

[6:05:56 PM] [0:43] WE'RE STILL 7 MONTHS AWAY FROM THE DIRT TRACK OF THE KENTUCKY **DERBY**, BUT SOME ARE CELEBRATING A MORE SQUEAKY CLEAN **DERBY**. THE FREE KEN-DUCKY **DERBY**, HAD PLENTY OF MUSIC, FOOD, GAMES AND FUN FOR THE WHOLE FAMILY, OF COURSE THE MAIN EVENT, A RUBBER DUCKY RACE, IN THE OHIO WITH MORE THAN 20-THOUSAND DUCKS. FUNDS RAISED BY ADOPTING THOSE DUCKS, HELP SUPPORT **HARBOR HOUSE** PROGRAMS, **HARBOR HOUSE** IS A NONPROFIT TRAINING AND DEVELOPMENT CENTER FOR ADULTS WITH DISABILITIES. WE'VE BEEN ALL OVER THE COMMUNITY FESTIVALS AND DIFFERENT THINGS, AND THERE'S SOMETHING ABOUT THE MYSTIQUE OF A LITTLE RUBBER DUCK, AND I'M NOT REALLY SURE WHAT THAT IS, BUT PEOPLE LOVE THEM. THIS IS THE 11TH YEAR FOR THE EVENT.

[View](#)

Runtime: 0:43

Nielsen Audience: 34,770

Ad Value: \$220

Calc Ad Value: \$315

Calc Publicity Value: \$946

22.

**WDRB-FOX Television**

Market: Louisville, KY (49)

Fox News at 1030

Sep 28 2014 10:30PM ET

[10:44:06 PM] [0:52] CHEERS AND APPLAUSE ] 24,000 RUBBER DUCKIES WERE DROPPED IN THE RIVER FOR THE 11TH ANNUAL KENTUCKY **DERBY** HE **DERBY** COST JUST \$5. THIS EVENT IS THE LARGEST FUNDRAISER FOR THE **HARBOR HOUSE** OF LOUISVILLE, A NON-PROFIT EMANUEL G AULTS WITH DISABILITIES. WE HAVE A BROTR, LAW THAT ES ERE AND WE ALSO LIVE WITH US AND IT GIVES HIM A PLE TO GO WHERE HE FEELS LIKE HE'S WANTED AND NEEDED. THE WINNER OF THE KENTUCKY **DERBY** RECEIVED A NEW CAR. RUNNER UP PRIZES ICLUDED \$1,000 AND \$500 CASH. IT IS. LAUGHING. WELL, KENTUCKY **DERBY** HIGHLIGHTS IN THE PORTS ORECAST BUT YOU EMOR. YES. TEDDY FORD MAKING HIS NFL DEBUT.

[View](#)

Runtime: 0:52

Nielsen Audience: 51,225

Ad Value: \$450

Calc Ad Value: \$780

Calc Publicity Value: \$2,340

23.

**WDRB-TV [FOX 41] Television**

Market: Louisville, KY (49)

24,000 rubber ducks race down the Ohio

Sep 28 2014 11:49PM ET

LOUISVILLE, Ky. (WDRB) - A sea of yellow blanketed the Ohio River today. Twenty-four thousand rubber ducks were dropped in the river for the 11th annual Ken-Ducky Derby. Adopting a duck for the **DERBY** costed just \$5. This event is the largest fundraiser for the **HARBOR HOUSE** of Louisville. The nonprofit specializes in empowering adults with disabilities. "We have a brother-in-law

who goes there and he also lives with us, and it gives us a place for him to go feel like he's wanted and needed," said Pat Fallon of **HARBOR HOUSE** of Louisville. The winner of the Ken-Ducky. **DERBY** received a new car. Runner up prizes included \$1,000 and \$500 cash.

