

5. PSAs

Our PSA's run primarily before 9am, after midnight, and during Children's Programming.

We run PSAs as per request from various campaigns, such as Project Roadblock (which is seasonal, but we have continued 7 spots in our rotation), State Inspector General on Fraud, South Carolina Broadcasters' Association current inventory: US Coast Guard (4 spots), National Guard (6), and AAA Carolinas (2).

We are an on-going sponsor of: Horry County Special Olympics, Florence County Disabilities Foundation, South Carolina Children's Museum, Girl Scout Council of Eastern South Carolina, Florence Little Theatre, Long Bay Symphony, United Way, March of Dimes, Billie Hardee Home for Boys, Conway Medical Center's HealthReach Program, Pee Dee Chapter of the American Red Cross, United Negro College Fund.

Additionally, we run PSA's that are relevant to the Issues addressed in our Quarterly Reports available through the Ad Council: Economy Related- Credit Counseling, Foreclosure Prevention; Special Needs Awareness, Special Olympics, Senior Resources; Education- High School Dropout Prevention; Health and Environmental Issues.

Current Local PSA/Promo's

American Red Cross Heroes
Broadway at the Beach Kid's Festival
Dragon Boat Race
Murrell's Inlet Marshi Gras
Miracle League Fundraiser
Conway Medical Center Your Health Your Decision
Conway Medical Center Smart Snacks
Black History Month
South Carolina Lottery College PSA



August 9, 2012

Dear Traffic Manager:

Did you know?

- 51% of young adult drivers (16-24) report that they are "extremely concerned" about their peers texting while driving.
- A texting driver is 23 times more likely to get into a crash than a non-texting driver.
- Five seconds is the average time a driver's eyes are off the road while texting. When traveling at 55mph, that's enough time to cover the length of a football field.

The National Highway Traffic Safety Administration (NHTSA) has released new national Texting and Driving Prevention PSAs available for download below.

Help us Stop the Texts and Stop the Wrecks.

Please help this important Campaign message by running these PSAs in donated media space.

Thank you for your support.

The Advertising Council
Texting and Driving Prevention
 DG

1. "Be a Friend"	:60	CNRD0074000
2. "Stairs"	:30	CNRD0041000
3. "5 Seconds"	:30	CNRD0035000
4. "Fountain"	:30	CNRD0037000
5. "Why"	:30	CNRD0075000
6. "Graphic"	:10	CNRD0039000
7. "On My Way – Glee"	:30	CNRD0087000
8. "On My Way – Glee"	:15	CNRD0088000
9. "On My Way – Glee (alt)"	:30	CNRD0089000
10. "On My Way – Glee (alt)"	:15	CNRD0090000

Spot 1 & 5 Expire: 05/01/2013
Spots 2, 3, 4 & 6 Expire: 11/09/2012
Spots 7-10 Expire: 12/31/2012

PLEASE NOTE: The attached material designates an expiration date for each PSA. Because of the SAG/AFTRA labor contracts and the agreement with the talent, the material cannot be aired after the expiration date. Airing the PSAs after the expiration date may subject the sponsor, agency, and possibly your organization and its principals to additional talent fees, penalties and damages; as well as legal action regarding claims of right by the relevant talent. All Rights within the PSAs are owned by the Advertising Council or the named Sponsors. Sale of sponsorship to any other party is prohibited. PSAs may only be placed in donated media, and may not be used in any manner that would imply an association with any commercial enterprise. You cannot, for example, exhibit the PSA with corporate logos appearing in conjunction with it. No cropping, editing or modifications are permissible.

Jamelah Barich

From: extremereach@extremereach.com
Sent: Monday, August 06, 2012 9:41 AM
To: ti@wpde.com
Subject: Jeffrey Modell Foundation Traffic Instructions for WPDE, WWMB
Attachments: JMF TV E-Distribution on Letterhead.pdf



Jeffrey Modell
Foundation



Priority Level: Normal
Notification Type: Traffic Instructions
Delivery Type: Digital Delivery
Estimated Arrival: Available Now

Hello,

The following Jeffrey Modell Foundation traffic instructions have been sent to you by PSA Director at The Causeway Agency via Extreme Reach. To view the traffic instructions, [click here](#).

 **Important:** By viewing this notification you acknowledge to the advertiser that you have received these traffic instructions. These traffic instructions will remain available for review at any time in your Extreme Reach account. If you have any questions or issues regarding this notification, please contact Extreme Reach Customer Service and Support at 877-769-9382 (toll free) or support@extremereach.com.

