



*Entered 10/21*

October 19, 2010

Dear Traffic Manager:

The Ad Council has sent you **Pet Adoption** PSAs digitally via **DG-Fastchannel** and these spots are ready to air immediately

We want to save the lives of millions of shelter pets, and we'd like you to help us. An estimated eight million dogs and cats enter animal shelters and rescue groups every year and over half are euthanized. The Advertising Council, The Humane Society of the United States and Maddie's Fund have joined together in "The Shelter Pet Project," a campaign to increase the number of pets who are acquired from shelters and to give each one a loving home.

As part of this campaign, we're pleased to bring you our newest television PSA, designed to encourage pet lovers throughout the country to make shelters and rescue groups the first place they turn when acquiring companion animals.

The new PSAs feature characters from Disney's upcoming DVD "Santa Paws" to inspire kids and parents alike to visit their local shelters when considering pet adoption. The PSAs encourage viewers to visit The Shelter Pet Project website ([www.theshelterpetproject.org](http://www.theshelterpetproject.org)) to learn more about adopting a shelter pet, send an interactive e-card and possibly even find their perfect pet.

**We thank you for your support in sharing this important message. Please place ads in donated ad space.**

**Pet Adoption**

- |             |                                  |     |                       |                      |
|-------------|----------------------------------|-----|-----------------------|----------------------|
| <i>8556</i> | 1. "Magical Difference - Kids"   | :30 | CNPA0012000           | } <i>on DG 10/19</i> |
| <i>8557</i> | 2. "Magical Difference - Adults" | :30 | CNPA0014000           |                      |
| <i>8558</i> | 3. "Magical Difference - Kids"   | :15 | CNPA0013000           |                      |
| <i>8559</i> | 4. "Magical Difference - Adults" | :15 | CNPA0015000           |                      |
|             | 5. "Magical Difference - Kids"   | :30 | CNPA0018000 (Spanish) |                      |
|             | 6. "Magical Difference - Adults" | :30 | CNPA0016000 (Spanish) |                      |
|             | 7. "Magical Difference - Kids"   | :15 | CNPA0019000 (Spanish) |                      |
|             | 8. "Magical Difference - Adults" | :15 | CNPA0017000 (Spanish) |                      |

**Spots Expire: 06/30/2011**

**PLEASE NOTE:** The attached material designates an expiration date for each PSA. Because of the SAG/AFTRA labor contract, the material cannot be aired after the expiration date. Airing the PSAs after the expiration date may result in claims for talent fees by the union's members.





October 18, 2010

Dear Traffic Manager:

The Ad Council has sent you **Fatherhood Involvement** PSAs via DG-Fastchannel and these spots are ready to air immediately.

The U.S. Department of Health and Human Services' Administration for Children and Families, Office of Family Assistance, and The Advertising Council are delighted to share a new public service advertising campaign which encourages dads to become more involved in their children's lives and inspires a new commitment to responsible fatherhood.

According to national surveys, more than 9 in 10 parents agree that there is a "father absence crisis" in America. In the U.S., an estimated 24 million children live without their fathers.

Research shows that the lack of a father in the home correlates closely with crime, educational and emotional problems, teenage pregnancy and drug and alcohol abuse. Children with involved, loving fathers are significantly more likely to do well in school, have healthy self-esteem, exhibit empathy and pro-social behavior and avoid high-risk behaviors.

In an effort to show dads the unique and irreplaceable role they play in their children's lives, the new PSAs communicate to fathers that "the smallest moments can have the biggest impact on a child's life." The PSAs conclude with the tagline, "Take time to be a dad today" and encourage fathers to visit [www.fatherhood.gov](http://www.fatherhood.gov) or call 1-877-4DAD411 to learn how to be more involved fathers. Thank you for supporting these PSAs and helping us inspire a new commitment to responsible fatherhood.

**Fatherhood Involvement**

|              |     |             |      |
|--------------|-----|-------------|------|
| 1. "Surgery" | :30 | CNFI0031000 | 8552 |
| 2. "Ruckus"  | :30 | CNFI0033000 | 8553 |
| 3. "Surgery" | :15 | CNFI0032000 | 8554 |
| 4. "Ruckus"  | :15 | CNFI0034000 | 8555 |

**Spots Expire: 09/02/2011**

*PLEASE NOTE: The attached material designates an expiration date for each PSA. Because of the SAG/AFTRA labor contract, the material cannot be aired after the expiration date. Airing the PSAs after the expiration date may result in claims for talent fees by the union's members. All Rights within the PSAs are owned by the Advertising Council or the named Sponsors. Sale of sponsorship to any other party is prohibited. No cropping, editing or modifications are permissible.*



Dear Traffic Manager:

The Ad Council has sent you **Lead Poisoning Prevention** PSAs digitally via DG-Fastchannel and these spots are ready to air immediately.

