

WNAB PSA SUMMARY-- Q2 2009

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| 70024 | PSA 30 ADOPTION | Spot from the Ad Council promoting adoption as a way to benefit the children caught up in the foster system. Reminds families that they don't have to be perfect to adopt a child, and provides resources to get more information. |
| 70165 | PSA 15 THE LATCH SYSTEM "Safety Seat" | Promotes the use of safety seats for all children under age and height requirements. Raises awareness of the injury rate from children not being properly secured in cars. |
| 70042 | PSA 15 FINANCIAL LITERACY "BROWN BAG" | Spot from the Ad Council promoting financial awareness and smart money management, aimed at teens. Provides a humorous hook into the message and then provides a web address and telephone number for more information about financial literacy. |
| 70011 | PSA 30 AMERICAN RED CROSS | Spot highlighting the activities of the Red Cross and how it helps people in the U.S. Appeal to action requesting volunteers and resources, provides contact info. |
| 70058 | PSA 15 PREVENT CHILDHOOD OBESITY | Promoting awareness of the causes and problems associated with obesity in children. Provides informational resources where help can be sought. |
| 74002 | PSA 30 BIG BROTHERS BIG SISTERS | Spot promoting the Big Brothers/Big Sisters mentoring program with spokesman Blaine Bishop from the TN Titans. Reminds viewers how easy it is to get involved and provide contact information. |
| 70187 | PSA DR GREEN SUMMER MUMMY | Locally-produced spot featuring TV personality "Dr. Gangrene" reminding viewers to use sunscreen to prevent skin problems |
| 70188 | PSA DR GREEN WERE OF NASH | Locally-produced spot featuring TV personality "Dr. Gangrene" reminding viewers to pick up after pets in public areas |
| 70083 | PSA DEPRESSION IS REAL | PSA raising awareness of depression as a disorder that affects all aspects of a victim's life. Provides resources for sufferers or their families to seek help. |
| 77820 | PSA 30 DIABETES MANAGEMENT | Raises awareness of the importance of controlling Diabetes in those afflicted by it. Provides contact information for more information. |
| 70159 | PSA 30 ONLINE EXPLOITATION | Spot raising awareness of the dangers that can befall unsuspecting kids in contacting strangers and giving out personal information over the Internet. Provides helpful tips for kids and parents as well as listing online resources to get more information about safe browsing. |
| 77108 | PSA 30 THINK BEFORE YOU SPEAK | Spot raising awareness of unconscious or unintended hate speech; reminding viewers that words can hurt even if they are not intended to. |
| 70031 | PSA 30 UNITED NEGRO COLLEGE FUND | Promoting the mission of the UNCF, raising awareness of their efforts to promote higher education among minorities and encouraging viewers to get involved by donating money or resources to help. Contact info provided. |
| 70036 | PSA 30 RECYCLE | Promotes environmental responsibility by encouraging viewers to recycle any and everything they can. |
| 70023 | PSA 30 SANCTUARY LEAF | Promotes the mission of the EPA in keeping good stewardship of our environment. Contact info provided. |

