

KOKH 2Q 2009 PUBLIC FILE Spot Totals

Totals for: PSA AAO Orthodontist Smiley 60**3**

Get involved with your own health care. Learn what questions to ask.
Providing authoritative information about eye care for the public and members

Totals for: PSA *AAOS OSU Orthopedic Mr. Grim 60**0**

Medical organization for orthopedic surgeons provides patient information on injuries and diseases of the bones, joints, ligaments, tendons, muscles

providing technological, administrative and other capacity-building assistance to ensure a sustainable arts community.
mobilizing critical resources to foster the dynamic growth of the arts through our annual fund drives.

Each year, Allied Arts executes an Annual Campaign to raise critical funds for our 20 member agencies. Those campaign funds are allocated to our member agencies - contributing anywhere from 5-20% of their operating budgets.
The Annual Campaign kicks off late January and runs to early May.

Totals for: PSA *Kids KKWC YKHS9006 KOHLS 30**0**

Throughout the year, we sell special Kohl's Cares for Kids® merchandise where 100% of the net profits are donated to support health and educational opportunities for children. Your purchase supports programs designed to meet the needs of children in your community. Since 2000, more than \$102 million has been raised to support children's programs. Learn more about this season's merchandise.

Totals for: PSA 4H Science 30**5****Totals for: PSA 4H Science 60****26**

The United States is falling dangerously behind other nations in developing its future workforce of scientists, engineers, and technology experts. To ensure global competitiveness, we must act now to prepare the next generation of science, engineering, and technology leaders.

The 4-H Youth Development Program—with its direct connection to the research and resources of the Cooperative Extension System's 106 land-grant universities and colleges—is strategically positioned to strengthen US global competitiveness and leadership.

Totals for: PSA AD C/Autism Babysitter 30**0****Totals for: PSA AD C/Autism Golf 30****1****Totals for: PSA AD C/Braxton 30****2****Totals for: PSA AD C/Braxton 60****25**

1 in 150 children are diagnosed with autism. Learn the signs.

Totals for: PSA AD C/College Airplane 30**1****Totals for: PSA AD C/College Airplane 60****6**

Big dreams aren't enough to get into college. Learn about the tools you need by
logging on to KnowHow2go.org

Totals for: PSA AD C/Credit Scores Couple 30**1****Totals for: PSA AD C/Credit Scores Video 30****2**

The PSAs remind people: "There's no magic to improving your credit. But there's help and it's free."

The USDA Forest Service is the agency responsible for overseeing the use of Smokey Bear in cooperation with the National Association of State Foresters and the Advertising Council. Human caused fire remains the major cause of wildfires across the county. Based on the last 10 years, more than 102,000 wildfire start each year through human carelessness while only 13,000 fires are started by lightning. The Smokey Bear Campaign is a critical tool specially designed to ask for every citizen's conscientious commitment to reduce the expensive resource losses and high suppression costs associated with wildfires. In 1999, more than \$500 million was spent suppressing wildfires.

Totals for: PSA AD C/Diabetes Restaurant 30

1

Totals for: PSA AD C/Diabetes Robbery 30

1

Ad Council has partnered with the American Diabetes Association (ADA) and the Juvenile Diabetes Research Foundation International (JDRF) to make diabetes patients more aware of their true risk for certain diabetes-related complications.

Totals for: PSA AD C/Early Child Laundry 30

3

Build your child's vocabulary by talking to them. Help them learn.

Totals for: PSA AD C/Emer Prep Sesame KIT 30

5

Totals for: PSA AD C/Emer Prep Sesame NAME 30

7

Totals for: PSA AD C/Emer Prepare Girls 30

8

The U.S. Department of Homeland Security (DHS) promotes individual emergency preparedness through the Ready Campaign and Citizen Corps as part of a broader national effort conducted by the Department's Directorate for Preparedness. Ready is a national public service advertising campaign produced by The Advertising Council in partnership with DHS. The Ready Campaign is designed to educate and empower Americans to prepare for and respond to emergencies, including natural disasters and potential terrorist attacks

Totals for: PSA AD C/Energy Everyone TINK 30

2

Totals for: PSA AD C/Energy Magic TINK 30

5

Totals for: PSA AD C/Energy Malcolm 30

1

Animated psa's showing wasting energy as well as conserving--electricity, water, etc. Make you educate your children

Totals for: PSA AD C/Father Involve Cheerlead 30

13

Totals for: PSA AD C/Father Involve Soaker 30

11

Ad Council has partnered with the National Responsible Fatherhood Clearinghouse and volunteer ad agency Campbell-Ewald to create a new PSA campaign that communicates to fathers that their presence is essential to their children's well-being. The campaign provides fathers with the information they need to become better dads.

