

WLKY Media Summary



November 28, 2014

Maria Smith
Harbor House of Louisville
2231 Lower Hunters Trace
Louisville, KY 40216

Dear Maria:

WLKY was pleased to have again served as Media Sponsor for the 2014 Harbor House Kentucky Derby.

For the 2014 campaign, WLKY ran more than three hundred (300) promotional announcements on WLKY 1 and WLKY MeTV 2 from August 22nd thru September 28th. These spots ran in all dayparts, and the total value of the promotional schedule totaled \$50,000.

We are honored to be a part of this great community event and look forward to the 2015 Kentucky Derby. If you have any questions regarding this information, please do not hesitate to let me know.

Warm regards,

Debbie Robertson
Program and Community Affairs Coordinator

518 MELWOOD AVENUE, LOUISVILLE KY 40206

WLKY.COM  MeTV

WLKY Media Summary

Channel 32.1

August 20 – September 23
40.8 minutes of commercial time

176 spots

19 on Mondays
26 on Tuesdays
22 on Wednesdays
17 on Thursdays
29 on Fridays
33 on Saturdays
30 on Sundays

Channel 32.2

August 20 – September 23
46.1 minutes of commercial time

124 spots

11 on Mondays
21 on Tuesdays
13 on Wednesdays
18 on Thursdays
20 on Fridays
18 on Saturdays
23 on Sundays

Louisville Public Media Summary

On-Air Schedule

Start Date	End Date	Station Grp	Scheduled Time/Event	Repeated	Length	Qty	Rate	Total	M	Tu	W	Th	F	Sa	Su	Wk
1 9/9/2014	9/19/2014	Trombo	06:00:00 to 10:00:00	Weekly	:10	8	80.00	640.00		X	X	X	X	X	X	4
2 9/9/2014	9/19/2014	Trombo	10:00:00 to 15:00:00	Weekly	:10	8	80.00	640.00		X	X	X	X	X	X	4
3 9/9/2014	9/19/2014	Trombo	15:00:00 to 20:00:00	Weekly	:10	8	80.00	640.00		X	X	X	X	X	X	4
4 9/9/2014	9/19/2014	Trombo	20:00:00 to Midnight	Weekly	:10	10	20.00	200.00		X	X	X	X	X	X	5
5 9/22/2014	9/26/2014	Trombo	06:00:00 to 10:00:00	Weekly	:10	4	80.00	320.00		X	X	X	X			4
6 9/22/2014	9/26/2014	Trombo	10:00:00 to 15:00:00	Weekly	:10	4	80.00	320.00		X	X	X	X			4
7 9/22/2014	9/26/2014	Trombo	15:00:00 to 20:00:00	Weekly	:10	4	80.00	320.00		X	X	X	X			4
8 9/22/2014	9/26/2014	Trombo	20:00:00 to Midnight	Weekly	:10	5	20.00	100.00		X	X	X	X			5
9 9/27/2014	9/27/2014	Trombo	06:00:00 to 22:00:00	Weekly	:10	4	20.00	80.00	0	0	0	0	0	4	0	

Order Start Date: 9/9/2014

Order End Date: 9/27/2014

Spots: 165

Summit Media Summary

103.9 WRKA-FM

Sept. 9 – Sept. 28

63 Spots

9/9/2014-3
9/10/2014-5
9/11/2014-4
9/12/2014-3
9/13/2014-2
9/14/2014-4
9/16/2014-3
9/17/2014-1
9/18/2014-5
9/19/2014-5
9/20/2014-3
9/21/2014-4
9/23/2014-6
9/24/2014-3
9/25/2014-2
9/26/2014-3
9/27/2014-7

107.7 WSFR-FM

Sept. 8 – Sept. 28

82 Spots

9/8/2014-2
9/9/2014-3
9/10/2014-4
9/11/2014-4
9/12/2014-3
9/13/2014-2
9/14/2014-3
9/15/2014-2
9/16/2014-5
9/17/2014-3
9/18/2014-3
9/19/2014-2
9/20/2014-2
9/21/2014-4
9/22/2014-5
9/23/2014-5
9/24/2014-7
9/25/2014-5
9/26/2014-5
9/27/2014-9
9/28/2014-4

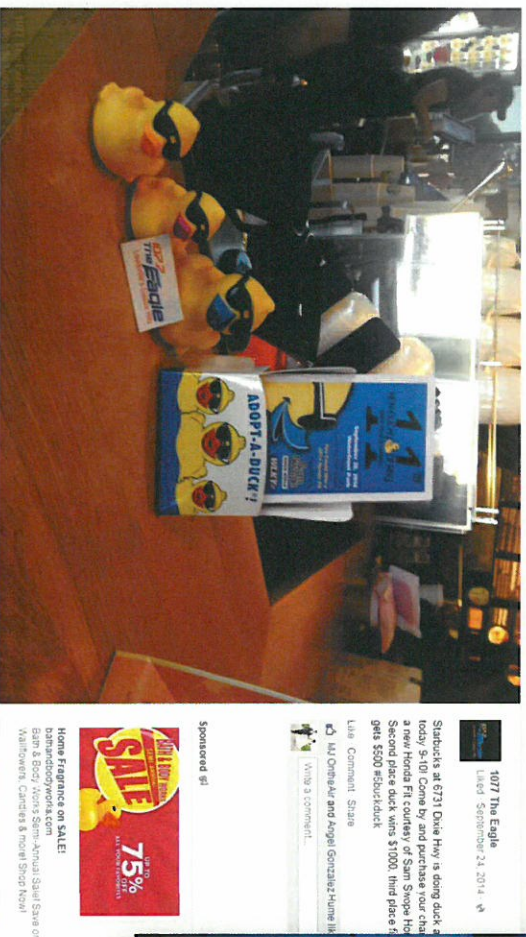
106.9 WVEZ-FM

Sept. 8 – Sept. 28

63 Spots

9/8/2014-3
9/9/2014-3
9/10/2014-1
9/11/2014-5
9/12/2014-4
9/13/2014-3
9/14/2014-2
9/15/2014-3
9/16/2014-2
9/17/2014-4
9/18/2014-3
9/19/2014-4
9/20/2014-3
9/21/2014-2
9/22/2014-4
9/23/2014-2
9/24/2014-4
9/25/2014-1
9/26/2014-3
9/27/2014-5
9/28/2014-2

103.9, 107.7, 106.9 radio station's Facebook posts about KDDI!



