

MARKET	STATION	AGENCY	EVENT	DESCRIPTION	FLIGHT DATES	CURRENT YEAR	LENGTH OF PARTNERSHIP	\$ RAISED (if applicable)	# RECORDED PSA	VALUE RECORDED	# LIVE MENTIONS	VALUE LIVE MENTIONS	LIVE BROADCAST	VALUE LIVE BROADCAST	COMMUNITY AFFAIRS COMMUNITY SHOW / PROGRAM	VALUE COMMUNITY AFFAIRS SHOW / PROGRAM	WEB EXPOSURE	VALUE WEB EXPOSURE	# ELIAS	VALUE ELIAS	# SOCIAL MEDIA POSTS	VALUE SOCIAL MEDIA	MOBILE APP	VALUE MOBILE APP	INTERVIEWS	VALUE INTERVIEWS	ON SITE PARTICIPATION	VALUE ON SITE PARTICIPATION	TOTAL VALUE
Louisville	WRMA	KENTUCKIANA HEART ASSOCIATION	KENTUCKIANA HEART WALK	ALPHA STATIONS TEAMED UP TO PROVIDE DIFFERENT CHECK POINTS AROUND THE COURSE OF THE WALK	SEPTEMBER	2017	5 YEARS	0	40	\$4,000.00	40	\$ 4,000.00	0				3wks									yes	600	\$ 4,000.00	