



**WCND 2013-Q1 AD COUNCIL**

Quarterly report - compliancy issues & program list



**JANUARY**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)

**FEBRUARY**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)

**MARCH**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)



**CAMPAIGN:**

- Caregiver Assistance
- Child Car Safety
- Discovering Nature
- Diversity & Inclusion
- Drug-Impaired Driving Prevention

Campaign	Sponsor Organization
Adoption from Foster Care	U.S. Department of Health and Human Services' Children's Bureau, AdoptUSKids
Alzheimer's Awareness	Alzheimer's Association
Autism Awareness	Autism Speaks
Breast Cancer Risk Education	Susan G. Komen
Bullying Prevention	Ad Council
Buzzed Driving Prevention	National Highway Traffic Safety Administration
Caregiver Assistance	AARP
Child Car Safety	National Highway Traffic Safety Administration
Discovering Nature	U.S. Forest Service
Diversity & Inclusion	Ad Council
Drug-Impaired Driving Prevention	National Highway Traffic Safety Administration
Emergency Preparedness	Federal Emergency Management Agency
Emergency Preparedness—NYC	New York City Emergency Management Department
Empowering Girls in STEM	Ad Council
Ending Hunger	Feeding America
Fatherhood Involvement	U.S. Department of Health and Human Services' Administration for Children and Families, National Responsible Fatherhood Clearinghouse

Campaign	Sponsor Organization
Gun Safety	Brady
High Blood Pressure Control	American Heart Association, American Stroke Association, American Medical Association
High School Equivalency	Dollar General Literacy Foundation
Job Training & Employment	Goodwill Industries International
Learning & Attention Issues	Understood
LGBT Acceptance	The Gill Foundation
Lung Cancer Screening	American Lung Association
Pathways to Employment	Year Up
Recycling	Keep America Beautiful
Saving for Retirement	AARP
Shelter Pet Adoption	The Humane Society of the United States, Maddie's Fund*
Suicide Prevention	American Foundation for Suicide Prevention, The Jed Foundation
Texting and Driving Prevention	National Highway Traffic Safety Administration
Type 2 Diabetes Prevention	American Medical Association, Centers for Disease Control and Prevention
Wildfire Prevention	U.S. Forest Service, National Association of State Foresters



**WCND 2013-Q2 AD COUNCIL**

Quarterly report - compliancy issues & program list



**APRIL**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)

**MAY**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)

**JUNE**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)



**CAMPAIGN:**

- Alzheimer's Awareness
- Autism Awareness
- Breast Cancer Risk Education
- Bullying Prevention
- Buzzed Driving Prevention

Campaign	Sponsor Organization
Adoption from Foster Care	U.S. Department of Health and Human Services' Children's Bureau, AdoptUSKids
Alzheimer's Awareness	Alzheimer's Association
Autism Awareness	Autism Speaks
Breast Cancer Risk Education	Susan G. Komen
Bullying Prevention	Ad Council
Buzzed Driving Prevention	National Highway Traffic Safety Administration
Caregiver Assistance	AARP
Child Car Safety	National Highway Traffic Safety Administration
Discovering Nature	U.S. Forest Service
Diversity & Inclusion	Ad Council
Drug-Impaired Driving Prevention	National Highway Traffic Safety Administration
Emergency Preparedness	Federal Emergency Management Agency
Emergency Preparedness—NYC	New York City Emergency Management Department
Empowering Girls in STEM	Ad Council
Ending Hunger	Feeding America
Fatherhood Involvement	U.S. Department of Health and Human Services' Administration for Children and Families, National Responsible Fatherhood Clearinghouse

