

1ST QUARTER 2012 PSA SUMMARY FOX 47 WMSN

| TITLE | LENGTH | # OF TIMES RAN |
|--------------------------------|---------------|-----------------------|
| DISCOVER FOREST | 60 | 6 |
| GO TO COLLEGE | 60 | 58 |
| PREVENT CHILDHOOD OBESITY | 60 | 51 |
| DISTRACTED DRIVING | 60 | 62 |
| SPINAL ARTHRITIS | 60 | 55 |
| SEAFOOD HEART HEALTH | 60 | 60 |
| HELP DISABLED VETS | 60 | 18 |
| VET SUPPORT | 30 | 2 |
| CHILDHOOD OBESITY | 30 | 2 |
| EARLY CHILDHOOD EDUCATION | 30 | 22 |
| DENTAL HEALTH | 30 | 24 |
| DON'T WASTE WATER | 30 | 26 |
| PEOPLE FOR BIKES | 30 | 1 |
| INHALANT USE | 30 | 1 |
| PREVENT HIGH SCHOOL DROPOUT | 30 | 23 |
| TEXTING DRIVING | 30 | 2 |
| STROKE AWARENESS | 30 | 1 |
| FIND REHAB NOW | 30 | 8 |
| ADOPT SHELTER PETS | 30 | 27 |
| ASK YOUR DOCTOR QUESTIONS | 30 | 26 |
| DRIVING IN SNOW | 30 | 2 |
| INFLUENZA VACCINATION | 30 | 20 |
| FOOD SAFETY | 30 | 25 |
| LIVE UNITED | 30 | 22 |
| NATIONAL PARKS | 30 | 3 |
| FIGHT HUNGER | 30 | 3 |
| TEXTING DRIVING | 30 | 1 |
| SMOKING AND HEART ATTACK | 30 | 2 |
| SKIN CANCER | 30 | 7 |
| NATIONAL AND COMMUNITY SERVICE | 30 | 1 |
| KNOW YOUR LIMIT | 30 | 5 |
| WI CRIME VICTIMS | 30 | 1 |
| CLEAN HANDS | 30 | 1 |
| BIG BROTHER BIG SISTER | 30 | 4 |
| UNDERAGE DRINKING PREVENTION | 30 | 6 |
| HEALTH INSURANCE | 30 | 1 |
| 4 YEAR OLD KINDERGARTEN | 30 | 25 |
| DOMESTIC VIOLENCE PHONES | 30 | 4 |
| PLASTIC SURGERY DOCTOR | 30 | 3 |
| HABITAT FOR HUMANITY | 30 | 30 |
| WATER CONSERVATION | 30 | 5 |
| FLIGHT 93 MEMORIAL | 30 | 1 |
| STROKE AWARENESS | 30 | 1 |
| RETT SYNDROME | 30 | 2 |
| ANIMAL SOCIETY | 30 | 4 |
| DONATE CASH | 30 | 2 |
| PREVENT PREGNANCY | 30 | 3 |

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| AMERICAN LUNG ASSOCIATION | 30 | 27 |
| MLK MEMORIAL | 30 | 1 |
| HPV | 30 | 1 |
| GIRL SCOUTS | 30 | 13 |
| OVEREATER ANONYMOUS | 30 | 4 |
| HIV AWARENESS | 30 | 1 |
| BUZZED DRIVING ROADBLOCK | 30 | 2 |
| WBA SNOWBOARD | 30 | 1 |
| WBA SEATBELT | 30 | 1 |
| ARBOR DAY FOUNDATION | 20 | 4 |
| BOYSTOWN | 20 | 9 |
| CHILDHOOD HIGH CHOLESTEROL | 20 | 12 |

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| AMERICAS VET DOGS | 20 | 12 |
| MAKE A WISH | 20 | 23 |
| ALCOHOLICS ANONYMOUS | 20 | 12 |
| LIFE INSURANCE | 20 | 7 |
| GUIDE DOGS | 20 | 13 |
| SALUTE SOLDIERS | 20 | 7 |
| WOMEN HEART HEALTH | 20 | 13 |
| LIFE INSURANCE | 20 | 7 |
| PREVENT HIGH SCHOOL DROPOUT | 15 | 5 |
| PLAY MUSIC | 15 | 6 |
| FIGHT ARTHRITIS | 15 | 21 |
| THINK BEFORE YOU SPEAK | 15 | 8 |
| SOCIAL SECURITY.GOV | 15 | 6 |
| FLU VACCINATION | 15 | 15 |
| SERIOUS ABOUT STROKE | 15 | 14 |
| VETERANS | 15 | 18 |
| NUTRITION EDUCATION | 15 | 7 |
| ENERGY SAVE MONEY | 15 | 22 |
| PREVENT HIGH SCHOOL DROPOUT | 15 | 6 |
| CHILDHOOD ASTHMA | 15 | 9 |
| UNITED WAY | 10 | 4 |
| EMERGENCY PREPAREDNESS | 10 | 4 |
| MENINGITIS | 10 | 5 |
| ARBOR DAY FOUNDATION | 10 | 3 |
| MENINGITIS VACCINE | 10 | 3 |

TOTAL

985