Word Count: 108 In Links: 54 Traffic Rank: N/A  
Reach Rank: N/A Reach Per Million: N/A Page Views Rank: N/A  
Page Views Per Million: N/A Page Views Per User: N/A

24.  **WHAS-ABC Television** Market: Louisville, KY (49) Sep 28 2014 06:00AM ET  
Good AM Kentuckiana

[6:06:37 AM] [0:29] TODAY, THERE'LL BE PLENTY OF DUCKS FLOATING DOWN THE OHIO RIVER. IT'S THE ANNUAL KEN-DUCKY **DERBY**, IN SUPPORT OF **HARBOR HOUSE** LOUISVILLE. IT'S A FREE EVENT THAT FEATURES A RUBBER DUCK RACE, FESTIVAL MUSIC, FOOD, AND FAMILY GAMES. ADOPTING A DUCK COSTS FIVES DOLLARS, ALL OF WHICH SUPPORTS **HARBOR HOUSE** PROGRAMS AND INITIATIVES. THE CALL TO POST FOR THE DROP IS AT FOUR, NEAR JOE'S CRAB SHACK AT WATERFRONT PARK. A YOUNG MAN WAS TAKEN TO THE HOSPITAL AFTER A GARAGE FIRE IN SAINT MATTHEWS.

Runtime: 0:29 Nielsen Audience: 7,510 Ad Value: \$75  
Calc Ad Value: \$72 Calc Publicity Value: \$218

25.  **WHAS-ABC Television** Market: Louisville, KY (49) Sep 28 2014 07:00AM ET  
Good AM Kentuckiana

[7:06:12 AM] [0:35] IT SAID THE WRISTBANDS PROMOTE A 'US VERSUS THEM' MENTALITY, THAT MANY FERGUSON RESIDENTS BELIEVE EXISTS. TODAY, THERE'LL BE PLENTY OF DUCKS FLOATING DOWN THE OHIO RIVER. IT'S THE ANNUAL KEN-DUCKY **DERBY**, IN SUPPORT OF **HARBOR HOUSE** LOUISVILLE. IT'S A FREE EVENT THAT FEATURES A RUBBER DUCK RACE, FESTIVAL MUSIC, FOOD, AND FAMILY GAMES. ADOPTING A DUCK COST FIVES DOLLARS, ALL OF WHICH SUPPORTS **HARBOR HOUSE** PROGRAMS AND INITIATIVES. THE CALL TO POST FOR THE DROP IS AT FOUR, NEAR JOE'S CRAB SHACK AT WATERFRONT PARK. AROUND KENTUCKY AND AROUND THE COUNTRY, LAW ENFORCEMENT AND VOLUNTEERS TOOK PART IN A DRUG "TAKE BACK" PROGRAM.

[View](#)

Runtime: 0:35  
Calc Ad Value: \$88

Nielsen Audience: 12,988  
Calc Publicity Value: \$262

Ad Value: \$75

26.  **WHAS-ABC** Television  
WHAS News at 11 Market: Louisville, KY (49)

Sep 28 2014 11:00PM ET

[11:09:32 PM] [0:14] RUBBER DUCKS AS YOU CAN SEE. RACING TO RAISE MONEY. **HARBOR HOUSE**. EACH DUCK WAS ADOPTED BY SOMEONE WHO PAID \$5. THEY HAD A CHANCE TO WIN PRIZES AND A CAR.

[View](#)

Runtime: 0:14  
Calc Ad Value: \$198

Nielsen Audience: 38,002  
Calc Publicity Value: \$595

Ad Value: \$425

27.  **WLKY-CBS** Television  
WLKY5a Market: Louisville, KY (49)

Sep 28 2014 05:00AM ET

[5:07:09 AM] [0:15] SEVEN-THOUSAND PEOPLE TURNED OUT TO 'LIGHT THE NIGHT. "TODAY YOU CAN JOIN IN THE ELEVENTH ANNUAL KEN-DUCKY **DERBY**. THE EVENT STARTS AT NOON AND RUNS UNTIL FIVE O'CLOCK AT WATERFRONT PARK. EVERY DOLLAR RAISED GOES TO **HARBOR HOUSE** OF LOUISVILLE.

[View](#)

Runtime: 0:15  
Calc Ad Value: \$112

Nielsen Audience: 15,618  
Calc Publicity Value: \$338

Ad Value: \$225

28.  **WLKY-CBS** Television  
WLKY6a Market: Louisville, KY (49)

Sep 28 2014 06:00AM ET

[6:06:38 AM] [0:34] px THE 11-TH ANNUAL KEN-DUCKY **DERBY** WILL BE HELD TODAY.

