

NBC
CBS
Fox
CW
My9

Step 2. Log into the following airings report portal to confirm if your local TV stations are airing the PSAs.

Tracking Reports

To access reports for information on the airing of the new PSAs on U.S. and Canada stations use the following link:

<http://reportcenter.c360m.com/>

Username: AA2021

Password: connect!

The Station Airing Detail reports, which shows where and how often the spots have “aired” (played), and the number of “audience impressions” (estimated number of people who viewed the spot) may be the most useful to local committees.

The list below explains the different kinds of reports available via the link above.

TV Reports available

- **Station Airing Detail** - provides monthly and cumulative placement values for each station in each market.
- **Daypart Detail** - reports the placements for each station during the timeframes in which the PSAs aired.
- **Executive Summary** - shows the performance of each spot, including airings, audience impressions, and media value. Provides an overview of market penetration, daypart results and demographic results.
- **Demographic Detail** - outlines the audience reach among different age groups
- **Comparative Airings by Daypart** - shows the placements for each PSA version among stations, during the timeframes in which the PSAs aired.
- **Comparative Airings by Station** - shows the number of airings for each PSA version among stations.