

3RD QUARTER 2008 PSA SUMMARY FOX 47 WMSN

TITLE	LENGTH	# OF TIMES RAN
REDUCE GUN VIOLENCE	60	6
HOMELESS YOUTH	60	70
STROKE AWARENESS	60	7
HEALTHCARE COSTS	60	2
END POLIO	60	38
DONATE LIFE AMERICA	60	34
GREEN VEHICLES	60	14
NATURE KIDS	60	85
AMERICAN LUNG ASSOCIATION	60	84
COLLEGE PREPARATION	60	32
GOVERNMENT ANSWERS	60	3
MAKE A WISH	60	46
INVESTOR PROTECTION	60	3
AMERICAN RED CROSS	60	5
VOLUNTEERS OF AMERICA	30	5
VET SUPPORT	30	5
PLAY GOLF	30	3
PET BENEFITS	30	3
CHILD VACCINATION	30	3
INTELLIGENT WATER USE	30	3
GOOD FATS	30	10
DENTAL ASSOCIATION	30	47
EAT FRUIT AND VEGGIES	30	89
FOSTER KID ADVOCATE	30	71
FATHERHOOD INVOLVEMENT	30	71
HOUSEHOLD PETS	30	14
BIKE TO WORK	30	74
POWER OF WOMEN	30	16
CHRONIC FATIGUE SYNDROME	30	7
INTELLIGENT WATER USE	30	3
PSORIASIS FOUNDATION	30	1
TANNING BED RISKS	30	17
RESPONSIBLE MEDICINE	30	38
AUTISM AWARENESS	30	11
EARLY CHILDHOOD DEVELOPMENT	30	4
PREVENT DOG BITES	30	58
FINANCIAL EDUCATION	30	1
KENNEL CLUB	30	67
PLANNED PARENTHOOD	30	8
SECONDHAND SMOKE	30	83
MAIL TRUCK SAFETY	30	3
LEUKEMIA LIGHT THE NIGHT	30	7
KIDS ONLINE SAFETY	30	10
NASA MATH SCIENCE	30	100

MACULAR DEGENERATION	30	27
SAVE DARFUR	30	18
FOOD SAFETY	30	61
PREVENT CANCER	30	4
OBESITY PREVENTION	30	27
RESPONSIBLE CREDIT SCORE	30	10
IDENTITY THEFT INFO	30	6
ADOPTION FOUNDATION	30	9
TEEN ASTHMA	30	2
GLOBAL WARMING	30	16
BIG BROTHER BIG SISTER	30	1
ONLINE SEXPLOITATION	30	4
CARE FOR THE ENVIRONMENT	30	8
PLAY SOCCER	30	11
PREVENT CHILD ABUSE	30	4
DEPRESSION	30	9
POTHOLE PATROL	30	8
NEGLIGENT DRIVING	30	5
DRUG FREE AMERICA	30	44
TEEN STRESS	30	6
RECYCLE BATTERIES	30	35
GUIDE DOGS	30	5
QUIT SMOKING	30	4
DIABETES	30	7
STROKE	30	3
UNDERAGE DRINKING	30	3
DIABETES	30	6
CHILDHOOD OBESITY LPGA	30	3
BOOSTER SEATS	30	61
CHILDHOOD OBESITY NFL	30	6
PARTNERSHIP DRUG FREE	30	33
BOAT LIFE JACKET	30	1
INTERNET CRIME KIDS	30	1
CYBERBULLIES	30	10
HOLOCAUST	30	6
ARBOR DAY FOUNDATION	20	18
HELP MOTHERS	20	1
INTERNATIONAL ARMS CONTROL	20	4
HIGH SCHOOL SCHOLARS	20	7
GIRLS BOYSTOWN	20	15
SALUTE SOLDIERS	20	3
UNICEF	20	24
CANCER SURVIVORSHIP	20	9
GUIDE DOGS	20	16
ATTIC ANGEL	20	65
LAUNCHPAD JUNE	20	61
UNDERAGE DRINKING	15	7
VOTE SMART	15	1
AMERICORPS	15	4
POLAR BEARS WILDLIFE	15	21
ORTHODONTISTS	15	13
NEGLIGENT DRIVING	15	8