Order Information

Order Number: 182805-276431
Trafficked By: PSA Director at The Causeway Agency
Advertiser: Jeffrey Modell Foundation
Order Date/Time:
Campaign Name: JMF "When I Grow Up" PSA Campaign
Campaign #:
Estimate #:
Comments: Please contact Extreme Reach at support@extremereach.com or 877-769-9382 if you have any questions regarding this order.
Special Instructions: *Please help with these important PSAs*

Dear Friend,

The Jeffrey Modell Foundation is pleased to share our PSA Campaign with you...

In 1986, we lost our fifteen year old son, Jeffrey, to complications of Primary Immunodeficiency (PI), a genetic defect of the immune system, affecting millions. At that time, the path we traveled was one of absolute powerlessness because of the unanswered questions, hopelessness because of the lack of medical options, and an ever-increasing sense of helplessness as Jeffrey's days narrowed, and we fought our impossible fight alone.

We established the Jeffrey Modell Foundation to turn the pain, despair, and suffering of affected children and adults into the comfort, hope, and empowerment of a child's dream. The results of our work for the last 25 years show how one family's pain can turn into a global mission to prevent, diagnose, and cure PI:

- 112% annual increase in the number of patient referrals
- 115% annual increase in the number of patients diagnosed
- 91% annual increase in the number of patients receiving treatment

In this spirit, we created our Public Service Advertising Campaign.

When I Grow Up speaks to the wonderment of a child's dream; a dream of a future without hospital visits, sleepless nights, and without fear. It speaks to the dreams of playing baseball, fighting fires, becoming a chef, and even becoming a glittery rock star. A child with this serious and sometimes life threatening condition CAN be anything they want to be.

You can help! - All of this is now possible, especially if you join us. Thousands of children in your very own city are suffering from PI. Their parents and caregivers are going down the same path we traveled 26 years ago. All for one simple reason: they don't know where to go for proper testing, diagnosis, and treatment.

The Jeffrey Modell Foundation is comprised of the world's leading expert Immunologists from more than 65 countries, spanning 6 continents. We can save lives and offer treatments that not only allow these children to survive, but will allow them to thrive and reach their highest potential.

Our record of success is a testament to not only Jeffrey's inspiration and spirit, but also to our friends in the media that have joined us in our 26 year journey. We thank you in advance for your continued support and the difference it makes.

Thank you very much,

Vicki and Fred Modell
Co-Founders
Jeffrey Modell Foundation

Destinations: WPDE, WWMB

 You can also [LOGIN to your Extreme Reach account](#) to view/download the spots for this order.

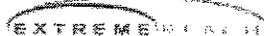
Traffic Details

Additional traffic details may be found on the attached document [JMF TV E-Distribution on Letterhead.pdf](#)

Note: If the traffic instructions link above does not work copy-paste the following link into the address bar of your web browser to view the traffic instructions.

<http://app.extremereach.com/Media/Download/B0FEB788-27F1-4437-823E-ABE5BC24507D>

powered by



All dates/times displayed in (UTC-05:00) Eastern Time (US & Canada)

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Jeffrey Modell
Foundation

780 Third Avenue
New York, NY 10017

www.info4pi.org

T: 212.819.0200
F: 212.764.4180

Hotline: 866.INFO.4.PI

Curing PI.
Worldwide.

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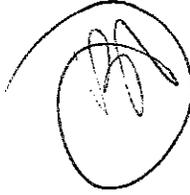
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Thank you very much,

Vicki and Fred Modell
Co-Founders
Jeffrey Modell Foundation



January 24, 2013

Dear Traffic Manager:

The Ad Council has sent you **Children's Oral Health** PSAs digitally via **DG** and these spots are ready to air immediately.

February is National Children's Dental Health Month

Dental decay, the most common chronic childhood disease, impacts 16.5 million children and results in 51 million lost school hours and 25 million lost work hours. Brushing two minutes, twice a day, can help prevent dental decay.

Support these **NEW** PSAs in February and beyond!

Please help this important Campaign message by running these PSAs in donated media space. Thank you for your support.

