

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	WXMA	Alpha Cares		Community Involvement / supports numerous community related events and services that are free and open to the public.	JULY-SEPTEMBER	2018	5+				300	30,000					8	8,000											\$ 38,000
Louisville	WXMA	KY EXPOSITION CENTER	MEDIA DAY AT THE FAIR	FUNDRAISER	8/22/2018	2018	5+	2,500	20	2,000							2	2,000	2	1,000						y		\$ 7,500	