



# PUBLIC SERVICE ANNOUNCEMENTS

## *PSAs Air in Top Markets*

Public service announcements (PSAs) distributed by WestGlen earned airings in top markets, as discovered during an examination of over 1.6 million PSA airings in 2010.

### *Highlights of 2010 Broadcast PSA Airings:*

- 24% of television PSA airings occurred in the top 25 markets  
- 70% of TV airings occurred in the top 100 markets
- 28% of radio PSA airings occurred in the top 25 markets  
- 59% of radio airings occurred in the top 100 markets
- More CBS affiliates supported PSA campaigns than other network affiliates, followed by ABC and FOX affiliates

### *Market Rank Breakdown::*

<b>Market Rank</b>	<b>TV PSA Airings</b>	<b>Radio PSA Airings</b>
National	5.5%	0.4%
Markets 1-10	10.8%	14.4%
Markets 11-25	13.1%	13.3%
Markets 26-50	12.0%	13.9%
Markets 51-75	10.7%	18.8%
Markets 76-100	7.0%	15.2%
Markets 101-150	17.6%	16.2%
Markets 151-210	23.4%	7.5%

### Analysis Background

WestGlen's day part analysis examined 639,600 television PSA airings and 196,975 radio PSA airings that occurred between January 1, 2010 and December 31, 2010. 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 been a leading provider of broadcast and multimedia PR programs through the production, distribution and placement of news packages, multimedia tours and public service announcements (PSAs) for over 40 years. We have a proven track record in the distribution of PSAs, evidenced by over 1.6 million airings earned for more than 200 broadcast PSA campaigns tracked by WestGlen in 2010.