



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.



Works for You

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

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|----------|----------|-------------------------------------|--------------------------|
| 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 |

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| 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 |
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| WJBK8017 | 00:00:10 | Amer Red Cross Blood Drive | Art Van Blood 10 |
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| WJBK8060 | 00:00:30 | ACS American Cancer Soc | Making Strides |