

Public Service & Community Outreach Summary for 4TH Quarter 2018 (October, November, December)

Prepared by Karen Swann Promotion Manager WABM/WBMA/WTTO
January 4, 2019

This report includes:

-TAPED PSA LIST

-OUR ISSUES BIRMINGHAM EPISODE / GUEST / TOPIC LIST

-REPORTS FOR THE FOLLOWING ON-AIR COMMUNITY AND/OR PUBLIC SERVICE EVENTS:

- FIGHTING FOR YOU
VETERAN'S DINNER
- TOYS FOR TOTS
DIA DE LA MEURTOS
MAGIC CITY HALF MARATHON
- VULCAN AFTERTUNES
- GRACE HOUSE
- JIMMIE HALE MISSION
- CHRISTMAS DINNER GIVEAWAY

Announcements Library

Media Key	Station	Category	ISCI/Brand	Length	Video	Media ID	Start Time	End Time	Run On	Description
4334656	Birmingham (WABM)	1-Promo/PSA	ZCNRB005500H	00:30			05:00:00AM	04:59:59AM	MTWThFrSSu	Z-TV B VIF
4334656	Birmingham (WABM-ALT1)	1-Promo/PSA	ZCNRB005500H	00:30			05:00:00AM	04:59:59AM	MTWThFrSSu	Z-TV B VIF
4334656	Birmingham (WABM-ALT2)	1-Promo/PSA	ZCNRB005500H	00:30			05:00:00AM	04:59:59AM	MTWThFrSSu	Z-TV B VIF
4334656	Birmingham (WTTO)	1-Promo/PSA	ZCNRB005500H	00:30			05:00:00AM	04:59:59AM	MTWThFrSSu	Z-TV B VIF
4334656	Birmingham (WTTO-ALT1)	1-Promo/PSA	ZCNRB005500H	00:30			05:00:00AM	04:59:59AM	MTWThFrSSu	Z-TV B VIF
4334656	Birmingham (WTTO-ALT2)	1-Promo/PSA	ZCNRB005500H	00:30			05:00:00AM	04:59:59AM	MTWThFrSSu	Z-TV B VIF
4334668	Birmingham (WABM)	1-Promo/PSA	ZCNRB0029000H	00:30			05:00:00AM	04:59:59AM	MTWThFrSSu	Z-TV B LIF
4334668	Birmingham (WABM-ALT1)	1-Promo/PSA	ZCNRB0029000H	00:30			05:00:00AM	04:59:59AM	MTWThFrSSu	Z-TV B LIF
4334668	Birmingham (WABM-ALT2)	1-Promo/PSA	ZCNRB0029000H	00:30			05:00:00AM	04:59:59AM	MTWThFrSSu	Z-TV B LIF
4334668	Birmingham (WTTO)	1-Promo/PSA	ZCNRB0029000H	00:30			05:00:00AM	04:59:59AM	MTWThFrSSu	Z-TV B LIF
4334668	Birmingham (WTTO-ALT1)	1-Promo/PSA	ZCNRB0029000H	00:30			05:00:00AM	04:59:59AM	MTWThFrSSu	Z-TV B LIF
4334668	Birmingham (WTTO-ALT2)	1-Promo/PSA	ZCNRB0029000H	00:30			05:00:00AM	04:59:59AM	MTWThFrSSu	Z-TV B LIF
4337037	Birmingham (EBMA)	Alb-Promo	ZCNRB0029000H	00:30			05:00:00AM	04:59:59AM	MTWThFrSSu	Z-TV B LIF
4337037	Birmingham (EBMA-ALT1)	Alb-Promo	ZCNRB0029000H	00:30			05:00:00AM	04:59:59AM	MTWThFrSSu	Z-TV B LIF
4337037	Birmingham (EBMA-ALT2)	Alb-Promo	ZCNRB0029000H	00:30			05:00:00AM	04:59:59AM	MTWThFrSSu	Z-TV B LIF
4337037	Birmingham (GBMA)	Alb-Promo	ZCNRB0029000H	00:30			05:00:00AM	04:59:59AM	MTWThFrSSu	Z-TV B LIF
4337037	Birmingham (GBMA-ALT1)	Alb-Promo	ZCNRB0029000H	00:30			05:00:00AM	04:59:59AM	MTWThFrSSu	Z-TV B LIF
4337037	Birmingham (GBMA-ALT2)	Alb-Promo	ZCNRB0029000H	00:30			05:00:00AM	04:59:59AM	MTWThFrSSu	Z-TV B LIF
3837486	Birmingham (WABM)	1-Promo/PSA	ZDETPO599HKID	00:15			05:00:00AM	04:59:59AM	MTWThFrSSu	Z-SBG-PA
3837486	Birmingham (WABM-ALT1)	1-Promo/PSA	ZDETPO599HKID	00:15			05:00:00AM	04:59:59AM	MTWThFrSSu	Z-SBG-PA
3837486	Birmingham (WABM-ALT2)	1-Promo/PSA	ZDETPO599HKID	00:15			05:00:00AM	04:59:59AM	MTWThFrSSu	Z-SBG-PA
3837486	Birmingham (WTTO)	1-Promo/PSA	ZDETPO599HKID	00:15			05:00:00AM	04:59:59AM	MTWThFrSSu	Z-SBG-PA
3837486	Birmingham (WTTO-ALT1)	1-Promo/PSA	ZDETPO599HKID	00:15			05:00:00AM	04:59:59AM	MTWThFrSSu	Z-SBG-PA
3837486	Birmingham (WTTO-ALT2)	1-Promo/PSA	ZDETPO599HKID	00:15			05:00:00AM	04:59:59AM	MTWThFrSSu	Z-SBG-PA
3837496	Birmingham (WABM)	1-Promo/PSA	ZDETPO597H	00:30			05:00:00AM	04:59:59AM	MTWThFrSSu	Z-SBG-PA
3837496	Birmingham (WABM-ALT1)	1-Promo/PSA	ZDETPO597H	00:30			05:00:00AM	04:59:59AM	MTWThFrSSu	Z-SBG-PA
3837496	Birmingham (WABM-ALT2)	1-Promo/PSA	ZDETPO597H	00:30			05:00:00AM	04:59:59AM	MTWThFrSSu	Z-SBG-PA
3837496	Birmingham (WTTO)	1-Promo/PSA	ZDETPO597H	00:30			05:00:00AM	04:59:59AM	MTWThFrSSu	Z-SBG-PA
3837496	Birmingham (WTTO-ALT1)	1-Promo/PSA	ZDETPO597H	00:30			05:00:00AM	04:59:59AM	MTWThFrSSu	Z-SBG-PA
3837496	Birmingham (WTTO-ALT2)	1-Promo/PSA	ZDETPO597H	00:30			05:00:00AM	04:59:59AM	MTWThFrSSu	Z-SBG-PA



4Q 2018

Our Issues Birmingham

Our Issues Birmingham is a public interest talk show addressing issues relevant to the communities in the WABM / WTTO viewing area. The program airs on WABM Sundays at 10:00 pm and on WTTO Sundays at 10:30am.

AIRDATE	GUEST	TOPIC / ORGANIZATION
10/7/18	Mike Hale	Jeffco Sheriff
10/14/18	Bob Vance	Judge
10/21/18	"	"
10/28/18	Walt Maddox	Governor candiate
11/4/18	"	"
11/11/18	Ed Yeilding	Blackhawk Pilot
11/18/18	"	"
11/25/18	Tonya Willingham	Wings of Hope
12/2/18	"	"
12/9/18	John Archibald	Al.com
12/16/18	"	"
12/23/18	Don Lupo	Firehouse Homeless Shelter
12/30/18	"	"

FIGHTING FOR YOU

Prepared January 2, 2019 by Karen Swann, Promotion Manager

Who: ABC 33/40 – WABM MY68 – WTTO CW21

What: Fighting For You is an advocacy program dedicated to serving the public by solving problems that individuals may not have the resources to handle personally. The public is invited to send descriptions of issues they are having and ABC 33/40 attempts to aid them with their problem.

Donated air time value and on-site promotion:

Total Value: approximately \$15,200

This includes 304 promos across all stations where inventory was available. The flight is ongoing (entire 4TH quarter) including news coverage, and numerous Facebook/Twitter posts.

