

The following list of public service announcements is geared to children and teen viewers and received emphasis during fourth 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	3 X :60
Prevent Dog Bites	21 X :30
Mail Truck Safety	3 X :30
Kids Online Safety	2X :30
Food Safety	83 X :30
Online Sexploitation	3 X :30
Prevent Child Abuse	1 X :30
Booster Seats	22 X :30
Negligent Driving	27 X :30
Cyberbullies	2 X :30
Holiday Lights Safety	8 X :15
Car Seat Safety	2 X :15
Negligent Driving	4 X :15
Judge Online Safety	4 X :15
Report Abuse Neglect	3 X :15
Online Sexploitation	4 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	66 X :60
Green Vehicles	56 x :60
Bike To Work	41 X :30
Global Warming	2 X :30
Care for the Environment	5 X :30
Recycle Batteries	32 X :30
Arbor Day Foundation	5 X :20
Polar Bears Wildlife	8 X :15
Keep Oceans Clean	1 X :15
Save Energy	3 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	55 X :60
Kennel Club	45 X :30
NASA Math Science	48 X :30
Big Brother Big Sister	1 X :30
Girls Boystown	3 X :20
Apply Launchpad	6 X :20
Unicef	13 X :20
Girls Boystown	15 X :20
AmeriCorps	8 X :10
Girls Boystown	15 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
College Preparation	28 X :60
Foster Kid Advocate	40 X :30
Fatherhood Involvement	81 X :30
Early Childhood Development	1 X :30
Adoption Foundation	3 X :30

## Health

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

Stroke Awareness	3 X :60
Healthcare Costs	2 X :60
Baby Cough	1 X :60
Donate Life America	18 X :60
American Lung Association	39 X :60
American Red Cross	2 X :60
Child Vaccination	1 X :30
Good Fats	42 X :30
Eat Fruit and Veggies	47 X :30
Chronic Fatigue Syndrome	24 X :30
Patient Involvement	7 X :30
Psoriasis Foundation	5 X :30
Tanning Bed Risks	6 X :30
Autism Awareness	5 X :30

Macular Degeneration	19 X :30
Prevent Cancer	1 X :30
Obesity Prevention	7 X :30
Breast Cancer	10 X :30
Depression	3 X :30
Teen Stress	5 X :30
Quit Smoking	2 X :30
Planned Parenthood	2 X :30
Secondhand Smoke	47 X :30
Meningitis Immunization	5 X :20
Orthodontists	4 X :15
Men's Preventative Health	3 x :15
Diabetes Care	3 X :15

### **Overall Good Advice**

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

Control Credit	1 X :30
Household Pets	4 X :30
Power of Women	35 X :30
Online Social Security	1 X :30
Donate Cash	11 X :30
Financial Education	6 X :30
Clean Hands	1 X :30
Save Darfur	5 X :30
Identity Theft Info	1 X :30
Drug Free America	19 X :30
Guide Dogs	1 X :30
Prevent Pregnancy	2 X :30
Mortgage Help	5 X :30
MLK Memorial	1 X :30
Partnership Drug Free	21 X :30
Neighborhoods	1 X :30
Holocaust	5 X :30
Help Mothers	18 X :20
International Arms Control	11 X :20
Alcoholics Anonymous	14 X :20
Help Hospitalized Vets	2 X :20
Salute Soldiers	14 X :20
Guide Dogs	3 X :20
WBA Career Fair	3 X :20
Underage Drinking	2 X :15
Vote Smart	5 X :15
Save Money	1 X :15