Campaign	Sponsor Organization
Gun Safety	Brady
High Blood Pressure Control	American Heart Association, American Stroke Association, American Medical Association
High School Equivalency	Dollar General Literacy Foundation
Job Training & Employment	Goodwill Industries International
Learning & Attention Issues	Understood
LGBT Acceptance	The Gill Foundation
Lung Cancer Screening	American Lung Association
Pathways to Employment	Year Up
Recycling	Keep America Beautiful
Saving for Retirement	AARP
Shelter Pet Adoption	The Humane Society of the United States, Maddie's Fund*
Suicide Prevention	American Foundation for Suicide Prevention, The Jed Foundation
Texting and Driving Prevention	National Highway Traffic Safety Administration
Type 2 Diabetes Prevention	American Medical Association, Centers for Disease Control and Prevention
Wildfire Prevention	U.S. Forest Service, National Association of State Foresters



**WCND 2013-Q3 AD COUNCIL**

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**JULY**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)

**AUGUST**

120 SPOTS AIRED  
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**SEPTEMBER**

120 SPOTS AIRED  
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**CAMPAIGN:**

Adoption From Foster Care  
Gun Safety  
High Blood Pressure Control

**CAMPAIGN:**

Adoption From Foster Care  
Gun Safety  
High Blood Pressure Control

Campaign	Sponsor Organization
Adoption from Foster Care	U.S. Department of Health and Human Services' Children's Bureau, AdoptUSKids
Alzheimer's Awareness	Alzheimer's Association
Autism Awareness	Autism Speaks
Breast Cancer Risk Education	Susan G. Komen
Bullying Prevention	Ad Council
Buzzed Driving Prevention	National Highway Traffic Safety Administration
Caregiver Assistance	AARP
Child Car Safety	National Highway Traffic Safety Administration
Discovering Nature	U.S. Forest Service
Diversity & Inclusion	Ad Council
Drug-Impaired Driving Prevention	National Highway Traffic Safety Administration
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Ending Hunger	Feeding America
Fatherhood Involvement	U.S. Department of Health and Human Services' Administration for Children and Families, National Responsible Fatherhood Clearinghouse

Campaign	Sponsor Organization
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**WCND 2013-Q4 AD COUNCIL**

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**OCTOBER**

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**NOVEMBER**

120 SPOTS AIRED  
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**DECEMBER**

120 SPOTS AIRED  
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Autism Awareness	Autism Speaks
Breast Cancer Risk Education	Susan G. Komen
Bullying Prevention	Ad Council
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Child Car Safety	National Highway Traffic Safety Administration
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Diversity & Inclusion	Ad Council
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Fatherhood Involvement	U.S. Department of Health and Human Services' Administration for Children and Families, National Responsible Fatherhood Clearinghouse

Campaign	Sponsor Organization
Gun Safety	Brady
High Blood Pressure Control	American Heart Association, American Stroke Association, American Medical Association
High School Equivalency	Dollar General Literacy Foundation
Job Training & Employment	Goodwill Industries International
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Suicide Prevention	American Foundation for Suicide Prevention, The Jed Foundation
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Wildfire Prevention	U.S. Forest Service, National Association of State Foresters



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Fatherhood Involvement	U.S. Department of Health and Human Services' Administration for Children and Families, National Responsible Fatherhood Clearinghouse

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**WCND 2014-Q2 AD COUNCIL**

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**JUNE**  
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Campaign	Sponsor Organization
Gun Safety	Brady
High Blood Pressure Control	American Heart Association, American Stroke Association, American Medical Association
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**WCND 2014-Q3 AD COUNCIL**

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**JULY**

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**AUGUST**

120 SPOTS AIRED  
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**SEPTEMBER**

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Campaign	Sponsor Organization
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**WCND 2014-Q4 AD COUNCIL**

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**OCTOBER**

120 SPOTS AIRED  
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**NOVEMBER**

120 SPOTS AIRED  
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**DECEMBER**

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**WCND 2015-Q1 AD COUNCIL**

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Fatherhood Involvement	U.S. Department of Health and Human Services' Administration for Children and Families, National Responsible Fatherhood Clearinghouse

