

## Paid Placement...Real Numbers

An Audience Analysis of Guaranteed Placement Options for VNRs and SMTs

### AUDIENCE INFLATION WIDESPREAD

A survey conducted by *PR News* found 35% of PR practitioners said they "felt their usage reports were padded." This disturbing finding is particularly unfortunate because VNRs and SMTs, when executed professionally and ethically, are among the most cost-effective communication tools.

In our separate study of industry audience reporting practice, we found reports of audience totals 20 to more than 100 times higher than what is actually reported by Nielsen Media Research. We found audience numbers in the millions given to newsfeed placement that may have only been seen by technicians in television station control rooms. We have seen claims of additional placement resulting from media outreach that were actually paid for guaranteed placement.

Among the most widespread abuses we found involved audience reporting for guaranteed placement programs. Because the audience is too small on many of the broadcast and cable affiliates airing guaranteed placement programs, Nielsen is unable to provide an actual audience. Projections that went far above our interpretation of what Nielsen methodology allows were common.

If Nielsen does not provide an audience for a station, it falls below the minimal reporting standards. In plain language, this means that the program is watched by fewer than 50 viewers for every 100,000 potential households. A tiny number indeed.

It may be frustrating to you to learn that you may be among those who have received inflated numbers. We will provide a free, confidential analysis of any reports you have received for a VNR or SMT to allow you to accurately assess ROI.

### Preventing Audience Inflation

We include the following in our PR Video Contracts:

D S Simon Productions will refund your project fee if, in our placement reports, we:

- Fail to identify "guaranteed placement" as "paid placement"
- Inflate an audience figure for **unrated stations** at or above Nielsen's Minimal Reporting Standards (50 viewers for 100,000 homes)
- Report a cumulative audience total for a station

You should require no less.

### ABOUT US

D S Simon Productions Inc has been serving public relations and marketing professionals since 1986 by delivering their messages through video.

We produce and distribute video and audio digitally, via satellite and through hard copy to the broadcast media. As an official newsroom resource of the Radio-Television News Directors Association (RTNDA), we provide the expertise to help you navigate the ever-changing media environment.

Our strong ethical stance on industry issues has enhanced our reputation with the media and clients during our 20th year in business.

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### **AUDIENCE ANALYSIS METHODOLOGY**

This report includes our analysis of the guaranteed programs American News Network's Consumer Edition, NewsWatch, DirecTV Guaranteed Placement, Fox Net, Health & Home Report, and the Health Club Broadcasting Network. It's possible different PR video service providers may give them different names for marketing purposes.

Please note that for DirecTV, Fox Net, and the Health Club Broadcasting Network, our analysis is based upon Nielsen certified numbers provided by the program producers. Our analysis of audience totals for American News Network's Consumer Edition, Health & Home Report, and NewsWatch are based upon information provided to us by the program producers, marketers, websites, and clients using the services.

The program lists include stations for which Nielsen provides a rating, and many others whose audience size falls below Nielsen's minimal reporting standards, as described above. The stations with actual Nielsen ratings are listed individually. For others, we used projections below the minimum audience for which Nielsen would have provided a rating.

These audience totals are based on Nielsen SIGMA encoding, station lists provided by the producers (in February 2006), and Nielsen audience data from its November 2005 Nielsen Station Index (NSI) survey. It is our opinion that the numbers contained in this analysis are accurate.

Nothing in this analysis should be interpreted as implying that any of these program producers have provided anything less than fully accurate data. We reiterate that these tools are frequently valuable additions to PR video campaigns and feel it is important for you to have accurate audience data when assessing ROI on any PR video campaign.

When you work with D S Simon Productions you're not only working with some of the most innovative and strategic minds in the industry, but dependable professionals that deliver invaluable counsel, unparalleled service and top-notch results.

Our high ethical standards with broadcasters have made us a trusted resource for them - which means more earned media placement for your VNR and SMT campaigns.