National Lead Poisoning Prevention Week is October 24-30. The focus of this week is to encourage consumers to take four simple steps to protect their families from lead paint poisoning: Get your home tested. Get your child tested. Get the facts. Spread the word.

You can help by continuing to air our national English and Spanish Lead Poisoning Prevention PSAs found below. Lead paint poisoning affects over one million children in the United States today, but is completely preventable. In children, lead paint poisoning can cause learning disabilities, hearing loss, speech delays, mental retardation, aggressive/violent behaviors, and in severe instances comas, convulsions and even death.

In April 2010, we launched the first national PSA campaign designed to educate parents about the dangers of lead paint poisoning and drive them to take action to safeguard their children. Through striking images of old paint pouring into a child's bottle, cereal bowl and juice cup, this groundbreaking multimedia campaign brings the issue of lead paint poisoning back into the public's purview and encourages parents and caregivers to visit the campaign website [leadfreekids.org](http://leadfreekids.org) or call **800-424-LEAD** to learn more.

Please continue to help us communicate this important message by airing these PSAs at your station's discretion.

*entered 10/15*

Please help support this Campaign and the Ad Council by running the following PSAs in donated media space. Thank you.

**The Advertising Council**  
**Lead Poisoning Prevention**  
**National Distribution**

|                  |     |             |             |
|------------------|-----|-------------|-------------|
| 1. "Milk Bottle" | :30 | CNLG-9230-1 | <i>8548</i> |
| 2. "Sippy Cup"   | :30 | CNLG-9330-1 | <i>8549</i> |
| 3. "Cereal Bowl" | :30 | CNLG-9430-1 | <i>8550</i> |
| 4. "Milk Bottle" | :15 | CNLG-9115-1 | <i>8551</i> |

|                             |     |             |
|-----------------------------|-----|-------------|
| 5. "Sippy Cup"              | :15 | CNLC-9215-1 |
| 6. "Cereal Bowl"            | :15 | CNLC-9315-1 |
| 7. "Milk Bottle"            | :10 | CNLC-9110-1 |
| 8. "Sippy Cup"              | :10 | CNLC-9210-1 |
| 9. "Milk Bottle" (Spanish)  | :30 | CNLC-9830-1 |
| 10. "Sippy Cup" (Spanish)   | :30 | CNLC-9630-1 |
| 11. "Cereal Bowl" (Spanish) | :30 | CNLC-9730-1 |
| 12. "Milk Bottle" (Spanish) | :15 | CNLC-9415-1 |
| 13. "Sippy Cup" (Spanish)   | :15 | CNLC-9515-1 |
| 14. "Cereal Bowl" (Spanish) | :15 | CNLC-9615-1 |
| 15. "Milk Bottle" (Spanish) | :10 | CNLC-9410-1 |
| 16. "Sippy Cup" (Spanish)   | :10 | CNLC-9510-1 |

**Spots Expire: 05/10/2011**

**PLEASE NOTE:** The attached material designates an expiration date for each PSA. Because of the SAG/AFTRA labor contract, the material cannot be aired after the expiration date. Airing the PSAs after the expiration date may result in claims for talent fees by the union's members. All Rights within the PSAs are owned by the Advertising Council or the named Sponsors. Sale of sponsorship to any other party is prohibited. No cropping, editing or modifications are permissible.





October 7, 2010

Dear Traffic Manager:

*Entered 10/13*

The Ad Council has sent you **High School Drop Out** PSAs via DG-Fastchannel and these spots are ready to air immediately.

**To succeed, students need to finish.  
To finish, they need our encouragement.**

Approximately 7,000 high school students drop out every school day, which translates to one in three teens in our country who gives up on his or her dreams. Research shows that the decision to drop out doesn't happen overnight.

Please air these PSAs (which include the new Reagan work) to inspire peers, parents, and other adult influencers to boost potential graduates at-risk of dropping out

**The Advertising Council**  
Boost - High School Dropout Prevention

*on DG 10/8*

|     |                           |             |         |              |                   |
|-----|---------------------------|-------------|---------|--------------|-------------------|
| 1.  | Reagan                    | <i>8533</i> | :30     | CNOG0048000  | <i>x 2/8/2011</i> |
| 2.  | Reagan                    | <i>8534</i> | :15     | CNOG0049000  |                   |
| 3.  | Michael Revised           | <i>8535</i> | :30     | CNOG0046000  |                   |
| 4.  | Michael Revised - Spanish |             | :30     | CNOG0047000  |                   |
| 5.  | Ativa                     |             | :25/:05 | CNOG0050000  |                   |
| 6.  | Ativa                     |             | :30     | CNOG0051000  |                   |
| 7.  | Ativa - Spanish           |             | :30     | CNOG0052000  |                   |
| 8.  | Ativa - Spanish           |             | :15     | CNOG0053000  |                   |
| 9.  | David                     |             | :30     | CNOG0054000  |                   |
| 10. | Jose                      |             | :25/:05 | CNOG0055000  |                   |
| 11. | Jose                      | <i>8536</i> | :30     | CNOG0056000  |                   |
| 12. | Jose                      |             | :15     | CNOG0058000  |                   |
| 13. | Jose - Spanish            |             | :30     | CNOG0059000  |                   |
| 14. | Jose - Spanish            |             | :15     | CNOG 0057000 |                   |

