KCEN HD

# PUBLIC SERVICE ANNOUNCEMENTS

These spots are given free air time. They generally promote an event or service of a charity or non-profit agency. They may also contain an inspirational message.

## JULY 1 - SEPTEMBER 30, 2010

PSA's for KCEN-HD and KMAY

# Announcements Library

| Station | ISCI/Brand | Start Date | Expiration Date | Length | Run On | Description | Date Created |
|---|---|---|---|---|---|---|---|
| Waco - KCEN (KCEN) | ZNBC-9505 | 06/28/2010 | 12/31/2011 | 00:15 | MTWThFrSSu | THE MORE YOU KNOW | 06/09/2010 |
| Waco - KCEN (KCEN) | ZNBC-9504 | 06/28/2010 | 12/31/2011 | 00:15 | MTWThFrSSu | THE MORE YOU KNOW | 06/09/2010 |
| Waco - KCEN (KCEN) | ZNBC-9503 | 06/28/2010 | 12/31/2011 | 00:15 | MTWThFrSSu | THE MORE YOU KNOW | 06/09/2010 |
| Waco - KCEN (KCEN) | ZNBC-9502 | 06/28/2010 | 12/31/2011 | 00:15 | MTWThFrSSu | THE MORE YOU KNOW | 06/09/2010 |
| Waco - KCEN (KCEN) | ZNBC-9501 | 06/28/2010 | 12/31/2011 | 00:15 | MTWThFrSSu | THE MORE YOU KNOW | 06/09/2010 |
| Waco - KCEN (KCEN) | ZNBC-9302 | 06/28/2010 | 12/30/2012 | 00:30 | MTWThFrSSu | THE MORE YOU KNOW | 06/24/2010 |
| Waco - KCEN (KCEN) | ZNBC-9301 | 06/28/2010 | 12/31/2011 | 00:30 | MTWThFrSSu | THE MORE YOU KNOW | 06/09/2010 |
| Waco - KCEN (KCEN) | WCFY-GOLF-2010 | 09/09/2010 | 09/16/2010 | 00:30 | MTWThFrSSu | WCFY-GOLF-2010 | 09/08/2010 |
| Waco - KCEN (KCEN) | TSA910-1 | 09/03/2010 | 09/26/2010 | 00:30 | MTWThFrSSu | temple symphony alliance "taste of the town" | 09/02/2010 |
| Waco - KCEN (KCEN) | TRANSISTIONS20 | 06/28/2010 | 08/05/2010 | 00:20 | MTWThFrSSu | USA GOV "TRANSITIONS" | 06/26/2010 |
| Waco - KCEN (KCEN) | TRANSISTIONS10 | 06/28/2010 | 08/05/2010 | 00:10 | MTWThFrSSu | USA GOV "TRANSITIONS" | 06/26/2010 |
| Waco - KCEN (KCEN) | TONI BRAXTON NEWODDS | 06/28/2010 | 07/05/2010 | 00:30 | MTWThFrSSu | AUTISM AWARNESS | 06/09/2010 |
| Waco - KCEN (KCEN) | THINGS60 | 08/06/2010 | 10/07/2010 | 01:00 | MTWThFrSSu | BOYS TOWN "ONE OF THESE THINGS" | 08/05/2010 |
| Waco - KCEN (KCEN) | THINGS30 | 08/05/2010 | 10/07/2010 | 00:30 | MTWThFrSSu | BOYS TOWN "ONE OF THESE THINGS" | 08/05/2010 |

