



Works for You

Public Service Announcements

WJBK FOX 2 Detroit is committed to serving our community. One way we show that commitment is through the public service announcements that air on FOX 2.

Throughout the year FOX 2 airs hundreds of public service announcements. These announcements are designed to inform the viewing audience of issues concerning their local community. They provide a service to the community in the areas of health, education, welfare, charity, culture and safety (complete list of community concerns attached).

FOX 2 offers free air time to run public service announcements. We have a number of locked-in positions during the day and in the overnight hours. The majority of spots that air are produced here at FOX 2 using our on-air talent and highlighting areas we feel are important for our viewers.

PSAs are selected in the following ways:

- Our Community Service Director meets individually with nonprofit organizations in the community – including our Problem Solver Community Partners. They are a network of 15 nonprofit agencies that are selected based on the trends we see from viewers calling our "Problem Solver Hotline." Not all those calls can be news stories - so we refer the callers directly to the nonprofit agencies who can help solve the problem. The agencies keep us informed of what trends they see in the community - and the community partners change as different needs arise.
- The Community Service Director also uses the monthly 2-1-1 reports from United Way that highlight the issues that are of interest to those in our community. The monthly report tracks calls coming into the 2-1-1 center from Wayne, Oakland, Macomb, Monroe and Washtenaw Counties. 2-1-1 is a multi-lingual information and referral service that can link callers to more than 20,000 programs and services. The 2-1-1 report highlights the top service requests – like basic needs, employment, health care or legal assistance. We can then use that information to determine priorities in various station projects and PSA placement.
- We also use surveys and reports from the Skillman Foundation and the Ad Council

Attached you will find a list of our issues of community concern, as well as a list of every public service announcement that aired in the past three months.



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Issues of Community Concern October – December 2013

Top Concerns:

- Holiday Assistance
- Utility Assistance (gas service / electric)
- Food / Hunger
- Housing / Rent Assistance
- Substance Abuse (Drinking and Driving over the holidays)

PSA INVENTORY OCTOBER - DECEMBER 2013

WJBK8016	00:00:30	MSP Michigan State Police	Fall Color Run
WJBK8017	00:00:10	Amer Red Cross Blood Drive	Art Van Blood 10
WJBK8018	00:00:30	FAR	FLUTES FRIENDS & FALALA
WJBK8019	00:00:30	MAB Mich Assoc of Broadcasters	Career Fair
WJBK8022	00:00:30	VOA Volunteers of America	Speeches
WJBK8023	00:00:30	VOA Volunteers of America	Stats
WJBK8024	00:00:30	HAVEN General	Matthew Stafford
WJBK8025	00:00:30	HAVEN Courage	Matthew Stafford 2
WJBK8028	00:00:30	DTE Energy Team	Holiday Lights
WJBK8029	00:00:30	Michigan Humane Society	Veterans
WJBK8031	00:00:30	Bottomless Toy Chest	Bottomless Toy Event
WJBK8033	00:00:30	BBB Better Business Bureau	Shred it Day
WJBK8034	00:00:30	Accounting Aid	Summer 2013 Message
WJBK8035	00:00:30	Arthritis Foundation	Jingle Bell Run - Bloomf
WJBK8041	00:00:30	Arthritis Foundation	Jingle Bell Run
WJBK8042	00:00:30	VOA Volunteers of America	Holidays of Hope
WJBK8046	00:00:30	Gleaners Food Bank	Double Day TODAY
WJBK8054	00:00:30	VOA Volunteers of America	Adopt a Family 30
WJBK8055	00:00:10	VOA Volunteers of America	Adopt a Family 10
WJBK8060	00:00:30	ACS American Cancer Soc	Making Strides
WJBK8063	00:00:30	ACS American Cancer Society	Making Strides Thanks
WJBK8070	00:00:30	Amer Red Cross Blood Drive	Art Van Blood Drive
WJBK8071	00:00:30	Amer Red Cross Blood Drive	Art Van Blood THANKS
WJBK8072	00:00:30	Holiday Connection	Giving Guide Thanks
WJBK8078	00:00:30	Holiday Connection	Giving Guide
WJBK8079	00:00:10	Holiday Connection	Giving Guide 10
WJBK8080	00:00:30	Red Wings AFSP PSA	Suicide Prevention 30
WJBK8084	00:00:30	SVDP COAT DRIVE	St Vincent Coat Drive
WJBK8256	00:00:30	AD COUNCIL BUZZED DRIVING	BAR MATH
WJBK8259	00:00:30	AD COUNCIL BUZZED DRIVING	MONKEY IN THE MIDDLE
WJBK8290	00:00:10	Ad Council - Energy Efficiency	Cliff :10
WJBK8291	00:00:10	Ad Council - Energy Efficiency	Oven :10
WJBK8300	00:00:30	Ad Council - Childhood Asthma	Fish 30
WJBK8302	00:00:30	Ad Council - Shelter Pet Adoption	Sand Castle :30
WJBK8303	00:00:30	Ad Council - Community Engagement	Game On 30
WJBK8304	00:00:30	Ad Council - Fatherhood	Reunion 30
WJBK8308	00:00:30	Ad Council - High School Drop Out	Cap Drop 30
WJBK8309	00:00:30	Ad Council - Children's Oral Health	Brushy Brush 30
WJBK8310	00:00:30	Ad Council -Hunger	Obama/BW Localized
WJBK8312	00:00:30	Ad Council - Childhood Obesity	Dunk 30
WJBK8318	00:00:30	Ad Council - Energy Efficiency	Oven :30
WJBK8321	00:00:30	Ad Council - High School Drop Out	LeBron 30
WJBK8323	00:00:30	Tigers Kids Baseball	Tigers Kids - Austin
WJBK8324	00:00:30	Tigers Kids Baseball	Tigers Kids - Jason
WJBK8331	00:00:30	Ad Council - Childhood Obesity	Juice :30
WJBK8332	00:00:30	Ad Council - Children's Oral Health	Super Duper Party 30
WJBK8333	00:00:30	Ad Council - Shelter Pet Adoption	People Park :30
WJBK8334	00:00:30	Ad Council - Discovering Nature	Unplug 30

