

The following list of public service announcements is geared to children and teen viewers and received emphasis during second quarter 2009. 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.

Family Day	4 x :30
Athletes Play Fair	2 X :30
Cyber Bullies	3 X :30
Text Harassment	7 X :15

### **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:

Green Vehicles	60 X :60
Nature Kids	11 X :60
Save Polar Bears	33 X :30
Global Warming	6 X :30
Care for Environment	2 X :30
Arbor Day	1 X :20
Keep Oceans Clean	5 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.

Prevent High School Drop out	21 X :30
Early Childhood Development	4 X :30
Kennel Club	102 X :30
Mentor a Child	5 X :30
Big Brother Big Sister	1 X :30
Youth Soccer	4 X :30
Unicef	12 X :20
Americorps	58 X :10

## **Family**

There is so much emphasis today on keeping families together and spending time with each other. The following list reflects this.

Homeless Kids	67 X :60
Senior Concerns	41 X :60
Family Day	4 X :30
Foster Kid Advocate	35 X :30
Fatherhood Involvement	30 X :30
Pet and Women Shelters	6 X :30
Girls Boystown	1 X :10

## **Health**

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

Stroke Awareness	1 X :60
Child Dental	15 X :60
Diet and Environment	57 X :60
Immune Deficiency	1 X :60
Child Vaccination	3 X :30
Prevent Cancer	23 X :30
Glaucoma	2 X :30
Tanning Bed Risk	1 X :30
Alzhiemers	7 X :30
Autism Awareness	3 X :30
Juvenile Diabetes	6 X :30
Women and Heart Disease	3 X :30
HPV	3 X :30
HIV Awareness	7 X :30
Meningitis	10 X :20
Alcoholics Anonymous	12 X :20
Thyroid Awareness	8 X :10
Joint Pain	24 X :30

## **Overall Good Advice**

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

Gun Violence	1 X :60
FDIC	1 X :60
Service Learning	41 X :60
Home Radon Test	26 X :60
Suicide Prevention	1 X :60
Control Credit	15 X :30
Veteran Support	6 X :30

Good Fats	43 X :30
Eat Fruits Veggies	50 X :30
Bike to Work	38 X :30
Pet Weight	3 X :30
Disaster Preparedness	4 X :30
Food and Safety	30 X :30
Pay for College	5 X :30
Donate Cash	31 X :30
Clean Hands	5 X :30
Earned Income Tax Credit	26 X :30
Negligent Driving	31 X :30
Recycle Batteries	24 X :30
Quit Smoking	3 X :30
Mortgage Help	26 X :30
Get Healthy	4 X :30
Sharing	4 X :20
Save Money	11 X :15
Online Social Security	3 X :15
Report Abuse Neglect	7 X :15

## 2nd QUARTER 2009 PSA SUMMARY FOX 47 WMSN

TITLE	LENGTH	# OF TIMES RAN
GUN VIOLENCE	60	1
HOMELESS KIDS	60	67
STROKE AWARENESS	60	1
FDIC	60	1
GREEN VEHICLES	60	61
JOINT PAIN	60	24
NATURE KIDS	60	11
CHILD DENTAL	60	15
SERVICE LEARNING	60	41
SENIOR CONCERNS	60	41
DIET AND ENVIRONMENT	60	57
HOME RADON TEST	60	26
SUICIDE PREVENTION	60	1
IMMUNE DEFENCIENCY	60	1
CONTROL CREDIT	30	15
VET SUPPORT	30	6
CHILD VACCINATION	30	3
FAMILY DAY	30	4
GOOD FATS	30	43
EAT FRUIT VEGGIES	30	50
FOSTER KID ADVOCATE	30	35
FATHERHOOD INVOLVEMENT	30	34
BIKE TO WORK	30	38
PATIENT INVOLVEMENT	30	30
PREVENT HS DROPOUT	30	21
PREVENT CANCER	30	23
GLAUCOMA	30	2
PET WEIGHT	30	3
TANNING BED RISK	30	1
ALZHIEMERS	30	6
AUTISM AWARENESS	30	3
EARLY CHILDHOOD DEVELOPMENT	30	4
JUVENILE DIABETES	30	6
KENNEL CLUB	30	102
PLANNED PARENTHOOD	30	2
SECONDHAND SMOKE	30	110
DISASTER PREPAREDNESS	30	4
SAVE POLAR BEARS	30	33
PET AND WOMEN SHELTERS	30	6

SAVE DARFUR	30	4
FOOD AND SAFETY	30	30
WOMEN AND HEART DISEASE	30	3
PAY FOR COLLEGE	30	5
MENTOR A CHILD	30	5
EARNED INCOME TAX CREDIT	30	26
CLEAN HANDS	30	5
GLOBAL WARMING	30	6
BIG BROTHER BIG SISTER	30	1
ONLINE SEXPLOITATION	30	1
DONATE CASH	30	31
CARE FOR ENVIRONMENT	30	2
ATHLETES PLAY FAIR	30	2
CYBER BULLIES	30	3
NEGLIGENT DRIVING	30	31
DRUG FREE AMERICA	30	27
TEEN STRESS	30	3
RECYCLE BATTERIES	30	24
GUIDE DOG	30	1
YOUTH SOCCER	30	4
QUIT SMOKING	30	2
AMERICAN HISTORY	30	5
PREVENT PREGNANCY	30	2
MORTGAGE HELP	30	26
MLK MEMORIAL	30	2
HPV	30	3
BOOSTER SEAT	30	28
GET HEALTHY	30	4
HIV AWARENESS	30	7
ARBOR DAY	20	1
SHARING	20	4
MENINGITIS	20	10
ALCOHOLICS ANONYMOUS	20	12
HOSPITALIZED VETS	20	6
UNICEF	20	12
SALUTE SOLDIERS	20	8
SAVE MONEY	15	11
TEXT HARASSMENT	15	7
4H SCIENTIST	15	3
CAR SEAT	15	5
UNDERAGE DRINKING	15	3
ONLINE SOCIAL SECURITY	15	2
KEEP OCEANS CLEAN	15	5
DIABETES CARE	15	5
REPORT ABUSE NEGLECT	15	7
PREVENT SCHOOL DROP OUT	15	2
HEIFER INTERNATIONAL	15	6
SAVE ENERGY	10	5
AMERICORPS	10	58
GIRLS BOYS TOWN	10	6
ONLINE SEXPLOITATION	10	4
THYROID AWARENESS	10	8

GOOD NUTRITION	10	2
	10	
	10	
	10	
	10	

1417

TOTAL