

Public Service & Community Outreach Summary for 1st Quarter 2009 (Jan, Feb, March 09)

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Prepared 8 March, 2009 by Marcia O. Jones

Note: Additional pages relating to other public service attached, including copies of all listings on the wtto21.com and wabm68.com Community Calendar web site pages, submitted via email, fax and the web site solicitation pages, as available to me. Also positive viewer email, Community Billboard (on air calendar) scripts, multiple campaign summaries and other related Public Service information attached.

Taped Public Service Announcements include an average minimum of 3,000 per month per station

Non-Profit Public Service On-Air Clients Included:

AMERICAN DENTAL ASSN – FREE CHILD DENTAL ACCESS (3 NEW VERSIONS)
AMERICAN DIABETES ASSOCIATION
AMERICAN KENNEL CLUB (3 VERSIONS)
AMERICORP – CHANGE LIVES (2 VERSIONS)
ARBOR DAY – NATIONAL FORESTS
AUTISM WALK 2009 (3/31-4/24/09)
BOYSTOWN HOTLINE – TEEN (4 VERSIONS)
BOYSTOWN HOTLINE – PARENT (4 VERSIONS)
CALL TO RECYCLE (2 VERSIONS)
CENTER FOR BIOLOGICAL DIVERSITY – SAVE POLAR BEARS (3 VERSIONS)
CHILDHOOD OBESITY PREVENTION (2 VERSIONS)
COLLEGE ACCESS – ENCOURAGE
COLLEGE.GOV (2 VERSIONS)
DR. MARTIN LUTHER KING JR. FOUNDATION
DR. MARTIN LUTHER KING JR. BIRTHDAY SALUTE
DRUG FREE AMERICA (PARENT AND TWEEN VERSIONS)
ENERGY EFFICIENCY (5 VARIOUS AGES VERSIONS)
FINANCIAL LITERACY FOR YOUNG ADULTS
FORECLOSURE PREVENTION
GYNEC. CANCER FOUNDATION
JUVENILE DIABETES FOUNDATION (2 VERSIONS)
MAGIC MOMENTS – SICK CHILD FOUNDATION FUNDRAISING – 5 ALABAMA TALENT VERSIONS
MARCH OF DIMES (2 VERSIONS)
PRESIDENT BARACK OBAMA INAGURAL SALUTE
REDUCING GUN VIOLENCE
UNCF - SUPPORTING MINORITY EDUCATION (2 VERSIONS)
TREES ARE TERRIFIC – ARBOR DAY – KIDS VERSIONS
TREES FOR AMERICA
UNITED WAY OF CENTRAL ALABAMA
USO (2 VERSIONS)
VETERANS AFFAIRS – HELP HOSPITALIZED VETERANS
WASTER PREVENTION (5 VERSIONS)
WILDFIRE PREVENTION (5 VERSIONS)

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Copies of events on the www.wtto21.com and www.wabm68.com community calendars, submitted by viewers, organizations and Marcia O. Jones, via Public Service notices received through mail and e-mail, are attached, along with summaries of events and benefits provided to non-profit organizations by WABM and WTTO TV, in order listed below.

SPECIAL WEB SITE PUBLIC SERVICE TILES

BIG BROTHERS/BIG SISTERS HYPERLINKED CALL-TO-ACTION WEB TILE ON BOTH SITES

UNCF CALL-TO-ACTION/HYPERLINKED WEB TILE ON WABM AND WTTO WEB SITES

Order of attachments:

UNCF PLACEMENT REPORT

CAMP EXPO REPORT

EXCEPTIONAL FOUNDATION CHILI COOK OFF REPORT

VIEWER INQUIRIES AND RESPONSES REGARDING EVENTS AND PUBLIC SERVICE

PUBLIC SERVICE WEB SITE BANNER NOTATION

WEB SITE COMMUNITY CALENDAR LISTINGS. NOTE: Start date of web calendar event is print date at bottom of page through date of event as noted.

COMMUNITY BILLBOARD – WABM AND WTTO SUMMARIES ATTACHED

PUBLIC SERVICE INSERTIONS AND NOTES

FCC DTV LIBRARY PUBLIC EDUCATION PROGRAM NOTES