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
LOUISVILLE	WGZB, WMJM	ALPHA MEDIA	PSA COVID-19	COVID -19 SPREADING AWARNESS AND	OCTOBER-DECEMBER	1															1								
LOUISVILLE	ALPHA LOUISVILLE MARKET			MAKING SURE THE COMMUNITY WAS ABLE TO HAVE ACCESS TO HAVE ACCESS TO FIND FOOD, AND JOBS																									
LOUISVILLE	WGZB, WMJM	ALPHA MEDIA	PSA TEAM KENTUCKIANA	DURING THE PANDEMIC	OCTOBER-DECEMBER	1																							
				UNITED FOR JUSTICE	OCTOBER-DECEMBER	1																							
				WAS CREATED TO GET HELP TO THOSE WHO WANT TO JOIN THE FIGHT FOR JUSTICE FOR ALL. PEOPLE ARE ABLE TO GO OUR WEBSITES TO FIND OUT HOW TO HELP OR HOW TO GET																							
LOUISVILLE	ALPHA LOUISVILLE MARKET	ALPHA MEDIA	PSA UNITED FOR JUSTICE	INVOLVED. Alpha Louisville partnered with Feeders Supply through Alpha Cares to help the victims and their pets of the Kentucky tornadoes. Stations have web-presence and are	12/15-12/21			23,130									Yes											
LOUISVILLE	WDJX	Feeders Supply	Hurricane Relief	running promos. Every week a member of the DJX staff goes live on Facebook around noon to feature an adoptable animal from the Kentucky Humane	EVERY WEDNESDAY OCTOBER-DECEMBER		1 week										Yes				1								
LOUISVILLE	WMJM	Kentucky Humane Society FEED THE CITY	Wet Nose Wednesday STEVE HARVEY TURKEY GIVEAWAY	Society STATION SUPPORTED BY HAVING GIVING AWAY TURKEYS TO THOSE IN NEED! THE STATION TRUCKS PULL UP DO VIDEOS AND GET PEOPLE EXCITED AGAIN FOR THE HOLIDAYS	11/23/21		5YRS																					
LOUISVILLE	WMJM	MELANAIRE MARKETPLACE	GALLERIA REMIX	SHOWED SUPPORT WITH PULLING UP TO THE EVENT. GETTING VIDEOS AND PICTURES AND ENCOURAGING BLACK OWNED BUSINESSES TO KEEP THRIVING	EVERY SATURDAY NOVEMBER - DECEMBER																								
LOUISVILLE	WGZB	FEED THE CITY	STEVE HARVEY TURKEY GIVEAWAY	STATION SUPPORTED BY HAVING GIVING AWAY TURKEYS TO THOSE IN NEED! THE STATION TRUCKS PULL UP DO VIDEOS AND GET PEOPLE EXCITED AGAIN FOR THE HOLIDAYS	11/23/21																								