

QUARTERLY ISSUES REPORT

STATION: KPNX-TV, a subsidiary of Multimedia Holdings Corporation

LOCATION: 1101 N. Central Ave.
Phoenix, AZ 85004

QUARTER ENDING: September 30, 2008

Note: The following summaries describe the station's most significant non-entertainment programs broadcast in the past calendar quarter dealing with local issues.

TELEVISION QUARTERLY ISSUES

STATION: KPNX
LOCATION: 1101 N. Central Ave.
Phoenix, AZ 85004

ISSUE: Youth and Child Safety
PERIOD: 3rd Quarter, 2008

PROGRAM TITLE: Wednesday's Child

DESCRIPTION: Wednesday's Child is a news franchise that features children all over Arizona who need to be adopted, and features stories about adoptions. These children shown on our air are considered hard to adopt and some of the children have special needs.

12-News teams up with the State of Arizona and profiles weekly orphaned children, and in some cases siblings, who for one reason or another are a challenge to adopt.

12 News has aired these segments, each running about two minutes, every Wednesday during *12 News Today* and each weekend on *12 News Weekend Today*.

Quarterly, KPNX sponsors a phone bank which is promoted during our 1:00PM, 4:30PM, 5PM and 6PM newscasts. These phone banks answer questions from interested viewers on the adoption process.

TELEVISION QUARTERLY ISSUES

STATION: KPNX/Gannet Broadcasting
LOCATION: 1101 N. Central Ave.
Phoenix, AZ 85004

ISSUE: Health Issues
PERIOD: 3rd Quarter, 2008

PROGRAM TITLE: Buddy Check 12
12 News – 5PM and 10PM – 12 day of each month

DESCRIPTION: Buddy Check 12 is the station's commitment to breast health. On the 12th day of every month, Lin Sue Cooney, the station's top anchor reminds viewers either by email or voice mail to do their breast self exams. The station also produces stories highlighting a breast cancer survivor or new scientific strides in the medical field that airs during 12 News at 5pm and 12 News at 10pm.

TELEVISION QUARTERLY ISSUES

STATION: KPNX
LOCATION: 1101 N. Central Ave.
Phoenix, AZ 85004

ISSUE: Crime/Violence
PERIOD: 3rd Quarter, 2008

PROGRAM TITLE: Silent Witness

DESCRIPTION: Two mornings per week on 12 News Today and 12 News Weekend KPNX and the Silent Witness program profile an unsolved crime in the Phoenix metro area. The hope is a viewer(s) who may have witnessed or know of the crime will come forward and help investigators solve the crime.

TELEVISION QUARTERLY ISSUES

STATION: KPNX
LOCATION: 1101 N. Central Ave.
Phoenix, AZ 85004

ISSUE: Education
PERIOD: 3rd Quarter, 2008

PROGRAM TITLE: School Solutions
Wednesday thru Friday, July thru September, 2008

DESCRIPTION: School Solutions offers parents answers to questions on how to better prepare their children for school, what they should expect from teachers and school districts, as well as showcase schools and educators who exceed expectations. Every Monday through Thursday evening teachers man a phone bank to help children and their parents with questions dealing with school.

TELEVISION QUARTERLY ISSUES

STATION: KPNX/Gannet Broadcasting
LOCATION: 1101 N. Central Ave.
Phoenix, AZ 85004

ISSUE: Social Issues
PERIOD: 3rd Quarter, 2008

PROGRAM TITLE: Call 12 For Action
Monday thru Friday; July thru September, 2008
12 News Today – 6PM and 10PM

DESCRIPTION: Consumer reporters, Dave Cherry and Rick DeBruhl, report on the consumer issues of the day. The report helps viewers get back money they have been wrongly charged for, have businesses make good on failures of service and warn viewers of scams and internet theft.

TELEVISION QUARTERLY ISSUES

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TELEVISION QUARTERLY ISSUES

STATION: KPNX
LOCATION: 1101 N. Central Ave.
Phoenix, AZ 85004

ISSUE: Transportation
PERIOD: 3rd Quarter, 2008

PROGRAM TITLE: Traffic Reports – Seven Days/Week
AM, 4:30PM, 5PM, 6PM (Mon thru Sunday) and
Sunday @ 5:30PM.

DESCRIPTION: As the Valley's traffic grows, 12 News has dedicated
itself to the mission of letting viewers get updated
reports on what roads are congested and what roads
are moving throughout the Valley.

TELEVISION QUARTERLY ISSUES

STATION: KPNX/Gannet Broadcasting
LOCATION: 1101 N. Central Ave.
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ISSUE: Government
PERIOD: 3rd Quarter, 2008

PROGRAM TITLE: Sunday Square-Off

DESCRIPTION: Current affairs and local politics don't usually make for must see TV, but Sunday Square Off on 12 News has changed that. Opinionated, intelligent, and contentious debate swirls around the weekly roundtable discussion show. Guests are rotated each week and chosen from a pool of panelists covering the spectrum of political ideals and diversity. Veteran anchor and reporter Rick Debruhl mediates the lively and sometimes controversial discussions which cover only issues most relevant to our local viewers.

TELEVISION QUARTERLY ISSUES

STATION: KPNX/Gannet Broadcasting
LOCATION: 1101 N. Central Ave.
Phoenix, AZ 85004

ISSUE: Government
PERIOD: 3rd Quarter, 2008 – Sundays – July

PROGRAM TITLE: War Stories

DESCRIPTION:

12 News profiles Valley marines, sailors and soldiers who are dedicating their lives toward the protection of America and its interest in the Iraq and Afghanistan battle theaters. The people profiled tell stories of heroism, struggles and hope as they prepare to head off to war or face the realities of home once they return from battle.

TELEVISION QUARTERLY ISSUES

STATION: KPNX
LOCATION: 1101 N. Central Ave.
Phoenix, AZ 85004

ISSUE: Youth and Child Safety
PERIOD: 3rd Quarter, 2008

PROGRAM TITLE: Arizona's Children

DESCRIPTION: KPNX airs a weekly feature, airing every Thursday @ 5pm, Friday @ 6am and Sunday @ 10pm. This weekly feature profiles the challenges that children face growing up in Arizona. The stories focus on issues like health care, mentoring, abuse and what is being done to help them.

TELEVISION QUARTERLY ISSUES

STATION: KPNX
LOCATION: 1101 N. Central Ave.
Phoenix, AZ 85004

ISSUE: Diversity
PERIOD: 3rd Quarter, 2008

PROGRAM TITLE: Profiles of Success
September 5 @ 6:30pm

DESCRIPTION: Profiles of Success was a 30 minute local program that showcased the Valley's Hispanic leaders. All of these leaders have a vision that will shape the future of our community and this program profiled those honorees who are making a difference. The show also repeated on Sunday, September 14 at 3:00pm.



2008 FCC 3rd Qtr

July

12 News sponsored The Biggest Loser auditions on July 19. Arizona Midday featured a segment which discussed proper ways to lose weight with diet and exercise.

12 News sponsored Latino Institute Back to School and Health Fair. 12 News aired a story and discussed importance of the Institute.

12 News sponsored Back to School Clothing Drive from July 21 – 25. Drive benefitted children from underprivileged schools. 12 News produced stories that aired during the newscasts. Arizona Midday had a segment on the drive. 12 News also organized volunteers to work one day at the drive.

12 News held its monthly School Solutions phone bank as part of our School Solutions franchise on July 24. Education experts received dozens of calls with education questions from students/parents.

12 News honored the Child Crisis Nursery as part of the **12 Who Care**, the station's volunteer recognition program. Station aired stories, interviews and commercials during the month of July promoting volunteer efforts available at the Child Crisis Nursery.

