

**WDRB-TV**  
**2nd Quarter PSA Report**  
**2011**

TITLE - Subject	Apr	May	Jun
(Ad Council) Pet Adoption - Andy, Mike, Olive, Shemp, Twins	12	12	10
(Ad Council) Veteran Support "Alone/Camouflage"	20	20	0
Al-Anon/Alateen - What It's Like	15	11	10
American Dental Association - "Guitar Hero Dudley"	7	6	7
Arbor Day Foundation "Nature Explore"	21	16	7
Arbor Day Foundation "Tree City USA"	18	27	13
Boys Town "Mosh Pit"	14	15	8
CASA Family Day	2	2	1
Consumer Product Safety - Pool Safety		5	1
Crime Stoppers with Sheriff Aubrey	6	7	5
Family & Children's Place- April Child Abuse Prevention	10		
FEAT/Autism (Generic)	2	1	
Foundation for a Better Life - Basketball, Soccer, We Shall Be Free, etc.	119	95	59
Girl Scouts of America "Park Girls	19	14	9
iKeepSafe- "Play Safe"	9	3	5
iParticipate (Faith, Matthew, Morgan, Gwyneth/Blythe)	20	9	4
Jefferson Co. Public Schools - Every 1 Reads - Testim.	8	7	6
Jefferson Co. Public Schools - Every 1 Reads - Thanks	12	15	3
Junior Achievement - Hero	12	15	10
Junior Achievement - Fox 41 & Jr. Achievement	10	5	2
Kentucky Center for the Arts - KentuckyShow!			25
KY Housing Fund - Don't Borrow	5	9	
Kids on the Block "Child Abuse"	8	9	3
Louisville Orchestra - Fox 41 Supports the L.O.	7	9	5
Make a Wish - "Waiting Room"	18	16	12
Marines - "For Country," "Pride of the Nation"	22	15	11
Metro United Way - Live United	5	14	8
National Parks Project - Kenny Chesney	14	12	2
Negligentdriving.com "Negligent Driving Kills"	11	9	1
Rotary International (localized for Louisville)	9	8	5
Speed Art Museum Caravaggio Exhibit		33	23
U.S. Youth Soccer - "Soccer All Across America"	10	9	8
USO - "Aftermath"	21	16	8
Volunteers of America - More Than a Room :60/:30	29	17	9
YMCA Chestnut St. - Black Achievers	3	6	5
YMCA - "This Is Why"	28	24	13
Totals	526	491	298