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	4th Street Live	Muhammad Ali Banner signing	banner signing event in which community came out to write messages to the Ali family	June	2016					15	1,500	1	3,000			2 weeks				2	2,000					yes	100	$ 6,600
Louisville	WGHL	Walmart Bashford Manor-	Muhammad Ali banner signing-	EZ covered live Jessica Taylor covered live from banner signing event in which community came out to write messages to the Ali family	June	2016					15	1,500	1	3,000			2 weeks				2	2,000					yes	100	$ 6,600
Louisville	WGHL	Muhammad Ali Funeral coverage	Muhammad Ali Funeral coverage	live cut ins from along the Muhammad Ali funeral and processional	June	2016	1				10	1,000					2 weeks				5	5,000					yes	500	$ 6,500
Louisville	WGHL	PATH Foundation	Supply a Dream	Personalities and Directors celebrated back to school and supplied kids with free school supplies	August 6th	2016	3										2 weeks										yes		