**Spots 1 & 2 Expire: 02/08/2011**  
**Spots 3 & 4 Expire: 02/18/2011**  
**Spots 5 - 15 Expire: 02/23/2011**

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September 13, 2010

Dear Traffic Manager:

The Ad Council has sent you **Community Engagement** PSAs via DG-Fastchannel and these spots are ready to air immediately.

It takes everyone in the community working together to create a brighter future. Through the work of the 1,300 local United Ways across the country, United Way is creating opportunities for a better life for everyone, by focusing on the building blocks of a good life:

- Education** - Helping Children and Youth Achieve Their Potential
- Income** - Promoting Financial Stability and Independence
- Health** - Improving People's Health

The Ad Council, in partnership with United Way Worldwide and NFL Films, has developed a new TV PSA featuring Nnamdi Asomugha of the Oakland Raiders showing viewers how he lives united. This distribution also includes the "Live United Revised 2009" spot and the 2009 PSA featuring LaDainian Tomlinson of the San Diego Chargers. These PSAs work to motivate and inspire people from all walks of life to get engaged and partner with United Way to advance the common good. The LIVE UNITED/NFL PSAs urge listeners to, "Not just wear the shirt. Live it" by visiting [www.liveunited.org](http://www.liveunited.org) and finding ways they can give back to their community.

The campaign invites everyone to LIVE UNITED, because underneath everything we are, underneath everything we do, we are all people. Connected, interdependent, united. And when we reach out a hand to one, we influence the condition of all. Please help support the Ad Council and this campaign by running these spots in donated media space at your station's discretion. For more information on this campaign visit: [adCouncil.org](http://adCouncil.org) or [liveunited.org](http://liveunited.org).

Please help support this Campaign and the Ad Council by running the following PSAs in donated media space. Thank you.

| <u>The Advertising Council</u> |                                       |                   |                        |
|--------------------------------|---------------------------------------|-------------------|------------------------|
| 1.                             | College Crash Course - NFL            | :30               | CNUL0039000            |
| 2.                             | Live United - NFL                     | :30               | CNUL0041000            |
| 3.                             | Live United - NFL                     | :20               | CNUL0043000            |
| 4.                             | Live United - NFL                     | :15               | CNUL0045000            |
| 5.                             | Live United - NFL                     | :15               | CNUL0047000            |
| 6.                             | Live United - Revised 2009            | :30               | CNUL0049000            |
| 7.                             | <del>Live United - Revised 2009</del> | <del>:25/05</del> | <del>CNUL0053000</del> |
| 8.                             | Live United - Revised 2009            | :15               | CNUL0051000            |
| 9.                             | Live United - Revised 2009-Spn        | :30               | CNUL0055000            |
| 10.                            | Live United - Revised 2009-Spn        | :25/05            | CNUL0059000            |
| 11.                            | Live United - Revised 2009-Spn        | :15               | CNUL0057000            |

*added 10/13*

*8537  
8538  
8539  
8540  
8522*

*8523 6nD 69/13*

**Spot 1 Expires: 11/22/2011 / Spots 2-5 Never Expire / Spots 6-11 Expire: 02/28/2011**

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September 8, 2010

Dear Traffic Manager:

The Ad Council has sent you **Booster Seat – Latch CPS** PSAs digitally via DG-Fastchannel and these spots are ready to air immediately.

According to a NHTSA study, 3 out of 4 kids are not as secure in the car as they should be because their car seats are not being used correctly. One way a parent or caregiver can help increase their child's safety in the car is by using the LATCH system (Lower Anchors and Tethers for Children) to secure the car seat to the vehicle.

The LATCH system, required on all car seats and most vehicles manufactured after September 1, 2002, was developed to make it easier to correctly install car seats without seatbelts. The car seats have lower attachments which fasten into "anchors" in the backseat of the vehicle and an upper strap or "tether" on the car seat which attaches to an upper attachment point in the vehicle.

