

2012 NCSHA Award Nomination
Ohio Housing Finance Agency



Communications: Creative Media
**Restoring Stability Public Education
Partnership Outreach Campaign**

Douglas Garver, Executive Director
Arlyne Alston, Director of Communications and
Marketing

2012 NCSHA Award Nomination

HFA: Ohio Housing Finance Agency

Category: Communications – Creative Media

Entry Name: Restoring Stability Public Education Partnership Outreach Campaign

Douglas Garver, Executive Director

Arlyne Alston, Director of Communications and Marketing

In September 2011, the Ohio Housing Finance Agency (OHFA) prepared for the one-year anniversary of the State of Ohio's leading foreclosure prevention program, *Restoring Stability: A Save the Dream Ohio Initiative*. OHFA was allocated \$570.4 million from U.S. Treasury's Hardest Hit Fund (HHF) to administer the program designed to provide financial assistance to Ohio families most impacted by the economic downturn. The Agency was one of the first states under HHF to launch a foreclosure prevention program on September 27, 2010.

During the first year of program operation, OHFA assisted 2,914 struggling homeowners across Ohio. While U.S. Treasury found this figure to be exceptional in many regards, OHFA knew that there were thousands of Ohioans struggling to stay in their homes and aimed to help as many as possible. A report released by Policy Matters Ohio in 2010 reported more than 71,500 new foreclosure filings in the state. The report also indicated that the filings were not concentrated in one area or region.

OHFA's Office of Communications and Marketing devised a detailed advertising campaign targeting all 88 counties in the state to reach homeowners facing mortgage loan default or foreclosure. OHFA designed the campaign in partnership with the Ohio Association of Broadcasting (OAB), a trusted and experienced not-for-profit membership association in broadcast news. Members of OAB represent approximately 95 percent of Ohio TV stations and 80 percent of Ohio radio stations.

OHFA established the partnership with OAB through its Public Education Partnership program, designed for government agencies and nonprofit organizations to distribute educational messages or calls-to-action to radio and television stations across the state. The 12-week, \$50,000 campaign aired in all 88 Ohio counties. Typically, an eight-week campaign in all 88 counties with OAB would cost \$50,000. However, OHFA's Communications and Marketing staff was able to negotiate a 12-week campaign for the same price. The partnership was unlike previous OHFA advertising campaigns as past initiatives were dependent on the work of Agency staff to contact, negotiate and prepare individual contracts with various news mediums.

The Restoring Stability television and radio spots were created by OHFA's Office of Communications and Marketing. The radio spot featured voiceover talent speaking from the first-person point of view discussing unemployment and their inability to pay their mortgage before discovering the Restoring Stability program. The spot was intended to capture the attention of the general consumer who may be facing a similar situation and afraid to ask for help. The television advertisement featured an Ohio homeowner who participated in and benefited from the Restoring Stability program. In the commercial, Jerry speaks about the assistance he received through the program to help keep the home he shares with his family. Throughout the 30-second spot, the viewer sees Jerry with his family taking part in a variety of

activities associated with having a home. The inclusion of an OHFA customer who was assisted through the Restoring Stability program added authenticity that Ohioans could identify with and relate to. OAB worked with its member stations to request the airing of the OHFA radio and television spots a minimum number of times throughout the campaign, guaranteeing a 3:1 return on investment for OHFA. Station participation was voluntary and stations did not receive compensation for airing the spots. However, the partnership was seen as a win-win for both the Agency and the participating stations, as the funds provided to OAB for the campaign are used to underwrite training seminars and legal hotlines for its members. To generate news stories and general interest from news media stations, OHFA worked with OAB to mail marketing materials to the general managers of each station. OHFA also provided OAB stations with the Restoring Stability logo for use on their websites.

The campaign ran from October 24, 2011 to December 31, 2011. Participating stations were asked to submit reports to OAB indicating the number of times they aired the spots and the approximate value of the airtime. During the 12-week campaign, OHFA advertisements were aired more than 15,700 times on 153 radio stations and 29 television stations across the state of Ohio, equaling a total market value of nearly \$345,000; a return of approximately \$6.90 for every \$1 invested in the campaign. The investment for the campaign far outweighed the resources that would have been expended had OHFA staff negotiated contracts with individual stations. This partnership allowed OHFA to air commercials on Ohio's news stations in an efficient and cost effective way.

As previously stated, when OHFA celebrated the one-year anniversary of Restoring Stability on September 27, 2011 the Agency had assisted 2,914 Ohio homeowners. Following the 12-week campaign, the Agency had helped 3,924 homeowners stay in their homes. While OHFA cannot say the campaign was the sole reason the number of homeowners increased by 1,010, or 35 percent, it is clear that the campaign had a positive impact on reaching Ohio homeowners.

**Ohio Association of Broadcasters Public Education Partnership Campaign
 Summary of Station Participation**

**Ohio Housing Financy Agency
 October 24 - December 31, 2011**

<u>Radio</u>	<u># of stations</u>	<u>Day #</u>	<u>Day \$</u>	<u>Night #</u>	<u>Night \$</u>	<u>Total #</u>	<u>Total \$</u>
<i>October</i>	121	1,179	\$ 25,223.25	156	\$ 1,006.40	1,335	\$ 26,229.65
<i>November</i>	149	5,702	\$ 134,887.30	1,253	\$ 17,760.00	6,955	\$ 152,647.30
<i>December</i>	150	4,983	\$ 115,977.75	854	\$ 9,281.40	5,837	\$ 125,259.15
Radio totals	153	11,864	\$ 276,088.30	2,263	\$ 28,047.80	14,127	\$ 304,136.10

<u>Television</u>	<u># of stations</u>	<u>Day #</u>	<u>Day \$</u>	<u>Night #</u>	<u>Night \$</u>	<u>Total #</u>	<u>Total \$</u>
<i>October</i>	11	125	\$ 3,086.00	29	\$ 371.00	154	\$ 3,457.00
<i>November</i>	23	438	\$ 10,065.00	247	\$ 6,180.00	685	\$ 16,245.00
<i>December</i>	24	516	\$ 17,568.00	270	\$ 3,539.00	786	\$ 21,107.00
TV totals	29	1,079	\$ 30,719.00	546	\$ 10,090.00	1,625	\$ 40,809.00

Radio & TV totals	182	12,943	\$ 306,807.30	2,809	\$ 38,137.80	15,752	\$ 344,945.10
------------------------------	------------	---------------	----------------------	--------------	---------------------	---------------	----------------------

Notes: # of Day plays run from 6am - midnight for radio; 5am - midnight for TV.
 # of Night plays run from midnight - 6am for radio; midnight - 5am for TV.

