

MARKET	STATION	AGENCY	EVENT	DESCRIPTION	FLIGHT DATES	CURRENT YEAR	LENGTH OF PARTNERSHIP	\$ RAISED (if Applicable)	# RECORDED PSAs	VALUE RECEIVED	# LIVE MENTIONS	VALUE LIVE MENTIONS	LIVE BROADCAST	VALUE LIVE BROADCAST	COMMUNITY AFFAIRS SHOW PROGRAM	VALUE COMMUNITY AFFAIRS SHOW PROGRAM	WEB EXPOSURE	VALUE WEB EXPOSURE	EARLAST	VALUE EARLAST	# 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	Children's Miracle Network	National Pancake Day	Dop gave away free short stacks for National Pancake Day - donations accepted	27-Feb	2018	4 Years		40	4,000	30	3,000					1 Wk	5,000	1	500	5	5,000			1	No		5	17,500
Louisville	WXMA	Special Olympics	Polar Plunge 2018	Fundraise money for Special Olympics and then plunge into a freezing cold lake	17-Feb	2018	6 Years	1,100	20	2,000	10	1,000									5	5,000				yes			58,000
Louisville	WXMA	Norton Children's Hospital	Cupids Kids	Collect Valentine's for children at Norton Children's Hospital	February	2018	6 years		60	6,000							4 wks	4,000	2	1,000	8	8,000				yes	1,000	5	20,000