

MARKET	STATION	AGENCY	EVENT	DESCRIPTION	FLIGHT DATES	CURRENT	LENGTH OF	S RAISED	# RECORDED	VALUE	# LIVE	VALUE LIVE	LIVE	VALUE LIVE	COMMUNITY	VALUE	WEB	VALUE	#	VALUE	#	VALUE	MOBILE	VALUE	INTERVIEWS	VALUE	ON SITE	VALUE ON SITE	TOTAL VALUE
EXAMPLE - Louisville	Cluster	Kosair Children's Hospital	Children's Miracle Network Radiothon	2-day Radiothon. 100% of 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	2 wks		1	Yes	11,400	\$ 1,215,400	
Louisville	WXMA	Alpha Cares	unity involvement / supports numerous community related events at	MEDIA DAY AT THE FAIR	JULY-SEPTEMBER	2019	6+				300	30,000					8	8,000											\$ 38,000
Louisville	WXMA	KY EXPOSITION CENTER			8/22/2019	2019	6+	2,500	20	2,000							2	2,000	2	1,000						Y			\$ 7,500
Louisville	WDJX	Alpha Cares	unity involvement / supports numerous community related events at		JULY-SEPTEMBER	2019	6+				300	30,000					8	8,000											\$ 38,000
Louisville	WDJX	GASLIGHT FESTIVAL		Jack participation / Emcee	Aug-13	2019	3+	0	25	2,500							2	2,000	2	1,000						Y			\$ 5,500
Louisville	WDJX	KY EXPOSITION CENTER		MEDIA DAY AT THE FAIR	FUNDRAISER	8/22/2019	2019	6+	2,500	20	2,000						2	2,000	2	1,000						Y			\$ 7,500
Louisville	WDJX	KENTUCKIANA HEART ASSOC.		KY HEART WALK		Sep-22	2019	6+	0	25	2,500						2	2,000	2	1,000						Y			\$ 5,500
Louisville	WDJX	HUMANE SOCIETY		WENT NOSE WEDNESDAY	BOOK LIVES EVERY WEDNE	JULY-SEPTEMBER	2019	3+	0	0							4	4,000			4	4,000				Y			\$ 8,000
Louisville	WGZB	Alpha Cares	unity involvement / supports numerous community related events at		JULY-SEPTEMBER	2019	6+				300	30,000					8	8,000											\$ 38,000
Louisville	WGZB	BTAG		PEACE LEAGUE	Jack participation / Emcee	JULY	2019	3+		20	2,000	40	4,000				2	2,000	2	1,000	6	6,000				Y	200		\$ 15,000
Louisville	WGZB	CAMPUS BARBERSHOP		% FREE HAIR CUTS	Jack participation / Emcee	5-Aug	2019	2+		25	2,500	40	4,000				2	2,000	2	1,000	6	6,000				Y	200		\$ 15,500
Louisville	WGZB	ENGELHARD ELEMENTARY SCHOOL		FIRST DAY OF SCHOOL	Jack participation / Emcee	7-Aug	2019	2+		2	200	5	500				2	2,000	2	1,000	2	2,000				Y	200		\$ 5,900
Louisville	WGZB	UNIVERSITY OF LOUISVILLE		COLLEGE GRAB	Jack participation / Emcee	17-Aug	2019	3+		25	2,500	40	4,000				2	2,000	2	1,000	6	6,000				Y	200		\$ 13,700
Louisville	WGZB	KY EXPOSITION CENTER		MEDIA DAY AT THE FAIR	FUNDRAISER	8/22/2019	2019	6+	2,500	20	2,000						2	2,000	2	1,000						Y			\$ 7,500
Louisville	WGZB	KROGER		NATIONAL NIGHT OUT	Jack participation / Emcee	8/6/2019	2019	2+	2,500	20	2,000						2	2,000	2	1,000	2	2,000							\$ 9,500
Louisville	WMJM	Alpha Cares	unity involvement / supports numerous community related events at		JULY-SEPTEMBER	2019	6+					30,000					8	8,000											\$ 38,000
Louisville	WMJM	KY EXPOSITION CENTER		MEDIA DAY AT THE FAIR	FUNDRAISER	8/22/2019	2019	5+	2,500	20	2,000						2	2,000	2	1,000						Y			\$ 7,500
Louisville	WMJM	KENTUCKIANA HEART ASSOC.		KY HEART WALK	Jack participation / Emcee	Sep-22	2019	5+	0	25	2,500						2	2,000	2	1,000						Y			\$ 5,500
Louisville	WGHL	Alpha Cares	unity involvement / supports numerous community related events at		JULY-SEPTEMBER	2019	6+					30,000					8	8,000											\$ 38,000
Louisville	WGHL	KY EXPOSITION CENTER		MEDIA DAY AT THE FAIR	FUNDRAISER	8/22/2019	2019	6+	2,500	20	2,000						2	2,000	2	1,000						Y			\$ 7,500