

# KVMD PUBLIC SERVICE ANNOUNCEMENTS

CM1045 0:00:30 DTV Answer Spanish 30sec

This is a public service announcement done in Spanish and is thirty seconds long. The purpose of this public service announcement is to notify the Spanish speaking public of the transition from analog to digital television that will be done on February 17, 2009.

The 'DTV transition' (in the United States) is somewhat confusing when it comes to cable television. Websites such as the FCC's "www.dtv.gov," the NAB's "DTV Answers," and others, could substantially elucidate the facts for concerned analog cable subscribers, with reasonable specificity, regarding the post DTV transition, but unfortunately have yet to do so. Hopefully this will change sooner rather than later.

Direct-to-Home or Direct Broadcast Satellite services (i.e., the small dish systems) are digital so the effect of the DTV transition to subscribers will be negligible; at worst there may be some minor channel changes if one receives local stations through their satellite service provider.

After 23:59:59 (local time) on February 17, 2009 all terrestrial (i.e., over-the-air) ANALOG television broadcasts from FULL-POWER TV STATIONS in the United States (approximately 1,756 stations,) will cease. There will be exceptions however, and they are low-power, "Class A," translator, and booster stations, which are allowed to continue broadcasting analog programming pending a final ruling from the FCC on transitioning these remaining stations to digital. These exceptions will be of little concern to the vast majority of the public. OTA viewers should also expect channel repositioning, which will vary according to a viewer's geographic location.

PS6000 3 0:00:30 Couple :30 Credit Scores Ed

A couple is talking. Credit Scores directly effect many financial transactions you do, including: buying a home with a mortgage, borrowing money to purchase a car, applying for credit cards, and even applying for a job. Making sure your Credit Score is as high as possible is one of the easiest ways of saving money every month.

PS6002      3      0:00:30      Bear Trap:30 Stroke Awareness

Depending on the severity of the stroke, it causes 60% of us to become depressed and to just about give up on everything. Complacency and sadness set in. We become demanding and sometimes a burden to our care giver and others, because we can not do those things that we used to. Total frustration can sometimes set in. And in lesser cases hardly anything, except a warning, that if certain ways are not changed, a major brain attack may occur and you most likely will be worse than you were before. It is also hard to conceive that medication can possibly significantly improve your perception and mental balance. In this situation, it can totally baffle the person, because of their easy experience before. While trying to recover and rehabilitate, your body and mind will convince you that nothing at all is happening and that you should just give up. It will make you realize who really are your family and friends. The amount of time it will take, clearly depends on the individual so do not measure your time against everyone else's. Your recovery time is your own. So do not give up, keep going, do not think about yesterday or tomorrow, think about the day at hand and do your best. If you need help, call this office, we will try to keep you on track. (516) 804 8495

PS6003      DTV Answer Spanish

Esto es un anuncio del servicio a la comunidad hecho en español y tener treinta segundos de longitud. El propósito de este anuncio del servicio a la comunidad es de notificar el español que habla el público de la transición de analógico a la televisión digital que será hecha en el 17 de febrero de 2009.

La "transición de DTV" (en Estados Unidos) confunde algo cuando viene a la televisión por cable. Los sitios web como el FCC "[www.dtv.gov](http://www.dtv.gov)}," el ATRAPA "las Respuestas de DTV," y otros, podría aclarar substancialmente los hechos para suscriptores analógicos concernidos de cable, con especificidad razonable, con respecto a la transición del poste DTV, pero tiene desafortunadamente mas hacer así. Optimistamente esto cambiará más pronto antes que más tarde.

Dirija a en casa o Dirija los servicios Emisores de Satélite (es decir, los pequeños sistemas de plato) son digital tan el efecto de la transición de DTV a suscriptores será insignificante; en peor es posible que haya algunos cambios secundarios del canal si uno recibe las estaciones locales por su proveedor de Internet de satélite.

Después de que 23:59:59 (hora local) en el 17 de febrero de 2009 todo terrestre (es decir, sobre el aire) televisión ANALOGICA transmite de ESTACIONES de televisión de LLENO-PODER en Estados Unidos (aproximadamente 1.756 estaciones,) dejará. Habrá las excepciones sin embargo, y ellos son de baja potencia, "la Clase UN," traductor, y los repetidores, que son permitidos continuar transmitir programar analógico hasta una resolución final del FCC en el transitioning estas estaciones restantes a digital. Estas excepciones serán de pequeño concierne a la inmensa mayoría del público. Los espectadores de OTA también deben esperar recolocar de canal, que variará según una ubicación geográfica de espectador.

PS6004 3 0:00:30 Video Game :30 Credit Scores Ed  
Do you know how your credit score is calculated? Or that you are entitled to one free credit report per year under the Fair and Accurate Credit Transaction Act? A recent survey conducted by Opinion Research USA and the Ad Council shows that Americans are misinformed about their credit health, with over 70% wrongly identifying a credit score of 600 as average or above average. Targeting low to moderate-income Americans of all ages and ethnicities with some form of credit, this campaign was developed to inform consumers about their credit and the importance of actively taking responsibility for maintaining its health. Additionally, this campaign aims to educate consumers about important steps they can take to establish and maintain good credit including paying bills on time, keeping credit card balances as low as possible and resisting the urge to open up more credit cards than are needed in a short period of time.

PS6005 3 0:00:30 Flash Forward :30 CA Office Traffic Safe  
National Teen Driver Safety raises awareness about the tragedy of teen vehicle crashes, the leading cause of death for young people in the U.S., and it sparks communication among teenagers, their parents and civic leaders about the causes of and solutions to teen crashes. The Children's Hospital of Philadelphia and State Farm Insurance Companies®, which have an ongoing teen driver research alliance and outreach initiative, played a key role in the designation.

PS6006 3 0:00:30 Part of Your World:30 Ocean Awareness  
Oceans do not have an infinite capacity to absorb all the waste we allow to flow into it. Not only are we hurting marine life, but because human life is so dependent on a healthy ocean, we are hurting ourselves. The first phase of the campaign launched in October 2006 and features characters from Disney's The Little Mermaid. The spots raise awareness of the problem in the ocean and lets audiences know that they can help the ocean by recycling and disposing of trash properly. The PSAs invite viewers to visit [www.KeepOceansClean.org](http://www.KeepOceansClean.org) to find out more about the ocean and what everyone can do to help.

PS6006 3 0:00:20 Mr.Grim :20 CA Orthopaedic Asstn  
Representing Orthopaedic Surgeons and their patients throughout California to ensure quality musculoskeletal care.

PS6007 3 0:00:25 Part of Your World:25 Ocean Awareness  
Our oceans are in trouble. Careless activities by people, at sea and on land, have created the dire state of the oceans today: Routine activities on land and water contribute to 6.4 million tons of debris entering the ocean every year -In the US, littering accounts for the majority marine debris that originates from land -Plastic debris is especially dangerous, because it does not degrade and poses swallowing and

entanglement threats to marine life -Oceans do not have an infinite capacity to absorb all the waste we allow to flow into it. Not only are we hurting marine life, but because human life is so dependent on a healthy ocean, we are hurting ourselves. The first phase of the campaign launched in October 2006 and features characters from Disney's The Little Mermaid. The spots raise awareness of the problem in the ocean and lets audiences know that they can help the ocean by recycling and disposing of trash properly. The PSAs invite viewers to visit [www.KeepOceansClean.org](http://www.KeepOceansClean.org) to find out more about the ocean and what everyone can do to help.

PS6006 0:00:30 Part of Your World:30 OceanAwareness

This public service announcement starts off with a song sung by the Little Mermaid. Our oceans are in trouble. Careless activities by people, at sea and on land, have created the dire state of the oceans today:

Routine activities on land and water contribute to 6.4 million tons of debris entering the ocean every year. In the US, littering accounts for the majority marine debris that originates from land. Plastic debris is especially dangerous, because it does not degrade and poses swallowing and entanglement threats to marine life. Ocean's do not have an infinite capacity to absorb all the waste we allow to flow into it. Not only are we hurting marine life, but because human life is so dependent on a healthy ocean, we are hurting ourselves. The first phase of the campaign launched in October and features characters from Disney's The Little Mermaid. The public service announcements raise awareness of the problem in the ocean and lets audiences know that they can help the ocean by recycling and disposing of trash properly. The PSAs invite viewers to visit [www.KeepOceansClean.org](http://www.KeepOceansClean.org) to find out more about the ocean and what everyone can do to help.