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|---|---|---|---|---|---|---|---|
| Waco - KCEN (KCEN) | THINGS20 | 08/06/2010 | 10/07/2010 | 00:20 | MTWThFrSSu | BOYS TOWN "ONE OF THESE THINGS" | 08/05/2010 |
| Waco - KCEN (KCEN) | THINGS15 | 08/06/2010 | 10/07/2010 | 00:15 | MTWThFrSSu | BOYS TOWN "ONE OF THESE THINGS" | 08/05/2010 |
| Waco - KCEN (KCEN) | TEAMWORK60 | 06/28/2010 | 08/05/2010 | 01:00 | MTWThFrSSu | PARTNERSHIP FOR PRESCRIPTIONS "TEAMWORK" | 06/26/2010 |
| Waco - KCEN (KCEN) | SYMPTOMS 60 | 08/06/2010 | 11/04/2010 | 01:00 | MTWThFrSSu | OVEREATERS "MANY SYMPTOMS" | 08/05/2010 |
| Waco - KCEN (KCEN) | SYMPTOMS 30 | 08/06/2010 | 11/04/2010 | 00:30 | MTWThFrSSu | OVEREATERS "SYMPTOMS" | 08/05/2010 |
| Waco - KCEN (KCEN) | SYMPTOMS 15 | 08/06/2010 | 11/04/2010 | 00:15 | MTWThFrSSu | OVEREATERS "SYMPTOMS" | 08/05/2010 |
| Waco - KCEN (KCEN) | SPECIAL MISSION20 | 06/28/2010 | 08/05/2010 | 00:20 | MTWThFrSSu | AMERICAS VET DOGS | 06/26/2010 |
| Waco - KCEN (KCEN) | REPLANTING 60 | 08/05/2010 | 11/04/2010 | 01:00 | MTWThFrSSu | ARBOR FOUNDATION "REPLANTING" | 08/05/2010 |
| Waco - KCEN (KCEN) | REPLANTING 30 | 08/06/2010 | 11/04/2010 | 00:30 | MTWThFrSSu | ARBOR DAY FOUNDATION "REPLANTING" | 08/05/2010 |
| Waco - KCEN (KCEN) | REPLANTING 20 | 08/05/2010 | 11/04/2010 | 00:20 | MTWThFrSSu | ARBOR DAY FOUNDATION "REPLANTING" | 08/05/2010 |
| Waco - KCEN (KCEN) | REPLANTING 15 | 08/05/2010 | 11/04/2010 | 00:15 | MTWThFrSSu | ARBOR DAY FOUNDATION "REPLANTING" | 08/05/2010 |
| Waco - KCEN (KCEN) | REPLANTING 10 | 08/06/2010 | 11/04/2010 | 00:10 | MTWThFrSSu | ARBOR DAY FOUNDATION "REPLANTING" | 08/05/2010 |
| Waco - KCEN (KCEN) | PUPPIES 60 | 08/05/2010 | 11/04/2010 | 01:00 | MTWThFrSSu | ANIMAL SOCIETY "PUPPIES | 08/05/2010 |

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| | | | | | | AREN'T PRODUCTS" | |
| Waco - KCEN (KCEN) | PUPPIES 30 | 08/06/2010 | 11/04/2010 | 00:30 | MTWThFrSSu | ANIMAL SOCIETY "PUPPIES AREN'T PRODUCTS" | 08/05/2010 |
| Waco - KCEN (KCEN) | PTA8013 | 09/13/2010 | 11/10/2010 | 00:30 | MTWThFrSSu | PTA "swing" | 09/10/2010 |
| Waco - KCEN (KCEN) | PROTECT TOMORROW PSA-30 | 06/28/2010 | 07/05/2010 | 00:30 | MTWThFrSSu | PROTECT TOMORROW PSA-30 | 06/09/2010 |
| Waco - KCEN (KCEN) | NATIONAL BIPOLAR FOUNDATION PSA | 06/28/2010 | 07/05/2010 | 00:30 | MTWThFrSSu | NATIONAL BIPOLAR FOUNDATION PSA | 06/09/2010 |
| Waco - KCEN (KCEN) | MOSHPIT60 | 08/06/2010 | 10/07/2010 | 01:00 | MTWThFrSSu | BOYS TOWN "MOSH PIT" | 08/05/2010 |
| Waco - KCEN (KCEN) | MOSHPIT30 | 08/06/2010 | 10/07/2010 | 00:30 | MTWThFrSSu | BOYS TOWN "MOSH PIT" | 08/05/2010 |
| Waco - KCEN (KCEN) | MOSHPIT20 | 08/06/2010 | 10/07/2010 | 00:20 | MTWThFrSSu | BOYS TOWN "MOSH PIT" | 08/05/2010 |
| Waco - KCEN (KCEN) | MOSHPIT15 | 08/06/2010 | 10/07/2010 | 00:15 | MTWThFrSSu | BOYS TOWN "MOSH PIT" | 08/05/2010 |
| Waco - KCEN (KCEN) | MEDICARE20 | 06/28/2010 | 08/05/2010 | 00:20 | MTWThFrSSu | SOCIAL SECURITY ADMIN "APPLY ONLINE" | 06/25/2010 |
| Waco - KCEN (KCEN) | MAC30-spa | 10/05/2010 | 12/08/2010 | 00:30 | MTWThFrSSu | AHAF Macular Degeneration "Hope for a Cure" | 10/04/2010 |
| Waco - KCEN (KCEN) | LOCU-092110A | 10/01/2010 | 10/25/2010 | 00:30 | MTWThFrSSu | LOVE CURES | 10/01/2010 |
| Waco - KCEN (KCEN) | kcen.wwwc2010 | 09/08/2010 | 09/25/2010 | 00:30 | MTWThFrSSu | waco wild west century ride | 09/07/2010 |
| | | | | | | FOUNDATION 4 | |

