



## Alcohol Education PSAs, 2001 Tracking Sheet

Dear PSA Director,

As you know, the CRTC encourages broadcasters to balance alcohol advertising with alcohol education messages. We would like to recognize your efforts in this area.

Please help us by faxing back this form on a monthly or quarterly basis. Thank you!

Reporting Period: From \_\_\_\_\_ to \_\_\_\_\_

1. Which of the following PSAs did you use (check all that apply)?

- | <u>English</u>           | <u>French</u>            |                            |
|--------------------------|--------------------------|----------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Drinking & Heart Health    |
| <input type="checkbox"/> | <input type="checkbox"/> | Myths re: Alcohol & Health |
| <input type="checkbox"/> | <input type="checkbox"/> | Pacing Yourself            |
| <input type="checkbox"/> | <input type="checkbox"/> | Gender Differences         |

Total donated air time \_\_\_\_\_ (please attach rotation schedule if available)

Estimated value of donated air time \_\_\_\_\_

Audience reached \_\_\_\_\_

2. If you didn't use any PSAs, please let us know why. We value your input.

\_\_\_\_\_  
\_\_\_\_\_

Please fax this form to 416-595-5019

Name \_\_\_\_\_ Title \_\_\_\_\_

Station \_\_\_\_\_ City/Town \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

For more information call Marianne Kobus-Matthews at 416-535-8501 Ext. 4552 or email  
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