



## Broadcast Coverage Listing Report

### KSAT-ABC San Antonio, TX KSAT 12 NEWS AT NOON

Aug 26 2009 12:00PM CT

[11:33] THE FAMILY IS AFFECTED. CUTTING THE AMOUNT OF TIME YOU SIT SOME TRAFFIC CUT BY 50 HOURS A YEAR. THE **ALAMO REGIONAL MOBILITY AUTHORITY** HOPES TO DO THAT. 281, 1604 INTERCHANGE ON THE NORTH SIDE. IT WAS CASUAL, BUT BROUGHT OUT QUESTIONS BY RESIDENTS.

**Audience:**  
65,825  
**30-Second  
Ad  
Equivalency:**  
\$350

**Market  
Rank:** 37  
**Calculated  
Ad Value:**  
\$397  
**Placement:**  
Middle

**Runtime:**  
0:34  
**Calculated  
Publicity  
Value:**  
\$1,191

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### KENS-CBS San Antonio, TX EYEWITNESS NEWS 6AM

Aug 26 2009 06:00AM CT

[14:47] BUT SOMETHING MAY SOON BE DONE TO EASE THE PROBLEM. LAST NIGHT, FOLKS WHO LIVE I THE AREA GOT TO ASK QUESTIONS ABOUT A PROPOSAL TO RE-BUILD THE INTERSECTION. THE **REGIONAL MOBILITY AUTHORITY** HELD AN OPEN HOUSE TO TALK ABOUT THE PLAN. THE PROPOSAL IS TO BUILD FOUR DIRECT CONNECTORS, TWO FROM 281 NORTH TO 1604 EAST AND WEST, AND TWO FROM 1604 EAST AND WEST TO 281 SOUTH. THERE IS OPPOSITION TO THE PLAN, BUT MOST SAID THEY WERE JUST HAPPY SOMETHING WAS GOING TO BE DONE.

**Audience:**  
41,753  
**30-Second  
Ad  
Equivalency:**  
\$250

**Market  
Rank:** 37  
**Calculated  
Ad Value:**  
\$208  
**Placement:**  
Middle

**Runtime:**  
0:25  
**Calculated  
Publicity  
Value:**  
\$624

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### WOAI-NBC San Antonio, TX NEWS 4 SAN ANTONIO TODAY

Aug 26 2009 06:00AM CT

[21:41] TRAFFIC RELIEF IS COMING FOR PEOPLE WHO TRAVEL ALONG 281 AND 1604! THE GOOD NEWS IT WON'T BE **TOLL ROADS!** WE'VE BEEN TELLING YOU ABOUT THIS DIRECT CONNECTORS FOR 281 NORTHBOUND AND 1604 FOR MONTHS. LAST NIGHT PEOPLE WHO WILL USE THEM GOT A CHANCE TO TAKE A LOOK AND

GIVE THE **ALAMO** RMA THEIR OPINION, THE PLAN CALLS FOR FOUR CONNECTORS SO PEOPLE DON'T HAVE TO GET OFF 281 NORTHBOUND OR 1604 TO CHANGE DIRECTIONS PEOPLE ARE TIRED OF SITTING IN TRAFFIC, TIRED OF WASTING GAS, GET PEOPLE MOVING AGAIN THE RMA STILL NEEDS THE FEDERAL GOVERNMENT TO "OKAY" THE ENVIRONMENTAL ASPECT BUT IT IS CONFIDENT CONSTRUCTION WILL BEGIN NEXT SPRING. IT WILL TAKE ABOUT TWO AND HALF YEARS TO COMPLETE. A LOT MORE TO COME THIS MORNING ON NEWS-4 WOAI 'TODAY', INCLUDING THE LATEST TO A MASSIVE REFRIGERATOR RECALL, WHAT YOU NEED TO KNOW NEXT.

**Audience:**  
17,816  
**30-Second Ad Equivalency:**  
\$275

**Market Rank:** 37  
**Calculated Ad Value:**  
\$724  
**Placement:**  
End

**Runtime:**  
1:19  
**Calculated Publicity Value:**  
\$2,172

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## WOAI-NBC San Antonio, TX NEWS 4 SAN ANTONIO TODAY

Aug 26 2009 06:00AM CT

[13:41] WE HAVE MORE NEWS, STILL AHEAD THIS MORNING ON NEWS-4 WOAI 'TODAY', TRAFFIC RELIEF FOR 281 THE PLAN THAT COULD REDUCE WAIT TIME WITHOUT EVEN USING **TOLL ROADS!** AND SEE WHERE ONE COMMUNITY WAS ROCKED BY A BIG LANDSLIDE, WE'LL SHOW YOU WHERE NEXT. AND WE'RE TRACKING SOME BIG BREAKING NEWS FROM THIS MORNING, SENATOR TED KENNEDY PASSED AWAY OVERNIGHT AT HIS FAMILY HOME IN HYANNIS PORT, MASSACHUSETTS.

