

## WIVK FCC Report Q2 2015

### Events/Sponsorships:

- 4/1 – Fort Sanders School Transportation Day
  - Wivick the Frog attended
- 4/7 – Cedar Bluff Pre-School
  - Wivick the Frog attended
- 4/8 – St. Jude Children’s Research Hospital “Partner in Hope” Concert
  - Hosted an appreciation event featuring the Swon Brothers for listeners who donated to St. Jude during our 2015 Radiothon
- 4/14 – Shoney’s Teacher of the Month
  - Media partner: live liners, website presence, social media, Wivick the Frog and Gunner present; gives students the opportunity to recognize teachers who make an impact in their lives
- 5/1 – Dollywood Parade
  - Station vehicle and Wivick the Frog attended
- 5/2 – Cornerstone for Recovery 5K
  - Media sponsor: PSAs, live liners, website presence, social media
- 5/2 – Hoops for Kaci; Buddy Walk for Down’s Syndrome Awareness
  - Streaming PSAs and website presence
- 5/4 – Medal of Honor Evening
  - Media partner: website presence, social media, Gunner present
- 5/7 – City of Hope Gala
  - Media partner: streaming PSAs, website presence, on-air interview
- 5/18 – Wendy’s Fellowship of Christian Athletes Golf Class
  - Website presence, streaming PSAs, and social media
- 6/6 – Bean Station Volunteer Fire Department Golf Tournament
  - Streaming PSAs, website presence, social media
- 6/7 – Channon Christian Golf Tournament
  - Streaming PSAs, website presence, social media
- 6/13 – Big Kahuna Wingfest to Benefit Local Charity
  - Media sponsor: PSAs, website presence, live liners, social media, presence at event
- 6/15, 6/17, 6/22, 6/24 – Boys & Girls Clubs Rubber Duck Race Remotes
  - Encouraged people to stop by to see Wivick the Frog and to adopt a duck to benefit the Boys & Girls Clubs
- 6/20 – Knox Area Rescue Ministries Dragon Boat Race
  - Cumulus Knoxville was the exclusive media sponsor: live liners, website presence, social media, PSAs, station team fundraisers, team participation, live remote, presence on-site
- 6/29 – Ted Hall Golf Tournament to benefit March of Dimes
  - Media sponsor: live liners, website presence, social media

### PSAs:

- 1/2-5/31 – Don’t Text and Drive Campaign
- 1/2-5/31 – Foster Care TN
- 4/7-5/17 – Kimberly Williams Paisley NAIC
- 5/8-5/16 – Smoky Mountain Scottish Fest
- 5/11-5/31 – St. Jude Walk/Run Registration
- 5/20-5/25 – Knoxville National Cemetery Memorial Day (streaming)

- 5/21-6/5 – Special Spaces Rock-a-Thon (streaming)
- 6/1-6/5 – Dunkin' Donuts National Donut Day (streaming)
- 6/2-7/3 – Boys & Girls Clubs of the Tennessee Valley Rubber Duck Race
- 6/3-6/25 – Park Jr. High School Reunion
- 6/29-7/31 – Joni Erickson Tada

#### Events Promoted on the WIVK.com Online Community Calendar

- 4/10 – Marrow Recruitment Drive
- 4/29 – Kingswood Truck/Tractor Pull
- 4/30 – Costco Country Day
- 5/19 – Special Spaces Rock-a-Thon
- 6/9 – Flag Retirement Ceremony
- 6/15 – 5<sup>th</sup> of July with Faith Promise Church
- 6/15 – Autism Presentation

#### Charitable Donations

- 10 CDs and 10 Smokies tickets to Hospice of Morrow County's 3<sup>rd</sup> Annual Poker Run