[View](#)

[6:08:34 AM] [0:14] 11-TH ANNUAL KEN-DUCKY **DERBY** WILL BE HELD TODAY. IT WILL TAKE PLACE FROM NOON TO FIVE PM AT WATERFRONT PARK. EVERY DOLLAR RAISED GOES DIRECTLY TOWARDS **HARBOR HOUSE** OF LOUISVILLE. MONICA HARDIN WILL BE EMCEEING THE EVENT. FIND MORE INFORMATION ON OUR WEBSITE AT WLKYDOT-COM.

[View](#)

Runtime: 0:48

Nielsen Audience: 23,334

Ad Value: \$300

Calc Ad Value: \$480

Calc Publicity Value: \$1,440

29.



**WLKY-CBS** Television

Market: Louisville, KY (49)

WLKY6a

Sep 28 2014 06:00AM ET

[6:27:50 AM] [0:17] AN ANNUAL EVENT PROMISES A QUACKING GOOD TIME FOR YOU AND YOUR FAMILY TODAY. A LOOK AT WHAT YOU CAN EXPECT AT THE 11-TH ANNUAL KEN-DUCKY **DERBY** AFTER THE BREAK ON WLKY NEWS. GOOD MORNING! I'M CHRISTINA MO

[View](#)

Runtime: 0:17

Nielsen Audience: 23,334

Ad Value: \$300

Calc Ad Value: \$170

Calc Publicity Value: \$510

30.



**WLKY-CBS** Television

Market: Louisville, KY (49)

WLKY630a

Sep 28 2014 06:30AM ET

[6:30:26 AM] [1:45] LET'S CHECK IN WITH METEOROLOGIST SUSANNE HORGAN. GOOD MORNING, SUSANNE! IT LOOKS AS THOUGH IT WILL BE A DAY FOR THE 11TH ANNUAL **KENDUCKY DERBY**! THE EVENT IS TAKING PLACE TODAY DOWN AT WATERFRONT PARK, AND THAT'S WHERE WE FIND WLKY'S TIM ELLIOTT WITH A PREVIEW OF WHAT'S GOING ON, TIM? THE 11-TH ANNUAL KEN-DUCKY **DERBY** WILL BE HELD TODAY. IT WILL TAKE PLACE FROM NOON TO FIVE PM AT WATERFRONT PARK.

[View](#)

[6:33:45 AM] [0:05] RAISED GOES DIRECTLY TOWARDS **HARBOR HOUSE** OF LOUISVILLE. MONICA HARDIN WILL BE EMCEEING THE EVENT. YOU CAN FIND MORE INFORMATION ON OUR WEBSITE AT WLKYDOT-COM.

[View](#)

Runtime: 1:50

Nielsen Audience: 25,957

Ad Value: \$300

Calc Ad Value: \$1,100

Calc Publicity Value: \$3,300

31.



**WLKY-CBS** Television

Market: Louisville, KY (49)

WLKY7a

Sep 28 2014 07:00AM ET

[7:07:30 AM] [0:08] px THE 11-TH ANNUAL KEN-DUCKY **DERBY** WILL BE HELD TODAY. IT WILL TAKE PLACE FROM NOON TO FIVE PM AT WATERFRONT PARK. EVERY DOLLAR RAISED GOES DIRECTLY TOWARDS **HARBOR HOUSE** OF LOUISVILLE. MONICA HARDIN WILL BE EMCEEING THE EVENT. YOU CAN FIND MORE INFORMATION ON OUR WEBSITE AT WLKYDOT-COM.

[View](#)

Runtime: 0:08  
Calc Ad Value: \$120

Nielsen Audience: 31,261  
Calc Publicity Value: \$360

Ad Value: \$450

32.



