

NOTE FROM MARCH FOR HUMANITY: The below report of television news stories about the March For Humanity, does NOT include the nine 30-second commercials aired on CNN nationwide, the two-minute coverage on “Democracy Now,” several radio stations, and more than 100 websites.

The total publicity value of the news coverage below is \$62,059.71 which reached a total of 1,370,883 Americans.

1) Market: Fresno-Visalia. CA [FV] [57] HUT: 521,160 DMA%: 0.481
 Date: 04/22/2005 Time: 12:00pm Aired On: KGPE Affiliate: **CBS Show: CBS 47 On Your Side at Noon**
 Estimated Audience Number: 15,919 | Estimated Publicity Value: \$720.65

2) Market: Fresno-Visalia. CA [FV] [57] HUT: 521,160 DMA%: 0.481
 Date: 04/22/2005 Time: 06:00am Aired On: KFSN Affiliate: **ABC Show: Action News AM Live**
 Estimated Audience Number: 17,661 | Estimated Publicity Value: \$799.51

3) Market: Chico-Redding. CA [RC] [132] HUT: 185,920 DMA%: 0.172
 Date: 04/22/2005 Time: 06:00am Aired On: KHSL Affiliate: **CBS Show: Wake Up! On KHSL**
 Estimated Audience Number: 4,050 | Estimated Publicity Value: \$183.34

4) Market: Chico-Redding. CA [RC] [132] HUT: 185,920 DMA%: 0.172
 Date: 04/22/2005 Time: 06:00am Aired On: KNVN Affiliate: **NBC Show: Wake Up! On KNVN 6-7AM**
 Estimated Audience Number: 5,298 | Estimated Publicity Value: \$239.84

5) Market: Fresno-Visalia. CA [FV] [57] HUT: 521,160 DMA%: 0.481
 Date: 04/22/2005 Time: 05:00am Aired On: KFSN Affiliate: **ABC Show: Action News AM Live**
 Estimated Audience Number: 8,314 | Estimated Publicity Value: \$376.37

6) Market: Fresno-Visalia. CA [FV] [57] HUT: 521,160 DMA%: 0.481
 Date: 04/22/2005 Time: 05:00am Aired On: KSEE Affiliate: **NBC Show: KSEE24 Sunrise**
 Estimated Audience Number: 7,658 | Estimated Publicity Value: \$346.67

7) Market: Sacramento-Stockton-Modesto. CA [SS] [19] HUT: 1,278,430 DMA%: 1.179
 Date: 04/22/2005 Time: 05:00am Aired On: KMAX Affiliate: **UPN Show: Good Day, Sacramento 5a**
 Estimated Audience Number: 8,551 | Estimated Publicity Value: \$387.10

8) Market: Sacramento-Stockton-Modesto. CA [SS] [19] HUT: 1,278,430 DMA%: 1.179
 Date: 04/22/2005 Time: 05:00am Aired On: KXTV Affiliate: **ABC Show: News 10 Good Morning**
 Estimated Audience Number: 17,403 | Estimated Publicity Value: \$787.83

9) Market: Fresno-Visalia. CA [FV] [57] HUT: 521,160 DMA%: 0.481
 Date: 04/21/2005 Time: 11:00pm Aired On: KFSN Affiliate: **ABC Show: Action News at 11:00**
 Estimated Audience Number: 26,672 | Estimated Publicity Value: \$1,207.44

10) Market: Fresno-Visalia. CA [FV] [57] HUT: 521,160 DMA%: 0.481
 Date: 04/21/2005 Time: 11:00pm Aired On: KSEE Affiliate: **NBC Show: KSEE24 News 11 at 11**
 Estimated Audience Number: 21,134 | Estimated Publicity Value: \$956.73

11) Market: Chico-Redding. CA [RC] [132] HUT: 185,920 DMA%: 0.172
 Date: 04/21/2005 Time: 11:00pm Aired On: KHSL Affiliate: **CBS Show: 11 O'Clock News on KHSL**
 Estimated Audience Number: 4,763 | Estimated Publicity Value: \$215.62

HUT: Households Using Televisions (in designated market) | DMA%: Percentage of US | TRT: Approximate total running time | page 1
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12) Market: Chico-Redding. CA [RC] [132] HUT: 185,920 DMA%: 0.172
 Date: 04/21/2005 Time: 11:00pm Aired On: KNVN Affiliate: **NBC Show: 11 O'Clock News on KNVN**
 Estimated Audience Number: 4,380 | Estimated Publicity Value: \$198.28

13) Market: Sacramento-Stockton-Modesto. CA [SS] [19] HUT: 1,278,430 DMA%: 1.179
 Date: 04/21/2005 Time: 10:00pm Aired On: KTXL Affiliate: **FOX Show: FOX 40 News**
 Estimated Audience Number: 121,586 | Estimated Publicity Value: \$5,504.19

14) Market: Chico-Redding. CA [RC] [132] HUT: 185,920 DMA%: 0.172
 Date: 04/21/2005 Time: 06:30pm Aired On: KHSL Affiliate: **CBS Show: KHSL 6:30 News**
 Estimated Audience Number: 6,422 | Estimated Publicity Value: \$290.72