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| Waco - KCEN (KCEN) | FZAA0857 | 06/28/2010 | 08/05/2010 | 01:00 | MTWThFrSSu | BETTER LIFE "WE SHALL BE FREE" | 06/26/2010 |
| Waco - KCEN (KCEN) | FZAA 0721 | 06/28/2010 | 08/05/2010 | 00:10 | MTWThFrSSu | FOUNDATION 4 BETTER LIFE "SOCCER" | 06/25/2010 |
| Waco - KCEN (KCEN) | FZAA 0719 | 06/28/2010 | 08/05/2010 | 00:20 | MTWThFrSSu | FOUNDATION 4 BETTER LIFE "SOCCER" | 06/25/2010 |
| Waco - KCEN (KCEN) | FF/TSU710-1 | 07/24/2010 | 07/30/2010 | 00:15 | MTWThFrSSu | FUN FRIDAY CERTIFICATE | 07/23/2010 |
| Waco - KCEN (KCEN) | DVT2009 | 09/06/2010 | 11/10/2010 | 01:00 | MTWThFrSSu | coalition to prevent deep vein thrombosis "photos" | 09/10/2010 |
| Waco - KCEN (KCEN) | Donations4 | 06/28/2010 | 08/05/2010 | 00:30 | MTWThFrSSu | Donations4 | 06/25/2010 |
| Waco - KCEN (KCEN) | Donations3 | 06/25/2010 | 08/05/2010 | 00:30 | MTWThFrSSu | Donations3 | 06/25/2010 |
| Waco - KCEN (KCEN) | Donations2 | 06/28/2010 | 08/05/2010 | 00:15 | MTWThFrSSu | Donations2 | 06/25/2010 |
| Waco - KCEN (KCEN) | Donations1 | 06/28/2010 | 08/05/2010 | 00:30 | MTWThFrSSu | Donations1 | 06/25/2010 |
| Waco - KCEN (KCEN) | CREDIT 60 | 08/06/2010 | 11/04/2010 | 01:00 | MTWThFrSSu | CESI "CREDIT COUNSELING" | 08/05/2010 |
| Waco - KCEN (KCEN) | CREDIT 30 | 08/06/2010 | 11/04/2010 | 00:30 | MTWThFrSSu | CESI "CREDIT COUNSELLING" | 08/05/2010 |
| Waco - KCEN (KCEN) | CNTS-9130-1 | 06/28/2010 | 07/05/2010 | 00:30 | MTWThFrSSu | "WE CAN HELP US" | 06/09/2010 |
| Waco - KCEN (KCEN) | CNSF-91302 | 06/28/2010 | 07/05/2010 | 00:30 | MTWThFrSSu | JULIAN | 06/09/2010 |
| Waco - KCEN (KCEN) | CNSF-91152 | 06/28/2010 | 07/05/2010 | 00:15 | MTWThFrSSu | JULIAN | 06/09/2010 |
| Waco - KCEN (KCEN) | CNSF-91102 | 06/28/2010 | 07/05/2010 | 00:10 | MTWThFrSSu | JULIAN | 06/09/2010 |
| Waco - KCEN | CNMR92602 | 06/28/2010 | 08/05/2010 | 01:00 | MTWThFrSSu | LYDIA | 06/26/2010 |

