

WLVI: Public Service Announcements

Quarter 2 2015- Exhibit A Report

Organization	Description	Target Age	#Of Times PSA Ran
20786 Arbor Day Foundation, “Encourage Children to Get Outside” ADF14NE30E	This PSA shows children playing outside and enjoying the outdoors. They are engaging their senses in what nature has to offer. It is encouraging children to get outside and explore all that nature has to offer.	5-16	88
20799 NAMM Foundation, “Bring More to Life” NAMM11430E	This PSA shows people happily playing different instruments. Playing music can bring more to your life, so just play.	5-16	26
20842 Children’s Oral Health, “Gerbils on a Train” CNOH0140000H	This PSA shows gerbils riding around toy train tracks, which becomes an online video. Voiceover suggests the length of time watching silly Internet videos could be better utilized by brushing teeth.	5-16	30
20852 Council of the Great City Schools, “Conversation-English Language Arts” CMNA3619215	This PSA shows math questions and features a child voiceover to promote the Common Core State Standards that help students achieve and learn what they need to know to excel in school.	5-18	30
20799 NAMM Foundation, “Bring More to Life” NAMM11430E	This PSA shows people happily playing different instruments. Playing music can bring more to your life, so just play.	5-16	26

<p>20809 The U.S. Navy, "Science Fair" QUSN2315</p>	<p>This PSA shows children at their school science fair presenting their projects to the judges. The PSA suggests that STEM classes provide the highest likelihood of children getting high-paying jobs in the future, and encourages parents to enroll their children in STEM-type programs.</p>	<p>7-18</p>	<p>49</p>
<p>20851 Council of the Great City Schools, "Conversation-Math" CMNB3619215</p>	<p>This PSA shows math questions and features a child voiceover to promote the Common Core State Standards that help students achieve and learn what they need to know to excel in school.</p>	<p>5-18</p>	<p>91</p>