**Ohio Association of Broadcasters Public Education Partnership Campaign
Summary of Station Participation**

**Ohio Housing Financy Agency
October 2011**

Radio/TV	City	Station	Day #	Day \$	Night #	Night \$	Total \$
Radio	Alliance	WDJQ - FM	0	\$ -	1	\$ 6.40	\$ 6.40
Radio	Alliance	WDPN - AM	1	\$ 9.60	0	\$ -	\$ 9.60
Radio	Ashland	WFXN - FM	8	\$ 80.00	0	\$ -	\$ 80.00
Radio	Ashland	WNCO - AM	8	\$ 56.00	0	\$ -	\$ 56.00
Radio	Ashland	WNCO - FM	8	\$ 144.00	0	\$ -	\$ 144.00
Radio	Ashtabula	WFUN - AM	24	\$ 336.00	0	\$ -	\$ 336.00
Radio	Ashtabula	WFXJ - FM	24	\$ 360.00	0	\$ -	\$ 360.00
Radio	Ashtabula	WREO - FM	24	\$ 408.00	0	\$ -	\$ 408.00
Radio	Ashtabula	WYBL - FM	24	\$ 336.00	0	\$ -	\$ 336.00
Radio	Ashtabula	WZOO - FM	24	\$ 360.00	0	\$ -	\$ 360.00
Radio	Athens	WATH - AM	8	\$ 64.00	0	\$ -	\$ 64.00
Radio	Athens	WXTQ - FM	8	\$ 72.00	0	\$ -	\$ 72.00
Radio	Bryan	WBNO - FM	10	\$ 73.00	0	\$ -	\$ 73.00
Radio	Bryan	WQCT - AM	8	\$ 58.40	2	\$ -	\$ 58.40
Radio	Bucyrus	WBCO - AM	3	\$ 30.00	0	\$ -	\$ 30.00
Radio	Bucyrus	WQEL - FM	3	\$ 60.00	0	\$ -	\$ 60.00
Radio	Canton	WNPQ - FM	16	\$ 256.00	0	\$ -	\$ 256.00
Radio	Celina	WCSM - FM	25	\$ 303.75	0	\$ -	\$ 303.75
Radio	Celina	WKKI - FM	7	\$ 56.00	0	\$ -	\$ 56.00
Radio	Cincinnati	WDBZ - AM	2	\$ 70.00	3	\$ 30.00	\$ 100.00
Radio	Cincinnati	WFTK - FM	6	\$ 240.00	0	\$ -	\$ 240.00
Radio	Cincinnati	WGRR - FM	4	\$ 320.00	1	\$ 5.00	\$ 325.00
Radio	Cincinnati	WIZF - FM	4	\$ 460.00	1	\$ 20.00	\$ 480.00
Radio	Cincinnati	WMOJ - FM	4	\$ 400.00	1	\$ 15.00	\$ 415.00
Radio	Cincinnati	WNNF - FM	6	\$ 210.00	0	\$ -	\$ 210.00
Radio	Cincinnati	WOFX - FM	6	\$ 360.00	0	\$ -	\$ 360.00
Radio	Cincinnati	WRRM - FM	6	\$ 360.00	0	\$ -	\$ 360.00
Radio	Cleveland	WAKS - FM	0	\$ -	2	\$ -	\$ -
Radio	Cleveland	WCLV - FM	7	\$ 700.00	0	\$ -	\$ 700.00
Radio	Cleveland	WENZ - FM	2	\$ 150.00	0	\$ -	\$ 150.00
Radio	Cleveland	WERE - AM	2	\$ 30.00	0	\$ -	\$ 30.00
Radio	Cleveland	WGAR - FM	1	\$ 100.00	1	\$ -	\$ 100.00
Radio	Cleveland	WHK - AM	3	\$ 84.00	3	\$ 12.00	\$ 96.00
Radio	Cleveland	WHKW - AM	0	\$ -	3	\$ 15.00	\$ 15.00
Radio	Cleveland	WHLK - FM	0	\$ -	2	\$ -	\$ -
Radio	Cleveland	WJMO - AM	2	\$ 40.00	0	\$ -	\$ 40.00
Radio	Cleveland	WMJI - FM	1	\$ 100.00	1	\$ -	\$ 100.00
Radio	Cleveland	WMMS - FM	2	\$ 250.00	0	\$ -	\$ 250.00
Radio	Cleveland	WTAM - AM	2	\$ 300.00	0	\$ -	\$ 300.00
Radio	Cleveland	WZAK - FM	2	\$ 170.00	0	\$ -	\$ 170.00
Radio	Columbus	WBWR - FM	0	\$ -	6	\$ 90.00	\$ 90.00
Radio	Columbus	WCOL - FM	2	\$ 310.00	4	\$ 60.00	\$ 370.00
Radio	Columbus	WCVO - FM	25	\$ 875.00	0	\$ -	\$ 875.00
Radio	Columbus	WMNI - AM	7	\$ 210.00	13	\$ 26.00	\$ 236.00
Radio	Columbus	WNCI - FM	1	\$ 155.00	1	\$ 15.00	\$ 170.00
Radio	Columbus	WODC - FM	5	\$ 250.00	1	\$ 15.00	\$ 265.00
Radio	Columbus	WRFD - AM	8	\$ 184.00	0	\$ -	\$ 184.00

**Ohio Association of Broadcasters Public Education Partnership Campaign
Summary of Station Participation**

**Ohio Housing Financy Agency
October 2011**

Radio/TV	City	Station	Day #	Day \$	Night #	Night \$	Total \$
Radio	Columbus	WRKZ - FM	4	\$ 480.00	4	\$ 40.00	\$ 520.00
Radio	Columbus	WTDA - FM	1	\$ 30.00	2	\$ 4.00	\$ 34.00
Radio	Columbus	WTVN - AM	0	\$ -	6	\$ 90.00	\$ 90.00
Radio	Columbus	WWCD - FM	4	\$ 300.00	1	\$ -	\$ 300.00
Radio	Columbus	WYTS - AM	3	\$ 24.00	3	\$ 6.00	\$ 30.00
Radio	Coshocton	WTNS - AM	8	\$ 65.00	0	\$ -	\$ 65.00
Radio	Coshocton	WTNS - FM	7	\$ 82.00	0	\$ -	\$ 82.00
Radio	Dayton	WCLI - FM	8	\$ 160.00	0	\$ -	\$ 160.00
Radio	Dayton	WDHT - FM	10	\$ 400.00	0	\$ -	\$ 400.00
Radio	Dayton	WDKF - FM	3	\$ 150.00	2	\$ 30.00	\$ 180.00
Radio	Dayton	WDSJ - FM	4	\$ 140.00	1	\$ 10.00	\$ 150.00
Radio	Dayton	WGTV - FM	10	\$ 360.00	0	\$ -	\$ 360.00
Radio	Dayton	WING - AM	8	\$ 160.00	0	\$ -	\$ 160.00
Radio	Dayton	WIZE - AM	4	\$ 60.00	1	\$ 5.00	\$ 65.00
Radio	Dayton	WLQT - FM	5	\$ 325.00	0	\$ -	\$ 325.00
Radio	Dayton	WMMX - FM	5	\$ 375.00	0	\$ -	\$ 375.00
Radio	Dayton	WONE - AM	5	\$ 100.00	0	\$ -	\$ 100.00
Radio	Dayton	WROU - FM	10	\$ 360.00	0	\$ -	\$ 360.00
Radio	Dayton	WTUE - FM	4	\$ 300.00	1	\$ 20.00	\$ 320.00
Radio	Dayton	WXEG - FM	4	\$ 200.00	1	\$ 15.00	\$ 215.00
Radio	Defiance	WDFM - FM	5	\$ 75.00	0	\$ -	\$ 75.00
Radio	Defiance	WONW - AM	5	\$ 35.00	0	\$ -	\$ 35.00
Radio	Defiance	WZOM - FM	5	\$ 65.00	0	\$ -	\$ 65.00
Radio	Dover	WJER - AM	8	\$ 152.00	0	\$ -	\$ 152.00
Radio	Findlay	WBUK - FM	4	\$ 24.00	0	\$ -	\$ 24.00
Radio	Findlay	WFIN - AM	4	\$ 48.00	0	\$ -	\$ 48.00
Radio	Findlay	WKXA - FM	4	\$ 56.00	0	\$ -	\$ 56.00
Radio	Fostoria	WBVI - FM	10	\$ 80.00	0	\$ -	\$ 80.00
Radio	Fostoria	WFOB - AM	10	\$ 60.00	0	\$ -	\$ 60.00
Radio	Greenfield	WVNU - FM	24	\$ 600.00	0	\$ -	\$ 600.00
Radio	Jackson	WCJO - FM	70	\$ 560.00	0	\$ -	\$ 560.00
Radio	Jackson	WKOV - FM	27	\$ 243.00	0	\$ -	\$ 243.00
Radio	Jackson	WYPC - AM	84	\$ 378.00	0	\$ -	\$ 378.00
Radio	Jackson	WYRO - FM	64	\$ 512.00	0	\$ -	\$ 512.00
Radio	Lima	WIMA - AM	6	\$ 90.00	0	\$ -	\$ 90.00
Radio	Lima	WIMT - FM	4	\$ 136.00	1	\$ 1.00	\$ 137.00
Radio	Lima	WMLX - FM	8	\$ 88.00	0	\$ -	\$ 88.00
Radio	Lima	WZRX - FM	6	\$ 72.00	0	\$ -	\$ 72.00
Radio	Mansfield	WRGM - AM	20	\$ 300.00	0	\$ -	\$ 300.00
Radio	Mansfield	WVNO - FM	40	\$ 1,120.00	5	\$ -	\$ 1,120.00
Radio	Marietta	WJAW - AM	8	\$ 96.00	0	\$ -	\$ 96.00
Radio	Marietta	WJAW - FM	8	\$ 96.00	0	\$ -	\$ 96.00
Radio	Marietta	WMOA - AM	8	\$ 80.00	0	\$ -	\$ 80.00
Radio	Marion	WMRN - AM	4	\$ 60.00	0	\$ -	\$ 60.00
Radio	Marion	WMRN - FM	4	\$ 136.00	0	\$ -	\$ 136.00
Radio	Marion	WYNT - FM	4	\$ 48.00	0	\$ -	\$ 48.00
Radio	Milan	WKFM - FM	18	\$ 810.00	7	\$ 98.00	\$ 908.00