Blood Diamond

7 X :10

4TH QUARTER 2008 PSA SUMMARY FOX 47 WMSN

TITLE	LENGTH	# OF TIMES RAN
REDUCE GUN VIOLENCE	60	3
HOMELESS YOUTH	60	70
STROKE AWARENESS	60	3
HEALTHCARE COSTS	60	2
BABY COUGH	60	1
DONATE LIFE AMERICA	60	18
GREEN VEHICLES	60	56
NATURE KIDS	60	66
AMERICAN LUNG ASSOCIATION	60	39
COLLEGE PREPARATION	60	28
MAKE A WISH	60	55
AMERICAN RED CROSS	60	2
CONTROL CREDIT	30	1
ONLINE SOCIAL SECURITY	30	1
CHILD VACCINATION	30	1
GOOD FATS	30	42
EAT FRUIT AND VEGGIES	30	47
FOSTER KID ADVOCATE	30	40
FATHERHOOD INVOLVEMENT	30	81
HOUSEHOLD PETS	30	4
BIKE TO WORK	30	41
POWER OF WOMEN	30	35
PATIENT INVOLVEMENT	30	7
CHRONIC FATIGUE SYNDROME	30	24
PSORIASIS FOUNDATION	30	5
TANNING BED RISKS	30	6
AUTISM AWARENESS	30	5
EARLY CHILDHOOD DEVELOPMENT	30	1
PREVENT DOG BITES	30	21
DONATE CASH	30	11
KENNEL CLUB	30	45
PLANNED PARENTHOOD	30	2
SECONDHAND SMOKE	30	47

FINANCIAL EDUCATION	30	6
CLEAN HANDS	30	1
KIDS ONLINE SAFETY	30	2
NASA MATH SCIENCE	30	48

MACULAR DEGENERATION	30	19
SAVE DARFUR	30	5
FOOD SAFETY	30	83
PREVENT CANCER	30	1
OBESITY PREVENTION	30	7
IDENTITY THEFT INFO	30	1
ADOPTION FOUNDATION	30	3
GLOBAL WARMING	30	2
BIG BROTHER BIG SISTER	30	1
ONLINE SEXPLOITATION	30	3
MAIL TRUCK SAFETY	30	3
CARE FOR THE ENVIRONMENT	30	5
PREVENT CHILD ABUSE	30	1
DEPRESSION	30	3
NEGLIGENT DRIVING	30	27
DRUG FREE AMERICA	30	19
TEEN STRESS	30	5
RECYCLE BATTERIES	30	32
GUIDE DOGS	30	1
QUIT SMOKING	30	2
PREVENT PREGNANCY	30	2
MORTGAGE HELP	30	5
MLK MEMORIAL	30	1
BREAST CANCER	30	10
BOOSTER SEATS	30	22
PARTNERSHIP DRUG FREE	30	21
NEIGHBORHOODS	30	1
CYBERBULLIES	30	2
HOLOCAUST	30	5
ARBOR DAY FOUNDATION	20	5
HELP MOTHERS	20	18
INTERNATIONAL ARMS CONTROL	20	11
MENINGITIS IMMUNIZATION	20	5
GIRLS BOYSTOWN	20	3
ALCOHOLICS ANONYMOUS	20	14
HELP HOSPITALIZED VETS	20	2
SALUTE SOLDIERS	20	14

UNICEF	20	13
GUIDE DOGS	20	3
WBA CAREER FAIR	20	3
APPLY LAUNCHPAD	20	6
UNDERAGE DRINKING	15	2
VOTE SMART	15	5
SAVE MONEY	15	1
POLAR BEARS WILDLIFE	15	8
HOLIDAY LIGHTS SAFETY	15	8
ORTHODONTISTS	15	4
CAR SEAT SAFETY	15	2
NEGLIGENT DRIVING	15	4
JUDGE ONLINE SAFETY	15	4
MENS PREVENTATIVE HEALTH	15	3
DIABETES CARE	15	3
KEEP OCEANS CLEAN	15	1
REPORT ABUSE NEGLECT	15	3
SAVE ENGERY	10	3
GIRLS BOYSTOWN	10	15
ONLINE SEXPLOITATION	10	4
AMERICORPS	10	8
BLOOD DIAMOND	10	7

TOTAL

1341