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| (KCEN) | | | | | | | |
| Waco - KCEN (KCEN) | CNMR91602 | 06/28/2010 | 08/05/2010 | 01:00 | MTWThFrSSu | ANTHEM | 06/26/2010 |
| Waco - KCEN (KCEN) | CNMH91302 | 06/28/2010 | 08/05/2010 | 00:30 | MTWThFrSSu | NEW HOME | 06/26/2010 |
| Waco - KCEN (KCEN) | CNMH91152 | 06/28/2010 | 08/05/2010 | 00:15 | MTWThFrSSu | NEW HOME/CC | 06/25/2010 |
| Waco - KCEN (KCEN) | CNLP-93151 | 06/28/2010 | 07/05/2010 | 00:15 | MTWThFrSSu | DIARIES CHRISTINE | 06/09/2010 |
| Waco - KCEN (KCEN) | CNLP-92151 | 06/28/2010 | 07/05/2010 | 00:15 | MTWThFrSSu | DIARIES LANDAN | 06/09/2010 |
| Waco - KCEN (KCEN) | CNLP-92101 | 06/28/2010 | 07/05/2010 | 00:10 | MTWThFrSSu | DIARIES WENDY | 06/09/2010 |
| Waco - KCEN (KCEN) | CNLP-91301 | 06/28/2010 | 07/05/2010 | 00:30 | MTWThFrSSu | DIARIES-GROUP | 06/09/2010 |
| Waco - KCEN (KCEN) | CNLP-91151 | 06/28/2010 | 07/05/2010 | 00:15 | MTWThFrSSu | DIARIES ARTANESE | 06/09/2010 |
| Waco - KCEN (KCEN) | CNLP-91101 | 06/28/2010 | 07/05/2010 | 00:10 | MTWThFrSSu | DIARIES | 06/09/2010 |
| Waco - KCEN (KCEN) | CNLO92302 | 06/25/2010 | 08/05/2010 | 00:30 | MTWThFrSSu | CURIOUS READER | 06/25/2010 |
| Waco - KCEN (KCEN) | CNLO91152 | 06/28/2010 | 08/05/2010 | 00:15 | MTWThFrSSu | Curious Reader | 06/25/2010 |
| Waco - KCEN (KCEN) | CNLG-94302 | 06/28/2010 | 07/05/2010 | 00:30 | MTWThFrSSu | CEREAL BOWL | 06/09/2010 |
| Waco - KCEN (KCEN) | CNLG-93302 | 06/28/2010 | 07/05/2010 | 00:30 | MTWThFrSSu | SIPPY CUP | 06/09/2010 |
| Waco - KCEN (KCEN) | CNLG-93152 | 06/28/2010 | 07/05/2010 | 00:15 | MTWThFrSSu | CEREAL BOWL | 06/09/2010 |
| Waco - KCEN (KCEN) | CNLG-92302 | 06/28/2010 | 07/05/2010 | 00:30 | MTWThFrSSu | MILK BOTTLE | 06/09/2010 |
| Waco - KCEN (KCEN) | CNLG-92152 | 06/28/2010 | 07/05/2010 | 00:15 | MTWThFrSSu | SIPPY CUP | 06/09/2010 |
| Waco - KCEN (KCEN) | CNLG-92102 | 06/28/2010 | 07/05/2010 | 00:10 | MTWThFrSSu | SIPPY CUP | 06/09/2010 |

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| Waco - KCEN (KCEN) | CNLG-91152 | 06/28/2010 | 07/05/2010 | 00:15 | MTWThFrSSu | MILK BOTTLE | 06/09/2010 |
| Waco - KCEN (KCEN) | CNLG-91102 | 06/28/2010 | 07/05/2010 | 00:10 | MTWThFrSSu | MILK BOTTLE | 06/09/2010 |
| Waco - KCEN (KCEN) | CNGD91602 | 07/27/2010 | 10/07/2010 | 01:00 | MTWThFrSSu | AD COUNCIL "GED ACHIEVEMENT" | 07/26/2010 |
| Waco - KCEN (KCEN) | CNGD91302 | 07/27/2010 | 10/07/2010 | 00:30 | MTWThFrSSu | AD COUNCIL "GED ACHIEVMENT" | 07/26/2010 |
| Waco - KCEN (KCEN) | CNGD91152 | 07/27/2010 | 10/07/2010 | 00:15 | MTWThFrSSu | | 07/26/2010 |
| Waco - KCEN (KCEN) | CNGD91152 | 07/27/2010 | 10/07/2010 | 00:15 | MTWThFrSSu | AD COUNCIL "GED ACHIEVEMENT" | 07/26/2010 |
| Waco - KCEN (KCEN) | CNFT-92202 | 06/28/2010 | 07/05/2010 | 00:20 | MTWThFrSSu | DISCOVER THE FOREST | 06/09/2010 |
| Waco - KCEN (KCEN) | CNFT-9220-1 | 06/28/2010 | 07/05/2010 | 00:20 | MTWThFrSSu | DISCOVER THE FOREST-SHREK | 06/09/2010 |
| Waco - KCEN (KCEN) | CNFT-92152 | 06/28/2010 | 07/05/2010 | 00:15 | MTWThFrSSu | DISCOVER THE FOREST | 06/09/2010 |
| Waco - KCEN (KCEN) | CNFT-91306 | 06/28/2010 | 07/05/2010 | 00:30 | MTWThFrSSu | THE OTHER YOU | 06/09/2010 |
| Waco - KCEN (KCEN) | CNFT-91154 | 06/28/2010 | 07/05/2010 | 00:15 | MTWThFrSSu | THE OTHER YOU | 06/09/2010 |
| Waco - KCEN (KCEN) | CNFR92602 | 06/28/2010 | 08/05/2010 | 01:00 | MTWThFrSSu | CLOWN | 06/26/2010 |
| Waco - KCEN (KCEN) | CNFR91602 | 06/28/2010 | 08/05/2010 | 01:00 | MTWThFrSSu | VILLIAN | 06/26/2010 |
| Waco - KCEN (KCEN) | CNDD84103 | 07/27/2010 | 10/07/2010 | 00:10 | MTWThFrSSu | AD COUNCIL "BREATHALYZER" | 07/26/2010 |
| Waco - KCEN (KCEN) | CNDD83306 | 07/27/2010 | 10/07/2010 | 00:30 | MTWThFrSSu | AD COUNCIL "ABULANCE NEW TVB" | 07/26/2010 |
| Waco - KCEN (KCEN) | CNAT96152 | 07/27/2010 | 10/07/2010 | 00:15 | MTWThFrSSu | AD COUNCIL "AUTISM | 07/26/2010 |

