MARKET	STATION	AGENCY	EVENT	DESCRIPTION	FLIGHT DATES	CURRENT	LENGTH OF	\$ RAISED	# RECORDED	VALUE	# LIVE V	VALUE LIVE LIVE	VALUE LIVE COMMUNITY	VALUE	WEB	VALUE	# \	/ALUE #	VALUE	IOBILE VA	ALUE INTERV	/IEWS VA	LUE ON SITE VIEWS PARTICIPATION	VALUE ON SITE	TOTAL VALUE		
						YEAR P	AKTNEKSHIP	(іт Арріісавіе)	PSAS	RECORDED IV	ENTIONS IN	MENTIONS BROADCAST	/ PROGRAM	AFFAIRS	EXPOSURE	EXPOSURE E	BLASI	MEDIA MEDIA	A MEDIA	APP IVIC	ABILE	INTER	VIEWS PARTICIPATION	PARTICIPATION			_
														SHOW /				POSTS	5								_
EXAMPLE - 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	914,000	500	50,000	500	50,000 2 days	171,000		4 wks	10,000	2	1,000 80	8,000	wks	1				\$ 38,000		
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