

3rd Quarter 2019 PSAs

NETWORK PUBLIC SERVICE SCHEDULE JULY 2019

AIR DATE	SHOW TITLE	HIT TIME	DURATION	MATERIAL ID	PRODUCT TITLE
20190706	CHAMPION WITHIN	12:55:22 PM	0:15	ZNBC91041H	PSA 2019 TMYK NBC CHANDLER MASSEY: DIVERSITY/HATE CRIMES
20190720	VOYAGER	4:55:22 AM	0:15	ZNBC91051H	PSA 2019 TMYK NBC WILLIE GEIST: EDUCATION/LIBRARIES
20190720	EARTH ODYSSEY	5:25:22 AM	0:15	ZNBC91070H	PSA 2019 TMYK NBC SHEINELLE JONES: HEALTH/FAMILY WALK
20190720	NATURALLY	6:25:22 AM	0:15	ZNBC91059H	PSA 2019 TMYK NBC CHUCK TODD: ARTS EDUCATION/DO WHAT YOU L
20190720	VETS SAVING PETS	6:55:22 AM	0:15	ZNBC91016H	PSA 2019 TMYK NBC AL ROKER: COMMUNITY KINDNESS/COMPASSION
20190720	CHAMPION WITHIN	6:25:07 PM	0:15	ZNBC91089H	PSA 2019 TMYK NBC CRAIG MELVIN: ENVIRONMENT/PLASTIC FOOTPRI
20190727	VOYAGER	5:25:22 AM	0:15	ZNBC91051H	PSA 2019 TMYK NBC WILLIE GEIST: EDUCATION/LIBRARIES
20190727	EARTH ODYSSEY	5:55:22 AM	0:15	ZNBC91070H	PSA 2019 TMYK NBC SHEINELLE JONES: HEALTH/FAMILY WALK
20190727	CONSUMER 101	6:25:22 AM	0:15	ZNBC91032H	PSA 2019 TMYK NBC SAVANNAH SELLERS: COMMUNITY VOLUNTEERIN
20190727	VETS SAVING PETS	7:25:22 AM	0:15	ZNBC91033H	PSA 2019 TMYK NBC MATT ISEMAN: COMMUNITY VOLUNTEERING/LOI

NETWORK PUBLIC SERVICE SCHEDULE AUGUST 2019

AIR DATE	SHOW TITLE	HIT TIME	DURATION	MATERIAL ID	PRODUCT TITLE
20190803	CONSUMER 101	8:23:32 AM	0:15	ZNBC91089H	PSA 2019 TMYK NBC CRAIG MELVIN: ENVIRONMENT/PLASTIC FOOTPRIN
20190803	NATURALLY	8:53:32 AM	0:15	ZNBC91059H	PSA 2019 TMYK NBC CHUCK TODD: ARTS EDUCATION/DO WHAT YOU LC
20190803	VOYAGER	10:25:22 PM	0:15	ZNBC91070H	PSA 2019 TMYK NBC SHEINELLE JONES: HEALTH/FAMILY WALK
20190803	EARTH ODYSSEY	10:55:22 AM	0:15	ZNBC91033H	PSA 2019 TMYK NBC MATT ISEMAN: COMMUNITY VOLUNTEERING/LON
20190810	VOYAGER	10:25:22 AM	0:15	ZNBC91051H	PSA 2019 TMYK NBC WILLIE GEIST: EDUCATION/LIBRARIES
20190810	EARTH ODYSSEY	10:55:22 AM	0:15	ZNBC91070H	PSA 2019 TMYK NBC SHEINELLE JONES: HEALTH/FAMILY WALK
20190810	NATURALLY	11:55:22 AM	0:15	ZNBC91059H	PSA 2019 TMYK NBC CHUCK TODD: ARTS EDUCATION/DO WHAT YOU LC
20190810	CHAMPION WITHIN	12:55:22 PM	0:15	ZNBC91089H	PSA 2019 TMYK NBC CRAIG MELVIN: ENVIRONMENT/PLASTIC FOOTPRIN
20190817	CHAMPION WITHIN	8:55:22 AM	0:15	ZNBC91016H	PSA 2019 TMYK NBC AL ROKER: COMMUNITY KINDNESS/COMPASSION I
20190817	NATURALLY	11:55:22 AM	0:15	ZNBC91089H	PSA 2019 TMYK NBC CRAIG MELVIN: ENVIRONMENT/PLASTIC FOOTPRIN
20190824	VOYAGER	10:25:22 AM	0:15	ZNBC91068H	PSA 2019 TMYK NBC RYAN EGGOLD: HEALTH/KNOWLEDGE IS VITAL
20190824	EARTH ODYSSEY	10:55:22 AM	0:15	ZNBC91032H	PSA 2019 TMYK NBC SAVANNAH SELLERS: COMMUNITY VOLUNTEERING
20190824	CONSUMER 101	11:25:22 AM	0:15	ZNBC91089H	PSA 2019 TMYK NBC CRAIG MELVIN: ENVIRONMENT/PLASTIC FOOTPRIN
20190824	NATURALLY	11:55:22 AM	0:15	ZNBC91004H	PSA 2019 TMYK NBC CRAIG MELVIN: COMMUNITY/BULLYING/BIG TALK
20190824	VETS SAVING PETS	12:25:22 PM	0:15	ZNBC91016H	PSA 2019 TMYK NBC AL ROKER: COMMUNITY KINDNESS/COMPASSION I