PS6007 0:00:25 Part of Your World:25 Ocean Awareness

This public service announcement starts off with a song sung by the Little Mermaid. Our oceans are in trouble. Careless activities by people, at sea and on land, have created the dire state of the oceans today:

Routine activities on land and water contribute to 6.4 million tons of debris entering the ocean every year. In the US, littering accounts for the majority marine debris that originates from land. Plastic debris is especially dangerous, because it does not degrade and poses swallowing and entanglement threats to marine life. Ocean's do not have an infinite capacity to absorb all the waste we allow to flow into it. Not only are we hurting marine life, but because human life is so dependent on a healthy ocean, we are hurting ourselves. The first phase of the campaign launched in October and features characters from Disney's The Little Mermaid. The public service announcements raise awareness of the problem in the ocean and lets audiences know that they can help the ocean by recycling and disposing of trash properly. The PSAs invite viewers to visit [www.KeepOceansClean.org](http://www.KeepOceansClean.org) to find out more about the ocean and what everyone can do to help.

PS6008 0:00:15 Part of Your World:15 Ocean Awareness

This public service announcement starts off with a song sung by the Little Mermaid. Our oceans are in trouble. Careless activities by people, at sea and on land, have created the dire state of the oceans today:

Routine activities on land and water contribute to 6.4 million tons of debris entering the ocean every year. In the US, littering accounts for the majority marine debris that originates from land. Plastic debris is especially dangerous, because it does not degrade and poses swallowing and entanglement threats to marine life. Ocean's do not have an infinite capacity to absorb all the waste we allow to flow into it. Not only are we hurting marine life, but because human life is so dependent on a healthy ocean, we are hurting ourselves. The first phase of the campaign launched in October and features characters from Disney's The Little Mermaid. The public service announcements raise awareness of the problem in the ocean and lets audiences know that they can help the ocean by recycling and disposing of trash properly. The PSAs invite viewers to visit [www.KeepOceansClean.org](http://www.KeepOceansClean.org) to find out more about the ocean and what everyone can do to help.

PS6009 0:00:10 Part of Your World:10 Ocean Awareness

This public service announcement starts off with a song sung by the Little Mermaid. Our oceans are in trouble. Careless activities by people, at sea and on land, have created the dire state of the oceans today:

Routine activities on land and water contribute to 6.4 million tons of debris entering the ocean every year. In the US, littering accounts for the majority marine debris that originates from land. Plastic debris is especially dangerous, because it does not degrade and poses swallowing and entanglement threats to marine life. Ocean's do not have an infinite capacity to absorb all the waste we allow to flow into it. Not only are we hurting marine life, but because human life is so dependent on a healthy ocean, we are hurting ourselves. The first phase of the campaign launched in October and features characters from Disney's The Little Mermaid. The public service announcements raise awareness of the problem in the ocean and lets audiences know that they can help the ocean by recycling and disposing of trash properly. The PSAs invite viewers to visit [www.KeepOceansClean.org](http://www.KeepOceansClean.org) to find out more about the ocean and what everyone can do to help.

PS6010 3 0:00:30 Mayor Villaraigosa :30 The Help Group

To help promote greater awareness and early identification and intervention, The Help Group National Autism Foundation launched its Autism Awareness Campaign public service announcements for television and radio in 2004. The Help Group's public service announcements feature parent and celebrity spokespersons, many of whom have a child with an autism spectrum disorder. The goal of the PSA campaign is to

reach out to parents, families and the community at large with current facts about autism.

The incidence of autism spectrum disorders has reached epidemic proportions affecting one in every 150 children. It is the fastest growing serious developmental disability in the United States. Early identification and intervention can be of great benefit to many children challenged by autism spectrum disorders. In an effort to promote autism awareness in the City of Los Angeles, Mayor, Antonio Villaraigosa is participating in The Help Group's public service announcement campaign. His PSA's in both English and Spanish. Help Group Parent and Celebrity spokespersons include: Ed Asner, Dave Clark, Gary Cole, Magdalena del Olmo, Dr. Bruce Hensel, Joe Mantegna, Edward James Olmos, Joanne Palmer & John Schneider. The campaign debuted at The Teddy Bear Ball on December 4, 2004 and began airing in early 2005. Gary Cole, John Schneider and Ed Asner are all parents of children with autism spectrum disorders and are committed to promoting awareness for the ever increasing number of families affected by this disorder. Read more about The Help Group Public Service Announcements.

PS6010 0:00:30 Under the Sea:30 Ocean Awareness

This public service announcement starts off with Sebastian singing, "Under The Sea". Our oceans are in trouble. Careless activities by people, at sea and on land, have created the dire state of the oceans today. Routine activities on land and water contribute to 6.4 million tons of debris entering the ocean every year. In the US, littering accounts for the majority marine debris that originates from land. Plastic debris is especially dangerous, because it does not degrade and poses swallowing and entanglement threats to marine life. Oceans do not have an infinite capacity to absorb all the waste we allow to flow into it. Not only are we hurting marine life, but because human life is so dependent on a healthy ocean, we are hurting ourselves. The first phase of the campaign launched in October and features characters from Disney's The Little Mermaid.

The public service announcements raise awareness of the problem in the ocean and lets audiences know that they can help the ocean by recycling and disposing of trash properly. The PSAs invite viewers to visit [www.KeepOceansClean.org](http://www.KeepOceansClean.org) to find out more about the ocean and what everyone can do to help.

PS6011 0:00:25 Under the Sea:25 Ocean Awareness

This public service announcement starts off with Sebastian singing, "Under The Sea". Our oceans are in trouble. Careless activities by people, at sea and on land, have created the dire state of the oceans today. Routine activities on land and water contribute to 6.4 million tons of debris entering the ocean every year. In the US, littering accounts for the majority marine debris that originates from land. Plastic debris is especially dangerous, because it does not degrade and poses swallowing and

entanglement threats to marine life. Oceans do not have an infinite capacity to absorb all the waste we allow to flow into it. Not only are we hurting marine life, but because human life is so dependent on a healthy ocean, we are hurting ourselves. The first phase of the campaign launched in October and features characters from Disney's The Little Mermaid. The public service announcements raise awareness of the problem in the ocean and lets audiences know that they can help the ocean by recycling and disposing of trash properly. The PSAs invite viewers to visit [www.KeepOceansClean.org](http://www.KeepOceansClean.org) to find out more about the ocean and what everyone can do to help.

PS6012      3      0:00:30      Thankless Jobs :30 US Coast Guard  
The United States Coast Guard is the nation's leading maritime law enforcement agency and forms a critical part of our country's homeland security infrastructure, protecting America's coastlines and waterways. Every day civilian employees work together with military personnel to save lives, enforce the law, operate ports and waterways, and protect the environment. The Operational Law Enforcement Mission is directed primarily in the areas of Boating Safety, Drug Interdiction, Living Marine Resources, Alien Migrant Interdiction, and responding to vessel incidents involving violent acts or other criminal activity.

PS6013      0:00:15      Under the Sea:15 Ocean Awareness  
This public service announcement starts off with Sebastian singing, "Under The Sea". Our oceans are in trouble. Careless activities by people, at sea and on land, have created the dire state of the oceans today. Routine activities on land and water contribute to 6.4 million tons of debris entering the ocean every year. In the US, littering accounts for the majority marine debris that originates from land. Plastic debris is especially dangerous, because it does not degrade and poses swallowing and entanglement threats to marine life. Oceans do not have an infinite capacity to absorb all the waste we allow to flow into it. Not only are we hurting marine life, but because human life is so dependent on a healthy ocean, we are hurting ourselves. The first phase of the campaign launched in October and features characters from Disney's The Little Mermaid. The public service announcements raise awareness of the problem in the ocean and lets audiences know that they can help the ocean by recycling and disposing of trash properly. The PSAs invite viewers to visit [www.KeepOceansClean.org](http://www.KeepOceansClean.org) to find out more about the ocean and what everyone can do to help.

