

4TH QUARTER 2007 PSA SUMMARY FOX 47 WMSN

TITLE	LENGTH	NUMBER TIMES RAN
SENIOR FLU SHOTS	60	2
PATIENT INVOLVEMENT	60	3
NATIONAL GEOGRAPHIC	60	3
DONATE LIFE AMERICA	60	8
DEEP VEIN THROMBOSIS	60	1
USDA FOOD SAFETY	60	2
AMERICAN LUNG ASSOCIATION	60	11
HEAD NECK CANCER	60	3
MAKE A WISH	60	14
MS SOCIETY	60	2
INVESTOR PROTECTION	60	3
INVENT NOW	30	11
WILDFIRE PREVENTION	30	22
YOUTH RECKLESS DRIVING	30	56
COLLEGE ACCESS	30	76
FORECLOSURE PREVENTION	30	14
WILDLIFE DEFENDERS	30	54
DENTAL ASSOCIATION	30	64
EAT FRUIT VEGGIES	30	85
GET INVOLVED	30	17
FATHERHOOD INVOLVEMENT	30	77
MENTAL HEALTH STIGMA	30	65
ARBOR DAY FOUNDATION	30	67
MADISON PARKING	30	8
JUNIOR ACHIEVEMENT	30	72
INTELLIGENT WATER USE	30	1
FEDERAL STUDENT AID	30	59
AMERICAN SPEECH FOUNDATION	30	60
US DEPUTY SHERIFFS	30	9
TRAFFIC SAFETY AAA	30	3
KENNEL CLUB	30	61
PLANNED PARENTHOOD	30	2
DERMATOLOGY	30	45
ENVIRONMENTAL PROTECTION	30	2
HABITAT FOR HUMANITY	30	1
NATIONAL CYBER SECURITY	30	3
NASA MATH AND SCIENCE	30	91
SAVE DARFUR	30	1
ORTHODONTISTS	30	14
HEART ASSOCIATION	30	4
ADOPTION FOUNDATION	30	2
MINORITY EDUCATION	30	56
MARRIAGE ADVICE	30	1
GLOBAL WARMING	30	3
BIG BROTHER BIG SISTER	30	7
ONLINE SEXPLOITATION	30	3
ALZHEIMERS CAREGIVERS	30	3
ASPCA	30	1

HOME LOAN LEARNING CENTER	30	1
PREVENT CHILD ABUSE	30	4
LIFELONG LITERACY	30	55
PREVENT BLINDNESS	30	18
STARR COMMONWEALTH	30	1
GLAUCOMA	30	3
STOP FAKE INSURANCE	30	1
DRUG FREE AMERICA	30	50
RECHARGABLE BATTERY	30	1
TEEN STRESS	30	4
RED CROSS PACKERS	30	25
FINANCIAL LITERACY	30	54
QUIT SMOKING	30	4
DIABETES	30	4
FINANCIAL STABILITY	30	1
STROKE	30	3
UNDERAGE DRINKING	30	1
PREVENT PREGNANCY	30	4
CAIR	30	5
CHILDHOOD OBESITY	30	7
BOOSTER SEATS	30	74
TOURETTES SYNDROME	30	2
PARTNERSHIP DRUG FREE	30	52
WBA NEIGHBORHOODS	30	1
NATIONAL CRIME PREVENTION	20	3
LAUNCHPAD SIGN UP	20	31
RESEARCH STUDY	20	1
GIRLS BOYSTOWN	20	13
FOUNDATION BETTER LIFE	20	5
MEDIC ALERT	20	1
MIGRAINE RELIEF	20	2
COLORECTAL CANCER	20	1
UNICEF	20	8
DISABLED VETS	20	9
GUIDE DOGS	20	4
UNITED WAY WISH BOOK	20	239
UNDERAGE DRINKING	15	2
OVERSEAS PLASTIC SURGERY	15	1
RECYCLE BATTERIES	15	6
WILDLIFE POLAR BEARS	15	18
OLD WORLD WISCONSIN	15	2
NEGLIGENT DRIVING	15	7
BREAST CANCER FAVRE	15	3
GIRLS BOYSTOWN	10	5
ONLINE SEX EXPLOITATION	10	10
PET DISEASE RISK	10	2
BLOOD DIAMOND	10	2
TOTAL		1922