Media - Announcement Placement Report

Parameter Name	Parameter Value
Spot Options	Announcements Only
Station(s)	<All Stations>
Category (Announcements)	<All Categories>
Start Date	10/01/18
End Date	12/31/18
Media Filter	WBMA FIGHTING FOR YOU image coming , ISCI: PRWBMAFFY110, Len: :10 WBMA FIGHTING FOR YOU image coming , ISCI: PRWBMAFFY120, Len: :20 WBMA FIGHTING FOR YOUcoming , ISCI: PRWBMAFFY130, Len: :30 WBMA :05 Fighting for You Call to Action - UPDATED JUNE 2017, ISCI: IDWBMAFFY04, Len: :05 WBMA ID Fighting for You Call to Action - UPDATED JUNE 2017, ISCI: IDWBMAFFY04, Len: :04 WBMA FIGHTNING FOR YOU GEN, ISCI: PRBMAFFIN30, Len: :30 WBMA FIGHTNING FOR YOU GEN, ISCI: PRBMAFFIN20, Len: :20 WBMA FIGHTNING FOR YOU GEN, ISCI: PRBMAFFIN15, Len: :15 WBMA FIGHTNING FOR YOU GEN, ISCI: PRBMAFFIN10, Len: :10 WBMA FFY FRI TNT, ISCI: PRWBMAFFFT, Len: :15 WBMA FFY WED TNT, ISCI: PRWBMAFFWT, Len: :15 WBMA FF MON TNT, ISCI: PRWBMAFFMTN, Len: :15 WBMA 15 ITeam FRIDAY TONIGHT, ISCI: PRWBMAFFFT, Len: :15 WBMA 15 ITeam WEDNESDAY TONIGHT, ISCI: PRWBMAFFWT, Len: :15 WBMA15 ITeam MONDAY TONIGHT, ISCI: PRWBMAFFMT, Len: :15 WBMA 30 Fighting for You Image - Updated June 2017, ISCI: PRBMAFFY30, Len: :30

Media Filter

WBMA 20 Fighting for You
Image - UPDATED JUNE 2017,
ISCI: PRBMAFFY20, Len: :20
WBMA 15 Fighting for You
Image - UPDATED JUNE 2017,
ISCI: PRBMAFFY15, Len: :15
WBMA 10 Fighting for You
Image - UPDATED JUNE 2017,
ISCI: PRBMAFFY10, Len: :10
FILL CW WBMA CALL TO
ACTION, ISCI: FILLCWBMACTA,
Len: :05
WBMA :15 FIGHTING FOR YOU
IMAGE COMING 4/23, ISCI:
PRBMAFFY1, Len: :15
WBMA :10 FIGHTING FOR YOU
IMAGE COMING 4/23, ISCI:
PRBMAFFY10, Len: :10
WBMA :20 FIGHTING FOR YOU
IMAGE COMING 4/23, ISCI:
PRBMAFFY120, Len: :20
WBMA :30 FIGHTING FOR YOU
IMAGE COMING 4/23, ISCI:
PRBMAFFY130, Len: :30
ID CW WBMA CALL TO ACTION,
ISCI: IDCWBMACTA, Len: :05
<All Sections>

Section Level(s)

Level 1 Grouping

Level 2 Grouping

Level 3 Grouping

Page Break After Groups

Sort Order 1

Sort Order 2

Sort Order 3

Show Details

Display Estimated Value

Display Program Revenue Summary

Include \$0 orders in AUR

Media Description

Broadcast Date

<None>

<None>

<No Page Breaks>

Broadcast Date

Air Time

<None>

No

Rate Card

Do Not Display Estimated Value

No

Default (Media Description) with
Contract Details

When pulling both \$0 spots and announcements, an announcement on a contract with a \$0 rate will show as a \$0 spot and not as an announcement. The same spot, however, will show as an announcement on an announcement only report, and as a \$0 spot on a \$0 spot only report.

The AURs are rounded to the nearest \$, consequently the sum of the individual AURs in a group may not exactly match the group's AUR.

DO NOT USE THIS REPORT TO EXAMINE PROJECTED COPY ON UNLOCKED LOGS - use the Copy - Projected Rotation Report - as the Media Announcement Report's copy assignments are not guaranteed until logs are locked.

Media - Announcement Placement Report

Report pulled at 11:31:57AM on 1/4/2019

Media Key	Station	Cart	Bar code	Air Date	Air Time	Media Description (Contract#, Line#, Revision)	ISCI	Length	Expiration Date	Program	Alt-PromoKey	Alt-ISCI	Alt-Description	Rate Card \$ Value
				Broadcast Date: 2018-10-01										
				Totals for: 2018-10-01			13							\$0
				Broadcast Date: 2018-10-03										
				Totals for: 2018-10-03			12							\$0
				Broadcast Date: 2018-10-08										
				Totals for: 2018-10-08			12							\$0
				Broadcast Date: 2018-10-10										
				Totals for: 2018-10-10			7							\$0
				Broadcast Date: 2018-10-15										
				Totals for: 2018-10-15			12							\$0
				Broadcast Date: 2018-10-17										
				Totals for: 2018-10-17			12							\$0
				Broadcast Date: 2018-10-22										
				Totals for: 2018-10-22			12							\$0
				Broadcast Date: 2018-10-24										
				Totals for: 2018-10-24			11							\$0
				Broadcast Date: 2018-10-29										
				Totals for: 2018-10-29			12							\$0
				Broadcast Date: 2018-10-31										
				Totals for: 2018-10-31			12							\$0
				Broadcast Date: 2018-11-05										
				Totals for: 2018-11-05			12							\$0
				Broadcast Date: 2018-11-07										
				Totals for: 2018-11-07			10							\$0
				Broadcast Date: 2018-11-12										
				Totals for: 2018-11-12			11							\$0
				Broadcast Date: 2018-11-14										
				Totals for: 2018-11-14			14							\$0
				Broadcast Date: 2018-11-19										
				Totals for: 2018-11-19			12							\$0
				Broadcast Date: 2018-11-21										
				Totals for: 2018-11-21			12							\$0

aaa Indicates announcement is on locked log -a- indicates announcement on unlocked log. Note that announcements placed on actual contracts will only show as such after media has been applied to the spots.

In the case of unlocked logs:
 Both line of bookends and piggy backs are combined.
 Only the first member of a rotation group is shown, this may differ from what eventually is aired.
 In the case of locked logs both parts of bookends and piggybacks are shown, each with their own AUR.
 The counts for each group indicate the number of spots where it was possible to establish an equivalent AUR

Media - Announcement Placement Report

Report pulled at 11:31:57AM on 1/4/2019

Media Key	Station	Cart	Bar code	Air Date	Air Time	Media Description (Contract#, Line#, Revision)	ISCI	Length	Expiration Date	Program	Alt-PromoKey	Alt-ISCI	Alt-Description	Rate Card \$ Value
				Broadcast Date: 2018-11-26										
				Totals for: 2018-11-26										\$0
				Broadcast Date: 2018-11-28										\$0
				Totals for: 2018-11-28										\$0
				Broadcast Date: 2018-12-03										\$0
				Totals for: 2018-12-03										\$0
				Broadcast Date: 2018-12-05										\$0
				Totals for: 2018-12-05										\$0
				Broadcast Date: 2018-12-10										\$0
				Totals for: 2018-12-10										\$0
				Broadcast Date: 2018-12-12										\$0
				Totals for: 2018-12-12										\$0
				Broadcast Date: 2018-12-17										\$0
				Totals for: 2018-12-17										\$0
				Broadcast Date: 2018-12-19										\$0
				Totals for: 2018-12-19										\$0
				Broadcast Date: 2018-12-24										\$0
				Totals for: 2018-12-24										\$0
				Broadcast Date: 2018-12-26										\$0
				Totals for: 2018-12-26										\$0
				Broadcast Date: 2018-12-31										\$0
				Totals for: 2018-12-31										\$0



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aaa Indicates announcement is on locked log -? indicates announcement on unlocked log. Note that announcements placed on actual contracts will only show as such after media has been applied to the spots.

In the case of unlocked logs:
 -? indicates and log/ back are combined.
 -? in the first member of a radio group is shown, this may differ from what eventually is aired.
 Only the first member of a radio group is shown.
 In the case of locked logs both parts of bookends and piggybacks are shown, each with their own AUR.
 The counts for each group indicate the number of spots where it was possible to establish an equivalent AUR

Media - Announcement Placement Report

Report pulled at 11:31:57AM on 1/4/2019

Media Key	Station	Cart	Bar code	Air Date	Air Time	Media Description	ISCI	Length	Expiration Program	Alt-PromoKey	Alt-ISCI	Alt-Description	Rate Card \$ Value
Total Number of Announcements: 304													
Rate Card Totals: \$ 0.00													

(Contract#:Line#:Revision)



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aaa Indicates announcement is on locked log -a- indicates announcement on unlocked log. Note that announcements placed on actual contracts will only show as such after media has been applied to the spots.

