

COMMUNITY ISSUES REPORT - Q1 2016 - WGHL

MARKET	STATION	AGENCY	EVENT	DESCRIPTION	FLIGHT DATES	CURRENT YEAR	LENGTH OF PARTNERSHIP	\$ RAISED (If Applicable)	# RECORDED PSAs	VALUE RECORDED	# LIVE MENTIONS	VALUE LIVE MENTIONS	LIVE BROADCAST	VALUE LIVE BROADCAST	COMMUNITY AFFAIRS SHOW / PROGRAM	VALUE COMMUNITY AFFAIRS SHOW / PROGRAM	WEB EXPOSURE	VALUE WEB EXPOSURE	# EBLAST	VALUE EBLAST	# SOCIAL MEDIA POSTS	VALUE SOCIAL MEDIA	MOBILE APP	VALUE MOBILE APP	INTERVIEWS	VALUE INTERVIEWS	ON SITE PARTICIPATION	VALUE ON SITE PARTICIPATION	TOTAL VALUE	
Louisville	WGHL	Pride Inc.	Pride Inc, 44th Motorcade & Rally/Martin Luther King Celebration	Dr. Martin Luther King Jr. Celebration and Parade	January	2016	15 plus	0	80	\$ 8,000.00	80	\$ 8,000.00	0	\$ -		\$ -	4 wks	\$ 4,000.00	0	0	4	\$ 4,000.00	0		0	0	0	Yes	\$ 600.00	\$ 24,600.00
Louisville	WGHL	Home of the Innocents	Be My Valentine Toy Drive	Teamed up with former NFL MVP to collect Valentines. WMJM participated in distribution of Valentines on-site.	Feb.	2016	1 year	0	80	\$ 8,000.00	120	\$ 1,200.00	0	\$ -		\$ -	4 wks	\$ 4,000.00	0	0	4	\$ 4,000.00	0		0	0	0	Yes	\$ 400.00	\$ 17,600.00
Louisville	WGHL	PATH Foundation	Magical Moments Project	Collection of Prom dresses, Free Prom Dresses for young girl who can't afford dresses and shoes.	Feb/March	2016	4 years	0	80	\$ 8,000.00	80	\$ 8,000.00	0	\$ 500.00		\$ -	4 wks	\$ 4,000.00	0	0	4	\$ 4,000.00	0		0	0	0	Yes	\$ 200.00	\$ 24,700.00
Louisville	WGHL	Black History Vignettes	Black History Vignettes	On-Air Highlight of community leaders and professionals in the community.	January	2016	15 plus	0	300	\$ 1,000.00	80	\$ 8,000.00	0	\$ -		\$ -	4 wks	\$ 4,000.00	0	0	4	\$ 4,000.00	0		0	0	No	\$ -	\$ 17,000.00	