**Audience:**  
17,816  
**30-Second Ad Equivalency:**  
\$275

**Market Rank:** 37  
**Calculated Ad Value:**  
\$257  
**Placement:**  
Middle

**Runtime:**  
0:28  
**Calculated Publicity Value:**  
\$771

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## WOAI-NBC San Antonio, TX NEWS 4 SAN ANTONIO TODAY

Aug 26 2009 05:00AM CT

[11:24] HEBRON CHISM GEVERS STREET STUDIO IT WAS FOR THE KIDS, IT WASN'T FOR WHOEVER TOOK IT, I MEAN THEY CAN SIT IN IT AND PLAY IN IT & DO WHATEVER THEY WANT, AS LONG AS IT'S HERE FOR EVERYONE TO USE THE ARTIST ESTIMATES THE CHAIR WAS WORTH ABOUT 2-THOUSAND DOLLARS, AND THEY ARE ASKING THAT IT BE RETURNED. A LOT MORE NEWS THIS MORNING ON NEWS-4 WOAI 'TODAY', COMING SOON TRAFFIC RELIEF FOR 281! THE PLAN THAT WILL REDUCE WAIT TIME WITHOUT TOLL ROADS.

[14:05] TRAFFIC RELIEF IS COMING FOR PEOPLE WHO TRAVEL ALONG 281 AND 1604! AND, IT WON'T BE **TOLL ROADS!** WE'VE BEEN TELLING YOU ABOUT DIRECT CONNECTORS FOR 281 NORTHBOUND AND 1604 FOR MONTHS. LAST NIGHT PEOPLE

WHO WILL USE THEM GOT A CHANCE TO TAKE A LOOK AND GIVE THE **ALAMO** RMA THEIR OPINION, THE PLAN CALLS FOR FOUR CONNECTORS SO PEOPLE DON'T HAVE TO GET OFF 281 NORTHBOUND OR 1604 TO CHANGE DIRECTIONS PEOPLE ARE TIRED OF SITTING IN TRAFFIC, TIRED OF WASTING GAS, GET PEOPLE MOVING AGAIN THE RMA STILL NEEDS THE FEDERAL GOVERNMENT TO "OKAY" THE ENVIRONMENTAL ASPECT BUT IT IS CONFIDENT CONSTRUCTION WILL BEGIN NEXT SPRING. IT WILL TAKE ABOUT TWO AND HALF YEARS TO COMPLETE. DAVID IS HERE WITH WEATHER.

**Audience:**  
4,383  
**30-Second Ad Equivalency:**  
\$85

**Market Rank:** 37  
**Calculated Ad Value:**  
\$298  
**Placement:**  
Middle

**Runtime:**  
1:45  
**Calculated Publicity Value:**  
\$894

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## **WOAI-NBC San Antonio, TX NEWS 4 SAN ANTONIO TODAY**

Aug 26 2009 05:00AM CT

**[40:43]** WE TRIED TO CALL MENCHACA AND BOZADA, BUT THEY DID NOT CALL US BACK. TRAFFIC RELIEF IS COMING FOR PEOPLE WHO TRAVEL ALONG 281 AND 1604! AND, IT WON'T BE **TOLL ROADS!** WE'VE BEEN TELLING YOU ABOUT DIRECT CONNECTORS FOR 281 NORTHBOUND AND 1604 FOR MONTHS. LAST NIGHT PEOPLE WHO WILL USE THEM GOT A CHANCE TO TAKE A LOOK AND GIVE THE **ALAMO** RMA THEIR OPINION, THE PLAN CALLS FOR FOUR CONNECTORS SO PEOPLE DON'T HAVE TO GET OFF 281 NORTHBOUND OR 1604 TO CHANGE DIRECTIONS LEROY ALLOWAY/**ALAMO** RMA) WE ARE GOING TO GIVE EVERYONE BACK IN A WEEK ABOUT HOUR OF THEIR TIME THAT IS NOT SPENT SITTING BEHIND THE WHEEL STARING AT TAIL LIGHTS IN FRONT OF THEM, THE RMA STILL NEEDS THE FEDERAL GOVERNMENT TO "OKAY" THE ENVIRONMENTAL ASPECT BUT IT IS CONFIDENT CONSTRUCTION WILL BEGIN NEXT SPRING. IT WILL TAKE ABOUT TWO AND HALF YEARS TO COMPLETE. A LOT MORE NEWS THIS MORNING ON NEWS-4 WOAI 'TODAY', YOU ARE LOOKING LIVE AT THE HOME WHERE SENATOR KENNEDY DIED EARLY THIS MORNING IN MASSACHUSETTS COMING UP, A UNIQUE LOOK AT THE SENATOR'S LIFE-LONG ROLE AS A PUBLIC SERVANT. PLUS, THE NEXT HURDLE FACING **SAN ANTONIO'S** LITTLE LEAGUE WORLD SERIES TEAM AS THEY MOVE CLOSER TO THE FINALS.

