

WNAB PSA SUMMARY-- Q1 2009

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.
70049	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 15 FILE FOR SOCIAL SECURITY ONLINE "PATTY DUKE"	Spot featuring Patty Duke reminding viewers eligible for social security benefits can access their accounts online and perform many common functions from their home computers. Includes web address where they can get started.
70188	PSA 15 CHARACTER	Spot from "Character Counts" organization promoting the six pillars of good citizenship and character. Aimed at children, the spot provides a web plug and other contact information.
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.
76319	PSA 30 WNAB PSA-DTV	Spot raising awareness of the DTV transition in February 2009, providing viewers with information on who will be affected and what they can do to be ready. Phone number and web plug provided
76371	WNAB PSA DTV-NAB	Spot from the National Association of Broadcasters raising awareness and providing information related to the upcoming DTV transition
76372	WNAB PSA-DTV (30)	Mr Television encourages viewers to be ready for the digital transition. Website plug and FCC phone number provided.
77004	PSA 30 WIRELESS AMBER ALERTS	Spot from the National Center for Missing and Exploited Children, CTIA and the Ad Council asking viewers to sign up to receive Amber Alerts on their mobile phones, reminding them that the first 3 hours after an abduction are the most critical and that everyone can help get getting informed. Provides a web address to get started.
77000	PSA 60 LIFELOING LITERACY	Spot from the UC LOC and the Ad Council encouraging parents to get involved in ensuring their children are fully literate, stresses the importance of reading as a lifelong activity.
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#.
77002	PSA 60 ENVIRONMENTAL PROTECTION AGENCY	Spot from the Ad Council and EPA encouraging conservation and how to take action to help the EPA serve its mission to protect the environment
77003	PSA 60 FAMILIES AND AUTISM	Spot araising awareness of ASD and giving resources for help, includes web plug and telephone number
70090	PSA ARTS EDUCATION	SPOT from the Ad Council and the NEA emphasizing the impportnce 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 et more help or information.
78401	MENINGITIS AWARENESS	Spot raising awareness of the symptoms of meningitis and the potential risks if it is left untrated. Provides contact info for more information.

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77066	PSA 60 Get Some Nature Into Your Kids	Spot from the Ad Council and the US Fish and Wildlife department reminding parents that getting kids into nature is important to foster appreciation for their environment. Contact number provided.
77129	PSA 30 Dogs Need Company	Spot from the ASPCA and the local humane society encouraging responsible dog ownership
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. ColinPowell advising viewers on th importance of being a mentor to children.
77183	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
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.
77368	WNAB PSA DTV ENJOY IT NOW	Spot from the National Association of Broadcasters raising awareness and providing information related to the upcoming DTV transition. Encourages viewers to get their digital boxes ready in advance of the transition.
77400	PSA 10 ENERGY EFFICIENCY	Spot form 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.
