

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	cluster	Nortons Children's Hospital	children's miracle Network Radiothon	2-day Radiothon. 100% of the money raised stays local	Nov 15th-16th	2018	9+		500	50,000	500	50,000		106,744			4wks	10,000	2	1,000	20	2,000	2wks		1		yes		
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	SANTA CAUSE	HOME OF THE INNOCENTS	helped to get household items for christmas for the Home of the Innocents	11/26/18-12/19/18	2018	2+				200	20,000					4	4,000											\$24,000
Louisville	WXMA	MAKING STRIDES	BREAST CANCER WALK	DOCK PARTICIPATION/EMCEE	10/27/2018	2018	6+		20	2,000	40	4,000					2	2,000	2	1,000	6	6,000					Y		\$15,200