Campaign	Sponsor Organization
Gun Safety	Brady
High Blood Pressure Control	American Heart Association, American Stroke Association, American Medical Association
High School Equivalency	Dollar General Literacy Foundation
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Suicide Prevention	American Foundation for Suicide Prevention, The Jed Foundation
Texting and Driving Prevention	National Highway Traffic Safety Administration
Type 2 Diabetes Prevention	American Medical Association, Centers for Disease Control and Prevention
Wildfire Prevention	U.S. Forest Service, National Association of State Foresters



**WCND 2015-Q2 AD COUNCIL**

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**APRIL**

120 SPOTS AIRED  
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**MAY**

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**JUNE**

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Campaign	Sponsor Organization
Adoption from Foster Care	U.S. Department of Health and Human Services' Children's Bureau, AdoptUSKids
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Buzzed Driving Prevention	National Highway Traffic Safety Administration
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Child Car Safety	National Highway Traffic Safety Administration
Discovering Nature	U.S. Forest Service
Diversity & Inclusion	Ad Council
Drug-Impaired Driving Prevention	National Highway Traffic Safety Administration
Emergency Preparedness	Federal Emergency Management Agency
Emergency Preparedness—NYC	New York City Emergency Management Department
Empowering Girls in STEM	Ad Council
Ending Hunger	Feeding America
Fatherhood Involvement	U.S. Department of Health and Human Services' Administration for Children and Families, National Responsible Fatherhood Clearinghouse

Campaign	Sponsor Organization
Gun Safety	Brady
High Blood Pressure Control	American Heart Association, American Stroke Association, American Medical Association
High School Equivalency	Dollar General Literacy Foundation
Job Training & Employment	Goodwill Industries International
Learning & Attention Issues	Understood
LGBT Acceptance	The Gill Foundation
Lung Cancer Screening	American Lung Association
Pathways to Employment	Year Up
Recycling	Keep America Beautiful
Saving for Retirement	AARP
Shelter Pet Adoption	The Humane Society of the United States, Maddie's Fund*
Suicide Prevention	American Foundation for Suicide Prevention, The Jed Foundation
Texting and Driving Prevention	National Highway Traffic Safety Administration
Type 2 Diabetes Prevention	American Medical Association, Centers for Disease Control and Prevention
Wildfire Prevention	U.S. Forest Service, National Association of State Foresters



**WCND 2015-Q3 AD COUNCIL**

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**AUGUST**

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**Campaign**

**Sponsor Organization**

<b>Adoption from Foster Care</b>	U.S. Department of Health and Human Services' Children's Bureau, AdoptUSKids
<b>Alzheimer's Awareness</b>	Alzheimer's Association
<b>Autism Awareness</b>	Autism Speaks
<b>Breast Cancer Risk Education</b>	Susan G. Komen
<b>Bullying Prevention</b>	Ad Council
<b>Buzzed Driving Prevention</b>	National Highway Traffic Safety Administration
<b>Caregiver Assistance</b>	AARP
<b>Child Car Safety</b>	National Highway Traffic Safety Administration
<b>Discovering Nature</b>	U.S. Forest Service
<b>Diversity &amp; Inclusion</b>	Ad Council
<b>Drug-Impaired Driving Prevention</b>	National Highway Traffic Safety Administration
<b>Emergency Preparedness</b>	Federal Emergency Management Agency
<b>Emergency Preparedness—NYC</b>	New York City Emergency Management Department
<b>Empowering Girls in STEM</b>	Ad Council
<b>Ending Hunger</b>	Feeding America
<b>Fatherhood Involvement</b>	U.S. Department of Health and Human Services' Administration for Children and Families, National Responsible Fatherhood Clearinghouse

