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Town of Addison

Hot Chocolate Run - January 15, 2011

TELEVISION/RADIO				
	Outlet	Program	Date	Viewers
1	KTVT-TV (CBS) CH 11, Dallas/Fort Worth	CBS 11 News This Morning	1/13/11	52,022
2	KTVT CH. 11 (CBS) - DFW	Get Healthy Texas	1/17/11	45,726
TV Total			2	97,748
PRINT				
	Outlet	Title	Date	Circulation
1	Dallas Morning News	Finish a road race and get a mug for hot cocoa	1/4/11	315,101
2	DMN Briefing	Finish a road race and get a mug for hot cocoa	1/6/11	200,000
Print Total			2	515,101
Grand Total			4	612,849

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Super Bowl Recap

Addison

TELEVISION/RADIO				
	Outlet	Program	Date	Viewers
1	WFAA - CH 8 (ABC)	News 8 at Five	1/12/11	109,144
2	KDFW - CH 4 (FOX)	Fox 4 News at 5:30	1/12/11	89,812
3	WFAA - CH 8 (ABC)	News 8 Daybreak 5 a.m. to 6 a.m.	1/14/11	44,808
4	WFAA - CH 8 (ABC)	News 8 Daybreak 6 a.m. to 7 a.m.	1/14/11	73,222
5	KTXA - CH 21 (IND)	Jody Dean and The Morning team	1/17/11	NA
6	WFAA - CH 8 (ABC)	News 8 Update	1/18/11	205,900
7	WFAA - CH 8 (ABC)	News 8 Daybreak	1/19/11	10,500
8	KTVT - CH 11 (CBS)	CBS 11 News This Morning 5 a.m. to 6 a.m.	1/19/11	35,851
9	WFAA - CH 8 (ABC)	News 8 Daybreak	1/19/11	44,808
10	KTVT - CH 11 (CBS)	CBS 11 News This Morning 6 a.m. to 7 a.m.	1/19/11	48,401
11	Texas Cable News Network	TXCN Overnight News	1/19/11	NA
12	KTVT - CH 11 (CBS)	CBS 11 News at Ten	1/19/11	188,330
13	KTVT - CH 11 (CBS)	CBS 11 News This Morning 5 a.m. to 6 a.m.	1/20/11	35,851
14	KTVT - CH 11 (CBS)	CBS 11 News This Morning 6 a.m. to 7 a.m.	1/20/11	48,401
15	WFAA - CH 8 (ABC)	News 8 Update	1/20/11	205,900
16	KXAS - CH 5 (NBC)	Weekend Report	1/23/11	123,972
17	KDAF - CH 33 (CW)	The 33 News	1/23/11	33,661
18	KXAS - CH 5 (NBC)	NBC 5 Today	1/24/11	50,497
19	KDFW - CH 4 (FOX)	Fox 4 News at 5:30	1/24/11	89,812
20	KDFW - CH 4 (FOX)	Fox 4 News at Nine	1/24/11	133,291
21	KDFW - CH 4 (FOX)	Good Day	1/25/11	17,832
22	KTVT - CH 11 (CBS)	Morning	1/26/11	35,851
23	KDFW - CH 4 (FOX)	Good Day	1/26/11	93,386
24	WFAA - CH 8 (ABC)	News 8 Daybreak 5 a.m. to 6 a.m.	1/31/11	44,808
25	WFAA - CH 8 (ABC)	News 8 Daybreak 6 a.m. to 7 a.m.	1/31/11	73,222

26	KDFW - CH 4 (FOX)	Good Day	1/31/11	93,386
27	WFAA - CH 8 (ABC)	Local Cut-in	1/31/11	69,489
28	WFAA - CH 8 (ABC)	Good Morning Texas	1/31/11	37,929
29	WFAA - CH 8 (ABC)	News 8 Midday	1/31/11	80,633
30	Texas Cable News Network	TXCN Midday News 2 p.m. to 3 p.m.	1/31/11	NA
31	Texas Cable News Network	TXCN Midday News 4 p.m. to 5 p.m.	1/31/11	NA
32	WFAA - CH 8 (ABC)	News 8 at Six	1/31/11	141,955
33	KDAF - CH 33 (CW)	The 33 News	1/31/11	24,505
34	KDFW - CH 4 (FOX)	Fox 4 News at Nine	2/2/11	133,291
35	Texas Cable News Network	TXCN Midday News 2 p.m. to 3 p.m.	2/4/11	NA
36	KTVT - CH 11 (CBS)	CBS 11 News at 4 PM	2/4/11	45,153
37	Texas Cable News Network	TXCN Midday News 4 p.m. to 5 p.m.	2/4/11	NA
38	KDAF - CH 33 (CW)	The 33 News	2/7/11	24,505
TV Total			38	2,488,106
ONLINE				
	Website	Title	Date	Circulation
1	DFW.com	Usher hosts Super Bowl after party in Addison	1/27/11	NA
Online Total			1	NA
Grand Total			39	2,488,106