August

12 News held quarterly adoption phone bank with AASK as part of our Wednesday's Child franchise on August 27. Adoption and foster care experts received dozens of calls from potential adoptive parents.

12 News honored Neurological Music Therapy Services of Arizona as part of the **12 Who Care**, the station's volunteer recognition program. Station aired stories, interviews and commercials during the month of August promoting volunteer efforts available at Neurological Music Therapy Services of Arizona.

12 News held its monthly School Solutions phone bank as part of our School Solutions franchise on August 21. Education experts received dozens of calls with education questions from students/parents.

September

12 News sponsored the Valle del Sol Profiles of Success celebration honoring outstanding Hispanic leaders. In addition to producing six profiles on the honorees that were featured on various 12 News newscasts, we also produced a half hour show that aired in access. This, combined with our Hispanic Heritage vignettes, provided tremendous outreach.

12 News sponsored the Phoenix Mercury's "Rock the Pink" on September 5. They were promoting Breast Health awareness. 12 News promoted the event during two newscasts and covered the event during the evening newscasts.

12 News held its monthly School Solutions phone bank as part of our School Solutions franchise on September 18. Education experts received dozens of calls with education questions from students/parents.

12 News honored the Best Buddies of Arizona as part of the **12 Who Care**, the station's volunteer recognition program. Station aired stories, interviews and commercials during the month of September promoting volunteer efforts available at Best Buddies of Arizona.

Third Quarter FCC Report

Prepared 10/9/2008

July 2008

1x	3 –Day Breast Cancer Walk promos encourage viewers to participate in this fundraising event to fight breast cancer	Health
43x	Buddy Check 12 campaign encourages women do self-breast Exams	Health
49x	Call 12 for Action solicits viewers to call in with consumers problems They need help solving	Community
190x	Peanut Butter and Jelly Food Drive campaign to collect food for the Boys and Clubs of Greater Arizona	Community
31x	Weather Plus Channel spot alerts viewers to 24-hour weather coverage for the Phoenix area on digital cable	Safety
209x	Multitude of public service announcements dealing with health, safety, drunk driving, drug abuse, children, family and elderly issues	Multi Issue

August 2008

22x	Buddy Check 12 campaign encourages women do self-breast Exams	Health
11x	Call 12 for Action solicits viewers to call in with consumers problems They need help solving	Community
5x	Car Clinic spot offers behind-the-wheel driving instruction for teens teaching necessary skills in accidents avoidance and defensive driving	Safety
36x	Friday Night Fever spots promotes high school football	Community/ Family
23x	Profiles of Success spots highlight Hispanic Leadership event	Community
23x	Target Zero campaign provides water safety reminders	Community/ Safety/Family
23x	Weather Plus Channel spot alerts viewers to 24-hour weather coverage for the Phoenix area on digital cable	Safety Safety/Family
35x	Multitude of public service announcements dealing with health, safety drunk driving, drug abuse, children and television viewer discretion	Multi Issue

September 2008

28x	Buddy Check 12 campaign encourages women do self-breast exams	Health
56x	Call 12 for Action solicits viewers to call in with consumers problems they need help solving	Community
40x	Car Clinic spot offers behind-the-wheel driving instruction for teens teaching necessary skills in accidents avoidance and defensive driving	Safety
93x	Friday Night Fever spot promotes high school football	Community/ Family
47x	Profiles of Success spots highlight Hispanic Leadership event	Community
132x	Race for the Cure campaign encourages viewers to register for the annual race which raises funds for breast cancer awareness and research	Health/Family Community
6x	Target Zero campaign provides water safety reminders	Community/ Safety/Family
29x	Weather Plus Channel spot alerts viewers to 24-hour weather coverage for the Phoenix area on digital cable	Safety
103x	Multitude of public service announcements dealing with health, safety drunk driving, drug abuse, children, family and elderly issues	Multi Issue

Community Relations Quarterly Report 3rd Quarter 2008 Top Ten Community Issues

* **YOUTH AND CHILD SAFETY ISSUES** Increase child safety awareness (drowning, fire, car seats, unattended vehicles); Child abuse/neglect; foster care; school safety; teen deaths/suicide; Parents need to spend more time with children; drug use; personal responsibility; lack of quality child care; child care worker licensing; after-school activities; domestic violence; increased gang activity; poor living conditions/lack of care for low-income children; youth at risk; parenting issues; local schools

Midday segment featuring fun ways to keep your children busy during summer vacation.

Midday segment featuring information on the Phoenix Library's summer reading program, a free and easy way to help parents encourage their children to continue learning.

Midday segment with Phoenix Public Library with information on how parents can help their children prepare for back to school with "Step into Reading" or reading on grade level by 3rd grade.

Midday segment featuring Latino Institute's Back to School Fair. It helps prepare families and their children for the upcoming school year. A popular feature of the event is the health section, which includes free health screenings. The event also will include information about education, finance and parks programs, in addition to other valuable resources.

On September 13, Anchor Fay Fredericks appeared at the 9th Annual White Party benefitting the West Valley Child Crisis Center. The West Valley Crisis Center provides a safe haven for children who have been victims of abuse and/or neglect. The event is attended by over 400 people.

* **CRIME/VIOLENCE** Domestic violence; Juvenile crime; Increased violent crimes by gangs; transients; animal cruelty; auto theft; neighborhood policing/community pride; police brutality; victims' rights; terrorist attacks

On September 9 – Anchor Tram Mai received the Outstanding Community Partner Award from the Arizona Department of Juvenile Corrections Honor Board.

Midday Segment with Suns Nite Hoops Event “Sweet Dreams” that benefits Phoenix Suns Charities.

* **ECONOMIC DEVELOPMENT** Uncontrolled and poorly-managed growth; downtown revitalization; East Valley growth; pollution; lack of qualified workforce; improving Native American economic status; preserving environment; positive stories on growth; Low paying jobs reduce time for family and volunteering; Positive effect of lottery revenue; undocumented workers are an important part of our workforce; Gangs and cruising affects businesses.

* **QUALITY OF LIFE** Volunteerism; air and water quality; lacking sense of community; voter apathy; too much hostility in people’s lives; uncontrolled growth; improving quality of life overall for youth and elderly; need long-term solutions for hunger, homelessness and unemployment; Welfare reform; voter apathy.

On September 1, Anchor Jennifer Vogel began her “Girls for a Change” volunteer involvement where she will coach girls ages 14-18 on social change for women in today’s world. Her group will come up with a volunteer project to make their community better, and as the coach she will supervise the project and make sure the girls follow through with their commitments. She will meet with the girls a minimum of two times a month for meetings and project developments for the entire school year until May 2009.

On September 9, Anchor Melissa Gonzalo participated in a photo shoot for the United Way HOW I LIVE United website promotion. The photo will show her in a LIVE UNITED T-shirt in her natural work environment. The idea is to help recognize the great work that is being done in the Valley by its most prominent and recognized community members-media, athletes and Valley business leaders. Through an interactive quiz via vsuw.org, the public will be invited to get to know more about Melissa and other local celebs while learning about the causes she is passionate about and showing how she is Living United and making the community a stronger place.

Our Peanut Butter and Jelly Drive raise more than \$66,000 (Description: Thousands of Valley children go without a healthy snack many of us take for granted – a peanut butter and jelly sandwich.

* **HEALTH** Need elderly care/advocacy; lack of medical insurance for children; teenage pregnancy; affordable and effective long-term illness treatment, i.e. cancer; insurance coverage of long term illness; lack of awareness of mental illness; lack of organ donors; child immunizations; HIV/AIDS among Hispanics and elderly; inadequate care for developmentally disabled; need more drug treatment facilities for families/children.