### **WHAT BROADCASTERS SAY ABOUT US**

#### **From New York**

"As medical reporter I depend on D S Simon Productions for its outstanding production - unlike many companies - they really understand what news editors, reporters and producers need."

#### **From Minneapolis**

"I've found working with D S Simon Productions to be nothing short of fantastic."

#### **From Boston**

"I find that the product I receive from D S Simon is a lot better than many of those other companies."

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The tables below first list the audience numbers for each program based on our analysis of numbers reported by Nielsen. Where applicable, this is followed by our analysis of total audience including our projections for individual stations whose audience is too small to meet Nielsen's minimal reporting standards. For these stations, we used estimates below the minimum audience for which Nielsen would have provided a rating. A more detailed breakdown for each program follows. It is our opinion that the numbers contained in this analysis are accurate.

### **Our Analysis of Nielsen Rated Airings for American News Network's Consumer Edition** (our research found audience claims that "Consumer Edition could have an estimated reach of 2 million)

**Description:** Audiences for Consumer Edition airings that are rated by Nielsen.

**Airings:** 57

**Stations:** 38

**Nielsen Rated Audience:** 70,739

**Total Audience With D S Simon Analysis of Additional Projected Placements:** 195,432

Note: 519 airings on 325 stations are not rated by Nielsen according to our review.

### **Our Analysis of Nielsen Rated Airings for NewsWatch** (our research found audience claims as high as 8,000,000 viewers)

**Description:** Audiences for NewsWatch airings that are rated by Nielsen.

**Airings:** 26

**Stations:** 25

**Nielsen Rated Audience:** 19,317

**Total Audience With D S Simon Analysis of Additional Projected Placements:** 54,953

Note: 287 airings on 219 stations are not rated by Nielsen according to our review.

### **Our Analysis of Nielsen Rated Airings for Health Club Broadcasting**

**Network** (our research did not find claims beyond what was provided by the program producers or by Nielsen)

**Clubs Aired In:** 233

**Number of Airings:** 9,720

**Nielsen Rated Audience Provided by Producers:** 295,537

Note: All airings are rated by Nielsen and reported to us by program producers.

### **Our Analysis of Nielsen Rated Airings for DirecTV Guaranteed Placement: News Cluster from 6:00 AM – 8:00 AM, Monday-Friday** (our research did not find claims beyond what was provided by the program producers or by Nielsen)

**Networks Airing:** 7

**Nielsen Rated Audience Provided by Producers:** 482,795

Note: All airings are rated by Nielsen and provided to us by program producers.

### **Our Analysis of Nielsen Rated Airings for Fox Net** (our research found audience claims of 1.5 million viewers for six airings on Fox Net)

**Markets Airing In:** 103

**Nielsen Rated Audience Provided by Producers:** 3,658 for Monday – Friday, 6:00 PM – 8:00 PM

Note: All airings are rated by Nielsen and provided to us by program producers. The number above represents one placement at the specified time.

### **Our Analysis of Nielsen Rated Airings for Health & Home Report** (our research found audience claims of more than 6,000,000 viewer impressions)

**Description:** Audiences for Health & Home Report airings that are rated by Nielsen.

**Airings:** 30

**Stations:** 14

**Nielsen Rated Audience:** 79,038

**Total Audience With D S Simon Analysis of Additional Projected Placements:** 119,621

Note: 1,375 airings on broadcast and local cable outlets are not rated by Nielsen according to our review.

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### Our Analysis of Nielsen Rated Airings for American News Network's Consumer Edition

**Description:** Audiences for Consumer Edition airings that are rated by Nielsen.

**Airings:** 57

**Stations:** 38

**Nielsen Rated Audience:** 70,739

**Total Audience With D S Simon Analysis of Additional Projected Placements:** 195,432

The producers of ANN's Consumer Edition identify to us 573 airings of the program. Of those, we found 57 airings and 38 stations are rated by Nielsen for an audience of 70,739. These airings are listed below. Our review identified 519 airings on 325 stations are not rated by Nielsen. In plain language, this means that the program is watched by fewer than 50 viewers for every 100,000 potential households it could be seen in. For these stations, we used estimates below the minimum audience for which Nielsen would have provided a rating. We project an audience of 124,693 for the unrated airings, for a total audience reach of 195,432. The maximum allowed by this methodology for the unrated airings is estimated to be 204,065 for a total audience reach of 274,804. It is our opinion that the numbers contained in this analysis are accurate. Nothing in this analysis should be interpreted as stating the program producers themselves have provided anything less than accurate data.

