

## WNML FCC Report Q2 2015

### Events/Sponsorships:

- 5/1 – Second Harvest Food Bank
  - Remote
- 5/2 – Cornerstone for Recovery 5K
  - Media sponsor: PSAs, website presence, social media
- 5/18 – Wendy's Fellowship of Christian Athletes Golf Class
  - Website presence, streaming PSAs, social media, interview on-air
- 6/6 – Bean Station Volunteer Fire Department Golf Tournament
  - Streaming PSAs, website presence, social media
- 6/7 – Channon Christian Golf Tournament
  - Streaming PSAs, website presence, social media
- 6/13 – Big Kahuna Wingfest to Benefit Local Charity
  - Media sponsor: PSAs, website presence, recorded promos, social media, presence at event
- 6/20 – Knox Area Rescue Ministries Dragon Boat Race
  - Cumulus Knoxville was the exclusive media sponsor: recorded promos, website presence, social media, PSAs, station team fundraisers, team participation, live remote, presence on-site
- 6/29 – Ted Hall Golf Tournament to benefit March of Dimes
  - Media sponsor: recorded promos, website presence, social media, live remote at tournament

### PSAs:

- 3/18-4/18 – Pat Summit Alzheimer's Clinic
- 3/30-4/4 – Bristol Motor Speedway
- 5/8-5/16 – Smoky Mountain Scottish Fest
- 5/11-5/31 – St. Jude Walk/Run Registration
- 5/15-6/5 – American Diabetes Association Tour de Cure
- 5/26-6/19 – Knox Area Rescue Ministries Dragon Boat Race
- 6/1-7/15 – Big Ticket VII
- 6/2-7/3 – Boys & Girls Clubs of the Tennessee Valley Rubber Duck Race

### Events Promoted on SportsRadioWNML.com

- St. Jude Walk/Run to End Childhood Cancer
- Lexus Leaders in the Community
- Minions My Way; special preview showing for children with Autism

### Charitable Donations

- 10 CDs and 10 Smokies tickets to Hospice of Morrow County's 3<sup>rd</sup> Annual Poker Run