



June 19, 2009

David Duncan, Chairman
Knoxville Tourism & Sports Corporation
Knoxville, TN

Dear David:

I have reviewed the various supporting information used to calculate whether or not Gloria Ray is entitled to an incentive bonus for the year ended June 30, 2009.

We have reviewed the appropriate documentation and calculations, which include some projected figures that we consider to be conservative projections. We can confirm the calculations which show the total bonus based on this data due Ms. Ray would be \$107,816. However, Ms. Ray's employment agreement caps her bonus at 50% of her base compensation of \$201,014 which is \$100,507. Therefore, Ms. Ray is entitled to an incentive bonus of \$100,507.

Please do not hesitate to contact me if you have any questions.

Sincerely,

VAN ELKINS & ASSOCIATES, CPAs

A handwritten signature in dark ink, appearing to read 'Van T. Elkins', written over a light blue horizontal line.

Van T. Elkins
Certified Public Accountant

VTE:tal

PRESIDENT/CEO
Bonus Calculation Summary
July 1, 2008 through June 30, 2009

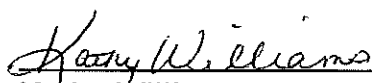
INCENTIVE BONUS:	
Hotel/Motel Tax Collection Bonus	\$ 69,507 ✓
Operating Surplus Bonus	\$ 8,600 ✓
Economic Impact Bonus	\$ 24,459 ✓
Media Coverage Bonus	\$ 5,250 ✓
TOTAL BONUS	\$ 107,816

TOTAL BONUS CALCULATED: \$ 107,816 ✓

Bonus Cap \$100,507 \$ 100,507 ✓
(Incentive: 50% of \$201,014)

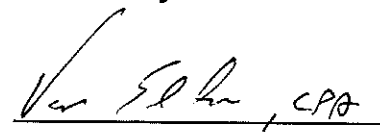
BONUS DUE: \$ 100,507 ✓
(Greater of Cap or Calculated)

Submitted by:



Kathy Williams
KTSC Sr. Vice President Finance/Administration

Verified by:



Van Elkins, CPA

**PRESIDENT/CEO
BONUS CALCULATION WORKSHEET
HOTEL/MOTEL TAX COLLECTIONS SUMMARY**

Collection Month		Total Collections
May 2008		\$ 512,100
June 2008		\$ 468,566
July 2008		\$ 453,059
August 2008		\$ 405,881
September 2008		\$ 505,997
October 2008		\$ 523,644
November 2008		\$ 365,186
December 2008		\$ 274,164
January 2009		\$ 321,976
February 2009		\$ 310,490
March 2009		\$ 381,504
April 2009 <i>estimate</i>		\$ 372,500
TOTAL HOTEL/MOTEL TAX COLLECTIONS		\$ 4,895,067

is reasonable

Application of Formula

Total Collections:	\$	4,895,067.00
Less Benchmark:	\$	<u>4,200,000.00</u>
Increase over Benchmark	\$	695,067.00
10% of Increase	\$	69,506.70

BONUS EARNED FROM HOTEL/MOTEL TAX COLLE	\$ 69,507
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**HOTEL/MOTEL TAX
FOR THE MONTH OF MAY 2008**

FUNDS COLLECTED	512,100.15 CO CLK CK # 15
10%	51,210.02
LESS 1%	<u>512.10</u>
TOTAL	<u><u>50,697.91</u></u>

PAYEE: CITY OF KNOXVILLE
FINANCE DEPARTMENT
400 MAIN AVE, RM 681
KNOXVILLE, TN 37902

Aug. 20. 2008 3:54PM

No. 0380 P. 4

HOTEL/MOTEL TAX
FOR THE MONTH OF JUNE 2008

FUNDS COLLECTED 468,566.52 ✓

10% 46,856.65
LESS 1% 468.57

TOTAL 46,388.09

PAYEE: CITY OF KNOXVILLE
FINANCE DEPARTMENT
400 MAIN AVE, RM 681
KNOXVILLE, TN 37902

Oct. 13. 2008 9:46AM

No. 1239 P. 3

HOTEL/MOTEL TAX
FOR THE MONTH OF JULY 2008

FUNDS COLLECTED	438,250.35	453,059.49	
10%	43,825.04	45,305.95	
LESS 1%	<u>438.25</u>	<u>Adj 453.06</u>	
TOTAL	<u>43,386.78</u>	44,852.89	(paid mar 2, 09)

