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
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	2 wks		1				$ 38,000