**Audience:**  
4,383  
**30-Second Ad Equivalency:**  
\$85

**Market Rank:** 37  
**Calculated Ad Value:**  
\$246  
**Placement:**  
Middle

**Runtime:**  
1:27  
**Calculated Publicity Value:**  
\$738

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## **KENS-CBS San Antonio, TX EYEWITNESS NEWS AT 10 PM**

Aug 25 2009 10:00PM CT

**[6:14]** ALSO, TEACH YOUR CHILDREN EMERGENCY NUMBERS AND YOUR HOME

ADDRESS. 3THOSE OF YOU WHO TAKE 1604 AND 281, MUMBLE AND CURSE THE TRAFFIC DAILY. AND AS WE'VE BEEN TELLING YOU, THERE'S A NEW PROPOSAL TO FIX IT ALL AND IT DOES NOT INCLUDE **TOLL ROADS**. KENS 5'S AMANDA STANZILIS TELLS US TONIGHT ABOUT THE ROUTE TO SPEEDING THINGS UP. 3ANGRY WITH THE CURRENT SITUATION AND ARMED WITH QUESTIONS, VERNON SMITH WAS ONE OF MORE THAN 80 PEOPLE WHO SHOWED UP AT THIS OPEN HOUSE ON THE PROPOSED 281 AND LOOP 1604 INTERCHANGE.

**[6:40]** 3ANGRY WITH THE CURRENT SITUATION AND ARMED WITH QUESTIONS, VERNON SMITH WAS ONE OF MORE THAN 80 PEOPLE WHO SHOWED UP AT THIS OPEN HOUSE ON THE PROPOSED 281 AND LOOP 1604 INTERCHANGE. "I DRIVE 281 NORTH EVERY WEEKEND FROM THURSDAY TO FRIDAY, AND THE TRAFFIC UNBELIEVABLE. "IT'S A SENTIMENT HEARD REPEATEDLY, SO **ALAMO** RMA HAS PROPOSED BUILDING FOUR DIRECT CONNECTORS. TWO GOING DIRECTLY FROM 281 NORTH TO LOOP 1604 EAST AND 1604 WEST. AND TWO GOING FROM LOOP 1604 EAST AND 1604 SOUTH ONTO 281 SOUTH.

**[8:25]** 3HEY! DON'T PUT THAT CAMERA IN Y THE WELCOME MAT, WHAT GOT THIS GRANNY TOTALLY RILED UP. CAUGHT AND CUFFED, WHAT THESE **SAN ANTONIO** RESIDENTS ALL DID TO LAND THEM BEHIND BARS.

**Audience:**  
131,649  
**30-Second  
Ad  
Equivalency:**  
\$1,600

**Market  
Rank:** 37  
**Calculated  
Ad Value:**  
\$4,960  
**Placement:**  
Beginning

**Runtime:**  
1:33  
**Calculated  
Publicity  
Value:**  
\$14,880

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## **KSAT-ABC San Antonio, TX KSAT 12 NIGHTBEAT**

Aug 25 2009 10:00PM CT

**[2:23]** IT IS, IN FACT, A SQUID. THE CONTAINER HIDDEN BEHIND A FREE HID AGAIN A FEW FEET OFF THE RECORD. IF ALL GOES AS PLANS, TENS THOUSANDS COMMUTE TORES COULD SEE RELIEF AT THE 281-1604 EXCHANGE SOON, THE **ALAMO REGIONAL MOBILITY AUTHORITY** HOLDING AN OPEN HOUSE SHARING PLANS TO ADD FOUR NONTOLLED INTERCHANGE RAMPS WHICH IT SAYS COULD KNOCK OUT AS MUCH AS 50 HOURS A YEAR OF SITTING IN TRAFFIC. CHARLES GONZALES HAS MORE FROM TONIGHT'S MEETING. IT'S PLAN TO PROVIDE LONG OVERDUE RELIEF TO ONE OF THE WORST INTERCHANGES IN THE CITY.