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| 74009 | PSA 30 USE ENERGY WISELY | Promotes energy conservation by reminding viewers to close windows and doors to prevent energy waste. |
| 70099 | PSA 30 WHAT HAVE YOU DONE FOR YOUR MARRIAGE | Promotes family harmony by reminding viewers of the commitment that marriage requires and provides resources for families in trouble. |
| 77014 | PSA 30 AMERICAN CANCER SOCIETY | Spot promoting the mission of the ACS and appealing to the viewers to get involved and help. Provides contact information. |
| 77004 | PSA 30 WALK LIKE MADD 6/27 | Promoting an event raising awareness and funds for drunk driving prevention. |
| 77002 | PSA 60 FAMILY RUN FOR FATHERS 6/27 | Spot promoting a family togetherness event featuring a 5k run/walk in celebration of Fathers' Day. |
| 77000 | PSA 60 YOUTH RECKLESS DRIVING "HORSE" | Humorous spot reminding kids to speak out when they are in a car being driven recklessly. Provides contact link for more information. |
| 77003 | PSA 60 AUTISM AWARENESS "TONI BRAXTON" | Spot featuring celebrity spokesperson raising awareness of the issues related to autism in children. Provides phone number and web link for families seeking more information. |
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| 77001 | PSA 60 ANTI-STERIODS "ASTERISK" | Spot from the Ad Council and the FDA warning children about the dangers inherent in steroid use; no amount of performance enhancement is worth the associated risks. Includes web plug and 800#. |
| 77206 | PSA 15 4-H LIGHTNING | Spot raising awareness of the 4-H organization's mission to help train one million new scientists in the next few years. Indicates their mission and methods for pursuing scientific pursuits outside of the agricultural background typically associated with 4-h. |
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| 70090 | PSA ARTS EDUCATION | SPOT from the Ad Council and the NEA emphasizing the importance of the arts in early education. Features the cartoon characters "Little Einsteins". |
| 77132 | PSA RESPONSIBLE PET OWNER | Spot featuring footage from the film "Marley and Me" reminding viewers about their responsibilities as pet owners. Humorous situations highlight the problems that come from a neglected or poorly-disciplined pet. |
| 70041 | PSA 30 EMERGENCY PREPAREDNESS | Spot featuring "Sesame Street" characters reminding kids and adults of the importance of having a family plan in case of emergencies. Encourages dialogue about various situations between kids and parents and provides contact info for more information. |
| 70037 | PSA 30 HAVE YOU RUN AWAY | Spot appealing to runaways or families who have missing children to reconcile and seek assistance. Provides contact info to get more help or information. |
| 78401 | MENINGITIS AWARENESS | Spot raising awareness of the symptoms of meningitis and the potential risks if it is left untreated. Provides contact info for more information. |
| 77130 | PSA 60 CHILD SEAT SAFETY | Spot from the Ad Council prompting use of Booster Seats for children who meet the age and height requirements. Website plug and 800# provided. |
| 78315 | PSA 30 MENTOR A CHILD | Spot featuring Gen. Colin Powell advising viewers on the importance of being a mentor to children. |
| | PSA 60 College Access Airplane | Spot from the Ad Council encouraging high school kids to take on tougher classes to better prepare themselves for college. Website plug: www.knowhow2go.org |
| 77121 | PSA 30 NUTRITION EDUCATION | PSA aimed at kids discussing the food pyramid in an engaging and funny way. Provides web resource for more info on healthy eating. |
| 77303 | PSA 15 HONORING YOUNG VOLUNTEERS | Spot from Prudential promoting volunteerism in schools |

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| 77304 | PSA 15 FACES OF INFLUENZA | Spot raising awareness of influenza as a potentially serious health risk in children and the elderly. Outlines the benefits of getting vaccinated each year, contact info and web plug provided. |
| 77030 | PSA 30 INFLUENZA CAMPAIGN | Spot raising awareness of influenza as a potentially serious health risk in children and the elderly. Outlines the benefits of getting vaccinated each year, contact info and web plug provided. |
| 77400 | PSA 10 ENERGY EFFICIENCY | Spot from the Ad Council advocating efficient use of natural resources. Web plug and phone number provided for more information. |
| 77401 | PSA 30 Booster Seat Ed. | Spot from the Ad Council prompting use of Booster Seats for children who meet the age and height requirements. Website plug and 800# provided. |
| 70096 | PSA 60 MARCH OF DIMES | Spot promoting the mission of the March of Dimes and appealing for help. Contact information provided. |
| 88266 | ST. JUDE DREAM HOMETHIS SUN. | Spot produced in-house reminding viewers to support St. Jude Children's Research Hospitals by buying raffle tickets and tuning in to special program. |