These television executions, a key part of a comprehensive national campaign to protect children by increasing the use of LATCH, were created in conjunction with NHTSA's Child Passenger Safety Week which kicks off on September 19<sup>th</sup> and concludes September 25<sup>th</sup> with "National Seat Check Saturday," where certified child passenger safety technicians are available to provide free child safety seat inspections nationwide and educate parents and caregivers on how to install their child's safety seats properly in their vehicles.

It is imperative to educate parents on how the LATCH system works and of the safety benefits it provides. The executions direct to [www.safercar.gov](http://www.safercar.gov) where parents can find this critical information as well as locate a car seat inspection station near them. With your help, we can share this life-saving message together. Thank you in advance for your support of the LATCH System Education campaign.

Please help support this Campaign and the Ad Council by running the following PSAs in donated media space. Thank you.

**The Advertising Council  
Booster Seat – Latch CPS Week 2010**

SC8520  
SC8521

- |                        |     |                       |             |
|------------------------|-----|-----------------------|-------------|
| 1. "Slow Motion/LATCH" | :60 | CNSB-8160-4           | } on DG 9/9 |
| 2. "Slow Motion/LATCH" | :30 | CNSB-8130-7           |             |
| 3. "Slow Motion/LATCH" | :60 | CNSB-8260-4 (Spanish) |             |
| 4. "Slow Motion/LATCH" | :30 | CNSB-8230-4 (Spanish) |             |