In the case of unlocked logs:

Both parts of bookends and jibgy bars are combined.

Only the first member of a rotation group is shown, this may differ from what eventually is aired.

In the case of locked logs both parts of bookends and jibgybars are shown, each with their own AIR.

The counts for each group indicate the number of spots where it was possible to establish an equivalent AIR

VETTES FOR VETS VETERAN DINNER

Prepared January 2, 2019 by Karen Swann, Promotion Manager

Who: Vettes For Vets

What: Fundraiser Dinner honoring Veterans

Where/When: Findley Center - 10/18/18 – 11/8/18

Donated air time value and on-site promotion:

Total Value: approximately \$24,400

This includes 976 promos across all stations where inventory was available. The flight was **10/18/18 – 11/8/18** including one x :15 promo, one x :30 promo, news coverage and a Talk Of Alabama appearance.

Media - Announcement Placement Report

Parameter Name	Parameter Value
Spot Options	Announcements Only
Station(s)	<All Stations>
Category (Announcements)	<All Categories>
Start Date	10/17/18
End Date	11/08/18
Media Filter	Z-SALUTE TO VETS, ISCI: ZSTVETS, Len: :20 Z-SALUTE TO VETS, ISCI: ZSTVETS, Len: :20 <All Sections>
Section Level(s)	Broadcast Date
Level 1 Grouping	<None>
Level 2 Grouping	<None>
Level 3 Grouping	<None>
Page Break After Groups	<No Page Breaks>
Sort Order 1	Broadcast Date
Sort Order 2	Air Time
Sort Order 3	<None>
Show Details	No
Display Estimated Value	Rate Card
Display Program Revenue Summary	Do Not Display Estimated Value
Include \$0 orders in AUR	No
Media Description	Default (Media Description) with Contract Details

When pulling both \$0 spots and announcements, an announcement on a contract with a \$0 rate will show as a \$0 spot and not as an announcement. The same spot, however, will show as an announcement on an announcement only report, and as a \$0 spot on a \$0 spot only report.

The AURs are rounded to the nearest \$, consequently the sum of the individual AURs in a group may not exactly match the group's AUR.

DO NOT USE THIS REPORT TO EXAMINE PROJECTED COPY ON UNLOCKED LOGS - use the Copy - Projected Rotation Report - as the Media Announcement Report's copy assignments are not guaranteed until logs are locked.

Media - Announcement Placement Report

Report pulled at 11:34:23AM on 1/4/2019

Media Key	Station	Cart	Bar code	Air Date	Air Time	Media Description (Contract#, Line#, Revision)	ISCI	Length	Expiration Date	Program	Alt-PromoKey	Alt-ISCI	Alt-Description	Rate Card \$ Value	
				Broadcast Date: 2018-10-18											
				Totals for: 2018-10-18											\$0
				Broadcast Date: 2018-10-19											
				Totals for: 2018-10-19											\$0
				Broadcast Date: 2018-10-20											
				Totals for: 2018-10-20											\$0
				Broadcast Date: 2018-10-21											
				Totals for: 2018-10-21											\$0
				Broadcast Date: 2018-10-22											
				Totals for: 2018-10-22											\$0
				Broadcast Date: 2018-10-23											
				Totals for: 2018-10-23											\$0
				Broadcast Date: 2018-10-24											
				Totals for: 2018-10-24											\$0
				Broadcast Date: 2018-10-25											
				Totals for: 2018-10-25											\$0
				Broadcast Date: 2018-10-26											
				Totals for: 2018-10-26											\$0
				Broadcast Date: 2018-10-27											
				Totals for: 2018-10-27											\$0
				Broadcast Date: 2018-10-28											
				Totals for: 2018-10-28											\$0
				Broadcast Date: 2018-10-29											
				Totals for: 2018-10-29											\$0
				Broadcast Date: 2018-10-30											
				Totals for: 2018-10-30											\$0
				Broadcast Date: 2018-10-31											
				Totals for: 2018-10-31											\$0
				Broadcast Date: 2018-11-01											
				Totals for: 2018-11-01											\$0
				Broadcast Date: 2018-11-02											
				Totals for: 2018-11-02											\$0



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aaa1 indicates announcement is on locked log -a- indicates announcement on unlocked log. Note that announcements placed on actual contracts will only show as such after media has been applied to the spots.

In the case of unlocked logs:
 In the case of locked logs:
 Only the first member of a rotation group is shown, this may differ from what eventually is aired.
 In the case of locked logs both parts of bookends and piggybacks are shown, each with their own AUR.
 The counts for each group indicate the number of spots where it was possible to establish an equivalent AUR.

Media - Announcement Placement Report

Report pulled at 11:34:23AM on 1/4/2019

Media Key	Station	Cart	Bar code	Air Date	Air Time	Media Description (Contract#, Line#, Revision)	ISCI	Length	Expiration Date	Program	Alt-PromoKey	Alt-ISCI	Alt-Description	Rate Card \$ Value
				Broadcast Date: 2018-11-03										
				Totals for: 2018-11-03										\$0
				Broadcast Date: 2018-11-04										
				Totals for: 2018-11-04										\$0
				Broadcast Date: 2018-11-05										
				Totals for: 2018-11-05										\$0
				Broadcast Date: 2018-11-06										
				Totals for: 2018-11-06										\$0
				Broadcast Date: 2018-11-07										
				Totals for: 2018-11-07										\$0
				Broadcast Date: 2018-11-08										
				Totals for: 2018-11-08										\$0



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aaa Indicates announcement is on locked log -? indicates announcement on unlocked log. Note that announcements placed on actual contracts will only show as such after media has been applied to the spots.

In the case of unlocked logs:
 Each piece of bookends and piggy backs are combined.
 Only the first member of a rotation group is shown, this may differ from what eventually is aired.
 In the case of locked logs both parts of bookends and piggybacks are shown, each with their own AIR.
 The counts for each group indicate the number of spots where it was possible to establish an equivalent AIR

Media - Announcement Placement Report

Report pulled at 11:34:23AM on 1/4/2019

Media Key	Station	Cart	Bar code	Air Date	Air Time	Media Description	ISCI	Length	Expiration	Program	Alt-PromoKey	Alt-ISCI	Alt-Description	Rate Card
						(Contract#: Line#: Revision)			Date					\$ Value

Total Number of Announcements: 976

Rate Card Totals: \$ 0.00



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In the case of unlocked logs:
 Both parts of bookends and piggy backs are combined.
 Only the first member of a rotation group is shown, this may differ from what eventually is aired.
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 The counts for each group indicate the number of spots where it was possible to establish an equivalent AIR

TOYS FOR TOTS 2018

Prepared January 4, 2019 by Karen Swann, Promotion Manager

Who: The United States Marines

What: The United States Marines annual Christmas toy drive for children in need.

Where/When: 12/01/18 – 12/11/18

Donated air time value and on-site promotion:

Total Value: approximately \$52,050

This includes 1,041 promos across all stations where inventory was available. The flight was 11/28/17 – 12/31/17 including one x :15 promo, one x :30 promo, news coverage and a Talk Of Alabama appearances and numerous live shots from collection sites throughout the campaign.