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| | | | | | | AWARENESS" | |
| Waco - KCEN (KCEN) | CNAT95154 | 08/03/2010 | 10/06/2010 | 00:15 | MTWThFrSSu | Ad council "Autism Awareness" | 08/02/2010 |
| Waco - KCEN (KCEN) | CNAT94605 | 08/03/2010 | 10/07/2010 | 01:00 | MTWThFrSSu | AD COUNCIL "AUTISM AWARENESS" | 08/02/2010 |
| Waco - KCEN (KCEN) | CNAT94156 | 08/03/2010 | 10/07/2010 | 00:15 | MTWThFrSSu | AD COUNCIL "AUTISM AWARENESS" | 08/02/2010 |
| Waco - KCEN (KCEN) | CNAT93608 | 07/27/2010 | 10/07/2010 | 01:00 | MTWThFrSSu | AD COUNCIL "AUTISM AWARENESS" | 07/26/2010 |
| Waco - KCEN (KCEN) | CNAT93308 | 07/27/2010 | 10/07/2010 | 00:30 | MTWThFrSSu | AD COUNCIL "AUTISM AWARENESS" | 07/26/2010 |
| Waco - KCEN (KCEN) | CNAT93308 | 07/27/2010 | 07/27/2010 | 00:30 | MTWThFrSSu | AD COUNCIL "AUTISM AWARENESS" | 07/26/2010 |
| Waco - KCEN (KCEN) | CNAT93154 | 08/03/2010 | 10/07/2010 | 00:15 | MTWThFrSSu | AD COUNCIL "AUTISM AWARENESS" | 08/02/2010 |
| Waco - KCEN (KCEN) | BENEFITS20 | 06/28/2010 | 08/05/2010 | 00:20 | MTWThFrSSu | SOCIAL SECURITY ADMIN | 06/25/2010 |
| Waco - KCEN (KCEN) | ALA-1310 | 06/28/2010 | 08/05/2010 | 00:15 | MTWThFrSSu | AMERICAN LUNG ASSC | 06/25/2010 |
| Waco - KCEN (KCEN) | ALA-1110 | 06/28/2010 | 08/05/2010 | 00:20 | MTWThFrSSu | AMERICAN LUNG ASSOC "SMOKE FREE" | 06/26/2010 |
| Waco - KCEN (KCEN) | aftermath10 | 09/13/2010 | 11/10/2010 | 00:10 | MTWThFrSSu | USO "aftermath" | 09/10/2010 |
| Waco - KCEN (KCEN) | ADA324-10E15S | 09/13/2010 | 11/10/2010 | 00:15 | MTWThFrSSu | american diabetes assoc. "one step at a time" | 09/10/2010 |
| | | | | | | leukimia and | |

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| Waco - KCEN (KCEN) | 18203D | 09/13/2010 | 11/10/2010 | 00:10 | MTWThFrSSu | lymphoma society "night light" | 09/10/2010 |
| Waco - KCEN (KCEN) | 18203C | 09/13/2010 | 11/10/2010 | 00:15 | MTWThFrSSu | leukimia and lymphoma society "night light" | 09/10/2010 |
| Waco - KCEN (KCEN) | 18203B | 09/13/2010 | 11/10/2010 | 00:30 | MTWThFrSSu | leukimia and lymphoma society "light night" | 09/10/2010 |
| Waco - KCEN (KCEN) | 18203A | 09/13/2010 | 11/10/2010 | 01:00 | MTWThFrSSu | Leukimia and Lymphoma soceity "light night" | 09/10/2010 |
| Waco - KCEN (KCEN) | 18141C | 06/28/2010 | 07/05/2010 | 00:20 | MTWThFrSSu | RESPECT EVERY BITE | 06/09/2010 |