Totals for: PSA AD C/Finan Lit Young Capiche 30

2

Totals for: PSA AD C/Finan Lit Young Metal 30

4

The campaign encourages young adults to think twice about spending in the moment and to seek more knowledge about how their spending behavior can affect their credit history and immediate future. It teaches how overspending may "cost" them more than they think.

Totals for: PSA AD C/Food Bank OKC Clothes 30

9

Totals for: PSA AD C/Food Bank OKC Constr 30

14

The Food Bank has modeled its distribution facility after those developed by the commercial food industry, by delivering food in both rural and urban areas in a manner that meets the increasing needs of those struggling to put food on their table. As the Food Bank has continued to grow, it has refined its distribution systems and has assisted food banks in other states with facility development and model programs.

Totals for: PSA AD C/Global Warm Tick 30	0
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The site provides information on the the causes, science, and consequences of global warming. A large part of the site focuses on what every person can do to reduce their energy consumption and therefore do their part to help slow and reverse global warming.

Totals for: PSA AD C/HS Boost Frankie 30	6
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Totals for: PSA AD C/HS Boost Mom 30	4
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the campaign has created a virtual community of support for any teen struggling to make it to graduation. Utilizing mobile messaging in addition to the most popular social networking sites -
- visitors to the Boost Website have multiple opportunities to give a virtual "boost" to the profiled teens, and the teens in their own lives.

Totals for: PSA AD C/Invention Suction 30	7
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The campaign messaging is designed to encourage children, ages 8-11, to take an interest in inventing and to make creativity a fun and rewarding part of their lives. Using the messaging "Anything's possible. Keep thinking." provides kids with the motivating message that if you can imagine it then you can make it a reality.

Totals for: PSA AD C/Latch System Booster 60	22
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Children who have outgrown their toddler seat, at around age 4 and 40 pounds, are far safer sitting in a booster seat until they are at least 8 years old or 4'9" tall rather than wearing a seat belt. Seat belts are designed for adults, not for children, and a child shorter than 4'9" tall can sustain serious injuries in a crash when using the seat belt alone.

Totals for: PSA AD C/Lifelong Literacy Caspian 30	3
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Totals for: PSA AD C/Lifelong Literacy Caspian KIDS 30	5
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Child targeted psa's. Explore new worlds: READ!
Visit literacy.gov and let the learning begin.

Totals for: PSA AD C/Nutrition Ceiling 30	8
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Totals for: PSA AD C/Nutrition Jungle Gym 30	4
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These PSAs highlight the importance of balancing good nutrition and physical activity by emphasizing the "Bare Necessities" of healthy living, and send a message to families that leading a healthy lifestyle can help you be the best at everything you love to do.

Totals for: PSA AD C/Patient Involve Q's 30	3
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Research shows that consumers who get more involved with their health care can greatly improve the safety of their care, but patients are generally unaware of what to do to help prevent medical mistakes.

Totals for: PSA AD C/United Way OKC 30

0

Credit counseling, financial literacy assistance, school curriculum, health assistance, clinics, child care assistance, resume assistance, counseling

Totals for: PSA AD C/Wireless Amber 30

9

The Wireless AMBER Alerts™ campaign was launched in May 2006 as a way to extend the AMBER Alert program by reaching out to the more than 72% of the American population that uses wireless devices. Sponsored by the National Center for Missing & Exploited Children®, The Wireless Foundation and the U.S. Department of Justice and created pro bono by ad agency Merkley + Partners, the PSA campaign is designed to educate the public about Wireless AMBER Alerts™, inspire cell phone users and other wireless subscribers to register for the Alerts and, in turn, increase the number of people who may be able to help in locating an abducted child. The PSA campaign is the first to address this technology, which was created in 2005.

Totals for: PSA AKC Grogan Marley 30

2

Totals for: PSA AKC Grogan Marley 60

22

Responsible dog ownership is something Grogan, the author of the best-selling book on which the film is based, knows better than anyone. *Marley & Me* recounts his life with his rambunctious Labrador Retriever, who quickly grew from an adorable puppy to a 97-pound steamroller. In the PSA Grogan states:

"Puppies...they're so cute. Until they're not. Then they become 100 pounds of thundering, hairy, yelping, jumping, drooling, go-exactly-where-you-don't-want-them-to-go... commitment. In a word: Marley."