#### Nielsen Rated Stations Airing ANN's Consumer Edition

DMA	Nielsen Market	State	Station	Affiliate	Date Aired	Time Aired	Audience
2	Los Angeles	CA	KHIZ	IND	2/17/2006	9:30 PM	1,270
3	Chicago	IL	WYIN	IND	2/20/2006	6:00 PM	3,116
7	Dallas-Ft. Worth	TX	KRMT	IND	2/19/2006	11:30 PM	1,073
7	Dallas-Ft. Worth	TX	KRMT	IND	2/20/2006	3:30 AM	394
9	Atlanta	GA	WATC	IND	2/18/2006	6:30 PM	15,718
9	Atlanta	GA	WATC	IND	2/20/2006	12:30 AM	7,510
9	Atlanta	GA	WATC	IND	2/20/2006	4:30 AM	3,166
12	Tampa-St.Pete (Sarasota)	FL	WCLF	IND	2/20/2006	12:30 AM	1,019
12	Tampa-St.Pete (Sarasota)	FL	WCLF	IND	2/20/2006	4:30 AM	216
18	Denver	CO	KWHD	IND	2/20/2006	2:30 AM	372
20	Orlando-Daytona Bch-Melbourne	FL	WACX	IND	2/20/2006	12:30 AM	587
20	Orlando-Daytona Bch-Melbourne	FL	WACX	IND	2/20/2006	4:30 AM	1,427
21	St. Louis	MO	KNLC	IND	2/20/2006	6:00 PM	290
22	Pittsburgh	PA	WBGH	IND	2/18/2006	7:30 PM	1,998
22	Pittsburgh	PA	WBGH	IND	2/19/2006	6:00 PM	268
22	Pittsburgh	PA	WBGH	IND	2/20/2006	6:30 PM	234
22	Pittsburgh	PA	WBGH	IND	2/22/2006	6:30 AM	212
22	Pittsburgh	PA	WPCB	IND	2/20/2006	12:30 AM	32
22	Pittsburgh	PA	WPCB	IND	2/20/2006	4:30 AM	220
25	Indianapolis	IN	WHMB	IND	2/19/2006	11:30 PM	1,315
25	Indianapolis	IN	WHMB	IND	2/20/2006	3:30 AM	845
30	Nashville	TN	WHTN	IND	2/19/2006	11:30 PM	517
33	Milwaukee	WI	WVCY	IND	2/18/2006	5:30 PM	1,210
38	West Palm Beach-Ft. Pierce	FL	WBWP	IND	2/20/2006	6:30 PM	1,024
40	Birmingham (Ann and Tusc)	AL	WTJP	IND	2/19/2006	11:30 PM	2,489
40	Birmingham (Ann and Tusc)	AL	WTJP	IND	2/20/2006	3:30 AM	1,935