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

Youth Reckless Driving	56 X :30
Wildfire Protection	22 X :30
Booster Seats	74 X :30
Neighborhood Safety	1 X :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:

Arbor Day Foundation	67 X :30
Environmental Protection	2 X :30
Rechargeable Battery	1 X :30
Intelligent Water Use	1 X :30
Wildlife Defenders	54 X :30
Global Warming	3 X :30
Recycle Batteries	6 X :15
Wildlife Polar Bears	18 X :15

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.

Donate Life	8 X :60
NASA Math Science Kids	91 X :30
Lifelong Literacy	55 X :30
UNICEF	8 X :20
Guide Dogs	4 X :20
Junior Achievement	72 X :30
National Geographic	3 X :60
Invent Now	11 X :30
Get Involved	17 X :30

Habitat for Humanity	1 X :30
Launchpad Sign up	31 X :20
United Way Wishbook	239 X :20

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.

Fatherhood Involvement	77 X :30
Girls Boystown	13 X :20. 5 X :10
Marriage Advice	1 X :30
Big Brother Big Sister	7 X:30

Health

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

Eat Fruit Veggies	85 X :30
American Lung Association	11 X :60
Dental Association	64 X :30
Dermatology	45 X :30
Stroke	3 X :30
Partnership Drug Free America	52 X :30
Negligent Driving	7 X :15
Heart Association	4 X :30
Senior Flu Shots	2 X :60
Patient Involvement	3 X :60
Deep Vein Thrombosis	1 X :60
USDA Food Safety	2 X :60
Head Neck Cancer	3 X :60
MS Society	2 X :60
Mental Health Stigma	65 X :30
Orthodontists	14 X :30
Alzheimer's Caregivers	3 X :30
Prevent Blindness	18 X :30
Glaucoma	3 X :30
Teen Stress	4 X :30

Quit Smoking	4 X :30
Diabetes	4 X :30
Childhood Obesity	7 X :30
Tourette's Syndrome	2 X :30
Medic Alert	1 X :20
Migraine Relief	2 X :20
Colorectal Cancer	1 X :20
Overseas Plastic Surgery	1 X :15
Breast Cancer Favre	3 X :15

Overall Good Advice

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

Investor Protection	3 X :60
National Cyber Security	3 X :30
Financial Literacy	54 X :30
Financial Stability	1 X :30
Online Sexploitation	10 X :10 3 X :30
Kennel Club	61 X :30
Make A Wish	14 X :60
College Access	76 X :30
Foreclosure Prevention	14 X :30
Madison Parking	8 X :30
Federal Student Aid	59 X :30
American Speech Foundation	60 X :30
US Deputy Sherriffs	9 X :30
Traffic Safety AAA	3 X :30
Planned Parenthood	2 X :30
Save Darfur	1 X :30
Adoption Foundation	2 X :30
Minority Education	56 X :30
ASPCA	1 X :30
Home Loan Learning Center	1 X :30
Prevent Child Abuse	4 X :30
Starr Commonwealth Youth Services	1 X :30
Stop Fake Insurance	1 X :30
Drug Free America	50 X :30
Red Cross Packers	25 X :30
Underage Drinking	1 X :30 2 X :15
Prevent Pregnancy	4 X :30
CAIR	5 X :30
National Crime Prevention	3 X :20
Research Study	1 X :20

Foundation for a Better Life
Disabled Vets
Old World Wisconsin
Pet Disease Risk
Blood Diamond

5 X :20
9 X :20
2 X :15
2 X :10
2 X :10