NETWORK PUBLIC SERVICE SCHEDULE SEPTEMBER 2019

AIR DATE	SHOW TITLE	HIT TIME	DURATION	MATERIAL ID	PRODUCT TITLE
20190907	EARTH ODYSSEY	10:55:22 AM	0:15	ZNBC91059H	PSA 2019 TMYK NBC CHUCK TODD: ARTS EDUCATION/DO WHAT YC
20190907	CONSUMER 101	11:25:22 AM	0:15	ZNBC91004H	PSA 2019 TMYK NBC CRAIG MELVIN: COMMUNITY/BULLYING/BIG T
20190907	CHAMPION WITHIN	12:55:22 PM	0:15	ZNBC91070H	PSA 2019 TMYK NBC SHEINELLE JONES: HEALTH/FAMILY WALK
20190914	CHAMPION WITHIN	8:55:22 AM	0:15	ZNBC91070H	PSA 2019 TMYK NBC SHEINELLE JONES: HEALTH/FAMILY WALK
20190914	EARTH ODYSSEY	10:55:22 AM	0:15	ZNBC91004H	PSA 2019 TMYK NBC CRAIG MELVIN: COMMUNITY/BULLYING/BIG T
20190914	NATURALLY	11:55:22 AM	0:15	ZNBC91016H	PSA 2019 TMYK NBC AL ROKER: COMMUNITY KINDNESS/COMPASS

20190921	VOYAGER	10:25:22 AM	0:15	ZNBC91033H	PSA 2019 TMYK NBC MATT ISEMAN: COMMUNITY VOLUNTEERING,
20190921	CONSUMER 101	11:25:22 AM	0:15	ZNBC91004H	PSA 2019 TMYK NBC CRAIG MELVIN: COMMUNITY/BULLYING/BIG T
20190921	VETS SAVING PETS	12:25:22 PM	0:15	ZNBC91059H	PSA 2019 TMYK NBC CHUCK TODD: ARTS EDUCATION/DO WHAT YC
20190928	VOYAGER	10:25:22 AM	0:15	ZNBC91016H	PSA 2019 TMYK NBC AL ROKER: COMMUNITY KINDNESS/COMPASS
20190928	EARTH ODYSSEY	10:55:22 AM	0:15	ZNBC91041H	PSA 2019 TMYK NBC CHANDLER MASSEY: DIVERSITY/HATE CRIMES
20190928	CONSUMER 101	11:25:22 AM	0:15	ZNBC91059H	PSA 2019 TMYK NBC CHUCK TODD: ARTS EDUCATION/DO WHAT YC
20190928	NATURALLY	11:55:22 AM	0:15	ZNBC91089H	PSA 2019 TMYK NBC CRAIG MELVIN: ENVIRONMENT/PLASTIC FOOT
20190928	CHAMPION WITHIN	12:55:22 PM	0:15	ZNBC91068H	PSA 2019 TMYK NBC RYAN EGGOLD: HEALTH/KNOWLEDGE IS VITAI

NBC NETWORK NON-BROADCAST EFFORTS

July - September, 2019

NBCUniversal's *The More You Know* website:

Since 1989, *The More You Know* has brought the nation's most important social issues to the forefront, and remains a trusted voice for sharing knowledge to improve lives and inspire action. *The More You Know's* comprehensive website (themoreyouknow.com) includes in-depth resource and referral information on the campaign's important focus issues including:

- HEALTH – fighting childhood obesity, encouraging nutrition and physical fitness
- ENVIRONMENT – encouraging everyday actions that reduce environmental impact
- EDUCATION – recruiting new teachers and promoting their long-lasting impact
- DIGITAL LITERACY & INTERNET SAFETY - sharing online safety tips and information
- DIVERSITY – embracing differences and promoting inclusion, tolerance and respect

Also featured on site is The More You Know Learning series' *Growing Up Online*, a free eBook on digital literacy and Internet Safety. *Growing Up Online* is an important tool to initiate conversation with children about online safety. The eBook is a media-rich, two-part learning resource that provides easy-to-use information about navigating the digital world in a unique and engaging way. Part one includes safety tips, discussion questions and key takeaways for parents and teachers. Part two features four entertaining video comic books for children, focused on real situations that come up when kids go online.

Additional content on the site includes public service announcements, behind-the-scenes videos, a general overview, a talent directory, and a list of the campaign's accolades such as the prestigious Emmy and Peabody awards.