

**Public Service & Community Outreach Summary for 2nd Quarter 2008 (April, May & June 08)**

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Prepared 2 July 2008 by Marcia O. Jones

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:**

ALABAMA FOREVER WILD CAR TAG  
AMERICAN ACADEMY OF DERMATOLOGY – SKIN CANCER PREVENTION  
ASPCA – CRUEL NOT COOL  
**AUTISM WALK 2008 – AIRED 4/17-25/08**  
BATTERY RECYCLING  
BIG BROTHERS BIG SISTERS – LOCAL MENTOR PROGRAM RECRUITMENT  
BOYSTOWN HOTLINE (5 VERSIONS, 4 NEW)  
CALL TO RECYCLE  
CHILDHOOD OBESITY PREVENTION (2 VERSIONS)  
COLLEGE ACCESS  
CREDIT SCORE EDUCATION  
CW GO GREEN ENVIRONMENT “HOW-TO’S”  
DRUG FREE AMERICA-DEALER  
DRUG FREE AMERICA: WHO’S MORE DEAD  
DRUNK DRIVING PREVENTION  
EARLY CHILDHOOD DEVELOPMENT  
EARTH COMMUNICATIONS  
EARTH SHARE (2)  
ENERGY EFFICIENCY – “KID” VERSION  
FEDERAL STUDENT AID (NEW JAN 08 VERSION)  
FINANCIAL LITERACY  
FORECLOSURE PREVENTION  
GENEROUS NATION  
HIGH SCHOOL DROPOUT PREVENTION  
LAZY BONES/EXERCISE  
LIFELONG LITERACY – KIDS (3 VERSIONS)  
LIVING REEF  
MAGIC MOMENTS (LOCAL CHARITY, GRANTS WISHES FOR TERMINALLY ILL CHILDREN)  
MARCH OF DIMES (2 NEW)  
MCGRUFF CRIME PREVENTION  
NSA STROKE PREVENTION  
NATURE FOR KIDS  
NFL: PLAY (ENCOURAGE EXERCISE & OUTSIDE PLAYTIME IN CHILDREN, 2 VERSIONS)  
OCEAN CONSERVANCY  
ONLINE EXPLOTATION (2 VERSIONS)  
PARENTAL INVOLVEMENT  
PHYSICIANS FOR RESPON MEDICINE  
POISON HOTLINE (3 VERSIONS)  
PREVENT BLINDNESS AMERICA CAMPAIGN  
RAIN FOREST RESCUE (2 VERSIONS)  
RAINN (ADULT AIRTIMES, SEXUAL VIOLENCE PREVENTION)  
REDUCE GUN VIOLENCE  
REPLANT NATIONAL FORESTS (4 NEW VERSIONS)  
SAVE ENERGY

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SECOND HAND SMOKE  
SHAPE UP AMERICA  
SHRINERS HOSPITAL – (2 VERSIONS) HELP FOR CHILDREN  
SUPPORTING MINORITY EDUCATION (2 VERSIONS)  
TREE CITY USA (3 VERSIONS)  
TREES OF AMERICA  
UNDERAGE DRINKING PREVENTION  
UNITED WAY OF CENTRAL ALABAMA  
UNCF  
VETERANS AFFAIRS – NURSE RECRUITMENT  
WHAT YOU DON'T KNOW  
WILDFIRE PREVENTION (2 VERSIONS)  
WILL ROGERS INSTITUTE-EXERCISE  
WIRELESS AMBER ALERTS  
WORLD WILDLIFE FUND – GENERAL CALL TO ACTION  
YWCA SOUTHEAST-ELIMINATE RACISM-EMPOWER WOMEN

**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.**

**NOTE: Start date of web calendar event is print date at bottom of page through date of event as noted.**

COMMUNITY BILLBOARD – WABM AND WTTO SUMMARIES ATTACHED

VIEWER INQUIRIES AND RESPONSES REGARDING EVENTS AND PUBLIC SERVICE

PUBLIC SERVICE – COMMUNITY EVENTS SUMMARIES ATTACHED FOR:

SAFE SUMMER STREETS SCLC EVENT

LIFESOUTH – BLOOD DRIVE CALL TO ACTION

HOMWOOD LIBRARY TEEN SUMMER READING KICKOFF PROGRAM

ALABAMA SYMPHONY ORCHESTRA – SOUNDS FOR SUMMER CONCERT EVENT

PARENTING ASSISTANCE LINE INFORMATION DISTRIBUTION