**Campaign**

**Sponsor Organization**

<b>Gun Safety</b>	Brady
<b>High Blood Pressure Control</b>	American Heart Association, American Stroke Association, American Medical Association
<b>High School Equivalency</b>	Dollar General Literacy Foundation
<b>Job Training &amp; Employment</b>	Goodwill Industries International
<b>Learning &amp; Attention Issues</b>	Understood
<b>LGBT Acceptance</b>	The Gill Foundation
<b>Lung Cancer Screening</b>	American Lung Association
<b>Pathways to Employment</b>	Year Up
<b>Recycling</b>	Keep America Beautiful
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<b>Shelter Pet Adoption</b>	The Humane Society of the United States, Maddie's Fund®
<b>Suicide Prevention</b>	American Foundation for Suicide Prevention, The Jed Foundation
<b>Texting and Driving Prevention</b>	National Highway Traffic Safety Administration
<b>Type 2 Diabetes Prevention</b>	American Medical Association, Centers for Disease Control and Prevention
<b>Wildfire Prevention</b>	U.S. Forest Service, National Association of State Foresters



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Lung Cancer Screening	American Lung Association
Pathways to Employment	Year Up
Recycling	Keep America Beautiful
Saving for Retirement	AARP
Shelter Pet Adoption	The Humane Society of the United States, Maddie's Fund*
Suicide Prevention	American Foundation for Suicide Prevention, The Jed Foundation
Texting and Driving Prevention	National Highway Traffic Safety Administration
Type 2 Diabetes Prevention	American Medical Association, Centers for Disease Control and Prevention
Wildfire Prevention	U.S. Forest Service, National Association of State Foresters





**WCND 2016-Q3 AD COUNCIL**

Quarterly report - compliancy issues & program list



**JULY**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)

**AUGUST**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)

**SEPTEMBER**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)



Campaign	Sponsor Organization
Adoption from Foster Care	U.S. Department of Health and Human Services' Children's Bureau, AdoptUSKids
Alzheimer's Awareness	Alzheimer's Association
Autism Awareness	Autism Speaks
Breast Cancer Risk Education	Susan G. Komen
Bullying Prevention	Ad Council
Buzzed Driving Prevention	National Highway Traffic Safety Administration
Caregiver Assistance	AARP
Child Car Safety	National Highway Traffic Safety Administration
Discovering Nature	U.S. Forest Service
Diversity & Inclusion	Ad Council
Drug-Impaired Driving Prevention	National Highway Traffic Safety Administration
Emergency Preparedness	Federal Emergency Management Agency
Emergency Preparedness—NYC	New York City Emergency Management Department
Empowering Girls in STEM	Ad Council
Ending Hunger	Feeding America
Fatherhood Involvement	U.S. Department of Health and Human Services' Administration for Children and Families, National Responsible Fatherhood Clearinghouse

Campaign	Sponsor Organization
Gun Safety	Brady
High Blood Pressure Control	American Heart Association, American Stroke Association, American Medical Association
High School Equivalency	Dollar General Literacy Foundation
Job Training & Employment	Goodwill Industries International
Learning & Attention Issues	Understood
LGBT Acceptance	The Gill Foundation
Lung Cancer Screening	American Lung Association
Pathways to Employment	Year Up
Recycling	Keep America Beautiful
Saving for Retirement	AARP
Shelter Pet Adoption	The Humane Society of the United States, Maddie's Fund*
Suicide Prevention	American Foundation for Suicide Prevention, The Jed Foundation
Texting and Driving Prevention	National Highway Traffic Safety Administration
Type 2 Diabetes Prevention	American Medical Association, Centers for Disease Control and Prevention
Wildfire Prevention	U.S. Forest Service, National Association of State Foresters



**WCND 2016-Q4 AD COUNCIL**

Quarterly report - compliancy issues & program list



**OCTOBER**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)

**NOVEMBER**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)

**DECEMBER**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)



Campaign	Sponsor Organization
Adoption from Foster Care	U.S. Department of Health and Human Services' Children's Bureau, AdoptUSKids
Alzheimer's Awareness	Alzheimer's Association
Autism Awareness	Autism Speaks
Breast Cancer Risk Education	Susan G. Komen
Bullying Prevention	Ad Council
Buzzed Driving Prevention	National Highway Traffic Safety Administration
Caregiver Assistance	AARP
Child Car Safety	National Highway Traffic Safety Administration
Discovering Nature	U.S. Forest Service
Diversity & Inclusion	Ad Council
Drug-Impaired Driving Prevention	National Highway Traffic Safety Administration
Emergency Preparedness	Federal Emergency Management Agency
Emergency Preparedness—NYC	New York City Emergency Management Department
Empowering Girls in STEM	Ad Council
Ending Hunger	Feeding America
Fatherhood Involvement	U.S. Department of Health and Human Services' Administration for Children and Families, National Responsible Fatherhood Clearinghouse

