



Trivue Entertainment

Television Production

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Monitoring Report:

Attached is a Nielsen-based monitoring report from an actual "Spotlight On" program that aired recently.

Although the programs are monitored for 3 months, many of our shows - if the subject content remains timely and appropriate, will continue to air for years!

45 - 60 days after the completion of the initial three months' airing, Underwriters will receive an original Nielsen-based monitoring report.

We have attached this report for your review.

A.C. Nielsen-based Monitoring Report

Compiled through PBS Research Reports & Nielsen Surveys

Executive Summary:

The "SPOTLIGHT ON PACKAGING" (Paperboard Packaging Council) program has aired on 154 confirmed stations and reached an estimated 4,772,300 viewers nationwide.

<u>Markets</u>	<u>Stations Airing</u>	<u>% U.S. TVHHs</u>	<u># of Airings</u>	<u>Avg. Airings/ Station</u>	<u>Audience Estimate</u>
1-50	49	44.327	313	6.57	2,341,600
51-100	55	12.811	383	7.23	1,744,400
100+	50	4.545	340	7.24	686,300
TOTAL	154	61.683	1,036	7.01	4,772,300

Notification

SPOTLIGHT ON notifies all public television stations of uplinks via PBS'E-mail Express service. Advisories include transmission dates and times, satellite coordinates, a story summary and technical and editorial contacts.

Telephone calls are also made by SPOTLIGHT ON personnel to stations in the top 100 markets to advise them directly on upcoming feeds and story subjects.

Monitoring Methodology

Unlike commercial television stations, public television stations usually air SPOTLIGHT ON segments more frequently over a longer period of time. Therefore, to provide the most accurate measure of usage, it is necessary to telephone the stations directly and regularly to confirm usage.

Audience estimates are determined based on the PBS National Audience Handbook and PBS stations Audience Report which is issued quarterly by the PBS research Department. Both sources are based on Nielsen Surveys.

Station - Specific Surveys

SPOTLIGHT ON has confirmed usage at the following stations. The surveys were compiled exclusively via direct telephone calls to stations. Audience estimates are based on PBS Research reports and Nielsen Surveys.

**SPOTLIGHT ON PACKAGING
MONITORING REPORT
PAPERBOARD PACKAGING COUNCIL**

RANK AUDIENCE	MARKET	%US	STATION/CITY	NUMBER OF AIRINGS		
				TV	PRIME	NON-PRIME
1	New York	6.692	WNYE/Brooklyn, NY	3	5	92,700
2	Los Angeles	5.023	KLCS/Los Angeles	4	5	45,200
			KVCR/San Bernardino, CA	2	4	7,400
3	Chicago	3.113	WYIN/Merrillville, IN	2	3	8,500
4	Philadelphia	2.654	WITF/Harrisburg, PA (C)	2	3	Cable
			WYBE/Philadelphia	3	5	43,500
5	Boston	2.155	WSBE/Providence, RI (C)	2	3	Cable
6	San Francisco-Oakland-San Mateo	2.137	KCSM/San Mateo, CA	4	4	96,400
			KRCB/Rohnert Park, CA	2	4	10,600
7	Washington, DC	2.044	WWPB/Hagerstown, MD	2	3	18,200
			WMPT/Annapolis, MD	2	3	+
			WFPT/Frederick, MD	2	3	+
			WNVC/Falls Church, VA	4	4	130,000
			WNVC/, Annandale, VA	4	4	+
			WITF/Harrisburg, PA (C)	2	3	Cable
10	Atlanta	1.903	WBPA/Atlanta, GA	3	5	57,600
12	Tampa-St.Peter/Sarasota	1.552	WMFE/Orlando, FL (C)	3	4	Cable
15	Minneapolis/St. Paul	1.500	KAWB/Brainerd, MN	2	2	7,000
			Kawe/Bemidji, MN	2	2	+
17	Miami-Ft.Lauderdale	1.382	WXEL/W.Palm Beach, FL	2	3	NA
20	Orlando-Daytona Beach-Melbourne	1.041	WMFE/Orlando, FL	3	4	154,400
22	Pittsburgh	1.061	WGPT/Oakland, MD	2	3	18,200
23	Baltimore	0.988	WITF/Harrisburg, PA (C)	2	3	Cable
			WMPB/Baltimore, MD	2	3	254,600
			WMPT/Annapolis, MD	2	3	+
25	Indianapolis	0.956	WFYI/Indianapolis, IN	5	5	228,500
			WIPB/Muncie, IN	3	3	10,500
			WTBU/Indianapolis, IN	2	3	12,200
			WTIU/Bloomington, IN	3	3	26,400
27	Charlotte	0.926	WTVI/Charlotte, NC	3	5	153,600
28	Hartford-New Haven	0.919	WNYE/New York (C)	3	5	NA
31	Kansas City	0.820	KMOS/Sedalia, MO	1	5	11,900
33	Nashville	0.799	WDCN/Nashville, TN	3	4	99,300
			WCTE/Cookeville, TN	3	3	NA
34	Cincinnati	0.799	WPTO/Oxford, OH	3	4	15,600
36	Salt Lake City	0.736	KBYU/Provo, UT	3	5	83,700
			KUED/Salt Lake City, UT	4	5	137,500
			KULC/Salt Lake City, UT	4	5	21,400
38	W. Palm Beach	0.682	WXEL/W.Palm Beach, FL	1	3	24,700

