

PSA 2ND QTR PSA SUMMARY 2007			
NUMBER	TITLE	LENGTH	NUMBER TIMES RAN
7401	American Motorcyclist Assoc	10	5
7401	National Meningitis Association	10	0
7402	Girls and Boystown hotline	10	5
7403	Online Sexual Explot./ad council	10	16
7404	Catholic Campaign for Human Develop	10	14
7405	Blood Donation/ad council	10	11
7406	Federal Citizen Info. Center	10	2
7407	Arbor Day Foundation	10	0
7300	Underage Drinking/ad council	15	13
7301	Call to Recycle/batteries	15	7
7302	Defenders of Wildlife/kid ok	15	6
7303	NFID/flu shot/kid ok	15	0
7303	Old World Wisconsin	15	12
7304	Negligent Driving	15	12
7200	Arbor Day Foundation	20	60
7201	National Crime Prevention	20	4
7202	Research Study/CISCRP	20	33
7203	Girls and Boystown hotline	20	5
7204	Foundation for Better Life/kid ok	20	2
7205	MedicAlert Foundation	20	12
7206	Colorectal Cancer	20	5
7206	Environmental Protection Agency	20	0
7207	UNICEF	20	23
7208	Disabled American Vets	20	5
7209	Guide Dog Foundation for Blind	20	8
7100	PCRM/chubby/kid ok	30	23
7100	Wildfire Prevention/ad council	30	17
7101	NFID/flu shot/kid ok	30	0
7101	Youth Reckless Driving	30	20
7102	College Access/ad council	30	47
7103	Defenders of Wildlife/kid ok	30	0
7104	American Dental Association	30	14
7104	Energy Efficiency/kid ok	30	0
7105	Am Assoc. of Orthodontist/kid ok	30	0
7105	Better Health/fruits & veggies	30	31
7106	APSP/ pool & water safety	30	26
7106	Habitat for Humanity/kid ok	30	0
7107	Fatherhood Involvement	30	55
7108	Mental Health/anti stigma/ad council	30	37
7109	Arbor Day Foundation	30	34
7110	Junior Achievement	30	46
7111	Intelligent Use of Water	30	6
7111	Partnership for Drug free/kid ok	30	0
7112	Boy Scouts of America	30	2
7113	Federal Student Aid/Dept of Education	30	25
7114	MLK jr Memorial Foundation	30	6
7115	American Speech/hearing association	30	39
7116	AmeriCorps Rebuild the Gulf	30	6
7117	Traffic Safety/AAA	30	4
7118	American Kennel Club	30	17

7118	Girls and Boystown hotline	30	5
7119	Planned Parenthood	30	1
7120	Am Academy of Dermatology	30	13
7120	Ducks Unlimited/wetlands protect	30	0
7121	Enviromental Protection Agency	30	1
7121	Ronald McDonald House	30	0
7122	National Cyber Security Alliance	30	0
7123	Depression Is Real	30	0
7123	NASA/math & science good	30	17
7124	Jeffrey Modell foundation/PI disease	30	16
7125	Assoc.of Clinical Endocrinologist	30	2
7126	NEFE/financial education	30	0
7127	The Century Council/drink responsible	30	2
7128	American Heart Association	30	2
7128	Test for Lead/ city of Madison	30	0
7129	Identity Theft Resource Center	30	1
7130	Dave Thomas Foundation for Adoption	30	4
7131	Support Minority Education	30	41
7132	American Motorcyclist Assoc.	30	3
7132	U.S. Dept of Labor	30	0
7133	Cancer Research & Prevention Foundation	30	0
7133	Evangelical Lutheran Church	30	0
7134	Mentor/big brothers big sister	30	3
7135	AARP/Vision Council of America	30	0
7135	On-line Sexual Exploitation	30	1
7136	Alzheimer's/caregiver	30	3
7137	Home Loan Learning Center	30	1
7138	Prevent Child Abuse WI	30	3
7139	Lifelong literacy/ad council	30	64
7140	American Diabetes Association	30	0
7140	Starr Common Wealth/help for kids	30	3
7141	AHAF/Glaucoma	30	1
7142	Drug Free America Foundation	30	50
7143	Call to Recycle/batteries	30	2
7144	Will Rogers Institute/teen stress	30	4
7145	Amnesty International	30	6
7146	Financial Literacy/kid ok	30	20
7147	1-800-Quit now/anti-smoke	30	6
7148	Stamp out Hunger/harlem globetrotters	30	8
7148	United Way/Financial Stability	30	3
7153	Underage Drinking/ad council	30	9
7151	Stroke Awareness	30	8
7155	Candie's Foundation/prevent pregnancy	30	10
7156	Generous Nation/ad council	30	4
7160	Booster Seat education	30	59
7161	MaryKnoll/Fathers/Brothers	30	0
7161	National Tourette Syndrome	30	5
7164	Partnership for Drug free/kid ok	30	42
7004	Disease Prevention/ad council	60	1
7004	Patient Involvement/ad council	60	3
7005	National Geographic Foundation	60	0
7006	Donate Life America	60	10