Campaign	Sponsor Organization
Gun Safety	Brady
High Blood Pressure Control	American Heart Association, American Stroke Association, American Medical Association
High School Equivalency	Dollar General Literacy Foundation
Job Training & Employment	Goodwill Industries International
Learning & Attention Issues	Understood
LGBT Acceptance	The Gill Foundation
Lung Cancer Screening	American Lung Association
Pathways to Employment	Year Up
Recycling	Keep America Beautiful
Saving for Retirement	AARP
Shelter Pet Adoption	The Humane Society of the United States, Maddie's Fund*
Suicide Prevention	American Foundation for Suicide Prevention, The Jed Foundation
Texting and Driving Prevention	National Highway Traffic Safety Administration
Type 2 Diabetes Prevention	American Medical Association, Centers for Disease Control and Prevention
Wildfire Prevention	U.S. Forest Service, National Association of State Foresters



**WCND 2017-Q1 AD COUNCIL**

Quarterly report - compliancy issues & program list



**JANUARY**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)

**FEBRUARY**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)

**MARCH**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)



Campaign	Sponsor Organization
Adoption from Foster Care	U.S. Department of Health and Human Services' Children's Bureau, AdoptUSKids
Alzheimer's Awareness	Alzheimer's Association
Autism Awareness	Autism Speaks
Breast Cancer Risk Education	Susan G. Komen
Bullying Prevention	Ad Council
Buzzed Driving Prevention	National Highway Traffic Safety Administration
Caregiver Assistance	AARP
Child Car Safety	National Highway Traffic Safety Administration
Discovering Nature	U.S. Forest Service
Diversity & Inclusion	Ad Council
Drug-Impaired Driving Prevention	National Highway Traffic Safety Administration
Emergency Preparedness	Federal Emergency Management Agency
Emergency Preparedness—NYC	New York City Emergency Management Department
Empowering Girls in STEM	Ad Council
Ending Hunger	Feeding America
Fatherhood Involvement	U.S. Department of Health and Human Services' Administration for Children and Families, National Responsible Fatherhood Clearinghouse

Campaign	Sponsor Organization
Gun Safety	Brady
High Blood Pressure Control	American Heart Association, American Stroke Association, American Medical Association
High School Equivalency	Dollar General Literacy Foundation
Job Training & Employment	Goodwill Industries International
Learning & Attention Issues	Understood
LGBT Acceptance	The Gill Foundation
Lung Cancer Screening	American Lung Association
Pathways to Employment	Year Up
Recycling	Keep America Beautiful
Saving for Retirement	AARP
Shelter Pet Adoption	The Humane Society of the United States, Maddie's Fund*
Suicide Prevention	American Foundation for Suicide Prevention, The Jed Foundation
Texting and Driving Prevention	National Highway Traffic Safety Administration
Type 2 Diabetes Prevention	American Medical Association, Centers for Disease Control and Prevention
Wildfire Prevention	U.S. Forest Service, National Association of State Foresters