PS6014      3      0:00:30      Four Nine :30 Booster Seat Ed  
Children prematurely moved to seat belts are 4 times more likely to suffer serious head injuries during a collision than children in child safety or booster seats. Safety belts are designed for adults, and children under 4'9" tall should ride with a booster seat. The booster seat message is a crucial one, NHTSA estimates that up to 90% of children in the U.S. who should be using a booster seat are not. The goal of this campaign is to

educate parents of children who have outgrown their child safety seat that a booster seat is a life-saving transition to an adult safety belt. The campaign produced PSAs with Disney, featuring Cinderella and her Fairy Godmother, that were released in October 2005. All the PSAs drive parents to [www.boosterseat.gov](http://www.boosterseat.gov) to learn more about how to protect their children on the road.

PS6015      3      0:00:30      Cape May :30 US Coast Guard  
United States Coast Guard Training Center Cape May is the home of the Coast Guard enlisted corps and is the Coast Guard's only enlisted accession point and recruit training center. It is located on 1 Munro Avenue, Cape May, New Jersey. For over fifty years, Coast Guard Training Center Cape May has fulfilled its mission by building the enlisted corps. It provides seaman and fireman apprentices to the Coast Guard trained to be willing and ready to learn their profession

PS6016      0:00:10      Under the Sea:10 Ocean Awareness  
This public service announcement starts off with Sebastian singing, "Under The Sea". Our oceans are in trouble. Careless activities by people, at sea and on land, have created the dire state of the oceans today. Routine activities on land and water contribute to 6.4 million tons of debris entering the ocean every year. In the US, littering accounts for the majority marine debris that originates from land. Plastic debris is especially dangerous, because it does not degrade and poses swallowing and entanglement threats to marine life. Oceans do not have an infinite capacity to absorb all the waste we allow to flow into it. Not only are we hurting marine life, but because human life is so dependent on a healthy ocean, we are hurting ourselves. The first phase of the campaign launched in October and features characters from Disney's The Little Mermaid. The public service announcements raise awareness of the problem in the ocean and lets audiences know that they can help the ocean by recycling and disposing of trash properly. The PSAs invite viewers to visit [www.KeepOceansClean.org](http://www.KeepOceansClean.org) to find out more about the ocean and what everyone can do to help.

PS6017      3      0:00:30      Teen Stress w/Muppets :30  
Will Rogers In Teen Stress PSA featuring the Muppets (Miss Piggy, Fozzie Bear, Gonzo, Kermit ...the Frog, Statler and Waldorf) and Teri Hatcher, produced for the Will Rogers Institute.

PS6022      3      0:00:25      Play Sixty (NFL) :25 Child Obesity Prevention  
About 9 million children over the age of 6 are considered overweight in this country. The American obesity epidemic has been passed to our youngest generation. Overweight children are at far greater risk of developing some chronic diseases, including Type 2 diabetes and cardiovascular disease. In addition to putting their health at risk, overweight children are often subjected to exclusion by their peers, which can affect

their emotional well-being. Teaching kids the importance of eating well and being physically active at a young age is crucial to reversing the trend of childhood obesity in this country. The campaign focuses on the importance of eating healthy and being physically active through several complementary efforts

PS6023      2      0:00:15      Get Up and Play :15 Child Obesity Prevention  
The "Be a Player" PSAs feature players from the National Football League (NFL), the Ladies Professional Golf Association (LPGA) and characters from DreamWorks' Shrek. They encourage children ages 6 to 11 years old to get up and play for at least one hour every day - and demonstrate the fun that they can have doing it.

Children and their families are encouraged to visit [www . HealthierUS . gov](http://www.HealthierUS.gov) or [www . SmallStep . gov](http://www.SmallStep.gov) where they can find fun, interactive and beneficial information on healthy eating and physical activity.

PS6024      3      0:00:30      Jungle Gym :30 Nutrition Ed  
Less than 25% of adolescents eat the daily recommended servings of fruits and vegetables. Few get regular physical activity. While mothers and caregivers are aware of the importance of healthy eating and physical activity habits, they struggle with the best way to implement them for their families. With obesity rates rising among children and adults, it's important to provide information and realistic tips for making and sustaining healthy choices for kids. This campaign motivates moms to encourage proper nutrition and physical activity for their families, emphasizing that a bright future starts with a healthy lifestyle. The notion that "Good Nutrition Can Lead to Great Things" reinforces that healthy eating and physical activity are fuel for a kid's mind and body. The campaign encourages viewers to visit [www.MyPyramid.gov](http://www.MyPyramid.gov) and use the USDA's Food Pyramid as an effective tool to help their children make healthy choices.

PS6025      3      0:00:30      Ceiling :30 Nutrition Ed  
Less than 25% of adolescents eat the daily recommended servings of fruits and vegetables. Few get regular physical activity. While mothers and caregivers are aware of the importance of healthy eating and physical activity habits, they struggle with the best way to implement them for their families. With obesity rates rising among children and adults, it's important to provide information and realistic tips for making and sustaining healthy choices for kids. This campaign motivates moms to encourage proper nutrition and physical activity for their families, emphasizing that a bright future starts with a healthy lifestyle. The notion that "Good Nutrition Can Lead to Great Things" reinforces that healthy eating and physical activity are fuel for a kid's mind and body. The campaign encourages viewers to visit [www.MyPyramid.gov](http://www.MyPyramid.gov) and use the USDA's Food Pyramid as an effective tool to help their children make healthy choices.

PS6026      2      0:00:15      Ceiling :15 Nutrition Ed

Less than 25% of adolescents eat the daily recommended servings of fruits and vegetables. Few get regular physical activity. While mothers and caregivers are aware of the importance of healthy eating and physical activity habits, they struggle with the best way to implement them for their families. With obesity rates rising among children and adults, it's important to provide information and realistic tips for making and sustaining healthy choices for kids. This campaign motivates moms to encourage proper nutrition and physical activity for their families, emphasizing that a bright future starts with a healthy lifestyle. The notion that "Good Nutrition Can Lead to Great Things" reinforces that healthy eating and physical activity are fuel for a kid's mind and body. The campaign encourages viewers to visit [www.MyPyramid.gov](http://www.MyPyramid.gov) and use the USDA's Food Pyramid as an effective tool to help their children make healthy choices.

PS6027      3      0:00:20      Replanting Ntl Forests:20 Arbor Day

Saving the world's rain forests is something everyone can take part in. Since 1992, caring individuals have been making a positive difference in these fragile regions through the Arbor Day Foundation's Rain Forest Rescue® Program. Thanks to the Foundation's members and friends, cooperative work with The Nature Conservancy to conserve endangered land in the Maya Forest has been possible. Since the founding of Rain Forest Rescue, more than two billion square feet of land has been preserved, and we continue to make positive impacts in the area...for the people who call it their home, for the precious birds and animals that live there, for the diverse species of plants and trees, and for the health of our planet.

PS6028      3      0:00:30      DINO Fair :30 The Growing Place

'We believe that adults play an important role in the development of young children, not only in transmitting knowledge and values, but by providing the emotional base from which a secure child can move out into the world as a learner and a 'doer'. Parents are a child's first and most important teacher. Our staff provides an opportunity for children to interact with different adults who are trained to facilitate learning and offer care and comfort in the absence of a parent. We see ourselves, however, as partners and never replacements for parents. We know that parents entrust their child to us for but a brief period; it is they who are in there for the long haul. Since parenting is such a complex job, we offer support to parents in each stage of the child's development. Teachers, on the other hand, rely on parent for information about their child, their goals, family values and traditions, and to support the Growing Place program. Teachers have the responsibility and the skills to work with children in a group, helping them to learn problem-solving, perspective-taking and multiple ways to communicate their ideas and feelings. Teachers also are critical to creating the 'context' for collaborative learning in which children stimulate each other's development by working together in play and on projects of mutual satisfaction and fun. The tuition contract requires that all families participate in at least one quarterly school maintenance day ('Pitch-In' Day) and that each parent work a three hour shift in the program's fundraiser, the Ocean Park Dino Fair or Marine Park Family Festival. Parents are also required to contribute ten other volunteer hours to the program. Typical tasks for the ten volunteer hours include

washing sheets, picking up library books, repair and maintenance of equipment, secretarial work, fundraising, or being a room parent. We welcome any special talents you may have