Market: Louisville, KY (49)

Sep 28 2014 07:30AM ET

[7:30:34 AM] [1:14] If notice that we are seeing a few clouds passing through the region temperatures across the area are in the 60s and we do look for warm conditions for today taking a look at your seven-day forecast just noticed we will be quite mild over the next couple of days highs. in the 80s we are Monday Tuesday Wednesday Thursday and then into Friday will be watching showering thunderstorm activity coming our way And that will set the stage for much cooler conditions by next weekend with highs in the upper 60s IT LOOKS AS THOUGH IT WILL BE A DAY FOR THE. 11TH ANNUAL **KENDUCKY DERBY!** THE EVENT IS TAKING PLACE TODAY DOWN AT WATERFRONT PARK, AND THAT'S WHERE WE FIND WLKY'S TIM ELLIOTT WITH A PREVIEW OF WHAT'S GOING ON, TIM? THE 11-TH ANNUAL KEN-DUCKY **DERBY** WILL BE HELD TODAY. IT WILL TAKE PLACE FROM NOON TO FIVE PM AT WATERFRONT PARK. EVERY DOLLAR RAISED GOES DIRECTLY TOWARDS **HARBOR HOUSE** OF LOUISVILLE. MONICA HARDIN WILL BE EMCEEING THE EVENT. YOU CAN FIND MORE INFORMATION ON OUR WEBSITE AT WLKYDOT-COM.

[View](#)

Runtime: 1:14  
Calc Ad Value: \$1,110

Nielsen Audience: 28,366  
Calc Publicity Value: \$3,330

Ad Value: \$450

33.



Market: Louisville, KY (49)

Sep 28 2014 08:00AM ET

[8:05:49 AM] [0:34] A PORTION OF THE OHIO RIVER WILL BE BRIGHT YELLOW LATER THIS AFTERNOON AND IT'S ALL FOR A GOOD CAUSE! THE 11TH ANNUAL **KENDUCKY DERBY** IS TAKING PLACE DOWN AT WATERFRONT PARK. THAT'S WHERE WE FIND OUR VERY OWN TIM ELLIOTT WITH A PREVIEW OF TODAY'S EVENT. THE 11-TH ANNUAL KEN-DUCKY **DERBY** WILL BE HELD TODAY. IT WILL TAKE PLACE FROM NOON TO FIVE PM AT WATERFRONT PARK. EVERY DOLLAR RAISED GOES DIRECTLY TOWARDS **HARBOR HOUSE** OF LOUISVILLE. MONICA HARDIN WILL BE EMCEEING THE EVENT. YOU CAN FIND MORE INFORMATION ON OUR WEBSITE AT WLKYDOT-COM.

[View](#)

Runtime: 0:34

Nielsen Audience: 35,154

Ad Value: \$550

Calc Ad Value: \$623

Calc Publicity Value: \$1,870

34.



**WLKY-CBS** Television  
WLKY8a

Market: Louisville, KY (49)

Sep 28 2014 08:00AM ET

[8:27:59 AM] [0:19] A LOOK AT WHAT YOU CAN EXPECT AT THE 11-TH ANNUAL KEN-DUCKY **DERBY** AFTER THE BREAK ON WLKY NEWS. The risk of an isolated shower for today but what about the new work week I'll let you know what to expect coming up GOOD MORNING! I'M CHRISTINA MORA HERE WITH COLIN MAYFIELD.

[View](#)

Runtime: 0:19

Nielsen Audience: 35,154

Ad Value: \$550

Calc Ad Value: \$348

Calc Publicity Value: \$1,045

35.



**WLKY-CBS** Television  
WLKY830a

Market: Louisville, KY (49)

Sep 28 2014 08:30AM ET

[8:31:31 AM] [1:25] Good morning Our tower cam will show us quiet conditions for this morning temperatures are mild and we do have a forecast high that will take us into the lower 80s it's not out of the question to see an isolated shower pop up this afternoon but most locations should be able. to stay dry will have much on your forecast coming u IT LOOKS AS THOUGH IT WILL BE A DAY FOR THE 11TH ANNUAL **KENDUCKY DERBY!** THE EVENT IS TAKING PLACE TODAY DOWN AT WATERFRONT PARK, AND THAT'S WHERE WE FIND WLKY'S TIM ELLIOTT WITH A PREVIEW OF WHAT'S GOING ON, TIM? TH@E 11-TH ANNUAL KEN-DUCKY **DERBY** WILL BE HELD TODAY. IT WILL TAKE PLACE FROM NOON TO FIVE PM AT WATERFRONT PARK. EVERY DOLLAR RAISED RDS **HARBOR HOUSE** OF LOUISVILLE. MONICA HARDIN WILL BE EMCEEING THE EVENT. YOU CAN FIND MORE @ATION ON OUR E AT WLKYDOT-COM.

