

WLVI: Public Service Announcements

1st Quarter 2016- Exhibit A Report

Organization	Description	Target Age #of Times PSA Ran	
20922 Stand Up to Cancer, “Potential” SU2CMLBA01H	The PSA shows a young Anthony Rizzo, David Price, and Mike Trout playing in their own little league games, then cuts to Aidan Smithburger, a young athlete battling cancer. The PSA serves as a reminder that some of the greatest athletes were once young kids dreaming of the big leagues too. Their slogan is “every kid deserves the chance to dream.”	16- Adult	8
20923 One Mission, “Kid’s Cancer Buzz Off” 1MNEV000H001	This PSA features numerous people getting their heads shaved to help raise money for those battling cancer. Athletes and local authorities participate in the event along with hundreds of others.	6- Adult	11
20925 Ad Council: Safe Driving, “Buzzed Driving Prevention_ Viral Consequences” CNDD0208000H	This PSA featured a modern spin by showing a series of events through Snapchat. These events focused on a group of young adults who made the decision to drive buzzed and eventually get arrested. The PSA advised against any form of drunk driving and depicts how it is harmful.	15-28	15
20929 Ad Council: Children's Wellbeing, “Children’s Oral Health_ Manners” CNOH0131000H	This PSA focused on the importance of parenting, especially when it comes to brushing teeth. It depicts a young boy on the shoulders of his father, who gets a speedy lesson on manners. It closes with a shot of the father and son brushing their teeth and advises for all parents to be good parents by teaching the importance of tooth brushing.	26-40	3
30612 WHDH, “YouthConnect30” 1PB216800	This PSA promoted the involvement of the Boys and Girls Club Unity Weekend Event through our partnership with the Boys and Girls Club of Charlestown.	6- Adult	49