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Town of Addison

Hotel/Restaurants

TELEVISION				
	Outlet	Program/Segment	Date	Viewers
1	KTVT-TV (CBS) CH 11 - DFW	Kittrrell Riffkind	12/7/10	52,022
2	KTVT-TV (CBS) CH 11 - DFW	J. Dorian	12/8/10	20,796
3	KTVT-TV (CBS) CH 11 - DFW	Cantina Laredo	12/9/10	36,427
4	KTVT-TV (CBS) CH 11 - DFW	Crowne Plaza and BlackFinn	1/12/11	54,377
5	KTVT-TV (CBS) CH 11 - DFW	Greenz- Healthy Start to 2011	1/12/11	52,022
6	KDFW-TV (FOX) CH 4 - DFW	Champs	1/22/11	124,444
7	KTVT-TV (CBS) CH 11 - DFW	Healthy Start to 2011	1/23/11	124,089
8	KXAS-TV (NBC) CH 5 - DFW	Vernon's	1/23/11	109,944
9	KTVT-TV (CBS) CH 11 - DFW	Humperdink's	1/26/11	54,377
10	KTVT-TV (CBS) CH 11 - DFW	Intercontinental and 300 Dallas	1/27/11	35,501
11	WFAA -TV (ABC) CH 8 - DFW	Good Morning Texas - Black Finn	1/31/11	37,929
12	KDAF-TV (CW) CH 33 - DFW	Astoria's Valentine's Day promotion	2/6/11	26,683
13	KTVT-TV (CBS) CH 11 - DFW	Ferarri's Gnocchi	2/11/11	48,401
14	KTVT-TV (CBS) CH 11 - DFW	Mardi Gras/Fat Tuesday at Nate's Seafood	3/8/11	112,992
TV Total			14	890,004

3/8 – CBS 11 News: Mardi Gras/Fat Tuesday at Nate's

Seafood

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Town of Addison

Out of the Loop Festival - March 3 - 13, 2011

TELEVISION				
	Outlet	Program	Date	Viewers
1	WFAA-TV (ABC) CH 8 Dallas/Fort Worth	Good Morning Texas	3/11/11	34,821
TV Total			1	34,821
PRINT				
	Outlet	Title	Date	Circulation
1	Dallas Voice	Be Out of the Loop by being in it	2/25/11	14,500
2	Quick	Out of the Loop Fringe Festival	3/3/11	150,000
3	Carrollton Neighbors	Out of the Loop Fringe Festival	3/4/11	12,140
Print Total			3	176,640
Grand Total			4	211,461

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St. Patrick's Day 2011

TELEVISION				
	Outlet	Program/Segment	Date	Viewers
1	WFAA - CH. 8 (ABC) - DFW	News 8 Daybreak	3/17/11	78,614
2	KTVT CH. 11 (CBS) - DFW	CBS 11 News This Morning	3/17/11	52,022*
TV Total			2	130,636
ONLINE				
	Website	Title	Date	Viewers
1	D Magazine	Where to Have McFun For St. Patrick's Day in Dallas	NA	NA
2	D Magazine	St. Patrick's Day at the Londoner	NA	NA
3	The Killdares	March Madness begins now!	NA	NA
4	St. Ann Parish	Singles Event-St. Patrick's Day Celebration	NA	NA
5	NBCdfw.com	St. Patrick's Day Drink Specials & Events	NA	NA
6	Meetup.com	LetSt. Patrick's Day Celebration and Social 's	NA	NA
7	BlackFinn	St. Patrick's Day	NA	NA
8	The Lion and the Crown	The Lion & Crown Events	NA	NA
9	Shite'n'Onions	2011 St. Patricks	NA	NA
10	Pegasus News	The Killdares	NA	NA
11	Pegasus News	Buffalo Blues Band	NA	NA
12	Pegasus News	North Texas Firefighter Pipe & Drum Band	NA	NA
Online Total			12	NA
Grand Total			14	130,636

* Confirmed, but cancelled due to reporter's schedule change.

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Orlando Campos

PRINT				
	Outlet	Title	Date	Circulation
1	Carrollton Neighbors	Addison selects Orlando Campos to create, lead new department	4/22/11	12,140
Print Total			1	12,140

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Town of Addison

Total PR Values October 1, 2012 - September 30, 2013

	Event	Total Outlets	Circulation/ Viewers	Ad Value	PR Value
1	Worldfest	21	1,826,005	\$17,168	\$51,504
2	Vitruvian Lights	53	2,990,903	\$7,076	\$21,229
3	Taste Addison	113	11,592,765	\$40,963	\$120,536
4	Summer Series	53	5,211,250	\$8,987	\$26,958
5	Kaboom	215	20,151,764	\$263,777	\$791,360
6	Oktoberfest	135	7,166,837	\$85,847	\$303,740
Total Media Value		590	48,939,524	\$423,818	\$1,315,327

NOTE 1: Not all viewership/circulations are included in the total (online publications cannot be reported). So the total is higher than the number quoted. NOTE 2: Most radio segments are not recorded so this number so it is not included in the recaps.