**Spots Expire 7/15/2011**

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# Materials

W/c W/P/D  
PSA

| Material |            | Location     |                           |                                  |                                |                   |              |
|----------|------------|--------------|---------------------------|----------------------------------|--------------------------------|-------------------|--------------|
| House #  | Advertiser | Length Ad-ID | Title                     | Entered By                       | Entered On                     | Last Used         | State        |
| SC8264   | WPDE TV    | Prc)0:00:15  | CNAU-9515-2               | Ad Council - Adoption            | ObjectServer_AS3/lduckett:wo_1 | 10/12/09 08/21/10 | On A Dub Lis |
| SC8265   | WPDE TV    | Prc)0:00:30  | CNAU-9530-2               | Ad Council - Adoption            | ObjectServer_AS3/lduckett:wo_1 | 10/12/09 09/20/10 | On A Dub Lis |
| SC8263   | WPDE TV    | Prc)0:00:15  | CNAU-9615-2               | Ad Council - Adoption            | ObjectServer_AS3/lduckett:wo_1 | 10/12/09 09/12/10 | On A Dub Lis |
| SC8262   | WPDE TV    | Prc)0:00:30  | CNAU-9630-2               | Ad Council - Adoption            | ObjectServer_AS3/lduckett:wo_1 | 10/12/09 09/15/10 | On A Dub Lis |
| SC8261   | WPDE TV    | Prc)0:00:30  | CNAU-9730-2               | Ad Council - Adoption            | ObjectServer_AS3/lduckett:wo_1 | 10/12/09 09/18/10 | On A Dub Lis |
| SC8260   | WPDE TV    | Prc)0:00:30  | CNAU-9830-2               | Ad Council - Adoption            | ObjectServer_AS3/lduckett:wo_1 | 10/12/09 09/03/10 | On A Dub Lis |
| SC8322   | WPDE TV    | Prc)0:00:30  | CNDD433010                | AD COUNCIL - DRUNK DRIVIN        | ObjectServer_AS3/mrider:wo_us  | 12/21/09 10/04/10 | On A Dub Lis |
| SC8324   | WPDE TV    | Prc)0:00:30  | CNDD45309                 | AD COUNCIL - DRUNK DRIVIN        | ObjectServer_AS3/mrider:wo_us  | 12/21/09 09/25/10 | On A Dub Lis |
| SC8325   | WPDE TV    | Prc)0:00:30  | CNDD48309                 | AD COUNCIL - DRUNK DRIVIN        | ObjectServer_AS3/mrider:wo_us  | 12/21/09 10/11/10 | On A Dub Lis |
| SC8320   | WPDE TV    | Prc)0:00:15  | CNDD511513                | AD COUNCIL - DRUNK DRIVIN        | ObjectServer_AS3/mrider:wo_us  | 12/21/09 07/16/10 | On A Dub Lis |
| SC8321   | WPDE TV    | Prc)0:00:30  | CNDD713018                | AD COUNCIL - DRUNK DRIVIN        | ObjectServer_AS3/mrider:wo_us  | 12/21/09 10/09/10 | On A Dub Lis |
| SC8317   | WPDE TV    | Prc)0:00:15  | CNDD81153                 | AD COUNCIL - DRUNK DRIVIN        | ObjectServer_AS3/mrider:wo_us  | 12/21/09 10/09/10 | On A Dub Lis |
| SC8319   | WPDE TV    | Prc)0:00:15  | CNDD82153                 | AD COUNCIL - DRUNK DRIVIN        | ObjectServer_AS3/mrider:wo_us  | 12/21/09 10/10/10 | On A Dub Lis |
| SC8323   | WPDE TV    | Prc)0:00:30  | CNDD83103                 | AD COUNCIL - DRUNK DRIVIN        | ObjectServer_AS3/mrider:wo_us  | 12/21/09 10/09/10 | On A Dub Lis |
| SC8315   | WPDE TV    | Prc)0:00:15  | CNDD83153                 | AD COUNCIL - DRUNK DRIVIN        | ObjectServer_AS3/mrider:wo_us  | 12/21/09 10/10/10 | On A Dub Lis |
| SC8310   | WPDE TV    | Prc)0:00:30  | CNDD83306                 | AD COUNCIL - DRUNK DRIVIN        | ObjectServer_AS3/mrider:wo_us  | 12/21/09 10/10/10 | On A Dub Lis |
| SC8311   | WPDE TV    | Prc)0:00:30  | CNDD84306                 | AD COUNCIL - DRUNK DRIVIN        | ObjectServer_AS3/mrider:wo_us  | 12/21/09 10/08/10 | On A Dub Lis |
| SC8318   | WPDE TV    | Prc)0:00:15  | CNDD85153                 | AD COUNCIL - DRUNK DRIVIN        | ObjectServer_AS3/mrider:wo_us  | 12/21/09 10/13/10 | On A Dub Lis |
| SC8312   | WPDE TV    | Prc)0:00:30  | CNDD86303                 | AD COUNCIL - DRUNK DRIVIN        | ObjectServer_AS3/mrider:wo_us  | 12/21/09 10/13/10 | On A Dub Lis |
| SC8309   | WPDE TV    | Prc)0:01:00  | CNDD99612                 | AD COUNCIL - DRUNK DRIVIN        | ObjectServer_AS3/mrider:wo_us  | 12/21/09 09/24/10 | On A Dub Lis |
| SC8280   | WPDE TV    | Prc)0:00:30  | CNFI-9330-2               | AD COUNCIL - BE A DAD            | ObjectServer_AS3/lduckett:wo_1 | 10/12/09 09/24/10 | On A Dub Lis |
| SC8279   | WPDE TV    | Prc)0:00:30  | CNFI-9530-2               | AD COUNCIL - BE A DAD            | ObjectServer_AS3/lduckett:wo_1 | 10/12/09 09/18/10 | On A Dub Lis |
| SC8489   | WPDE TV    | Prc)0:00:30  | CNFR-9230-2               | AD COUNCIL/FORECLOSURE           | ObjectServer_AS3/lharley:wo_us | 07/01/10 10/10/10 | On A Dub Lis |
| SC8488   | WPDE TV    | Prc)0:00:30  | CNFR-9330-2               | AD COUNCIL/FORECLOSURE           | ObjectServer_AS3/lharley:wo_us | 07/01/10 10/13/10 | On A Dub Lis |
| SC8497   | WPDE TV    | Prc)0:00:15  | CNGD91152                 | BARRIERS_15                      | ObjectServer_AS3/lharley:wo_us | 07/19/10 10/08/10 | On A Dub Lis |
| SC8495   | WPDE TV    | Prc)0:01:00  | CNGD91602                 | BARRIERS_60                      | ObjectServer_AS3/lharley:wo_us | 07/19/10 09/24/10 | On A Dub Lis |
| SC8491   | WPDE TV    | Prc)0:00:15  | CNMH-9115-2               | AD COUNCIL-MEN'S HEALTH          | ObjectServer_AS3/lharley:wo_us | 07/01/10 10/10/10 | On A Dub Lis |
| SC8490   | WPDE TV    | Prc)0:00:30  | CNMH-9130-2               | AD COUNCIL-MEN'S HEALTH          | ObjectServer_AS3/lharley:wo_us | 07/01/10 10/12/10 | On A Dub Lis |