**Ohio Association of Broadcasters Public Education Partnership Campaign
Summary of Station Participation**

**Ohio Housing Financy Agency
October 2011**

Radio/TV	City	Station	Day #	Day \$	Night #	Night \$	Total \$
Radio	Milan	WLKR - AM	24	\$ 288.00	0	\$ -	\$ 288.00
Radio	Milan	WLKR - FM	8	\$ 96.00	0	\$ -	\$ 96.00
Radio	Millersburg	WKLM - FM	2	\$ 15.00	0	\$ -	\$ 15.00
Radio	Napoleon	WNDH - FM	5	\$ 65.00	0	\$ -	\$ 65.00
Radio	New Lexington	WWJM - FM	38	\$ 684.00	7	\$ 35.00	\$ 719.00
Radio	New Philadelphia	WTUZ - FM	7	\$ 245.00	7	\$ -	\$ 245.00
Radio	Newark	WCLT - AM	7	\$ 70.00	0	\$ -	\$ 70.00
Radio	Newark	WCLT - FM	4	\$ 200.00	3	\$ -	\$ 200.00
Radio	Newark	WHTH - AM	8	\$ 120.00	0	\$ -	\$ 120.00
Radio	Oberlin	WDLW - AM	37	\$ 721.50	3	\$ -	\$ 721.50
Radio	Oberlin	WOBL - AM	34	\$ 663.00	6	\$ -	\$ 663.00
Radio	Toledo	WCWA - AM	2	\$ 10.00	0	\$ -	\$ 10.00
Radio	Toledo	WIOT - FM	1	\$ 50.00	0	\$ -	\$ 50.00
Radio	Toledo	WKKO - FM	2	\$ 128.00	5	\$ 60.00	\$ 188.00
Radio	Toledo	WLQR - FM	7	\$ 196.00	0	\$ -	\$ 196.00
Radio	Toledo	WRQN - FM	1	\$ 28.00	6	\$ 24.00	\$ 52.00
Radio	Toledo	WRVF - FM	1	\$ 50.00	0	\$ -	\$ 50.00
Radio	Toledo	WSPD - AM	10	\$ 500.00	5	\$ 10.00	\$ 510.00
Radio	Toledo	WWWM - FM	6	\$ 168.00	1	\$ 4.00	\$ 172.00
Radio	Toledo	WXKR - FM	2	\$ 32.00	5	\$ 35.00	\$ 67.00
Radio	Waverly	WXIZ - FM	3	\$ 24.00	0	\$ -	\$ 24.00
Radio	West Union	WRAC - FM	8	\$ 58.00	0	\$ -	\$ 58.00
Radio	Willoughby	WELW - AM	6	\$ 288.00	0	\$ -	\$ 288.00
Radio	Zanesville	WHIZ - AM	17	\$ 408.00	8	\$ 48.00	\$ 456.00
Radio	Zanesville	WHIZ - FM	9	\$ 234.00	8	\$ 52.00	\$ 286.00
Radio	Zanesville	WYBZ - FM	8	\$ 160.00	0	\$ -	\$ 160.00
Radio	Zanesville	WZVL - FM	10	\$ 240.00	11	\$ 110.00	\$ 350.00
		Radio Totals	1,179	\$25,223.25	156	\$1,006.40	\$26,229.65
TV	Cincinnati	WCPO - TV .2	36	\$ -	11	\$ -	\$ -
TV	Cincinnati	WSTR - TV	4	\$ 16.00	0	\$ -	\$ 16.00
TV	Cincinnati	WXIX - TV .2	1	\$ -	1	\$ -	\$ -
TV	Cleveland	WEWS - TV	1	\$ 300.00	0	\$ -	\$ 300.00
TV	Cleveland	WJW - TV	2	\$ 1,000.00	3	\$ 300.00	\$ 1,300.00
TV	Dayton	WRCX - TV	17	\$ 38.00	1	\$ 1.00	\$ 39.00
TV	Mansfield	WMFD - TV	22	\$ 1,056.00	5	\$ -	\$ 1,056.00
TV	Toledo	WNWO - TV	3	\$ 26.00	0	\$ -	\$ 26.00
TV	Toledo	WNWO - TV .2	16	\$ -	0	\$ -	\$ -
TV	Zanesville	WHIZ - TV	20	\$ 500.00	7	\$ 70.00	\$ 570.00
TV	Statewide	Ohio News Network	3	\$ 150.00	1	\$ -	\$ 150.00
		TV Totals	125	\$ 3,086.00	29	\$ 371.00	\$ 3,457.00
		Monthly Totals	1,304	\$28,309.25	185	\$1,377.40	\$29,686.65