**Audience:**  
123,375  
**30-Second  
Ad  
Equivalency:**  
\$1,700

**Market  
Rank:** 37  
**Calculated  
Ad Value:**  
\$2,323  
**Placement:**  
Beginning

**Runtime:**  
0:41  
**Calculated  
Publicity  
Value:**  
\$6,969

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## **WOAI-NBC San Antonio, TX NEWS 4 SAN ANTONIO AT 10 PM**

Aug 25 2009 10:00PM CT

[1:47] STEPHANIE BLUE, YOU COULD SIT THERE FOR LITERALLY AN HOUR HORN HONKING MARY PERMANN) PEOPLE ARE STUCK IN TRAFFIC AND THERE'S NOTHING YOU CAN DO TEACHER) THE MORE YOU MOVE THE BETTER IT WILL BE. THINK OF THAT AS A MANTRA, THE MORE YOU MOVE THE BETTER IT WILL BE. LEROY ALLOWAY/ALMAO RMA) WITH THE DIRECT CONNECTORS WE ARE PROPOSING TO BUILD WE ARE TAKING THAT 10 MINUTE DRIVE AND MAKING IT 2, INSTEAD OF SPENDING 10 MINUTES GETTING OFF 1604 TO GET TO 281 OR VICE VERSA THE DIRECT CONNECTORS WILL DO JUST THAT, ALLOW YOU TO GO DIRECTLY FROM 1604 TO 281 WITHOUT HAVING TO GET ON THE FRONTAGE ROADS, LEROY ALLOWAY/ALMAO RMA) WHAT IT MEANS IS CONGESTION RELIEF, AND THAT RELIEF THE **ALAMO** RMA SAYS WILL NOT BE **TOLL ROADS**, 140 MILLION DOLLAR PRICE TAG WOULD BE PAID FOR BY WITH FEDERAL STIMULUS MONEY STEPHANIE BLUE) I THINK IT WOULD HELP AND DON'T FORGET THAT MANTRA I MENTIONED EARLIER, THE IDEA IS TO MOVE AS MUCH AS YOU CAN, AND, AS FAST AS YOU CAN. I'M DIFFENATLY GLAD IT'S COMING BECAUSE GETTING OUT ON THAT ACCESS ROAD ON 281 IT'S ALWAYS PACKED, UNTIL THEN THOUGH. LET'S INHALE KEEP TAKING DEEP BREATHS.

[3:43] IT'S ALL ABOUT MAKING SURE YOUR KIDS ARE SAFE. AND THIS RIGHT HERE, CAN HELP THEM. CRIME STOPPERS IS NOW TEAMING UP WITH SCHOOL DISTRICTS AROUND **SAN ANTONIO**, TO USE CELL PHONES AND TEXT MESSAGING TO SOLVE AND MAYBE PREVENT CRIMES. DOLORES ORTEGA LIVES RIGHT ACROSS THE STREET FROM A LOCAL HIGH SCHOOL SHE'S SEEN, FIRST HAND, THE GRAFFITTI, DRUGS, AND VIOLENCE KIDS HAVE TO DEAL WITH EVERY DAY. DOLORES ORTEGA: "THEY'RE BROUGHT UP WITH THIS THINKING, IT'S COOL TO DO THIS KIND OF STUFF.

[4:29] ORTEGA: "I THINK IT'S GREAT. I THINK THAT THE KIDS NEED TO START TAKING RESPONSIBILITY TO BETTER OUR COMMUNITY. BILL VALLANCE, PRESIDENT OF **SAN ANTONIO'S** CRIME STOPPERS, SAYS THE NEW PROGRAM ALLOWS STUDENTS TO TEXT IN A TIP ANNONYMOUSLY. VALLANCE: "IF YOU SEE SOMETHING GOING ON AND YOU CAN SEND IT OUT AS A TEXT MESSAGE, WE GET THAT INFORMATION AND THERE IS A GOOD POTENTIAL THAT WE CAN REACT TO IT VERY QUICKLY AND MAYBE STOP SOMETHING FROM OCCURING. THE PROGRAM HAS ONLY BEEN AROUND A FEW MONTHS, AND ALREADY TEENS ARE SENDING IN TEXT TIPS ABOUT CRIMES HAPPENING AT SCHOOL.

[6:16] THE VICTIM WAS FOUND STRANGLED TO DEATH IN HER HOME ON BURWOOD, NORTH OF DOWNTOWN. POLICE ARE LOOKING FOR ONE MORE SUSPECT. NEW SINCE SIX, WE'RE LEARNING MORE ABOUT A **SAN ANTONIO** MAN ACCUSED OF LEADING A DRUG TRAFFICKING RING, THAT WAS BUSTED TODAY. AT LEAST 10 PEOPLE FROM THE **SAN ANTONIO** AREA WENT BEFORE A FEDERAL JUDGE TODAY. THEY'RE FACING DRUG AND MONEY LAUNDERING CHARGES. THIS IS JOSE OMAR MARTINEZ, AGENTS BELIEVE, MARTINEZ AND HIS BROTHER HEADED THE DRUG AND MONEY SCHEME, THAT STARTED NEAR THE MEXICO BORDER, THEN HIT CITIES LIKE **SAN ANTONIO**, CHICAGO, AND CINNCINATTI.