The Advertising Council
Children's Oral Health – DG

- | | | |
|---------------------------------|-----|---------------|
| 1. Super Duper Party Troopers ✓ | :60 | CNOH0022000 |
| 2. Gerbils on a Train ✓ | :60 | CNOH0024000 |
| 3. Brushy Brush Spanish ✗ | :30 | CNOH0045000 |
| 4. Tooth Fairy ✓ | :30 | CNOH0049000 |
| 5. Drawing on Brother | :30 | CNOH0060000 ✓ |
| 6. Drawing on Brother | :15 | CNOH0064000 |
| 7. Octolaunch | :30 | CNOH0067000 |
| 8. Octolaunch | :15 | CNOH0070000 |
| 9. Octolaunch Spanish | :30 | CNOH0074000 |
| 10. Octolaunch Spanish | :15 | CNOH0078000 |

Spots 1 – 2 & 5-10 Expire: 07/09/2013

Spot 3 Expires: 07/15/2013

Spot 4 Expires: 09/01/2013

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Linda Revel

From: DGIT [Notifications@dgfastchannel.com]
Sent: Thursday, January 24, 2013 4:15 PM
To: Traffic Instructions
Subject: New Spot(s) Available forThe Ad Council/The Ad Council

This notification is being provided to inform you of the availability of spot(s) on your DG Online account.

Station: WPDE-TV
Agency: The Ad Council
Advertiser: The Ad Council

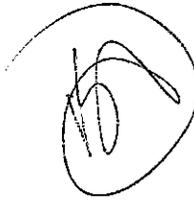
ISCI	Title	Length
CNOH0022000	Super Duper Party Troopers	:01:00
CNOH0024000	Gerbils on a Train	:01:00
CNOH0045000	Brushy Brush Spanish	:30
CNOH0049000	Tooth Fairy	:30

Tracking Number: 1S18174

Please go to <https://dgonline.dgit.com/dgonline/logon.do?&trackingNo=1S18174&qdOrgId=2028211&forwardTo=queryDelivery> to view the spots(s) indicated above. You can also go to <https://dgonline.dgit.com> and access the SEARCH>DELIVERIES page to view all incoming deliveries.

If you have any problems or questions, please contact DG Customer Support at: 800-324-5672.

Note: This is an auto-generated message; do not respond. For online help, go to: <https://dgonline.dgit.com>.



January 23, 2013

Dear Traffic Manager:

The Ad Council has sent you **Emergency Preparedness PSAs** digitally via **DG** and these spots are ready to air immediately.

Only 17% of Americans Claim to Be Very Prepared for an Emergency Situation

Natural disasters can strike at any time and even with advanced knowledge they can still be devastating. In the aftermath of Hurricane Sandy, it is even more evident that preparedness is crucial in emergency situations.

Emergency Preparedness PSAs illustrate the importance of preparing for tomorrow as "you never know when the day before a natural disaster is the day before."

Please help this important Campaign message by running these PSAs in donated media space. Thank you for your support.

The Advertising Council
Emergency Preparedness – DG

8/18/13	1. "The Day Before Hurricane Irene-Revised"	:15	CNHL0122000
	2. "The Day Before Joplin Tornado-Revised"	:15	CNHL0123000
	3. "The Day Before"	:60	CNHL0108000
	4. "The Day Before"	:30	CNHL0111000
	5. " Consequences - Spanish "	:30	CNHL0073000
	6. " Earthquake - Spanish "	:10	CNHL0076000
	7. " Flood - Spanish "	:10	CNHL0080000
	8. " Hurricane - Spanish "	:10	CNHL0079000

Spots 1-4 Expire: 08/20/2013

Spots 5-8 Expire: 08/13/2013

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January 14, 2013

Dear Traffic Manager:

The Ad Council has sent you **Buzzed Driving Prevention** PSAs digitally via **DG** and these spots are ready to air immediately.

Buzzed. Busted. Broke.

Getting pulled over for buzzed driving could cost you around \$10,000 in fines, legal fees and increased insurance rates.

New Buzzed Driving Prevention PSAs show how the financial consequences of driving buzzed can really set you back a few years. Help us make sure everyone knows that Buzzed Driving is Drunk Driving.

