



PUBLIC SERVICE ANNOUNCEMENTS ANALYSIS OF 2011 AIRINGS BY DAY PART

The vast majority of WestGlen public service announcement (PSA) airings do not happen late at night, as discovered during an examination of PSA airings in 2011.

Highlights of 2011 Broadcast PSA Airings:

- Waking hour airings: 71% of television PSA airings and 58% of radio PSA airings occurred during waking day parts
- Less than 1/3 of television PSA airings (29% percent) occurred in the overnight hours
- 12% of radio airings occurred during morning drive, the television equivalent of prime time. And 14% of television airings occurred between fringe and prime time (with 4% occurring during prime time, an increase from previous years)

Day Part Breakdowns:

Television Day Parts

Early Morning	5:00AM – 8:59AM	24%
Daytime	9:00AM – 3:59PM	22%
Early Fringe	4:00PM – 7:59PM	10%
Prime Time	8:00PM – 9:59PM	4%
Late Evening	10:00PM – 12:59PM	11%
Late Night	1:00AM – 4:59AM	29%

Radio Day Parts

Morning Drive	6:00AM – 9:59AM	12%
Mid-Day	10:00AM – 2:59PM	13%
Evening Drive	3:00PM – 6:59PM	10%
Late Night	7:00PM – 11:59PM	23%
Overnight	12:00AM – 5:59AM	42%

Analysis Background

WestGlen's day part analysis examined 1,035,367 television PSA airings and a sampling of its 935,196 radio PSA airings that occurred between January 1, 2011 and December 31, 2011. Television airings were detected by A.C. Nielsen's SIGMA tracking service and radio airings were detected by Mediaguide and reported to WestGlen Communications with the exact date and time of each airing. Television day part hours are the accepted industry standard set by A.C. Nielsen. Radio day part hours are the accepted industry standard set by Arbitron. It should be noted that the Overnight radio day part contains one extra hour than the Late Night television day part and therefore captures a larger proportion of PSA airings.

About WestGlen Communications

WestGlen Communications has 42 years experience as a leading provider of broadcast, multimedia and online PR programs. Its expertise in marketing public service announcements makes it a recognized name among PSA gatekeepers. The company staffs a team of experts skilled at integrating broadcast, Internet and out-of-home messaging, including in-house Hispanic market specialists who help ensure campaigns are culturally relevant.

WestGlen provides strategic counsel and services to public relations agencies, corporations, trade associations, government agencies and nonprofit organizations. Headquartered in New York City, WestGlen has regional offices in Washington D.C., Chicago and San Francisco.



PUBLIC SERVICE ANNOUNCEMENTS ANALYSIS OF 2011 AIRINGS BY MARKET

Public service announcements (PSAs) distributed by WestGlen earned airings in top markets, as discovered during an examination of over 1.9 million PSA airings in 2011.

Highlights of 2011 Broadcast PSA Airings:

- 27% of television PSA airings occurred in the top 25 markets
 - o 57% of TV airings occurred in the top 100 markets
- 23% of radio PSA airings occurred in the top 25 markets
 - o 74% of radio airings occurred in the top 100 markets
- More CBS TV affiliates supported PSA campaigns than other TV network affiliates, followed by ABC and NBC affiliates

Market Rank Breakdowns:

Market Rank	TV PSA Airings	Radio PSA Airings
National	9%	0%
Markets 1-10	12%	9%
Markets 11-25	15%	14%
Markets 26-50	12%	10%
Markets 51-75	9%	22%
Markets 76-100	8%	20%
Markets 101-150	18%	17%
Markets 151-210+	17%	8%

Analysis Background

WestGlen's market rank analysis examined 1,035,367 television PSA airings and 935,196 radio PSA airings that occurred between January 1, 2011 and December 31, 2011. Television airings were detected by A.C. Nielsen's SIGMA tracking service and radio airings were detected by Mediaguide or reported directly by stations. Media market rankings are the Designated Market Areas set by A.C. Nielsen ranked for 2010-2011. Network affiliate designation was provided by Cision.

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