Media - Announcement Placement Report

Parameter Name	Parameter Value
Spot Options	Announcements Only
Station(s)	<All Stations>
Category (Announcements)	<All Categories>
Start Date	12/01/18
End Date	12/11/18
Media Filter	TOYS FOR TOTS 18, ISCI: PRFTF30, Len: :30 TOYS FOR TOTS 18, ISCI: PRFTF20, Len: :20 TOYS FOR TOTS 18, ISCI: PRFTF05, Len: :05 TOYS FOR TOTS 26 HR MON, ISCI: PRFTF261, Len: :15 TOYS FOR TOTS 26 HR NOW, ISCI: PRFTF262, Len: :15 WBMA :30 TOYS FOR TOTS 18, ISCI: PRFTF30, Len: :30 WBMA :15 TOYS FOR TOTS 18, ISCI: PRFTF15, Len: :15 TOYS FOR TOTS THANK YOU, ISCI: PRFTFPE, Len: :15 WBMA :05 TOYS FOR TOTS 05, ISCI: PRFTF05, Len: :05 WBMA :15 TOYS FOR TOTS 26HR MON, ISCI: PRFTF261, Len: :15 WBMA :15 TOYS FOR TOTS 26HR NOW, ISCI: PRFTF262, Len: :15 WBMA :15 TOYS FOR TOTS THANK YOU, ISCI: PRFTFPE, Len: :15 TOYS FOR TOTS 18, ISCI: PRFTF15, Len: :15 <All Sections>
Section Level(s)	<All Sections>
Level 1 Grouping	Broadcast Date
Level 2 Grouping	<None>
Level 3 Grouping	<None>
Page Break After Groups	<No Page Breaks>
Sort Order 1	Broadcast Date
Sort Order 2	Air Time
Sort Order 3	<None>
Show Details	No
Display Estimated Value	Rate Card
Display Program Revenue Summary	Do Not Display Estimated Value
Include \$0 orders in AUR	No
Media Description	Default (Media Description) with Contract Details

When pulling both \$0 spots and announcements, an announcement on a contract with a \$0 rate will show as a \$0 spot and not as an announcement. The same spot, however, will show as an announcement on an announcement only report, and as a \$0 spot on a \$0 spot only report.

The AURs are rounded to the nearest \$, consequently the sum of the individual AURs in a group may not exactly match the group's AUR.

DO NOT USE THIS REPORT TO EXAMINE PROJECTED COPY ON UNLOCKED LOGS - use the Copy - Projected Rotation Report - as the Media Announcement Report's copy assignments are not guaranteed until logs are locked.

Media - Announcement Placement Report

Report pulled at 11:35:19AM on 1/4/2019

Media Key	Station	Cart	Bar code	Air Date	Air Time	Media Description (Contract#, Line#, Revision)	ISCI	Length	Expiration Date	Program	Alt-PromoKey	Alt-ISCI	Alt-Description	Rate Card \$ Value
Broadcast Date: 2018-12-01														
Totals for: 2018-12-01														
Broadcast Date: 2018-12-02														
Totals for: 2018-12-02														
Broadcast Date: 2018-12-03														
Totals for: 2018-12-03														
Broadcast Date: 2018-12-04														
Totals for: 2018-12-04														
Broadcast Date: 2018-12-05														
Totals for: 2018-12-05														
Broadcast Date: 2018-12-06														
Totals for: 2018-12-06														
Broadcast Date: 2018-12-07														
Totals for: 2018-12-07														
Broadcast Date: 2018-12-08														
Totals for: 2018-12-08														
Broadcast Date: 2018-12-09														
Totals for: 2018-12-09														
Broadcast Date: 2018-12-10														
Totals for: 2018-12-10														



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aaa Indicates announcement is on locked log -a- indicates announcement on unlocked log. Note that announcements placed on actual contracts will only show as such after media has been applied to the spots.

In the case of unlocked logs:
 Both parts of bookends and piggy backs are combined.
 Only the first member of a rotation group is shown, this may differ from what eventually is aired.
 In the case of locked logs both parts of bookends and piggybacks are shown, each with their own AUR.
 The counts for each group indicate the number of spots where it was possible to establish an equivalent AUR

Media - Announcement Placement Report

Report pulled at 11:35:19AM on 1/4/2019

Media Key	Station	Cart	Bar code	Air Date	Air Time	Media Description	ISCI	Length	Expiration	Program	Alt-PromoKey	Alt-ISCI	Alt-Description	Rate Card
						(Contract#: Line#: Revision)		Date						\$ Value

Total Number of Announcements: 1,041

Rate Card Totals: \$ 0.00



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In the case of unlocked logs:
 Both parts of bookends and piggy backs are combined.
 Only the first member of a rotation group is shown, this may differ from what eventually is aired.
 In the case of locked logs both parts of bookends and piggybacks are shown, each with their own AIR.
 The counts for each group indicate the number of spots where it was possible to establish an equivalent AIR

DIA DE LA MEURTOS 2018

Prepared January 4, 2019 by Karen Swann, Promotion Manager

Who: BARE HANDS GALLERY

What: Birmingham, Alabama's Annual Day of the Dead Festival, or **Dia de los Muertos**, is a uniquely Southern version of a Mexican tradition thousands of years old. It is a time to live it up for those that have passed, to spend time with the good memories, to revel in the stories of those who came before. Proceeds from this cultural celebrate benefit Bare Hands Gallery. Bare Hands, Inc. is a community-supported, non-profit arts organization dedicated to cultivating creativity and innovation in metro Birmingham and the surrounding region by creating opportunities and favorable environments in which artists and audiences play an active role in the creative process and cultural dialogues.

Where/When: Friday, November 2, 2018, Pepper Place

Flight: 10/01/18 – 11/1/18

Number of PSAs – 1,751

Approximate Value: \$43,775

Media - Announcement Placement Report

Parameter Name	Parameter Value
Spot Options	Announcements Only
Station(s)	<All Stations>
Category (Announcements)	<All Categories>
Start Date	10/01/18
End Date	11/01/18
Media Filter	DAY OF THE DEAD 2018, ISCI: PRDOTD30, Len: :30 WBMA :30 DAY OF THE DEAD 2018, ISCI: PRDOTD30, Len: :30
Section Level(s)	<All Sections>
Level 1 Grouping	Broadcast Date
Level 2 Grouping	<None>
Level 3 Grouping	<None>
Page Break After Groups	<No Page Breaks>
Sort Order 1	Broadcast Date
Sort Order 2	Air Time
Sort Order 3	<None>
Show Details	No
Display Estimated Value	Rate Card
Display Program Revenue Summary	Do Not Display Estimated Value
Include \$0 orders in AUR	No
Media Description	Default (Media Description) with Contract Details

When pulling both \$0 spots and announcements, an announcement on a contract with a \$0 rate will show as a \$0 spot and not as an announcement. The same spot, however, will show as an announcement on an announcement only report, and as a \$0 spot on a \$0 spot only report.

The AUR's are rounded to the nearest \$, consequently the sum of the individual AUR's in a group may not exactly match the group's AUR.

DO NOT USE THIS REPORT TO EXAMINE PROJECTED COPY ON UNLOCKED LOGS - use the Copy - Projected Rotation Report - as the Media Announcement Report's copy assignments are not guaranteed until logs are locked.

Media - Announcement Placement Report

Report pulled at 11:36:08AM on 1/4/2019

Media Key	Station	Cart	Bar code	Air Date	Air Time	Media Description (Contract#, Line#, Revision)	ISCI	Length	Expiration Date	Program	Alt-PromoKey	Alt-ISCI	Alt-Description	Rate Card \$ Value
Broadcast Date: 2018-10-03														
Totals for: 2018-10-03														
Broadcast Date: 2018-10-04														
Totals for: 2018-10-04														
Broadcast Date: 2018-10-05														
Totals for: 2018-10-05														
Broadcast Date: 2018-10-06														
Totals for: 2018-10-06														
Broadcast Date: 2018-10-07														
Totals for: 2018-10-07														
Broadcast Date: 2018-10-08														
Totals for: 2018-10-08														
Broadcast Date: 2018-10-09														
Totals for: 2018-10-09														
Broadcast Date: 2018-10-10														
Totals for: 2018-10-10														
Broadcast Date: 2018-10-11														
Totals for: 2018-10-11														
Broadcast Date: 2018-10-12														
Totals for: 2018-10-12														
Broadcast Date: 2018-10-13														
Totals for: 2018-10-13														
Broadcast Date: 2018-10-14														
Totals for: 2018-10-14														
Broadcast Date: 2018-10-15														
Totals for: 2018-10-15														
Broadcast Date: 2018-10-16														
Totals for: 2018-10-16														
Broadcast Date: 2018-10-17														
Totals for: 2018-10-17														
Broadcast Date: 2018-10-18														
Totals for: 2018-10-18														



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aaa Indicates announcement is on locked log -a- indicates announcement on unlocked log. Note that announcements placed on actual contracts will only show as such after media has been applied to the spots.