The Advertising Council
Buzzed Driving Prevention
DG

- | | | |
|-------------------------------------|-----|-------------|
| 1. "Bar Math (New Tag)" | :30 | CNDD0088000 |
| 2. "Monkey in the Middle (New Tag)" | :30 | CNDD0089000 |
| 3. "Bad Daters" | :30 | CNDD0090000 |
| 4. "Solitary Confinement" | :30 | CNDD0091000 |

Spot 1 Expires: 11/15/2013

Spot 2 Expires: 11/16/2013

Spots 3-4 Expire: 12/13/2013

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PSAs



December 13, 2012

Dear Traffic Manager:

The Ad Council has sent you **Buzzed Driving Prevention** PSAs digitally via **DG** and these spots are ready to air immediately.

NEW Project Roadblock PSAs Available Now!

Join the Ad Council, TVB, and the National Highway Traffic Safety Administration (NHTSA) in support of Project Roadblock, an annual initiative to fight drunk driving.

Two brand new Buzzed Driving Prevention spots, exclusive to local broadcast TV stations, are available for download below. If you haven't already, please pledge your station's support of this important initiative today! You do not have to be a TVB member to participate.

Flight: December 26th-December 31st, one of the deadliest auto-fatality weeks of the year.

**The Advertising Council
Buzzed Driving Prevention
DG**

- | | | | |
|----|------------------------------|-----|-------------|
| 1. | "Bad Daters" *NEW* | :30 | CNDD0081000 |
| 2. | "Solitary Confinement" *NEW* | :30 | CNDD0082000 |
| 3. | "Effect" Spanish (TVB) | :30 | CNDD0043000 |
| 4. | "Effect" Spanish | :30 | CNDD0044000 |

Spots 1-2 Expire: 12/13/2013

Spots 3-4 Expire: 12/1/2013

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PSA Folder



December 12, 2012

Dear Traffic Manager:

The Ad Council has sent you **Making Home Affordable** PSAs digitally via **DG** and these spots are ready to air immediately.

1 in 14 U.S. homeowners is behind on his or her mortgage

Renewed PSAs encourage struggling homeowners to call 888-895-HOPE and speak one-on-one with HUD-approved housing experts to discuss solutions that are available based on their individual circumstances.

Please help this important Campaign message by running these PSAs in donated media space. Thank you for your support.

The Advertising Council
Making Home Affordable
DG - SD

1. "Frozen"	:60	CNMA0055000
2. "Frozen"	:30	CNMA0056000 - 8937
3. "Frozen"	:15	CNMA0057000
4. "Frozen" (Spanish)	:60	CNMA0058000
5. "Frozen" (Spanish)	:30	CNMA0059000
6. "Frozen" (Spanish)	:15	CNMA0060000

Spot Expiration Date: 12/31/2013

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Subject: New Spot(s) Available forThe Ad Council/The Ad Council

Date: Wednesday, December 12, 2012 12:03:06 PM ET

From: DGIT

To: Traffic Instructions

This notification is being provided to inform you of the availability of spot(s) on your DG Online account.

Station: WPDE-TV

Agency: The Ad Council

Advertiser: The Ad Council

ISCI	Title	Length
CNMA0055000	FROZEN / CC	:01:00
CNMA0057000	FROZEN / CC	:15
CNMA0056000	FROZEN / CC	:30

Tracking Number: CR7641

Please go to <https://dgonline.dgit.com/dgonline/logon.do?>

[&trackingNo=CR7641&qdOrgId=2028211&forwardTo=queryDelivery](https://dgonline.dgit.com/dgonline/logon.do?&trackingNo=CR7641&qdOrgId=2028211&forwardTo=queryDelivery) to view the spots(s) indicated above. You can also go to <https://dgonline.dgit.com> and access the SEARCH>DELIVERIES page to view all incoming deliveries.

If you have any problems or questions, please contact DG Customer Support at: 800-324-5672.

Note: This is an auto-generated message; do not respond. For online help, go to: <https://dgonline.dgit.com>.

Subject: New Spot(s) Available forThe Ad Council/The Ad Council
Date: Wednesday, December 12, 2012 12:27:54 PM ET
From: DGIT
To: Traffic Instructions

This notification is being provided to inform you of the availability of spot(s) on your DG Online account.

Station: WPDE-TV
Agency: The Ad Council
Advertiser: The Ad Council

ISCI	Title	Length
CNMA0058000	FROZEN /SPANISH/ CC	:01:00
CNMA0059000	FROZEN /SPANISH/ CC	:30
CNMA0060000	FROZEN /SPANISH/ CC	:15

Tracking Number: CR7686

Please go to [https://dgonline.dgit.com/dgonline/logon.do?
&trackingNo=CR7686&qdOrgid=2028211&forwardTo=queryDelivery](https://dgonline.dgit.com/dgonline/logon.do?&trackingNo=CR7686&qdOrgid=2028211&forwardTo=queryDelivery) to view the spots(s) indicated above. You can also go to <https://dgonline.dgit.com> and access the SEARCH>DELIVERIES page to view all incoming deliveries.

