

Public Service & Community Outreach Summary for 4th Quarter 2013 (Oct., Nov., Dec. 2013)

Prepared 10 Jan., 2014 by Marcia O. Jones, Senior Producer/Public Service Director WABM-WTTO-WDBB TV

Note: Additional pages relating to other public service attached, including copies of all listings on the wtto21.com and wabm68.com Community Calendar web site pages, submitted via email, fax and the web site solicitation pages, as available to me. Also positive viewer email, Community Billboard (on air calendar) scripts, multiple campaign summaries and other related Public Service information attached.

Taped Public Service Announcements include an average minimum of 3,000 per month per station

Non-Profit Public Service On-Air Clients Included on Announcements Library. Print out attached. Copies of orders specifying air dates and other relevant information provided.

Copies of events on the [www.wtto21.com](http://www.wtto21.com) and [www.wabm68.com](http://www.wabm68.com) community calendars, submitted by viewers, organizations and Marcia O. Jones, via Public Service notices received through mail and e-mail, are attached, along with summaries of events and benefits provided to non-profit organizations by WABM and WTTO TV, in order listed below.

**SPECIAL WEB SITE PUBLIC SERVICE TILES**

DESCRIPTION AND HYPERLINKED WEB TILES ON WABM AND WTTO WEB SITE HOME & COMMUNITY PAGES

\*LET'S MOVE.ORG

\*THAT'S NOT COOL.COM

\*4 STEPS TO COLLEGE (KNOWHOWTOGO.ORG)

\*EMERGENCY PREPAREDNESS - FEMA (READY.GOV)

SPECIAL COMMUNITY EFFORTS ON BEHALF OF WABM – WTTO AND WDBB INCLUDE:

*(ATTACHMENTS OR REPORTS FOR SOME OF THESE AND OTHER EFFORTS INCLUDED FOLLOWING COVER PAGE)*

TAPED PSA LIST

RELATED TAPED PSA PAPERWORK, SOURCE MATERIALS

ON-LINE COMMUNITY CALENDAR LISTED ITEMS, SUBMITTED BY MYSELF OR VIA THE ORGANIZATION

NEW MEDIA – FACEBOOK COMMENTS, RETWEETS AND POSTS (which all automatically repost to Twitter)

ON AIR COMMUNITY BILLBOARD PAPERWORK WITH AIR DATES AND SOURCE MATERIAL

THANK YOU LETTERS AND EMAILS (these are either included in this summary with their related announcements or with the event reports)

REPORTS FOR:

