

Announcements Library

Media Key	Station	Category	ISCI/Brand	Length	Video	Media ID	Start Time	End Time	F
3105514	Birmingham (WBMA)	Alb-Promo	ZHRSCS	00:30			04:00:00AM	03:59:59AM	1
3071583	Birmingham (WBMA)	Alb-Promo	ZGETTV	00:30			04:00:00AM	03:59:59AM	1
3105513	Birmingham (WBMA)	Alb-Promo	ZHRSTCH	00:30			04:00:00AM	03:59:59AM	1
3105512	Birmingham (WBMA)	Alb-Promo	ZHRSODBL	00:30			04:00:00AM	03:59:59AM	1
2901676	Birmingham (WBMA)	Alb-PSA	ZPSA PSA for Childrens Programming	00:20			04:00:00AM	03:59:59AM	1
2892965	Birmingham (WBMA)	Alb-PSA	ZPSA Adoption	00:30			04:00:00PM	03:59:59AM	1
2892951	Birmingham (WBMA)	Alb-PSA	ZPSA American Kidney Foundation	00:30			04:00:00AM	03:59:59AM	1
2892947	Birmingham (WBMA)	Alb-PSA	ZPSA Autism Awareness	00:30			04:00:00AM	03:59:59AM	1
2893076	Birmingham (WBMA)	Alb-PSA	ZPSA Best Friends Animal Society	00:30			04:00:00AM	03:59:59AM	1
2893064	Birmingham (WBMA)	Alb-PSA	ZPSA Bullying Prevention	00:30			04:00:00AM	03:59:59AM	1
2892992	Birmingham (WBMA)	Alb-PSA	ZPSA Buzzed Driving Prevention	00:30			04:00:00AM	03:59:59AM	1
2893029	Birmingham (WBMA)	Alb-PSA	ZPSA Buzzed Driving Prevention	00:30			04:00:00AM	03:59:59AM	1
2892968	Birmingham (WBMA)	Alb-PSA	ZPSA Caregiver Assistance	00:30			05:00:00AM	06:59:59AM	1
2892974	Birmingham (WBMA)	Alb-PSA	ZPSA Child Passenger Safety	00:30			04:00:00AM	03:59:59AM	1
2892962	Birmingham (WBMA)	Alb-PSA	ZPSA Clean Water	00:30			04:00:00AM	03:59:59AM	1
2892995	Birmingham (WBMA)	Alb-PSA	ZPSA Community Engagement	00:30			04:00:00AM	03:59:59AM	1
2893034	Birmingham (WBMA)	Alb-PSA	ZPSA Discovering Nature	00:30			04:00:00AM	03:59:59AM	1
2892997	Birmingham (WBMA)	Alb-PSA	ZPSA Emergency Preparedness	00:30			04:00:00AM	03:59:59AM	1
2893002	Birmingham (WBMA)	Alb-PSA	ZPSA Energy Efficiency	00:30			04:00:00AM	03:59:59AM	1
2893007	Birmingham (WBMA)	Alb-PSA	ZPSA Fatherhood Involvement	00:30			04:00:00AM	03:59:59AM	1
2892948	Birmingham (WBMA)	Alb-PSA	ZPSA Financial Literacy	00:30			04:00:00AM	03:59:59AM	1
2893051	Birmingham (WBMA)	Alb-PSA	ZPSA Financial Literacy	00:30			04:00:00AM	03:59:59AM	1
2893013	Birmingham (WBMA)	Alb-PSA	ZPSA Fire Adapted Communities	00:30			04:00:00AM	03:59:59AM	1
2893040	Birmingham (WBMA)	Alb-PSA	ZPSA Fire Adapted Communities	00:30			04:00:00AM	03:59:59AM	1
2892928	Birmingham (WBMA)	Alb-PSA	ZPSA National Endowment for FINA	00:30			04:00:00AM	03:59:59AM	1
2892923	Birmingham (WBMA)	Alb-PSA	ZPSA HS Dropout	00:30			04:00:00AM	03:59:59AM	1
2892935	Birmingham (WBMA)	Alb-PSA	ZPSA Humane Society	00:30			04:00:00AM	03:59:59AM	1
