pic posted on Instagram)	Dec-15	2015	1			40	\$ 40,000.00				4	\$2,000.00	4	\$4,000.00	y		y		\$ 46,000.00	\$46,044.00					