On July 31 Allison Reed conducted station tour to a group of 25 from The Forum at Desert Harbor Retirement Community. During the tour they were taped to appear on a future Arizona Midday show.

On August 28 – Lin Sue Cooney emceed the 7th Annual Lighting the Way for the Cure event that brought out 400 participants. This Susan G. Komen for the Cure event celebrates Survivors who have successfully battled breast cancer and their supportive Co-Survivors, while honoring those who have lost their lives to this disease. This is a kick-off event leading up to the Susan G. Komen Phoenix Race for the Cure.

On August 28 Chris Holden - sang the National Anthem at the Arizona Health Care Association's Annual Awards Luncheon to over 300 attendees. The Arizona Health Care Association the state's largest professional long term care association and advocacy organization representing skilled nursing facilities and assisted living communities.

Midday Segment with Singleton Moms – a non-profit organization with resources for single mothers with cancer.

Midday Segment with Scottsdale Healthcare here with important research in the fight against cancer and what progress have we made in the war on cancer in the U.S.

Mention of NBC Network Special - **STAND UP TO CANCER.** Over 50 of the most renowned personalities in TV, film, sports and music will come together to make history. In an unprecedented television event, NBC, ABC, and CBS will simultaneously devote 1 hour of commercial-free prime time to raise funds for the fight against cancer.

Midday held a phone bank with Buddy Check 12 to sign up new members and to remind everyone to do your breast self exam - to end breast cancer.

Midday Segment with Chef Kevin from The Wellness Community with tips on how the fight against cancer can start in your kitchen; showing the best cancer fighting foods.

Midday Segment with Banner Desert Cancer Center - discussing a variety of cancer care services.

Midday Segment with American Cancer Society discussing early detection is the key in preventing cancer.

Midday Segment with John C. Lincoln Hospital discusses a new breakthrough for those having surgery. A two million dollar robot named Da Vinci. Surgeon Al Borhan is here to explain how it all works.

Midday segment with The ALS Association – discusses FDA approved drug, Rilutek®, that modestly slows the progression of ALS. Based on U.S. population studies, a little over 5,600 people in the U.S. are diagnosed with ALS each year.

Thousands of people in the Valley are affected by kidney problems and many rely on kidney dialysis. Midday held a phone bank with Davita Camelback Dialysis answering questions about home hemo-dialysis; how it works and how easy it is to use.

Midday Segment with the 5K Aids Walk that will benefit 16 local organizations providing direct services to people living with HIV/AIDS and their families. Funds also will support HIV education and awareness initiatives including age-appropriate HIV education for children and prevention efforts targeting communities of color.

<p>* TRANSPORTATION Lack of public transportation; East Valley freeways; Traffic congestion; transportation for the elderly, disabled, and poor; cruising; DUI; restricting passengers in pick-up trucks; excessive speeding.</p>
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<p>* SOCIAL ISSUES Affordable housing; transient population; welfare reform; elderly advocacy; adequate services for the indigent and homeless; long-term solutions for hunger, homelessness and unemployment; emergency housing; landlord/tenant disputes.</p>
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On August 27 - Sarah Walters appeared at the Collinade Retirement Community at Sun City to speak to a group of 30 on the subject of weather hazards and the monsoon season.

Midday Segment with Kathleen Rubi, State Director of Best Buddies - who's mission is to enhance the lives of people with intellectual disabilities for providing opportunities for one-to-one friendships and integrated employment.

The social season is in full swing. That means lots of events and parties. Cindy Scott from the Phoenix Police Department is here with tips to stay safe and social.

Midday Segment with Mosaic, a non-profit organization that provides individualized services, living options, work choices, spiritual nurture and advocacy to people with disabilities.

* **GOVERNMENT** Legislators in AZ do not understand children's issues; government fails to care for families in transition; Immigration issues; Legal/justice system not fair to indigents.

* **DIVERSITY** Lack of arts funding for ethnic community; negative portrayal of Latino community by media; need for increased investment in education for minority students; need increased awareness of Native Americans in Phoenix.

On September 5, Anchors Lin Sue Cooney and Mark Curtis emceed the 18th Annual Profiles of Success Hispanic Leadership Awards Celebration. Presented each September, the Awards Celebration recognizes Latino leadership and launches National Hispanic Heritage Month in Arizona. The event is attended by more than 1,700 people.

* **YOUTH AND EDUCATION ISSUES** -- School financing; vouchers; quality of education; teacher pay; local school issues; elimination of cultural and sporting events due to lack of funding; college financial aid opportunities; concern about the high drop out rate among Latinos and what it means to the future of our state

On August 9 - Brandon Kline participated as a judge in the Opt-In, Rock Out Jonas Brothers Karaoke Contest. There were 40 contestants in the contest and the total number of people in attendance for the event was 2,844. Opt-In Rock was created by the Outlets at Anthem as a back-to-school event benefiting the Deer Valley Unified School District.

On August 20 – Kent Saunders conducted station tour to a group of 20 Boy Scouts working on their Cinematography merit badge. The boys ranged in age from 12 to 13.

On September 8, speaking engagement with Anchors Mark Curtis & Lin Sue Cooney to a group of over 100 students for the "Must See Monday's: Your Connection to the Pros" series. The series is a 60-minute question and answer session hosted by Cronkite School of Journalism and Mass Communication at Arizona State University Career Services.

On September 18 - Arizona Midday Host - Destry Jetton - guest reader to a first grade class of 24 students at Sullivan School for Phoenix Teaching Fellows week. Phoenix Teaching Fellows recruits, selects, and trains outstanding citizens who enter high-needs schools and teach in the areas of math, science, special education, language arts, and elementary education to ensure students in our city reach their academic potential.

For 4th Quarter 2008

**OTHER PROGRAMMING FURNISHED BY THE NBC NETWORK THAT CONTRIBUTES, AS PART OF NBC'S
OVERALL PROGRAMMING, TO SERVE THE EDUCATIONAL AND INFORMATIONAL NEEDS OF
CHILDREN 16 AND UNDER**

July-September 2008

**THERE WAS NO OTHER PROGRAMMING FOR 3RD QUARTER 2008 THAT CONTRIBUTED, AS
PART OF NBC'S OVERALL PROGRAMMING, TO SERVE THE EDUCATION AND INFORMATIONAL
NEEDS OF CHILDREN 16 AND UNDER.**

Network Public Service Schedule July 2008 (PSAs Targeted to Children 16 and Under)