2893044	Birmingham (WBMA)	Alb-PSA	ZPSA Job Training	00:30			04:00:00AM	03:59:59AM	1
2892932	Birmingham (WBMA)	Alb-PSA	ZPSA Corp for Natl & Comm Sef	00:30			04:00:00AM	03:59:59AM	1
2892927	Birmingham (WBMA)	Alb-PSA	ZPSA National Parks Conservation	00:30			04:00:00AM	03:59:59AM	1
2893078	Birmingham (WBMA)	Alb-PSA	ZPSA FNCC	00:30			04:00:00AM	03:59:59AM	1
2912688	Birmingham (WBMA)	Alb-PSA	ZPSA VETERANS HELPING WGCB1846411	00:30			04:00:00AM	03:59:59AM	1
2893015	Birmingham (WBMA)	Alb-PSA	ZPSA Reading	00:30			04:00:00AM	03:59:59AM	1
2893019	Birmingham (WBMA)	Alb-PSA	ZPSA Recycling	00:30			04:00:00AM	03:59:59AM	1
2893075	Birmingham (WBMA)	Alb-PSA	ZPSA Teacher Recruitment	00:30			04:00:00AM	03:59:59AM	1
2893023	Birmingham (WBMA)	Alb-PSA	ZPSA Wildfire Prevention	00:30			04:00:00AM	03:59:59AM	1
2938560	Birmingham (WBMA)	Alb-PSA	ZPSA REPLANTING ADF14RNF60E	01:00			04:00:00AM	03:59:59AM	1
2938562	Birmingham (WBMA)	Alb-PSA	ZPSA FLU PLUS YOU	01:00			04:00:00AM	03:59:59AM	1
2938504	Birmingham (WBMA)	Alb-PSA	ZPSA SAFE SLEEP FOR YOUR BABY	01:00			04:00:00AM	03:59:59AM	1
2938508	Birmingham (WBMA)	Alb-PSA	ZPSA STICK A FORK IN IT ENGLISH	01:00			04:00:00AM	03:59:59AM	1
2938511	Birmingham (WBMA)	Alb-PSA	ZPSA FIRST SGT AARON TIPPETT	01:00			04:00:00AM	03:59:59AM	1
2938497	Birmingham (WBMA)	Alb-PSA	ZPSA OUR LAND	01:00			04:00:00AM	03:59:59AM	1
2938509	Birmingham (WBMA)	Alb-PSA	ZPSA MAKE THE CONNECTION	01:00			04:00:00AM	03:59:59AM	1
2939971	Birmingham (WBMA)	Alb-Promo	ZONE TOPICAL TONIGHT.15	00:15			03:30:00PM	10:00:00PM	1
2972631	Birmingham (WBMA)	Alb-PSA	ZPSA.NAB CHILDRENS HEALTH FUND ENGLISH.30	00:30			05:00:00AM	01:00:00AM	1
2972636	Birmingham (WBMA)	Alb-PSA	ZPSA.NAB CHILDRENS HEALTH FUND ENGLISH.15	00:15			05:00:00AM	01:00:00AM	1
3091643	Birmingham (WBMA)	Alb-Promo	ZCPSCPS15	00:15			04:00:00AM	03:59:59AM	1
3091641	Birmingham (WBMA)	Alb-Promo	ZCPSCPS30	00:30			04:00:00AM	03:59:59AM	1
3150671	Birmingham (WBMA)	Alb-Promo	ZGARYS60	01:00			04:00:00AM	03:59:59AM	1
3150674	Birmingham (WBMA)	Alb-Promo	ZGARYS30	00:30			04:00:00AM	03:59:59AM	1
3134098	Birmingham (WBMA)	Alb-Promo	ZPOTNM	00:30			04:00:00AM	03:59:59AM	1
3115305	Birmingham (WBMA)	Alb-Promo	ZCNPA0425000	00:30			04:00:00AM	03:59:59AM	1
3115307	Birmingham (WBMA)	Alb-Promo	ZCNPA0426000	00:15			04:00:00AM	03:59:59AM	1
3115308	Birmingham (WBMA)	Alb-Promo	ZCNPA0427000	00:10			04:00:00AM	03:59:59AM	1
3110024	Birmingham (WBMA)	Alb-Promo	ZSFS	00:30			04:00:00AM	03:59:59AM	1