[View](#)

Runtime: 1:25

Nielsen Audience: 35,632

Ad Value: \$500

Calc Ad Value: \$1,417

Calc Publicity Value: \$4,250

36.



**WLKY-CBS** Television  
WLKY830a

Market: Louisville, KY (49)

Sep 28 2014 08:30AM ET

[8:51:26 AM] [0:31] GET READY TO PUT ON YOUR SHADES AND FLIPPERS FOR AN ANNUAL FAMILY FRIENDLY EVENT. WE'LL HAVE A LIVE PREVIEW OF THIS YEAR'S KEN-DUCKY **DERBY** AFTER THE BREAK. BEFORE WE GO TO BREAK HERE ARE LAST NIGHT'S

POWERBALL NUMBERS: 2 11 35 52 54 WITH A POWERBALL OF 13 THAT JACKPOT'S NOW AT 50-MILLION AND THE MEGA MILLIONS JACKPOT IS AT 105-MILLION.

[View](#)

[8:54:43 AM] [0:35] THE 11TH ANNUAL **KENDUCKY DERBY** IS TAKING PLACE DOWN AT WATERFRONT PARK. THAT'S WHERE WE FIND OUR VERY OWN TIM ELLIOTT WITH A PREVIEW OF TODAY'S EVENT. THE 11-TH ANNUAL KEN-DUCKY **DERBY** WILL BE HELD TODAY. IT WILL TAKE PLACE FROM NOON TO FIVE PM AT WATERFRONT PARK. EVERY DOLLAR RAISED GOES DIRECTLY TOWARDS **HARBOR HOUSE** OF LOUISVILLE. MONICA HARDIN WILL BE EMCEEING THE EVENT. YOU CAN FIND MORE INFORMATION ON OUR WEBSITE AT WLKYDOT-COM.

[View](#)

Runtime: 1:06  
Calc Ad Value: \$1,100

Nielsen Audience: 35,632  
Calc Publicity Value: \$3,300

Ad Value: \$500

37.



**WLKY-CBS** Television  
WLKY630p

Market: Louisville, KY (49)

Sep 28 2014 06:30PM ET

[6:41:24 PM] [0:58] AND THEY WERE OFF, THOUSANDS OF RUBBER DUCKS DOWN THE OHIO RIVER FOR THE ANNUAL KEN-DUCKY **DERBY**. IT WAS - DOLLARS TO ADOPT A DUCK IN THIS AFTERNOON'S RACE, WHICH WAS HOSTED BY OUR OWN MONICA HARDIN. THE OWNER OF THE WINNING DUCK TOOK HOME A CAR. ALL THE MONEY RAISED GOES TO SUPPORT **HARBOR HOUSE**, A NON-PROFIT GROUP THAT SUPPORTS PEOPLE WITH PHYSICAL AND DEVELOPMENTAL DISABILITIES, AND THEIR FAMILIES. we provide vocational education, and socialization activities and programs and place them in jobs in the communities to work and on site. we're just trying to be there and be all we can be for the folks that are overlooked and underserved. **HARBOR HOUSE** SERVES ABOUT 300 PEOPLE IN THE COMMUNITY BUT ESTIMATES THERE'S ABOUT 30-THOUSAND PEOPLE HAVE A NEED. PLACED UP THEIR SNEAKERS TO HELP RAISE AWARENESS AND MONEY FOR THE FIGHT AGAINST KIDNEY DISEASE. WATERFRONT PARK PLAYED HOST TO THE 14TH ANNUAL KIDNEY WALK, WHICH AIMS TO HELP PEOPLE TAKE THE LIFESAVING STEP OF GETTING THEIR KIDNEYS CHECKED.

[View](#)

Runtime: 0:58  
Calc Ad Value: \$1,353

Nielsen Audience: 50,317  
Calc Publicity Value: \$4,060

Ad Value: \$700

38.