SHOW NAME	AIR DATE	HIT TIME	DURATION	MATERIAL ID	TYPE	PRODUCT TITLE	TOPIC
8p BABYBORROW	7/2/2008	20:53:06	0:10	ZNBC7113	PS	MYK/MORE KNOW	READING
JANE/DRAG	7/5/2008	4:27:10	0:20	XNPI252920	PS		AD COUNCIL
JANE/DRAG	7/5/2008	4:27:21	0:10	ZNBC7113H	PS	MYK/MORE KNOW	READING
ZULAPATROL	7/5/2008	4:46:48	0:20	XNPI252920	PS		AD COUNCIL
ZULAPATROL	7/5/2008	4:57:08	0:10	ZNBC7137H	PS	MYK/MORE KNOW	ENVIRONMENT
PENGUINS	7/5/2008	5:26:42	0:20	XNPI252920	PS		AD COUNCIL
PENGUINS	7/5/2008	5:27:02	0:10	ZNBC7138H	PS	MYK/MORE KNOW	DIVERSITY
PENGUINS	7/5/2008	5:28:48	0:30	QOPSA002	PS		AD COUNCIL
VEGGIE	7/5/2008	5:56:48	0:20	XNPI252920	PS		AD COUNCIL
VEGGIE	7/5/2008	5:57:08	0:10	ZNBC7118H	PS	MYK/MORE KNOW	NUTRITION AND PHYSICAL ACTIVITY
BABAR	7/5/2008	6:14:11	0:30	QOPSA003	PS		AD COUNCIL
BABAR	7/5/2008	6:26:28	0:20	XNPI252920	PS		AD COUNCIL
BABAR	7/5/2008	6:26:48	0:10	ZNBC7134H	PS	MYK/MORE KNOW	ENVIRONMENT
RABBIT	7/5/2008	6:44:06	0:30	QPSRIF003	PS		AD COUNCIL
RABBIT	7/5/2008	6:56:18	0:20	XNPI252920	PS		AD COUNCIL
RABBIT	7/5/2008	6:56:38	0:10	ZNBC7124H	PS	MYK/MORE KNOW	INTERNET SAFETY
HD SWIMMING	7/5/2008	20:53:51	0:10	ZNBC7135H	PS	MYK/MORE KNOW	ENVIRONMENT
FAM FEUD	7/8/2008	20:54:35	0:10	ZNBC7110H	PS	MYK/MORE KNOW	DIVERSITY
8p OUTRAGEOUS	7/11/2008	20:26:08	0:10	ZNBC7108H	PS	MYK/MORE KNOW	ENVIRONMENT
JANE/DRAG	7/12/2008	10:27:04	0:20	XNPI252920	PS		AD COUNCIL
JANE/DRAG	7/12/2008	10:27:24	0:10	ZNBC7138H	PS	MYK/MORE KNOW	DIVERSITY
ZULAPATROL	7/12/2008	10:56:48	0:20	XNPI252920	PS		AD COUNCIL
ZULAPATROL	7/12/2008	10:57:08	0:10	ZNBC7118H	PS	MYK/MORE KNOW	NUTRITION AND PHYSICAL ACTIVITY
PENGUINS	7/12/2008	11:26:48	0:20	XNPI252920	PS		AD COUNCIL
PENGUINS	7/12/2008	11:27:08	0:10	ZNBC7137H	PS	MYK/MORE KNOW	ENVIRONMENT
VEGGIE	7/12/2008	11:56:57	0:20	XNPI252920	PS		AD COUNCIL
VEGGIE	7/12/2008	11:57:17	0:10	ZNBC7108H	PS	MYK/MORE KNOW	ENVIRONMENT
BABAR	7/12/2008	12:15:03	0:30	QOPSA003	PS		AD COUNCIL
BABAR	7/12/2008	12:26:28	0:20	XNPI252920	PS		AD COUNCIL
BABAR	7/12/2008	12:26:48	0:10	ZNBC7124H	PS	MYK/MORE KNOW	INTERNET SAFETY
RABBIT	7/12/2008	12:44:06	0:30	QPSRIF003	PS		AD COUNCIL
RABBIT	7/12/2008	12:56:18	0:20	XNPI252920	PS		AD COUNCIL
RABBIT	7/12/2008	12:56:38	0:10	ZNBC7113H	PS	MYK/MORE KNOW	READING
FAM FEUD	7/15/2008	20:54:08	0:10	ZNBC7113H	PS	MYK/MORE KNOW	READING
8p OUTRAGEOUS	7/18/2008	20:25:55	0:10	ZNBC7114H	PS	MYK/MORE KNOW	ENVIRONMENT
JANE/DRAG	7/19/2008	10:27:02	0:20	XNPI252920	PS		AD COUNCIL
JANE/DRAG	7/19/2008	10:27:22	0:10	ZNBC7114H	PS	MYK/MORE KNOW	ENVIRONMENT
ZULAPATROL	7/19/2008	10:56:48	0:20	XNPI252920	PS		AD COUNCIL
ZULAPATROL	7/19/2008	10:57:08	0:10	ZNBC7110H	PS	MYK/MORE KNOW	DIVERSITY
PENGUINS	7/19/2008	11:26:48	0:20	XNPI252920	PS		AD COUNCIL
PENGUINS	7/19/2008	11:27:08	0:10	ZNBC7124H	PS	MYK/MORE KNOW	INTERNET SAFETY
VEGGIE	7/19/2008	11:56:33	0:20	XNPI252920	PS		AD COUNCIL
VEGGIE	7/19/2008	11:56:53	0:10	ZNBC7110H	PS	MYK/MORE KNOW	DIVERSITY
BABAR	7/19/2008	12:14:37	0:30	QOPSA001	PS		AD COUNCIL
BABAR	7/19/2008	12:26:28	0:20	XNPI252920	PS		AD COUNCIL
BABAR	7/19/2008	12:26:48	0:10	ZNBC7113H	PS	MYK/MORE KNOW	READING
RABBIT	7/19/2008	12:44:06	0:30	QPSRIF003	PS		AD COUNCIL
RABBIT	7/19/2008	12:56:18	0:20	XNPI252920	PS		AD COUNCIL
RABBIT	7/19/2008	12:56:38	0:10	ZNBC7118H	PS	MYK/MORE KNOW	NUTRITION AND PHYSICAL ACTIVITY
8p EARL	7/19/2008	20:29:06	0:10	ZNBC7108H	PS	MYK/MORE KNOW	ENVIRONMENT

7:30p OUTRAGEOUS	7/20/2008	19:56:02	0:10 ZNBC7118H	PS	MYK/MORE KNOW	NUTRITION AND PHYSICAL ACTIVITY
FAM FEUD	7/22/2008	20:54:14	0:10 ZNBC7135H	PS	MYK/MORE KNOW	ENVIRONMENT
8p BABYBORROW	7/23/2008	20:49:20	0:10 ZNBC7113	PS	MYK/MORE KNOW	READING
8p OUTRAGEOUS	7/25/2008	20:25:13	0:10 ZNBC7108H	PS	MYK/MORE KNOW	ENVIRONMENT
JANE/DRAG	7/26/2008	10:26:57	0:20 XNPI252920	PS		AD COUNCIL
JANE/DRAG	7/26/2008	10:27:17	0:10 ZNBC7118H	PS	MYK/MORE KNOW	NUTRITION AND PHYSICAL ACTIVITY
ZULAPATROL	7/26/2008	10:56:48	0:20 XNPI252920	PS		AD COUNCIL
ZULAPATROL	7/26/2008	10:57:08	0:10 ZNBC7114H	PS	MYK/MORE KNOW	ENVIRONMENT
PENGUINS	7/26/2008	11:26:48	0:20 XNPI252920	PS		AD COUNCIL
PENGUINS	7/26/2008	11:27:08	0:10 ZNBC7113H	PS	MYK/MORE KNOW	READING
VEGGIE	7/26/2008	11:56:47	0:20 XNPI252920	PS		AD COUNCIL
VEGGIE	7/26/2008	11:57:07	0:10 ZNBC7124H	PS	MYK/MORE KNOW	INTERNET SAFETY
BABAR	7/26/2008	12:14:18	0:30 QOPSA003	PS		AD COUNCIL
BABAR	7/26/2008	12:26:29	0:20 XNPI252920	PS		AD COUNCIL
BABAR	7/26/2008	12:26:49	0:10 ZNBC7110H	PS	MYK/MORE KNOW	DIVERSITY
RABBIT	7/26/2008	12:44:06	0:30 QPSRIF003	PS		AD COUNCIL
RABBIT	7/26/2008	12:56:18	0:20 XNPI252920	PS		AD COUNCIL
RABBIT	7/26/2008	12:56:38	0:10 ZNBC7137H	PS	MYK/MORE KNOW	ENVIRONMENT
SD TRIATHLON	7/27/2008	12:40:24	0:30 ZNBC7301	PS	MYK/MORE KNOW	DIVERSITY
SD TRIATHLON	7/27/2008	12:46:12	0:30 ZNBC7301	PS	MYK/MORE KNOW	DIVERSITY
SD TRIATHLON	7/27/2008	12:59:27	0:30 ZNBC7301	PS	MYK/MORE KNOW	DIVERSITY
SD TRIATHLON	7/27/2008	13:05:16	0:30 ZNBC7301	PS	MYK/MORE KNOW	DIVERSITY
7:30p OUTRAGEOUS	7/27/2008	19:55:54	0:10 ZNBC7138H	PS	MYK/MORE KNOW	DIVERSITY
FAM FEUD	7/29/2008	20:54:25	0:10 ZNBC7136H	PS	MYK/MORE KNOW	READING
WE AGT	7/30/2008	20:49:32	0:10 ZNBC7108	PS	MYK/MORE KNOW	ENVIRONMENT