**Audience:**  
69,500  
**30-Second  
Ad  
Equivalency:**  
\$1,100

**Market**  
**Rank:** 37  
**Calculated  
Ad Value:**  
\$5,683  
**Placement:**

**Runtime:**  
2:35  
**Calculated  
Publicity  
Value:**  
\$17,049

## **KSAT-ABC San Antonio, TX KSAT 12 NEWS AT 5:00**

Aug 25 2009 05:00PM CT

**[6:00]** AND THE CRIME SURVEILLANCE WAS ROLLING DURING THIS MORNING'S SMASH AND GRAB BURGLARY AND ALTHOUGH THE OFFICERS FOUND THE VEHICLE USED IN THIS CRIME MAY THEY PLAN TO LOOK CLOSELY AT THE VIDEO TO SEE IF THE THIEVES CAN BE FOUND IN IT. DOUG SHUPE, KSAT 12 NEWS. AND THE TIME THAT THE ECONOMY IS AILING, A GLOBAL GIANT IN THE MEDICAL FIELD IS GEARING UP TO START OPERATIONS HERE IN **SAN ANTONIO**. MEDTRONIC INN OPENING FOR BUSINESS IN JUST UNDER THREE WEEKS, AND AS MARILYN MORITZ REPORTS, THE COMPANY IS HIRING. IT WAS A CONFETTI MOMENT, MEDTRONIC, A CORPORATE GIANT OF MEDICAL DEVICES WAS EXPANDING ITS DIABETES OPERATION TO **SAN ANTONIO**, BRINGING A HEALTHY DOSE OF JOBS. WE'VE SEEN THOUSANDS OF RESUMES, LITERALLY. GENERAL MANAGER SAID SO FAR 100 LOCAL PEOPLE ARE HIRE AND TRAINING FOR START UP DAY ON SEPTEMBER 14TH AT THE FACILITY AT THE RIM.

**[7:06]** JOBS PELLED ON MEDTRONIC'S WEBSITE RANGE FROM CALL CUSTOMER SERVICE TO SALES TO FARM INTEREST THE ENTIRE OPERATION HERE IS GEARED TOWARDS HELPING OUR PATIENTS BETTER MANAGE THE DIABETES. MEDTRONICS MARKETS INSULIN PUMPS AND GLUCOMONITOR. THEY CONSIDERED HUNDREDS OF CITIES FOR THE OPERATION BUT ONE OF THE MAGNETS THAT DREW IT HERE, **SAN ANTONIO'S** GROWING BIOMEDICAL INDUSTRY. PROXIMITY TO UTSA AND UT HEALTH SCIENCE CENTERS WHERE KEY FACTORS IN ON THE PARTING A BUSINESS CITY LEADERS WILL LAND MORE JOB. THE FIRST IS TO CAPITALIZE ON THE MOMENTUM SOFT MEDTRONIC ANNOUNCEMENT.

**[7:35]** THE FIRST IS TO CAPITALIZE ON THE MOMENTUM SOFT MEDTRONIC ANNOUNCEMENT. THEY SAY MEDTRONIC'S SOLE FOCUS IS TO GET THE CENTER RUNNING. CERTAINLY THERE IS MORE ROADS DOWN THE WELL FOR OTHER TO POTENTIALLY COME HERE TO **SAN ANTONIO**. FOLLOWING THE TOWNHALL MEETING CHARLES GONZALES BACK IN **SAN ANTONIO** TODAY TO TALK ABOUT HEALTH CARE. HE TALKED ABOUT THE HEALTH CARE REFORM PLAN, TO BE CONSIDERED BY CONGRESS TODAY AT THE BARRIO FAMILY HEALTH CENTER, ON THE WEST SIDE. HOE SAYS HE THINKS CONGRESS NOT ONLY WANTS TO GET GET MORE PEOPLE COVERED WITH HEALTH INSURANCE AND EVEN REDUCE THE COST FOR INSURANCE EVEN THOSE WITH INSURANCE.

