



Texas Association of Broadcasters



COMMON GROUND ALLIANCE/HURRICANE HARVEY 811 FINAL SUMMARY REPORT

CAMPAIGN	FLIGHT	# SPOTS	AIRTIME VALUE	INITIAL INVESTMENT	RETURN ON INVESTMENT
CGA - 2017	9/18 - 12/24/17	4,832	\$452,277	\$70,000	6.5X
CGA - 2018	1/1 - 3/18/18	927	\$203,999	\$14,700	13.9x
	CAMPAIGN TOTAL	5,759	\$656,276	\$84,700	7.7X

3/29/18

4/17/18

PEP Tracking - 2017 Campaign

Sponsor: Common Ground Alliance

Flight: 9/18 - 12/24/17



Monitored Stations

Call Letters	Market Served	January	February	March	April	May	June	July	August	September	October	November	December	Total Spots	Total Amount																				
KQXY-FM	Beaumont-Port Arthur	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	10	\$550	50	\$2,750	40	\$2,200	28	\$1,540	128	\$7,040																
KJAS-FM	Beaumont-Port Arthur	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	15	\$210	\$0	\$0	\$0	\$0	15	\$210																
KTCX-FM	Beaumont-Port Arthur	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	10	\$650	50	\$3,250	40	\$2,600	30	\$1,950	130	\$8,450																
KSHN-FM	Beaumont-Port Arthur	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	96	\$1,632	96	\$1,632	\$0	\$0	90	\$1,530	282	\$4,794																
KHVL-AM	Bryan-College Station	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	26	\$390	62	\$930	60	\$900	\$0	\$0	148	\$2,220																
KSAM-FM	Bryan-College Station	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	26	\$650	62	\$1,550	60	\$1,500	\$0	\$0	148	\$3,700																
KORA-FM	Bryan-College Station	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	36	\$810	\$0	\$0	\$0	\$0	\$0	\$0	36	\$810																
KJXJ-FM	Bryan-College Station	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	36	\$810	\$0	\$0	\$0	\$0	\$0	\$0	36	\$810																
KBXT-FM	Bryan-College Station	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	36	\$810	\$0	\$0	\$0	\$0	\$0	\$0	36	\$810																
KAPN-FM	Bryan-College Station	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	36	\$810	\$0	\$0	\$0	\$0	\$0	\$0	36	\$810																
KWHI-AM	Bryan-College Station	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	14	\$196	40	\$560	38	\$532	32	\$448	124	\$1,736																
KTTX-FM	Bryan-College Station	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	14	\$252	40	\$720	38	\$684	32	\$576	124	\$2,232																
KLUX-FM	Corpus Christi	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	12	\$540	25	\$1,125	\$0	\$0	\$0	\$0	37	\$1,665																
KEYS-AM	Corpus Christi	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	36	\$360	174	\$1,740	174	\$1,740	135	\$1,350	519	\$5,190																
KKBA-FM	Corpus Christi	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	36	\$720	174	\$3,480	173	\$3,460	137	\$2,740	520	\$10,400																
KZFM-FM	Corpus Christi	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	27	\$810	131	\$3,930	130	\$3,900	102	\$3,060	390	\$11,700																
KIKK-AM	Houston	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	165	\$29,700	10	\$0	\$0	\$0	175	\$29,700																
KROI-FM	Houston	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	7	\$1,400	31	\$6,200	28	\$5,600	\$0	\$0	66	\$13,200																
KMJQ-FM	Houston	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	7	\$1,050	30	\$4,500	29	\$4,350	\$0	\$0	66	\$9,900																
KBXX-FM	Houston	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	5	\$1,000	14	\$2,800	17	\$3,400	\$0	\$0	36	\$7,200																
KTJM-FM	Houston	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	24	\$3,600	24	\$3,600	30	\$4,500	78	\$11,700																
KQQK-FM	Houston	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	24	\$4,800	24	\$4,800	18	\$3,600	\$0	\$0	66	\$13,200															
KHMX-FM	Houston	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	94	\$30,550	5	\$1,625	\$0	\$0	\$0	99	\$32,175																
KEYH-AM	Houston	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	39	\$4,875	40	\$5,000	32	\$4,000	\$0	\$0	111	\$13,875															
KLOL-FM	Houston	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	200	\$82,000	11	\$4,510	\$0	\$0	\$0	211	\$86,510																
KKHH-FM	Houston	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	170	\$61,200	12	\$4,320	\$0	\$0	\$0	182	\$65,520																
KILT-FM	Houston	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	194	\$65,960	12	\$0	\$0	\$0	\$0	206	\$65,960																
KILT-AM	Houston	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	56	\$14,000	11	\$4,250	5	\$1,250	\$0	\$0	72	\$19,500																
KHVL-AM	Houston	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	56	\$840	140	\$2,100	56	\$840	\$0	\$0	252	\$3,780																
KSAM-FM	Houston	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	56	\$1,400	140	\$3,500	56	\$1,400	\$0	\$0	252	\$6,300																
KVLY-FM	Rio Grande Valley	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	43	\$1,720	24	\$960	\$0	\$0	67	\$2,680																
KKPS-FM	Rio Grande Valley	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	44	\$1,760	26	\$1,040	\$0	\$0	70	\$2,800																
KFRQ-FM	Rio Grande Valley	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	43	\$2,150	28	\$1,400	\$0	\$0	71	\$3,550																
KNVO-FM	Rio Grande Valley	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	43	\$2,150	\$0	\$0	\$0	\$0	43	\$2,150																
Monthly Totals		0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	563	\$12,230	2184	\$327,612	1262	\$69,141	759	\$42,270	4832	\$452,277

