

WDRB-TV
1st Quarter PSA Report
2011

TITLE - Subject	Jan	Feb	Mar
(Ad Council) Pet Adoption - Andy, Mike, Olive, Shemp, Twins	16	11	11
(Ad Council) Veteran Support "Alone/Camouflage"	5	11	14
Al-Anon/Alateen - What It's Like	14	7	12
American Dental Association - "Guitar Hero Dudley"	8	5	4
American Heart Assoc. - Anchors Go Red	114	12	
American Red Cross - "Wrapped in Red"			52
Arbor Day Foundation "Nature Explore"	20	11	16
Arbor Day Foundation "Tree City USA"	16	10	15
Boys Town "Mosh Pit"	11	11	11
CASA Family Day	1		2
Crime Stoppers with Sheriff Aubrey	14	6	7
FEAT/Autism (Generic)			
Foundation for a Better Life - Basketball, Soccer, We Shall Be Free, etc.	73	79	93
Girl Scouts of America "Park Girls	20	15	20
iKeepSafe- "Play Safe"	3	4	8
iParticipate (Faith, Matthew, Morgan, Gwyneth/Blythe)	4	5	13
Jefferson Co. Public Schools - Every 1 Reads - Testim.	13	6	3
Jefferson Co. Public Schools - Every 1 Reads - Thanks	10	8	18
Junior Achievement - Hero	24	15	21
Junior Achievement - Fox 41 & Jr. Achievement	5	6	9
Kids on the Block "Child Abuse"	5	5	6
KY Housing Fund - Don't Borrow	2		1
Louisville Orchestra - Fox 41 Supports the L.O.	2	5	6
Make a Wish - "Waiting Room"	8	12	18
Marines - "For Country," "Pride of the Nation"	14	11	18
McDonalds - Black History Month		51	
Metro United Way - Live United		1	
National Parks Project - Kenny Chesney	14	11	11
Negligentdriving.com "Negligent Driving Kills"	2	2	13
NFL on FOX - St. Jude Hospital	6		
Rotary International (localized for Louisville)	13	6	7
U.S. Youth Soccer - "Soccer All Across America"	11	10	10
USO - "Aftermath"	15	8	13
Volunteers of America - More Than a Room :60/:30	17	8	18
YMCA Chestnut St. - Black Achievers	11	4	3
YMCA - "This Is Why"	24	17	17
Totals	515	373	470