

**WDRB-TV**  
**LOUISVILLE, KENTUCKY**  
**INDEPENDENCE TELEVISION COMPANY**

**ISSUES & PROGRAMS**  
**COMMUNITY INVOLVEMENT**  
**FIRST QUARTER, 2019**

## 2019 Louisville Auto Show

In February 2019, WDRB participated in the Louisville Auto Show weekend event. At the booth, WDRB partnered with FOX to provide two NASCAR simulators to promote upcoming FOX NASCAR races. WDRB also brought in local NASCAR driver, Will Kimmel to add a real experience NASCAR race to the event. The simulators really helped to engage the community and teach them more about NASCAR as a whole as well as the local races.

WDRB's station mascot Snow Fox made a special appearance to promote winter safety and school closings for all of the children and family who attended the Louisville Auto Show.

## 2019 Louisville Sports Commission Special PSA

WDRB partners with many local organizations throughout the year. This quarter, WDRB partnered up with friends at the Louisville Sports Commission to create a special PSA promoting this year's Louisville Corporate Games. This event helps the local community's companies come together for a day of fun, bonding, and most importantly – bettering their health. The PSA focused on promoting the event and getting in better health to prepare. The Louisville Sports Commission talked about the benefits of the corporate games and to help get members who aren't currently active, to start a new healthy lifestyle.

**SPEAKERS BUREAU & PERSONAL APPEARANCE REPORT**  
**FIRST QUARTER 2019**

**Bill Lamb:**

**January:**

10

Spoke to Retired and Veteran Railway Employees

**March:**

14

Interviewed on Matt Keck Podcast

19

Spoke on panel for Louis Brandies Inn of Court

**David Callan:**

**March:**

11

Gave Tour to Project C.A.S.E. (This organization helps find jobs for special needs individuals while they are attending college or after they have graduated.

**Valerie Chinn:**

**February:**

16

Emcee Crane House Lunar New Year Party

**Candyce Clifft:**

**February:**

5

Job Shadow / Anna Keyzer Sophomore in the Journalism Magnet a DuPont Manual High School

**March:**

1

Spoke at Norton Commons Elementary School Career Day

**Fallon Glick:**

**March:**

15

Spoke at the EmpowHer event at Thomas Jefferson Middle School

**Tom Lane:**

**January:**

25

Talked to UofL Communications Class

**March:**

7

Interviewed guests of honor for the audience at Paul Hornung's Awards Banquet.

**Kerry McGee:**

**February:**

21

Spoke at the Media/Emergency Services Mtg.  
(the mtg. is twice a year between public information officers for police, fire, EMS & members of local media.

**Jude Redfield:**

**January:**

15

Weather Talk to Highland Baptist Live Wire Group

**March:**

26

Provided station tour for Live Wires Senior Citizens from Parkland Baptist Church

**Sterling Riggs:**

**February**

22

Guest speaker and lunch at Zachary Taylor Elementary

**March**

1

Read at Rutherford Elementary

9

Spoke to LYPC students about public speaking.

12

Emcee for the Louisville Youth Philanthropy Banquet.

18

JCPS Advisory Council meeting

**Lawrence Smith:**

**January:**

11

Panelist on KET's Comment on KY

**February:**

15

Panelist on KET's Comment on KY

**March:**

8

Panelist on KET's Comment on KY

**Hannah Strong:**

**January:**

28

Weather visit at Atria Senior Living Facility, Louisville

**February:**

6

Assembly and weather talk at Grayson County Middle School  
Cornerstone Academy weather visit and WDRB tour

13

**March**

5

Weather talk with elementary school in Virginia Beach

19

Weather visit at Smyrna Elementary, Louisville

20

Career day at Hite Elementary, Louisville

Weather visit with home school co-op group that meets at  
Faith Community Church, New Albany

25

Gave three talks to Engelhard Elementary

Weather visit at Cochran Elementary, Louisville

**Chris Turner:**

**February:**

21

Spoke at the Media/Emergency Services Mtg.  
(the mtg. is twice a year between public information  
Officers for police, fire, EMS & members of local media.)

**Marc Weinberg:**

**March:**

13

Job Shadow / Hannah Perry

15

Job Shadow / Bryce Jones

**Elizabeth Woolsey:**

**March:**

1

Emcee Christian Academy Gala

11

Reader, Lowe Elementary