



ASCENT FOR A CURE

2021 Proof of Performance

PRODUCTION – *Morris-Lee Films*

- Longform Video: *It's Time* 1.1K Views
<https://www.youtube.com/watch?v=4ZzrDONmGvI&t=4s>
- Short Form Video: *Everest Expedition Training*
<https://www.youtube.com/watch?v=OX580bXR20o>
- Commercial A: *Ascent for A Cure and Meridian Regional Airport*
<https://www.youtube.com/watch?v=oV7H-oRMULg>
- Commercial B: *Reach for the Sky*
<https://fb.watch/6hnDYNLMvW/>
- Long Form Video: *Reach for the Sky* 1.3K Reach
<https://fb.watch/6hnbv83jMi/>



Total Production Value: \$2,000



WGBC – Meridian Family of Stations

Day Time Programing:

- CBS This Morning, Today Show, Rachel Ray, The Price Is Right, The Doctors, Dr. Phil, Kelly Clarkson Show, Entertainment Tonight, and many more

Prime Programming:

- The Voice, Chicago Med, 60 minutes, Young Sheldon, NCIS, All Rise, Manifest, The Blacklist, Blue Bloods, American Ninja Warrior, Law & Order-Organized Crime All Rise, and many more

Sports and News:

- Twin States News at 6,9, 10, Dateline, 60 minutes NBC Nightly News, and CBS Golf, and soccer, etc.

Late night Programming:

- Jimmy Fallon, Stephen Colbert and Late Night with James Corben

The Trade rotation was also fantastic with weekly Twin States News, CBS This Morning, Today Show,(s) Rachel Ray, The Talk, Dr. Phil, The Doctors, etc.

