

WDRB-TV
LOUISVILLE, KENTUCKY
INDEPENDENCE TELEVISION COMPANY

ISSUES & PROGRAMS
COMMUNITY INVOLVEMENT
FOURTH QUARTER, 2019

2019 Harvest Homecoming Parade

On October 5, 2019, New Albany, Indiana hosted its annual Harvest Homecoming Parade. WDRB's morning show meteorologist, Jude Redfield, and WDRB's station mascot, Snow Fox, were chosen as special guests at the opening day parade. Snow Fox is WDRB's station mascot who helps promote winter weather safety and school closings. At this parade, both Jude Redfield and Snow Fox rode in the parade line, while passing out candy and promoting WDRB.

2019 Christmas Décor Show

On December 14, 2019, WDRB's station mascot that helps promote winter weather safety and school closings, Snow Fox, made a special appearance at the 2019 Christmas Décor Show at the Kentucky Exposition Center. During the show, Snow Fox interacted with shoppers, families, and members of the local community to help promote the upcoming winter weather. Snow Fox is the face of winter safety tips and school closings. Families and individuals, who stopped by to see Snow Fox, were able to take a picture with him to share with others.

SPEAKERS BUREAU & PERSONAL APPEARANCE REPORT
FOURTH QUARTER 2019

DALE WOODS:

October:

3 Media Day at Kentucky Kingdom
17 Rotary Introduction at Rotary Club of Louisville
21 Met with Tourism of Louisville

RICK BOZICH:

October:

30 Spoke to a group of about 75 people at Woodhaven
Country Club, sponsored by Cardinal Pointe Investment
group

November:

13 Spoke to another group 20 businessmen at the Goodwood
Brewing Company

October, November & December:

(On the radio on Louisville station 680AM every Thursday
at 5 p.m.)

CANDYCE CLIFFT:

November:

6 Job review/interview with IUS students
9 Guest reader/Asharwad Indian Fellowship event
11 Hosted job shadow/James Kramer, St. X
20 Guest reader/Camden Station Elementary

December:

19 Guest Reader/Norton Commons Elementary

KEITH KAISER:

October:

2 Career Day Talk / North Harris Middle School
29 Voice and Vino at the Casino

November:

8 Emcee Leadership Harrison County "Match Game"

KATIE MCGRAW:

October:

2 Stonestreet Elementary
10 Fern Creek Elementary

November:

13 Riverside elementary
14 Jonathan Jennings Elementary

December:

21 Student and parent shadow/tour

LORI MORGAN:

October:

14 On Panel at KBA Conference

SCOTT REYNOLDS:

October:

25 Emcee - Barren Heights Fundraiser for Disabled Children

December:

18 Waterfront Botanical Gardens Opening Celebration

LAWRENCE SMITH:

October:

4 Appeared on KET's Comment on Kentucky
25 Appeared on KET's Comment on Kentucky

November:

8 Appeared on KET's Comment on Kentucky
22 Appeared on KET's Comment on Kentucky
29 Appeared on KET's Comment on Kentucky

December:

20 Appeared on KET's Comment on Kentucky
27 Appeared on KET's Comment on Kentucky

HANNAH STRONG:

October:

9 Rangeland Elementary Weather Visit
19 Job Shadow in Studio
23 Grayson County Middle School Weather Visit
23 Englehard Elementary School Visit

December:

4 J-Town Elementary School Visit
11 CAL (Christian Academy of Louisville) English Station
Weather Visit

CHRIS TURNER:

October:

15

Appearance at Public Relations Society (PRSA Louisville chapter) awards program