Totals for: PSA ADAA Anxiety HOWIE 30

0

Totals for: PSA ADAA Anxiety Shalhoub 30

1

The Anxiety Disorders Association of America (ADAA) is a national nonprofit organization dedicated to the prevention, treatment, and cure of anxiety disorders and to improving the lives of all people who suffer from them.

Totals for: PSA Air Force Res Firefight 30

6

Totals for: PSA Air Force Res Hurricane 30

3

Totals for: PSA Air Force Res Pararescue 30

2

The AFRCC operates 24 hours a day, seven days a week. The center directly ties in to the Federal Aviation Administration's alerting system and the U.S. Mission Control Center. In addition to the Search and Rescue Satellite Aided Tracking information, the AFRCC computer system contains resource files that list federal and state organizations, which can conduct or assist in SAR efforts throughout North America.

Totals for: PSA An-anon-Teen Dinner 30

3

Totals for: PSA An-anon-Teen Dinner 60

5

Totals for: PSA An-anon-Teen Grandkid 60

6

Totals for: PSA An-anon-Teen MTG 30

0

Totals for: PSA An-anon-Teen MTG 60

9

Al-Anon Family Groups offer understanding, help and support to the families of problem drinkers. We are a fellowship of relatives and friends who share our experience, strength and hope in order to solve common problems. We believe that alcoholism is a family illness and that changed attitudes can aid recovery.

Totals for: PSA AMer Humane Bully Magician 30

1

Totals for: PSA AMer Humane Bully Magician 60

11

Preventing child abuse and neglect can be achieved only with the active participation of communities -- and the people and organizations within those communities. American Humane's prevention programs help people learn how to recognize and report child abuse and neglect -- by acknowledging their own responsibility and realizing that they have the power to change a child's life.

Totals for: PSA Amer Red Cross BLOOD Support 30	0
Totals for: PSA Amer Red Cross BLOOD Thanks 60	4
Totals for: PSA Amer Red Cross BLOOD Two 30	0

We all expect blood to be there for us, but barely a fraction of those who can give do. Yet sooner or later, virtually all of us will face a time of great vulnerability in which we will need blood. And that time is all too often unexpected.

Totals for: PSA Americorp "Hero" 30	1
Totals for: PSA Americorp "Hero" 60	18
Totals for: PSA Americorp Lives 30	1

AmeriCorps is an opportunity to make a big difference in your life and in the lives of those around you. It's a chance to apply your skills and ideals toward helping others and meeting critical needs in the community.

Each year, AmeriCorps offers 75,000 opportunities for adults of all ages and backgrounds to serve through a network of partnerships with local and national nonprofit groups. Whether your service makes a community safer, gives a child a second chance, or helps protect the environment, you'll be getting things done through AmeriCorps!

Totals for: PSA Big Brothers Need Men 30	22
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More than 70% of our children waiting for a Big are boys, but only **three out of every ten** inquiries to volunteer come from men. Research shows that having the positive influence of a Big Brother makes a real difference in the life of a boy. So join the millions of volunteers that give a young person someone to look up to and learn why so many are now saying, "I get back so much more than I give."

Totals for: PSA boystown.org Sean A. 30	0
Totals for: PSA boystown.org Sean A. 60	1
Totals for: PSA boystown.org Sean Parents 30	0

Boys Town is a beacon of hope for America's children and families through its life-changing youth and health care programs across the United States.

The 90-year old organization is embarking on a new mission to affect change in the puzzling system by building a continuum care to provide the right services at the right time based on a child's or family's needs.

Totals for: PSA Canine Companion Amy 30	12
Totals for: PSA Canine Companion Cole 30	15
Totals for: PSA Canine Companion Maria 30	16
Totals for: PSA Canine Companion Tommy 30	11

PSA'S are designed to help educate people on assistance dogs and spread the word on the mission of Canine Companions for Independence.

Totals for: PSA CARE Natural Resource 30	5
Totals for: PSA CARE Natural Resource 60	21

CARE is a leading humanitarian organization fighting global poverty. We place special focus on working alongside poor

women because, equipped with the proper resources, women have the power to help whole families and entire communities escape poverty. Women are at the heart of CARE's community-based efforts to improve basic education

Totals for: PSA Celeb Waiter Gala OKC 30	10
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The Gala will help provide day to day operating funds to ensure the Center is always available to enhance the lives of hundreds of children who have been abused. Tables for ten are available for \$1,000, with individual tickets at \$100. Businesses or individuals may also assist with underwriting specific costs of the event, or be patrons of the event.
Celebrities vie to generate

Totals for: PSA Driversedge Age 30	2
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Totals for: PSA Driversedge Letter 60	13
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Totals for: PSA Driversedge Ryan 60	13
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Driver's Edge, a non-profit organization and public charity, will give teen drivers in select U.S. cities free classroom and behind-the-wheel accident avoidance instruction to combat this statistic.

