

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

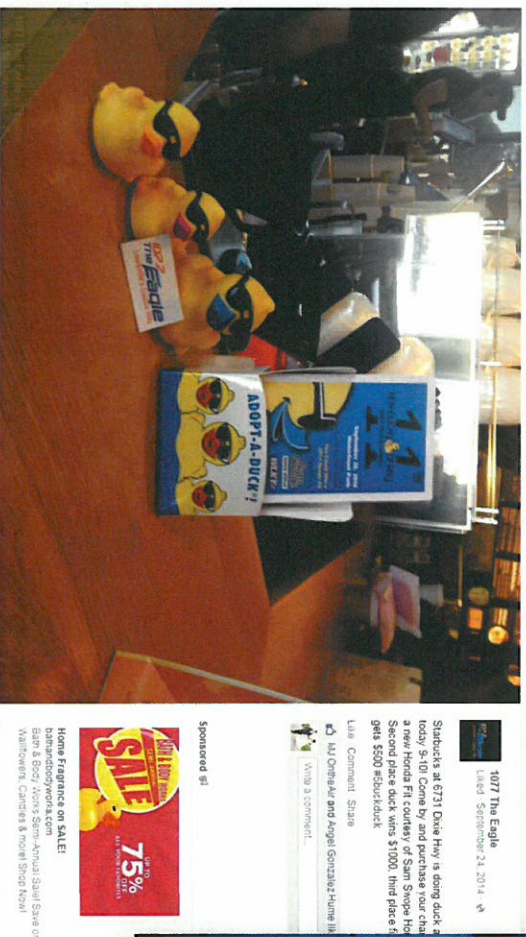
106.9 WVEZ-FM

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



TWEETS 492 FOLLOWING 627 FOLLOWERS 324 FAVORITES 86

  Follow

Harbor House

@HarborHouseKY

Harbor House of Louisville is a non-profit
dedicated to empower individuals adults



Harbor House @HarborHouseKY · Nov 8

They workin hard or hardly workin??? [instagram.com/p/vIKmNzVO/](https://www.instagram.com/p/vIKmNzVO/)

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

[illegible]

November 1, 2014
The Courier Journal

Junior wins Ken-Ducky

at to The Courier-Journal 12:03 a.m. EST November 3, 2014

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Achievement: Mirrele Pargant's design won the 2014 Ken-Ducky Derby Art Contest and was featured on the t-shirts for the September event.

Other local winners: Alexandria Brown, a student at Newburg Middle, designed the winning poster.

Background: About 20,000 numbered plastic ducks are launched in the Ohio River, and prizes are awarded to the ducks that correspond with those on the winning ducks. Proceeds from the contest benefit Harbor House of Louisville, a nonprofit organization that empowers the lives of adults with disabilities.

Contest: Mirrele said her graphic design teacher Denise Weller encouraged her to enter the contest. "I looked it up, and it seemed cool," she said, "so I entered." She said it was the first contest she'd entered.

Derby Contest