Network Public Service Schedule August 2008 (PSAs Targeted to Children 16 and Under)

SHOW NAME	AIR DATE	HIT TIME	DURATION	MATERIAL ID	TYPE	PRODUCT TITLE	TOPIC
8p OUTRAGEOUS	8/1/2008	20:26:05	0:10	ZNBC7118H	PS	MYK/MORE KNOW	NUTRITION AND PHYSICAL ACTIVITY
JANE/DRAG	8/2/2008	10:27:03	0:20	XNPI252920	PS		AD COUNCIL
JANE/DRAG	8/2/2008	10:27:23	0:10	ZNBC7137H	PS	MYK/MORE KNOW	ENVIRONMENT
ZULAPATROL	8/2/2008	10:56:48	0:20	XNPI252920	PS		AD COUNCIL
ZULAPATROL	8/2/2008	10:57:08	0:10	ZNBC7138H	PS	MYK/MORE KNOW	DIVERSITY
PENGUINS	8/2/2008	11:26:48	0:20	XNPI252920	PS		AD COUNCIL
PENGUINS	8/2/2008	11:27:08	0:10	ZNBC7124H	PS	MYK/MORE KNOW	INTERNET SAFETY
PENGUINS	8/2/2008	11:28:54	0:30	QOPSA002	PS		AD COUNCIL
VEGGIE	8/2/2008	11:56:23	0:20	XNPI252920	PS		AD COUNCIL
VEGGIE	8/2/2008	11:56:43	0:10	ZNBC7110H	PS	MYK/MORE KNOW	DIVERSITY
BABAR	8/2/2008	12:14:51	0:30	QOPSA003	PS		AD COUNCIL
BABAR	8/2/2008	12:26:27	0:20	XNPI252920	PS		AD COUNCIL
BABAR	8/2/2008	12:26:47	0:10	ZNBC7114H	PS	MYK/MORE KNOW	ENVIRONMENT
RABBIT	8/2/2008	12:44:06	0:30	QPSRIF003	PS		AD COUNCIL
RABBIT	8/2/2008	12:56:18	0:20	XNPI252920	PS		AD COUNCIL
RABBIT	8/2/2008	12:56:38	0:10	ZNBC7113H	PS	MYK/MORE KNOW	READING
8p OFFICE	8/2/2008	20:28:09	0:10	ZNBC7108H	PS	MYK/MORE KNOW	ENVIRONMENT
SD USOC HL FM	8/3/2008	13:52:56	0:30	ZNBC7301	PS	MYK/MORE KNOW	DIVERSITY
SD USOC HL FM	8/3/2008	14:52:56	0:30	ZNBC7301	PS	MYK/MORE KNOW	DIVERSITY
FAM FEUD	8/5/2008	20:54:35	0:10	ZNBC7108H	PS	MYK/MORE KNOW	ENVIRONMENT
JANE/DRAG	8/9/2008	12:50:35	:30	QOPSA002	PS		AD COUNCIL
JANE/DRAG	8/9/2008	12:57:04	:20	XNP1252920	PS		AD COUNCIL
JANE/DRAG	8/9/2008	12:57:24	:10	ZNBC7137H	PS	MYK/MORE KNOW	ENVIRONMENT
ZULAPATROL	8/9/2008	1:26:48	:20	XNP1252920	PS		AD COUNCIL
ZULAPATROL	8/9/2008	1:27:08	:10	ZNBC7113H	PS	MYK/MORE KNOW	READING
ZULAPATROL	8/9/2008	1:28:54	:30	QPSRIF003	PS		AD COUNCIL
PENGUINS	8/9/2008	1:56:48	:20	XNP1252920	PS		AD COUNCIL
PENGUINS	8/9/2008	1:57:08	:10	ZNBC7110H	PS	MYK/MORE KNOW	DIVERSITY
PENGUINS	8/9/2008	1:58:54	:30	QOPSA002	PS		AD COUNCIL
VEGGIE	8/9/2008	2:26:48	:20	XNP1252920	PS		AD COUNCIL
VEGGIE	8/9/2008	2:27:08	:10	ZNBC7124H	PS	MYK/MORE KNOW	INTERNET SAFETY
BABAR	8/9/2008	2:44:12	:30	QOPSA003	PS		AD COUNCIL
BABAR	8/9/2008	2:56:28	:20	XNP1252920	PS		AD COUNCIL
BABAR	8/9/2008	2:56:48	:10	ZNBC7118H	PS	MYK/MORE KNOW	NUTRITION AND PHYSICAL ACTIVITY
RABBIT	8/9/2008	3:14:06	:30	QOPSA001	PS		AD COUNCIL
RABBIT	8/9/2008	3:26:18	:20	XNP1252920	PS		AD COUNCIL
RABBIT	8/9/2008	3:26:38	:10	ZNBC7114H	PS	MYK/MORE KNOW	ENVIRONMENT
DAYS/LIVES	8/13/2008	13:52:27	0:10	ZNBC7114	PS	MYK/MORE KNOW	ENVIRONMENT
JANE/DRAG	8/16/2008	10:27:03	:20	XNPI252920	PS		AD COUNCIL
JANE/DRAG	8/16/2008	10:27:23	:10	ZNBC7118H	PS	MYK/MORE KNOW	NUTRITION AND PHYSICAL ACTIVITY
ZULAPATROL	8/16/2008	10:56:48	:20	XNPI252920	PS		AD COUNCIL
ZULAPATROL	8/16/2008	10:57:08	:10	ZNBC7124H	PS	MYK/MORE KNOW	INTERNET SAFETY
ZULAPATROL	8/16/2008	10:58:54	:30	QOPSA001	PS		AD COUNCIL
PENGUINS	8/16/2008	11:11:35	:30	QOPSA002	PS		AD COUNCIL
PENGUINS	8/16/2008	11:26:48	:20	XNPI252920	PS		AD COUNCIL
PENGUINS	8/16/2008	11:27:08	:10	ZNBC7113H	PS	MYK/MORE KNOW	READING
VEGGIE	8/16/2008	11:56:58	:20	XNPI252920	PS		AD COUNCIL
VEGGIE	8/16/2008	11:57:18	:10	ZNBC7138H	PS	MYK/MORE KNOW	DIVERSITY
BABAR	8/16/2008	12:14:23	:30	QOPSA003	PS		AD COUNCIL
BABAR	8/16/2008	12:26:27	:20	XNPI252920	PS		AD COUNCIL
BABAR	8/16/2008	12:26:47	:10	ZNBC7114H	PS	MYK/MORE KNOW	ENVIRONMENT
RABBIT	8/16/2008	12:44:06	:30	QPSRIF003	PS		AD COUNCIL