JUDGE ONLINE SAFETY	15	13
MENS PREVENTATIVE HEATHLH	15	10
DIABETES CARE	15	5
CELEBRATE DRUG RECOVERY	15	4
PREVENT SCHOOL DROPOUT	15	1
REPORT ABUSE NEGLECT	15	3
BREAST CANCER	15	2
MULTIPLE SCLEROSIS	10	4
UNICEF CLEAN WATER	10	4
GIRLS BOYSTOWN	10	22
ONLINE SEXPLOITATION	10	8
PET DISEASE RISK	10	19
BLOOD DIAMOND	10	20

TOTAL

2117

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

Reduce Gun Violence	6 X :60
Investor Protection	3 X :60
Tanning Bed Risks	17 X :30
Prevent Dog Bites	58 X :30
Mail Truck Safety	3 X :30
Kids Online Safety	10 X :30
Food Safety	61 X :30
Online Sexploitation	4 X :30
Pothole Patrol	8 X :30
Booster Seats	61 X :30
Negligent Driving	5 X :30
Life Jackets	1 X :30
Internet Crime	1 X :30
Cyberbullies	10 X :30
Negligent Driving	8 X :15
Judge Online Safety	13 X :15
Online Sexploitation	8 X :10

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:

Kids in Nature	85 X :60
Green Vehicles	14 x :60
Intelligent Water Use	3 X :30
Bike To Work	74 X :30
Global Warming	16 X :30
Care for the Environment	8 X :30
Recycle Batteries	35 X :30
Arbor Day Foundation	18 X :20
Polar Bears Wildlife	21 X :15
Unicef Clean Water	4 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.

Make A Wish Foundation	46 X :60
American Red Cross	5 X :60
Volunteers of America	5 X :30
Play Golf	3 X :30
Leukemia Light the Night	7 X :30
NASA Math Science	100 X :30
Play Soccer	11 X :30
Big Brother Big Sister	1 X :30
High School Scholars	7 X :20
Launch pad June	61 X :20
Girls Boystown	15 X :20
AmeriCorps	4 X :15
Girls Boystown	22 X :10

Family

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

Homeless Youth	70 X :60
Pet Benefits	3 X :30
Foster Kid Advocate	71 X :30
Fatherhood Involvement	71 X :30
Early Childhood Development	4 X :30
Adoption Foundation	9 X :30
Prevent Child Abuse	4 X :30
Report Abuse/Neglect	3 X :15

Health

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

Stroke Awareness	7 X :60
Healthcare Costs	2 X :60
End Polio	38 X :60
American Lung Association	84 X :60
Child Vaccination	3 X :30
Good Fats	10 X :30
Dental Association	47 X :30
Eat Fruit and Veggies	89 X :30

Chronic Fatigue Syndrome	7 X :30
Responsible Medicine	38 X :30
Autism Awareness	11 X :30
Planned Parenthood	8 X :30
Secondhand Smoke	83 X :30
Macular Degeneration	27 X :30
Prevent Cancer	4 X:30
Obesity Prevention	27 X :30
Teen Asthma	2 X :30
Depression	9 X :30
Teen Stress	6 X :30
Quit Smoking	4 X :30
Diabetes	13 X :30
Stroke	3 X :30
Childhood Obesity	9 X :30
Cancer Survivorship	9 X :20
Orthodontists	13 X :15
Men's Preventative Health	10 x :15
Diabetes Care	5 X :15
Breast Cancer	2 X :15
Pet Disease Risk	19 X :10
Multiple Sclerosis	4 X :10

Overall Good Advice

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

Donate Life America	34 X :60
College Preparation	32 X :60
Government Answers	3 X :60
Vet Support	5 X :30
Household Pets	14 X :30
Power of Women	16 X :30
Kennel Club	67 X :30
Financial Education	1 X :30
Save Darfur	18 X :30
Responsible Credit Score	10 X :30
Identity Theft Info	6 X :30
Drug Free America	44 X :30
Guide Dogs	5 X :30
Underage Drinking	3 X :30
Partnership Drug Free	33 X :30
Holocaust	6 X :30
Help Mothers	1 X :20

International Arms Control	4 X :20
Unicef	24 X :20
Guide Dogs	16 X :20
Attic Angel	65 X :20
Underage Drinking	7 X :15
Vote Smart	1 X :15
Celebrate Drug Recovery	4 X :15
Prevent School Dropout	1 X :15
Blood Diamond	20 X :10