**WCND 2017-Q2 AD COUNCIL**

Quarterly report - compliancy issues & program list



**APRIL**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)

**MAY**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)

**JUNE**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)



Campaign	Sponsor Organization
Adoption from Foster Care	U.S. Department of Health and Human Services' Children's Bureau, AdoptUSKids
Alzheimer's Awareness	Alzheimer's Association
Autism Awareness	Autism Speaks
Breast Cancer Risk Education	Susan G. Komen
Bullying Prevention	Ad Council
Buzzed Driving Prevention	National Highway Traffic Safety Administration
Caregiver Assistance	AARP
Child Car Safety	National Highway Traffic Safety Administration
Discovering Nature	U.S. Forest Service
Diversity & Inclusion	Ad Council
Drug-Impaired Driving Prevention	National Highway Traffic Safety Administration
Emergency Preparedness	Federal Emergency Management Agency
Emergency Preparedness—NYC	New York City Emergency Management Department
Empowering Girls in STEM	Ad Council
Ending Hunger	Feeding America
Fatherhood Involvement	U.S. Department of Health and Human Services' Administration for Children and Families, National Responsible Fatherhood Clearinghouse

Campaign	Sponsor Organization
Gun Safety	Brady
High Blood Pressure Control	American Heart Association, American Stroke Association, American Medical Association
High School Equivalency	Dollar General Literacy Foundation
Job Training & Employment	Goodwill Industries International
Learning & Attention Issues	Understood
LGBT Acceptance	The Gill Foundation
Lung Cancer Screening	American Lung Association
Pathways to Employment	Year Up
Recycling	Keep America Beautiful
Saving for Retirement	AARP
Shelter Pet Adoption	The Humane Society of the United States, Maddie's Fund*
Suicide Prevention	American Foundation for Suicide Prevention, The Jed Foundation
Texting and Driving Prevention	National Highway Traffic Safety Administration
Type 2 Diabetes Prevention	American Medical Association, Centers for Disease Control and Prevention
Wildfire Prevention	U.S. Forest Service, National Association of State Foresters



**WCND 2017-Q3 AD COUNCIL**

Quarterly report - compliancy issues & program list



**JULY**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)

**AUGUST**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)

**SEPTEMBER**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)



Campaign	Sponsor Organization
Adoption from Foster Care	U.S. Department of Health and Human Services' Children's Bureau, AdoptUSKids
Alzheimer's Awareness	Alzheimer's Association
Autism Awareness	Autism Speaks
Breast Cancer Risk Education	Susan G. Komen
Bullying Prevention	Ad Council
Buzzed Driving Prevention	National Highway Traffic Safety Administration
Caregiver Assistance	AARP
Child Car Safety	National Highway Traffic Safety Administration
Discovering Nature	U.S. Forest Service
Diversity & Inclusion	Ad Council
Drug-Impaired Driving Prevention	National Highway Traffic Safety Administration
Emergency Preparedness	Federal Emergency Management Agency
Emergency Preparedness—NYC	New York City Emergency Management Department
Empowering Girls in STEM	Ad Council
Ending Hunger	Feeding America
Fatherhood Involvement	U.S. Department of Health and Human Services' Administration for Children and Families, National Responsible Fatherhood Clearinghouse

Campaign	Sponsor Organization
Gun Safety	Brady
High Blood Pressure Control	American Heart Association, American Stroke Association, American Medical Association
High School Equivalency	Dollar General Literacy Foundation
Job Training & Employment	Goodwill Industries International
Learning & Attention Issues	Understood
LGBT Acceptance	The Gill Foundation
Lung Cancer Screening	American Lung Association
Pathways to Employment	Year Up
Recycling	Keep America Beautiful
Saving for Retirement	AARP
Shelter Pet Adoption	The Humane Society of the United States, Maddie's Fund*
Suicide Prevention	American Foundation for Suicide Prevention, The Jed Foundation
Texting and Driving Prevention	National Highway Traffic Safety Administration
Type 2 Diabetes Prevention	American Medical Association, Centers for Disease Control and Prevention
Wildfire Prevention	U.S. Forest Service, National Association of State Foresters