Estimated Total Delivery: 5,132 \$520,546

4/17/18

PEP Tracking - 2018 Campaign

Sponsor: Common Ground Alliance '18

Flight: 1/1-3/18/18



Monitored Stations

Call Letters	Market Served	January	February	March	April	May	June	July	August	September	October	November	December	Total Spots	Total Amount
KQXY-FM	Beaumont-Port Arthur	\$0	15 \$825	30 \$1,650	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	45	\$2,475
KTCX-FM	Beaumont-Port Arthur	\$0	10 \$650	20 \$1,300	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	30	\$1,950
KTTX-FM	Bryan-College Station	\$0	29 \$580	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	29	\$580
KWHI-FM	Bryan-College Station	\$0	26 \$364	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	26	\$364
KBXX-FM	Houston	12 \$2,400	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	12	\$2,400
KHMX-FM	Houston	\$0	40 \$13,000	60 \$19,500	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	100	\$32,500
KILT-AM	Houston	\$0	40 \$10,000	60 \$15,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	100	\$25,000
KILT-FM	Houston	\$0	40 \$13,600	60 \$20,400	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	100	\$34,000
KKHH-FM	Houston	\$0	40 \$14,400	60 \$21,600	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	100	\$36,000
KLOL-FM	Houston	\$0	20 \$8,200	60 \$24,600	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	80	\$32,800
KMJQ-FM	Houston	20 \$3,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	20	\$3,000
KROI-FM	Houston	19 \$3,800	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	19	\$3,800
KTJM-FM	Houston	45 \$6,750	\$0	2 \$300	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	47	\$7,050
KIKK-AM	Houston	\$0	31 \$5,580	58 \$10,440	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	89	\$16,020
KFRQ-FM	Rio Grande Valley	43 \$2,150	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	43	\$2,150
KKPS-FM	Rio Grande Valley	44 \$1,760	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	44	\$1,760
KVLY-FM	Rio Grande Valley	43 \$2,150	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	43	\$2,150
Monthly Totals		226 \$22,010	291 \$67,199	410 \$114,790	0	0	0	0	0	0	0	0	0	927	\$203,999

Estimated Total Delivery: 1,122 \$246,839