MAGIC MOMENTS – CHILDREN'S ILLNESS WISH FOUNDATION  
- 5<sup>TH</sup> ANNUAL KICK'N CHICK'N WING FEST FUNDRAISER

ARTHRITIS FOUNDATION SOUTHEAST REGION JINGLE BELL RUN WALK

4<sup>th</sup> Quarter 2013 Taped Public Service List, prepared 1-10-14 moj

Description	A	Length	ISCI/Brand	Start Date	Expiration Date
Z-ABA DHR ADOPTION		00:30	ZABADHR	12/14/2013	12/31/2014
Z-ABA FORECLOSURE		00:30	ZABAFOR3	12/14/2013	12/31/2014
Z-ABA NATL GUARD FLOOD		00:30	ZABANG	12/14/2013	12/31/2014
Z-ABA WILLS FOR HEROES		00:30	ZABAWFH	12/14/2013	12/31/2014
Z-ADOPT US KIDS		00:30	ZCNAU0162	12/21/2013	09/25/2014
Z-AMER BIRD CONSERVANCY		00:15	ZABCBIRD	01/06/2014	12/31/2014
Z-AMER BIRD CONSERVANCY		00:15	ZABCMISS	01/06/2014	12/31/2014
Z-AMER BIRD CONSERVANCY		00:15	ZABCSAND	01/06/2014	12/31/2014
Z-AMER BIRD CONSERVANCY		00:30	ZABCVET	01/06/2014	12/31/2014
Z-ARBOR DAY EXPLORE		01:00	ZADFE60	12/14/2013	12/31/2014
Z-ARBOR DAY EXPLORE		00:30	ZADFE30	12/14/2013	12/31/2014
Z-ARBOR DAY EXPLORE		00:20	ZADFE20	12/14/2013	12/31/2014
Z-ARBOR DAY EXPLORE		00:15	ZADFE15	12/14/2013	12/31/2014
Z-ARBOR DAY EXPLORE		00:10	ZADFE10	12/14/2013	12/31/2014
Z-ARBOR DAY EXPLORE		00:05	ZADFE05	12/14/2013	12/31/2014
Z-ARBOR DAY FOREST		01:00	ZADFF60	12/14/2013	12/31/2014
Z-ARBOR DAY FOREST		00:30	ZADFF30	12/14/2013	12/31/2014
Z-ARBOR DAY FOREST		00:20	ZADFF20	12/14/2013	12/31/2014
Z-ARBOR DAY FOREST		00:15	ZADFF15	12/14/2013	12/31/2014
Z-ARBOR DAY FOREST		00:10	ZADFF10	12/14/2013	12/31/2014
Z-AUTISM ALA TAG		00:15	ZUUT15	12/21/2013	08/01/2014
Z-BULLY PREVENTION		00:15	ZCNB4002	01/06/2014	08/23/2014
Z-CHILD CAR SAFETY		00:30	ZCNMH0111	12/21/2013	12/31/2014
Z-CHILD CAR SAFETY		00:15	ZCNMH0112	12/21/2013	12/31/2014
Z-CHILD ORAL HEALTH		00:15	ZCNOHO80	01/06/2014	07/08/2014
Z-CHILD ORAL HEALTH		00:15	ZCNOHO82	01/06/2014	07/08/2014
Z-DIGITAL LITERACY		00:15	ZCNDG0057	12/21/2013	03/17/2014
Z-DISCOVER NATURE-FROG		00:30	ZCNFT0110	09/05/2013	06/06/2014
Z-DISCOVER NATURE-FROG		00:15	ZCNFT1110	09/05/2013	06/06/2014
Z-DISCOVER NATURE-REDWD		00:30	ZCNFT0108	09/05/2013	06/06/2014
Z-DISCOVER NATURE-REDWD		00:15	ZCNFT0109	09/05/2013	06/06/2014
ZDUCKS UNLIMITED		00:30	ZCMND1978	01/06/2014	12/31/2014
Z-ENERGY EFFICIENCY		00:30	ZCNEN0087	09/05/2013	07/11/2014

Z-FIRST TEACHERS		00:30	ZFT030	12/21/2013	07/01/2014
Z-HEALTHY BABY		00:30	ZGRFF0005	12/21/2013	09/01/2014
Z-HEALTHY BABY		00:15	ZGRFF0006	12/21/2013	09/01/2014
Z-NAMM-JUST PLAY		00:15	ZNAMM15	09/05/2013	05/01/2014
Z-NAMM-JUST PLAY		00:30	ZNAMM30	09/05/2013	05/01/2014
Z-NAMM-JUST PLAY		01:00	ZNAMM60	09/05/2013	05/01/2014
Z-PROJECT ROAD BLOCK		00:30	ZCNDD0126	12/26/2013	01/31/2014
Z-READING		01:00	ZCNL00071	09/05/2013	05/07/2014
Z-READING		00:30	ZCNL00072	09/05/2013	05/07/2014
Z-UNCF MINORITY EDUCATION		00:30	ZCNLF0003	09/05/2013	03/25/2014
Z-UNCF MINORITY EDUCATION		00:15	ZCNLF0008	09/05/2013	03/25/2014
Z-WILDFIRE PREVENTION		00:30	ZCNFF0066	09/05/2013	06/27/2014

## Magic Moments – 5th Kick’n Chick’n Wing Fest

Updated 10 Jan., 2014 by Marcia O. Jones, Public Service Director

**Who:** The Junior Board of Magic Moments conducts this event as a fund raiser for Magic Moments: an Alabama-based non-profit organization dedicated to fulfilling non-medical wishes to children ages 4-18 diagnosed with life-threatening illnesses or life-altering medical conditions. Children who live in Alabama who meet the organization’s age and medical criteria may receive a wish. Magic Moments is not affiliated with any other wish-granting organization and is an independent agency dedicated to making the dreams of Alabama’s children come true by giving them a magic moment that will last a lifetime.