WJBK8340	00:00:30	Ad Council - High School Dropout	4 Miles
WJBK8342	00:00:30	Ad Council - Childhood Obesity	Park Day :30
WJBK8343	00:00:30	Ad Council - Shelter Pet Adoption	Santa Paws Consider :30
WJBK8345	00:00:30	Ad Council - Energy Efficiency	Cliff :30
WJBK8347	00:00:30	Ad Council - Children's Oral Health	Tooth Fairy :30
WJBK8349	00:00:30	Ad Council - Child Passenger Safety	Know It Alls :30
WJBK8350	00:00:30	Ad Council - Fatherhood	Manicure :30
WJBK8352	00:00:30	Ad Council - Wildfire Prevention	Neighbor :30
WJBK8353	00:00:30	Ad Council - Shelter Pet Adoption	Toys :30
WJBK8355	00:00:30	Ad Council - Shelter Pet Adoption	Cell Phone :30
WJBK8356	00:00:30	Ad Council - High School Drop Out	Threat :30
WJBK8357	00:00:30	Ad Council - Fatherhood	Cheerleader :30
WJBK8358	00:00:30	Ad Council - Child Passenger Safety	Cinderella Right Fit :30
WJBK8361	00:01:00	Ad Council - Child Passenger Safety	Know it Alls :60
WJBK8362	00:01:00	Ad Council - Children's Oral Health	Gerbils on a Train :60
WJBK8363	00:01:00	Ad Council - Community Engagement	Game On :60
WJBK8364	00:01:00	Ad Council - Discovering Nature	Unplug :60
WJBK8365	00:01:00	Ad Council - Hunger	Obama/BW Localized 60
WJBK8370	00:01:00	Ad Council - Children's Oral Health	Super Duper Party :60
WJBK8380	00:00:15	Ad Council - Child Passenger Safety	Cinderella Right Fit :15
WJBK8381	00:00:15	Ad Council - Child Asthma	Fish :15
WJBK8382	00:00:15	Ad Council - Childhood Obesity	Dunk :15
WJBK8383	00:00:15	Ad Council - Childhood Obesity	Juice :15
WJBK8384	00:00:15	Ad Council - Energy Efficiency	Cliff :15
WJBK8385	00:00:15	Ad Council - Energy Efficiency	Oven :15
WJBK8386	00:00:15	Ad Council - Fatherhood	Manicure :15
WJBK8387	00:00:15	Ad Council - Fatherhood	Big Night :15
WJBK8388	00:00:15	Ad Council - Fatherhood	Devotion :15
WJBK8389	00:00:15	Ad Council - High School Drop Out	Threat :15
WJBK8390	00:00:15	Ad Council - High School Drop Out	4 Miles :15
WJBK8391	00:00:15	Ad Council - High School Drop Out	LeBron :15
WJBK8392	00:00:15	Ad Council - Shelter Pet Adoption	Santa Paws Best Thing :15

NEW PSAS OCTOBER - DECEMBER 2013

House #	Length	Material Description	Ad-ID
WJBK8084	00:00:30	SVDP COAT DRIVE	St Vincent Coat Drive
WJBK8079	00:00:10	Holiday Connection	Giving Guide 10
WJBK8078	00:00:30	Holiday Connection	Giving Guide
WJBK8070	00:00:30	Amer Red Cross Blood Drive	Art Van Blood Drive
WJBK8017	00:00:10	Amer Red Cross Blood Drive	Art Van Blood 10
WJBK8035	00:00:30	Arthritis Foundation	Jingle Bell Run - Bloomf
WJBK8028	00:00:30	DTE Energy Team	Holiday Lights
WJBK8054	00:00:30	VOA Volunteers of America	Adopt a Family 30
WJBK8042	00:00:30	VOA Volunteers of America	Holidays of Hope
WJBK8055	00:00:10	VOA Volunteers of America	Adopt a Family 10
WJBK8023	00:00:30	VOA Volunteers of America	Stats
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WJBK8060	00:00:30	ACS American Cancer Soc	Making Strides