In the case of unlocked logs:
 each pair of bookends and play/backs are combined.
 Only the first member of a rotation group is shown, this may differ from what eventually is aired.
 In the case of locked logs both parts of bookends and playbacks are shown, each with their own AIR.
 The counts for each group indicate the number of spots where it was possible to establish an equivalent AIR

Media - Announcement Placement Report

Report pulled at 11:36:08AM on 1/4/2019

Media Key	Station	Cart Bar code	Air Date	Air Time	Media Description (Contract#, Line#, Revision)	ISCI	Length	Expiration Date	Program	Alt-PromoKey	Alt-ISCI	Alt-Description	Rate Card \$ Value
Broadcast Date: 2018-10-19													
Totals for: 2018-10-19													
Broadcast Date: 2018-10-20													
Totals for: 2018-10-20													
Broadcast Date: 2018-10-21													
Totals for: 2018-10-21													
Broadcast Date: 2018-10-22													
Totals for: 2018-10-22													
Broadcast Date: 2018-10-23													
Totals for: 2018-10-23													
Broadcast Date: 2018-10-24													
Totals for: 2018-10-24													
Broadcast Date: 2018-10-25													
Totals for: 2018-10-25													
Broadcast Date: 2018-10-26													
Totals for: 2018-10-26													
Broadcast Date: 2018-10-27													
Totals for: 2018-10-27													
Broadcast Date: 2018-10-28													
Totals for: 2018-10-28													
Broadcast Date: 2018-10-29													
Totals for: 2018-10-29													
Broadcast Date: 2018-10-30													
Totals for: 2018-10-30													
Broadcast Date: 2018-10-31													
Totals for: 2018-10-31													
Broadcast Date: 2018-11-01													
Totals for: 2018-11-01													



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aaa Indicates announcement is on locked log -? indicates announcement on unlocked log. Note that announcements placed on actual contracts will only show as such after media has been applied to the spots.

In the case of unlocked logs:
 both parts of bookends and piggy backs are combined.
 Only the first member of a rotation group is shown, this may differ from what eventually is aired.
 In the case of locked logs both parts of bookends and piggybacks are shown, each with their own AUR.
 The counts for each group indicate the number of spots where it was possible to establish an equivalent AUR

Media - Announcement Placement Report

Report pulled at 11:36:08AM on 1/4/2019

Media Key	Station	Cart	Bar code	Air Date	Air Time	Media Description	ISCI	(Contract#	Line#	Revision)	Length	Expiration Date	Program	Alt-PromoKey	Alt-ISCI	Alt-Description	Rate Card \$ Value
Total Number of Announcements: 1,751																	
Rate Card Totals: \$ 0.00																	

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In the case of unlocked logs:
 Both parts of bookends and piggy backs are combined.
 Only the first member of a rotation group is shown, this may differ from what eventually is aired.
 In the case of locked logs both parts of bookends and piggybacks are shown, each with their own AIR.
 The counts for each group indicate the number of spots where it was possible to establish an equivalent AIR

MAGIC CITY HALF MARATHON 2018

Prepared January 4, 2019 by Karen Swann, Promotion Manager

Who: Magic City Half Marathon benefitting the Ruben Studdard Foundation for the Advancement of Children in the Music Arts

What: The Magic City Half Marathon, 5K and 1 Mile Fun Run took place in downtown Birmingham. Over recent years the Magic City Half Marathon has become the fastest growing half marathon in the South.

Proceeds benefit the Ruben Studdard Foundation for the Advancement of Children in the Music Arts. Ruben's love for music and his sincere desire to give back to his community lead to the creation of The Ruben Studdard Foundation for the Advancement of Children in the Music Arts. As a product of the Birmingham's City School System, Ruben experienced first-hand the significance of how music education can impact a child's life.

Where/When: Sunday, November 18, 2018, Regions Field, Birmingham AL

Flight: 10/18/18 – 11/17/18

Number of PSAs – 1200

Approximate Value: \$60,000

Media - Announcement Placement Report

Parameter Name	Parameter Value
Spot Options	Announcements Only
Station(s)	Birmingham (WTTQ) Birmingham (WBMA) Birmingham (WABM)
Category (Announcements)	<All Categories>
Start Date	10/18/18
End Date	11/17/18
Media Filter	MAGIC CITY HALF MARATHON, ISCI: PRMCHM20, Len: :20 MAGIC CITY HALF MARATHON, ISCI: PRMCHM10, Len: :10 WBMA :10 MAGIC CITY HALF MARATHON, ISCI: PRMCHM10, Len: :10 WBMA :05 MAGIC CITY HALF MARATHON, ISCI: PRMCHM05, Len: :05 MAGIC CITY HALF MARATHON, ISCI: PRMCHM05, Len: :05 WBMA :20 MAGIC CITY HALF MARATHON, ISCI: PRMCHM20, Len: :20 <All Sections> Broadcast Date <None> <None> <No Page Breaks> Broadcast Date Air Time <None> No Rate Card Do Not Display Estimated Value No Default (Media Description) with Contract Details
Section Level(s)	
Level 1 Grouping	
Level 2 Grouping	
Level 3 Grouping	
Page Break After Groups	
Sort Order- 1	
Sort Order- 2	
Sort Order- 3	
Show Details	
Display Estimated Value	
Display Program Revenue Summary	
Include \$0 orders in AUR	
Media Description	

When pulling both \$0 spots and announcements, an announcement on a contract with a \$0 rate will show as a \$0 spot and not as an announcement. The same spot, however, will show as an announcement on an announcement only report, and as a \$0 spot on a \$0 spot only report.

The AUR's are rounded to the nearest \$, consequently the sum of the individual AUR's in a group may not exactly match the group's AUR.

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Media - Announcement Placement Report

Report outlined at 11:44:10AM on 1/4/2019

Media Key	Station	Cart Bar code	Air Date	Air Time	Media Description (Contract#:Line#:Revision)	ISCI	Length	Expiration Date	Program	Alt-PromoKey	Alt-ISCI	Alt-Description	Rate Card \$ Value	
Broadcast Date: 2018-10-19														
Totals for: 2018-10-19							24							\$0
Broadcast Date: 2018-10-20														
Totals for: 2018-10-20							45							\$0
Broadcast Date: 2018-10-21														
Totals for: 2018-10-21							35							\$0
Broadcast Date: 2018-10-22														
Totals for: 2018-10-22							36							\$0
Broadcast Date: 2018-10-23														
Totals for: 2018-10-23							42							\$0
Broadcast Date: 2018-10-24														
Totals for: 2018-10-24							50							\$0
Broadcast Date: 2018-10-25														
Totals for: 2018-10-25							52							\$0
Broadcast Date: 2018-10-26														
Totals for: 2018-10-26							55							\$0
Broadcast Date: 2018-10-27														
Totals for: 2018-10-27							47							\$0
Broadcast Date: 2018-10-28														
Totals for: 2018-10-28							50							\$0
Broadcast Date: 2018-10-29														
Totals for: 2018-10-29							65							\$0
Broadcast Date: 2018-10-30														
Totals for: 2018-10-30							67							\$0
Broadcast Date: 2018-10-31														
Totals for: 2018-10-31							49							\$0
Broadcast Date: 2018-11-01														
Totals for: 2018-11-01							51							\$0
Broadcast Date: 2018-11-02														
Totals for: 2018-11-02							53							\$0
Broadcast Date: 2018-11-03														
Totals for: 2018-11-03							54							\$0



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aaa Indicates announcement is on locked log. -a- indicates announcement on unlocked log. Note that announcements placed on actual contracts will only show as such after media has been applied to the spots.