RANK AUDIENCE	MARKET	%US TV HHS	STATION/CITY	NUMBER OF AIRINGS		EST.
				PRIME	NON-PRIME	
39	Grand Rapids	0.664	WGVU/Grand Rapids, MI WGVK/Kalamazoo, MI	3 3	5 5	122,600 +
41	Harrisburg	0.641	WITF/Harrisburg, PA	2	3	85,400
44	Memphis	0.597	WKNO/Memphis, TN	3	4	113,200
45	Oklahoma City	0.595	KETA/Oklahoma City, OK KLTC/Oklahoma City, OK	3 3	3 3	88,500 +
46	Albuquerque	0.593	KENW/Portales, NM KNME/Albuquerque, NM	4 2	3 2	17,300 45,000
48	Las Vegas	0.591	KL VX/Las Vegas, NV	3	3	67,800
50	Louisville	0.584	WKPC/Louisville, KY	2	4	32,200
51	Providence	0.580	WSBE/Providence, RI	2	3	32,600
54	Wilkes Barre	0.534	WITF/Harrisburg, PA (C) WVIA/Pittston, PA	2 4	3 5	Cable 99,400
55	Albany-Schenectady- Troy	0.501	WMHT/Schenectady, NY WMHX/Schenectady, NY	5 5	5 5	121,500 NA
57	Little Rock-Pine Bluff	0.482	KETS/Little Rock, AR KETG/Arkadelphia, AR KEMV/Mountainview, AR	4 4 4	4 4 4	124,800 + +
59	Dayton	0.466	WPTD/Dayton, OH	3	3	78,000
60	Richmond-Petersburg	0.463	WCVE/Richmond, VA WCVW/Richmond, VA	3 3	5 5	113,000 23,000
61	Tulsa	0.463	KOED/Tulsa, OK KOET/Eufaula, OK	3 3	3 3	53,600 +
62	Mobile-Pensacola	0.455	WSRE/Pensacola, FL	2	4	22,800
64	Charleston-Huntington	0.434	WSWP/Beckley, WV	2	3	31,800
65	Flint-Saginaw-Bay City	0.431	WFUM/Flint, MI	3	2	27,600
66	Ft. Myers-Naples	0.419	WGCU/Ft. Myers, FL	3	5	63,200
67	Wichita-Hutchinson	0.405	KPTS/Wichita, KS KOOD/Bunker Hill, KS KSWK/ Lakin, KS	1 1 1	3 4 4	22,400 12,800 +
68	Roanoke-Lynchburg	0.400	WBRA/Roanoke, VA WMSY/Marion, VA (C) WSBN/Norton, VA (C)	2 2 2	4 4 4	8,500 NA NA
69	Green Bay-Appleton	0.393	WPNE/Green Bay, WI	3	5	53,300
70	Toledo	0.387	WGTE/Toledo, OH	4	4	104,400
72	Honolulu	0.377	KHET/Honolulu, HI KMEB/Wailuku, HI	3 3	5 5	71,200 +
74	Portland-Auburn	0.369	WCBB/Lewiston, ME WMEA/Portland, ME	4 4	4 4	69,600 19,400
76	Syracuse	0.361	WCNY/Syracuse, NY	3	4	68,400
77	Springfield	0.359	KOZK/Springfield, MO	2	2	55,700
78	Spokane	0.354	KCDT/Coer d'Alene, ID KUID/Moscow, ID	3 3	4 4	12,300 12,300