April & May Flight
Total Value: ~\$6,000



WTOK



Log Summary [Anderson Health and Fitness] : 05/01/21 - 05/31/21

Seq #	Air Date	Aired Time	Aired Length	Rate (Ext)	Program	Inventory Code (Placed)	Order #	Aired House #	Aired Ad-ID	Order Advertiser
137	05/11/21	7:58:59 AM	:30	\$25.00	Good Morning	ABC Good Morning America	2060800	MRD429063	Reach for the sky	Anderson Health and Fit
333	05/11/21	3:17:46 PM	:30	\$25.00	Judge Judy (S	M-F 3p-4p	2060800	MRD429064	AD_1	Anderson Health and Fit
412	05/11/21	5:20:28 PM	:30	\$0.00	Live At Five	Live @ 5p	2060800	MRD429063	Reach for the sky	Anderson Health and Fit
279	05/12/21	12:54:16 PM	:30	\$25.00	GMA3 (ABC)	ABC Daytime	2060800	MRD429064	AD_1	Anderson Health and Fit
371	05/12/21	3:59:13 PM	:30	\$0.00	Judge Judy (S	M-F 3p-4p	2060800	MRD429063	Reach for the sky	Anderson Health and Fit
545	05/12/21	10:25:25 PM	:30	\$25.00	Newscenter 11	Newscenter 11 @10p M-F,Su	2060800	MRD429064	AD_1	Anderson Health and Fit
206	05/13/21	9:48:29 AM	:30	\$25.00	LIVE! w/ Kelly	M-F 9am-10am	2060800	MRD429063	Reach for the sky	Anderson Health and Fit
406	05/13/21	4:50:38 PM	:30	\$0.00	Ellen (Syn)	M-F 4p-5p	2060800	MRD429063	Reach for the sky	Anderson Health and Fit
186	05/14/21	8:58:57 AM	:30	\$25.00	Good Morning	ABC Good Morning America	2060800	MRD429064	AD_1	Anderson Health and Fit
381	05/14/21	4:29:03 PM	:30	\$0.00	Ellen (Syn)	M-F 4p-5p	2060800	MRD429063	Reach for the sky	Anderson Health and Fit
78	05/15/21	7:29:00 AM	:30	\$0.00	Good Morning	ABC GMA Sat	2060800	MRD429064	AD_1	Anderson Health and Fit
302	05/16/21	11:03:32 PM	:30	\$25.00	Full Court Pres	Su 1035p-1105p	2060800	MRD429064	AD_1	Anderson Health and Fit
42	05/17/21	5:52:50 AM	:30	\$0.00	Good Morning	GoodMorning Meridian@530a	2060800	MRD429063	Reach for the sky	Anderson Health and Fit
405	05/17/21	5:24:10 PM	:30	\$25.00	Live At Five	Live @ 5p	2060800	MRD429064	AD_1	Anderson Health and Fit
38	05/18/21	5:42:04 AM	:30	\$0.00	Good Morning	GoodMorning Meridian@530a	2060800	MRD429063	Reach for the sky	Anderson Health and Fit
361	05/18/21	4:21:52 PM	:30	\$25.00	Ellen (Syn)	M-F 4p-5p	2060800	MRD429064	AD_1	Anderson Health and Fit
166	05/19/21	8:38:35 AM	:30	\$0.00	Good Morning	ABC Good Morning America	2060800	MRD429063	Reach for the sky	Anderson Health and Fit
490	05/19/21	6:49:01 PM	:30	\$25.00	Wheel of Fortu	M-F Wheel of Fortune	2060800	MRD429064	AD_1	Anderson Health and Fit
267	05/20/21	11:55:40 AM	:30	\$25.00	25 Words or Le	M-F 1130a-12p	2060800	MRD429063	Reach for the sky	Anderson Health and Fit
70	05/21/21	6:20:29 AM	:30	\$25.00	Good Morning	Good Morning Meridian @6a	2060800	MRD429064	AD_1	Anderson Health and Fit
553	05/21/21	10:33:05 PM	:30	\$25.00	Newscenter 11	Newscenter 11 @10p M-F,Su	2060800	MRD429063	Reach for the sky	Anderson Health and Fit
226	05/22/21	3:42:35 PM	:30	\$0.00	MLS (ABC)	Soccer	2060800	MRD429064	AD_1	Anderson Health and Fit
96	05/23/21	7:56:27 AM	:30	\$25.00	Good Morning	GMA Sun Moms Everyday	2060800	MRD429063	Reach for the sky	Anderson Health and Fit
298	05/23/21	11:04:33 PM	:30	\$0.00	Full Court Pres	Su 1035p-1105p	2060800	MRD429064	AD_1	Anderson Health and Fit
121	05/24/21	7:25:33 AM	:30	\$0.00	Good Morning	ABC Good Morning America	2060800	MRD429063	Reach for the sky	Anderson Health and Fit
239	05/24/21	11:11:51 AM	:30	\$25.00	Jeopardy (Syn	M-F 11a-1130a	2060800	MRD429064	AD_1	Anderson Health and Fit
459	05/25/21	6:35:42 PM	:30	\$25.00	Wheel of Fortu	M-F Wheel of Fortune	2060800	MRD429063	Reach for the sky	Anderson Health and Fit
347	05/26/21	3:28:36 PM	:30	\$25.00	Judge Judy (S	M-F 3p-4p	2060800	MRD429064	AD_1	Anderson Health and Fit
49	05/27/21	5:57:53 AM	:30	\$0.00	Good Morning	GoodMorning Meridian@530a	2060800	MRD429063	Reach for the sky	Anderson Health and Fit
77	05/27/21	6:26:37 AM	:30	\$25.00	Good Morning	Good Morning Meridian @6a	2060800	MRD429064	AD_1	Anderson Health and Fit
312	05/28/21	2:31:21 PM	:30	\$0.00	Drew Barrymor	M-F 2p-3p	2060800	MRD429063	Reach for the sky	Anderson Health and Fit
559	05/28/21	11:40:32 PM	:30	\$25.00	Jimmy Kimmel	ABC Jimmy Kimmel Show	2060800	MRD429064	AD_1	Anderson Health and Fit
122	05/29/21	8:39:14 AM	:30	\$0.00	Good Morning	ABC GMA Sat	2060800	MRD429063	Reach for the sky	Anderson Health and Fit
98	05/30/21	8:29:20 AM	:30	\$0.00	Have a Bible G	Su 8a-930a	2060800	MRD429064	AD_1	Anderson Health and Fit
255	05/30/21	10:31:28 PM	:30	\$25.00	Newscenter 11	Newscenter 11 @10p M-F,Su	2060800	MRD429063	Reach for the sky	Anderson Health and Fit
			17:30	\$500.00						