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Entered
12/15

November 10, 2010

Dear Traffic Manager:

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

The U.S. Department of Health and Human Services' Administration for Children and Families, AdoptUsKids, and The Advertising Council are pleased to provide you with new Public Service Announcements (PSAs) that encourage adoption from foster care.

Through no fault of their own, there are approximately 424,000 children and youth in foster care in the United States. Of those, 115,000 are waiting to be adopted. Children who are older, members of sibling groups, children of color, and children with disabilities wait the longest for adoptive homes. This is a number we must all work together to reduce.

The new PSAs highlight parents' visions of perfection versus reality. Parents do not always see things the way kids do, whether they are performing the perfect cheer, preparing for an adventurous camping trip, or coaxing a bird out of the house; we find out that kids just see things differently. The PSAs brilliantly illustrate to potential parents that children in foster care don't need perfection; they need the commitment and love a "forever family" can provide. The PSAs direct audiences to visit www.adoptuskids.org or call 1-888-200-4005 for complete, accurate information about the foster care system and the adoption process. For information in Spanish, visit www.adopte1.org or call 1-877-ADOPT1.

We thank you for your continued support of the Adoption campaign. With your assistance, we can help find a "forever family" for every waiting child!

The Advertising Council
Adoption

- | | | | | |
|-------------------------------|------|-----|-------------|---|
| 1. The Bird | 8584 | :30 | CNAU0129000 | ✓ |
| 2. The Cheerleader | 8585 | :30 | CNAU0131000 | ✓ |
| 3. The Camping Trip | 8586 | :30 | CNAU0130000 | ✓ |
| 4. The Camping Trip - Spanish | | :30 | CNAU0132000 | |
| 5. The Gift Revised | | :30 | CNAU0133000 | |

on DG 11/10

Spot 1 Expires 06/16/2011

Spot 2 Expires 06/17/2011

Spots 3-4 Expire 06/18/2011

Spot 5 Expires 09/07/2011

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October 25, 2010

entered 11/2

Dear Traffic Manager:

The Ad Council has sent you **Veteran Support** PSAs digitally via **DG** and these spots are ready to air immediately

My name is Aimee Sherrod. I served three tours in the Air Force as an aircraft inspector from 2001-2005, with deployments to Pakistan, Jordan and Baghdad. I was medically discharged with Post Traumatic Stress Disorder (PTSD) in 2005. And, as a mother of two, I struggled with my transition home.

Finding Community of Veterans opened my eyes to a support system I didn't even realize was available. The support I've found on COV makes me feel normal and not so crazy; they know what I'm going through. Because of the support I've found on COV, I've started PTSD counseling.

Over two million veterans have been deployed to Iraq and Afghanistan. And each one deserves the same support that I found during my transition home. Please join me in supporting our nation's newest generation of veterans by running this PSA and letting all veterans know that **We've Got Your Back.**

The Advertising Council
Veteran Support - Digital

1. Alone- Revised	8569 :60	CNIA0023000	}	10/31/2012
2. Alone- Revised	8570 :30	CNIA0025000		
3. Alone- Revised	:25	CNIA0027000	}	11/10/2011
4. Alone- Revised	8571 :15	CNIA0029000		
5. Camouflage	8572 :60	CNIA0031000		
6. Camouflage	8573 :30	CNIA0033000		

Spots 1-4 Expire 10/31/2012

Spots 5-6 Expire 11/10/2011

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*entered
11/2*

October 26, 2010

Dear Traffic Manager:

The Ad Council has sent you **Lifelong Literacy** PSAs digitally via **DG** and these spots are ready to air immediately

As part of the "Lifelong Literacy" public service advertising (PSA) campaign, The Advertising Council and the Library of Congress have partnered with Disney to develop TV PSAs in an effort to inspire young readers to become lifelong readers. The new PSAs feature characters and scenes from Disney's Tangled. The objective is to inspire fun and promote literacy in all types of learning. From books to magazines to comics, and in all its other forms, reading gives kids the opportunity to explore their imaginations, and "Explore New Worlds."