15) Market: Fresno-Visalia. CA [FV] [57] HUT: 521,160 DMA%: 0.481
 Date: 04/21/2005 Time: 06:00pm Aired On: KFSN Affiliate: **ABC Show: Action News at 6:00**
 Estimated Audience Number: 40,313 | Estimated Publicity Value: \$1,824.96

16) Market: San Francisco-Oakland-San Jose. CA [SF] [5] HUT: 2,440,920 DMA%: 2.252
 Date: 04/21/2005 Time: 06:00pm Aired On: KGO Affiliate: **ABC Show: ABC 7 News at 6 PM**
 Estimated Audience Number: 117,291 | Estimated Publicity Value: \$5,309.76

17) Market: Sacramento-Stockton-Modesto. CA [SS] [19] HUT: 1,278,430 DMA%: 1.179
 Date: 04/21/2005 Time: 06:00pm Aired On: KOVR Affiliate: **CBS Show: KOVR 13 News**
 Estimated Audience Number: 71,615 | Estimated Publicity Value: \$3,242.01

18) Market: Chico-Redding. CA [RC] [132] HUT: 185,920 DMA%: 0.172
 Date: 04/21/2005 Time: 05:30pm Aired On: KNVN Affiliate: **NBC Show: 5:30pm News on KNVN**
 Estimated Audience Number: 0 | Estimated Publicity Value: \$n/a

19) Market: Santa Barbara-Santa Maria-San Luis Obispo. CA [SB] [119] HUT: 230,400 DMA%: 0.213
 Date: 04/21/2005 Time: 05:00pm Aired On: KCOY Affiliate: **CBS Show: 12 News at 5**
 Estimated Audience Number: 4,651 | Estimated Publicity Value: \$210.55

20) Market: Sacramento-Stockton-Modesto. CA [SS] [19] HUT: 1,278,430 DMA%: 1.179
 Date: 04/21/2005 Time: 05:00pm Aired On: KXTV Affiliate: **ABC Show: News 10 at 5:00**
 Estimated Audience Number: 48,572 | Estimated Publicity Value: \$2,198.85

21) Market: Sacramento-Stockton-Modesto. CA [SS] [19] HUT: 1,278,430 DMA%: 1.179
 Date: 04/21/2005 Time: 05:00am Aired On: KCRA Affiliate: **NBC Show: KCRA 3 Reports at 5 AM**
 Estimated Audience Number: 29,170 | Estimated Publicity Value: \$1,320.52

22) Market: Sacramento-Stockton-Modesto. CA [SS] [19] HUT: 1,278,430 DMA%: 1.179
 Date: 04/18/2005 Time: 12:00pm Aired On: KOVR Affiliate: **CBS Show: KOVR 13 News**
 Estimated Audience Number: 39,904 | Estimated Publicity Value: \$1,806.45

23) Market: Sacramento-Stockton-Modesto. CA [SS] [19] HUT: 1,278,430 DMA%: 1.179
 Date: 04/18/2005 Time: 06:00am Aired On: KOVR Affiliate: **CBS Show: KOVR 13 Daybreak**
 Estimated Audience Number: 27,876 | Estimated Publicity Value: \$1,261.94

24) Market: Sacramento-Stockton-Modesto. CA [SS] [19] HUT: 1,278,430 DMA%: 1.179
 Date: 04/18/2005 Time: 06:00am Aired On: KXTV Affiliate: **ABC Show: News 10 Good Morning**
 Estimated Audience Number: 26,765 | Estimated Publicity Value: \$1,211.65

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25) Market: Sacramento-Stockton-Modesto. CA [SS] [19] HUT: 1,278,430 DMA%: 1.179
 Date: 04/18/2005 Time: 05:00am Aired On: KMAX Affiliate: **UPN Show: Good Day, Sacramento 5a**
 Estimated Audience Number: 8,551 | Estimated Publicity Value: \$387.10

26) Market: Sacramento-Stockton-Modesto. CA [SS] [19] HUT: 1,278,430 DMA%: 1.179
 Date: 04/18/2005 Time: 05:00am Aired On: KOVR Affiliate: **CBS Show: KOVR 13 Daybreak**
 Estimated Audience Number: 23,369 | Estimated Publicity Value: \$1,057.91

27) Market: Sacramento-Stockton-Modesto. CA [SS] [19] HUT: 1,278,430 DMA%: 1.179
 Date: 04/17/2005 Time: 11:00pm Aired On: KOVR Affiliate: **CBS Show: KOVR 13 News**
 Estimated Audience Number: 63,827 | Estimated Publicity Value: \$2,889.44

28) Market: Sacramento-Stockton-Modesto. CA [SS] [19] HUT: 1,278,430 DMA%: 1.179
 Date: 04/17/2005 Time: 11:00pm Aired On: KXTV Affiliate: **ABC Show: News 10 at 11:00**
 Estimated Audience Number: 98,761 | Estimated Publicity Value: \$4,470.91