Prime Placement for Bonus Spots

Total Value: ~\$2,000

Local News Features



Local man to climb Mount Everest to bring awareness to Parkinson's disease



[Meridian Star Article](#)

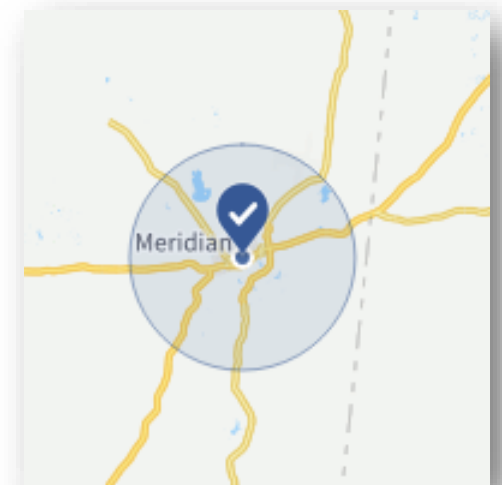


SOCIAL MEDIA



Reach: Organic / Paid | Post Clicks | Reactions, Comments

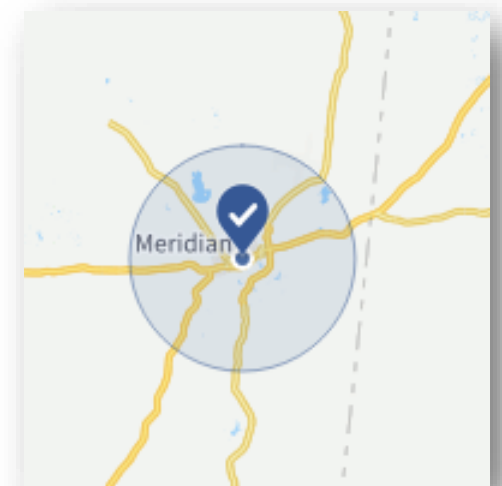
Published	Post	Type	Targeting	Reach	Engagement
04/30/2021 1:01 AM	Here's an update from Everest base camp. In Adam's own words "I feel	Image	Global	273	96 25
04/29/2021 9:48 AM	PLEASE READ! 🙏 ADAM HAS MADE IT TO EVEREST BASE	Image	Global	1.8K	113 61
04/26/2021 1:34 PM	Yesterday, the Team reached the summit of Lobuche at 20,075 Feet. It	Image	Global	3.5K	470 266
04/24/2021 7:37 AM	**EDIT: Adam Hodges responded below in the comments! Thanks for	Video	Global	544	146 62
04/23/2021 4:59 PM	Here are a few images from the past couple of days. The team made	Image	Global	1.6K	262 105
04/19/2021 10:02 AM	The team got their first look at Everest yesterday! The mountain in	Image	Global	434	63 32
04/18/2021 8:49 AM	Have you ever wondered what it's like to cross the famous suspension	Video	Global	544	82 64
04/17/2021 10:09 AM	Good morning. I was up early this morning. Got everything packed up	Image	Global	217	17 22
04/16/2021 8:00 PM	Here we go! The 10-day trek to Everest begins. In 6-7 days, the team	Video	Global	1.3K	206 99
04/16/2021 1:48 PM	After a fantastic dinner with the entire team and a good night's sleep, we	Image	Global	300	44 29
04/16/2021 1:00 AM	The #rocksteadyboxingahfc team sent Adam a photo from their session	Image	Global	317	11 29
04/15/2021 7:51 PM	Sightseeing on the last day in Kathmandu. Swayambhunath	Image	Global	234	34 22
04/15/2021 5:29 AM	The city streets of Kathmandu were bustling. After 10 hours of sleep	Image	Global	485	29 23
04/13/2021 9:31 PM	Thanks The Meridian Star for sharing Adam's story and helping us to	Image	Global	145	10 13
04/13/2021 6:03 AM	Check out the story about our 2021 Everest Expedition departure from	Image	Global	185	43 58
04/12/2021 11:40 AM	Today, on #WorldParkinsonsDay, Adam Hodges began his journey	Video	Global	228	20 15
04/11/2021 8:18 PM	After years of preparation, today is the day Adam Hodges begins his trek	Image	Global	188	24 46





