

## Q1 2013 ON-AIR PSA REPORT FOR WDFN

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Don't Drink and Drive	AD COUNCIL	:30	36
Homeless Services (hot meal, warm bed)	MACOMB COUNTY WARMING CNTR	:27	36
National Mentoring Month	BIG BROTHERS BIG SISTERS	:31	36
Annual Muscle Walk Fundraiser	MUSCULAR DYSTROPHY ASSOC	:30	36
Donate your car for a cure	NATIONAL KIDNEY FOUNDATION	:32	29
Donate money (generic)	NATIONAL KIDNEY FOUNDATION	:30	36
211 program for literacy	READING WORKS/UNITED WAY	:31	36
Teaching kids to live active + healthy life	WEAR YOUR SOUL	:31	36
Donate blood	AMERICAN RED CROSS	:28	39

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Don't Drink and Drive	AD COUNCIL	:30	36
Homeless Services (hot meal, warm bed)	MACOMB COUNTY WARMING CNTR	:27	26
National Mentoring Month	BIG BROTHERS BIG SISTERS	:31	27
Annual Muscle Walk Fundraiser	MUSCULAR DYSTROPHY ASSOC	:30	26
Donate your car for a cure	NATIONAL KIDNEY FOUNDATION	:32	31
Donate for a cure (generic)	NATIONAL KIDNEY FOUNDATION	:30	27
Blue Star Mothers/G. Lakes Burn Camp	THE D'S 80S PARTY FOR PURPOSE	:26	8
211 program for literacy	READING WORKS/UNITED WAY	:31	39
Teaching kids to live active + healthy life	WEAR YOUR SOUL	:31	39
Donate blood	AMERICAN RED CROSS	:28	38

## Q1 2013 ON-AIR PSA REPORT FOR WJLB

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Don't Drink and Drive	AD COUNCIL	:30	36
Homeless Services (hot meal, warm bed)	MACOMB COUNTY WARMING CNTR	:27	35
National Mentoring Month	BIG BROTHERS BIG SISTERS	:31	36
Annual Muscle Walk Fundraiser	MUSCULAR DYSTROPHY ASSOC	:30	34
Educating Our Future	UNCF Special on CW50	:30	9
Donate money (generic)	NATIONAL KIDNEY FOUNDATION	:30	28
Donate (go red for women)	AMERICAN HEART ASSOC	:26	68
211 program for literacy	READING WORKS/UNITED WAY	:31	36
Teaching kids to live active + healthy life	WEAR YOUR SOUL	:31	36
Donate blood	AMERICAN RED CROSS	:28	36
Importance of flu vaccine	NATIONAL MEDICAL ASSOC	:30	35

## Q1 2013 ON-AIR PSA REPORT FOR WKQI

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Don't Drink and Drive	AD COUNCIL	:30	36
Homeless Services (hot meal, warm bed)	MACOMB COUNTY WARMING CNTR	:27	27
National Mentoring Month	BIG BROTHERS BIG SISTERS	:31	32
Annual Muscle Walk Fundraiser	MUSCULAR DYSTROPHY ASSOC	:30	29
Donate money (generic)	NATIONAL KIDNEY FOUNDATION	:30	19
Donate (go red for women)	AMERICAN HEART ASSOC	:26	55
211 program for literacy	READING WORKS/UNITED WAY	:31	32
Teaching kids to live active + healthy life	WEAR YOUR SOUL	:31	31
Donate blood	AMERICAN RED CROSS	:28	32
Building schools worldwide	PENCILS OF PROMISE	:30	32

## Q1 2013 ON-AIR PSA REPORT FOR WMXD

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Don't Drink and Drive	AD COUNCIL	:30	36
Homeless Services (hot meal, warm bed)	MACOMB COUNTY WARMING CNTR	:27	27
National Mentoring Month	BIG BROTHERS BIG SISTERS	:31	32
Annual Muscle Walk Fundraiser	MUSCULAR DYSTROPHY ASSOC	:30	29
Educating Our Future	UNCF Special on CW50	:30	9
Donate money (generic)	NATIONAL KIDNEY FOUNDATION	:30	29
Donate (go red for women)	AMERICAN HEART ASSOC	:26	71
211 program for literacy	READING WORKS/UNITED WAY	:31	37
Teaching kids to live active + healthy life	WEAR YOUR SOUL	:31	37
Donate blood	AMERICAN RED CROSS	:28	38
Importance of flu vaccine	NATIONAL MEDICAL ASSOC	:30	37

## Q1 2013 ON-AIR PSA REPORT FOR WNIC

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Don't Drink and Drive	AD COUNCIL	:30	36
Homeless Services (hot meal, warm bed)	MACOMB COUNTY WARMING CNTR	:27	37
National Mentoring Month	BIG BROTHERS BIG SISTERS	:31	37
Annual Muscle Walk Fundraiser	MUSCULAR DYSTROPHY ASSOC	:30	37
Donate money (generic)	NATIONAL KIDNEY FOUNDATION	:30	24
Donate (go red for women)	AMERICAN HEART ASSOC	:26	62
211 program for literacy	READING WORKS/UNITED WAY	:31	40
Teaching kids to live active + healthy life	WEAR YOUR SOUL	:31	41
Donate blood	AMERICAN RED CROSS	:28	41