PS6029      3      0:00:10      Replanting Ntl Forests:10 Arbor Day  
Rain forests cover only 2% of the Earth's surface, but they provide habitat and nutritional support for almost half of the Earth's known living species. The El Triunfo Biosphere Reserve alone harbors 30 native mammals, from jaguar and spider monkey to ocelot and white tailed deer — and some 150 species of birds. Many rain forest plants have adapted to attract a pollinator by developing a particular color, shape or fragrance. The Corpse Flower's fragrance resembles decaying meat or flesh. This horrible smell attracts the special insects needed to pollinate the flowers. Strangler figs evolved a very effective way to reproduce and thrive in a crowded forest. Fruit-eating birds deposit fig seeds in the crotches of branches well above the forest floor. These seeds germinate and send roots down the trunk of the host tree to the forest floor, where they eventually gain a strong foothold. In many cases, the roots eventually form a solid tube around the tree! Meanwhile, the fig tree grows up from these roots, its leaves beginning to shade the host tree. Without light, the host tree dies, and the fig lives on, supported by the wood of the older tree. You might see walking palms, trees with roots beginning about chest high. Leaning on their roots as they grow, these trees give the impression that they are out for a stroll on stilts.

PS6030      2      0:00:15      Precious Cargo :15 Booster Seat Ed  
Children prematurely moved to seat belts are 4 times more likely to suffer serious head injuries during a collision than children in child safety or booster seats. Safety belts are designed for adults, and children under 4'9" tall should ride with a booster seat. The booster seat message is a crucial one, NHTSA estimates that up to 90% of children in the U.S. who should be using a booster seat are not. The goal of this campaign is to educate parents of children who have outgrown their child safety seat that a booster seat is a life-saving transition to an adult safety belt. The campaign produced PSAs with Disney, featuring Cinderella and her Fairy Godmother, that were released in October 2005. All the PSAs drive parents to [www.boosterseat.gov](http://www.boosterseat.gov) to learn more about how to protect their children on the road.

PS6044      0:01:00      For Country:60 Marines  
For Country starts out with Marines in activity. These words appear on the screen: FOR HONOR, FOR COURAGE, FOR COUNTRY, THE FEW, THE PROUD, THE MARINES. Dubbed from the original master. This spot was designed and created by Creative Director; Scott Nelson and Editor; dB Bracamontes. United States Marine Corps Recruitment Ad - 'For Country'

PS6046 0:00:30 Pride of the Nation:30 Marines

The narrator says, "They've stormed beaches and freed countries, protected the weak and defeated the strong, shown courage and compassion. They've raised our flag and our hope. They've been called Leather Necks. They've been called Devil Dogs but above all their called Marines." "Pride of the Nation" is a public service announcement television spot, airing on major networks including ESPN. visit [www.loc.gov](http://www.loc.gov), "Check out loc.gov and see how fun history can be." By directing them to loc.gov, the Ad Council and the Library of Congress are providing a wealth of information online in many different ways.

PS6050 3 0:00:15 Birthday Party :15 DTF Adoption

This television spot features Dave Thomas growing up and includes the message, "Would you have adopted him?" This is a 30 second PSA.

PS6053 3 0:01:00 Every Child Needs Love :60 DTF

Dave Thomas Foundation for Adoption is a nonprofit public charity dedicated to dramatically increasing the adoptions of the more than 150,000 children in North America's foster care systems waiting to be adopted.

PS6055 0:00:30 Techno Savvy :30

The Advertising Council , in partnership with the National Center for Missing & Exploited Children have teamed up to raise awareness about the prevalence of online sexual exploitation and to help parents and teens protect against online sexual predators. The prevalence of sexual victimization of children in the United States is overwhelming, yet largely unrecognized and underreported. According to NCMEC, leading scholars and researchers estimate that one in five girls and one in ten boys will be sexually victimized before they reach adulthood, and less than 35% of all sexual assault cases are reported. With the advent of the Internet, child predators have a new avenue to contact their victims and perpetuate crimes with perceived anonymity. According to NCMEC, of the 25 million child Internet users, one in five have received unwanted sexual solicitations. Furthermore, an estimated 250,000 children have received a distressing sexual solicitation and 150,000 of these solicitations involved attempts for offline contact.

PS6077 0:00:30 Army national guard cba

Do you have what it takes to be a hero? Guard members train to be ready to serve whenever their country or community needs them. The Guard needs committed, intelligent, focused leadership in order to perform its duties well. Are you ready to answer the call? Please visit our website at:

<https://www.nh.ngb.army.mil/Recruiting/officer.htm> 1-800-go guard.com

PS6079 3 0:00:30 Global Warming:Penguins :30 Defenders of  
From the North Pole to the South Pole and everywhere in between, our planet is looking at an uncertain future because of global warming. At the bottom of the world penguins live in one of the harshest environments on Earth. Global warming is making their lives even harder, and they can't handle much more.

PS6092 3 0:00:30 eRecycle :30 Waste Management  
California Integrated Waste Management Board PSA showcasing a raccoon interacting with a homeowner at night, reminding the homeowner to properly recycle instead of throwing recyclables in the trash.

PS6096 3 0:01:00 Babies:60 Reducing Gun Violence  
In 2005, for example, guns were used in more than two-thirds of the 16,700 homicides and in an estimated 420,000 nonfatal violent crimes in our country. Furthermore, 31% of all homicide victims were 13 to 24 years old, and these teenage and young adult victims were four times more likely to be murdered with a gun than with all other weapons combined This PSA campaign speaks directly to the offender and forces them to think about the consequences- the emotional pain, loneliness, and financial hardship that their families will experience as a result of their crime.

PS6099 3 0:00:30 Mothers Rev. :30 Reducing Gun Violence  
Despite progress in the fight against gun crime in America, gun crime rates continue to be among the highest in the industrialized world. In 2005, for example, guns were used in more than two-thirds of the 16,700 homicides and in an estimated 420,000 nonfatal violent crimes in our country. Furthermore, 31% of all homicide victims were 13 to 24 years old, and these teenage and young adult victims were four times more likely to be murdered with a gun than with all other weapons combined. In reaction to this trend of violence, a campaign was launched in 2003 with Project Safe Neighborhoods, a nationwide commitment to reduce gun violence in America. The campaign is continually funded through a grant from the U.S. Department of Justice. This PSA campaign speaks directly to the offender and forces them to think about the consequences- the emotional pain, loneliness, and financial hardship that their families will experience as a result of their crime.

PS6103 0:00:30 In their own words Army nat guard CBA  
Told in their own words, Soldiers representing active duty, Army National Guard and Army Reserve share their experiences from both home and abroad. Thank you for your dedicated service. A public service announcement to inform the general public - our external audience - about who Soldiers are and why we serve. Told in their own words, Soldiers representing active duty, Army National Guard and Army Reserve share their experiences from both home and abroad.

PS6132      3      0:01:00      Hog Commandos :60 Energy Efficiency  
Over the next 20 years U.S. natural gas consumption will rise by more than 50% and our country's demand for electricity will increase by 45%, according to an estimate by the U.S. National Energy Policy. By practicing simple measures of conservation and using energy more efficiently, families can build strong energy habits, save money by reducing energy bills, help their communities reduce pollution caused by our demand for energy, and help to preserve the environment for future generations. Launched in March 2004, this campaign introduces children to the dastardly Energy Hog, who is determined to waste energy throughout the home.

PS6135      3      0:00:15      Hog Commandos :15 Energy Efficiency  
Energy hogs take over a home until a family comes home and kicks them out by installing energy efficient products like insulation and CFL light bulbs.

PS6169      0:00:30      AADAP Korean PSA :30  
AADAP Awarded \$1.4 Million Asian American Drug Abuse Program, Inc. (AADAP) has been granted a three year contract to implement Project FACT: Families Coming Together to Fight Substance Abuse in Asian Pacific Islander Communities. The new program will assist nearly 400 Korean, Cambodian, and Samoan residents get treatment using culturally appropriate approaches, in hopes of addressing the obstacles Asian/Pacific Islander populations have in accessing substance abuse services.