**What:** WABM and WTTO promoted, for the third time, the Annual Kick’n Chick’n Wing Fest, a fund raiser and awareness tailgate themed event to benefit Magic Moments, Alabama’s oldest wish granting organization for ill children. Magic Moments is the only wish-granting organization dedicated exclusively to Alabama children.

**Where/When:** 5th Annual Kick’n Chick’n Wing Fest, October 12, 2013, from 11:00 am – 4:30 pm in the Soho area of Downtown Homewood Alabama.

### **Donated air time value and on-site promotion:**

Total Value: \$12,500.00

This includes a minimum of 125 promos produced by WTTO to air on both WTTO and WABM, On-Site Appearance and giveaways for attendees, Community Calendar listing, and numerous Facebook/Twitter posts.

**Money Raised:** Exact amount unknown

Marcia Jones

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**From:** Courtney Austin Carson <Courtney.Carson@childrens.org>  
**Sent:** Tuesday, October 29, 2013 2:14 PM  
**To:** Marcia Jones  
**Subject:** Thank You!

Marcia,

I cannot begin to tell you how much we appreciate the support Magic Moments and the Kick'n Chick'n Wing Fest received through WABM and WTTO. Every day we meet special people who want to help the children we serve, but every once in a while you meet someone whose heart is so big and their passion for making a difference in the lives of the children we serve is so much greater than most. We are truly blessed when people like that cross our paths – and you, Marcia, are one of those people. We are so grateful to be able to work with you and everyone at WABM and WTTO. From the bottom of our hearts, we thank you!

I'm sorry it took me a little while to get final numbers over to you, but we were still working on getting all expenses in and have finally done so. This year, our event brought in over \$30,000. That is double what we brought in last year!

Thank you so much for everything! And please let us know if there are ways we can help promote anything you have going on. We want to be your PARTNER so please let us know how we can help ☺

Thank you,  
Courtney Austin Carson  
Courtney Carson | Community and Projects Manager  
Magic Moments | 2112 11th Avenue South, Suite 219 | Birmingham, AL 35205  
Office: 205.638.2431 | Fax: 205.939.6717 | Email: courtney.carson@childrens.org



**MagicMoments**

Believe in the Magic.

Your contributions make it possible for Magic Moments to continue serving children with chronic life-threatening illnesses across Alabama. Help us turn magic into reality for these kids! <http://www.magicmoments.org>

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**From:** Marcia Jones [mailto:MOJones@sbgvtv.com]  
**Sent:** Monday, October 14, 2013 2:17 PM  
**To:** Courtney Austin Carson  
**Cc:** Joyce Spielberger  
**Subject:** RE: Wing Fest

Courtney:

We are so glad that you let WABM & WTTO be a part of Magic Moment's Wing Fest! It was so enjoyable and I hope that we added to the fun & fundraising!

I will send you an on-air report in the next day or two, which will show how many promos we aired, when, etc., for your files.

When you get a chance, can you give me a general idea of how much \$\$ was raised? (I need that for a report of our events that I write).

Thanks and hope to see you, Joyce & Susan soon!

**Arthritis Foundation 2013 Jingle Bell Run**

Prepared 10 Jan., 2014 by Marcia O. Jones, Public Service Director

**Who:** The Jingle Bell Run/Walk for Arthritis 2013 to raise money for the Southeast Region of the Arthritis Foundation.

**Money raised:** \$148,103, per their website.

**What:** WABM and WTTO promoted, for the fourth year, the 25<sup>th</sup> Annual Jingle Bell Run/Walk.

**Where/When:** Underwood Park, Birmingham, December 14, 2013.

**Donated air time value and on-site promotion:**

Valued at \$24,000

Included production of promotional announcements, on air schedule of 30 spots per week for over 120 promos total, inclusion in the wtto21.com and wabm68.com on-line community calendar, Event Page post plus numerous Facebook and Twitter reminder posts.