**Ohio Association of Broadcasters Public Education Partnership Campaign
Summary of Station Participation**

**Ohio Housing Financy Agency
November 2011**

Radio/TV	City	Station	Day #	Day \$	Night #	Night \$	Total \$
Radio	Akron	WAKR - AM	40	\$ 1,800.00	12	\$ 60.00	\$ 1,860.00
Radio	Akron	WONE - FM	18	\$ 360.00	28	\$ 140.00	\$ 500.00
Radio	Akron	WQMX - FM	6	\$ 600.00	53	\$ 265.00	\$ 865.00
Radio	Alliance	WDPN - AM	8	\$ 76.80	1	\$ 4.00	\$ 80.80
Radio	Ashland	WFXN - FM	30	\$ 300.00	0	\$ -	\$ 300.00
Radio	Ashland	WNCO - AM	30	\$ 210.00	0	\$ -	\$ 210.00
Radio	Ashland	WNCO - FM	30	\$ 540.00	0	\$ -	\$ 540.00
Radio	Ashtabula	WFUN - AM	90	\$ 1,260.00	0	\$ -	\$ 1,260.00
Radio	Ashtabula	WFXJ - FM	90	\$ 1,350.00	0	\$ -	\$ 1,350.00
Radio	Ashtabula	WREO - FM	90	\$ 1,530.00	0	\$ -	\$ 1,530.00
Radio	Ashtabula	WYBL - FM	90	\$ 1,260.00	0	\$ -	\$ 1,260.00
Radio	Ashtabula	WZOO - FM	90	\$ 1,350.00	0	\$ -	\$ 1,350.00
Radio	Athens	WATH - AM	30	\$ 240.00	0	\$ -	\$ 240.00
Radio	Athens	WXTQ - FM	30	\$ 270.00	0	\$ -	\$ 270.00
Radio	Bryan	WBNO - FM	26	\$ 189.80	3	\$ -	\$ 189.80
Radio	Bryan	WQCT - AM	29	\$ 211.70	0	\$ -	\$ 211.70
Radio	Bucyrus	WBCO - AM	18	\$ 180.00	0	\$ -	\$ 180.00
Radio	Bucyrus	WQEL - FM	10	\$ 200.00	0	\$ -	\$ 200.00
Radio	Cambridge	WBNV - FM	56	\$ 1,016.40	0	\$ -	\$ 1,016.40
Radio	Cambridge	WILE - AM	61	\$ 1,107.15	0	\$ -	\$ 1,107.15
Radio	Cambridge	WILE - FM	38	\$ 689.70	0	\$ -	\$ 689.70
Radio	Canton	WNPQ - FM	61	\$ 976.00	0	\$ -	\$ 976.00
Radio	Celina	WCSM - FM	25	\$ 303.75	0	\$ -	\$ 303.75
Radio	Celina	WKKI - FM	23	\$ 184.00	5	\$ -	\$ 184.00
Radio	Cincinnati	WDBZ - AM	12	\$ 420.00	7	\$ 70.00	\$ 490.00
Radio	Cincinnati	WFTK - FM	26	\$ 1,040.00	0	\$ -	\$ 1,040.00
Radio	Cincinnati	WGRR - FM	24	\$ 1,920.00	1	\$ 5.00	\$ 1,925.00
Radio	Cincinnati	WIZF - FM	4	\$ 460.00	16	\$ 320.00	\$ 780.00
Radio	Cincinnati	WKRQ - FM	3	\$ 435.00	22	\$ 330.00	\$ 765.00
Radio	Cincinnati	WMOJ - FM	12	\$ 1,200.00	8	\$ 120.00	\$ 1,320.00
Radio	Cincinnati	WNNF - FM	26	\$ 910.00	0	\$ -	\$ 910.00
Radio	Cincinnati	WOFX - FM	26	\$ 1,560.00	0	\$ -	\$ 1,560.00
Radio	Cincinnati	WREW - FM	8	\$ 1,160.00	17	\$ 255.00	\$ 1,415.00
Radio	Cincinnati	WRRM - FM	26	\$ 1,560.00	0	\$ -	\$ 1,560.00
Radio	Cincinnati	WUBE - FM	0	\$ -	25	\$ 625.00	\$ 625.00
Radio	Cincinnati	WYGY - FM	0	\$ -	25	\$ 175.00	\$ 175.00
Radio	Cleveland	WAKS - FM	6	\$ 600.00	2	\$ -	\$ 600.00
Radio	Cleveland	WCLV - FM	29	\$ 2,900.00	0	\$ -	\$ 2,900.00
Radio	Cleveland	WENZ - FM	7	\$ 525.00	0	\$ -	\$ 525.00
Radio	Cleveland	WERE - AM	8	\$ 120.00	0	\$ -	\$ 120.00
Radio	Cleveland	WGAR - FM	2	\$ 200.00	6	\$ -	\$ 200.00
Radio	Cleveland	WHK - AM	23	\$ 644.00	21	\$ 84.00	\$ 728.00
Radio	Cleveland	WHKW - AM	0	\$ -	18	\$ 90.00	\$ 90.00
Radio	Cleveland	WHLK - FM	5	\$ 475.00	3	\$ -	\$ 475.00
Radio	Cleveland	WJMO - AM	7	\$ 140.00	1	\$ 10.00	\$ 150.00
Radio	Cleveland	WKRK - FM	45	\$ 4,050.00	174	\$ 6,090.00	\$ 10,140.00
Radio	Cleveland	WMJI - FM	6	\$ 600.00	2	\$ -	\$ 600.00

**Ohio Association of Broadcasters Public Education Partnership Campaign
Summary of Station Participation**

**Ohio Housing Financy Agency
November 2011**

Radio/TV	City	Station	Day #	Day \$	Night #	Night \$	Total \$
Radio	Cleveland	WMMS - FM	6	\$ 750.00	2	\$ -	\$ 750.00
Radio	Cleveland	WNCX - FM	45	\$ 4,950.00	75	\$ 2,625.00	\$ 7,575.00
Radio	Cleveland	WTAM - AM	6	\$ 900.00	2	\$ -	\$ 900.00
Radio	Cleveland	WZAK - FM	8	\$ 680.00	0	\$ -	\$ 680.00
Radio	Columbus	WBWR - FM	33	\$ 1,650.00	68	\$ 1,020.00	\$ 2,670.00
Radio	Columbus	WCOL - FM	23	\$ 3,565.00	72	\$ 1,080.00	\$ 4,645.00
Radio	Columbus	WCVO - FM	17	\$ 595.00	8	\$ 64.00	\$ 659.00
Radio	Columbus	WMNI - AM	21	\$ 630.00	59	\$ 118.00	\$ 748.00
Radio	Columbus	WNCI - FM	8	\$ 1,240.00	8	\$ 120.00	\$ 1,360.00
Radio	Columbus	WODC - FM	51	\$ 2,550.00	51	\$ 765.00	\$ 3,315.00
Radio	Columbus	WRFD - AM	29	\$ 667.00	0	\$ -	\$ 667.00
Radio	Columbus	WRKZ - FM	14	\$ 1,680.00	21	\$ 210.00	\$ 1,890.00
Radio	Columbus	WTDA - FM	0	\$ -	7	\$ 14.00	\$ 14.00
Radio	Columbus	WTVN - AM	43	\$ 6,450.00	46	\$ 690.00	\$ 7,140.00
Radio	Columbus	WWCD - FM	17	\$ 1,275.00	3	\$ -	\$ 1,275.00
Radio	Columbus	WYTS - AM	74	\$ 592.00	27	\$ 54.00	\$ 646.00
Radio	Coshocton	WTNS - AM	30	\$ 249.00	0	\$ -	\$ 249.00
Radio	Coshocton	WTNS - FM	30	\$ 348.00	0	\$ -	\$ 348.00
Radio	Dayton	WCLI - FM	60	\$ 1,200.00	0	\$ -	\$ 1,200.00
Radio	Dayton	WDHT - FM	60	\$ 2,400.00	0	\$ -	\$ 2,400.00
Radio	Dayton	WDKF - FM	10	\$ 500.00	10	\$ 150.00	\$ 650.00
Radio	Dayton	WDSJ - FM	14	\$ 490.00	6	\$ 60.00	\$ 550.00
Radio	Dayton	WGTZ - FM	61	\$ 2,196.00	0	\$ -	\$ 2,196.00
Radio	Dayton	WHIO - AM	25	\$ 1,000.00	3	\$ 15.00	\$ 1,015.00
Radio	Dayton	WHKO - FM	15	\$ 750.00	0	\$ -	\$ 750.00
Radio	Dayton	WING - AM	60	\$ 1,200.00	0	\$ -	\$ 1,200.00
Radio	Dayton	WIZE - AM	17	\$ 255.00	3	\$ 15.00	\$ 270.00
Radio	Dayton	WLQT - FM	20	\$ 1,300.00	0	\$ -	\$ 1,300.00
Radio	Dayton	WMMX - FM	15	\$ 1,125.00	5	\$ 100.00	\$ 1,225.00
Radio	Dayton	WONE - AM	18	\$ 360.00	2	\$ 10.00	\$ 370.00
Radio	Dayton	WROU - FM	58	\$ 2,088.00	0	\$ -	\$ 2,088.00
Radio	Dayton	WTUE - FM	10	\$ 750.00	10	\$ 200.00	\$ 950.00
Radio	Dayton	WXEG - FM	16	\$ 800.00	4	\$ 60.00	\$ 860.00
Radio	Dayton	WZLR - FM	12	\$ 120.00	1	\$ 5.00	\$ 125.00
Radio	Defiance	WDFM - FM	20	\$ 300.00	0	\$ -	\$ 300.00
Radio	Defiance	WONW - AM	20	\$ 140.00	0	\$ -	\$ 140.00
Radio	Defiance	WZOM - FM	20	\$ 260.00	0	\$ -	\$ 260.00
Radio	Dover	WJER - AM	30	\$ 570.00	0	\$ -	\$ 570.00
Radio	Elyria	WEOL - AM	17	\$ 765.00	13	\$ 65.00	\$ 830.00
Radio	Elyria	WNWV - FM	21	\$ 2,205.00	14	\$ 245.00	\$ 2,450.00
Radio	Findlay	WBUK - FM	13	\$ 78.00	0	\$ -	\$ 78.00
Radio	Findlay	WFIN - AM	13	\$ 156.00	0	\$ -	\$ 156.00
Radio	Findlay	WKXA - FM	13	\$ 182.00	0	\$ -	\$ 182.00
Radio	Fostoria	WBVI - FM	58	\$ 464.00	0	\$ -	\$ 464.00
Radio	Fostoria	WFOB - AM	60	\$ 360.00	0	\$ -	\$ 360.00
Radio	Greenfield	WVNU - FM	90	\$ 2,250.00	0	\$ -	\$ 2,250.00
Radio	Jackson	WCJO - FM	347	\$ 2,776.00	0	\$ -	\$ 2,776.00

