

1ST QUARTER 2008 PSA SUMMARY FOX 47 WMSN

TITLE	LENGTH	NUMBER TIMES RAN
HOMELESS YOUTH	60	9
IRS E-FILE	60	6
SENIOR FLU SHOTS	60	2
HEALTHCARE COSTS	60	2
RONALD MCDONALD HOUSE	60	8
DONATE LIFE AMERICA	60	11
DEEP VEIN THROMBOSIS	60	4
AMERICAN LUNG ASSOCIATION	60	15
HEAD NECK CANCER	60	1
GIRLS BOYSTOWN HOTLINE	60	3
MAKE A WISH FOUNDATION	60	73
INVESTOR PROTECTION	60	4
AMERICAN RED CROSS	60	2
INVENT NOW	30	6
YOUTH DRIVE	30	37
PET BENEFITS	30	1
COLLEGE ACCESS	30	42
FORECLOSURE PREVENTION	30	41
DENTAL ASSOCIATION	30	57
EAT FRUIT VEGGIES	30	88
GET INVOLVED	30	88
FATHERHOOD INVOLVEMENT	30	78
FLU SHOTS	30	24
MENTAL HEALTH STIGMA	30	39
MADISON PARKING	30	44
JUNIOR ACHIEVEMENT	30	45
POWER OF WOMEN	30	16
INTELLIGENT WATER USE	30	5
SENIOR FRIENDLY WEBSITE	30	6
VHS FISH DISEASE	30	1
FEDERAL STUDENT AID	30	28
TANNING BED RISKS	30	1
MLK MEMORIAL FUND	30	9
AMERICAN SPEECH FOUNDATION	30	35
AUTISM AWARENESS	30	2
EARLY CHILDHOOD DEVELOPMENT	30	31
HEALTH INSURANCE COVERAGE	30	4
KENNEL CLUB	30	69
PLANNED PARENTHOOD	30	3
SECONDHAND SMOKE	30	20
OSTEOPOROSIS	30	1
HABITAT FOR HUMANITY	30	9
NATIONAL CYBER SECURITY	30	2
NASA MATH SCIENCE	30	91
MACULAR DEGENERATION	30	8
OLYMPICS	30	1
SAVE DARFUR	30	10
FOOD SAFETY	30	16

ORTHODONTISTS	30	46
INVESTOR PROTECTION	30	15
IDENTITY THEFT INFO	30	3
ADOPTION FOUNDATION	30	1
MINORITY EDUCATION	30	42
TEEN ASTHMA	30	4
GLOBAL WARMING	30	12
BIG BROTHER BIG SISTER	30	1
ONLINE SEXPLOITATION	30	4
ALZHEIMER'S CAREGIVER	30	1
LONG TERM INSURANCE	30	1
ASPCA	30	9
PREVENT CHILD ABUSE	30	6
DEPRESSION	30	3
LIFELONG LITERACY	30	3
PREVENT BLINDNESS	30	62
STOP FAKE INSURANCE	30	4
DRUG FREE AMERICA	30	43
RECHARGEABLE BATTERY	30	4
TEEN STRESS	30	1
RED CROSS PACKERS	30	3
9/11 SAFER WORLD	30	1
QUIT SMOKING	30	3
DIABETES ROBBERY	30	7
STROKE	30	2
WBA WIDOT	30	1
UNDERAGE	30	2
PREVENT PREGNANCY	30	6
DIABETES RESTAURANT	30	11
CHILDHOOD OBESITY LPGA	30	4
BOOSTER SEATS	30	68
CHILDHOOD OBESITY NFL	30	13
PARTNERSHIP DRUG FREE	30	47
INTERNET CRIMES KIDS	30	2
NATIONAL CRIME PREVENTION	20	2
SHRINER HOSPITAL	20	1
HIGH SCHOOL SCHOLARS	20	4
LAUNCH PAD SIGN UP	20	5
GIRLS BOYSTOWN	20	7
MENINGITIS AWARENESS	20	4
MIGRAINE RELIEF	20	14
DRINKING PROBLEM	20	13
UNICEF	20	10
CANCER SURVIVORSHIP	20	5
GUIDE DOGS	20	13
LAUNCH PAD APRIL	20	64
UNDERAGE DRINKING	15	1
AMERICORPS	15	1
OVERSEAS PLASTIC SURGERY	15	1
WILDLIFE POLAR BEARS	15	17
ALCOHOLICS ANONYMOUS	15	2
NEGLIGENT DRIVING	15	6

BREAST CANCER FAVRE	15	1
JUDGE ONLINE SAFETY	15	4
WOMEN'S HEART RISK	15	2
MULTIPLE SCLEROSIS	10	1
AMERICAN MOTORCYCLE	10	2
UNICEF CLEAN WATER	10	2
GIRLS BOYSTOWN	10	2
ONLINE SEXPLOITATION	10	5
PET DISEASE RISK	10	8
BLOOD DIAMOND	10	12
OCEANS AWARENESS	10	8
TOTAL		1363

The following list of public service announcements is geared to children and teen viewers and received emphasis during first quarter 2008. 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.