Marcia Jones

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**From:** Karen Swann  
**Sent:** Monday, November 18, 2013 5:00 PM  
**To:** Marcia Jones  
**Subject:** Park Players blurb for Public File

**Follow Up Flag:** Follow up  
**Due By:** Monday, January 06, 2014 9:30 AM  
**Flag Status:** Flagged

**Categories:** Public Service

WTTO and WABM will support the arts of our community this holiday season by airing PSA for Park Players production of *It's A Wonderful Life*, December 5-19. Park Players is a 501(c)3, nonprofit, outdoor/indoor, theatrical organization dedicated to the performance of quality plays, including the works of William Shakespeare.

Marcia, after the event I can give more info on how many spots we ran, etc.

THANKS!

Marcia Jones

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**From:** Kelsie Vanwyck <kelsievanwyck@gmail.com>  
**Sent:** Thursday, December 19, 2013 9:44 AM  
**To:** Marcia Jones  
**Subject:** Re: WTTO Feedback (PSA)

**Categories:** Public Service

Thank you so much. What a great Christmas present for us! We will listen out for it.

Happy Holidays!  
-Kelsie

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On Thu, Dec 19, 2013 at 9:17 AM, Marcia Jones <MOJones@sbgvtv.com> wrote:

Kelsie:

I am so sorry, I forgot to tell you I got your psa from the link and it will air through September of next year.

If you need to revise it or change the end date, just let me know.

Thanks and Happy Holidays!

Marcia O. Jones

WABM-MY68 WTTO-CW21

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**From:** Kelsie Vanwyck [[kelsievanwyck@gmail.com](mailto:kelsievanwyck@gmail.com)]

**Sent:** Monday, September 09, 2013 1:53 PM

**To:** Marcia Jones

**Subject:** Re: WTTO Feedback (PSA)

Hope this works!

[2013-03-04 21.01.08.mov](#)

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On Mon, Sep 9, 2013 at 9:39 AM, Marcia Jones <MOJones@sbgvtv.com> wrote:

Oh dear! Of course, that means it's high quality, so that's good!

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**From:** Kelsie Van Wyck [<mailto:kelsievanwyck@gmail.com>]

**Sent:** Monday, September 09, 2013 9:38 AM

**To:** Marcia Jones

**Subject:** RE: WTTO Feedback (PSA)

Just tried HighTail and again it says it is too large for the free version. I can try Dropbox and Google Docs, something has to work!

Marcia Jones

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**From:** Melanie Jones <melanie@autism-alabama.org>  
**Sent:** Thursday, December 19, 2013 9:51 AM  
**To:** Marcia Jones  
**Cc:** Lauren Weeks Reid  
**Subject:** Re: Autism Society of AL

**Categories:** Public Service

Hi Marcia,

That is great! The car tag is an ongoing project, so there is no time limit. Thanks so much for airing the PSA. We appreciate it.

Happy Holidays,  
Melanie

Melanie Jones  
Executive Director  
Autism Society of Alabama  
205.383.1675  
www.autism-alabama.org



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**From:** Marcia Jones <MOJones@sbgvtv.com>  
**Date:** Thu, 19 Dec 2013 15:18:53 +0000  
**To:** Melanie Jones <melanie@autism-alabama.org>  
**Subject:** RE: Autism Society of AL

Melanie:  
I forgot to tell you that I put your Autism Car Tag psa in to air until later next year. If you have any changes or need it to end earlier, just let me know. Thanks and Happy Holidays!  
Marcia

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**From:** Melanie Jones [melanie@autism-alabama.org]  
**Sent:** Tuesday, September 17, 2013 9:31 AM  
**To:** Marcia Jones  
**Subject:** Re: Autism Society of AL

Thanks for the update Marcia. We do have the car tag PSA which would be great to air. It's attached, but let me know if this format will work for airing the spot.

Melanie

Melanie Jones  
Executive Director  
Autism Society of Alabama

Marcia Jones

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**From:** Marcia Jones  
**Sent:** Monday, October 21, 2013 2:46 PM  
**To:** Robinson, Stanley  
**Subject:** RE: All about the dogs  
**Attachments:** MOJ-Originals.jpg  
  
**Categories:** Public Service

Stanley:

I just had TheCW21 and My68Bham both 'like' the park Facebook page!

