

WIVK FCC Report Q1 2015

Events/Sponsorships:

- 1/17 – Eskimo Escapades
 - Media sponsorship; on-air interview, recorded on-air promos, website presence, social media posts, and PA system to be used during event, streaming PSAs
- Jan.-March – Knoxville Ice Bears
 - Media partnership; presence at home games, on-air interviews, ticket giveaways, website presence, social media promotion
- 3/6 – Game on Against Cancer benefiting Thompson Cancer Survival Center
 - Media sponsorship; website presence, on-air interviews, PSAs, recorded on-air promos, live liners, e-blast to the station database
- 3/10 – St. Jude Children’s Research Hospital WIVK Radiothon
 - 12 hours of air-time dedicated to raising money for St. Jude; over \$200,000 raised
- 3/29 – Diamonds in the Gym benefiting the East Tennessee Akima Club
 - PSAs, website presence, on-air interview

PSAs:

- Car Seat Safety: 1/2-3/1
- Foster Care TN: 1/2-5/31
- Texting and Driving: 1/2-5/31
- WIVK Night at the Grand Ole Opry: 1/19-2/13
- Loretta Lynn at the Grand Ole Opry: 1/27-2/6
- Joy of Music School (streaming): 2/12-4/2

Events Promoted on the WIVK.com Online Community Calendar

- 1/19 – Support in Managing Mental Illness
- 2/6 – Celebrating the Spirit of TN (UT RHTM Fundraiser)
- 2/28 – American Heart Association Heart Gala
- 3/3 – Rockabye Butterfly Bash
- 3/3 – Sk8 to Eliminate Cancer Fundraiser
- 3/3 – Fulton High School Band Arts & Crafts Fair
- 3/27 – 4 Wheeling for a Cure
- 3/27 – Anderson County Chamber of Commerce Job Fair
- 3/27 – Fellowship Church Yard Sale

Goody Bags

- Black Tie and Tails Gala benefiting PetSmart Foundation
 - WonderWorks gift certificate (\$37.99 value)
 - MagiQuest gift certificate (\$40.00 value)
 - 4 Tennessee Smokies tickets (\$44.00 value)

Station Tours

- January 13th – Cub Scouts
- January 20th – Anderson Co. Young Professionals
- January 29th – Girl Scouts
- February 19th – Cub Scouts