PS6172      0:00:30      Meeting Place:30  
Family communications when disaster strikes are very important. Your family needs a place to phone and a place to meet. Not all family members will be at home together when it happens. That's why you should decide in advance how to stay in touch. Choose someone to call out of state to report your location. Remember a place to meet and a place to call. When disaster strikes, your family needs a place to phone and a place to meet. Not all family members will be at home together when it happens. That's why you should decide in advance how to stay in touch. Choose someone to call out-of-state to report you location. In some disasters, local phone lines go down, but you can still call out-of-state. Make sure your kids have that phone number. Next, pick a meeting place away from home in case your neighborhood is blocked off... The house of a friend or relative. Remember...A place to meet and a place to call.

PS6173      0:00:25      Meeting Place:25/05  
Family communications when disaster strikes are very important. Your family needs a place to phone and a place to meet. Not all family members will be at home together when it happens. That's why you should decide in advance how to stay in touch. Choose someone to call out of state to report your location. Remember a place to meet and a place to call. When disaster strikes, your family needs a place to phone and a

place to meet. Not all family members will be at home together when it happens. That's why you should decide in advance how to stay in touch. Choose someone to call out-of-state to report you location. In some disasters, local phone lines go down, but you can still call out-of-state. Make sure your kids have that phone number. Next, pick a meeting place away from home in case your neighborhood is blocked off... The house of a friend or relative. Remember...A place to meet and a place to call.

PS6174 0:00:15 Meeting Place: 15

When disaster strikes, your family needs a place to phone and a place to meet. Not all family members will be at home together when it happens. That's why you should decide in advance how to stay in touch. Choose someone to call out-of-state to report you location. In some disasters, local phone lines go down, but you can still call out-of-state. Make sure your kids have that phone number. Next, pick a meeting place away from home in case your neighborhood is blocked off... The house of a friend or relative. Remember...A place to meet and a place to call.

PS6175 0:00:30 Picking up the Girls:30

[Emergency Preparedness PSA - Picking Up The Girls](#)

91% of Americans believe it's important to be prepared for emergencies. However, only 55% of households report having taken any steps at all to prepare. In order to encourage more Americans to prepare themselves, their families and their communities, the U.S. Department of Homeland Security has sponsored public service advertisements that educate and empower Americans to prepare for and respond to all kinds of emergencies. The PSA directS audiences to [www.ready.gov](http://www.ready.gov), a comprehensive and easy-to-use site that gives Americans the information and tools they need to prepare for and respond to potential emergencies.

PS6176 0:00:15 Picking up the Girls:15

[Emergency Preparedness PSA - Picking Up The Girls](#)

91% of Americans believe it's important to be prepared for emergencies. However, only 55% of households report having taken any steps at all to prepare. In order to encourage more Americans to prepare themselves, their families and their communities, the U.S. Department of Homeland Security has sponsored public service advertisements that educate and empower Americans to prepare for and respond to all kinds of emergencies. The PSA directS audiences to [www.ready.gov](http://www.ready.gov), a comprehensive and easy-to-use site that gives Americans the information and tools they need to prepare for and respond to potential emergencies.

PS6177 0:00:25 Cell Phone:25

[Emergency Preparedness PSA - Cellphone](#)

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PS6178 0:00:30 Tomatoe Paste:30

[Emergency Preparedness PSA - Tomato Paste](#)

91% of Americans believe it's important to be prepared for emergencies. However, only 55% of households report having taken any steps at all to prepare. In order to encourage more Americans to prepare themselves, their families and their communities, the U.S. Department of Homeland Security has sponsored public service advertisements that educate and empower Americans to prepare for and respond to all kinds of emergencies. The PSA directs audiences to [www.ready.gov](http://www.ready.gov), a comprehensive and easy-to-use site that gives Americans the information and tools they need to prepare for and respond to potential emergencies.

PS6179 0:00:25 Tomatoe Paste:25

[Emergency Preparedness PSA - Tomato Paste](#)

91% of Americans believe it's important to be prepared for emergencies. However, only 55% of households report having taken any steps at all to prepare. In order to encourage more Americans to prepare themselves, their families and their communities, the U.S. Department of Homeland Security has sponsored public service advertisements that educate and empower Americans to prepare for and respond to all kinds of emergencies.

PS6181 0:00:30 Family Preparedness:30

[Emergency Preparedness PSA - Advance Planning](#)

Numerous strides have been taken in the area of preparedness. The percentage of parents who stocked emergency supplies to be ready for a potential terrorist or other emergency has increased significantly. Also, the number of parents who have created a family communication plan has increased. However, most Americans still have not taken basic steps to prepare for emergencies. The PSAs direct audiences to [www.ready.gov](http://www.ready.gov), a comprehensive and easy-to-use site that gives Americans the information and tools they need to prepare for and respond to potential emergencies. <http://SaRedCross.org> Family preparedness day, Tejano Music Star Patsy Torres speaking for the American Red Cross San Antonio Area Chapter, Hispanic Volunteer Committee

PS6182 0:00:20 Family Preparedness:20

[Emergency Preparedness - Ready for Older Americans](#)

In order to encourage Americans to prepare themselves, their families and their communities, the U.S. Department of Homeland Security, in partnership with The Advertising Council, has created instructional videos to help educate and empower Americans to prepare for and respond to all kinds of emergencies. The first set of instructional videos, released in English and Spanish, are designed to detail how American families get an emergency supply kit, make a family emergency plan, and be informed about the different types of emergencies in their community. Homeland Security and the Ad Council have also created additional instructional videos with specific information for pet owners, older Americans and individuals with disabilities and other special needs. To view all of the Ready Campaign's Instructional Videos Click Here.

PS6182 Family Preparedness:20 Emergency Prep

91% of Americans believe it's important to be prepared for emergencies. However, only 55% of households report having taken any steps at all to prepare. In order to encourage more Americans to prepare themselves, their families and their communities, the U.S. Department of Homeland Security has sponsored public service advertisements that educate and empower Americans to prepare for and respond to all kinds of emergencies.

PS6183 0:00:30 Advance Planning:30

Fetal Alcohol Spectrum Disorders (FASD) is America's leading known preventable cause of mental retardation and birth defects. Even though FASD is completely preventable when pregnant women abstain from alcohol, as many as 32,000 infants are born with alcohol-related problems each year. NOFAS advises women who are pregnant or could be pregnant PLAN to abstain from alcohol. The PSA, entitled "Infinite Power" emphasizes the importance of a woman's role in the health of her baby and features multi-talented artist Gina Loring, best known as the top ranking poet from the 2002 National Poetry Slam, Russell Simmons' HBO Def Poetry Jam and BET's Lyric Cafe. The thirty second PSA includes powerful imagery and the lines, "You will call me mamma. Dependent on me; deciding your fate...Leaving the party behind with your interest in mind, I channel you healthy...Choose an alcohol-free pregnancy. The risks to your baby are many." The empowering PSA targets women of all cultures, ethnicities and backgrounds. It cautions women to abstain from alcohol use during pregnancy to avoid any risk of alcohol-related birth defects.

PS6184 0:00:30 Resiliency:30

Small businesses represent more than 99% of all employers, according to the U.S. Small Business Administration, Unfortunately, small to medium-sized businesses are

also the most vulnerable in the event of an emergency. By taking steps ahead of time, many of these businesses can be better prepared to survive and recover after an emergency. The PSAs focus on the affordability and ease of business emergency planning and encourage audiences to visit the Ready Business campaign website at [www.ready.gov](http://www.ready.gov) for information and free resources and templates to help prepare their business for emergencies.

PS6204 3 0:01:00 Movement :60 Ntnl Multiple Sclerosis  
The National MS Society is fueled by people united by a common goal - to address the challenges of each person whose life is affected by MS," says Joyce Nelson, president and CEO of the National MS Society.

PS6209 3 0:00:20 Screening Room (Jimmy Smits) :20 Cancer  
Jimmy Smits: The most important screening isn't the one that happens here. It's screening for colorectal cancer, the second leading cancer killer. Having a screening test is the best way to prevent this disease. That's right, you can prevent it. I got screened. Now it's your turn.

