

WDRB-TV
LOUISVILLE, KENTUCKY
INDEPENDENCE TELEVISION COMPANY

ISSUES & PROGRAMS
COMMUNITY INVOLVEMENT

THIRD QUARTER, 2019

SPEAKERS BUREAU & PERSONAL APPEARANCE REPORT
THIRD QUARTER 2019

VALERIE CHINN:

August:

17
22
23

WDRB Media at the KY State Fair
WDRB Media at the KY State Fair
WDRB Media at the KY State Fair

CANDYCE CLIFFT:

August:

30

September:

10
12

Spoke at Barret TMS Spirit Rally
Spoke at Gates Corporation women's lunch
Spoke at Retired Railroad Employees lunch

MARCUS GREEN:

July:

1

Guest on WXOX Louisville City State Radio
(Louisville-area bypass study)

August:

2
25

Guest on CTV Canada (Lincoln Co. Pipeline Explosion
WDRB Media at the KY State Fair

KEITH KAISER:

July:

18
24

September:

28

Judge for the Atria Springdale Chef Showdown
Emcee for Taste of Southern Indiana
Emcee Down Syndrome of Louisville -
The Steps to Independence Walk & 5K Celebration

KATIE MCGRAW:

August:

14
18
24

September:

14

Spoke to a home school group in Mt. Washington, KY
WDRB Media at the KY State Fair
WDRB Media at the KY State Fair
Judged the Lanesville, IN Parade

SCOTT REYNOLDS:

September:

14

Emceed the "Lemonade for Life" Fundraiser to raise money for
Families who have children with Type 1 Diabetes or Pediatric
Cancer (350 people / Raised over \$100,000)

LAWRENCE SMITH:

August:

16

Panelist on KET's Comment on KY

September:

13

Panelist on KET's Comment on KY

20

Awarded Hardin Co. Farm Bureau Communicator of the Year

HANNAH STRONG:

August:

19

KY State Fair

20

Job Shadow

September:

18

Weather Visit at South Oldham High School

18

Weather talk to CPCU

20

Christian Academy of Indiana Band Concert

Special Guest Performer

28

Emcee Indiana Honor and Remember Dinner in Portland, Indiana (outside DMA)

ELIZABETH WOOLSEY:

August:

15

WDRB Media at the KY State Fair

23

WDRB Media at the KY State Fair

24

WDRB Media at the KY State Fair

2019 Kentucky State Fair Synopsis

WDRB:

WDRB News at the 2019 Kentucky State Fair. WDRB had another great year at the Kentucky State Fair. We had various opportunities to interact with our community and it paid off. First, we had nearly every on-air news talent visit our booth over the course of the 11 days (Thursday August 15 – Sunday August 25). This was the perfect way for the community to ask questions and interact with our reporters/anchors as well as winning FOX prizes with our digital prize wheel. We also featured our Snow Fox – WDRB's station mascot and the face of winter weather safety. We brought Snow Fox to the fair all 11 days to interact with our viewers and help promote the upcoming winter season. Over the 11 day fair, we had up to 20,000+ people visit our booth which was located in the lobby where about 100,000 people passed through. WDRB partnered with FOX and brought out Heavy Machinery – a WWE Smackdown Duo. On WWE Day at the KY State Fair, Heavy Machinery got on stage with our anchors to interact with the crowd for a question and answer segment before moving to the selfie area.

WBKI:

WBKI the CW at the 2019 Kentucky State Fair. This year, we wanted to heavily promote the upcoming Batwoman premiere. We hired actors to portray characters such as: The Flash, Supergirl, and Batwoman. These actors interacted with thousands of visitors throughout the 11 day fair taking pictures with children and families so they could meet their favorite superheroes. At this booth we also had a very successful ATV giveaway. We worked with a local client to give away an ATV to one lucky winner who texted in during the 2 weeks the fair was going on.

Staffing:

At any given time, we staffed about 10 personnel to man the booths – including on-air talent and booth staff. Staff included:

- | | | |
|----------------------|-----------------------|---------------------|
| 1. Scott Brady | 14. Cara | 27. Katrina Helmer |
| 2. Laura Bottorff | 15. Michael Branch | 28. Keith Kaiser |
| 3. Josh Hawkins | 16. Melinda | 29. Travis Ragsdale |
| 4. Jen Costello | 17. Spencer Korcz | 30. Lexie Ratterman |
| 5. Josh Kidd | 18. Elizabeth Woolsey | 31. Jude Redfield |
| 6. George Buehler | 19. Marc Weinberg | 32. Joel Schipper |
| 7. Joseph Phelps | 20. Sterling Riggs | 33. David Scott |
| 8. Andrew Hinkle | 21. Candyce Clift | 34. Kate Springer |
| 9. Don Dunn | 22. Lindsay Allen | 35. Scott Reynolds |
| 10. Patrick Matthews | 23. Valerie Chinn | 36. Rick DeLuca |
| 11. TJ Grant | 24. Gilbert Corsey | 37. Katie McGraw |
| 12. Apollo Bacala | 25. Gina Glaros | 38. Hannah Strong |
| 13. Taylor Wagoner | 26. Fallon Glick | |

2019 Snow Fox at Slugger Field

Louisville Slugger Field is the home of the Louisville Bats baseball team. WDRB and the Bats partnered together during their Sunday home games to spend the afternoon with the community. During the dates of 7/14 and 7/28 WDRB's station mascot Snow Fox (who is the station's face of school closings and winter safety) attended Sunday home games helping further push our campaign of winter weather safety and to interact with the families that our station impacts each day.

2019 Helmets for Kids @ Okolona (KY) Fire Station

WDRB and local attorney Darryl Isaacs partnered together for an important event, Helmets for Kids on Tuesday July 16, 2019 at Okolona Fire Station. At this event, helmets were passed out to children in need. This event was created to help promote bicycle and helmet safety. WDRB's station mascot Snow Fox (who is the station's face of school closings and winter safety), attended to take pictures with the families and to promote winter weather safety along with the importance of wearing helmets and protective gear year round.

2019 Helmets for Kids @ Jeffersonville, IN Fire Station

WDRB and local attorney Darryl Isaacs partnered together for an important event, Helmets for Kids on Tuesday August 6, 2019 at Jeffersonville Fire Station. At this event, helmets were passed out to children in need. This event was created to help promote bicycle and helmet safety. WDRB's station mascot Snow Fox (who is the station's face of school closings and winter safety), attended to take pictures with the families and to promote winter weather safety along with the importance of wearing helmets and protective gear year round.