RANK AUDIENCE	MARKET	%US	STATION/CITY	NUMBER OF AIRINGS		EST.
		TV HHS		PRIME	NON-PRIME	
80	Paducah-Cap Girardeau	0.366	WSIU/Carbondale, IL	2	3	12,200
81	Shreveport	0.347	KLTS/Shreveport, LA	3	5	18,700
85	Madison	0.332	WHA/Madison, WI	3	5	96,200
86	Chattanooga	0.321	WTCI/Chattanooga, TN	3	6	21,000
89	Jackson	0.298	WMPN/Jackson, MS	3	4	22,500
			WMAU/Bude, MS	3	4	+
90	Burlington-Plattsburgh	0.296	WCFC/Plattsburgh, NY	4	4	14,000
			WETK/Burlington, VT	3	5	57,600
			WVER/Rutland, VT	3	5	+
			WVTA/Windsor, VT	3	5	+
			WVTB/St. Johnsbury, VT	3	5	+
91	Tri-Cities, TN-VA	0.294	WMSY/Marion, VA	2	4	NA
			WSBN/Norton, VA	2	4	3,700
92	Harlingen-West Loco	0.289	KMBH/Harlingen, TX	4	4	20,800
93	Colorado Springs-Pueblo	0.286	KTSC/Pueblo, CO	2	4	31,400
94	Waco-Temple	0.282	KCTF/Waco, TX	2	3	3,400
95	Davenport-Rock Is.-Moline	0.282	KQPT/Davenport, IA	3	4	13,000
			WQPT/Moline, IL	3	4	16,000
96	Baton Rouge	0.277	WLPB/Baton Rouge, LA	3	5	32,300
99	El Paso	0.264	KCOS/El Paso, TX	4	4	41,600
			KRWG/Las Cruces, NM	2	5	19,200
100	Evansville	0.262	WNIN/Evansville, IN	2	5	19,200
104	Ft. Smith	0.248	KAFT/Fayetteville, AR	4	4	34,800
114	Sioux Falls	0.223	KDSD/Aberdeen, SD	3	3	31,200
			KESD/Brookings, SD	3	3	+
			KTSD/Pierre, SD	3	3	+
			KUSD/Vermillion, SD	3	3	+
117	Peoria-Bloomington	0.219	WTVP/Peoria, IL	3	2	27,200
119	Boise	0.209	KAID/Boise, ID	3	4	47,400
123	Lacrosse-Eau Claire	0.203	WHLA/Lacrosse	3	5	38,400
			WHWC/Menomonee, WI	3	5	+
124	Lafayette	0.202	KLPB/Lafayette, LA	3	5	32,300
126	Yakima	0.200	KTNW/Richland, WA	3	6	15,900
			KYVE/Yakima, WA	3	6	21,000
130	Chico-Redding	0.173	KIXE/Redding, CA	1	1	10,200
132	Amarillo	0.173	KACV/Amarillo, TX	3	5	19,200
134	Wausau-Rhineland	0.166	WHRM/Wausau, WI	3	5	38,400
			WLEF/Park Falls, WI	3	5	+
135	Monroe-El Dorado	0.158	KLTM/Monroe, LA	3	5	18,700
137	Duluth-Superior	0.153	WDSE/Duluth, WI	4	4	62,400
141	Medford-Klamath Falls	0.148	KFTS/Klamath Falls, OR	4	6	NA
			KSYS/Medford, OR	4	6	9,300

RANK AUDIENCE	MARKET	%US	STATION/CITY	NUMBER OF AIRINGS		EST.
		TV HHS		PRIME	NON-PRIME	
145	Joplin-Pittsburg	0.139	KOZJ/Joplin, MO	2	2	42,600
148	Salisbury	0.134	WCPB/Salisbury, MD	2	3	8,800
149	Bluefield-Beckley	0.134	WSWP/Beckley, WV	2	3	9,700
150	Terre Haute	0.132	WFYI/Indianapolis, IN (C) WUSI/Olney, IL	5 2	5 2	Cable 7,000
151	Bangor	0.130	WMEB/Bangor, ME WMED/Calais, ME	4 4	4 4	34,800 5,100
152	Rochester-Mason City-Austin	0.130	KSMQ/Austin, MN	3	5	5,100
156	Binghamton	0.126	WSKG/Binghamton, NY	2	4	28,000
159	Odessa-Midland	0.123	KOCV/Odessa, TX	2	5	3,800
163	Idaho Falls-Pocatello	0.104	KISU/Pocatello, ID	4	4	19,400
175	Lake Charles	0.085	KLTL/Lake Charles, LA	3	5	13,600
176	Alexandria	0.085	KLPA/Alexandria, LA	3	5	13,600
177	Rapid City	0.083	KBHE/Rapid City, SD KPSD/Eagle Butte, SD KZSD/ Martin, SD	3 3 3	3 3 3	5,100 + +
179	Jonesboro	0.081	KTEJ/Jonesboro, AR	4	4	12,400
182	Greenwood-Greenville	0.070	WMAO/Greewood, MS	3	4	5,100
183	Bowling Green	0.065	WKYU/Bowling Green, KY	2	2	NA
184	Meridian	0.065	KMAW/Meridian, MS	3	4	5,100
185	Jackson	0.063	WLJT/Lexington, TN	2	4	9,000
186	Charlottesville	0.063	WHTJ/Charlottesville	3	5	5,100
193	Butte-Bozeman	0.054	KUSM/Bozeman, MT	3	3	12,500
198	Casper-Riverton	0.052	KCWC/Riverton, WY	1	4	9,400
194	Eureka	0.057	KEET/Eureka, CA	1	3	7,300
195	Twin Falls	0.050	KIPT/Twin Falls, ID	3	4	5,100
204	Presque Isle	0.028	WMEM/Presque Isle, ME	4	4	12,300
207	Juneau	0.022	KTOO/Juneau, AK	2	5	NA
212	Puerto Rico		WIPR/San Juan WMTJ/Rio Piedras	1 1	3 3	NA NA
TOTALS		61.683	Total Number of Stations: 154	432	604	4,772,300
TOTAL NUMBER OF AIRINGS: 1,036						