In the case of unlocked logs:
 both parts of bookends and play backs are combined.
 Only the first member of a rotation group is shown, this may differ from what eventually is aired.
 In the case of locked logs both parts of bookends and playbacks are shown, each with their own AUR.
 The counts for each group indicate the number of spots where it was possible to establish an equivalent AUR

Media - Announcement Placement Report

Report pulled at 11:44:10AM on 1/4/2019

Media Key	Station	Cart Bar code	Air Date	Air Time	Media Description (Contract#,Line#,Revision)	ISCI	Length	Expiration Date	Program	Alt-PromoKey	Alt-ISCI	Alt-Description	Rate Card \$ Value
Broadcast Date: 2018-11-04													
Totals for: 2018-11-04													
Broadcast Date: 2018-11-05													
Totals for: 2018-11-05													
Broadcast Date: 2018-11-06													
Totals for: 2018-11-06													
Broadcast Date: 2018-11-07													
Totals for: 2018-11-07													
Broadcast Date: 2018-11-08													
Totals for: 2018-11-08													
Broadcast Date: 2018-11-09													
Totals for: 2018-11-09													
Broadcast Date: 2018-11-10													
Totals for: 2018-11-10													
Broadcast Date: 2018-11-11													
Totals for: 2018-11-11													
Broadcast Date: 2018-11-12													
Totals for: 2018-11-12													
Broadcast Date: 2018-11-13													
Totals for: 2018-11-13													
Broadcast Date: 2018-11-14													
Totals for: 2018-11-14													
Broadcast Date: 2018-11-15													
Totals for: 2018-11-15													
Broadcast Date: 2018-11-16													
Totals for: 2018-11-16													
Broadcast Date: 2018-11-17													
Totals for: 2018-11-17													



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In the case of included logs:
 Both parts of bookends and play backs are combined.
 Only the first member of a rotation group is shown, this may differ from what eventually is aired.
 In the case of locked logs both parts of bookends and playbacks are shown, each with their own AUR.
 The counts for each group indicate the number of spots where it was possible to establish an equivalent AUR

Media - Announcement Placement Report

Report pulled at 11:44:10AM on 1/4/2019

Media Key	Station	Cart	Bar code	Air Date	Air Time	Media Description	ISCI (Contract#,Line#,Revision)	Length	Expiration Date	Program	Alt-Promokey	Alt-ISCI	Alt-Description	Rate Card \$ Value
Total Number of Announcements: 1,200														
Rate Card Totals: \$ 0.00														



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In the case of unlocked logs:
 Both parts of bookends and plugg backs are combined.
 Only the first member of a rotation group is shown, this may differ from what eventually is aired.
 In the case of locked logs both parts of bookends and pluggbacks are shown, each with their own AUR.
 The counts for each group indicate the number of spots where it was possible to establish an equivalent AUR

2018 VULCAN AFTERTUNES

Prepared January 4, 2019 by Karen Swann, Promotion Manager

Who: Vulcan Park & Museum

What: Concert series at Vulcan Park in support of the Vulcan Foundation.

Vulcan® Park Foundation is the 501(c)(3) nonprofit organization that preserves and promotes Vulcan as the symbol for the Birmingham region, to advance knowledge and understanding of Birmingham's history and culture, and to encourage exploration of the region. Support is needed to help keep Vulcan Park and Museum beautiful and accessible for more than 125,000 people each year—including over 12,000 school children on field trips.

Where/When: Sundays in October, 2018

Flight: 9/11/18 – 10/20/18

Number of PSAs – 1581

Approximate Value: \$79,050

Media - Announcement Placement Report

Parameter Name	Parameter Value
Spot Options	Announcements Only
Station(s)	<All Stations>
Category (Announcements)	<All Categories>
Start Date	09/11/18
End Date	10/20/18
Media Filter	VULCAN AFTERTUNES 2018, ISCI: PRVULAT18, Len: :15 WBMA :15 VULCAN AFTERTUNES 2018, ISCI: PRVULAT18, Len: :15 VULCAN AFTERTUNES 2018 2, ISCI: PRVULAT182, Len: :15 WBMA :15 VULCAN AFTERTUNES 2018 2, ISCI: PRVULAT182, Len: :15 <All Sections>
Section Level(s)	Broadcast Date
Level 1 Grouping	<None>
Level 2 Grouping	<None>
Level 3 Grouping	<None>
Page Break After Groups	<No Page Breaks>
Sort Order 1	Broadcast Date
Sort Order 2	Air Time
Sort Order 3	<None>
Show Details	No
Display Estimated Value	Rate Card
Display Program Revenue Summary	Do Not Display Estimated Value
Include \$0 orders in AUR	No
Media Description	Default (Media Description) with Contract Details

When pulling both \$0 spots and announcements, an announcement on a contract with a \$0 rate will show as a \$0 spot and not as an announcement. The same spot, however, will show as an announcement on an announcement only report, and as a \$0 spot on a \$0 spot only report.

The AUR's are rounded to the nearest \$, consequently the sum of the individual AUR's in a group may not exactly match the group's AUR.
 DO NOT USE THIS REPORT TO EXAMINE PROJECTED COPY ON UNLOCKED LOGS - use the Copy - Projected Rotation Report - as the Media Announcement Report's copy assignments are not guaranteed until logs are locked.

Media - Announcement Placement Report

Report pulled at 11:38:25AM on 1/4/2019

Media Key	Station	Cart	Bar code	Air Date	Air Time	Media Description (Contract# Line#, Revision)	ISCI	Length	Expiration Date	Program	Alt-Promokey	Alt-ISCI	Alt-Description	Rate Card \$ Value
				Broadcast Date: 2018-09-11										
				Totals for: 2018-09-11										\$0
				Broadcast Date: 2018-09-12										
				Totals for: 2018-09-12										\$0
				Broadcast Date: 2018-09-13										
				Totals for: 2018-09-13										\$0
				Broadcast Date: 2018-09-14										
				Totals for: 2018-09-14										\$0
				Broadcast Date: 2018-09-15										
				Totals for: 2018-09-15										\$0
				Broadcast Date: 2018-09-16										
				Totals for: 2018-09-16										\$0
				Broadcast Date: 2018-09-17										
				Totals for: 2018-09-17										\$0
				Broadcast Date: 2018-09-18										
				Totals for: 2018-09-18										\$0
				Broadcast Date: 2018-09-19										
				Totals for: 2018-09-19										\$0
				Broadcast Date: 2018-09-20										
				Totals for: 2018-09-20										\$0
				Broadcast Date: 2018-09-21										
				Totals for: 2018-09-21										\$0
				Broadcast Date: 2018-09-22										
				Totals for: 2018-09-22										\$0
				Broadcast Date: 2018-09-23										
				Totals for: 2018-09-23										\$0
				Broadcast Date: 2018-09-24										
				Totals for: 2018-09-24										\$0
				Broadcast Date: 2018-09-25										
				Totals for: 2018-09-25										\$0
				Broadcast Date: 2018-09-26										
				Totals for: 2018-09-26										\$0



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aaa Indicates announcement is on locked log. -a- indicates announcement on unlocked log. Note that announcements placed on actual contracts will only show as such after media has been applied to the spots.

In the case of unlocked logs:
 Both parts of bookends and piggy backs are combined.
 Only the first member of a rotation group is shown, this may differ from what eventually is aired.
 In the case of locked logs both parts of bookends and piggybacks are shown, each with their own AUR.
 The counts for each group indicate the number of spots where it was possible to establish an equivalent AUR

Media - Announcement Placement Report

Media Key	Station	Cart	Bar code	Air Date	Air Time	Media Description (Contract#,Line#,Revision)	ISCI	Length	Expiration Date	Program	Alt-Promokey	Alt-ISCI	Alt-Description	Rate Card \$ Value
Broadcast Date: 2018-09-27														
Totals for: 2018-09-27														
Broadcast Date: 2018-09-28														
Totals for: 2018-09-28														
Broadcast Date: 2018-09-29														
Totals for: 2018-09-29														
Broadcast Date: 2018-09-30														
Totals for: 2018-09-30														
Broadcast Date: 2018-10-01														
Totals for: 2018-10-01														
Broadcast Date: 2018-10-02														
Totals for: 2018-10-02														
Broadcast Date: 2018-10-03														
Totals for: 2018-10-03														
Broadcast Date: 2018-10-04														
Totals for: 2018-10-04														
Broadcast Date: 2018-10-05														
Totals for: 2018-10-05														
Broadcast Date: 2018-10-06														
Totals for: 2018-10-06														



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In the case of unlocked logs:
 Both parts of bookends and piggy backs are combined.
 Only the first member of a rotation group is shown, this may differ from what eventually is aired.
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 The counts for each group indicate the number of spots where it was possible to establish an equivalent AUR

Media - Announcement Placement Report

Report pulled at 11:38:25AM on 1/4/2019

Media Key	Station	Cart Bar code	Air Date	Air Time	Media Description	ISCI (Contract#:Line#:Revision)	Length	Expiration Program Date	Alt-PromoKey	Alt-ISCI	Alt-Description	Rate Card \$ Value
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Total Number of Announcements: 1,581

Rate Card Totals: \$ 0.00

aaa Indicates announcement is on locked log -a- indicates announcement on unlocked log. Note that announcements placed on actual contracts will only show as such after media has been applied to the spots.