45	Oklahoma City	OK	KSBI	IND	2/19/2006	11:30 PM	959
45	Oklahoma City	OK	KSBI	IND	2/20/2006	3:30 AM	873
45	Oklahoma City	OK	KSBI	IND	2/20/2006	6:00 PM	4,445
50	Louisville	KY	WYCS	IND	2/18/2006	7:30 PM	479
57	Little Rock-Pine Bluff	AR	KVTN	IND	2/20/2006	3:30 AM	466
58	Knoxville	TN	WVLR	IND	2/20/2006	4:30 AM	392
59	Dayton	OH	WRCX	IND	2/20/2006	6:30 PM	925
61	Tulsa	OK	KGEB	IND	2/18/2006	5:30 PM	3,601
61	Tulsa	OK	KGEB	IND	2/19/2006	11:30 PM	603
61	Tulsa	OK	KGEB	IND	2/20/2006	3:30 AM	1,603
61	Tulsa	OK	KWHB	IND	2/19/2006	11:30 PM	274
61	Tulsa	OK	KWHB	IND	2/20/2006	3:30 AM	260
64	Charleston-Huntington	KY	WTSF	IND	2/20/2006	12:30 AM	110
66	Ft. Myers-Naples	FL	WRXY	IND	2/20/2006	12:30 AM	50
66	Ft. Myers-Naples	FL	WRXY	IND	2/20/2006	4:30 AM	393
72	Honolulu	HI	KWHE	IND	2/19/2006	7:30 PM	374
78	Spokane	WA	KQUP	UPN	2/18/2006	4:30 PM	346
78	Spokane	WA	KQUP	UPN	2/20/2006	3:30 PM	81
78	Spokane	WA	KQUP	UPN	2/22/2006	3:30 AM	57
81	Shreveport	LA	KSHV	UPN/WB	2/19/2006	11:30 PM	1,237
91	Tri-Cities, TN-VA	VA	WLFG	IND	2/20/2006	12:30 AM	345
95	Davenport-Rock Island-Moline	IA	WBQD	UPN	2/20/2006	6:00 PM	112
96	Baton Rouge	LA	WLFT	IND	2/20/2006	3:30 AM	80
97	Savannah	GA	WGSA	UPN	2/20/2006	12:30 AM	939
135	Monroe-El Dorado	AR	KEJB	UPN	2/20/2006	6:00 PM	346
138	Columbia-Jefferson City	MO	KNLJ	IND	2/18/2006	5:30 PM	818
147	Albany, GA	GA	WSST	IND	2/20/2006	7:00 PM	44
151	Bangor	ME	WBGR	IND	2/20/2006	7:00 PM	54
163	Idaho Falls-Pocatello	ID	KPIF	IND	2/20/2006	5:00 PM	746
169	Quincy-Hannibal-Keokuk	IL	WTJR	IND	2/20/2006	3:30 AM	32
185	Lima	OH	WLQP	IND	2/20/2006	7:00 PM	1,238