**Ohio Association of Broadcasters Public Education Partnership Campaign
Summary of Station Participation**

**Ohio Housing Financy Agency
November 2011**

Radio/TV	City	Station	Day #	Day \$	Night #	Night \$	Total \$
Radio	Jackson	WKOV - FM	191	\$ 1,719.00	0	\$ -	\$ 1,719.00
Radio	Jackson	WYPC - AM	431	\$ 1,939.50	0	\$ -	\$ 1,939.50
Radio	Jackson	WYRO - FM	357	\$ 2,856.00	0	\$ -	\$ 2,856.00
Radio	Lima	WBKS - FM	21	\$ 189.00	0	\$ -	\$ 189.00
Radio	Lima	WIMA - AM	28	\$ 420.00	0	\$ -	\$ 420.00
Radio	Lima	WIMT - FM	21	\$ 714.00	1	\$ 1.00	\$ 715.00
Radio	Lima	WMLX - FM	32	\$ 352.00	0	\$ -	\$ 352.00
Radio	Lima	WZRX - FM	24	\$ 288.00	0	\$ -	\$ 288.00
Radio	Mansfield	WRGM - AM	124	\$ 1,860.00	0	\$ -	\$ 1,860.00
Radio	Mansfield	WVNO - FM	144	\$ 4,032.00	16	\$ -	\$ 4,032.00
Radio	Marietta	WJAW - AM	30	\$ 360.00	0	\$ -	\$ 360.00
Radio	Marietta	WJAW - FM	30	\$ 360.00	0	\$ -	\$ 360.00
Radio	Marietta	WMOA - AM	28	\$ 280.00	1	\$ -	\$ 280.00
Radio	Marion	WMRN - AM	15	\$ 225.00	0	\$ -	\$ 225.00
Radio	Marion	WMRN - FM	15	\$ 510.00	0	\$ -	\$ 510.00
Radio	Marion	WYNT - FM	16	\$ 192.00	0	\$ -	\$ 192.00
Radio	Milan	WKFM - FM	12	\$ 540.00	16	\$ 224.00	\$ 764.00
Radio	Milan	WLKR - AM	81	\$ 972.00	0	\$ -	\$ 972.00
Radio	Milan	WLKR - FM	29	\$ 348.00	1	\$ 10.00	\$ 358.00
Radio	Millersburg	WKLM - FM	30	\$ 241.00	0	\$ -	\$ 241.00
Radio	Napoleon	WNDH - FM	19	\$ 247.00	0	\$ -	\$ 247.00
Radio	New Lexington	WWJM - FM	120	\$ 2,160.00	42	\$ 210.00	\$ 2,370.00
Radio	New Philadelphia	WTUZ - FM	22	\$ 770.00	28	\$ -	\$ 770.00
Radio	Newark	WCLT - AM	22	\$ 220.00	3	\$ -	\$ 220.00
Radio	Newark	WCLT - FM	13	\$ 650.00	5	\$ -	\$ 650.00
Radio	Newark	WHTH - AM	30	\$ 450.00	0	\$ -	\$ 450.00
Radio	Oberlin	WDLW - AM	110	\$ 2,145.00	10	\$ -	\$ 2,145.00
Radio	Oberlin	WOBL - AM	105	\$ 2,047.50	15	\$ -	\$ 2,047.50
Radio	Toledo	WCWA - AM	8	\$ 40.00	0	\$ -	\$ 40.00
Radio	Toledo	WIOT - FM	6	\$ 300.00	0	\$ -	\$ 300.00
Radio	Toledo	WKKO - FM	9	\$ 576.00	17	\$ 204.00	\$ 780.00
Radio	Toledo	WLQR - FM	19	\$ 532.00	5	\$ 35.00	\$ 567.00
Radio	Toledo	WRQN - FM	3	\$ 84.00	22	\$ 88.00	\$ 172.00
Radio	Toledo	WRVF - FM	2	\$ 100.00	0	\$ -	\$ 100.00
Radio	Toledo	WSPD - AM	27	\$ 1,350.00	10	\$ 20.00	\$ 1,370.00
Radio	Toledo	WVKS - FM	6	\$ 300.00	0	\$ -	\$ 300.00
Radio	Toledo	WWWM - FM	18	\$ 504.00	8	\$ 32.00	\$ 536.00
Radio	Toledo	WXKR - FM	19	\$ 304.00	7	\$ 49.00	\$ 353.00
Radio	Waverly	WXIZ - FM	15	\$ 120.00	0	\$ -	\$ 120.00
Radio	Weirton, WV	WCDK - FM	83	\$ 1,245.00	0	\$ -	\$ 1,245.00
Radio	West Union	WRAC - FM	32	\$ 232.00	0	\$ -	\$ 232.00
Radio	Willoughby	WELW - AM	28	\$ 1,344.00	0	\$ -	\$ 1,344.00
Radio	Youngstown	WAKZ - FM	21	\$ 525.00	0	\$ -	\$ 525.00
Radio	Youngstown	WASN - AM	27	\$ 108.00	0	\$ -	\$ 108.00
Radio	Youngstown	WBBG - FM	20	\$ 600.00	0	\$ -	\$ 600.00
Radio	Youngstown	WGFT - AM	27	\$ 216.00	0	\$ -	\$ 216.00
Radio	Youngstown	WKBN - AM	16	\$ 560.00	3	\$ 6.00	\$ 566.00