PS6211 3 0:01:00 Combination (Jimmy & Dian) :60 Cancer  
Jimmy Smits: The screenings that happen here might be fun or dramatic. But it's not real life. There's a screening that is real life—and it could save your life. It's a screening test for colorectal cancer, the second leading cancer killer of men and women. But this is one cancer you can prevent. Screening finds precancerous polyps, so they can be removed before they turn into cancer. I got screened. Now it's your turn. So you can stick around and enjoy the show.

PS6216 Grammy Keaton (Diane Keaton) :15 Cancer  
Diane Keaton: It's impossible to replace anybody that you love. She was my great role model, my Grammy Keaton. It was pretty much of a shock for us when she got colon cancer. Colorectal cancer is the second leading cancer killer of men and women over the age of 50. Just get screened. If I can do it, you can do it.

PS6233 3 0:01:00 Helping Veterans:60 Paralyzed Vet of America  
The Wounded Warriors Program reaches out to those veterans who have been injured or paralyzed. "Sometimes the greatest casualty is being forgotten." WWP is in the process of launching OnTRACK to offer wounded warriors an integrated approach to address long-term needs for education and training, advocacy, and secondary rehabilitative care for the MIND, BODY and SPIRIT. This unique program will offer participants a range of college preparatory classes and services customized to their needs, helping them build career skills, train in veterans' advocacy, and continue recovery toward a more independent life. The wounded warriors will attend college preparatory classes as a group, with the ability to draw from their shared experiences. OnTRACK will have three state-of-the art classrooms, as well as a gym, and individual workspaces for the warriors and instructors. OnTRACK's first cohort will begin in

September, 2008, with warriors reporting to Jacksonville, FL in August.  
[ontrack@woundedwarriorproject.org](mailto:ontrack@woundedwarriorproject.org)

PS6237      3      0:00:20      Thank You PVA :20 Paralyzed Vet of America  
The Wounded Warriors Program reaches out to those veterans who have been injured or paralyzed. "Sometimes the greatest casualty is being forgotten." This public service announcement points out a way to say thank you to these veterans.  
Contact: [ontrack@woundedwarriorproject.org](mailto:ontrack@woundedwarriorproject.org)

PS6250      3      0:00:30      Climate Change :30 Int'l Fund Animal Wel  
Global warming has become one of the greatest threats facing today's wildlife through the destruction of natural habitats. However, our precious wildlife faces an even more immediate danger: Man. At least 270,000 baby seals are expected to be killed during this year's government-sanctioned commercial harp seal hunt in Canada. Removing so many animals from any one population places the species at an unnecessary and significant risk of depletion. Over the last few years, the government has raised the annual seal hunt quotas to levels not seen in the past 30 years, killing almost a million seals in just a three year period.

PS6252      3      0:00:30      Save the Whales:30 IFAW  
This video was created by the International Fund for Animal Welfare in response to the Canadian governments opening of the 2008 commercial seal hunt.

PS6258      0:00:30      Feed the Pig(104):30  
Feed the Pig™ is a component of the AICPA's 360 Degrees of Financial Literacy, a national effort to help Americans understand how financial issues affect them at different life stages. The consumer Web site, [www.360financialliteracy.org](http://www.360financialliteracy.org), has received over 13 million hits. Since its inception in 2004, the program has won 10 awards, including the American Society of Association Executive's 2005 Summit Award, the highest honor for associations that implement innovative community-based programs.

PS6259      0:00:30      Feed the Pig:30  
Feed the Pig™ is a component of the AICPA's 360 Degrees of Financial Literacy, a national effort to help Americans understand how financial issues affect them at different life stages. The consumer Web site, [www.360financialliteracy.org](http://www.360financialliteracy.org), has received over 13 million hits. Since its inception in 2004, the program has won 10 awards, including the American Society of Association Executive's 2005 Summit Award, the highest honor for associations that implement innovative community-based programs.

PS6260      0:00:15      Rocket(revised):15  
This is an informative public service announcement.

PS6262 0:00:30 TV Store:30

This is an public service announcement designed to inform the public regarding the importance of family time. Do you have a hard time balancing your career and your family.

PS6263 0:00:15 Laugh:15

This is an informative public service announcement about the importance of prioritizing time with family.

PS6289 0:00:20 Ruby Ties:20

This is an informative public service announcement.

PS6335 3 0:00:20 I Know-Teen :20 Girls and Boys Town

The Boys Town National Hotline is a 24-hour crisis, resource and referral line. Trained counselors can respond to your questions every day of the week, 365 days a year. We can help teens and parents with suicide prevention, depression, school issues, parenting troubles, runaways, relationship problems, physical abuse, sexual abuse, emotional abuse, chemical dependency, anger and much more.

TV Show Leads to Life-Saving Call

Any problem anytime... the Boys Town National Hotline is here to help. In 2007, more than 500,000 children and families were helped through the Boys Town National Hotline, including more than 38,000 youth who made calls where hotline staff intervened to save the caller's life or provide therapeutic counseling. Over the past decade, more than 7 million callers have found help at the end of the line.

PS6342 3 0:00:10 Parenting Bee:10 Girls and Boys Town

Girls and Boys Town is a non-profit organization dedicated to the care of at-risk children, with national headquarters in the village of Boys Town, Nebraska. The property was listed as a National Historic Landmark on February 4, 1985.

PS6344 3 0:00:30 Robbery :30 Diabetes

Nearly 21 million Americans are currently living with diabetes. Managing the disease is a lifelong commitment and successful treatment depends on the active participation of the patient. While most manage their disease day-to-day, many diabetes patients are unaware of how they can manage their risk for complications such as heart attack or stroke long-term. The A1C test is the most important measure of glucose control over time and a proven risk indicator for major diabetes complications. The campaign was created to raise awareness of the A1C test and encourage people with diabetes to be tested regularly and know their A1C level. Fact: A study conducted by the Centers for Disease Control and Prevention found that 63% of people with diabetes had A1C levels above the recommended target of less than 7. The campaign launched in September 2007

PS6345 3 0:00:25 Boat :25 Diabetes

Nearly 21 million Americans are currently living with diabetes. Managing the disease is a lifelong commitment. While most manage their disease day-to-day, many diabetes patients are unaware of how they can manage their risk for complications such as heart attack or stroke long-term. The A1C test is the most important measure of glucose control over time and a proven risk indicator for major diabetes complications. The campaign was created to raise awareness of the A1C test and encourage people with diabetes to be tested regularly and know their A1C level.

PS6347 0:00:30 House Party:30 Drunk Driving Prevention

Drunk or impaired driving killed nearly 18,000 people in 2004. That's one person every 32 minutes. That makes it everyone's problem. It seems that many people were doing their part to put a stop to this completely preventable epidemic. Alcohol-related traffic fatalities reached a low point in the late 1990s. Research also indicates that 62% of Americans exposed to the now-iconic Friends Don't Let Friends Drive Drunk campaign have personally intervened to stop someone from driving drunk, no doubt saving countless lives. Many thought the messages to be targeted at overtly drunk drivers, and not them. When decision time came, they would consider themselves merely "buzzed" and get behind the wheel. The objective of the new campaign is to inspire dialogue and recognition of the dangers of "buzzed" driving and subsequently motivate people to drop driving buzzed. The campaign hopes to educate people that consuming even a few drinks can impair driving and that Buzzed Driving is Drunk Driving.

PS6350 0:00:30 Drum Solo:30 Drunk Driving Prevention

March to the beat of a different drum. Don't drink and drive.

PS6353 DTV Answer 30sec

MAN: "HONEY, DID YOU KNOW THAT TELEVISION IS GOING ALL DIGITAL IN 2009?" WOMAN: "YES. IN FACT, CONGRESS SAYS ALL FULL POWER TV STATIONS MUST BROADCAST ONLY IN DIGITAL AFTER 2009."

MAN: "WILL THAT AFFECT US?" ANNCR: "IF YOU'RE ONE OF THE [INSERT: THOUSANDS, MILLIONS] OF FAMILIES IN [INSERT: CITY, COUNTY, STATE] THAT RECEIVES FREE BROADCAST TELEVISION WITH AN ANTENNA, YOU'LL NEED TO UPGRADE WHEN TELEVISION GOES ALL DIGITAL IN 2009." "FOR MORE INFORMATION ABOUT THE SWITCH TO DIGITAL, VISIT DTV-ANSWERS DOT COM OR CALL 1-888-DTV-2009."