**WLKY-CBS** Television  
WLKY11p

Market: Louisville, KY (49)

Sep 28 2014 11:00PM ET

[11:14:11 PM] [1:05] THOUSANDS OF RUBBER DUCKS DOWN THE OHIO RIVER FOR THE ANNUAL KEN-DUCKY **DERBY**. IT WAS 5 DOLLARS TO ADOPT A DUCK IN THIS AFTERNOON'S RACE, WHICH WAS HOSTED BY OUR OWN MONICA HARDIN. THE OWNER OF THE WINNING DUCK TOOK HOME A CAR. ALL THE MONEY RAISED GOES TO SUPPORT **HARBOR HOUSE**, A NON-PROFIT GROUP THAT SUPPORTS PEOPLE WITH PHYSICAL AND DEVELOPMENTAL DISABILITIES, AND THEIR FAMILIES. we provide vocational education, and socialization activities and programs and place them in jobs in the communities to work and on site. we're just trying to be there and be all we can be for the folks that are overlooked and underserved. there and be all we can be for the folks that are overlooked and underserved. WLKY IS PROUD SPONSOR WLKY IS A PROUD SPONSOR OF THE KEN-DUCKY **DERBY**. **HARBOR HOUSE** SERVES ABOUT 300 PEOPLE IN THE COMMUNITY BUT ESTIMATES THERE'S ABOUT 30-THOUSAND PEOPLE WITH A NEED. NEARLY 1000 PEOPLE LACED UP THEIR SNEAKERS TO HELP RAISE AWARENESS AND MONEY FOR THE FIGHT AGAINST KIDNEY DISEASE. WATERFRONT PARK PLAYED HOST TO THE 14TH ANNUAL KIDNEY WALK, WHICH AIMS TO HELP PEOPLE TAKE THE LIFESAVING STEP OF GETTING THEIR KIDNEYS CHECKED.

Runtime: 1:05  
 Calc Ad Value: \$2,167  
 Nielsen Audience: 61,140  
 Calc Publicity Value: \$6,500  
 Ad Value: \$1,000



39.  **WLKY-TV [CBS 12]** **Television** Market: Louisville, KY (49)  
 Ken-Ducky Derby to benefit Harbor House of Louisville Sep 28 2014 05:46PM ET

A portion of the Ohio River will be bright yellow Sunday afternoon, and it's all for a good cause. The 11th annual Ken-Ducky **DERBY** will be held from noon to 5 p.m. at Waterfront Park. Every dollar raised goes directly toward **HARBOR HOUSE** of Louisville. WLKY's Monica Hardin will be enceeding the event. WLKY is a proud media sponsor.

Word Count: 54  
 Reach Rank: 86,591  
 Page Views Per Million: 0.25  
 In Links: 1,273  
 Reach Per Million: 20.00  
 Page Views Per User: 1.30  
 Traffic Rank: 110,731  
 Page Views Rank: 237,381



40.  **WLKY-TV [CBS 12]** **Television** Market: Louisville, KY (49)  
 Thousands of rubber ducks to hit Ohio River for Ken-Ducky Derby Sep 28 2014 08:48PM ET

FOR THE 11TH ANNUAL **KENDUCKY DERBY!** THE EVENT IS TAKING PLACE TODAY DOWN AT WATERFRONT PARK. AND THAT'S WHERE WE FIND WLKY'S TIM ELLIOTT WITH A PREVIEW OF WHAT'S GOING ON. TIM? TH@ E 11-T H ANNUAL KEN- DUCKY **DERBY** WILL BE HELD TODAY. IT WILL TAKE PLACE FROM NOON TO FIVE P-M AT WATERFRONT PARK. EVERY DOLLAR RAISED GOES

DIRECTLY TOWARDS **HARBOR HOUSE** OF LOUISVILLE. MONICA HARDIN WILL BE EMCEEING THE EVENT. YOU CAN FIND MORE INFORMATION ON OUR WEBSITE AT W-L-K-Y-DOT- COM.

[View](#)

Word Count: 93      In Links: 1,273      Traffic Rank: 110,731  
Reach Rank: 86,591      Reach Per Million: 20.00      Page Views Rank: 237,381  
Page Views Per Million: 0.25      Page Views Per User: 1.30

41.