PAYEE: CITY OF KNOXVILLE
FINANCE DEPARTMENT
400 MAIN AVE, RM 681
KNOXVILLE, TN 37902

HOTEL/MOTEL TAX
FOR THE MONTH OF SEPTEMBER 2008*August taxes collected**August*

FUNDS COLLECTED

392,041.41

*Adj - faxed 3/21/09**405880.91*

10%

39,204.14

40,588.09

LESS 1%

392.04*405.88*

TOTAL

38,812.10*40,182.21*

PAYEE: CITY OF KNOXVILLE
FINANCE DEPARTMENT
400 MAIN AVE, RM 681
KNOXVILLE, TN 37902

 $\div 2 = 19,406.05$

HOTEL/MOTEL TAX
FOR THE MONTH OF SEPTEMBER 2008

Adj (land 3-2-09)

FUNDS COLLECTED 493,816.73

505,996.97

10% 49,381.67
LESS 1% 493.62

50,599.70
506.00

TOTAL 48,868.06

50,093.70

PAYEE: CITY OF KNOXVILLE
FINANCE DEPARTMENT
400 MAIN AVE, RM 681
KNOXVILLE, TN 37902

HOTEL/MOTEL TAX
FOR THE MONTH OF OCTOBER 2008

FUNDS COLLECTED	508,055.63
10%	50,805.58
LESS 1%	<u>508.08</u>
TOTAL	<u>50,297.51</u>

Adj (fayed 3/2/09)

523643.54

52,364.35

523.64

51,840.71

PAYEE: CITY OF KNOXVILLE
FINANCE DEPARTMENT
400 MAIN AVE, RM 681
KNOXVILLE, TN 37902

TOTAL OCCUPANCY TAX DUE:	\$371,287.97
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TOTAL OCCUPANCY TAX COLLECTED:	\$372,639.33
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TOTAL PENALTY COLLECTED:	\$0.26
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TOTAL INTEREST COLLECTED:	\$2.45
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TOTAL COUNTY TAX PORTION:	\$365,186.54
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COUNTY CLERK COMMISSION:	\$7,452.79
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Month	Original	Adjustment	Total
July	43,386.78	1,466.11	44,852.89
August	38,812.10	1,370.11	40,182.21
September	48,868.06	1,225.64	50,093.70
October	50,297.51	1,543.20	51,840.71
November	20,592.55		20,592.55
December	27,142.26		27,142.26 - attached

December	274,164.24
10%	27,416.42
1%	- 274.16
	<hr/> 27,142.26

Apr. 3. 2009 4:39PM
KNOX COUNTY RECEIVABLE WARRANT
TO THE TRUSTEE, KNOX COUNTY, TENNESSEE

No. 3721—P. 2
104493

Total for Receivable Wt.
\$321,975.50

Date of Warrant: 3/17/2009
Date Deposited: 3/16/2009
Date Posted: 3/17/2009
Bank: BDDA

Unit	Acct-Sub	Activity	Acct Cat	Description	Amount
HOTEL/MOTEL	FUNDWIDE				
220	40240-0			1/09 HOTEL / MOTEL TAX	321,975.50
				Total for RW# 104493	\$321,975.50

Jan

X .10
32,197.55
- 321.97
31,875.58

Account: 40240 Budget: 5,500,000.00-
 Year: 2009 Actual: 3,384,719.87-
 Budget: 1 Encumbrances: 0.00
 Commitments: 0.00
 Remaining Balance: 2,115,280.13-
CSV Export

Encumbrances Commitments Actual Posted Budget Trans Budget Transactions

Actual

Page 2 of 2

Next Page:

SC	Sys	Pd	Co	Accounting Unit	Description	Amount	Journal	St
CB	8	8	1	220	8/08 ADJUST OVERPD C	13,839.48-	N	47 5
CB	8	8	1	220	9/08 ADJUST OVERPD C	12,380.25-	N	47 5
CB	8	8	1	220	10/08 ADJUST OVERPD	15,587.89-	N	47 5
CB	9	9	1	220	1/09 HOTEL / MOTEL T/	321,975.50-	N	34 5
CB	10	10	1	220	2/09 HOTEL/MOTEL TAX - Feb	310,489.97-	N	27 5
CB	11	11	1	220	3/09 Hotel/Motel Tax - March	381,503.68-	N	61 5

REMITTANCE STATEMENT

BALANCE FORWARD	REFERENCE OR DESC.	DATE	INVOICE AMOUNT	DEDUCTIONS	DISCOUNT OR RATE	BALANCE	REGISTER NO.
	Hotel Motel Jay						
	220 40240			Less 2%			
		4/20/08	814042				
	April Collections						
	REMITTANCE SUMMARY					423380.14	
			INVOICE	DEDUCTIONS	DISCOUNT	CHECK AMOUNT	

PRINTED IN U.S.A.