RABBIT	8/16/2008	12:56:18	:20	XNPI252920	PS		AD COUNCIL
RABBIT	8/16/2008	12:56:38	:10	ZNBC7134H	PS	MYK/MORE KNOW	ENVIRONMENT
JANE/DRAG	8/23/2008	10:20:18	:30	QOPSA002	PS		AD COUNCIL
JANE/DRAG	8/23/2008	10:27:05	:20	XNPI252920	PS		AD COUNCIL
JANE/DRAG	8/23/2008	10:27:25	:10	ZNBC7113H	PS	MYK/MORE KNOW	READING
ZULAPATROL	8/23/2008	10:56:48	:20	XNPI252920	PS		AD COUNCIL
ZULAPATROL	8/23/2008	10:57:08	:10	ZNBC7103H	PS	MYK/MORE KNOW	VIOLENCE PREVENTION
ZULAPATROL	8/23/2008	10:58:54	:30	QPSRIF003	PS		AD COUNCIL
PENGUINS	8/23/2008	11:12:58	:30	QOPSA002	PS		AD COUNCIL
PENGUINS	8/23/2008	11:26:48	:20	XNPI252920	PS		AD COUNCIL
PENGUINS	8/23/2008	11:27:08	:10	ZNBC7138H	PS	MYK/MORE KNOW	DIVERSITY
VEGGIE	8/23/2008	11:56:59	:20	XNPI252920	PS		AD COUNCIL
VEGGIE	8/23/2008	11:57:19	:10	ZNBC7134H	PS	MYK/MORE KNOW	ENVIRONMENT
BABAR	8/23/2008	12:15:13	:30	QOPSA003	PS		AD COUNCIL
BABAR	8/23/2008	12:26:27	:20	XNPI252920	PS		AD COUNCIL
BABAR	8/23/2008	12:26:47	:10	ZNBC7124H	PS	MYK/MORE KNOW	INTERNET SAFETY
RABBIT	8/23/2008	12:44:06	:30	QOPSA003	PS		AD COUNCIL
RABBIT	8/23/2008	12:56:18	:20	XNPI252920	PS		AD COUNCIL
RABBIT	8/23/2008	12:56:38	:10	ZNBC7110H	PS	MYK/MORE KNOW	DIVERSITY
WE AGT	8/27/2008	21:49:33	0:10	ZNBC7108	PS	MYK/MORE KNOW	ENVIRONMENT
JOBS	8/29/2008	20:56:23	0:10	ZNBC7114	PS	MYK/MORE KNOW	ENVIRONMENT
JANE/DRAG	8/30/2008	10:27:02	0:20	XNPI252920	PS		AD COUNCIL
JANE/DRAG	8/30/2008	10:27:22	0:10	ZNBC7118H	PS	MYK/MORE KNOW	NUTRITION AND PHYSICAL ACTIVITY
ZULAPATROL	8/30/2008	10:56:48	0:20	XNPI252920	PS		AD COUNCIL
ZULAPATROL	8/30/2008	10:57:08	0:10	ZNBC7114H	PS	MYK/MORE KNOW	ENVIRONMENT
ZULAPATROL	8/30/2008	10:58:54	0:30	QOPSA001	PS		AD COUNCIL
PENGUINS	8/30/2008	11:26:42	0:20	XNPI252920	PS		AD COUNCIL
PENGUINS	8/30/2008	11:27:02	0:10	ZNBC7110H	PS	MYK/MORE KNOW	DIVERSITY
PENGUINS	8/30/2008	11:28:48	0:30	QOPSA002	PS		AD COUNCIL
VEGGIE	8/30/2008	11:56:57	0:20	XNPI252920	PS		AD COUNCIL
VEGGIE	8/30/2008	11:57:17	0:10	ZNBC7134H	PS	MYK/MORE KNOW	ENVIRONMENT
BABAR	8/30/2008	12:13:32	0:30	QOPSA003	PS		AD COUNCIL
BABAR	8/30/2008	12:26:27	0:20	XNPI252920	PS		AD COUNCIL
BABAR	8/30/2008	12:26:47	0:10	ZNBC7113H	PS	MYK/MORE KNOW	READING
RABBIT	8/30/2008	12:44:06	0:30	QPSRIF003	PS		AD COUNCIL
RABBIT	8/30/2008	12:56:18	0:20	XNPI252920	PS		AD COUNCIL
RABBIT	8/30/2008	12:56:38	0:10	ZNBC7124H	PS	MYK/MORE KNOW	INTERNET SAFETY

Network Public Service Schedule September 2008 (PSAs Targeted to Children 16 and Under)

