

WDRB-TV
3rd Quarter PSA Report
2011

TITLE - Subject	Jul	Aug	Sep
(Ad Council) Child Obesity Prevention - X-Perience the Power		3	13
(Ad Council) Pet Adoption - Andy, Mike, Olive, Shemp, Twins	13	14	14
(Ad Council) U.S. Dept. of Energy - Energy Efficiency ("Cliff")			4
(Ad Council) U.S. Forest Service - Discover the Forest ("Unplug")			9
(Ad Council) USDA - Food Safety ("Chill," "Cook," "Clean")			9
(Ad Council) United Way - United by Mission			6
(Ad Council) Veteran Support "Alone/Camouflage"	8	6	20
Al-Anon/Alateen - What It's Like	6	3	1
American Dental Association - "Guitar Hero Dudley"	8	9	5
Arbor Day Foundation "Nature Explore"	16	8	13
Arbor Day Foundation "Tree City USA"	8	6	22
Boy Scouts Thunder Into Louisville Pre-registration	73	112	88
Boys Town "Mosh Pit"	14	5	24
CASA Family Day	1		2
CDC - Flu Shots (stick figures)			10
Crime Stoppers with Sheriff Aubrey	3		
The dePaul School - Presentation			8
EPA - WaterSense / Wasting Water Is Weird		3	21
Epilepsy Foundaiton of Kentuckiana		1	7
FEAT/Autism (Generic)		2	
Foundation for a Better Life - Basketball, Soccer, We Shall Be Free, etc.	73	68	67
Freedom Center - "I Have" Marvin Lewis, Oscar Robertson		4	12
Fund for the Arts - WDRB Supports the Fund for the Arts			2
Girl Scouts of America "Park Girls	16	11	
iKeepSafe- "Play Safe"	3	3	
iParticipate (Faith, Matthew, Morgan, Gwyneth/Blythe)	7	8	13
Jefferson Co. Public Schools - Every 1 Reads - Testim.	5	6	
Jefferson Co. Public Schools - Every 1 Reads - Thanks	10	8	
Junior Achievement - Hero	23	17	2
Junior Achievement - Insufficient Funds			12
Junior Achievement - Fox 41 & Jr. Achievement	5	3	2
Kentucky Center for the Arts - KentuckyShow!	47	43	58
KY Housing Fund - Don't Borrow	1		
Kids on the Block "Child Abuse"	7	4	7
Kosair Children's Hospital - Win a House	73	163	93
Lincoln Foundation Evening of Jazz		80	
Louisville AIDS Walk		8	11
Louisville Orchestra - WDRB Supports the L.O.	7	4	7
Louisville Sports Commission Half Marathon			29
Make a Wish - "Waiting Room"	10	7	9
Marines - "For Country," "Pride of the Nation"	12	5	23
Metro United Way - Live United	5	6	
Metro United Way - WDRB Supports Metro United Way			1
National Parks Project - Kenny Chesney	8	13	13

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National Treasury Employees Union - U.S. Gov. Workers			10
Negligentdriving.com "Negligent Driving Kills"	2	2	6
Rotary International (localized for Louisville)	2		
The Arc - Adrian, The Hages		5	17
U.S. Youth Soccer - "Soccer All Across America'	11	11	8
USO - "Aftermath"	7	7	15
Volunteers of America – More Than a Room :60/:30	14	10	6
YMCA Chestnut St. - Black Achievers	1	3	1
YMCA - "This Is Why"	15	17	13
Totals	514	685	700