| SC8493   | WPDE TV    | Prc)0:00:15  | CNMH-9215-2               | AD COUNCIL-MEN'S HEALTH          | ObjectServer_AS3/lharley:wo_us | 07/01/10 10/10/10 | On A Dub Lis |
| SC8297   | WPDE TV    | Prc)0:00:30  | CNNI90332                 | AD COUNCIL - FLU VACCINAT        | ObjectServer_AS3/mrider:wo_us  | 12/14/09 10/12/10 | On A Dub Lis |
| SC8298   | WPDE TV    | Prc)0:00:30  | CNNI90342                 | AD COUNCIL - FLU VACCINAT        | ObjectServer_AS3/mrider:wo_us  | 12/14/09 10/11/10 | On A Dub Lis |
| SC8304   | WPDE TV    | Prc)0:00:30  | CNNI90362                 | AD COUNCIL - FLU VACCINAT        | ObjectServer_AS3/mrider:wo_us  | 12/14/09 10/13/10 | On A Dub Lis |
| SC8306   | WPDE TV    | Prc)0:00:30  | CNNI90372                 | AD COUNCIL - FLU VACCINAT        | ObjectServer_AS3/mrider:wo_us  | 12/14/09 09/24/10 | On A Dub Lis |
| SC8256   | WPDE TV    | Prc)0:00:30  | CNNI-9113-1               | Ad Council - Sesame Street       | ObjectServer_AS3/lduckett:wo_1 | 10/12/09 09/23/10 | On A Dub Lis |
| SC8251   | WPDE TV    | Prc)0:00:30  | CNPA-9130-2               | Ad Council - Humane Society      | ObjectServer_AS3/lduckett:wo_1 | 10/01/09 08/12/10 | On A Dub Lis |
| SC8505   |            | 0:00:30      | CNPA91312                 | OLIVE                            | ObjectServer_AS3/lharley:wo_us | 08/03/10 08/03/10 | On A Dub Lis |
| SC8252   | WPDE TV    | Prc)0:00:30  | CNPA-9230-2               | Ad Council - Humane Society      | ObjectServer_AS3/lduckett:wo_1 | 10/01/09 08/09/10 | On A Dub Lis |
| SC8508   |            | 0:00:15      | CNPA94152                 | ANDY                             | ObjectServer_AS3/lharley:wo_us | 08/03/10 08/03/10 | On A Dub Lis |
| SC8510   | WPDE TV    | Prc)0:00:15  | CNPA97152                 | MIKE                             | ObjectServer_AS3/lharley:wo_us | 08/03/10 10/10/10 | On A Dub Lis |
| SC8521   | WPDE TV    | Prc)0:00:30  | CNSB-8130-7               | ✓ Slow Motion Latch_30           | ObjectServer_AS3/lharley:wo_us | 09/16/10 10/13/10 | On A Dub Lis |
| SC8520   |            | 0:01:00      | CNSB-8160-4               | Slow Motion Latch                | ObjectServer_AS3/lharley:wo_us | 09/16/10 10/07/10 | On A Dub Lis |
| SC8522   | WPDE TV    | Prc)0:00:30  | CNUL0049000               | ✓ Live United_Rev2009_30         | ObjectServer_AS3/lharley:wo_us | 09/16/10 10/13/10 | On A Dub Lis |
| SC8523   | WPDE TV    | Prc)0:00:15  | CNUL0051000               | Live United_Rev2009_15           | ObjectServer_AS3/lharley:wo_us | 09/16/10 10/13/10 | On A Dub Lis |
| SC8274   | WPDE TV    | Prc)0:00:15  | CNUL-9315-2               | AD COUNCIL - UNITED WAY          | ObjectServer_AS3/lduckett:wo_1 | 10/12/09 10/13/10 | On A Dub Lis |
| SC8275   | WPDE TV    | Prc)0:00:30  | CNUL-9530-2               | AD COUNCIL - UNITED WAY          | ObjectServer_AS3/lduckett:wo_1 | 10/12/09 10/13/10 | On A Dub Lis |
| SC8532   |            | 0:00:30      | Crossing Delancey         | Crossing Delancey                | ObjectServer_AS3/lharley:wo_us | 10/12/10 10/12/10 | On A Dub Lis |
| SC8527   |            | 0:00:30      | CRTA_CoastTransitPlus     | CRTA_CoastTransitPlus            | ObjectServer_AS3/lharley:wo_us | 10/11/10 10/13/10 | On A Dub Lis |
| SC8528   |            | 0:00:30      | CRTA_Delivering for Busir | CRTA_Delivering for Business     | ObjectServer_AS3/lharley:wo_us | 10/11/10 10/13/10 | On A Dub Lis |
| SC8529   |            | 0:00:30      | CRTA_Delivering for Senic | CRTA_Delivering for Seniors      | ObjectServer_AS3/lharley:wo_us | 10/11/10 10/13/10 | On A Dub Lis |
| SC8530   |            | 0:00:30      | CRTA_Delivering for Studt | CRTA_Delivering for Students     | ObjectServer_AS3/lharley:wo_us | 10/11/10 10/13/10 | On A Dub Lis |
| SC8531   |            | 0:00:30      | CRTA_Delivering for Veter | CRTA_Delivering for Veterans     | ObjectServer_AS3/lharley:wo_us | 10/11/10 10/13/10 | On A Dub Lis |
| SC8519   |            | 0:00:30      | Florence Little Big River | Florence Little Theatre_Big Rive | ObjectServer_AS3/lharley:wo_us | 09/09/10 09/24/10 | On A Dub Lis |
| SC8398   | WPDE TV    | Prc)0:00:30  | MARCH FOR BABIES          | MARCH OF DIMES                   | ObjectServer_AS3/mshelley:wo_  | 03/12/10 10/12/10 | On A Dub Lis |
| SC8525   | WPDE TV    | Prc)0:00:20  | PSA/Boystown Hotline      | PSA/Boystown Hotline             | ObjectServer/mcamp:wo_user:d   | 02/14/06 09/25/10 | Dub Confirm  |
| SC8526   | WPDE TV    | Prc)0:00:20  | PSA/Hospitalized Vet      | PSA/Hospitalized Vets            | ObjectServer/mcamp:wo_user:d   | 02/14/06 09/25/10 | Dub Confirm  |
| SC8524   | WPDE TV    | Prc)0:00:20  | PSA/Shriners Children's H | PSA/Shriners Children's Hospitz  | ObjectServer/mcamp:wo_user:d   | 02/14/06 10/12/10 | Dub Confirm  |
| SC8397   | WPDE TV    | Prc)0:00:30  | SHERRI SHEPHERD           | MARCH OF DIMES                   | ObjectServer_AS3/mshelley:wo_  | 03/12/10 10/13/10 | On A Dub Lis |
| SC8168   | WPDE TV    | Prc)0:00:30  | Soccer - MODN7003         | March of Dimes                   | ObjectServer_AS3/mshelley:wo_  | 08/10/09 10/13/10 | On A Dub Lis |
| SC8130   | WPDE TV    | Prc)0:00:30  | Stroke Awareness PSA      | American Heart Association       | ObjectServer_AS1/lharley:wo_us | 07/10/08 08/19/10 | Dub Confirm  |
| SC8148   | WPDE TV    | Prc)0:00:30  | United Way of Horry Coun  | United Way of Horry County       | ObjectServer_AS3/lharley:wo_us | 11/07/08 08/19/10 | On A Dub Lis |