Youth Reckless Driving	37 X :30
Booster Seats	68 X :30
Negligent Driving	6 X :15
Judge Online Safety	4 X :15

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:

Intelligent Water Use	5 X :30
VHS Fish Disease	1 X :30
Global Warming	12 X :30
Rechargeable Battery	4 X :30
Wildlife Polar Bears	17 X :15
Unicef Clean Water	2 X :10
Oceans Awareness	8 X :10

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.

Donate Life	11 X :60
Girls Boystown Hotline	3 X :60
Make A Wish Foundation	73 X :60
American Red Cross	2 X :60
Get Involved	88 X :30
Junior Achievement	45 X :30
Big Brother Big Sister	1 X :30
High School Scholars	4 X :20
Launch pad Sign up	5 X :20
Girls Boystown	7 X :20
Launch pad April	64 X :20

AmeriCorps	1 X :15
Girls Boystown	2 X :10

Family

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

Fatherhood Involvement	78 X :30
Early Childhood Development	31 X :30
Prevent Child Abuse	6 X :30
Teen Stress	1 X:30

Health

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

Senior Flu Shots	2 X :60
Deep Vein Thrombosis	4 X :60
American Lung Association	15 X :60
Head Neck Cancer	1 X :60
Dental Association	57 X :30
Eat Fruit Veggies	88 X :30
Flu Shots	24 X :30
Mental Health Stigma	39 X :30
Tanning Bed Risks	1 X :30
Autism Awareness	2 X :30
Secondhand Smoke	20 X :30
Osteoporosis	1 X :30
Macular Degeneration	8 X :30
Food Safety	16 X :30
Orthodontists	46 X:30
Teen Asthma	4 X :30
Alzheimer's Caregiver	1 X :30
Depression	3 X :30
Prevent Blindness	62 X :30
Quit Smoking	3 X :30
Diabetes	18 X :30
Stroke	2 X :30
Childhood Obesity	17 X :30
Meningitis Awareness	4 X :20
Migraine Relief	14 X :20
Cancer Survivorship	5 X :20
Overseas Plastic Surgery	1 X :15
Breast Cancer	1 x :15

Women's Heart Risk	2 X :15
Multiple Sclerosis	1 X :10

Overall Good Advice

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

Homeless Youth	9 X :60
IRS E-File	6 X :60
Healthcare Costs	2 X :60
Ronald McDonald House	8 X :60
Investor Protection	4 X :60
Invent Now	6 X :30
Pet Benefits	1 X :30
College Access	42 X :30
Foreclosure Prevention	41 X :30
Madison Parking	44 X :30
Power of Women	16 X :30
Senior Friendly Website	6 X :30
Federal Student Aid	28 X :30
MLK Memorial Fund	9 X :30
American Speech Foundation	35 X :30
Health Insurance Coverage	4 X :30
Kennel Club	69 X :30
Planned Parenthood	3 X :30
Habitat for Humanity	9 X :30
National Cyber Security	2 X :30
NASA Math Science	91 X :30
Olympics	1 X :30
Save Darfur	10 X :30
Investor Protection	15 X :30
Identity Theft Info	3 X :30
Adoption Foundation	1 X :30
Minority Education	42 X 30
Online Sexploitation	4 X :30
Long Term Insurance	1 X :30
ASPCA	9 X :30
Lifelong Literacy	3 X :30
Stop Fake Insurance	4 X :30
Drug Free America	43 X :30
Red Cross Packers	3 X :30
9/11 Safer World	1 X :30
WBA WIDOT	1 X :30

Underage Drinking	2 X :30
Prevent Pregnancy	6 X :30
Partnership for Drug Free	47 X :30
Internet Crime Kids	2 X :30
National Crime Prevention	2 X :20
Shriner Hospital	1 X :20
Drinking Problem	13 X :20
Unicef	10 X :20
Guide Dogs	13 X :20
Underage Drinking	1 X :15
Alcoholics Anonymous	2 X :15
American Motorcycle	2 X :10
Online Sexploitation	5 X :10
Pet Disease Risk	8 X :10
Blood Diamond	12 X :10