I enjoyed our chats at the park, plus Bella Bear and I thoroughly enjoyed our Saturday morning at the dog party!

Be sure to keep in touch with me about upcoming events, so that we (CW21 & MY68) can help you promote them.

Regards,  
Marcia O. Jones

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**From:** Robinson, Stanley [mailto:Stanley.Robinson@birminghamal.gov]  
**Sent:** Monday, October 21, 2013 1:31 PM  
**Subject:** All about the dogs

Thanks to all for your support of Howl-O-ween at the Green Springs Dog Park on last Saturday. There was a great turnout (early rain) and many new friendships were formed—pooch and human. You can stay informed of all events taking place at Birmingham Park and Recreation by liking our page on facebook at **Birmingham Park and Recreation Board**.

Thanks!

*Stanley Blake Robinson*

Public Relations Coordinator  
Birmingham Park & Recreation Board  
Legion Field Stadium  
400 Graymont Avenue West  
Birmingham, Alabama 35204  
Office: 205-254-2391 or 205-254-2699  
Fax: 205-254-2515

*Please like our facebook page:  
Birmingham Park and Recreation Board*



If you are not the intended recipient of this email, you must neither take any action based upon its contents, nor copy or show it to anyone. Please contact the sender if you believe you have received this email in error.

Marcia Jones

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**From:** Joyce Spielberger <Joyce.Spielberger@childrensal.org>  
**Sent:** Tuesday, October 29, 2013 1:39 PM  
**To:** Marcia Jones  
**Cc:** Courtney Austin Carson  
**Subject:** FW: Thank you from Joyce Spielberger!  
**Attachments:** photo.JPG; ATT00001.txt

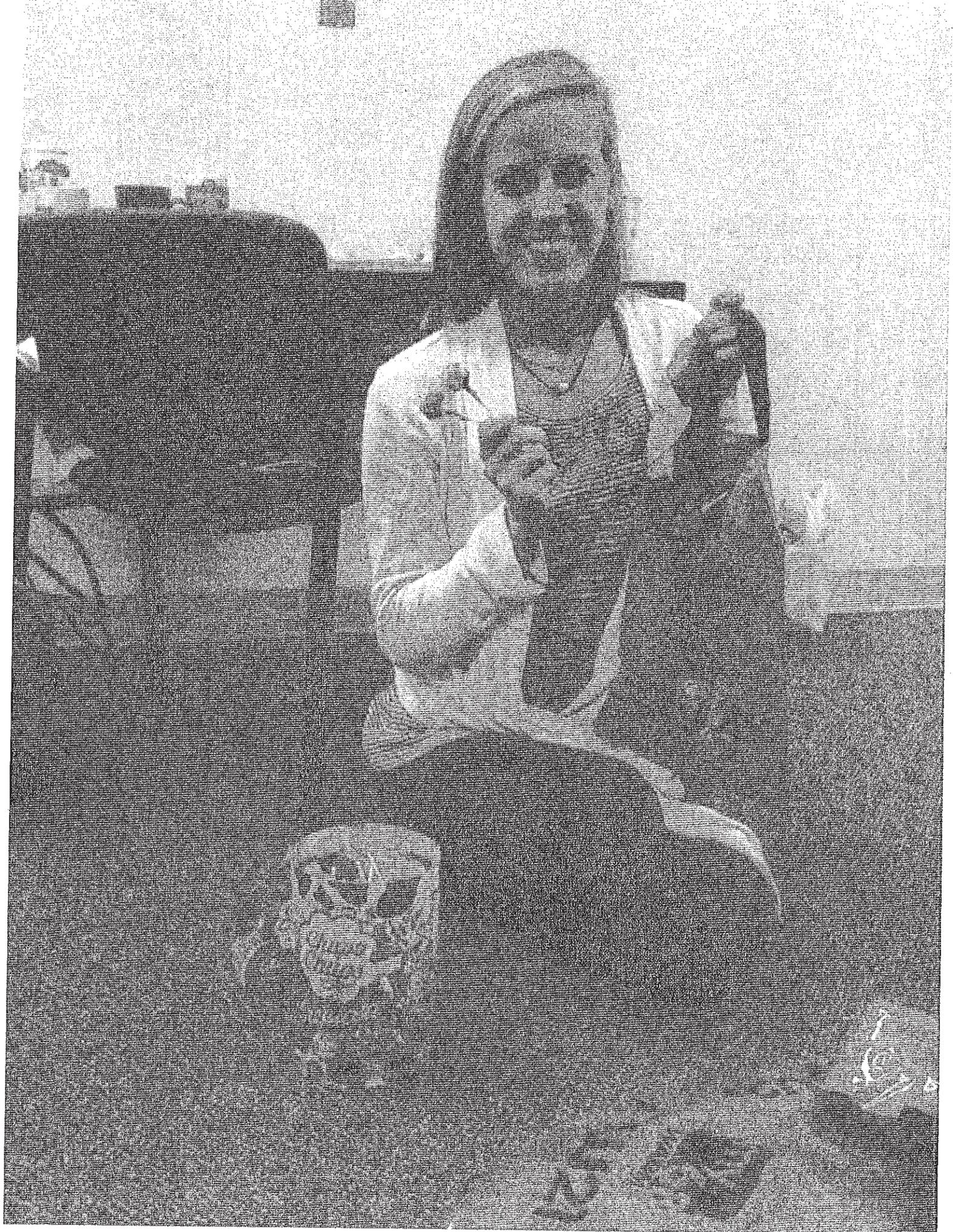
**Categories:** Public Service, IMPORTANT

