

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	KDF	KDF NIGHT OF FUTURE STARS	Web presence and live mentions about the the future stars, Hosted by EZ , Guest Judges, Juan Hustle	April 14th	2016	10 +				40																yes	200	\$ 200
Louisville	WGHL	KDF	KDF BASKETBALL CLASSIC	Web presence and live mentions about the the event, guest Judges, EZ, Tropikana, and Juan Hustle	April 15th	2016	10 +				40						yes	2,000	2	1,000	6	3,000			10	10,000	yes	2,600	\$ 18,600
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							5	5,000					yes	500	\$ 6,500
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	2,000					yes	100	\$ 3,600
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	2,000					yes	100	\$ 3,100
Louisville	WGHL	American Cancer Society	Relay For Life Week	Live Liners and web presence talking about the relay kick-off week starting June 4	May 11 - June 4	2016	8+ years				180						yes	2,000											\$ 2,000
Louisville	WGHL	Community Foundation of Louisville	Give Local Louisville	Web presence and live liners encouraging non-profits to get involved in this year's Give Local Louisville Day in September. They reached their goal of 500 non-profit partners	May 23 - July 15	2016	2 years				150						yes	2,000	2	1,000	6	3,000			10	10,000	yes	2,600	\$ 18,600