2015 MUTT STRUT

Prepared July 6, 2015 by Karen Swann, Promotion Manager

Who: Hand in Paw is a nonprofit organization headquartered in Birmingham, Alabama. HIP's 150 professionally-trained volunteers help improve people's day to day lives at numerous facilities throughout Central Alabama. Our volunteers are the backbone of the organization and their dedication is unsurpassed.

What: And annual 5K benefitting Hand In Paw.

Where/When: Saturday, April 18, 2015, UAB Campus Green

Donated air time value and on-site promotion:

Total Value: approximately \$25,300

This includes 506 promos across all stations where inventory was available. The flight was 3/15/15 - 4/17/15 including one x :20 promo and one :05 promo, an On-Site Appearance with free giveaways, and numerous Facebook/Twitter posts.

2015 DINING OUT FOR LIFE

Prepared July 6, 2015 by Karen Swann, Promotion Manager

Who: AIDS Alabama devotes its energy and resources statewide to helping people with HIV/AIDS live healthy, independent lives and works to prevent the spread of HIV.

What: Dining Out For Life - An annual dining fundraising event raising money for AIDS service organizations

Where/When: Thursday, April 30, 2015 – across the Birmingham area

Donated air time value and on-site promotion:

Total Value: approximately \$35,700

This includes 714 promos across all stations where inventory was available. The flight was 3/20/15 – 4/30/15 including one x :15 promo and one :30 promo, an On-Site Appearance with free giveaways, news coverage, and numerous Facebook/Twitter posts.

2015 SHREDDING FOR YOU

Prepared July 6, 2015 by Karen Swann, Promotion Manager

Who: ABC 33/40 News

What: Shredding For You was a free service provided by ABC 33/40 News in which the public was invited to visit any of 4 remotes where they could bring their personal paper documents to be shredded.

Where/When:

April 28, 2015 – Tuscaloosa Mall

May 5, 2015 – Anniston UCP

May 12, 2015 – Lowe's Alabaster

May 19, 2015 – Midfield Community Center

Donated air time value and on-site promotion:

Total Value: approximately \$12,750

This includes 255 promos across all stations where inventory was available. The flight was 4/21/15 – 5/19/15 including one x :15 promo, an On-Site Appearance with free giveaways, news coverage, and numerous Facebook/Twitter posts.

2015 CELEBRATE HOOVER DAY

Prepared July 6, 2015 by Karen Swann, Promotion Manager

Who: City of Hoover

What: Celebrate Hoover Day is a free annual event open to the public where people are invited to celebrate the community of Hoover with live music, children's activities, food, and giveaways.

Where/When: Saturday May 2nd, Veteran's Park, Hoover

Donated air time value and on-site promotion:

Total Value: approximately \$32,400

This includes 648 promos across all stations where inventory was available. The flight was 4/1/15 – 5/1/15 including one x :15 promo, and one :30 promo an On-Site

Appearance with free giveaways, news coverage, and numerous Facebook/Twitter posts.

2015 CYLIAD

Prepared July 6, 2015 by Karen Swann, Promotion Manager

Who: UAB Comprehensive Cancer Center

What: The UAB Cyliad fundraising event featured cyclist covering 1300 miles, 5 states, 16 days, and stopped at all 13 Associate hospital sites over the span of four weekends. It culminated in a large celebration in Birmingham, AL on May 3, 2015 at an event that was free to the public featuring music, food, vendors, and family oriented activities.

Where/When: Saturday May 2nd, Railroad Park, Birmingham

Donated air time value and on-site promotion:

Total Value: approximately \$4,300

This includes 86 promos across all stations where inventory was available. The flight was 4/21/15 – 5/1/15 including one x :20 promo, news coverage, Talk Of Alabama appearances and numerous Facebook/Twitter posts.

