

WIVK FCC Report Q4 2015

Events/Sponsorships:

- 9/15/15 – Emerald Youth Foundation – Golf Tournament and Legacy Dinner
 - Streaming PSA's, web presence
- 9/26/15 – St. Jude Walk/Run to End Childhood Cancer
 - Web presence, live liners, streaming PSA's, on-air PSA's, live remote, inclusion on two digital billboards, e-blasts, social media
- 9/28/15 – 9/31/15 – 11th Annual KCBC Mission Mammography
 - Live liners, remote, shirts, web presence, e-blast, social media, streaming PSA's
- 10/17/15 – Dream Connection 5K
 - Web presence, streaming PSA's, social media, frog appearance
- 10/17/15 – Weston Warriors Benefit Golf Tournament – Arthritis Foundation
 - Streaming PSA's, media sponsorship
- 10/17/15 – Fishing for Soldiers – Wounded Warrior Project
 - Web presence, streaming PSA's, on-air PSA's, social media, e-blast
- 11/8/15 - Subway Race Against Cancer
 - Web presence, streaming PSA's, social media, e-blast, frog appearance
- 11/8/15 – Young Williams Animal Center Furry Fall Festival
 - Web presence, streaming PSA's, social media, frog appearance
- 11/8/15 – American Diabetes Association Step Out Walk
 - Streaming PSA's, web presence, social media
- 11/20/15 & 11/21/15 – Butterfly Fund BBQ
 - Streaming PSA's, web presence, social media
- 11/20/15 – Rock the Red Kettle Benefit Concert / Bell Ringers
 - Live liners, on-air contesting, streaming PSA's, web presence, social media, on-air personality to ring bell
- 11/25/15 -11/29/15 – Children's Hospital Fantasy of Trees
 - Streaming PSA's, live liners, ticket giveaways, live remote, web presence, social media, frog appearance
- 12/5/15 - KARM Coats for the Cold
 - Social media, frog appearances (2), kick-off remote, produced promos, streaming PSA's, web presence, social media, streaming PSA's
- 12/8/15 – Dream Connection Radiothon
 - Web presence, streaming PSA's, on-air PSA's, social media, radiothon
- 12/13/15 - American Eagle Foundation – Benefit Show at Smoky Mountain Opry
 - Streaming PSA's, web presence

PSAs:

- 8/19/15 – 9/6/15 – Red Cross Nurse Assistant Training
- 9/2/15 – 9/12/15 – Tijuana to Tennessee
- 9/3/15 – 10/7/15 – Cancer Support Fall 2015 Luncheon
- 9/3/15 - 9/15/15 – Random Acts of Flowers
- 9/21/15 – 10/2/15 – Girls Inc. Annual Charity Horse Show
- 9/26/15 – 10/02/15 – Out of the Darkness
- 10/2/15 – 11/8/15 – Subway Race Against Cancer
- 10/19/15 – 11/7/15 – Furry Fall Festival
- 10/29/15 – 12/8/15 – Food City Race Against Hunger

- 11/1/15 -12/4/15 – KARM Coats for the Cold
- 11/2/15 – 11/20/15 – Butterfly Fund BBQ
- 11/3/15 – 12/2/15 – American Eagle Foundation
- 11/21/15 -12/20/15 – Rock the Red Kettle

Events Promoted on the WIVK.com Online Community Calendar

- 10/17/15 – Dream Connection 5K
- 10/17/15 – Cancer Benefit Ride for Robert Grooms
- 10/18/15 – Paint Your Pumpkin to Support Cancer Support Community
- 10/23/15 - Bama Bash Tailgate Lunch to support Cancer Support Community
- 11/8/15 – Subway Race Against Cancer
- 11/18/15 – Million Pennies March – Love & Theft Benefit Concert

Charitable Donations

- 24th Annual Kristen Car Fund for Cancer Research Holiday Party
 - 5 CD's from various country artists
- Sweetwater High School 2015 National Muscadine Festival
 - CD's from various country artists