**[11:11]** PLUS SMILED WILD ANIMALS MAKING A VISIT TO A LOCAL HOSPITAL. WE WILL TELL YOU WHY THEY WERE THERE, COMING UP. THE **ALAMO REGIONAL MOBILITY AUTHORITY** HOSTING AN OPEN HOUSE TONIGHT TO TALK ABOUT ONE OF THE HOTTEST ISSUES FACING TRANSPORTATION IN **SAN ANTONIO**, IT IS THE 160-4281 INTERCHANGE, THEY WILL BE DISCUSSING A PROPOSAL TO BUILD FOUR DIRECT CONNECTORS AT THE INTERSECTION ON THE NORTH SIDE. THE 140 MILLION-DOLLAR PROJECT WILL BE FUNDED BY FEDERAL STIMULUS MONEYS. TONIGHT'S MEETING WILL TAKE PLACE AT THE HARVEST FELLOWSHIP CHURCH ON LOOP 1604 EAST, IT WILL RUN FROM 6 TO 9:00 O'CLOCK. SOME **SAN ANTONIO** CHILDREN METHODIST CHURCH HOSPITAL CAN'T GET OUT TO SEA WORLD RIGHT NOW SO THEY CAME TO HIM. THEY DIDN'T SHAMU BUT BROUGHT PENGUINS, A PORCUPINE AND OTHER ANIMALS, THEY GOT TO TOUCH THEM IF THEY WANTED. IT BRINGS SMILES TO FACES THAT MIGHT NOT HAVE A REASON TO SMILE OTHERWISE.

**Audience:**  
111,500  
**30-Second  
Ad  
Equivalency:**  
\$1,200

**Market  
Rank:** 37  
**Calculated  
Ad Value:**  
\$13,280  
**Placement:**  
Middle

**Runtime:**  
5:32  
**Calculated  
Publicity  
Value:**  
\$39,840

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## WOAI-NBC San Antonio, TX 4 SAN ANTONIO LIVING

Aug 25 2009 10:00AM CT

[8:48] OKAY. YOUR MOUTH IS WATERING. COMING UP ON "**SAN ANTONIO LIVING**" IS IT TIME TO MAKE THE 1604 INTER CHANGE A REALTY AND GET TRAFFIC MOVING ON THE NORTH SIDE IN THE **ALAMO** RMA IS HERE AND THEY'LL BE BREAKING DOWN THE PLANS FOR THE MULTI-POLITICAL IN LD. DELIVERED. WELCOME BACK.

[11:37] ON THE NORTH SIDE YOU KNOW IT IS A TOUGH COMMUTE TO GET HOME. WHAT ABOUT THE INTER CHANGE AND COULD IT BE THE FUTURE OF WHAT HAPPENS IN WERE NECK OF THE WOODS? IT COULD SET THE PREFERENCE AND JOINING US MORE IS LEE ROY ALLAWAY THE DIRECTOR OF THE RMA THE **REGIONAL MOBILITY AUTHORITY**. THANKS FOR COMING BY TODAY. MY PLEASURE.

[12:11] YES. WE'RE TALKING 281 AND 1604. ONE OF THE THINGS WITH THE RMA WE DON'T HAVE TO MAKE IT A **TOLL ROAD** IF THERE IS A WAY TO PLAY WITH IT THERE. IS NO OTHER MONEY ON THE TABLE. WE'RE LOOKING AT TOLLING WITH THESE PROJECTS.

[12:58] NO. WHAT WE DO TODAY NON-TOLL WILL STAY NON-TOLL IN THE FUTURE. THE SAME THING ON 281, 1604 IF WE ADD **TOLL LANES** YOU'LL HAVE A NON-TOLL OPTION THAT WILL GET YOU FROM POINT A TO POINT B AND IT MAY TAKE YOU THE SAME TIME AS TODAY. WHAT IS THE CONTROVERSY? WHAT ARE YOU WORRIED ABOUT? PEOPLE ARE WORRIED ABOUT THAT FITZ INTER CHANGE ARE THE **TOLL ROADS** AND WE'RE WORRIED WE'RE EXPANDING OVER THE AQUIFER THAT THAT COULD FURTHER DEGREE AGATE THE IMPACT DEGRATE THE IMPACT OF THE AQUIFER. THIS IS A WAY YOU CAN PROVIDE RELIEF FOR 15 VEHICLES A DAY SO THEY ARE I'D KWROLG IN TRAFFIC NOT POLLUTING THE AIR. THEY ARE MOVING.

[13:47] THEY ARE MOVING. THE BEST WAY TO STET ZERO MILES PER GALLON IS TO BE STUCK IN TRAFFIC. I THINK THE BIGGEST GROUP IS THE **TOLL PARTY**. THEY'RE CONCERNED ABOUT ENVIRONMENTAL PROBLEMS AND THREATENING A LAWSUIT. AT THIS POINT IS THERE A LAWSUIT THAT IS OUT THERE?