**Ohio Association of Broadcasters Public Education Partnership Campaign
Summary of Station Participation**

**Ohio Housing Financy Agency
November 2011**

Radio/TV	City	Station	Day #	Day \$	Night #	Night \$	Total \$
Radio	Youngstown	WMXY - FM	18	\$ 630.00	0	\$ -	\$ 630.00
Radio	Youngstown	WNCD - FM	18	\$ 630.00	0	\$ -	\$ 630.00
Radio	Youngstown	WNIO - AM	16	\$ 224.00	0	\$ -	\$ 224.00
Radio	Youngstown	WRBP - FM	27	\$ 459.00	0	\$ -	\$ 459.00
Radio	Zanesville	WHIZ - AM	58	\$ 1,392.00	18	\$ 108.00	\$ 1,500.00
Radio	Zanesville	WHIZ - FM	37	\$ 962.00	30	\$ 195.00	\$ 1,157.00
Radio	Zanesville	WYBZ - FM	38	\$ 760.00	0	\$ -	\$ 760.00
Radio	Zanesville	WZVL - FM	32	\$ 768.00	25	\$ 250.00	\$ 1,018.00
		Radio Totals	5,702	\$134,887.30	1,253	\$17,760.00	\$152,647.30
TV	Cincinnati	WCPO - TV	0	\$ -	3	\$ 96.00	\$ 96.00
TV	Cincinnati	WCPO - TV .2	153	\$ -	56	\$ -	\$ -
TV	Cincinnati	WSTR - TV	16	\$ 126.00	3	\$ 117.00	\$ 243.00
TV	Cincinnati	WXIX - TV	8	\$ 244.00	9	\$ 335.00	\$ 579.00
TV	Cincinnati	WXIX - TV .2	14	\$ -	16	\$ -	\$ -
TV	Cleveland	WEWS - TV	0	\$ -	2	\$ 130.00	\$ 130.00
TV	Cleveland	WJW - TV	4	\$ 2,000.00	8	\$ 800.00	\$ 2,800.00
TV	Cleveland	WKYC - TV	2	\$ 59.00	21	\$ 3,771.00	\$ 3,830.00
TV	Cleveland	WVPX - TV	5	\$ 54.00	0	\$ -	\$ 54.00
TV	Columbus	WBNS - TV	0	\$ -	9	\$ 450.00	\$ 450.00
TV	Columbus	WSYX - TV	1	\$ 19.00	0	\$ -	\$ 19.00
TV	Dayton	WRCX - TV	30	\$ 134.00	6	\$ 8.00	\$ 142.00
TV	Mansfield	WMFD - TV	60	\$ 2,880.00	21	\$ -	\$ 2,880.00
TV	Portsmouth	WQCW - TV	16	\$ 1,600.00	14	\$ 140.00	\$ 1,740.00
TV	Toledo	WNWO - TV	6	\$ 47.00	2	\$ 8.00	\$ 55.00
TV	Toledo	WNWO - TV .2	59	\$ -	1	\$ -	\$ -
TV	Toledo	WUPW - TV	8	\$ 1,400.00	2	\$ 30.00	\$ 1,430.00
TV	Youngstown	WKBN - TV	0	\$ -	7	\$ 54.00	\$ 54.00
TV	Youngstown	WKBN - TV .2	0	\$ -	26	\$ -	\$ -
TV	Youngstown	WYTV - TV	0	\$ -	6	\$ 48.00	\$ 48.00
TV	Youngstown	WYTV - TV .2	4	\$ 2.00	16	\$ 3.00	\$ 5.00
TV	Zanesville	WHIZ - TV	44	\$ 1,100.00	19	\$ 190.00	\$ 1,290.00
TV	Statewide	Ohio News Network	8	\$ 400.00	0	\$ -	\$ 400.00
		TV Totals	438	\$ 10,065.00	247	\$ 6,180.00	\$ 16,245.00
		Monthly Totals	6,140	\$144,952.30	1,500	\$23,940.00	\$168,892.30

**Ohio Association of Broadcasters Public Education Partnership Campaign
Summary of Station Participation**

**Ohio Housing Financy Agency
December 2011**

Radio/TV	City	Station	Day #	Day \$	Night #	Night \$	Total \$
Radio	Akron	WAKR - AM	37	\$ 1,665.00	8	\$ 40.00	\$ 1,705.00
Radio	Akron	WONE - FM	11	\$ 110.00	5	\$ 25.00	\$ 135.00
Radio	Akron	WQMX - FM	1	\$ 100.00	51	\$ 255.00	\$ 355.00
Radio	Alliance	WDJQ - FM	4	\$ 176.00	1	\$ 6.40	\$ 182.40
Radio	Alliance	WDPN - AM	5	\$ 48.00	1	\$ 4.00	\$ 52.00
Radio	Ashland	WFXN - FM	31	\$ 310.00	0	\$ -	\$ 310.00
Radio	Ashland	WNCO - AM	31	\$ 217.00	0	\$ -	\$ 217.00
Radio	Ashland	WNCO - FM	31	\$ 558.00	0	\$ -	\$ 558.00
Radio	Ashtabula	WFUN - AM	93	\$ 1,302.00	0	\$ -	\$ 1,302.00
Radio	Ashtabula	WFXJ - FM	93	\$ 1,395.00	0	\$ -	\$ 1,395.00
Radio	Ashtabula	WREO - FM	93	\$ 1,581.00	0	\$ -	\$ 1,581.00
Radio	Ashtabula	WYBL - FM	93	\$ 1,302.00	0	\$ -	\$ 1,302.00
Radio	Ashtabula	WZOO - FM	93	\$ 1,395.00	0	\$ -	\$ 1,395.00
Radio	Athens	WATH - AM	31	\$ 248.00	0	\$ -	\$ 248.00
Radio	Athens	WXTQ - FM	31	\$ 279.00	0	\$ -	\$ 279.00
Radio	Bryan	WBNO - FM	26	\$ 189.80	2	\$ -	\$ 189.80
Radio	Bryan	WQCT - AM	28	\$ 204.40	0	\$ -	\$ 204.40
Radio	Bucyrus	WBCO - AM	17	\$ 170.00	0	\$ -	\$ 170.00
Radio	Bucyrus	WQEL - FM	9	\$ 180.00	0	\$ -	\$ 180.00
Radio	Cambridge	WBNV - FM	56	\$ 1,016.40	0	\$ -	\$ 1,016.40
Radio	Cambridge	WILE - AM	27	\$ 490.05	0	\$ -	\$ 490.05
Radio	Cambridge	WILE - FM	54	\$ 980.10	0	\$ -	\$ 980.10
Radio	Canton	WNPQ - FM	62	\$ 992.00	0	\$ -	\$ 992.00
Radio	Celina	WKKI - FM	18	\$ 144.00	9	\$ -	\$ 144.00
Radio	Cincinnati	WDBZ - AM	9	\$ 315.00	11	\$ 110.00	\$ 425.00
Radio	Cincinnati	WFTK - FM	26	\$ 1,040.00	0	\$ -	\$ 1,040.00
Radio	Cincinnati	WGRR - FM	24	\$ 1,920.00	1	\$ 5.00	\$ 1,925.00
Radio	Cincinnati	WIZF - FM	4	\$ 460.00	16	\$ 320.00	\$ 780.00
Radio	Cincinnati	WKRQ - FM	5	\$ 725.00	20	\$ 300.00	\$ 1,025.00
Radio	Cincinnati	WMOJ - FM	16	\$ 1,600.00	4	\$ 60.00	\$ 1,660.00
Radio	Cincinnati	WNNF - FM	26	\$ 910.00	0	\$ -	\$ 910.00
Radio	Cincinnati	WOFX - FM	26	\$ 1,560.00	0	\$ -	\$ 1,560.00
Radio	Cincinnati	WREW - FM	4	\$ 580.00	21	\$ 315.00	\$ 895.00
Radio	Cincinnati	WRRM - FM	26	\$ 1,560.00	0	\$ -	\$ 1,560.00
Radio	Cincinnati	WUBE - FM	0	\$ -	25	\$ 625.00	\$ 625.00
Radio	Cincinnati	WYGY - FM	0	\$ -	25	\$ 175.00	\$ 175.00
Radio	Cleveland	WAKS - FM	4	\$ 400.00	4	\$ -	\$ 400.00
Radio	Cleveland	WCLV - FM	28	\$ 2,800.00	0	\$ -	\$ 2,800.00
Radio	Cleveland	WENZ - FM	8	\$ 600.00	0	\$ -	\$ 600.00
Radio	Cleveland	WERE - AM	7	\$ 105.00	1	\$ 10.00	\$ 115.00
Radio	Cleveland	WGAR - FM	1	\$ 100.00	7	\$ -	\$ 100.00
Radio	Cleveland	WHK - AM	17	\$ 476.00	13	\$ 52.00	\$ 528.00
Radio	Cleveland	WHKW - AM	0	\$ -	12	\$ 60.00	\$ 60.00
Radio	Cleveland	WHLK - FM	2	\$ 190.00	6	\$ -	\$ 190.00
Radio	Cleveland	WJMO - AM	7	\$ 140.00	0	\$ -	\$ 140.00
Radio	Cleveland	WKRK - FM	15	\$ 1,350.00	25	\$ 875.00	\$ 2,225.00
Radio	Cleveland	WMJI - FM	3	\$ 300.00	5	\$ -	\$ 300.00