SHOW NAME	AIR DATE	HIT TIME	DURATION	MATERIAL ID	TYPE	PRODUCT TITLE	TOPIC
TU AGT	9/2/2008	21:49:07	0:10	ZNBC7110	PS	MYK/MORE KNOW	DIVERSITY
WE AGT RST	9/3/2008	21:49:54	0:10	ZNBC7118H	PS	MYK/MORE KNOW	NUTRITION AND PHYSICAL ACTIVITY
NFLKICKOFF	9/5/2008	14:48:27	0:10	ZNBC7118H	PS	MYK/MORE KNOW	NUTRITION AND PHYSICAL ACTIVITY
NFLKICKOFF	9/5/2008	21:38:27	0:10	ZNBC7118H	PS	MYK/MORE KNOW	NUTRITION AND PHYSICAL ACTIVITY
BABAR	9/6/2008	9:14:40	0:30	QPSAKPE001	PS		AD COUNCIL
BABAR	9/6/2008	9:26:28	0:20	XNPI252920	PS		AD COUNCIL
BABAR	9/6/2008	9:26:48	0:10	ZNBC7134H	PS	MYK/MORE KNOW	ENVIRONMENT
RABBIT	9/6/2008	9:44:06	0:30	QPSRIF003	PS		AD COUNCIL
RABBIT	9/6/2008	9:56:18	0:20	XNPI252920	PS		AD COUNCIL
RABBIT	9/6/2008	9:56:38	0:10	ZNBC7124H	PS	MYK/MORE KNOW	INTERNET SAFETY
JANE/DRAG	9/6/2008	10:27:03	0:20	XNPI252920	PS		AD COUNCIL
JANE/DRAG	9/6/2008	10:27:23	0:10	ZNBC7118H	PS	MYK/MORE KNOW	NUTRITION AND PHYSICAL ACTIVITY
ZULAPATROL	9/6/2008	10:56:48	0:20	XNPI252920	PS		AD COUNCIL
ZULAPATROL	9/6/2008	10:57:08	0:10	ZNBC7114H	PS	MYK/MORE KNOW	ENVIRONMENT
PENGUINS	9/6/2008	11:26:48	0:20	XNPI252920	PS		AD COUNCIL
PENGUINS	9/6/2008	11:27:08	0:10	ZNBC7137H	PS	MYK/MORE KNOW	ENVIRONMENT
VEGGIE	9/6/2008	11:56:51	0:20	XNPI252920	PS		AD COUNCIL
VEGGIE	9/6/2008	11:57:11	0:10	ZNBC7113H	PS	MYK/MORE KNOW	READING
JANE/DRAG	9/13/2008	10:27:03	0:20	XNPI252920	PS		AD COUNCIL
JANE/DRAG	9/13/2008	10:27:23	0:10	ZNBC7124H	PS	MYK/MORE KNOW	INTERNET SAFETY
ZULAPATROL	9/13/2008	10:56:48	0:20	XNPI252920	PS		AD COUNCIL
ZULAPATROL	9/13/2008	10:57:08	0:10	ZNBC7110H	PS	MYK/MORE KNOW	DIVERSITY
PENGUINS	9/13/2008	11:26:48	0:20	XNPI252920	PS		AD COUNCIL
PENGUINS	9/13/2008	11:27:08	0:10	ZNBC7137H	PS	MYK/MORE KNOW	ENVIRONMENT
VEGGIE	9/13/2008	11:56:57	0:20	XNPI252920	PS		AD COUNCIL
VEGGIE	9/13/2008	11:57:17	0:10	ZNBC7114H	PS	MYK/MORE KNOW	ENVIRONMENT
BABAR	9/13/2008	12:14:46	0:30	QPSRIF003	PS		AD COUNCIL
BABAR	9/13/2008	12:26:28	0:20	XNPI252920	PS		AD COUNCIL
BABAR	9/13/2008	12:26:48	0:10	ZNBC7118H	PS	MYK/MORE KNOW	NUTRITION AND PHYSICAL ACTIVITY
RABBIT	9/13/2008	12:44:06	0:30	QPSAKPE001	PS		AD COUNCIL
RABBIT	9/13/2008	12:56:18	0:20	XNPI252920	PS		AD COUNCIL
RABBIT	9/13/2008	12:56:38	0:10	ZNBC7113H	PS	MYK/MORE KNOW	READING
CHUCK	9/13/2008	20:55:00	0:10	ZNBC7114H	PS	MYK/MORE KNOW	ENVIRONMENT
JANE/DRAG	9/20/2008	4:27:24	0:20	XNPI252920	PS		AD COUNCIL
JANE/DRAG	9/20/2008	4:27:24	0:10	ZNBC7137H	PS	MYK/MORE KNOW	ENVIRONMENT
ZULAPATROL	9/20/2008	4:56:48	0:20	XNPI252920	PS		AD COUNCIL
ZULAPATROL	9/20/2008	4:57:08	0:10	ZNBC7118H	PS	MYK/MORE KNOW	NUTRITION AND PHYSICAL ACTIVITY
PENGUINS	9/20/2008	5:26:48	0:20	XNPI252920	PS		AD COUNCIL
PENGUINS	9/20/2008	5:27:08	0:10	ZNBC7124H	PS	MYK/MORE KNOW	INTERNET SAFETY
VEGGIE	9/20/2008	5:56:48	0:20	XNPI252920	PS		AD COUNCIL
VEGGIE	9/20/2008	5:57:08	0:10	ZNBC7110H	PS	MYK/MORE KNOW	DIVERSITY
BABAR	9/20/2008	6:26:16	0:20	XNPI252920	PS		AD COUNCIL
BABAR	9/20/2008	6:26:36	0:10	ZNBC7113H	PS	MYK/MORE KNOW	READING
RABBIT	9/20/2008	6:56:18	0:20	XNPI252920	PS		AD COUNCIL
RABBIT	9/20/2008	6:56:38	0:10	ZNBC7114H	PS	MYK/MORE KNOW	ENVIRONMENT
BARBAR	9/27/2008	9:14:20	0:30	QPSAKPE001	PS		AD COUNCIL
BARBAR	9/27/2008	9:26:28	0:20	XNPI252920	PS		AD COUNCIL
BARBAR	9/27/2008	9:26:48	0:10	ZNBC7137H	PS	MYK/MORE KNOW	ENVIRONMENT
MY FRND RB	9/27/2008	9:44:06	0:30	QPSRIF003	PS		AD COUNCIL
MY FRND RB	9/27/2008	9:56:18	0:20	XNPI252920	PS		AD COUNCIL
MY FRND RB	9/27/2008	9:56:38	0:10	ZNBC7113H	PS	MYK/MORE KNOW	READING
JANE	9/27/2008	10:27:03	0:20	XNPI252920	PS		AD COUNCIL

JANE	9/27/2008	10:27:23	0:10 ZNBC7124H	PS	MYK/MORE KNOW	INTERNET SAFETY
ZULA PTRL	9/27/2008	10:56:48	0:20 XNPI252920	PS		AD COUNCIL
ZULA PTRL	9/27/2008	10:57:08	0:10 ZNBC7103H	PS	MYK/MORE KNOW	VIOLENCE PREVENTION
321 PNGNS	9/27/2008	11:26:48	0:20 XNPI252920	PS		AD COUNCIL
321 PNGNS	9/27/2008	11:27:08	0:10 ZNBC7118H	PS	MYK/MORE KNOW	NUTRITION AND PHYSICAL ACTIVITY
VEGGIE	9/27/2008	11:56:41	0:20 XNPI252920	PS		AD COUNCIL
VEGGIE	9/27/2008	11:57:01	0:10 ZNBC7108H	PS	MYK/MORE KNOW	ENVIRONMENT

NBC NETWORK NON-BROADCAST EFFORTS

July-September 2008

THE MORE YOU KNOW WEBSITE

"The More You Know's" comprehensive website (themoreyouknow.com) provides in-depth referral information, in connection with the on-air public service announcements. Content includes: video of all current public service announcements, a general campaign overview, message boards, press releases, kids' pages and referral information by topic to partnering agencies referenced in the PSAs. The site includes a comprehensive list of the campaign's accolades, including Emmy and Peabody awards. In addition, a behind-the-scenes story with clips from talent interviews can be viewed.

3RD Quarter 2008 – Campaign Detail Schedule from 07/01/2008 – 09/30/2008

Day	Part	Air Date	Time	Network	Show Title	Promo Id	Promo Title	Type	Hit Time
FRI	P	07/04/2008	09:00PM	NBC	MACY'S 4TH OF JULY FIREWORKS S	010G831QUB110	QUBO	Promo	09:05PM
FRI	P	07/04/2008	09:00PM	NBC	MACY'S 4TH OF JULY FIREWORKS S	010G831QUB110	QUBO	Promo	09:24PM
FRI	P	07/11/2008	08:00PM	NBC	OUTRAGE	010G831QUB110	QUBO	Promo	08:17PM
FRI	P	07/11/2008	08:30PM	NBC	OUTRAGE	010G831QUB110	QUBO	Promo	08:48PM
FRI	P	07/18/2008	08:00PM	NBC	OUTRAGE	010G831QUB110	QUBO	Promo	08:16PM
FRI	P	07/18/2008	08:30PM	NBC	OUTRAGE	010G831QUB110	QUBO	Promo	08:47PM
FRI	P	07/25/2008	08:00PM	NBC	OUTRAGE	010G831QUB110	QUBO	Promo	08:16PM
FRI	P	07/25/2008	08:30PM	NBC	OUTRAGE	010G831QUB110	QUBO	Promo	08:56PM
FRI	P	08/01/2008	08:00PM	NBC	OUTRAGE	010G831QUB110	QUBO	Promo	08:17PM
FRI	P	08/01/2008	08:30PM	NBC	OUTRAGE	010G831QUB110	QUBO	Promo	08:47PM
FRI	P	08/29/2008	08:00PM	NBC	AMERICA'S TOUGHEST JOBS	010G831QUB110	QUBO	Promo	08:23PM
FRI	P	09/05/2008	09:00PM	NBC	NBC SPECIALS	010GD31QUB110	QUBO USE 120	Promo	09:19PM
FRI	P	09/05/2008	10:00PM	NBC	DATELINE NBC	010GD31QUB110	QUBO USE 120	Promo	10:20PM
FRI	P	09/12/2008	08:00PM	NBC	AMERICA'S TOUGHEST JOBS	010GD31QUB110	QUBO USE 120	Promo	08:54PM
FRI	P	09/12/2008	09:00PM	NBC	DATELINE NBC	010GD31QUB110	QUBO USE 120	Promo	10:06PM
FRI	P	09/19/2008	08:00PM	NBC	AMERICA'S TOUGHEST JOBS	010GD31QUB120	QUBO:PARENTS	Promo	08:20PM
FRI	P	09/19/2008	09:00PM	NBC	DATELINE NBC	010GD31QUB120	QUBO:PARENTS	Promo	09:20PM
FRI	P	09/26/2008	08:00PM	NBC	AMERICA'S TOUGHEST JOBS	010GD31QUB120	QUBO:PARENTS	Promo	08:17PM
FRI	P	09/26/2008	08:00PM	NBC	AMERICA'S TOUGHEST JOBS	010GD31QUB120	QUBO:PARENTS	Promo	08:53PM