2015 BUCKCREEK FESTIVAL

Prepared July 6, 2015 by Karen Swann, Promotion Manager

Who: City of Helena

What: The Buck Creek Festival is a free, family-friendly community event held on the second weekend of May in Helena's Amphitheater Park. On the banks of Buck Creek, just below the dam, the heavily wooded site together with the incredible stage provides a wonderful venue for people of all ages to enjoy crafts, children's activities, great food, and fabulous music. During the life of the Festival, over \$200,000 has been returned to the community for a variety of projects that benefit all of Helena.

Where/When: Saturday May 9th, Helena's Amphitheater Park

Donated air time value and on-site promotion:

Total Value: approximately \$14,100

This includes 282 promos across all stations where inventory was available. The flight was 4/14/15 – 5/9/15 including one x :15 promo, one x :30 promo, news coverage, Talk Of Alabama appearances and numerous Facebook/Twitter posts.

2015 BAMA BOOTS BANDS & BIKES

Prepared July 6, 2015 by Karen Swann, Promotion Manager

Who: The Boot Campaign

What: Awareness begins simply by telling the story. The Boot Campaign goes a step further by sharing both the challenges faced in the military community and the inspiring stories of triumph from which we can all find hope and encouragement. Funds generated by The Boot Campaign benefit veterans. The event featured music, food, children's activities and a family friendly two day agenda of activities.

Where/When: Saturday May 16th, Pelham Event Center

Donated air time value and on-site promotion:

Total Value: approximately \$19,850

This includes 397 promos across all stations where inventory was available. The flight was 4/13/15 – 5/15/15 including one x :15 promo, one x :30 promo, news coverage, Talk Of Alabama appearances and numerous Facebook/Twitter posts.

2015 REVIVE AND REFRESH 5k

Prepared July 6, 2015 by Karen Swann, Promotion Manager

Who: The Boot Campaign

What: A 5k Color Run and a 1 Mile Family Fun Walk! Lots of fun post-race activities, including many kid-friendly ones, were planned for participants to celebrate your health with us! Portion of the proceeds benefitted the Single Mother's Empowerment Conference

Where/When: **Saturday May 16th**, Samford Intramural Fields • South Lakeshore Dr.
Homewood, AL 35209

Donated air time value and on-site promotion:

Total Value: approximately \$16,100

This includes 322 promos across all stations where inventory was available. The flight was 4/21/15 – 5/21/15 including one x :30 promo, news coverage, Talk Of Alabama appearances and numerous Facebook/Twitter posts.

2015 SPLASH ADVENTURE SKAI JACKSON MEET & GREET

Prepared July 6, 2015 by Karen Swann, Promotion Manager

Who: ABC 33/40 and Alabama Splash Adventure

What: ABC 33/40 invited viewers to register for a chance to win a private meet and greet with Disney star Skai Jackson including a ride on the Rampage rollercoaster with the star. Free admission to the water park was also included for the family of four

Where/When: Saturday June 16th, Alabama Splash Adventure

Donated air time value and on-site promotion:

Total Value: approximately \$7,550

This includes 151 promos across all stations where inventory was available. The flight was 5/25/15 – 6/13/15 including one x :20 promo, news coverage, Talk Of Alabama appearances and numerous Facebook/Twitter posts.

2015 JENNIFER'S RIDE

Prepared July 6, 2015 by Karen Swann, Promotion Manager

Who: ABC 33/40 and Big #1 Motorsports

What: 33/40 Meteorologist Charles Daniel invited viewers to join him Saturday, June 20th for the 5th Annual Jennifer's Ride, Passport For A Cure. It's was all day motorcycle event covering a scenic route, through Alabama with an after party and silent auction. Proceeds benefitted a cure for Muscular Dystrophy reseach.

Where/When: Saturday June 20th, across the viewing area

Donated air time value and on-site promotion:

Total Value: approximately \$12,200

This includes 244 promos across all stations where inventory was available. The flight was 6/4/15 – 6/20/15 including one x :20 promo, news coverage, station giveaways, Talk Of Alabama appearances and numerous Facebook/Twitter posts.