PS6354 0:00:15 DTV Answer 15sec

After 23:59:59 (local time) on February 17, 2009 all terrestrial (i.e., over-the-air) ANALOG television broadcasts from FULL-POWER TV STATIONS in the United States (approximately 1,756 stations,) will cease. There will be exceptions however, and they are low-power, "Class A," translator, and booster stations, which are allowed to continue

broadcasting analog programming pending a final ruling from the FCC on transitioning these remaining stations to digital.

Websites such as the FCC's "www.dtv.gov," the NAB's "DTV Answers," and others, could substantially elucidate the facts for concerned analog cable subscribers, with reasonable specificity, regarding the post DTV transition.

PS6353 0:00:30 DTV Answer 30sec

In lieu of a more detrimental (and unconstitutional) dual-carriage proposal, (originally supported by Kevin J. Martin, FCC Chairman, the NAB and a few other advocacy groups—and vehemently opposed by the NCTA and its cable operators—the NCTA and the FCC have reached a compromise agreement. This agreement led to the FCC's ruling<sup>1</sup> back in September 2007 that requires certain hybrid analog-digital cable operators throughout the country to provide full programming from LOCAL "MUST-CARRY" TELEVISION STATIONS to their analog-only subscribers through February 2012. Must-carry TV stations include qualified NON-PROFIT/NON-COMMERCIAL STATIONS, such as educational, municipal and (CPB) public broadcast stations, LOCAL COMMERCIAL TV STATIONS, and a limited number of other stations that qualify under statutory must-carry regulations; it does NOT include "retransmission consent" (aka "may-carry") stations, though cable operators may voluntarily choose to provide some "retransmission consent" stations in an analog format (if it's in the cable provider's best interest to do so and if the cable provider is willing to pay for it.) CHANNELS SUCH AS CNN, MTV, ESPN, COMEDY CENTRAL, etc., ARE NOT MUST-CARRY STATIONS. If you're an analog-only cable subscriber because you own or use analog TVs with a hybrid cable service, and you wish to maintain your current channel lineup, then you will need to obtain a digital cable set-top-box from your cable provider, purchase your own digital-to-analog converter box or purchase a new digital television with an integrated DTV tuner that supports QAM.

PS6355 0:00:30 A Reflection of Honor

112,800 soldiers, sailors, airmen and Marines are deployed overseas around the world. In honor of that sacrifice, Secretary of Defense William S. Cohen has made the first ever public service announcement (PSA) paying tribute to U.S. service members deployed overseas who will be separated from their families. Public contact: <http://www.defenselink.mil/faq/comment.html> or +1 (703) 428-0711 +1

PS6356 0:00:15 A Reflection of Honor

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PS6357 0:00:30 AHAF-Real Life Questions(Alzheimer's):30

Do you know the 10 warning signs of Alzheimer's Disease? Are you aware of the plight of caregivers -- the friends and loved ones who care for Alzheimer's patients? These topics and more are covered in this presentation created by J-NEX Media for the Alzheimer's Association. For more information, please go to [www.alzla.org](http://www.alzla.org). A public service announcement from Alzheimer's Disease Research, a program of the American Health Assistance Foundation 1-800-437-2423 <http://www.ahaf.org>



PS6358 0:00:30 Mexico Landslide (CIDI)

ELOXOCHITLAN, Mexico (AP) — Hundreds of rescuers dug frantically Thursday to reach victims of an avalanche that swept down a Mexican mountainside and buried a bus carrying up to 60 passengers. Thirty-two bodies were recovered as hope waned of finding survivors. Soldiers and rescue workers braved threats of additional slides to pull victims from the bus, which had been traveling along a remote winding road Wednesday morning when a rain-soaked mountainside gave way near the town of Eloxochitlan in the central state of Puebla. Officials said the bus was carrying between 40 and 60 people but was impossible to know the exact number of passengers on board because the bus made stops along the way.

PS6359 0:00:30 Jesselyn Rose :30 Drunk Driving Prevent

“Jesselyn Rose,” This is a public service announcement, with the highly recognizable tagline. It begins by showing a vibrant young girl marching and a screen that reads, “Friends Don’t Let Friends Drive Drunk.” There is cheering for her high school football team. It features real photographs and home video. The screen fades to black and words explain footage of victims who have lost their lives as that a drunk driver hit her. Then, viewers see a result of drunk driving. Jesselyn in a hospital bed in a vegetative state. Words explain that she lived for eleven years in this condition following the incident.

PS6360 0:00:30 Jeff Peckler :30 Drunk Driving Prevent

Drunk or impaired driving kills nearly 18,000 people a year. That's one person every 32 minutes. That makes it everyone's problem. It seems that many people were doing their part to put a stop to this completely preventable epidemic. Alcohol-related traffic fatalities reached a low point in the late 1990s. Research also indicates that 62% of Americans exposed to the now-iconic Friends Don't Let Friends Drive Drunk campaign have personally intervened to stop someone from driving drunk, no doubt saving countless lives. However, since the late 90's, alcohol-related driving deaths have been

steadily increasing. It seems that though the campaign was very successful, it did not change the behavior of many potential impaired drivers. Many thought the messages to be targeted at overtly drunk drivers, and not them. When decision time came, they would consider themselves merely "buzzed" and get behind the wheel.

PS6361 0:00:30 Healthy Balance :30 Nutrition Education



### Curbing America's Obesity Epidemic Starts with Nutrition Education

Recently the Ad Council released a **Nutrition Education** campaign which motivates moms to encourage proper nutrition and physical activity for their families. Studies show that children's food preferences and lifelong eating habits are influenced by those of their parents.

The numbers are staggering, with **66% of American adults either overweight or obese and 16% of children and adolescents overweight**, putting both groups at risk for serious health problems including heart disease, hypertension and diabetes due to lifestyle and nutrition choices.

PS6362 0:00:15 Coloring Book :15 Nutrition Education

Less than 25% of adolescents eat the daily recommended servings of fruits and vegetables. Few get regular physical activity. While mothers and caregivers are aware of the importance of healthy eating and physical activity habits, they struggle with the best way to implement them for their families. With obesity rates rising among children and adults, it's important to provide information and realistic tips for making and sustaining healthy choices for kids. This campaign motivates moms to encourage proper nutrition and physical activity for their families, emphasizing that a bright future starts with a healthy lifestyle. The notion that "Good Nutrition Can Lead to Great Things," reinforces that healthy eating and physical activity are fuel for a kid's mind and body. The campaign encourages viewers to visit [www.MyPyramid.gov](http://www.MyPyramid.gov) and use the USDA's Food Pyramid as an effective tool to help their children make healthy choices.

PS6363 0:00:15 Jared :15 Federal Student Aid

During this decade, it's estimated that more than 2 million college-qualified high school students will not fulfill their dream of earning a college degree because of financial barriers. In addition, 1.5 million lower-income students, who are already in college, would have qualified for grants if they had only applied — grants that would make it more likely they could afford to finish college and reduce or eliminate the need for them to repay loans upon graduation. The Federal Student Aid Gateway and Public Service Campaign is brought to you by the U.S. Department of Education.

[FederalStudentAid.ed.gov](http://FederalStudentAid.ed.gov) is a registered domain name of the United States government.

PS6365 0:00:15 Charlie :30 Federal Student Aid

An office of the U.S. Department of Education, Federal Student Aid's core mission is to ensure that all eligible individuals benefit from financial assistance for education beyond high school and to champion the value of postsecondary education. Each year, we award more than \$80 billion in grants, work-study and low-interest loans to nearly 10 million postsecondary students and their families who have completed the Free Application for Federal Student Aid (FAFSA). The Federal Student Aid Gateway and Public Service Campaign is brought to you by the U.S. Department of Education. FederalStudentAid.ed.gov is a registered domain name of the United States government.