[16:11] IF WE CAN DO THIS AND GET THIS STARTED WHEN CAN WE EXPECT CONSTRUCTION TO STARTED? WE'RE HOPEFUL WE CAN GET CONSTRUCTION STARTED BY APRIL OF NEXT YEAR AND WE'RE HOPING TO BE AGGRESSIVE AS WE CANNOT ONLY TO GET THE STIMULUS MONEY SPENT BUT GET PEOPLE EMPLOYED GET THE ECONOMY MOVING AGAIN AND GET RELIEF ON THE NORTH SIDE. IT IS THE WORST INTERSECTION IN **SAN ANTONIO**. IT WOULD BE NICE TO SAY WE REMEMBER WHEN IT WAS THE WORSE INTERSECTION. IF W DON'T USE THAT STIMULUS MONEY WHAT HAPPENS TO IT?

**Audience:**  
13,214

**Market  
Rank:** 37

**Runtime:**  
5:00

**30-Second  
Ad  
Equivalency:**  
\$135

**Calculated  
Ad Value:**  
\$1,350

**Calculated  
Publicity  
Value:**  
\$4,047

**Placement:**  
Middle

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## **KENS-CBS San Antonio, TX EYEWITNESS NEWS 5AM**

Aug 25 2009 05:00AM CT

[18:25] IF THE CHAIR DOESN'T TURN UP, EW ONE, BUT THIS TIME HE'LL LOCK IT DOWN AND STEP UP SECURITY. 3"NOW YOUR VIPIR FIVE WEATHER FORECAST. 3 3 3 3EVER SAT IN TRAFFIC AT 281 AND 1604 ON THE NORTHSIDE, THEN U KNOW ITS A NIGHTMARE, THOSE CONTROVERSIAL **TOLL ROADS** ASIDE, THERE MIGHT BE A QUICK FIX FOR THE AREA.

**Audience:**  
23,470  
**30-Second  
Ad  
Equivalency:**  
\$150

**Market  
Rank:** 37  
**Calculated  
Ad Value:**  
\$1,200  
**Placement:**  
Middle

**Runtime:**  
4:00  
**Calculated  
Publicity  
Value:**  
\$3,600

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## **KENS-CBS San Antonio, TX EYEWITNESS NEWS AT 10 PM**

Aug 24 2009 10:00PM CT

[11:58] FIREFIGHTERS ARE GETTING HELP WITH THE FLAMES FROM RESIDENTS. THEY'RE GRABBING GARDEN HOSES, CHOPPING DOWN TREES ANYTHING TO CORNER THE INFERNO. 3NEXT AT 10, A HEALTH ALERT FOR THOSE TRYING TO SLIM DOWN, WHAT PILLS COULD HARM YOU, FIXING THE PAINS AT 1604 AND 281, WHAT MAY BE ON THE ROAD AHEAD FOR **SAN ANTONIO** DRIVERS, AND WHAT DO YOU SEE? THE RELIGIOUS SIGHTING A LOCAL WOMAN HAD IN HER KITCHEN, IF YOU TAKE THE WEIGHT LOSS PILL "ALLI", YOUR HEALTH COULD BE AT RISK. WE'VE LEARNED THE FOOD AND DRUG ADMINISTRATION IS INVESTIGATING REPORTS OF LIVER DAMAGE BY THE NON-PRESCRIPTION DRUG.

[15:52] 3WITH SCHOOL BACK IN SESSION THE BIG CONCERN IS SWINE FLU. BUT THE STATE SEEMS TO THINK WE'LL BE OKAY. EARLIER TODAY, GOVERNOR RICK PERRY WAS IN **SAN ANTONIO**. HE SAYS TEXAS HAS STOCKPILED TWO-POINT-FIVE MILLION DOSES OF ANTIVIRAL MEDS, SUCH AS TAMIFLU, AND HAS REQUESTED NEARLY A MILLION MORE DOSES. PERRY SAYS TEXAS WILL DEAL WITH THE FLU THREAT JUST LIKE WE DEAL WITH HURRICANES: "PRAY FOR THE BEST AND PLAN FOR THE WORST.