In the case of unlocked logs:
 Both parts of bookends and piggy backs are combined.
 Only the first member of a rotation group is shown, this may differ from what eventually is aired.
 In the case of locked logs both parts of bookends and piggybacks are shown, each with their own AUR.
 The counts for each group indicate the number of spots where it was possible to establish an equivalent AUR

GRACE HOUSE CHRISTMAS GIFT WRAPPING 2018

Prepared January 4, 2019 by Karen Swann, Promotion Manager

Who: Grace House Home For Girls

What: Annual Christmas wrapping fund raiser benefitting Grace House Home For Girls

Where/When: December 2018 – Riverchase Galleria

Donated air time value and on-site promotion:

Total Value: approximately \$73,750

This includes 1475 promos across all stations where inventory was available. The flight was 11/15/18 – 12/24/18 including one x :30 promo, news coverage and Talk Of Alabama appearance.

Media - Announcement Placement Report

Parameter Name	Parameter Value
Spot Options	Announcements Only
Station(s)	Birmingham (WBMA) Birmingham (WTTT) Birmingham (WABM)
Category (Announcements)	<All Categories>
Start Date	11/15/18
End Date	12/24/18
Media Filter	GRACE HOUSE BL, ISCI: PRGHL05, Len: :05 WBMA :05 GRACE HOUSE BL, ISCI: PRGHL05, Len: :05 WBMA :20 GRACE HOUSE BL, ISCI: PRGHL20, Len: :20 GRACE HOUSE BL, ISCI: PRGHL20, Len: :20 <All Sections>
Section Level(s)	Broadcast Date
Level 1 Grouping	<None>
Level 2 Grouping	<None>
Level 3 Grouping	<None>
Page Break After Groups	<No Page Breaks>
Sort Order 1	Broadcast Date
Sort Order 2	Air Time
Sort Order 3	<None>
Show Details	No
Display Estimated Value	Rate Card
Display Program Revenue Summary	Do Not Display Estimated Value
Include \$0 orders in AUR	No
Media Description	Default (Media Description) with Contract Details

When pulling both \$0 spots and announcements, an announcement on a contract with a \$0 rate will show as a \$0 spot and not as an announcement. The same spot, however, will show as an announcement on an announcement only report, and as a \$0 spot on a \$0 spot only report.

The AUR's are rounded to the nearest \$, consequently the sum of the individual AUR's in a group may not exactly match the group's AUR.
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Media - Announcement Placement Report

Report pulled at 11:45:10AM on 1/4/2019

Media Key	Station	Cart	Bar code	Air Date	Air Time	Media Description (Contract# Line#, Revision)	ISCI	Length	Expiration Date	Program	Alt-PromoKey	Alt-ISCI	Alt-Description	Rate Card \$ Value
Broadcast Date: 2018-11-15														
Totals for: 2018-11-15														
Broadcast Date: 2018-11-16														
Totals for: 2018-11-16														
Broadcast Date: 2018-11-17														
Totals for: 2018-11-17														
Broadcast Date: 2018-11-18														
Totals for: 2018-11-18														
Broadcast Date: 2018-11-19														
Totals for: 2018-11-19														
Broadcast Date: 2018-11-20														
Totals for: 2018-11-20														
Broadcast Date: 2018-11-21														
Totals for: 2018-11-21														
Broadcast Date: 2018-11-22														
Totals for: 2018-11-22														
Broadcast Date: 2018-11-23														
Totals for: 2018-11-23														
Broadcast Date: 2018-11-24														
Totals for: 2018-11-24														
Broadcast Date: 2018-11-25														
Totals for: 2018-11-25														
Broadcast Date: 2018-11-26														
Totals for: 2018-11-26														
Broadcast Date: 2018-11-27														
Totals for: 2018-11-27														
Broadcast Date: 2018-11-28														
Totals for: 2018-11-28														
Broadcast Date: 2018-11-29														
Totals for: 2018-11-29														
Broadcast Date: 2018-11-30														
Totals for: 2018-11-30														

aaa Indicates announcement is on locked log. -a- indicates announcement on unlocked log. Note that announcements placed on actual contracts will only show as such after media has been applied to the spots.

In the case of unlocked logs:
 -a- and -a- are combined.
 Only the first member of a rotation group is shown. This may differ from what eventually is aired.
 In the case of locked logs both parts of bookends and playbooks are shown, each with their own AUR.
 The counts for each group indicate the number of spots where it was possible to establish an equivalent AUR

Media - Announcement Placement Report

Report outlined at 11:45:10AM on 1/4/2019

Media Key	Station	Cart	Bar code	Air Date	Air Time	Media Description (Contract#;Line#;Revision)	ISCI	Length	Expiration Date	Program	Alt-PromoKey	Alt-ISCI	Alt-Description	Rate Card \$ Value
Broadcast Date: 2018-12-01							29							\$0
Totals for: 2018-12-01														
Broadcast Date: 2018-12-02							29							\$0
Totals for: 2018-12-02														
Broadcast Date: 2018-12-03							27							\$0
Totals for: 2018-12-03														
Broadcast Date: 2018-12-04							38							\$0
Totals for: 2018-12-04														
Broadcast Date: 2018-12-05							24							\$0
Totals for: 2018-12-05														
Broadcast Date: 2018-12-06							25							\$0
Totals for: 2018-12-06														
Broadcast Date: 2018-12-07							28							\$0
Totals for: 2018-12-07														
Broadcast Date: 2018-12-08							28							\$0
Totals for: 2018-12-08														
Broadcast Date: 2018-12-09							18							\$0
Totals for: 2018-12-09														
Broadcast Date: 2018-12-10							23							\$0
Totals for: 2018-12-10														
Broadcast Date: 2018-12-11							41							\$0
Totals for: 2018-12-11														
Broadcast Date: 2018-12-12							20							\$0
Totals for: 2018-12-12														
Broadcast Date: 2018-12-13							35							\$0
Totals for: 2018-12-13														
Broadcast Date: 2018-12-14							34							\$0
Totals for: 2018-12-14														
Broadcast Date: 2018-12-15							43							\$0
Totals for: 2018-12-15														
Broadcast Date: 2018-12-16							20							\$0
Totals for: 2018-12-16														



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In the case of unlocked logs:
 Both parts of bookends and piggy backs are combined.
 Only the first member of a rotation group is shown, this may differ from what eventually is aired.
 In the case of locked logs both parts of bookends and piggybacks are shown, each with their own AUR.
 The counts for each group indicate the number of spots where it was possible to establish an equivalent AUR

Media - Announcement Placement Report

Report pulled at 11:45:10AM on 1/4/2019

Media Key	Station	Cart	Bar code	Air Date	Air Time	Media Description	ISCI (Contract#,Line#,Revision)	Length	Expiration	Program	Alt-Promokey	Alt-ISCI	Alt-Description	Rate Card \$ Value
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Total Number of Announcements: 1,475

Rate Card Totals: \$ 0.00



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In the case of unlocked logs:
 Both parts of bookends and pliggy backs are combined.
 Only the first member of a rotation group is shown, this may differ from what eventually is aired.
 In the case of locked logs both parts of bookends and pliggybacks are shown, each with their own AUR.
 The counts for each group indicate the number of spots where it was possible to establish an equivalent AUR

JIMMIE HALE MISSION HOLIDAY CAMPAIGN

Prepared January 4, 2019 by Karen Swann, Promotion Manager

Who: JIMMIE HALE MISSION

What: IN SUPPORT OF JIMMIE HALE MISSION'S HOLIDAY EFFORTS

Where/When: BIRMINGHAM AL

Flight: 11/11/18 – 12/31/18

Number of PSAs – 466

Approximate Value: \$23,300

Media - Announcement Placement Report

Parameter Name	Parameter Value
Spot Options	Announcements Only
Station(s)	Birmingham (WTOO-ALT2) Birmingham (WBMA-ALT1) Birmingham (WBMA-ALT2) Birmingham (WTTT) Birmingham (WABM) Birmingham (WABM-ALT1) Birmingham (WBMA) Birmingham (WABM-ALT2) Birmingham (WTOO-ALT1)
Category (Announcements)	<All Categories>
Start Date	11/11/18
End Date	12/31/18
Media Filter	Z-JIMMIE HALE, ISCI: ZJHM201830, Len: :30 Z-JIMMIE HALE, ISCI: ZJHM201815, Len: :15 Z-JIMMIE HALE, ISCI: ZJHM201815, Len: :15 Z-JIMMIE HALE, ISCI: ZJHM201830, Len: :30 <All Sections>
Section Level(s)	<None>
Level 1 Grouping	Broadcast Date
Level 2 Grouping	<None>
Level 3 Grouping	<No Page Breaks>
Page Break After Groups	Broadcast Date
Sort Order 1	Air Time
Sort Order 2	<None>
Sort Order 3	No
Show Details	Rate Card
Display Estimated Value	Do Not Display Estimated Value
Display Program Revenue Summary	No
Include \$0 orders in AUR	Default (Media Description) with
Media Description	Contract Details

When pulling both \$0 spots and announcements, an announcement on a contract with a \$0 rate will show as a \$0 spot and not as an announcement. The same spot, however, will show as an announcement on an announcement only report, and as a \$0 spot on a \$0 spot only report.

