

WLVI: Public Service Announcements

3rd Quarter 2016- Exhibit A Report

Organization	Description	Target Age #of Times PSA Ran	
<p>20921 PSA: Hunger Prevention, “Grocer” CNFA0198000H</p>	<p>This PSA shows clips of excess food being taken to local food banks, and families going to those food banks. It depicted those who help bring excess food to local food banks – food that is then made available to families in need.</p>	<p>16- Adult</p>	<p>143</p>
<p>20922 Stand Up to Cancer, “Potential” SU2CMLBA01H</p>	<p>The PSA showed 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 served 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.”</p>	<p>16- Adult</p>	<p>153</p>
<p>20923 One Mission, “Kid’s Cancer Buzz Off” 1MNEV000H001</p>	<p>This PSA featured 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.</p>	<p>6- Adult</p>	<p>1</p>
<p>20925 PSA: Ad Council: Safe Driving, “Buzzed Driving Prevention_ Viral Consequences” CNDD0208000H</p>	<p>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.</p>	<p>15-28</p>	<p>159</p>
<p>20929 Ad Council: Children's Wellbeing, “Children’s Oral Health_ Manners” CNOH0131000H</p>	<p>This PSA took a humorous approach to encourage parents to take time to teach their kids the importance of brushing their teeth.</p>	<p>2-15</p>	<p>139</p>
<p>20930 PSA: Recycling, “Recycling_ Creative Galaxy” CNRC0146000H</p>	<p>This animated PSA creatively taught children all about the importance of recycling to help save our planet.</p>	<p>3-15</p>	<p>2</p>

<p>20933 Children's PSA, Ad Council: Violence Prevention, "Bullying Prevention_I Am A Witness" CNBU0079000H</p>	<p>This animated PSA was all about bullying prevention.</p>	<p>6-Adult</p>	<p>2</p>
<p>20952 PSA: drugfree.org, "Fried Egg 2016" DETP0637MAH</p>	<p>This PSA used a fried egg to explain what a child's brain is like on drugs. It then transitions to children asking questions about drugs and encourages parent to sit and talk with them to make sure they are properly educated.</p>	<p>13-adult</p>	<p>7</p>
<p>20954 PSA: Ad Council: Caring for Children, "Autism Awareness_The World of Autism" CNAT0393000H</p>	<p>This animated PSA showed a young boy struggling with the effects of autism and how his diagnosis allowed him to receive help and be the child he wanted to be. The PSA stressed the importance of early detection and how vital it is for a child's success.</p>	<p>6-Adult</p>	<p>2</p>