7006	PCRM/chubby/kid ok	60	33
7007	USDA/power out food safety	60	1
7008	American Lung Association	60	8
7008	Sister to Sister/heart risk women	60	0
7009	National Community & Service	60	0
7009	SPOHNC/head/neck cancer	60	1
7010	Girls and Boystown hotline	60	0
7011	Alcoholics Anonymous	60	0
7011	National MS Society	60	5
7012	National Meningitis Association	60	0
7012	SIPC/investor protection	60	0
7013	American Red Cross	60	0

The following list of public service announcements is geared to children and teen viewers and received emphasis during second 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	16x:10
Will Rodgers Institute/stress	4x:30
American Speech/hearing Association.	39x:30
Youth Reckless Driving	20x:30
APSP Pool Safety	26x:30
American Academy of Dermatology	13x:30
On-line Sexual Exploitation	1x: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	1x:30
Rechargeable Battery/Recycle	2x:30, 7x:15
Arbor Day Foundation	34x:30, 60x:20
Defenders of Wildlife	6x:15
Wildfire Prevention	17x:30
Intelligent Use of Water	6x: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	5x:30, 5x:20, 5x:10
Amnesty International USA	6x:30
Junior Achievement	46x:30
Boy Scouts of America	2x:30
Starr Common Wealth	3x:30
Big Brothers/Big Sisters	3x:30

The following list of Public Service Announcements is geared towards adults and general viewers and received emphasis during second 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	3x:30
Fatherhood Involvement	55x:30
Alzheimer's/caregiver	3x:30
Dave Thomas Foundation/adopt	4x: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	13x:15,9x:30
Stroke Awareness	8x:30
1-800 Quit now/anti	6x:30
Planned Parenthood	1x:30
Disease Prevention	1x:60
Jeffrey Modell Foundation	16x:30
Partnership for a Drug Free	42x:30
Mental Health/anti stigma	37x:30
SPOHNC/head/neck cancer	1x:30
PCRM/chubby	33x:60,23x:30
AHAF/Glaucoma	1x:30
Colorectal Cancer	5x:20
American Heart Association	2x:30
National MS Society	5x:60
Assoc. of Clinical Endocrinologist	2x:30
Drug Free America Foundation	50x:30
American Dental Association	14x:30
American Lung Association	8x:60
Better Health/fruits & veggies	31x:30

## **Overall Good Advice**

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

MedicAlert Foundation	12x:20
Support Minority Education	41x:30
Financial Education	20x:30
Lifelong Literacy/ad council	64x:30
Foundation for a Better Life	2x:20
Federal Citizen Info.	2x:10
Home Loan Learning Center	1x:30
Disabled American Vets	5x:20
Guide Dog Foundation for Blind	8x:20
Identity Theft Resource Center	1x:30
Generous Nation	4x:30
Catholic Campaign for Human Develop.	14x:10
Negligent Driving	12x:15
Research Study/CISCRP	33x:20
UNICEF	23x:20
College Access	47x:30
MLK jr Memorial Foundation	6x:30
AmeriCorps rebuild Gulf	6x:30
Traffic Safety/AAA	4x:30
Stamp Out Hunger	8x:30
Candie's Foundation	10x:30
Booster Seat Education	59x:30
USDA/power out food safety	1x:60
National Crime Prevention	4x:20
Blood Donation	11x:10
Old World Wisconsin	12x:15
Department of Education/student aide	25x:30
American Kennel Club	17x:30
NASA/math & science	17x:30
The Century Council/drink responsible	2x:30
American Motorcyclist Association	5x:10,3x:30
United Way	3x:30
National Tourette Syndrome	5x:30
Patient Involvement	3x:60
Donate Life America	10x:60