Hi Marcia,  
Tonight at our Magic Moments Halloween Party - our children will get an extra treat - thanks to you and CW21! See the picture of our Lane our intern and you will see why!

Thank you,  
Joyce Spielberger

-----Original Message-----

**From:** Joyce Spielberger  
**Sent:** Tuesday, October 29, 2013 1:33 PM  
**To:** Joyce Spielberger  
**Subject:**



Marcia Jones

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**From:** Courtney Austin Carson <Courtney.Carson@childrensal.org>  
**Sent:** Thursday, October 31, 2013 11:36 AM  
**To:** Marcia Jones  
**Subject:** RE: Yogurt Fundraiser!

**Categories:** Public Service

Thank you so much for coming by and for bringing the glow sticks for the kiddos. We had several come by throughout the evening and they were such a treat! The first of Decemeber will be greta to get together to go over 2014 events. We have some exciting things coming up in the next year and I can't wait to see how we can partner to make them the best yet! Good luck in November and I will planto meet with you when things slow down on your end. Happy Halloween Professor McGonagall!

Thank you,  
Courtney Austin Carson  
Courtney Carson | Community and Projects Manager  
Magic Moments | 2112 11th Avenue South, Suite 219 | Birmingham, AL 35205  
Office: 205.638.2431 | Fax: 205.939.6717 | Email: [courtney.carson@childrensal.org](mailto:courtney.carson@childrensal.org)



Believe in the Magic.

**MagicMoments**

Your contributions make it possible for Magic Moments to continue serving children with chronic life-threatening illnesses across Alabama. Help us turn magic into reality for these kids! <http://www.magicmoments.org>

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**From:** Marcia Jones [<mailto:MOJones@sbgvtv.com>]  
**Sent:** Wednesday, October 30, 2013 3:28 PM  
**To:** Courtney Austin Carson  
**Subject:** Yogurt Fundraiser!

Courtney:

I hope the Yogurt party raised a bit of \$\$ for Magic Moments! Sorry I had to leave (my dogs and cats needed me).

I look forward to discussing what Magic Moments 2014 events we can help promote...hopefully we can meet and discuss these in early December.

Take care,  
Marcia

Marcia Jones

**From:** Marcia Jones  
**Sent:** Thursday, December 19, 2013 8:45 AM  
**To:** Gregory Sherman  
**Subject:** RE: Project Roadblock 2013 Info

Handled here, and I have my confirmation emails from Abby, plus psa's contracted in the system.