PS6364 Ben Federal Student Aid 30 seconds

Education beyond high school. There is an organization that can help. Each year, Federal Student Aid disburses more than \$80 billion in federal aid to eligible students and their families for education beyond high school. This message is brought to you by the U.S. Department of Education. The message is, "Federal Student Aid, start here, go further." . Each year, we award more than \$80 billion in grants, work-study and low-interest loans to nearly 10 million postsecondary students and their families who have completed the Free Application for Federal Student Aid (FAFSA). The Federal Student Aid Gateway and Public Service Campaign is brought to you by the U.S. Department of Education. FederalStudentAid.ed.gov is a registered domain name of the United States government.

PS6365 Charlie :30 Federal Student Aid

The daughter of a single mother, Charlie, always knew she would go to college. She also knew that finding a way to pay for it would be up to her. My family struggled throughout a lot of my childhood, and it was assumed that while I would go to college, I would have to pay it for myself. My mother worked in college administration, and she knew about Federal Student Aid; this was an excellent resource, and I couldn't pass it up. When I received my acceptance letter, I ran into the house waving the papers yelling, "I got it, I got it, I got it, I got it, I got it!" I don't think I quite realized... what a huge deal actually graduating was, and that didn't hit home to me until commencement day. Federal Student Aid definitely made that happen.

PS6366 0:00:30 The Bond of Family :30 Ronald McDonald's

For the fifth consecutive year, World Children's Day at McDonald's will take place in almost 31,000 restaurants around the world. McDonald's customers, franchisees and suppliers have raised funds to help support more than 260 Ronald McDonald Houses, 105 Ronald McDonald Family Rooms, 31 Ronald McDonald Care Mobile programs and many other children's causes around the world. McDonald's is the leading foodservice retailer with more than 30,000 local restaurants serving quality food to nearly 50 million customers in more than 100 countries each day. Approximately 70 percent of

McDonald's restaurants worldwide are owned and operated by independent, local men and women. For more information about World Children's Day at McDonald's visit [www.mcdonalds.com](http://www.mcdonalds.com). For more information about RMHC visit [www.rmhc.org](http://www.rmhc.org).

PS6367 DTV Answer Spanish 30sec

Esto es un anuncio del servicio a la comunidad hecho en español y tener treinta segundos de longitud. El propósito de este anuncio del servicio a la comunidad es de notificar el español que habla el público de la transición de analógico a la televisión digital que será hecha en el 17 de febrero de 2009.

La "transición de DTV" (en Estados Unidos) confunde algo cuando viene a la televisión por cable. Los sitios web como el FCC "Pwww.dtv.govP}," el ATRAPA "las Respuestas de DTV," y otros, podría aclarar substancialmente los hechos para suscriptores analógicos concernidos de cable, con especificidad razonable, con respecto a la transición del poste DTV, pero tiene desafortunadamente mas hacer así. Optimistamente esto cambiará más pronto antes que más tarde.

Dirija a en casa o Dirija los servicios Emisores de Satélite (es decir, los pequeños sistemas de plato) son digital tan el efecto de la transición de DTV a suscriptores será insignificante; en peor es posible que haya algunos cambios secundarios del canal si uno recibe las estaciones locales por su proveedor de Internet de satélite.

Después de que 23:59:59 (hora local) en el 17 de febrero de 2009 todo terrestre (es decir, sobre el aire) televisión ANALOGICA transmite de ESTACIONES de televisión de LLENO-PODER en Estados Unidos (aproximadamente 1.756 estaciones,) dejará. Habrá las excepciones sin embargo, y ellos son de baja potencia, "la Clase UN," traductor, y los repetidores, que son permitidos continuar transmitir programar analógico hasta una resolución final del FCC en el transitioning estas estaciones restantes a digital. Estas excepciones serán de pequeño concierne a la inmensa mayoría del público. Los espectadores de OTA también deben esperar recolocar de canal, que variará según una ubicación geográfica de espectador.

Restaurant :00- :30

Diabetes is a disease in which the body does not produce or properly use insulin. Insulin is a hormone that is needed to convert sugar, starches and other food into energy needed for daily life. The cause of diabetes continues to be a mystery, although both genetics and environmental factors such as obesity and lack of exercise appear to play roles. There are 20.8 million children and adults in the United States, or 7% of the population, who have diabetes. While an estimated 14.6 million have been diagnosed with diabetes, unfortunately, 6.2 million people (or nearly one-third) are unaware that they have the disease.

Robbery :00-:30

Many people who suffer from diabetes are feel like a robbery has taken place. Diabetic neuropathy is a serious complication of diabetes that affects millions of people every day. In fact, one in two people with diabetes has it. Nerves damaged by diabetic neuropathy can cause stinging or burning sensations, tingling, pain, numbness or weakness in your feet and hands. You can be very sensitive to touch. And everyday activities can cause extreme pain. What's worse, diabetic neuropathy puts you at risk for foot injury, infection, even amputation. It's never too late to prevent or delay the onset of diabetic neuropathy. Act now. Call the American Diabetes Association at 1-800-DIABETES or visit [www.diabetes.org/neuropathy](http://www.diabetes.org/neuropathy) for more information. Or talk to your doctor about the symptoms.

Boat :00-:30

In order to determine whether or not a patient has pre-diabetes or diabetes, health care providers conduct a Fasting Plasma Glucose Test (FPG) or an Oral Glucose Tolerance Test (OGTT). Either test can be used to diagnose pre-diabetes or diabetes. The American Diabetes Association recommends the FPG because it is easier, faster, and less expensive to perform. With the FPG test, a fasting blood glucose level between 100 and 125 mg/dl signals pre-diabetes. A person with a fasting blood glucose level of 126 mg/dl or higher has diabetes. In the OGTT test, a person's blood glucose level is measured after a fast and two hours after drinking a glucose-rich beverage. If the two-hour blood glucose level is between 140 and 199 mg/dl, the person tested has pre-diabetes. If the two-hour blood glucose level is at 200 mg/dl or higher, the person tested has diabetes.

House Party Time: 30

Drinking and driving could result in death. Don't drink and drive.

Drum Solo Time: 30

Drinking and driving could result in death. Don't drink and drive.

Restaurant :00- :30

Diabetes

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Marines (toys for tots). Christmas Morning :30 & Marines & Guard Duty (Christmas) :30 Marines. This is a public service announcement about giving to children at Christmas time.

Veterans :

At least 1 in 3 Veterans who serve in Iraq and 1 in 9 Veterans who serve in Afghanistan will face a significant mental health problem. Veterans under the age of 24 have an unemployment rate 3 times the national average. These are just a couple of the difficulties facing the latest generation of veterans.

In order to address the reintegration of soldiers returning from war, this campaign is designed to help Americans learn more about the issues soldiers face and how they can help. The effort focuses its attention on three primary areas in which the most help is needed: education, employment and mental health.

Useful Links [PSA Central](#) or 1-800-933-PSAS [Ad Council Parade :30](#) Sponsor Organization: Major League Baseball Charity [Iraq and Afghanistan Veterans of America](#) Campaign Website: [www.welcomebackveterans.org](http://www.welcomebackveterans.org) Volunteer Agency: [Ogilvy & Mather](#)

PS6364 Ben Federal Student Aid 30 seconds  
Would you like to go to college. Federal student Aid is available. . Each year, we award more than \$80 billion in grants, work-study and low-interest loans to nearly 10 million postsecondary students and their families who have completed the Free Application for Federal Student Aid (FAFSA). The Federal Student Aid Gateway and Public Service Campaign is brought to you by the U.S. Department of Education. FederalStudentAid.ed.gov is a registered domain name of the United States government.

BOOST: :10-:60

Four out of every 10 high school students won't graduate from high school. It's a statistic that's not only appalling, but silent. Once students make the decision to drop out, they lack the tools to compete in today's society and diminish their chances for greater success in the future. But the decision to drop out does not happen overnight; it comes after years of frustration and failure. The reasons are many – poverty, abuse, drugs, unstable homes, learning difficulties, teenage pregnancy, stereotypes, and even simple boredom – but a little support can go a long way. The **Boost** Class of 2008, 10 at-risk high school seniors from across the country, record their struggles to stay in school via monthly documentary-style films using disposable video cameras, which are posted on [boostup.org](http://boostup.org). The PSAs encourage viewers to visit **Boostup.org** to give the Class of '08 and students throughout the country a virtual “boost” of encouragement to stay in school.