Dear Traffic Manager:

The Ad Council has sent you Energy Efficiency PSAs digitally via DG-Fastchannel and these spots are ready to air immediately.

Increasing energy demand requires additional supplies to keep costs low, ensure reliability, and reduce America's dependence on foreign energy sources. Consumers can make a significant difference on all these fronts by reducing demand through simple energy efficiency measures.

In a national survey of kids ages 8-12, 85 percent believed that they could lead their family to do what is needed to consume less energy in the home. Developed by Walt Disney Studios Home Entertainment in collaboration with the Ad Council, the new TV PSAs are designed to educate 8-10 year olds on positive energy efficient habits and feature the beloved Disney character, Tinkerbell. The PSAs direct viewers to an interactive website, www.energy.gov/kids, where they can play fun games and learn about simple tips on energy efficient behaviors to reduce energy consumption in the home.

Please help support this Campaign and the Ad Council by running the following PSAs in donated media space. Thank you.

*Re-entered 10/13*  
*entered*  
*8/26*

**The Advertising Council**

**Energy Efficiency / Digital**

- |    |                            |                 |     |             |      |
|----|----------------------------|-----------------|-----|-------------|------|
| 1. | "Energy Savers"            | <del>8541</del> | :30 | CNEN0042000 | 8541 |
| 2. | "Magical Things"           | <del>8542</del> | :30 | CNEN0044000 | 8542 |
| 3. | "Energy Savers" (Spanish)  |                 | :30 | CNEN0048000 |      |
| 4. | "Magical Things" (Spanish) |                 | :30 | CNEN0046000 |      |
| 5. | "Energy Savers"            | <del>8543</del> | :15 | CNEN0049000 | 8543 |
| 6. | "Magical Things"           | <del>8544</del> | :15 | CNEN0047000 | 8544 |
| 7. | "Energy Savers" (Spanish)  |                 | :15 | CNEN0043000 |      |
| 8. | "Magical Things" (Spanish) |                 | :15 | CNEN0045000 |      |

**All Spots Expire on 12/31/2011**

**PLEASE NOTE:** The attached material designates an expiration date for each PSA. Because of the SAC/AFTRA labor contract, the material cannot be aired after the expiration date. Airing the PSAs after the expiration date may result in claims for talent fees by the union's members. All Rights within the PSAs are owned by the Advertising Council or the named Sponsors. Sale of sponsorship to any other party is prohibited. No cropping, editing or modifications are permissible.



Dear Public Service Director,

*entered 8/25*

The impact of a natural or man made disaster is most damaging when we are not prepared. That's why the *Ready* Campaign encourages Americans to have emergency supplies and an emergency plan in place ahead of time to help ensure that they are safe and know how to respond in the event of an emergency.