Web and Social Media:

www.hhlou.org

www.harborhouseduckderby.org (Duck Race Site)



<https://www.facebook.com/harbor.houselouisville>

Twitter @harborhouseky

Instagram @harborhouseky

Facebook:

3,561 Fans

Sponsor Spotlights

Participant Happenings and Photos

Media Attention

Giveaways and Games

Adopt A Duck Posts

Harbor House out and about posts

69 Posts July 1 - October 16

Facebook Friends –

June 15, 2014 – 2475

July 15, 2014 – 2491

August 1, 2014 – 2509

September 1, 2014 – 3,471

(*including HH FB page merge)

October 1, 2014 – 3,532

November 1, 2014 – 3,557

11th Annual Van-Ducky Derby

Harbor House Louisville Organization

3,561 likes
17 visits

Write something on this Page...

Harbor House Louisville

Twitter:

324 Followers

94 Tweets July 1 - October 16

Sponsor Tweets

Fun interaction with supporters

Out and about picture tweets

Twitter Followers –

June 15, 2014 – 212

July 15, 2014 – 223

August 1, 2014 – 250

September 1, 2014 – 259

October 1, 2014 – 305

November 1, 2014 – 322



Instagram:
 138 Posts
 81 Followers
 74 Following

Instagram Followers –
 June 15, 2014 – 33
 July 15, 2014 – 38
 August 1, 2014 – 41
 September 1, 2014 – 60
 October 1, 2014 – 65
 November 1, 2014 – 84



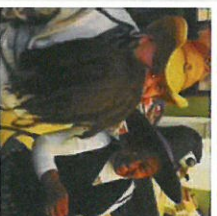
Edit Profile

harborhouseky

Harbor House Of Louisville <http://www.hhou.org>

138 posts 81 followers 74 following

November 2014



October 2014



Southeast Outlook



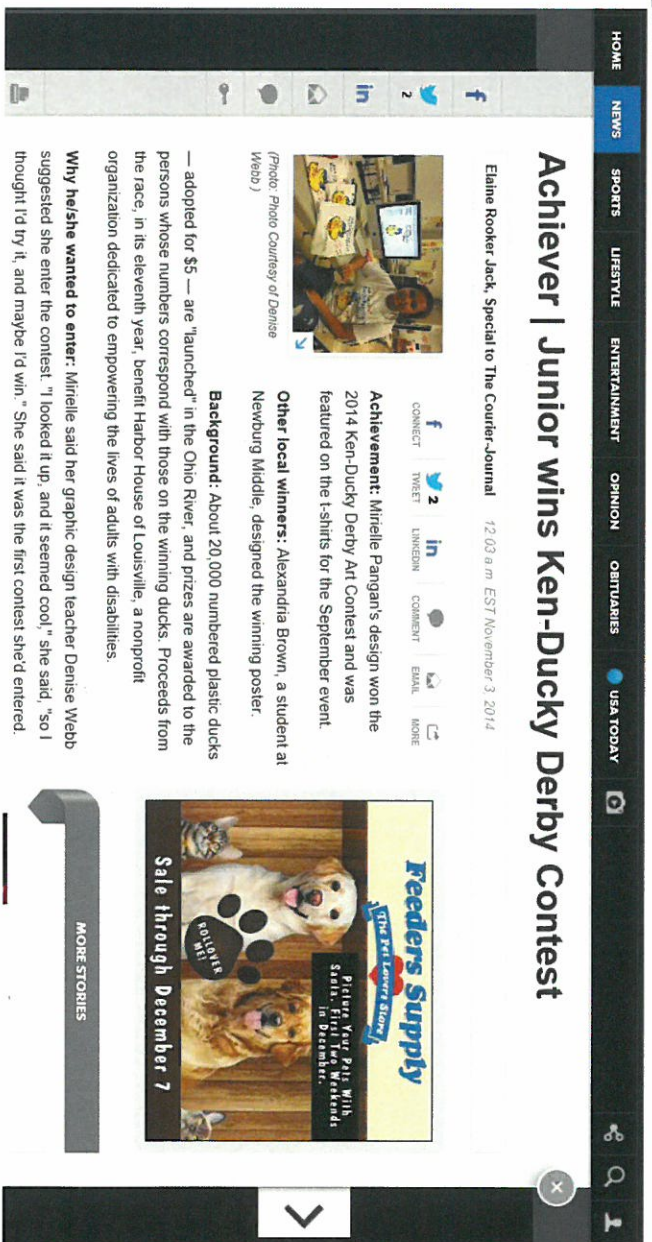
Marketing/Media

ESPN 680/ESPN
105.7FM
Magazine
2014 Football
Guide



LIBA Spring/Summer Issue

November 1, 2014
The Courier Journal



Why he/she wanted to enter: Mirielle said her graphic design teacher Denise Webb suggested she enter the contest. "I looked it up, and it seemed cool," she said, "so I thought I'd try it, and maybe I'd win." She said it was the first contest she'd entered.