[16:57] TONIGHT, ALL 50 STATES, HAVE CASES OF ALMOST EIGHT-THOUSAND PEOPLE HAVE BEEN HOSPITALIZED AS A RESULT, AND 522 PEOPLE HAVE LOST THEIR LIVES TO THIS FAST-SPREADING DISEASE, WHICH PEAKED IN LATE SPRING. 3 3LIVE LOOK TONIGHT AT THE ROADS AROUND THE CITY, CALM NOW, BUT NOT COME RUSH HOUR TOMORROW MORNING, ESPECIALLY IF YOU TAKE 281 OR LOOP 1604, WHERE THOSE TWO HIGHWAYS MEET IS CONSIDERED A TRAFFIC

NIGHTMARE. **TOLL ROADS** ASIDE, IS THERE A QUICK FIX? POSSIBLY SO. THIS VIDEO IS FROM THE **ALAMO** RMA, IT SHOWS PLANS TO IMPLEMENT DIRECT CONNECTOR RAMPS, TAKING PEOPLE UP AND OVER A LOT OF THE CONGESTION, REDUCING WAITS AT LIGHTS BY AN ESTIMATED EIGHT MINUTES. THAT MAY NOT SOUND LIKE A LOT BUT OVER A WEEK IT MEANS YOU'D SPEND AN HOUR A WEEK NOT\* STUCK WAITING. THERE'S GOING TO BE AN OPEN HOUSE, FOR PUBLIC INPUT ON ALL THIS.

[18:16] THIS TIME, HE'LL LOCK IT DOWN, AND STEP UP SECURITY. 3 3IN MY KITCHEN SINK, YOU'D NORMALLY FIND A FEW DISHES, AND GLASSES, SOME CLEAN, SOME NOT. A **SAN ANTONIO** WOMAN, SAW NONE OF THAT IN HER OWN SINK. TAKE A LOOK AT THIS PICTURE JACKIE DINH SENT US, SHE CLAIMS THIS BRIGHT-BLUE HALO NEAR THE DRAIN REPRESENTS OUR LADY OF GUADALUPE, THE MOTHER OF JESUS CHRIST. AT FIRST, YOU MIGHT NOT SEE IT, BUT IF YOU COMPARED IT TO AN IMAGE OF THE GUADALUPE, YOU CAN MAKE IT OUT.

<b>Audience:</b> 131,649	<b>Market</b> <b>Rank:</b> 37	<b>Runtime:</b> 5:39
<b>30-Second Ad</b>	<b>Calculated Ad Value:</b> \$18,080	<b>Calculated Publicity Value:</b> \$54,240
<b>Equivalency:</b> \$1,600	<b>Placement:</b> Middle	

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## **KENS-CBS San Antonio, TX EYEWITNESS NEWS AT 10 PM**

Aug 21 2009 10:00PM CT

[4:30] PAUL'S HERE WITH A FIRST LOOK TONIGHT, PAUL? 3 3 3 TONIGHT, WE'VE LEARNED MORE ABOUT A PROPOSAL TO CLEAR UP TRAFFIC AT 281 AND 1604. TAKE IT EASY, THIS IS A DIFFERENT IDEA, **TOLL ROADS** ARE NOT INCLUDED. BUT THERE WILL BE MORE RAMPS FOR YOU TO CHOOSE FROM. KENS 5'S CHRIS SADEGHI IS LIVE FROM THE AREA WITH THE **ALAMO** RMA'S DESIGNS. CHRIS? 3A LOT OF OPINIONS ON WHAT TO DO WITH THIS INTERSECTION. THE **ALAMO** RMA SHARED WITH US THE DESIGN, THEY'LL TAKE TO THE PUBLIC NEXT WEEK. THERE WERE OVER 250 ACCIDENTS LAST YEAR, AND UNCOUNTABLE HOURS LOST IN TRAFFIC AT THIS INTERCHANGE. THESE ARE TWO MAJOR HIGHWAYS NO ACCESS TO ONE ANOTHERSO THE **ALAMO** RMA IS UNVEILING THEIR LATEST IDEA TO PROVIDE THAT ACCESS AND THEIR CALLED DIRECT CONNECTORS. WE TRY TO PROJECT TRAFFIC OUT 30 YEARS. ENGINEERING DIRECTOR PAT IRWIN TOOK US FOR A RIDE, TO SHOW US HOW THEY'LL WORK.

<b>Audience:</b> 131,649	<b>Market</b> <b>Rank:</b> 37	<b>Runtime:</b> 1:56
<b>30-Second Ad</b>	<b>Calculated Ad Value:</b> \$6,187	<b>Calculated Publicity Value:</b> \$18,561
<b>Equivalency:</b> \$1,600	<b>Placement:</b> Beginning	

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<b>Report Generated:</b>	2009/09/09 19:13:40.895 (UTC)
<b>Total Story Count:</b>	14
<b>Total Nielsen Audience:</b>	887,982
<b>Total 30-Second Ad Value:</b>	\$10,405
<b>Total Run Time:</b>	32:54
<b>Total Calculated Ad Equivalency:</b>	\$55,193
<b>Total Calculated Publicity Value:</b>	\$165,576

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