

PSA 1ST QTR SUMMARY 2007			
NUMBER	TITLE	LENGTH	NUMBER TIMES RAN
7401	National Meningitis Association	10	19
7402	Girls and Boystown hotline	10	6
7403	Am. Veterinary Medical Assoc.	10	6
7403	Online Sexual Explot./ad council	10	12
7404	Catholic Campaign for Human Develop	10	4
7404	Salute America's Heroes	10	0
7405	Blood Donation/ad council	10	17
7406	Federal Citizen Info. Center	10	5
7407	Arbor Day Foundation	10	0
7300	NFID/Foundation for Infectious	15	1
7300	Underage Drinking/ad council	15	2
7301	Call to Recycle/batteries	15	11
7302	Defenders of Wildlife/kid ok	15	3
7303	NFID/flu shot/kid ok	15	6
7304	Negligent Driving	15	3
7304	Progeria Research Foundation	15	6
7200	Arbor Day Foundation	20	31
7201	National Crime Prevention	20	0
7202	Prevent Child Abuse	20	0
7202	Research Study/CISCRP	20	10
7203	Girls and Boystown hotline	20	0
7204	Foundation for Better Life/kid ok	20	8
7205	Amnesty International USA	20	0
7205	MedicAlert Foundation	20	6
7206	Enviromental Protection Agency	20	28
7207	Foundation for Better Life	20	38
7207	UNICEF	20	12
7208	Disabled American Vets	20	15
7209	Guide Dog Foundation for Blind	20	20
7100	PCRM/chubby/kid ok	30	30
7101	NFID/flu shot/kid ok	30	53
7102	College Access/ad council	30	19
7102	Federal Citizen Info. Center	30	0
7103	Defenders of Wildlife/kid ok	30	56
7104	Energy Efficiency/kid ok	30	60
7105	Am Assoc. of Orthodontist/kid ok	30	33
7106	Habitat fot Humanity/kid ok	30	67
7107	Fatherhood Involvement	30	59
7108	Early Childhood Development	30	25
7108	Mental Health/anti stigma/ad council	30	15
7109	Arbor Day Foundation	30	48
7110	Junior Achievement	30	46
7111	Partnership for Drug free/kid ok	30	43
7112	Boy Scouts of America	30	8
7113	Federal Student Aid/Dept of Education	30	7
7113	National Christmas tree/kid/DEC-JAN only!	30	15
7114	American Indian college fund	30	7
7114	MLK jr Memorial Foundation	30	6
7115	American Speech/hearing association	30	15
7115	Rotary International/peace	30	0

7116	American Red Cross Dec/Jan only	30	12
7116	AmeriCorps Rebuild the Gulf	30	3
7117	Traffic Safety/AAA	30	4
7118	Girls and Boystown hotline	30	7
7119	Planned Parenthood	30	14
7120	Ducks Unlimited/wetlands protect	30	8
7121	Ronald McDonald House	30	9
7122	National Cyber Security Alliance	30	11
7123	Depression Is Real	30	7
7124	Jeffrey Modell foundation/PI disease	30	18
7124	U.S Dept of Health & Human Services	30	8
7125	Am. Optometric Association	30	0
7125	Assoc. of Clinical Endocrinologist	30	2
7126	NEFE/financial education	30	0
7127	The Century Council/drink responsible	30	0
7128	Test for Lead/ city of Madison	30	1
7129	Identity Theft Resource Center	30	10
7130	Dave Thomas Foundation for Adoption	30	10
7131	Support Minority Education	30	33
7132	U.S. Dept of Labor	30	5
7133	Cancer Research & Prevention Foundation	30	8
7134	Mentor/big brothers big sister	30	0
7135	AARP/Vision Council of America	30	4
7136	Alzheimer's/caregiver	30	4
7136	Global Warming/ad council	30	0
7137	Home Loan Learning Center	30	7
7138	Prevent Child Abuse WI	30	2
7139	Lifelong literacy/ad council	30	45
7140	American Diabetes Association	30	5
7141	AHAF/Glaucoma	30	10
7142	Drug Free America Foundation	30	10
7142	National Center for Addiction	30	0
7143	Call to Recycle/batteries	30	4
7144	Will Rogers Institute/teen stress	30	14
7145	Amnesty International	30	9
7146	Financial Literacy/kid ok	30	32
7147	1-800-Quit now/anti-smoke	30	3
7147	Prostate Cancer Challenge	30	0
7148	Parental Involvement	30	0
7148	Stamp out Hunger/harlem globetrotters	30	6
7151	Stroke Awareness	30	5
7155	Candie's Foundation/prevent pregnancy	30	6
7155	Chronic Fatigue Syndrome	30	0
7156	Generous Nation/ad council	30	13
7160	Booster Seat education	30	14
7160	Childhood Obesity Prevention	30	5
7161	MaryKnoll/Fathers/Brothers	30	9
7004	Colorectal Cancer	60	5
7004	Disease Prevention/ad council	60	1
7005	National Geographic Foundation	60	0
7006	PCRM/chubby/kid ok	60	63
7007	USDA/power out food safety	60	2

