

WIVK FCC Report Q3 2015

Events/Sponsorships:

- 7/4 – Boys & Girls Club of the Tennessee Valley Duck Race
 - Media sponsorship, live liners, streaming PSA's, website presence, broadcast remotes, mascot appearances, social media posts, E-blast to listener database, "Duck-Day" radiothon
- 7/11 – St. Jude Evening for Champions
 - Station remote
- 7/13 – KARM – Stuff the Backpacks
 - Media sponsorship, website presence, mascot appearances, live liners, E-blast to listener database
- 8/15 – Butterfly Fund 5k
 - Website presence, streaming PSA's
- 8/21 – Friends of Literacy – Boots, Buckles, and Books
 - Media sponsorship, website presence, streaming PSA's, social media posts
- 8/29 – Forget Me Not 5k
 - Media sponsorship, streaming PSA's, on-air PSA's, website presence, social media posts
- 9/26 – St. Jude Give Thanks Walk/Run
 - Website presence, live liners, streaming PSA's, on-air PSA's, Live remote broadcast, inclusion on digital billboards, E-blasts to listener database, social media posts

PSAs:

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| · KARM Dragon Boat Races | 7/1 – 7/8 |
| · Boys & Girls Club Rubber Duck Race | 7/1 – 7/3 |
| · Recreational Boating & Fishing | 7/2 – 8/2 |
| · Easy Auto Supply Drive | 7/7 -8/10 |
| · Hearing Loss | 7/6 – 8/16 |
| · Ribfest 4 Homes | 7/27 – 8/7 |
| · Butterfly Fund 5K | 7/27 – 8/15 |
| · Friends of Literacy – Boots, Buckles, and Boots | 7/27 – 8/17 |
| · Horse Haven of Tennessee – Trailer Rodeo | 8/5 – 8/28 |
| · TVCH Hope Gala | 8/5 – 8/29 |
| · Forget Me Not 5K | 8/10 – 8/28 |
| · Smoky Mountain Heroes | 8/17 – 8/30 |
| · Red Cross | 8/19 – 9/6 |
| · TN Clean Water | 8/23 – 8/29 |
| · St. Jude Give Thanks Walk/Run | 8/31 – 9/25 |
| · Tijuana to Tennessee | 9/2 – 9/12 |
| · Random Acts of Flowers | 9/3 – 9/15 |
| · Girls Inc. – Annual Horse Show | 9/21 – 10/2 |
| · Out of Darkness PSA | 9/26 – 10/2 |

Events Promoted on the WIVK.com Online Community Calendar

- 7/4 Boys & Girls Club Rubber Duck Race
- 7/13 KARM – Stuff the Backpacks
- 8/5 St. Mary's Legacy Clinic Health Screening Day
- 8/15 Butterfly Fund 5K
- 8/21 Friends of Literacy – Boots, Buckles, and Books
- 8/22 Oak Ridge Suicide Prevention Training
- 8/29 TVCH Hope Gala
- 8/29 Forget Me Not 5k
- 9/26 St. Jude Give Thanks Walk/Run

Charitable Donations

- Boys & Girls Club of Tennessee Valley Rubber Duck Race
 - Ducks autographed by various country artists for "Duck Day" auction
- Holston Home for Boys fundraiser
 - 2 Knoxville tickets
 - 3 CD's
 - Cups
 - Koozies
 - Pens
 - Chip Clips
 - Sunglasses
- Sweetwater Marching Band Booster fundraiser
 - 2 Wonderworks "Sweet Deal" certificates
 - 10 CD's by various country artists
- Knox County School Coupon Book Campaign
 - 16 admission tickets to TN Valley Fair
 - 6 tickets for JT Hodges at TN Valley Fair
 - 2 Wonder Works "Sweet Deal" certificates
 - 1 restaurant Linderhof "Sweet Deal" certificate