**WAVE-NBC Television**  
WAVE 3 Sunrise

Market: Louisville, KY (49)

Sep 29 2014 05:30AM ET

[5:56:15 AM] [0:51] THE EVENT FEATURED MUSIC, FOOD, DANCE, AND A NUMBER OF CULTURAL ACTIVITIES FOR THE PUBLIC, AND PAID TRIBUTE TO THE CITY'S DEEP IRISH ROOTS. WE'RE STILL 7 MONTHS AWAY FROM THE DIRT TRACK OF THE KENTUCKY **DERBY**, BUT SOME ARE CELEBRATING A MORE SQUEAKY CLEAN **DERBY**. THE FREE KEN- DUCKY **DERBY**, HAD PLENTY OF MUSIC, FOOD, GAMES AND FUN FOR THE WHOLE FAMILY YESTERDAY, OF COURSE THE MAIN EVENT, A RUBBER DUCKY RACE. IN THE OHIO WITH MORE THAN 20- THOUSAND DUCKS. FUNDS RAISED BY ADOPTING THOSE DUCKS, HELP SUPPORT **HARBOR HOUSE** PROGRAMS, **HARBOR HOUSE** IS A NONPROFIT TRAINING AND DEVELOPMENT CENTER FOR ADULTS WITH DISABILITIES. WE'VE BEEN ALL OVER THE COMMUNITY FESTIVALS AND DIFFERENT THINGS, AND THERE'S SOMETHING ABOUT THE MYSTIQUE OF A LITTLE RUBBER DUCK, AND I'M NOT REALLY SURE WHAT THAT IS, BUT PEOPLE LOVE THEM. THIS WAS THE 11TH YEAR FOR THE EVENT.

[View](#)

Runtime: 0:51  
Calc Ad Value: \$144

Nielsen Audience: 15,456  
Calc Publicity Value: \$433

Ad Value: \$85

42.



**WDRB-FOX Television**  
WDRB 10pm ReAir

Market: Louisville, KY (49)

Sep 29 2014 02:00AM ET

[2:44:13 AM] [0:34] S EVENTS THE EST FUNDRAISER FOR THE **HARBOR HOUSE** OF LOUISVILLE, A NON-PROFIT SPECIALIZES IN EMANUEL POWERING ADULTS WITH DISABILITIES. WE HAVE A BROTHEIN-LAWTHAT GOES THERE AND WE ALSO LIVE WITH US AND IT GIVES HIM A PLACE TO GO WHERE HE FEELS LIKE HE'S WANTED AND NEEDED. THE WINNER OF THE KENTUCKY **DERBY** RECD A NEW RUER UP PRIZES INCLUDED \$1,000 AND \$500 CASH. GO TO TARGET DAY, ISN'T IT? UGNG.

[View](#)

Runtime: 0:34  
Calc Ad Value: \$40

Nielsen Audience: 3,339  
Calc Publicity Value: \$119

Ad Value: \$35

43.



**WDRB-FOX Television**  
Fox in the Morning

Market: Louisville, KY (49)

Sep 29 2014 05:30AM ET

[5:55:23 AM] [1:28] SKIPPED A MEETING ON RURAL JOBS BUT TOASTED THE CHINESE VICE PRESIDENT FOR "CHINA'S GREAT T OF THE TIME, HE CREATED GRIDLOCK. 24-thousand rubber duckies took a trip on the Ohio River for the 11th annual Ken-Ducky **DERBY**. The annual event is the lardest fundraiser for **HARBOR HOUSE** of Louisville. The nonprofit specializes in empowering adults with disabilities. The winner of the ken-ducky **DERBY** received a new car. Runner up prizes included one-thousand dollars and 500 dollars cash. A little warm weather doesn't keep Wisconsin residents from breaking out their snowmobiles.

[View](#)

Runtime: 1:28  
Calc Ad Value: \$880

Nielsen Audience: 13,655  
Calc Publicity Value: \$2,640

Ad Value: \$300

44.