Totals for: PSA Cricket/ Housing Crisis Rebuild Together 30	14
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Rebuilding Together is the nation's leading nonprofit working to preserve affordable homeownership and revitalize communities. Our network of more than 200 affiliates provides free rehabilitation and critical repairs to the homes

Totals for: PSA Coalit for Pulmonary Fibrosis 30	39
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efforts leading to a cure for pulmonary fibrosis (PF), while educating, supporting, and advocating for the community of patients, families, and medical professionals fighting this disease. The CPF funds promising research into new approaches to treat and cure pulmonary fibrosis; and works to improve awareness of Pulmonary Fibrosis in the medical community as well as the general public.

Totals for: PSA FBL Optimism Greatest 30	4
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Totals for: PSA FBL Optimism Greatest 60	20
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Totals for: PSA FBL Optimism Spec. Athlete 30	0
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Totals for: PSA FBL Optimism Spec. Athlete 60	0
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Good manners, courtesy, compassion, respect.
"PASS IT ON"

Totals for: PSA Harn Fondue Fandango 30	15
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FUNDRAISER

Currently over 25,000 schoolchildren visit the Harn Homestead Museum and learn about life as a pioneer. The historic Harn Homestead Museum sits on ten acres of Land Run property originally owned by William Fremont Harn, one of the state's early community leaders. There are seven notable buildings on the grounds including a one-room schoolhouse, the first two-story home built in Oklahoma, and the Sears Catalog home where Mr. & Mrs. Harn resided.

To learn more about the Harn Homestead Museum or to sponsor "Fondue Fandango", please contact Cher Golding at 235-4058 or visit the website at www.harnhomestead.com.

Totals for: PSA JDRF Clinical 30	5
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Totals for: PSA JDRF Hope 30	6
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Totals for: PSA JDRF Hope 60**32**

JDRF is the leader in research leading to a cure for type 1 diabetes in the world. It sets the global agenda for diabetes research, and is the largest charitable funder and advocate of diabetes science worldwide.

The mission of JDRF is to find a cure for diabetes and its complications through the support of research. Type 1 diabetes is an autoimmune disease that strikes children and adults suddenly, and can be fatal. Until a cure is found, people with type 1 diabetes have to test their blood sugar and give themselves insulin injections multiple times or use a pump - each day, every day of their lives. And even with that intensive care, insulin is not a cure for diabetes, nor does it prevent its eventual and devastating complications, which may include kidney failure, blindness, heart disease, stroke, and amputation.

Totals for: PSA March of Dimes Folic 60**29**

Folic acid is a B vitamin that can help prevent birth defects of the brain and spinal cord called neural tube defects (NTDs). Folic acid works to prevent these birth defects only if taken before conception and during early pregnancy

Totals for: PSA Nat'l CASA/Court App Sp Adv Home 30**0****Totals for: PSA Nat'l CASA/Court App Sp Adv Tired 30****0**

In addition to providing leadership, training, technical assistance and grants to CASA programs across the country, the National Court Appointed Special Advocate Association stages an annual conference and promotes CASA programs through public awareness efforts.

Totals for: PSA OK Bicycle Safety SHARE 30**13**

The Share the Road tag is meant to heighten awareness of cyclists on our state roads. It's a straightforward message - share the road. What could be simpler? I have this vision of motorists and cyclists on busy roads as a normal part of their daily commute, so normal in fact, that the presence of cyclists is commonplace and unremarkable.

Totals for: PSA OK Off Juvi Gun Safety701 30**1****Totals for: PSA OK Off Juvi Gun Safety702 30****2****Totals for: PSA OK Off Juvi Gun Safety703 30****0**

The Oklahoma City Police Department is proud to partner with the Office of Juvenile Affairs in delivering an important message concerning gun safety. Statistics show that children who have access to unsecured guns can sometimes be the victim of a tragic accident. The proper storage and/or securing of a gun would greatly reduce such tragic incidents.