The AUR's are rounded to the nearest \$, consequently the sum of the individual AUR's in a group may not exactly match the group's AUR.

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Media - Announcement Placement Report

Report pulled at 11:40:21AM on 1/4/2019

Media Key	Station	Cart	Bar code	Air Date	Air Time	Media Description (Contract#:Line#:Revision)	ISCI	Length	Expiration Date	Program	Alt-Promokey	Alt-ISCI	Alt-Description	Rate Card \$ Value
				Broadcast Date: 2018-11-22										
				Totals for: 2018-11-22			1							\$0
				Broadcast Date: 2018-11-23										
				Totals for: 2018-11-23			1							\$0
				Broadcast Date: 2018-11-24										
				Totals for: 2018-11-24			18							\$0
				Broadcast Date: 2018-11-25										
				Totals for: 2018-11-25			8							\$0
				Broadcast Date: 2018-11-26										
				Totals for: 2018-11-26			41							\$0
				Broadcast Date: 2018-11-27										
				Totals for: 2018-11-27			27							\$0
				Broadcast Date: 2018-11-28										
				Totals for: 2018-11-28			31							\$0
				Broadcast Date: 2018-11-29										
				Totals for: 2018-11-29			27							\$0
				Broadcast Date: 2018-11-30										
				Totals for: 2018-11-30			33							\$0
				Broadcast Date: 2018-12-01										
				Totals for: 2018-12-01			29							\$0
				Broadcast Date: 2018-12-02										
				Totals for: 2018-12-02			20							\$0
				Broadcast Date: 2018-12-03										
				Totals for: 2018-12-03			22							\$0
				Broadcast Date: 2018-12-04										
				Totals for: 2018-12-04			15							\$0
				Broadcast Date: 2018-12-05										
				Totals for: 2018-12-05			17							\$0
				Broadcast Date: 2018-12-06										
				Totals for: 2018-12-06			19							\$0
				Broadcast Date: 2018-12-07										
				Totals for: 2018-12-07			15							\$0



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 The counts for each group indicate the number of spots where it was possible to establish an equivalent AUR

Media - Announcement Placement Report

Report outlled at 11:40:21AM on 1/4/2019

Media Key	Station	Cart Bar code	Air Date	Air Time	Media Description (Contract#,Line#,Revision)	ISCI	Length	Expiration Date	Program	Alt-Promokey	Alt-ISCI	Alt-Description	Rate Card \$ Value
Broadcast Date: 2018-12-08													
Totals for: 2018-12-08													16
Broadcast Date: 2018-12-09													
Totals for: 2018-12-09													9
Broadcast Date: 2018-12-10													
Totals for: 2018-12-10													13
Broadcast Date: 2018-12-11													
Totals for: 2018-12-11													9
Broadcast Date: 2018-12-12													
Totals for: 2018-12-12													4
Broadcast Date: 2018-12-13													
Totals for: 2018-12-13													4
Broadcast Date: 2018-12-14													
Totals for: 2018-12-14													4
Broadcast Date: 2018-12-15													
Totals for: 2018-12-15													14
Broadcast Date: 2018-12-16													
Totals for: 2018-12-16													8
Broadcast Date: 2018-12-17													
Totals for: 2018-12-17													5
Broadcast Date: 2018-12-18													
Totals for: 2018-12-18													9
Broadcast Date: 2018-12-19													
Totals for: 2018-12-19													8
Broadcast Date: 2018-12-20													
Totals for: 2018-12-20													7
Broadcast Date: 2018-12-21													
Totals for: 2018-12-21													7
Broadcast Date: 2018-12-22													
Totals for: 2018-12-22													11
Broadcast Date: 2018-12-23													
Totals for: 2018-12-23													10



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Media - Announcement Placement Report

Report pulled at 11:40:21AM on 1/4/2019

Media Key	Station	Cart	Bar code	Air Date	Air Time	Media Description (Contract#,Line#,Revision)	ISCI	Length	Expiration Date	Program	Alt-PromoKey	Alt-ISCI	Alt-Description	Rate Card \$ Value
Broadcast Date: 2018-12-24														
Totals for: 2018-12-24														
														\$0



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 The counts for each group indicate the number of spots where it was possible to establish an equivalent AUR

Media - Announcement Placement Report

Report pulled at 11:40:21AM on 1/4/2019

Media Key	Station	Cart	Bar code	Air Date	Air Time	Media Description	ISCI (Contract#:Line#:Revision)	Length	Expiration Date	Program	Alt-Promokey	Alt-ISCI	Alt-Description	Rate Card \$ Value
Total Number of Announcements: 466														
Rate Card Totals: \$ 0.00														



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In the case of unlocked logs:
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CHRISTMAS DINNER GIVEAWAY 2018

Prepared January 4, 2019 by Karen Swann, Promotion Manager

Who: MEZRANO LAW FIRM

What: MEZRANO LAW FIRM SUPPORTED THE COMMUNITY WITH 200 FREE CHRISTMAS DINNERS TO FIRST COME FIRST SERVED PEOPLE. THE MEALS INCLUDED A TURKEY, SWEET POTATOES, GREEN BEANS, CORN BREAD MIX

Where/When: BIRMINGHAM AL

Flight: 12/12/18 – 12/17/18

Number of PSAs – 108

Approximate Value: \$5,400

Media - Announcement Placement Report

Parameter Name	Parameter Value
Spot Options	Announcements Only
Station(s)	<All Stations>
Category (Announcements)	<All Categories>
Start Date	12/12/18
End Date	12/17/18
Media Filter	Z-CHRISTMAS DINNER 18, ISCI: ZXMASD15, Len: :15 Z-CHRISTMAS DINNER 18, ISCI: ZXMASD15, Len: :15 <All Sections>
Section Level(s)	Broadcast Date
Level 1 Grouping	<None>
Level 2 Grouping	<None>
Level 3 Grouping	<None>
Page Break After Groups	<No Page Breaks>
Sort Order 1	Broadcast Date
Sort Order 2	Air Time
Sort Order 3	<None>
Show Details	No
Display Estimated Value	Rate Card
Display Program Revenue Summary	Do Not Display Estimated Value
Include \$0 orders in AUR	No
Media Description	Default (Media Description) with Contract Details

When pulling both \$0 spots and announcements, an announcement on a contract with a \$0 rate will show as a \$0 spot and not as an announcement. The same spot, however, will show as an announcement on an announcement only report, and as a \$0 spot on a \$0 spot only report.

The AUR's are rounded to the nearest \$, consequently the sum of the individual AUR's in a group may not exactly match the group's AUR.

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Media - Announcement Placement Report

Report pulled at 11:40:54AM on 1/4/2019

Media Key	Station	Cart	Bar code	Air Date	Air Time	Media Description (Contract#:Line#:Revision)	ISCI	Length	Expiration Date	Program	Alt-Promokey	Alt-ISCI	Alt-Description	Rate Card \$ Value
				Broadcast Date: 2018-12-12										
				Totals for: 2018-12-12		7								\$0
				Broadcast Date: 2018-12-13										
				Totals for: 2018-12-13		9								\$0
				Broadcast Date: 2018-12-14										
				Totals for: 2018-12-14		12								\$0
				Broadcast Date: 2018-12-15										
				Totals for: 2018-12-15		18								\$0
				Broadcast Date: 2018-12-16										
				Totals for: 2018-12-16		14								\$0
				Broadcast Date: 2018-12-17										
				Totals for: 2018-12-17		48								\$0



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Media - Announcement Placement Report

Report pulled at 11:40:54AM on 1/4/2019

Media Key	Station	Cart	Bar code	Air Date	Air Time	Media Description	ISCI (Contract#.Line#.Revision)	Length	Expiration	Program	Alt-PromoKey	Alt-ISCI	Alt-Description	Rate Card \$ Value
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Total Number of Announcements: 108

Rate Card Totals: \$ 0.00



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 The counts for each group indicate the number of spots where it was possible to establish an equivalent AUR