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### Our Analysis of Nielsen Rated Airings for NewsWatch

**Description:** Audiences for NewsWatch airings that are rated by Nielsen.

**Airings:** 26

**Stations:** 25

**Nielsen Rated Audience:** 19,317

**Total Audience With D S Simon Analysis of Additional Projected Placements:** 54,953

The producers of NewsWatch identify to us 313 airings of the program. Of those, 26 airings on 25 stations are rated by Nielsen for an audience of 19,317. These airings are listed below. Our review identified 287 airings on 219 stations are not rated by Nielsen. In plain language, this means that the program is watched by fewer than 50 viewers for every 100,000 potential households it could be seen in. For these stations, we used estimates below the minimum audience for which Nielsen would have provided a rating. We project an audience of 35,636 for the unrated airings, for a total audience reach of 54,953. The maximum allowed by this methodology for the unrated airings is estimated to be 62,146, for a total audience reach of 81,463. The PAX Network recently changed their name to i Television, and this change is reflected in the affiliate column below. It is our opinion that the numbers contained in this analysis are accurate. Nothing in this analysis should be interpreted as stating the program producers themselves have provided anything less than accurate data.

#### Nielsen Rated Stations Airing NewsWatch

DMA	Nielsen Market	State	Station	Affiliate	Date Aired	Time Aired	Audience
1	New York	NY	WPXN	i	2/27/2006	5:00 AM	6,365
2	Los Angeles	CA	KPXN	i	2/27/2006	5:00 AM	783
3	Chicago	IL	WCPX	i	2/27/2006	4:00 AM	910
4	Philadelphia	PA	WPPX	i	2/27/2006	5:00 AM	1,321
5	Boston (Manchester)	MA	WPBX	i	2/27/2006	5:00 AM	231
7	Dallas-Fort Worth	TX	KPXD	i	2/27/2006	5:00 AM	637
10	Houston	TX	KPXB	i	2/27/2006	4:00 AM	237
12	Tampa-Saint Petersburg	FL	WXPX	i	2/27/2006	5:00 AM	200
13	Seattle-Tacoma	WA	KWPX	i	2/27/2006	5:00 AM	3,079
14	Phoenix	AZ	KPPX	i	2/27/2006	4:00 AM	264
16	Cleveland-Akron (Canton)	OH	WVPX	i	2/27/2006	5:00 AM	204
20	Orlando-Daytona Beach	FL	WOPX	i	2/27/2006	5:00 AM	401
22	Pittsburgh	PA	WBGN	IND	2/27/2006	6:00 AM	212
22	Pittsburgh	PA	WBGN	IND	3/1/2006	6:00 AM	212
27	Hartford-New Haven	CT	WHPX	i	2/27/2006	5:00 AM	115
29	Raleigh-Durham	NC	WRPX	i	2/27/2006	5:00 AM	71
33	Milwaukee	WI	WPXE	i	2/27/2006	4:00 AM	271
36	Salt Lake City	UT	KUPX	i	2/27/2006	4:00 AM	611
37	San Antonio	TX	KPXL	i	2/27/2006	4:00 AM	563
42	Norfolk-Newport News	VA	WPXV	i	2/27/2006	5:00 AM	408
44	Memphis	TN	WPXX	i	2/27/2006	4:00 AM	1003
45	Oklahoma City	OK	KOPX	i	2/27/2006	4:00 AM	332
50	Louisville	KY	WBNA	i	2/27/2006	5:00 AM	341
58	Knoxville	TN	WPXK	i	2/27/2006	5:00 AM	589
61	Tulsa	OK	KTPX	i	2/27/2006	4:00 AM	214
78	Spokane	WA	KGPX	i	2/27/2006	5:00 AM	58
159	Odessa-Midland	TX	KOSA	CBS	3/4/2006	5:00 AM	296

Nielsen SIGMA encoding confirmed airings on these additional stations: WDPX, Boston; WGPX, Boston; KKPX, San Francisco; WPXW, Washington, D.C.; WWPX, Washington, D.C.; KPXC, Denver; WAEN, Greenville-Spartanburg; KUPX, Salt Lake City; WPXP, West Palm Beach; WPXJ, Buffalo; WPXQ, Providence; WQPX, Wilkes Barre-Scranton; WLPX, Charleston-Huntington; WPXR, Roanoke-Lynchburg; KPXO, Honolulu; WSPX, Syracuse; KGAN, Cedar Rapids-Waterloo; KPXR, Cedar Rapids-Waterloo; WWBI, Burlington-Plattsburgh. They are not included in the list above because their audience falls below Nielsen's minimal reporting standards.

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### Our Analysis of Nielsen Rated Airings for Health Club Broadcasting Network

**Clubs Aired In: 233**

**Number of Airings: 9,720**

**Nielsen Rated Audience Provided by Producers: 295,537**

The Health Club Broadcasting Network determines the number of impressions generated at each specific health club using data provided by Nielsen. It is based on the attendance at the specific health club, the average time of stay at the specific health club, and Nielsen surveys of individual members exposed to the segment at each health club. Other Health Club packages are available that guarantee audiences up to 1.5 million. It is our opinion that the numbers contained in this analysis are accurate. Nothing in this analysis should be interpreted as stating the program producers themselves have provided anything less than accurate data.