29) Market: San Francisco-Oakland-San Jose. CA [SF] [5] HUT: 2,440,920 DMA%: 2.252
 Date: 04/17/2005 Time: 06:30pm Aired On: KPIX Affiliate: CBS Show: **CBS 5 Eyewitness News at 6:30PM**
 Estimated Audience Number: 86,150 | Estimated Publicity Value: \$3,900.01

30) Market: Sacramento-Stockton-Modesto. CA [SS] [19] HUT: 1,278,430 DMA%: 1.179
 Date: 04/17/2005 Time: 06:30pm Aired On: KOVR Affiliate: **CBS Show: KOVR 13 News**
 Estimated Audience Number: 27,306 | Estimated Publicity Value: \$1,236.14

31) Market: Sacramento-Stockton-Modesto. CA [SS] [19] HUT: 1,278,430 DMA%: 1.179
 Date: 04/17/2005 Time: 06:00pm Aired On: KXTV Affiliate: **ABC Show: News 10 at 6:00**
 Estimated Audience Number: 49,527 | Estimated Publicity Value: \$2,242.08

32) Market: Sacramento-Stockton-Modesto. CA [SS] [19] HUT: 1,278,430 DMA%: 1.179
 Date: 04/17/2005 Time: 05:30pm Aired On: KOVR Affiliate: **CBS Show: KOVR 13 News**
 Estimated Audience Number: 18,059 | Estimated Publicity Value: \$817.53

33) Market: Sacramento-Stockton-Modesto. CA [SS] [19] HUT: 1,278,430 DMA%: 1.179
 Date: 04/17/2005 Time: 05:00pm Aired On: KXTV Affiliate: **ABC Show: News 10 at 5:00**
 Estimated Audience Number: 44,437 | Estimated Publicity Value: \$2,011.66

34) Market: Sacramento-Stockton-Modesto. CA [SS] [19] HUT: 1,278,430 DMA%: 1.179
 Date: 04/14/2005 Time: 05:00pm Aired On: KXTV Affiliate: **ABC Show: News 10 at 5:00**
 Estimated Audience Number: 48,572 | Estimated Publicity Value: \$2,198.85

35) Market: Sacramento-Stockton-Modesto. CA [SS] [19] HUT: 1,278,430 DMA%: 1.179
 Date: 04/12/2005 Time: 09:00am Aired On: KMAX Affiliate: **UPN Show: Good Day, Sacramento 9am**
 Estimated Audience Number: 15,171 | Estimated Publicity Value: \$686.79

36) Market: Sacramento-Stockton-Modesto. CA [SS] [19] HUT: 1,278,430 DMA%: 1.179
 Date: 04/12/2005 Time: 08:00am Aired On: KMAX Affiliate: **UPN Show: Good Day, Sacramento 8am**
 Estimated Audience Number: 23,618 | Estimated Publicity Value: \$1,069.18

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37) Market: Fresno-Visalia. CA [FV] [57] HUT: 521,160 DMA%: 0.481
 Date: 04/11/2005 Time: 11:00pm Aired On: KFSN Affiliate: **ABC Show: Action News at 11:00**
 Estimated Audience Number: 26,672 | Estimated Publicity Value: \$1,207.44

38) Market: San Francisco-Oakland-San Jose. CA [SF] [5] HUT: 2,440,920 DMA%: 2.252
 Date: 04/11/2005 Time: 06:00pm Aired On: KGO Affiliate: **ABC Show: ABC 7 News at 6 PM**
 Estimated Audience Number: 117,291 | Estimated Publicity Value: \$5,309.76

39) Market: Fresno-Visalia. CA [FV] [57] HUT: 521,160 DMA%: 0.481
 Date: 04/04/2005 Time: 06:00am Aired On: KGPE Affiliate: **CBS Show: CBS 47 This Morning**
 Estimated Audience Number: 4,533 | Estimated Publicity Value: \$205.20

40) Market: Fresno-Visalia. CA [FV] [57] HUT: 521,160 DMA%: 0.481
 Date: 04/04/2005 Time: 05:00am Aired On: KGPE Affiliate: **CBS Show: CBS 47 This Morning**
 Estimated Audience Number: 1,979 | Estimated Publicity Value: \$89.58

41) Market: Fresno-Visalia. CA [FV] [57] HUT: 521,160 DMA%: 0.481
 Date: 04/02/2005 Time: 11:00pm Aired On: KGPE Affiliate: **CBS Show: CBS 47 On Your Side at Eleven**
 Estimated Audience Number: 7,625 | Estimated Publicity Value: \$345.18

42) Market: Fresno-Visalia. CA [FV] [57] HUT: 521,160 DMA%: 0.481
 Date: 04/02/2005 Time: 08:00pm Aired On: KGPE Affiliate: **CBS Show: CBS 47 On Your Side at Six**
 Estimated Audience Number: 8,837 | Estimated Publicity Value: \$400.05

43) Market: Fresno-Visalia. CA [FV] [57] HUT: 521,160 DMA%: 0.481
 Date: 04/02/2005 Time: 06:00pm Aired On: KFSN Affiliate: **ABC Show: Action News at 6:00**
 Estimated Audience Number: 20,630 | Estimated Publicity Value: \$933.92

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