**Ohio Association of Broadcasters Public Education Partnership Campaign
Summary of Station Participation**

**Ohio Housing Financy Agency
December 2011**

Radio/TV	City	Station	Day #	Day \$	Night #	Night \$	Total \$
Radio	Cleveland	WMMS - FM	3	\$ 375.00	5	\$ -	\$ 375.00
Radio	Cleveland	WNCX - FM	15	\$ 1,650.00	45	\$ 1,575.00	\$ 3,225.00
Radio	Cleveland	WTAM - AM	8	\$ 1,200.00	0	\$ -	\$ 1,200.00
Radio	Cleveland	WZAK - FM	8	\$ 680.00	0	\$ -	\$ 680.00
Radio	Columbus	WBNS - FM	55	\$ 1,375.00	0	\$ -	\$ 1,375.00
Radio	Columbus	WBWR - FM	4	\$ 200.00	26	\$ 390.00	\$ 590.00
Radio	Columbus	WCGX - FM	29	\$ -	1	\$ -	\$ -
Radio	Columbus	WCOL - FM	3	\$ 465.00	12	\$ 180.00	\$ 645.00
Radio	Columbus	WCVO - FM	23	\$ 805.00	2	\$ 16.00	\$ 821.00
Radio	Columbus	WMNI - AM	32	\$ 960.00	39	\$ 78.00	\$ 1,038.00
Radio	Columbus	WNCI - FM	6	\$ 930.00	10	\$ 150.00	\$ 1,080.00
Radio	Columbus	WODC - FM	5	\$ 250.00	25	\$ 375.00	\$ 625.00
Radio	Columbus	WRFD - AM	30	\$ 690.00	0	\$ -	\$ 690.00
Radio	Columbus	WRKZ - FM	14	\$ 1,680.00	21	\$ 210.00	\$ 1,890.00
Radio	Columbus	WTDA - FM	5	\$ 150.00	1	\$ 2.00	\$ 152.00
Radio	Columbus	WTVN - AM	14	\$ 2,100.00	13	\$ 195.00	\$ 2,295.00
Radio	Columbus	WWCD - FM	14	\$ 1,050.00	1	\$ -	\$ 1,050.00
Radio	Columbus	WYTS - AM	20	\$ 160.00	10	\$ 20.00	\$ 180.00
Radio	Coshocton	WTNS - AM	31	\$ 258.00	0	\$ -	\$ 258.00
Radio	Coshocton	WTNS - FM	31	\$ 359.00	0	\$ -	\$ 359.00
Radio	Dayton	WCLI - FM	60	\$ 1,200.00	0	\$ -	\$ 1,200.00
Radio	Dayton	WDHT - FM	58	\$ 2,320.00	0	\$ -	\$ 2,320.00
Radio	Dayton	WDKF - FM	8	\$ 400.00	17	\$ 255.00	\$ 655.00
Radio	Dayton	WDSJ - FM	18	\$ 630.00	7	\$ 70.00	\$ 700.00
Radio	Dayton	WGTV - FM	57	\$ 2,052.00	0	\$ -	\$ 2,052.00
Radio	Dayton	WHIO - AM	23	\$ 920.00	2	\$ 10.00	\$ 930.00
Radio	Dayton	WHKO - FM	6	\$ 300.00	1	\$ 5.00	\$ 305.00
Radio	Dayton	WING - AM	60	\$ 1,200.00	0	\$ -	\$ 1,200.00
Radio	Dayton	WIZE - AM	23	\$ 345.00	2	\$ 10.00	\$ 355.00
Radio	Dayton	WLQT - FM	23	\$ 1,495.00	2	\$ 30.00	\$ 1,525.00
Radio	Dayton	WMMX - FM	12	\$ 900.00	13	\$ 260.00	\$ 1,160.00
Radio	Dayton	WONE - AM	23	\$ 460.00	2	\$ 10.00	\$ 470.00
Radio	Dayton	WROU - FM	60	\$ 2,160.00	0	\$ -	\$ 2,160.00
Radio	Dayton	WTUE - FM	13	\$ 975.00	12	\$ 240.00	\$ 1,215.00
Radio	Dayton	WXEG - FM	7	\$ 350.00	18	\$ 270.00	\$ 620.00
Radio	Dayton	WZLR - FM	14	\$ 140.00	1	\$ 5.00	\$ 145.00
Radio	Defiance	WDFM - FM	20	\$ 300.00	0	\$ -	\$ 300.00
Radio	Defiance	WONW - AM	20	\$ 140.00	0	\$ -	\$ 140.00
Radio	Defiance	WZOM - FM	20	\$ 260.00	0	\$ -	\$ 260.00
Radio	Dover	WJER - AM	30	\$ 570.00	0	\$ -	\$ 570.00
Radio	Elyria	WEOL - AM	33	\$ 1,485.00	18	\$ 90.00	\$ 1,575.00
Radio	Elyria	WNWV - FM	51	\$ 5,355.00	31	\$ 542.50	\$ 5,897.50
Radio	Findlay	WBUK - FM	6	\$ 36.00	0	\$ -	\$ 36.00
Radio	Findlay	WFIN - AM	6	\$ 72.00	0	\$ -	\$ 72.00
Radio	Findlay	WKXA - FM	6	\$ 84.00	0	\$ -	\$ 84.00
Radio	Fostoria	WBVI - FM	62	\$ 496.00	0	\$ -	\$ 496.00
Radio	Fostoria	WFOB - AM	62	\$ 372.00	0	\$ -	\$ 372.00