This year, we are releasing new PSAs for our Spanish-language campaign, *Listo*. Help us promote this message and encourage the Hispanic population in your community to prepare themselves and their families.

Sponsored by the Federal Emergency Management Agency (FEMA), the *Listo* campaign will launch this September to coincide with National Preparedness Month. This year's campaign promotes the idea that "preparing today reduces the consequences of a disaster tomorrow" and encourages the Hispanic community to take three simple steps to be prepared for emergencies: (1) Get an emergency supply kit; (2) Make a family emergency plan; and (3) Be informed about the types of emergencies that can happen in their area and the appropriate responses. The PSAs then direct audiences to visit [www.listo.gov](http://www.listo.gov) where they can find national and local preparedness information and resources in Spanish.

We thank you for your continued support of the *Listo* Campaign. With your help, we can continue to share this important message and raise the nation's level of preparedness.

*Entered again 10/13*

|     |  |      |     |             |         |
|-----|--|------|-----|-------------|---------|
| 1.  | "Consequences"                         | 8545 | :30 | CNHL0071000 | SCSS 11 |
| 2.  | "Consequences - Spanish"               |      | :30 | CNHL0073000 |         |
| 3.  | "Earthquake"                           |      | :10 | CNHL0075000 |         |
| 4.  | "Flood" 8546                           |      | :10 | CNHL0077000 | 8512    |
| 5.  | "Hurricane"                            |      | :10 | CNHL0078000 | 8513    |
| 6.  | "Cantore - Be Ready"                   |      | :30 | CNHL0042000 |         |
| 7.  | "Cantore - Be Ready"                   |      | :15 | CNHL0043000 |         |
| 8.  | "Cantore - Be Ready"                   |      | :10 | CNHL0044000 |         |
| 9.  | "Cantore - Be Ready - Weather Channel" |      | :30 | CNHL0045000 |         |
| 10. | "Cantore - Be Ready - Weather Channel" |      | :15 | CNHL0046000 |         |

Spots 1-2: 08/25/2011  
Spots 3-5: 09/15/2011  
Spots 6-10 Never Expire

*on DG 8/25*





July 29, 2010

Dear Traffic Manager:

The Ad Council has sent you **Pet Adoption** PSAs digitally via DG-Fastchannel and these spots are ready to air immediately.

According to The Humane Society of the United States and Maddie's Fund, of the eight million pets that enter animal shelters and rescue groups every year, approximately three million of these healthy and treatable pets are euthanized due to a lack of adoption. While there has been steady progress on the issue (in the 1970s approximately 24 million pets were euthanized annually), the continued euthanasia of our best friends and family members is a national tragedy.

Presently, most people do not obtain their pets from shelters, but rather from pet stores, the Internet, friends, breeders or other sources. In an effort to change this trend, The Advertising Council, The Humane Society of the United States and Maddie's Fund are pleased to bring you new television PSAs as part of "The Shelter Pet Project" campaign, designed to encourage pet lovers throughout the country to make shelters and rescue groups the first place they turn to when acquiring companion animals.

The new PSAs feature characters from Patrick McDonnell's endearing comic strip, "MUTTS," and have been animated by award winning animators Paul and Sandra Fierlinger. These PSAs give shelter pets a voice to explain that it's not their fault that they ended up in shelters and that, "There's nothing wrong with shelter pets." The campaign encourages everyone - dog people, cat people, pro-adoption advocates - to visit The Shelter Pet Project website ([www.theshelterpetproject.org](http://www.theshelterpetproject.org)) to learn more about adopting a shelter pet, send an interactive e-card and possibly even find their perfect pet.

We thank you for your support in sharing this important message.

**The Advertising Council  
Pet Adoption - Digital**

|                   |          |           |                  |
|-------------------|----------|-----------|------------------|
| 1. "Olive"        | :30      | CNPA91312 | <i>in system</i> |
| 2. "Shemp"        | :30      | CNPA91322 |                  |
| 3. "Twins"        | :30      | CNPA91332 |                  |
| 4. "Antly"        | :15      | CNPA94152 |                  |
| 5. "Jaz"          | 8509 :15 | CNPA96152 | <i>added 8/3</i> |
| 6. "Mike"         | 8510 :15 | CNPA97152 |                  |
| 7. "Affair"       | :30      | CNPA90336 |                  |
| 8. "Ditched"      | :30      | CNPA91308 |                  |
| 9. "White Collar" | :30      | CNPA92305 |                  |

**Spots 1-6 Expire 05/01/2013**

**Spots 7-9 Expire 08/12/2011**

**PLEASE NOTE:** The attached material designates an expiration date for each PSA. Because of the SAG/AFTRA labor contract, the material cannot be aired after the expiration date. Airing the PSAs after the expiration date may result in claims for talent fees by the union's members.

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