

The following list of public service announcements is geared to children and teen viewers and received emphasis during first quarter 2011. This is not an all-inclusive list and reflects only a portion of our PSA involvement. It does not reflect any affiliation or personal feelings of the station and/or its employees.

Fun/Safety

The following PSA's highlighted the importance of being safe while having fun. We ran the following.

Texting and Driving	1 X :30
Buzzed Driving	2 X :30, 9 X :10
Drink Responsibly	1 X :30
Safe Driving	4 X :30

Environment

The following PSA's highlighted how to take care of our environment and to be safe are the topics for this category. We ran the following:

Diet and Environment	49 X :60
Park Conservation	2 X :30
Save Energy	2 X :30
Save Polar Bears	46 X :30
Arbor Day Foundation	2 X :20

Youth Organizations/Volunteer

There are several ways that kids today can make a difference. The following lists organizations that they can be involved with and volunteer.

Girl Scouts	48 X :60, 16 X :30
Boystown	14 X :20
Big Brother Big Sister	1 X :30
Help Hospitalized Vets	24 X :60, 7 X :20
Launchpad	41 X :20,

Family

There is so much emphasis today on keeping families together and spending time with each other. The following list reflects this.

Hispanic Scholarship	43 X :30, 19 X :15
Prevent High School Dropout	52 X :30, 2 X :15
Higher Education	2 X :30
Play Today	2 X :30
Underage Drinking Prevention	4 X :15
Values Patience	20 X :15
Fatherhood	15 X :15
Getting Older	4 X :10

Health

It's important to take care of yourself by eating right, exercising and setting a good example for other family members.

Asthma	42 X :60
Childhood Vaccination	3 X :60
Mental Health	51 X :60
Childhood Asthma	37 X :30, 5 X :15
Lead Poisoning	27 X :30, 18 X :15
Stroke Awareness	1 X :30
Influenza Vaccination	39 X :30
Partnership for Prescription	2 X :30
Clean Hands	1 x :30
Alzheimers	1 X :30
National Bipolar Foundation	2 X :30
Psoriasis	3 X :30
COPD Foundation	1 X :30
American Lung Association	36 X :30
HIV Awareness	2 X :30
Overeaters Anonymous	2 X :30
Allergy Network	10 X :20
Women Heart Health	11 X :20
Festivale Arthritis Foundation	57 X :20
Mammography Saves Lives	11 X :15
Paralyzed Veterans	3 X :15
Childhood Asthma	5 X :15

Overall Good Advice

The following PSA's are geared towards giving us good advice on a variety of subjects.

Usa.gov	48 X :60
Mortgage Help	37 X :60
Debt Resolution Trap	40 X :60
Healthy Pets	40 X :60
Runaway Hotline	2 X :60
Drunk Driving	18 X :60
Disability Employment	50 X :60
Social Security	1 X :30
Prevent Teen Pregnancy	1 X :30
Adopt Shelter Pets	40 x :30
Hands Only CPR	53 X :30
Pet and Women Shelters	3 X :30
WI Crime Victims	2 X :30
Prevent Pregnancy	1 X :30
Teen Suicide Prevention	32 x :30
MLK Memorial	1 X :30
End Polio	6 X :20
Make a Wish	20 X :15
Alcoholic Anonymous	23 X :20
Salute Soldiers	7 X :20
Avoid Foreclosure	10 X :15
Pest Management	19 x :15
Emergency Preparedness	4 X :10
Make Homes Affordable	39 X :10