We thank you for your support of this important issue. Please support this Campaign and The Ad Council by running these ads in **donated** ad space.

The Advertising Council
Lifelong Literacy

on DG 10/12

1. "Tangled"	<i>8567</i>	:30	CNLO0028000
2. "Tangled"	<i>8568</i>	:15	CNLO0027000
3. "Tangled" (Spanish)		:30	CNLO0029000

Spots Expire: 06/30/2011

PLEASE NOTE: The attached material designates an expiration date for each PSA. Because of the SAG/AFTRA labor contracts and the agreement with the talent, the material cannot be aired after the expiration date. Airing the PSAs after the expiration date may subject the sponsor, agency, and possibly your organization and its principals to additional talent fees, penalties and damages; as well as legal action regarding claims of right by the relevant talent. All Rights within the PSAs are owned by the Advertising Council or the named Sponsors. Sale of sponsorship to any other party is prohibited. PSAs may only be placed in donated media, and may not be used in any manner that would imply an association with any commercial enterprise. You cannot, for example, exhibit the PSA with corporate logos appearing in conjunction with it. No cropping, editing or modifications are permissible.



October 21, 2010

Dear Traffic Manager:

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

In the U.S., the flu season occurs from fall through early spring. The overall health impact of a flu season varies from year to year. However, on average, each year 5 - 20 percent of the U.S. population get the flu; more than 200,000 people are hospitalized from flu-related complications and deaths from flu-related causes range from 3,300 to 48,600.

The U.S. Department of Health & Human Services, Sesame Workshop and the Ad Council joined to produce and distribute new and already existing public service announcements (PSAs) which teach people about simple steps to minimize the risk of getting or giving the flu. The PSAs focus on simple ways to stay healthy - to properly wash your hands, sneeze into the bend of your arm and to stay home if you're feeling sick.

People are encouraged to visit www.Flu.gov to get more information.

Thank you for supporting these new public service ads and the Ad Council.

The Advertising Council
2010 Flu Prevention

- | | | | |
|------|--|-----|---------------|
| 8560 | 1. "Secretary Sebelius - Flu Prevention" → | :30 | CNNI0017000 ✓ |
| 8561 | 2. Right Way to Sneeze ← | :30 | CNNI-9930-1 ✓ |
| | 3. Right Way to Sneeze - Spanish | :30 | CNNI-9103-1 |
| 8562 | 4. Stay Home From School ← | :30 | CNNI-9113-1 ✓ |
| | 5. Stay Home From School - Spanish | :30 | CNNI-9123-1 |

*on DG
10/21*

Spot 1 Expires: 9/27/2011
Spots 2 - 5 Expires: 9/23/2011

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



URGENT - PLEASE DELIVER TO TRAFFIC DEPT. IMMEDIATELY!

ATTENTION: EWMB-TV Traffic/Continuity Department
 DATE: 10/19/10
 TOTAL PAGES: 3
 CLIENT: The Ad Council
 AGENCY: The Ad Council
 TRACKING #: AP19427
 QUESTIONS? 1-800-324-5672

Pet Adoption

CART #	ISCI/COPY #	TITLE	FLIGHT DATES	MEDIA FILE LENGTH*	%
	CNPA0014000	MAGICAL DIFFERENCE - A		30 sec	
	CNPA0012000	MAGICAL DIFFERENCE - K		30 sec	
	CNPA0015000	MAGICAL DIFFERENCE - A		15 sec	
	CNPA0013000	MAGICAL DIFFERENCE - K		15 sec	

on DG 10/19

MEDIA DELIVERY EXPECTED BY: 10/20/10

If a problem occurs in media delivery, a dub shipment will be issued. If a length is shown as 0 sec on this fax, be advised that we have not yet received the corresponding media; consider this an alert to you that we have been instructed to send the media when it arrives at DG.

FOR STATION PRODUCTION USE:

() New () Revised () Addition
 Straight Read _____ Cart _____ Cassette _____ Digital _____
 Contract # _____ Sales Person _____ Date Due _____
 Voice Talent _____ Completed By _____
 Special Instructions _____

* Media File Length includes the audible slate for radio spots and additional seconds of black to ensure frame accuracy of television spots.



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) 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

1. "Magical Difference - Kids"	:30	CNPA0012000
2. "Magical Difference - Adults"	:30	CNPA0014000
3. "Magical Difference - Kids"	:15	CNPA0013000
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.

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.