7008	Sister to Sister/heart risk women	60	8
7009	National Community & Service	60	3
7010	Girls and Boystown hotline	60	0
7011	Alcoholics Anonymous	60	6
7012	National Meningitis Association	60	1
7013	American Red Cross	60	0
7013	Federal Citizen Info Center	60	0

The following list of public service announcements is geared to children and teen viewers and received emphasis during first quarter 2007. 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.

Online Sexual Explotation	12x:10
Will Rodgers Institute/stress	14x:30
Nat. Cyber Security Alliance	11x:30
American Speech/hearing Association.	15x:30

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:

Environmental Protection Agency	28x:20
Rechargeable Battery/Recycle	4x:30, 11x:15
Arbor Day Foundation	48x:30, 31x:20
Defenders of Wildlife	56x:30, 3x:15
Energy Efficiency	60x:30
National Christmas Tree	15x:30
Ducks Unlimited/wetlands	8x:30
Test for Lead/Madison	1x:30

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.

Girls and Boystown Hotline	7x:30, 6x:10
Amnesty International USA	9x:30
Junior Achievement	46x:30
Boy Scouts of America	8x:30
Habitat for Humanity	67x:30

The following list of Public Service Announcements is geared towards adults and general viewers and received emphasis during first quarter 2007. 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 employees.

Family

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

Prevent Child Abuse	2x:30
National Community & Service	3x:60
Fatherhood Involvement	59x:30
Early Childhood Development	25x:30
Alzheimer's/caregiver	4x:30
Ronald McDonald House	9x:30
Dave Thomas Foundation/adopt	10x:30

Health

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

Underage Drinking	2x:15
Alcoholics Anonymous	6x:60
Obesity Prevention	5x:30
Stroke Awareness	5x:30
1-800 Quit now/anti	3x:30
Planned Parenthood	14x:30
Disease Prevention	1x:30
American Diabetes Assoc.	5x:30
NFID/Foundation for Infectious	1x:15
Progeria Research Foundation	6x:15
U.S. Dept. of Health & Human	8x:30
Jeffrey Modell Foundation	18x:30
Partnership for a Drug Free	43x:30
Mental Health/anti stigma	15x:30
NFID/flu shot	53x:30, 6x:15
PCRM/chubby	63x:60, 30x:30
American Assoc of Orthodontist	33x:30
Depression is Real	7x:30
Cancer Research & Prevention	8x:30
AARP/Vision Council of America	4x:30

AHAF/Glaucoma	10x:30
Colorectal Cancer	5x:60
Sister to Sister/heart risk	8x:60
National Meningitis	1x:60,19x:10
Assoc. of Clinical Endocrinologist	2x:30
Drug Free America Foundation	10x:30

Overall Good Advice

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

American Veterinary Medical Assoc.	6x:10
Medicalert Foundation	6x:20
Support Minority Education	33x:30
Financial Education	32x:30
Lifelong Literacy/ad council	45x:30
Foundation for a Better Life	46x:20
American Indian college fund	7x:30
American Red Cross	12x:30,17x:10
Federal Citizen Info.	5x:10, x:30
U.S. Dept of Labor	5x:30
Home Loan Learning Center	7x:30
Disabled American Vets	15x:20
Guide Dog Foundation for Blind	20x:20
Identity Theft Resource Center	10x:30
Generous Nation	13x:30
MaryKnoll/Fathers/Brothers	9x:30
Catholic Campaign for Human Develop.	4x:10
Negligent Driving	3x:10
Research Study/CISCRP	10x:20
UNICEF	12x:20
College Access	19x:30
Federal Student Aid	7x:30
MLK jr Memorial Foundation	6x:30
AmeriCorps rebuild Gulf	3x:30
Traffic Safety/AAA	4x:30
Stamp Out Hunger	6x:30
Candie's Foundation	6x:30
Booster Seat Education	14x:30
USDA/power out food safety	2x:60