**WDRB-FOX Television**  
Fox in the Morning

Market: Louisville, KY (49)

Sep 29 2014 07:30AM ET

[7:56:41 AM] [0:22] AND THEY AFF. THE ANNUAL EVENT ISHE LARGEST FUND RAI FOR **HARBOR HOUSE** OF LOUILLLE. WE IS A BROTHER IN LAW WHO GOESS THERE AND ALSO LIVES WITH US AND IT GIVES HIM PLACE TO GO WHERE HE FEELS LIKE HE'S WANTED AND NEEDED. THE WINNER OF THE KENTUCKY A NEW CAR.

[View](#)

Runtime: 0:22  
Calc Ad Value: \$220

Nielsen Audience: 41,832  
Calc Publicity Value: \$660

Ad Value: \$300

45.



**WHAS-ABC Television**  
Good AM Kentuckiana

Market: Louisville, KY (49)

Sep 29 2014 04:30AM ET

[4:51:47 AM] [0:29] 20,000 DUCKS TOOK OVER THE OHIO RIVER YESTERDAY, RUBBER DUCKS THAT IS RACING TO RAISE MONEY. IT IS THE ANNUAL FUND RACER FOR THE **HARBOR HOUSE** EACH DUCK WAS ADOPT ED BY SOMEONE WHO PAID \$5. THE PEOPLE WHO HAD A CHANCE TO WIN PRIZES EVEN A CAR DONATED A HONDA FITT FOR THE EVENT AND HARBOR SHOES NONPROFIT CERTIFIED TRAINING AND DEVELOPMENT CENTER FOR ADULTS WITH DISABILITIES. AND AN A-LISTER TIES THE KNOT AND A

POLITICIAN COUPLE NOW GRANDPARENTS.

[View](#)

Runtime: 0:29  
Calc Ad Value: \$39

Nielsen Audience: 2,529  
Calc Publicity Value: \$116

Ad Value: \$40

46.



**WHAS-ABC** Television  
Good AM Kentuckiana

Market: Louisville, KY (49)

Sep 29 2014 05:30AM ET

[5:36:13 AM] [0:35] 20,000 DUCKS TOOK OVER "HIGH O RIVER SUNDAY. RUBBER DUB OHIO RIVER, OHIO RIVER SUNDAY RUBBER DUCKS. IT'S THE ANNUAL FUND RAISE HE FOR THE **HARBOR HOUSE**. EACH DUCK DONATE ED BY SOMEONE WHO PAID \$5 HAD CHANCES TO WIN PRIZES AND CARS. **HARBOR HOUSE** IS A NONPROFIT CERTIFIED TRAINING AND DEVELOPMENT CENTER FOR ADULTS WITH DISABILITIES. 5:36, 68 DEGREES OUT THERE ON THIS MONDAY MORNING. A SCARY SIGHT IN THE NETHERLANDS AFTER A MONSTER TRUCK GOES OUT OF CONTROL SPEEDING RIGHT INTO THE CROWD.

[View](#)

Runtime: 0:35  
Calc Ad Value: \$117

Nielsen Audience: 16,961  
Calc Publicity Value: \$350

Ad Value: \$100

47.



**WHAS-TV [ABC 11]** Television  
Rubber ducks float across Ohio in the 'Ken-Ducky Derby'

Market: Louisville, KY (49)

Sep 29 2014 03:42AM ET

LOUISVILLE, Ky. (WHAS11) Thousands of rubber ducks raced down the Ohio River Sunday afternoon in an effort to raise money for a local organization. More than 20,000 rubber ducks were let loose during the Ken-Ducky **DERBY**, a family festival to support **HARBOR HOUSE**, where patrons had the chance to win prizes including a Honda Fit and a chance to win \$1 million. Harbor House is a non-profit center which empowers adults with developmental and physical disabilities to live productive lives. This is the 11th year for the event. Other prizes given during the event were \$1,000 and \$5

[View](#)

Word Count: 93  
Reach Rank: 63,200  
Page Views Per Million: 0.39

In Links: 2,451  
Reach Per Million: 28.00  
Page Views Per User: 1.40

Traffic Rank: 79,143  
Page Views Rank: 164,933

48.



**WLKY-CBS** Television

Market: Louisville, KY (49)