**WCND 2017-Q4 AD COUNCIL**

Quarterly report - compliancy issues & program list



**OCTOBER**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)

**NOVEMBER**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)

**DECEMBER**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)



Campaign	Sponsor Organization
Adoption from Foster Care	U.S. Department of Health and Human Services' Children's Bureau, AdoptUSKids
Alzheimer's Awareness	Alzheimer's Association
Autism Awareness	Autism Speaks
Breast Cancer Risk Education	Susan G. Komen
Bullying Prevention	Ad Council
Buzzed Driving Prevention	National Highway Traffic Safety Administration
Caregiver Assistance	AARP
Child Car Safety	National Highway Traffic Safety Administration
Discovering Nature	U.S. Forest Service
Diversity & Inclusion	Ad Council
Drug-Impaired Driving Prevention	National Highway Traffic Safety Administration
Emergency Preparedness	Federal Emergency Management Agency
Emergency Preparedness—NYC	New York City Emergency Management Department
Empowering Girls in STEM	Ad Council
Ending Hunger	Feeding America
Fatherhood Involvement	U.S. Department of Health and Human Services' Administration for Children and Families, National Responsible Fatherhood Clearinghouse

Campaign	Sponsor Organization
Gun Safety	Brady
High Blood Pressure Control	American Heart Association, American Stroke Association, American Medical Association
High School Equivalency	Dollar General Literacy Foundation
Job Training & Employment	Goodwill Industries International
Learning & Attention Issues	Understood
LGBT Acceptance	The Gill Foundation
Lung Cancer Screening	American Lung Association
Pathways to Employment	Year Up
Recycling	Keep America Beautiful
Saving for Retirement	AARP
Shelter Pet Adoption	The Humane Society of the United States, Maddie's Fund*
Suicide Prevention	American Foundation for Suicide Prevention, The Jed Foundation
Texting and Driving Prevention	National Highway Traffic Safety Administration
Type 2 Diabetes Prevention	American Medical Association, Centers for Disease Control and Prevention
Wildfire Prevention	U.S. Forest Service, National Association of State Foresters





**WCND 2018-Q1 AD COUNCIL**

Quarterly report - compliancy issues & program list



**JANUARY**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)

**FEBRUARY**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)

**MARCH**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)



Campaign	Sponsor Organization
Adoption from Foster Care	U.S. Department of Health and Human Services' Children's Bureau, AdoptUSKids
Alzheimer's Awareness	Alzheimer's Association
Autism Awareness	Autism Speaks
Breast Cancer Risk Education	Susan G. Komen
Bullying Prevention	Ad Council
Buzzed Driving Prevention	National Highway Traffic Safety Administration
Caregiver Assistance	AARP
Child Car Safety	National Highway Traffic Safety Administration
Discovering Nature	U.S. Forest Service
Diversity & Inclusion	Ad Council
Drug-Impaired Driving Prevention	National Highway Traffic Safety Administration
Emergency Preparedness	Federal Emergency Management Agency
Emergency Preparedness—NYC	New York City Emergency Management Department
Empowering Girls in STEM	Ad Council
Ending Hunger	Feeding America
Fatherhood Involvement	U.S. Department of Health and Human Services' Administration for Children and Families, National Responsible Fatherhood Clearinghouse

Campaign	Sponsor Organization
Gun Safety	Brady
High Blood Pressure Control	American Heart Association, American Stroke Association, American Medical Association
High School Equivalency	Dollar General Literacy Foundation
Job Training & Employment	Goodwill Industries International
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Shelter Pet Adoption	The Humane Society of the United States, Maddie's Fund*
Suicide Prevention	American Foundation for Suicide Prevention, The Jed Foundation
Texting and Driving Prevention	National Highway Traffic Safety Administration
Type 2 Diabetes Prevention	American Medical Association, Centers for Disease Control and Prevention
Wildfire Prevention	U.S. Forest Service, National Association of State Foresters



