

**Q: What are MUVs?**

**A:** Monthly Unique Visitors are the individuals that visit our websites each month. Each person is counted once per calendar month, no matter how many times they may visit our websites.

**Q: How is the MUV goal being measured?**

**A:** The cluster MUV goal was reduced from 693,460 to 349,406 for the months of July through December 2018. Each station is responsible for delivering a portion of this monthly goal.

Automated reports are emailed to you each day with your station's monthly progress.

**Q: Will my blog posts be promoted on station social accounts?**

**A:** Yes. We are auto posting all local articles and blogs on Twitter and Facebook.

**Q: If the station reaches its MUV goal for July – December 2018, will I receive my bonus?**

**A:** Only if you contribute digital content and support on a daily basis. This has ALWAYS been the expectation of talent where digital is concerned. Each day that you are on the air you should:

1. Post a blog.\*
2. Promote your (or your show's) blog or another piece of content (including contests and national articles) on our websites hourly during your on-air shift.
3. Post a link to your blog or another piece of content on our websites to your social media account.

**Q: I can still earn 100% of annual digital bonus?**

**A:** Yes, the company is basing digital bonuses on our July-December performance. If the station reaches its MUV goal and you contribute as outlined above (for the remainder of the year), you will be eligible for your digital bonus.

\*Shows and individual talent should post daily. This was communicated to each of you individually at the beginning of the year. Let me know if you'd like to discuss. Jean