

# **WNML FCC Report 1<sup>st</sup> Quarter 2014**

## **Events/Sponsorships:**

- 1/6 – Project Help (promoted 1/6-2/1)
  - Media Sponsor
- 1/12 – PPAW Happy Neuter Year (promoted 12/16-1/12)
  - Media Sponsor
- 1/31 – Second Harvest
  - Media Sponsor, Sports Page Remote, Sports Talk Remote, Vehicle Presence
- 1/31 – Ice Bears Game
  - Mickey Appearance
- 2/5 – UTFCU
  - Media Sponsor, All Day Remote, Vehicle Presence
- 2/14 – Dogwood House and Garden Show
  - Media Sponsor, Sports Page Remote
- 2/21 – Auto Show
  - Media Sponsor, Sports Page Remote
- 3/7 – Knoxville Boat Show
  - Media Sponsor, All Day Remote, Vehicle Presence
- 3/7 – Game On Against Cancer
  - Media Sponsor, Appearances
- 3/13 – Food City Family Race Night
  - Media Sponsor, Sports Page Remote, Vehicle Presence
- 3/17 – Bobby Nichols Classic
  - Media Sponsor, Sports Page Remote, Vehicle Presence
- 3/29 – Lead Lap: IMG 7-on-7 Tournament
  - Media Sponsor, Mickey Appearance
- 4/2 – Great Llama Race (promoted 3/17-4/5)
  - Media Sponsor
- 4/5 – Alzheimer's Forget me Not 5K (promoted 3/17-4/5)
  - Media Sponsor
- 4/27 – Dogwood Arts Festival (promoted 3/31-4/27)
  - Media Sponsor
- 5/17 – Knox Pro Corps (promoted 3/31-5/17)
  - Media Sponsor

## **PSAs:**

- |                       |           |
|-----------------------|-----------|
| · Cardboard Boat Race | 3/31-5/16 |
| · 2014 Project Help   | 1/6-2/2   |
| · Doc Rock            | 2/26-3/1  |
| · April Foolies 2014  | 3/10-3/23 |
| · Forget Me Not 5K    | 3/18-4/5  |
| · Great Llama Race    | 3/18-4/5  |

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### **Goody Bags**

- Knoxville Covenant Health Marathon – Biggest Winner Team
  - Five chip clips, five pens, five cups, five koozies

### **Station Tours**

- 1/21 – Anderson County Chamber
- 2/6 – St Jude Patient and Mother