SOCIAL MEDIA

05/15/2021 8:00 PM	UPDATE FROM ADAM! SUMMIT SCHEDULE 📅 *Dates are Everest			4.8K		377 357		Boost Post
05/11/2021 9:39 PM	Adam and his team took a helicopter from the village back up to base			486		115 31		Boost Post
05/11/2021 1:14 PM	HUGE THANKS to WTOK-TV 🙏 for keeping up and covering Adam's			521		74 33		Boost Post
05/10/2021 8:00 PM	Ascent For A Cure is incredibly grateful for the support of our			867		41 33		Boost Post
05/10/2021 7:54 AM	UPDATE FROM ADAM 🙏 Help us grow Ascent For A Cure and			2K		266 135		Boost Post
05/06/2021 6:08 PM	UPDATE FROM ADAM 📅 Back down to base camp after completing			2K		111 133		Boost Post
05/05/2021 8:00 PM	Without the support of our strategic partners, Ascent For A Cure			400		7 30		Boost Post
05/05/2021 6:00 AM	THIS IS WHY WE CLIMB 📅 One of the ways Ascent For A Cure			687		14 26		Boost Post
05/04/2021 8:00 PM	EXCITING NEWS! 📅 According to the Himalayan Climbing Register,			2.2K		128 171		Boost Post
05/04/2021 5:51 AM	Here's the latest update from high up on Mt. Everest!! "Great News			492		50 32		Boost Post
05/01/2021 4:29 PM	EVEREST BASE CAMP UPDATE FROM ADAM 📅 We leave tonight 1 to			1.5K		388 109		Boost Post
05/01/2021 3:38 PM	Meridian Regional Airport - MEI is helping Ascent For A Cure reach for			1.3K		82 56		Boost Post