**BROADCAST/NBC
Reading is Fundamental
PSA**

qubo	7/5/2008	12:44:06 PM	RIF-READING IS FUNDAMENTAL	QPSRIF003	:30	QUBO-MY FRIEND RABBIT 1230P
qubo	7/12/2008	12:44:06 PM	RIF-READING IS FUNDAMENTAL	QPSRIF003	:30	QUBO-MY FRIEND RABBIT 1230P
qubo	7/19/2008	12:44:06 PM	RIF-READING IS FUNDAMENTAL	QPSRIF003	:30	QUBO-MY FRIEND RABBIT 1230P
qubo	7/26/2008	12:44:06 PM	RIF-READING IS FUNDAMENTAL	QPSRIF003	:30	QUBO-MY FRIEND RABBIT 1230P
qubo	8/2/2008	12:44:06 PM	RIF-READING IS FUNDAMENTAL	QPSRIF003	:30	QUBO-MY FRIEND RABBIT 1230P
qubo	8/9/2008	10:58:51 AM	RIF-READING IS FUNDAMENTAL	QPSRIF003	:30	QUBO- THE ZULA PATROL 1030A
qubo	8/16/2008	12:44:06 PM	RIF-READING IS FUNDAMENTAL	QPSRIF003	:30	QUBO-MY FRIEND RABBIT 1230P
qubo	8/23/2008	10:58:54 AM	RIF-READING IS FUNDAMENTAL	QPSRIF003	:30	QUBO-Zula Patrol 10:30a
qubo	8/30/2008	12:44:06pm	RIF-READING IS FUNDAMENTAL	QPSRIF003	:30	QUBO-MY FRIEND RABBIT 1230P
qubo	9/6/2008	12:44:06pm	RIF-READING IS FUNDAMENTAL	QPSRIF003	:30	QUBO-MY FRIEND RABBIT 1230P
qubo	9/13/2008	12:14:46pm	RIF-READING IS FUNDAMENTAL	QPSRIF003	:30	QUBO-Babar 12p
qubo	9/20/2008	12:44:06pm	RIF-READING IS FUNDAMENTAL	QPSRIF003	:30	QUBO-MY FRIEND RABBIT 1230P
qubo	9/20/2008	12:44:06pm	RIF-READING IS FUNDAMENTAL	QPSRIF003	:30	QUBO-MY FRIEND RABBIT 1230P
qubo	9/27/2008	12:44:06pm	RIF-READING IS FUNDAMENTAL	QPSRIF003	:30	QUBO-MY FRIEND RABBIT 1230P

Totals for: QPSRIF003

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BROADCAST/ NBC OLYMPIC PSA'S

ISCI: QOPSA001	Date	Time Aired	PSA NAME	ISCI CODE	SEC	SHOW PSA AIRI
EAT WELL, PLAY HARD	qubo	7/19/2008 12:14:37pm	VOLLEYBALL / PENGUIN	QOPSA001	:30	QUBO-Babar
EAT WELL, PLAY HARD	qubo	8/9/2008 12:44:06pm	VOLLEYBALL / PENGUIN	QOPSA001	:30	QUBO-My Friend
EAT WELL, PLAY HARD	qubo	8/16/2008 10:58:54am	VOLLEYBALL / PENGUIN	QOPSA001	:30	QUBO- Zula Patro
EAT WELL, PLAY HARD	qubo	8/30/2008 10:58:54am	VOLLEYBALL / PENGUIN	QOPSA001	:30	QUBO-The Zula P

Totals for: QOPSA001 4

ISCI: QOPSA002

PLAYER	qubo	7/5/2008 11:28:48am	GYMNASTICS / VEG-BE A	QOPSA002	:30	QUBO-321 Pengui
PLAYER	qubo	8/2/2008 11:28:54am	GYMNASTICS / VEG-BE A	QOPSA002	:30	QUBO-321 Pengui
PLAYER	qubo	8/9/2008 11:28:54am	GYMNASTICS / VEG-BE A	QOPSA002	:30	QUBO-321 Pengui
PLAYER	qubo	8/9/2008 10:20:35am	GYMNASTICS / VEG-BE A	QOPSA002	:30	QUBO- Jane & the
PLAYER	qubo	8/16/2008 11:11:35am	GYMNASTICS / VEG-BE A	QOPSA002	:30	QUBO-321 Pengui
PLAYER	qubo	8/23/2008 10:20:18am	GYMNASTICS / VEG-BE A	QOPSA002	:30	QUBO-Jane & the
PLAYER	qubo	8/23/2008 11:12:58am	GYMNASTICS / VEG-BE A	QOPSA002	:30	QUBO-321 Pengui
PLAYER	qubo	8/30/2008 11:28:48am	GYMNASTICS / VEG-BE A	QOPSA002	:30	QUBO-321 Pengui

Totals for: QOPSA002 8

ISCI: QOPSA003

AMOUNT	qubo	7/5/2008 12:14:11 PM	TRACK/JAD-THE AMOUNT COUNTS	QOPSA003	:30	QUBO- Babar
AMOUNT	qubo	7/12/2008 12:15:03pm	TRACK/JAD-THE AMOUNT COUNTS	QOPSA003	:30	QUBO- Babar
AMOUNT	qubo	7/26/2008 12:14:18 PM	TRACK/JAD-THE AMOUNT COUNTS	QOPSA003	:30	QUBO-Babar
AMOUNT	qubo	8/2/2008 12:14:51pm	TRACK/JAD-THE AMOUNT COUNTS	QOPSA003	:30	QUBO-Babar
AMOUNT	qubo	8/16/2008 12:14:23pm	TRACK/JAD-THE AMOUNT COUNTS	QOPSA003	:30	QUBO-Babar
AMOUNT	qubo	8/23/2008 12:15:13pm	TRACK/JAD-THE AMOUNT COUNTS	QOPSA003	:30	QUBO-Babar
AMOUNT	qubo	8/23/2008 12:44:06pm	TRACK/JAD-THE AMOUNT COUNTS	QOPSA003	:30	QUBO-My Friend
AMOUNT	qubo	8/30/2008 12:13:32pm	TRACK/JAD-THE AMOUNT COUNTS	QOPSA003	:30	QUBO-Babar

Totals for: QOPSA003 8

BROADCAST/ NBC Kaboom PSA's

Kaboom!	qubo	9/13/2008 12:14:46pm	Kaboom	QPSAKPE001	:30	Qubo-My friend R:
Kaboom!	qubo	9/27/2008 12:14:20pm	Kaboom	QPSAKPE001	:30	Qubo-Babar

Totals for: QPSAKPE001 2