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**From:** Gregory Sherman  
**Sent:** Wednesday, December 18, 2013 4:04 PM  
**Cc:** Bill Butler; Dana Feldman; Dan Zimmerman; Ed Sautter; Antonia DeFeo; Karen A. Krug  
**Subject:** Project Roadblock 2013 Info

Hello all. Sinclair has historically been a wonderful supporter of the "Project Roadblock" anti-drunk driving initiative with TVB/The Ad Council. The majority of stations have already registered on the site and we thank you for that. I want to encourage stations who haven't already registered to do so as soon as possible.

Simply visit the TVB website - <http://www.tvb.org/projectroadblock> - to register and from there you can access all of the information. You can view and download all of the spots from AdCouncil.TV - <https://www.adcouncil.tv/>

They're asking that stations air the PSAs during the week of December 23rd – January 1st since it's the holiday season.

Our Digital Interactive Department will also be adding Project Roadblock banner ads to your station websites with run dates of Dec 23 to Jan 1. \*\*The banners are already submitted - stations do not need to submit these banners.\*\*

Thank you!

~Greg



Dear Broadcaster,

*"Project Roadblock: Local TV Puts the Brakes on Drunk Driving"* is a voluntary PSA campaign solely for local broadcast TV stations. This multiplatform, anti-drunk-driving campaign runs during one of the deadliest auto-fatality weeks of the year, the holiday week of Dec. 26<sup>th</sup> - 31<sup>st</sup>.

In 2013, Project Roadblock begins its 10th consecutive annual partnership with the National Highway Traffic Safety Administration and the Ad Council.

Immediately following last year's Project Roadblock, the Ad Council conducted a nationwide study which revealed that, "Half of all American adults (51%) and 6 in 10 of men ages 21-35 (60%) are familiar with the Buzzed Driving Is Drunk Driving campaign. Most of this awareness is driven by the TV advertising. In fact, 53% of adults said that they recently saw a Buzzed

Driving TV PSA."

In 2012, over 900 stations pledged air time to Project Roadblock, this year's goal is 1000 stations across 210 markets!

Our media partners *TVNewscheck* and *B&C* have pledged considerable ad space to this year's campaign. In addition to online ads, *B&C* has donated a full page in their 12/9 issue. We will be using as "background copy" the call letters of all stations that have pledged to join Project Roadblock by COB 12/3/13.

Here's a link to the Pledge form and all the Project Roadblock info your station needs. You do NOT have to be a TVB Member to participate.

Thank you for your generous participation and best wishes for a safe and Happy Holiday.

Best,



Abby Auerbach,  
EVP & CMO, TVB



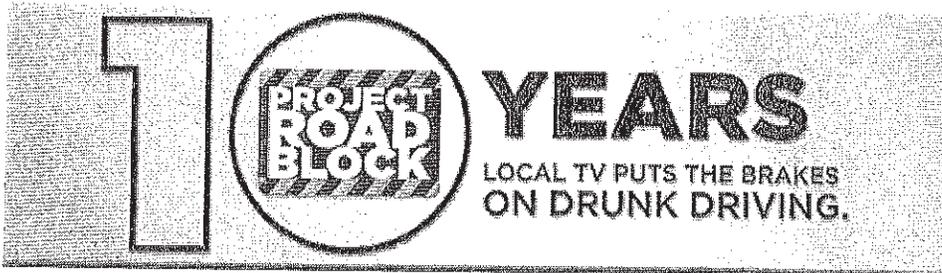
---  
Greg Sherman  
Promo Central Manager  
OBIN/Standards & Practices Manager  
Sinclair Broadcast Group  
10706 Beaver Dam Road  
Cockeysville, MD 21030  
410.568.2178  
[gsherman@sbgvtv.com](mailto:gsherman@sbgvtv.com)

Marcia Jones

WABM CONFIRMATION

**From:** Abby Auerbach <Abby@tvb.org>  
**Sent:** Tuesday, December 17, 2013 11:01 AM  
**To:** Marcia Jones  
**Subject:** Project Roadblock 2013 Pledge Confirmation

**Categories:** Public Service



Dear Marcia,

Thank you for your generous support of Project Roadblock 2013.

View the current list of Participating Stations – Find out How to Get the Creative.

Wishing you a happy & safe Holiday Season!

Best,

A handwritten signature in black ink, appearing to read 'Abby'.

Abby Auerbach, EVP & CMO, TVB