**WCND 2018-Q2 AD COUNCIL**

Quarterly report - compliancy issues & program list



**APRIL**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)

**MAY**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)

**JUNE**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)



Campaign	Sponsor Organization
Adoption from Foster Care	U.S. Department of Health and Human Services' Children's Bureau, AdoptUSKids
Alzheimer's Awareness	Alzheimer's Association
Autism Awareness	Autism Speaks
Breast Cancer Risk Education	Susan G. Komen
Bullying Prevention	Ad Council
Buzzed Driving Prevention	National Highway Traffic Safety Administration
Caregiver Assistance	AARP
Child Car Safety	National Highway Traffic Safety Administration
Discovering Nature	U.S. Forest Service
Diversity & Inclusion	Ad Council
Drug-Impaired Driving Prevention	National Highway Traffic Safety Administration
Emergency Preparedness	Federal Emergency Management Agency
Emergency Preparedness—NYC	New York City Emergency Management Department
Empowering Girls in STEM	Ad Council
Ending Hunger	Feeding America
Fatherhood Involvement	U.S. Department of Health and Human Services' Administration for Children and Families, National Responsible Fatherhood Clearinghouse

Campaign	Sponsor Organization
Gun Safety	Brady
High Blood Pressure Control	American Heart Association, American Stroke Association, American Medical Association
High School Equivalency	Dollar General Literacy Foundation
Job Training & Employment	Goodwill Industries International
Learning & Attention Issues	Understood
LGBT Acceptance	The Gill Foundation
Lung Cancer Screening	American Lung Association
Pathways to Employment	Year Up
Recycling	Keep America Beautiful
Saving for Retirement	AARP
Shelter Pet Adoption	The Humane Society of the United States, Maddie's Fund*
Suicide Prevention	American Foundation for Suicide Prevention, The Jed Foundation
Texting and Driving Prevention	National Highway Traffic Safety Administration
Type 2 Diabetes Prevention	American Medical Association, Centers for Disease Control and Prevention
Wildfire Prevention	U.S. Forest Service, National Association of State Foresters



**WCND 2018-Q3 AD COUNCIL**

Quarterly report - compliancy issues & program list



**JULY**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)

**AUGUST**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)

**SEPTEMBER**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)



Campaign	Sponsor Organization
Adoption from Foster Care	U.S. Department of Health and Human Services' Children's Bureau, AdoptUSKids
Alzheimer's Awareness	Alzheimer's Association
Autism Awareness	Autism Speaks
Breast Cancer Risk Education	Susan G. Komen
Bullying Prevention	AdCouncil
Buzzed Driving Prevention	National Highway Traffic Safety Administration
Caregiver Assistance	AARP
Child Car Safety	National Highway Traffic Safety Administration
Discovering Nature	U.S. Forest Service
Diversity & Inclusion	Ad Council
Drug-Impaired Driving Prevention	National Highway Traffic Safety Administration
Emergency Preparedness	Federal Emergency Management Agency
Emergency Preparedness—NYC	New York City Emergency Management Department
Empowering Girls in STEM	Ad Council
Ending Hunger	Feeding America
Fatherhood Involvement	U.S. Department of Health and Human Services' Administration for Children and Families, National Responsible Fatherhood Clearinghouse

Campaign	Sponsor Organization
Gun Safety	Brady
High Blood Pressure Control	American Heart Association, American Stroke Association, American Medical Association
High School Equivalency	Dollar General Literacy Foundation
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Texting and Driving Prevention	National Highway Traffic Safety Administration
Type 2 Diabetes Prevention	American Medical Association, Centers for Disease Control and Prevention
Wildfire Prevention	U.S. Forest Service, National Association of State Foresters



**WCND 2018-Q1 AD COUNCIL**

Quarterly report - compliancy issues & program list



**OCTOBER**

120 SPOTS AIRED  
(M-F 100 spots / S-S 20 spots)

**NOVEMBER**

120 SPOTS AIRED  
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**DECEMBER**

120 SPOTS AIRED  
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Campaign	Sponsor Organization
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Caregiver Assistance	AARP
Child Car Safety	National Highway Traffic Safety Administration
Discovering Nature	U.S. Forest Service
Diversity & Inclusion	Ad Council
Drug-Impaired Driving Prevention	National Highway Traffic Safety Administration
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Wildfire Prevention	U.S. Forest Service, National Association of State Foresters