2015 SINGLE MOTHER'S EMPOWERMENT CONFERENCE

Prepared July 6, 2015 by Karen Swann, Promotion Manager

Who: ABC 33/40 and Alabama Power

What: ABC 33/40's LINDA MAYS INVITED VIEWERS TO JOIN HER FOR THE SINGLE MOTHER'S EMPOWERMENT CONFERENCE, SATURDAY, JUNE 27TH AT THE MCWANE SCIENCE CENTER. A NETWORK OF SUPPORT, RESOURCES AND MOTIVATION FROM INSPIRING SPEAKERS, EXPERTS AND VENDORS WAS OFFERED. FRESH INSIGHT ON FINANCES, PARENTING SKILLS, RELATIONSHIPS, CAREER ADVANCEMENT, EDUCATION, AND MANY MORE ISSUES FACED BY SINGLE PARENT WOMEN WAS ADDRESSED. CHILDCARE WAS PROVIDED FOR THOSE WHO REGISTERED IN ADVANCE.

Where/When: Saturday June 27th, MCWANE SCIENCE CENTER

Donated air time value and on-site promotion:

Total Value: approximately \$3,300

This includes 66 promos across all stations where inventory was available. The flight was 6/18/15 – 6/26/15 including one x :30 promo, news coverage and numerous Facebook/Twitter posts.

2015 BIRMINGHAM HEART WALK

Prepared July 6, 2015 by Karen Swann, Promotion Manager

Who: American Heart Association – Birmingham Chapter

What: The Birmingham Heart Walk is a 5K walk and fun run fundraiser benefitting The American Heart Association's efforts to cure heart disease. 4,000-5,000 participants take part of this annual event.

Where/When: Saturday June 27th, Uptown Birmingham

Donated air time value and on-site promotion:

Total Value: approximately \$15,100

This includes 302 promos across all stations where inventory was available. The flight was 6/3/15 – 6/26/15 including one x :30 promo, news coverage, Talk Of Alabama appearances and numerous Facebook/Twitter posts.

2015 HOOVER FREEDOM FEST

Prepared July 6, 2015 by Karen Swann, Promotion Manager

Who: City of Hoover

What: 33/40 Meteorologist Charles Daniel invited viewers to join him Saturday, June 20th for the 5th Annual Jennifer's Ride, Passport For A Cure. It's was all day motorcycle event covering a scenic route, through Alabama with an after party and silent auction. Proceeds benefitted a cure for Muscular Dystrophy reseach.

Where/When: Saturday July 4th, Hoover Metropolitan Stadium

Donated air time value and on-site promotion:

Total Value: approximately \$48,400

This includes 968 promos across all stations where inventory was available. The flight was 6/3/15 – 6/30/15 including one x :15 promo, one :30 promo news coverage, station giveaways, Talk Of Alabama appearances and numerous Facebook/Twitter posts.



- DMA COVERAGE MAP -



- TV Market Rank: **43rd**
- DMA TV Households: **710,180**
- Total Counties: **21**
- Metro TV HH: **426,650**
- Metro Counties: **7**
- Persons 2+: **1,731,000**
- Persons 18+: **1,365,000**
- Men 18+: **646,000**
- Women 18+: **720,000**
- Working Women: **274,000**
- Teens: **141,000**
- Percent Cable HH: **51%**
- Percent Satellite HH: **44%**
- Percent of Broadcast TV: **94.6%**
- Percent 1 Person HH: **20%**
- Percent 2 Person HH: **29%**
- Percent 3+ Person HH: **51%**
- Percent of HH with Children 12 or younger: **28.8%**
- Percent Caucasian: **68.5%**
- Percent African-American: **26%**
- Percent Hispanic: **2.7%**
- Largest County: **Jefferson**
- 2nd Largest County: **Tuscaloosa**
- 3rd Largest County: **Shelby**
- 4th Largest County: **Calhoun**
- 5th Largest County: **Etowah**



- DMA

HOUSEHOLD INCOME LEVELS

30% HH Income less than \$50,000
 24% HH Income \$50,000 - \$74,999
 23% HH Income \$75,000 - \$99,999
 24% HH Income \$100,000 or more