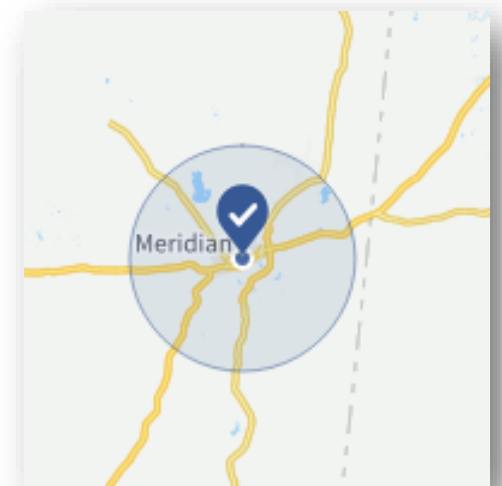




SOCIAL MEDIA

■ Reach: Organic / Paid
 ■ Post Clicks
 ■ Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
05/29/2021 7:57 PM	UPDATE FROM ADAM Adam shares a blog about his experience			413 ■	224 95 ■ ■	Boost Post
05/25/2021 6:05 AM	EVEREST UPDATE Adam has returned safely to Base Camp. Here			3.4K ■	320 186 ■ ■	Boost Post
05/23/2021 2:31 AM	EVEREST SUMMIT DAY IS HERE! Stay tuned for updates and please			772 ■	105 60 ■ ■	Boost Post
05/22/2021 6:18 AM	EVEREST UPDATE This is an update from Adam's expedition team.			393 ■	47 37 ■ ■	Boost Post
05/18/2021 6:16 PM	Team is holding at Camp 2 for weather! See update below! Keep			324 ■	26 28 ■ ■	Boost Post
05/17/2021 9:00 PM	GOOD LUCK ADAM! Thank you to everyone that sent us their Good			328 ■	69 28 ■ ■	Boost Post
05/17/2021 6:03 AM	THANK YOU! Adam received some special letters from students in			697 ■	17 40 ■ ■	Boost Post
05/16/2021 8:18 AM	HELP US REACH OUR GOAL! In just a few days, Adam will be			430 ■	18 15 ■ ■	Boost Post



WEBSITE TRAFFIC

Traffic Overview

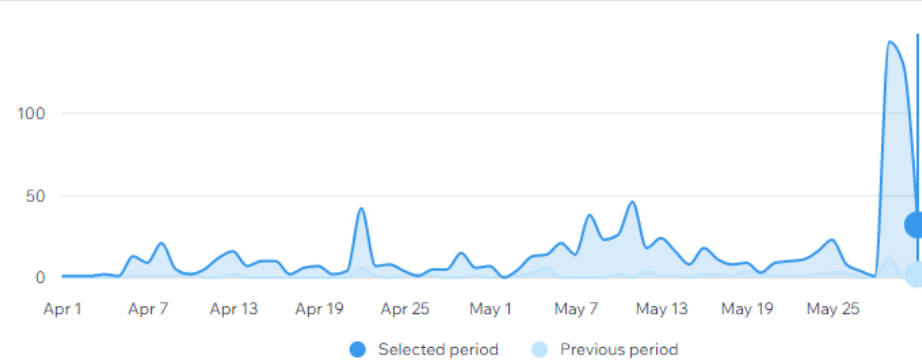
Apr 1 - May 31, 2021 compared to previous period (Jan 30 - Mar 31, 2021)

Site Sessions
938 ↑ 1103%

Unique Visitors
682 ↑ 1212%

Avg. Session Duration
1m 19s ↓ 39%

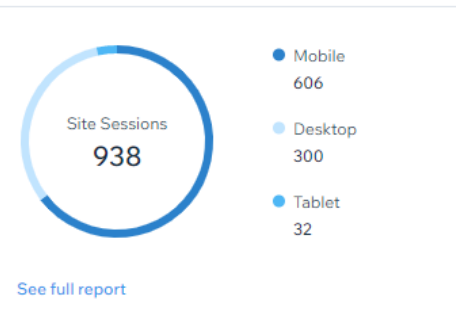
Sessions over Time



New vs Returning Visitors



Sessions by Device



Top Traffic Sources by Sessions

facebook.com	↑ 2,775%	460
Direct	↑ 460%	269
google.com	↑ 1,260%	136
t.co	↑ 2,400%	24
instagram.com	↑ 1,700%	17

See full report

Top Pages by Sessions

/ (Homepage)	↑ 686%	393
/post/the-south...-push-decision	↑ 29,400%	294
/donate	↑ 1,128%	221
/about	↑ 892%	119
/gallery	↑ 1,875%	79

See full report



NEXT STEPS

- Reintegrate with the Rock Steady Boxing Program to determine needs of Parkinson's Community.
- Meet with Foundation Board Members to strategize donation efforts for Q2-Q4 2021
- Schedule lunch and learn with local physicians to engage about AFAC Goals and Needs.
- Plan local fundraising event to take place outdoors (run, hike, etc.)
- Determine next steps and next climb for Ascent For A Cure





GET INVOLVED

Contact AFAC today to find out how you can join the movement.

To Learn More:

<https://www.ascentforcure.com/>

For Inquiries on Partnerships or Volunteer Opportunities:

marketing@ascentforcure.com

EIN 844-10-3290