DMA	Clubs Aired In	Number of Airings	Audience
New York	90	3,912	89,933
Los Angeles	2	63	1,555
Chicago	8	247	15,582
Philadelphia	7	312	4,816
Boston (Manchester)	18	769	16,734
Dallas - Fort Worth	6	222	15,368
Washington DC (Hagerstown)	22	982	22,311
Houston	3	138	9,618
Detroit	5	227	16,169
Tampa - Saint Petersburg (Sarasota)	17	644	13,586
Phoenix	2	87	6,357
Minneapolis - Saint Paul	11	483	34,900
Orlando - Daytona Beach - Melbourne	3	141	2,304
Baltimore	9	323	5,734
Indianapolis	1	44	3,150
Kansas City	1	44	1,415
Columbus, OH	3	136	4,878
Cincinnati	1	32	677
Salt Lake City	8	237	5,150
Birmingham (Anniston and Tuscaloosa)	1	34	418
Oklahoma City	1	46	520
Albuquerque - Santa Fe	1	46	1,273
Las Vegas	5	205	14,663
Louisville	1	45	894
Providence - New Bedford	1	40	313
Jacksonville	3	131	2,291
Austin	1	45	3,270
Albany - Schenectady - Troy	1	44	817
Lexington	1	41	841
<b>Grand Totals</b>	<b>233</b>	<b>9,720</b>	<b>295,537</b>

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### **Our Analysis of Nielsen Rated Airings for DirecTV Guaranteed Placement (News Cluster from 6:00 AM – 8:00 AM, Monday-Friday)**

**Networks Airing: 7**

**Nielsen Rated Audience Provided by Producers: 482,795**

Guaranteed placement on DirecTV during commercial time is available either as a 30 second spot or a 60 second spot. DirecTV is available to 15 million subscribers with a median household income of \$65,000. The eight cluster available are: news, male, female, young adult, sports, adult, lifestyle, and kids. Nielsen provides ratings for five dayparts for each of the eight clusters available. It is our opinion that the numbers contained in this analysis are accurate. Nothing in this analysis should be interpreted as stating the program producers themselves have provided anything less than accurate data.

#### **Networks airing the DirecTV News Cluster**

**Bloomberg**

**CNBC**

**CNN**

**CNN Headline News**

**Fox News Channel**

**MSNBC**

**The Weather Channel**

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## Our Analysis of Nielsen Rated Airings for Fox Net

**Markets Airing In:** 103

**Nielsen Rated Audience:** 3,658 for Monday – Friday, 6:00 PM – 8:00 PM

Fox Net is available to households that are in a market that does not have a Fox affiliate or households that can not pick up the signal of their local Fox affiliate. According to Fox Net, they are available in 914,464 households in 103 markets (as of 3<sup>rd</sup> Quarter, 2005). The total households number represents the largest potential household audience if all households that receive Fox Net are tuned in to Fox Net, although Nielsen ratings are significantly lower.

### Nielsen Rated Audiences for Select Fox Net Dayparts

Daypart	Nielsen Rated Audience
Monday – Friday, 6:00 AM – 9:00 AM	366
Monday – Friday, 9:00 AM – 12:00 PM	366
Monday – Friday, 12:00 PM – 3:00 PM	1,829
Monday – Friday, 3:00 PM – 5:00 PM	1,829
Monday – Friday, 5:00 PM – 6:00 PM	914
Monday – Friday, 6:00 PM – 8:00 PM	3,658
Monday – Friday, 8:00 PM – 10:00 PM	28,348
Monday – Friday, 10:00 PM – 11:00 PM	7,316
Monday – Friday, 11:00 PM – 11:30 PM	2,743
Monday – Friday, 11:30 PM – 1:00 AM	1,829
Saturday, 7 AM – 12:00 PM	1,829
Saturday, 12:00 PM – 5:00 PM	1,829
Sunday, 1:00 PM – 6:00 PM	43,894

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### Our Analysis of Nielsen Rated Airings for Health & Home Report