Totals for: PSA OK Regents #001 Ca 30**6****Totals for: PSA OK Regents #002 Th 30****9****Totals for: PSA OK Regents #003 Er 30****9****Totals for: PSA OK Regents #004 Ti 30****5**

Oklahoma GEAR UP provides resources to school districts and offers comprehensive professional development services to Oklahoma teachers, counselors and administrators. Additionally, GEAR UP works to make sure Oklahoma fifth-12th grade students and their parents have the information they need to prepare academically, socially and financially for college.

Totals for: PSA OptumHealth Crisis Hotline 30**7**

OptumHealth optimizes the health, well-being and financial security of individuals and organizations through personalized health management solutions. We help people stay healthy, get healthy or live with health conditions.

Totals for: PSA Patient Advocate Found Gentry 30	0
Totals for: PSA Patient Advocate Found Gentry 60	4

Patient Advocate Foundation is a national non-profit organization that seeks to safeguard patients through effective mediation assuring access to care, maintenance of employment and preservation of their financial stability relative to their diagnosis of life threatening or debilitating diseases.

Totals for: PSA PI Primary Immun Candles 30	0
Totals for: PSA PI Primary Immun Catch 30	4
Totals for: PSA PI Primary Immun COMBO 60	25

Primary immunodeficiency occurs when part of a person's immune system is missing or does not work correctly. The bodies of people with primary immunodeficiency can't get rid of germs or protect themselves from new germs as well as they should.

Even though no one treatment works in all cases of primary immunodeficiency, there are many treatment options that can even be combined to make it more likely that primary immunodeficiency can be treated.

Totals for: PSA Special Olympics OK Fan 30	4
Totals for: PSA Special Olympics OK Great 30	8

Special Olympics is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities [mental retardation], giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

Totals for: PSA *Susan G Komen BC Danger 30	2
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Breast Cancer awareness and information
Dedicated to education and research about causes, treatment, and the search for a cure.

Totals for: PSA US Dept of Justice CyberBully 30	2
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The cyberbullying prevention campaign targets 12 and 13-year-olds, particularly girls, urging them to put an end to the cyberbullying chain. Tweens and teens can be lured into such behavior because it takes place in a virtual world. In fact, because they don't realize the tangible consequences, some don't even recognize these hurtful actions as bullying. These new PSAs – including viral videos – help them realize that if they wouldn't say it in person, they shouldn't say it online.

Totals for: PSA usa.gov 30	7
Totals for: PSA usa.gov Federal Citizen 30	1
Totals for: PSA usa.gov Federal Citizen 60	16

Official web portal of the US government. Contains comprehensive information on government resources, services and forms for citizens

Totals for: PSA USMC Marines 30	0
Totals for: PSA USMC Marines 60	0

Images of how the US Marines protect our country.

Totals for: PSA USO Day End 30	10
Totals for: PSA USO Day End 60	22

Our military is in constant need of personal help.
Help us help them, until everyone comes home.

Totals for: PSA *Weokie CR UN Foundation 30	1
In house PSA; Weokie Credit Union will go into area schools to educate kids aspects of money responsibilities	

Totals for: PSA World Wildlife Polar 30	1
Totals for: PSA World Wildlife Polar 60	10
Totals for: PSA World Wildlife Protect 30	2
Totals for: PSA World Wildlife Protect 60	18

Endangered Species at *World Wildlife* Fund. At WWF, we are the leader in *wildlife* conservation and preservation of animal habitats around the *world*.

Totals for: PSA Wounded Warrior DAMON 60	12
Totals for: PSA Wounded Warrior S Field 30	1
Totals for: PSA Wounded Warrior S Field 60	2
Totals for: PSA Wounded Warrior SHEEN 30	0
Totals for: PSA Wounded Warrior SHEEN-CRYER 60	2

To raise awareness and enlist the public's aid for the needs of severely injured service men and women,
To help severely injured service members aid and assist each other, and
To provide unique, direct programs and services to meet the needs of severely injured service members.

Fun - Enjoying what we are doing is paramount to the continued success of WWP's efforts.

Integrity - Integrity and ethics are woven into the the core of WWP.

Loyalty - Unquestioned loyalty to our wounded warriors provides the foundation for what WWP is as an organization.

Innovation - WWP's growth depends on the innovative and "outside the box" thinking with regard to new programs and approaches to helping our wounded warriors.

Service - WWP strives to always provide the utmost in service to our warriors, alumni and donors.

LOCAL PSA

Totals for: PSA JDRF Hero Walk 2009 20	46
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