**Ohio Association of Broadcasters Public Education Partnership Campaign
Summary of Station Participation**

**Ohio Housing Financy Agency
December 2011**

Radio/TV	City	Station	Day #	Day \$	Night #	Night \$	Total \$
Radio	Greenfield	WVNU - FM	92	\$ 2,300.00	0	\$ -	\$ 2,300.00
Radio	Jackson	WCJO - FM	193	\$ 1,544.00	0	\$ -	\$ 1,544.00
Radio	Jackson	WKOV - FM	107	\$ 963.00	0	\$ -	\$ 963.00
Radio	Jackson	WYPC - AM	239	\$ 1,075.50	0	\$ -	\$ 1,075.50
Radio	Jackson	WYRO - FM	246	\$ 1,968.00	0	\$ -	\$ 1,968.00
Radio	Lima	WBKS - FM	16	\$ 144.00	0	\$ -	\$ 144.00
Radio	Lima	WIMA - AM	24	\$ 360.00	0	\$ -	\$ 360.00
Radio	Lima	WIMT - FM	17	\$ 578.00	0	\$ -	\$ 578.00
Radio	Lima	WMLX - FM	31	\$ 341.00	1	\$ 1.00	\$ 342.00
Radio	Lima	WZRX - FM	15	\$ 180.00	1	\$ 1.00	\$ 181.00
Radio	Mansfield	WRGM - AM	152	\$ 2,280.00	0	\$ -	\$ 2,280.00
Radio	Mansfield	WVNO - FM	171	\$ 4,788.00	5	\$ -	\$ 4,788.00
Radio	Marietta	WJAW - AM	62	\$ 744.00	0	\$ -	\$ 744.00
Radio	Marietta	WJAW - FM	31	\$ 372.00	0	\$ -	\$ 372.00
Radio	Marietta	WMOA - AM	31	\$ 310.00	0	\$ -	\$ 310.00
Radio	Marion	WMRN - AM	20	\$ 300.00	0	\$ -	\$ 300.00
Radio	Marion	WMRN - FM	20	\$ 680.00	0	\$ -	\$ 680.00
Radio	Marion	WYNT - FM	20	\$ 240.00	0	\$ -	\$ 240.00
Radio	Milan	WKFM - FM	10	\$ 450.00	6	\$ 84.00	\$ 534.00
Radio	Milan	WLKR - AM	67	\$ 804.00	0	\$ -	\$ 804.00
Radio	Milan	WLKR - FM	27	\$ 324.00	1	\$ 10.00	\$ 334.00
Radio	Millersburg	WKLM - FM	30	\$ 1,052.00	0	\$ -	\$ 1,052.00
Radio	Napoleon	WNDH - FM	20	\$ 260.00	0	\$ -	\$ 260.00
Radio	New Lexington	WWJM - FM	81	\$ 1,458.00	27	\$ 135.00	\$ 1,593.00
Radio	New Philadelphia	WTUZ - FM	34	\$ 1,190.00	34	\$ -	\$ 1,190.00
Radio	Newark	WCLT - AM	22	\$ 220.00	3	\$ -	\$ 220.00
Radio	Newark	WCLT - FM	18	\$ 900.00	10	\$ -	\$ 900.00
Radio	Oberlin	WDLW - AM	110	\$ 2,145.00	13	\$ -	\$ 2,145.00
Radio	Oberlin	WOBL - AM	109	\$ 2,125.50	15	\$ -	\$ 2,125.50
Radio	Toledo	WCWA - AM	1	\$ 5.00	3	\$ 6.00	\$ 11.00
Radio	Toledo	WIOT - FM	3	\$ 150.00	0	\$ -	\$ 150.00
Radio	Toledo	WKKO - FM	4	\$ 256.00	22	\$ 264.00	\$ 520.00
Radio	Toledo	WLQR - FM	25	\$ 700.00	3	\$ 21.00	\$ 721.00
Radio	Toledo	WRQN - FM	6	\$ 168.00	22	\$ 88.00	\$ 256.00
Radio	Toledo	WRVF - FM	1	\$ 50.00	1	\$ 2.00	\$ 52.00
Radio	Toledo	WSPD - AM	12	\$ 600.00	6	\$ 12.00	\$ 612.00
Radio	Toledo	WVKS - FM	3	\$ 150.00	0	\$ -	\$ 150.00
Radio	Toledo	WWWM - FM	18	\$ 504.00	9	\$ 36.00	\$ 540.00
Radio	Toledo	WXKR - FM	25	\$ 400.00	2	\$ 14.00	\$ 414.00
Radio	Waverly	WXIZ - FM	48	\$ 384.00	0	\$ -	\$ 384.00
Radio	Weirton, WV	WCDK - FM	38	\$ 570.00	0	\$ -	\$ 570.00
Radio	West Union	WRAC - FM	32	\$ 232.00	0	\$ -	\$ 232.00
Radio	Willoughby	WELW - AM	7	\$ 336.00	0	\$ -	\$ 336.00
Radio	Youngstown	WAKZ - FM	35	\$ 875.00	0	\$ -	\$ 875.00
Radio	Youngstown	WASN - AM	28	\$ 112.00	0	\$ -	\$ 112.00
Radio	Youngstown	WBBG - FM	35	\$ 1,050.00	0	\$ -	\$ 1,050.00
Radio	Youngstown	WGFT - AM	28	\$ 224.00	0	\$ -	\$ 224.00

**Ohio Association of Broadcasters Public Education Partnership Campaign
Summary of Station Participation**

**Ohio Housing Financy Agency
December 2011**

Radio/TV	City	Station	Day #	Day \$	Night #	Night \$	Total \$
Radio	Youngstown	WKBN - AM	33	\$ 1,155.00	1	\$ 2.00	\$ 1,157.00
Radio	Youngstown	WMXY - FM	31	\$ 1,085.00	1	\$ 2.00	\$ 1,087.00
Radio	Youngstown	WNCD - FM	34	\$ 1,190.00	0	\$ -	\$ 1,190.00
Radio	Youngstown	WNIO - AM	34	\$ 476.00	1	\$ 2.00	\$ 478.00
Radio	Youngstown	WRBP - FM	28	\$ 476.00	0	\$ -	\$ 476.00
Radio	Zanesville	WHIZ - AM	22	\$ 528.00	25	\$ 150.00	\$ 678.00
Radio	Zanesville	WHIZ - FM	20	\$ 520.00	27	\$ 175.50	\$ 695.50
Radio	Zanesville	WYBZ - FM	31	\$ 620.00	0	\$ -	\$ 620.00
Radio	Zanesville	WZVL - FM	22	\$ 528.00	5	\$ 50.00	\$ 578.00
		Radio Totals	4,983	\$115,977.75	854	\$ 9,281.40	\$125,259.15
TV	Cincinnati	WCPO - TV	0	\$ -	1	\$ 18.00	\$ 18.00
TV	Cincinnati	WCPO - TV .2	89	\$ -	31	\$ -	\$ -
TV	Cincinnati	WSTR - TV	7	\$ 56.00	0	\$ -	\$ 56.00
TV	Cleveland	WEWS - TV	0	\$ -	2	\$ 130.00	\$ 130.00
TV	Cleveland	WJW - TV	5	\$ 2,500.00	5	\$ 500.00	\$ 3,000.00
TV	Cleveland	WVPX - TV	3	\$ 42.00	0	\$ -	\$ 42.00
TV	Columbus	WBNS - TV	0	\$ -	8	\$ 400.00	\$ 400.00
TV	Columbus	WCMH - TV	18	\$ 1,276.00	10	\$ 673.00	\$ 1,949.00
TV	Columbus	WWHO - TV	10	\$ 1,000.00	24	\$ 1,200.00	\$ 2,200.00
TV	Mansfield	WMFD - TV	41	\$ 1,968.00	15	\$ -	\$ 1,968.00
TV	Portsmouth	WQCW - TV	15	\$ 1,500.00	17	\$ 170.00	\$ 1,670.00
TV	Steubenville	WTOV - TV	28	\$ 3,264.00	0	\$ -	\$ 3,264.00
TV	Steubenville	WTOV - TV .2	28	\$ 186.00	0	\$ -	\$ 186.00
TV	Toledo	WNWO - TV	8	\$ 104.00	1	\$ 4.00	\$ 108.00
TV	Toledo	WNWO - TV .2	64	\$ -	0	\$ -	\$ -
TV	Toledo	WTOL - TV	2	\$ 200.00	2	\$ 40.00	\$ 240.00
TV	Toledo	WTOL - TV .2	120	\$ 2,400.00	0	\$ -	\$ 2,400.00
TV	Toledo	WUPW - TV	8	\$ 1,400.00	4	\$ 60.00	\$ 1,460.00
TV	Youngstown	WKBN - TV	6	\$ 196.00	9	\$ 44.00	\$ 240.00
TV	Youngstown	WKBN - TV .2	6	\$ -	69	\$ -	\$ -
TV	Youngstown	WYTV - TV	0	\$ -	21	\$ 83.00	\$ 83.00
TV	Youngstown	WYTV - TV .2	7	\$ 1.00	31	\$ 17.00	\$ 18.00
TV	Zanesville	WHIZ - TV	43	\$ 1,075.00	20	\$ 200.00	\$ 1,275.00
TV	Statewide	Ohio News Network	8	\$ 400.00	0	\$ -	\$ 400.00
		TV Totals	516	\$ 17,568.00	270	\$ 3,539.00	\$ 21,107.00
		Monthly Totals	5,499	\$133,545.75	1,124	\$12,820.40	\$146,366.15