**Description:** Audiences for Health & Home Report airings that are rated by Nielsen.

**Airings:** 30

**Stations:** 14

**Nielsen Rated Audience:** 79,038

**Total Audience With D S Simon Analysis of Additional Projected Placements:** 119,621

On their web site, the program producers identify 56 broadcast airings and 1,349 cable airings. Of those, 30 airings on 14 stations are rated by Nielsen for an audience of 79,038. Our review saw claims that this program reached an audience of 108,762 on broadcast stations and an audience of 6,031,196 on local cable outlets. In our opinion, estimates of broadcast reach did not vary significantly from what we found. For cable, audience estimates of 6.75 viewers per 100 cable households on unrated programs, were used in reports we saw. This would project an audience more than 100 times larger than the minimum audience for which Nielsen would have provided a rating on these unrated stations. The maximum allowed by this methodology for the unrated airings is estimated to be 40,583, for a total audience reach of 119,621. It is our opinion that the numbers contained in this analysis are accurate. Nothing in this analysis should be interpreted as stating the program producers themselves have provided anything less than accurate data.

#### Nielsen Rated Stations Airing Health & Home Report

DMA	Nielsen Market	State	Station	Affiliate	Date Aired	Time Aired	Audience
9	Atlanta	GA	WATC	IND	1/15/2006	10:30 AM	11,705
35	Greenville-Spartanburg	SC	WGGS	IND	1/7/2006	10:00 AM	464
35	Greenville-Spartanburg	SC	WGGS	IND	1/14/2006	10:00 AM	464
35	Greenville-Spartanburg	SC	WGGS	IND	1/21/2006	10:00 AM	464
35	Greenville-Spartanburg	SC	WGGS	IND	1/28/2006	10:00 AM	464
61	Tulsa	OK	KTPX	IND	1/7/2006	5:30 AM	658
61	Tulsa	OK	KTPX	IND	1/21/2006	5:30 AM	658
61	Tulsa	OK	KTPX	IND	2/4/2006	5:30 AM	658
100	Evansville	IN	WAZE	WB	1/13/2006	1:00 PM	304
101	Charleston	SC	WCIV	ABC	1/4/2006	10:30 AM	1,627
101	Charleston	SC	WCIV	ABC	1/8/2006	5:00 PM	2,784
101	Charleston	SC	WCIV	ABC	1/11/2006	10:30 AM	1,627
101	Charleston	SC	WCIV	ABC	1/18/2006	10:30 AM	1,627
101	Charleston	SC	WCIV	ABC	1/25/2006	10:30 AM	1,627
111	Tyler-Longview	TX	KLTV	ABC	1/7/2006	3:00 PM	16,702
111	Tyler-Longview	TX	KLTV	ABC	1/8/2006	2:30 AM	1,443
116	Montgomery	AL	WNCF	ABC	2/4/2006	1:00 PM	4,001
130	Chico-Redding	CA	KCVU	FOX	1/15/2006	5:00 PM	8,500
136	Topeka	KS	KTKA	ABC	1/7/2006	12:30 PM	4,059
163	Idaho Falls-Pocatello	ID	KIFI	ABC	2/4/2006	11:30 AM	2,508
169	Quincy-Hannibal-Keokuk	IL	KHQA	CBS	1/13/2006	3:00 AM	863
169	Quincy-Hannibal-Keokuk	IL	KHQA	CBS	1/14/2006	3:00 AM	364
169	Quincy-Hannibal-Keokuk	IL	KHQA	CBS	1/31/2006	5:00 PM	14,552
203	Fairbanks	AK	KTVF	NBC	1/21/2006	4:30 PM	309
207	Juneau	AK	KSCT	NBC	1/7/2006	4:00 PM	103
207	Juneau	AK	KSCT	NBC	1/14/2006	4:00 PM	103
207	Juneau	AK	KSCT	NBC	1/21/2006	4:00 PM	103
207	Juneau	AK	KSCT	NBC	1/28/2006	4:00 PM	103
210	Glendive	MT	KXGN	CBS	1/2/2006	11:00 AM	167
210	Glendive	MT	KXGN	CBS	1/18/2006	11:30 PM	27