WM. MIKE PADGETT
KNOX COUNTY CLERK
KNOXVILLE, TENNESSEE

April 2008 423,380

88% 372,574

estimate April 2009 : 372,500

**PRESIDENT/CEO
BONUS CALCULATION WORKSHEET
OPERATING SURPLUS**

	OPERATING SURPLUS
Operating Net Income after Depreciation	\$ 37,000 ✓
Emergency Assistance to arts & cultural Organizations	\$ 185,000 ✓
TOTAL OPERATING SURPLUS:	\$ 222,000 ✓

Less \$50,000 \$ 172,000 ✓

5% \$ 8,600 ✓

BONUS EARNED FROM OPERATING SURPLUS:	\$ 8,600 ✓
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KNOXVILLE TOURISM & SPORTS CORPORATION



One Vision Plaza
301 S. Gay Street
Knoxville, TN 37902
Phone: 865-523-7263
Fax: 865-522-3974
www.Knoxville.org

To: Van Elkins and Kathy Williams

From: David Duncan, KTSC Board Chairman

Date: June 9, 2009

Re: Gloria Ray's 2008-2009 Operating Surplus Bonus

For the purpose of calculating Ms Ray's 2008-2009 Operating Surplus Bonus, I, as KTSC Board Chairman, am directing you to increase the 2008-2009 operating surplus by \$185,000 for the purpose of bonus calculation only. This increase is being made to reflect the \$185,000 "emergency" financial assistance that KTSC is providing to arts & cultural organizations for FYE10. Had the KTSC not made these one-time payments to the various organizations, then the operating surplus for bonus calculations purposes would be \$185,000 more than what the FYE09 budget will reflect.

Thank you

A handwritten signature in dark ink, appearing to read 'David Duncan', with a long horizontal stroke extending to the right.

David Duncan

KTSC Board Chairman

Knoxville Tourism & Sports Corp. Revenues & Expenses FYE 06/30/09

					Apr/Bud
	Adjusted	Actual	Actual	Projected Actual	Act/Adj
	Budget	April 2009	YTD as of 4/30/09	FYE09	%
Revenues:					
Knox County Services Contract	2,187,000	206,250	2,062,500	2,475,000	94%
City of Knoxville Services Contract	1,060,000	65,000	835,000	1,013,000	79%
Total Known Revenues	3,247,000	271,250	2,897,500	3,488,000	89%
Other Revenues:					
Revenues - Retail	60,000	5,535	44,954	52,500	75%
Cost of Goods - Retail	(45,000)	(3,460)	(33,983)	-40,700	76%
Revenues - Café	61,000	6,428	52,678	61,600	86%
Cost of Goods - Café	(31,000)	(3,142)	(25,434)	-30,000	82%
Corporate Revenue	25,000	0	2,400	2,400	10%
Visitors Guide Revenue	99,000	438	90,724	90,700	92%
Advertising Matching funds - State	70,000	0	0	70,000	0%
County Contract Reconciliation	151,045	0	103,045	151,045	68%
Net Event Revenue	6,700	0	6,707	6,700	100%
Miscellaneous	3,500	568	3,064	3,500	88%
Total Other Revenues	400,245	6,367	244,155	367,745	61%
Total Revenues	3,647,245	277,617	3,141,655	3,855,745	86%
Expenses:					
Administration/Operations	1,297,400	161,875	1,049,999	1,304,250	81%
Sales	695,060	74,316	530,211	703,900	76%
Service	503,700	40,309	407,573	504,250	81%
Marketing	959,120	43,938	777,878	1,111,050	81%
Total Expenses	3,455,280	320,438	2,765,661	3,623,450	80%
Net Income (Loss) before Depreciation	191,965	(42,821)	375,994	232,295	196%
Depreciation Expense	185,000	16,220	162,148	195,000	88%
Net Income (Loss) after Depreciation	6,965	(59,041)	213,846	37,295	

	Adjusted	Actual	Actual	Projected Actual	Act/Adj
	Budget	April 2009	YTD as of 4/30/09	FYE09	%
Administration/Operations					
Payroll	973,200	142,225	760,943	975,000	78%
Interns	1,000	50	250	500	25%
Contract Labor	500	0	250	500	50%
Travel	2,200	0	2,102	2,100	96%
Office Maintenance	15,000	533	17,296	20,000	115%
Office Supplies	17,000	1,927	15,989	17,500	94%
Printing	8,000	355	6,962	8,000	87%
Postage/Shipping	8,000	2,085	6,691	9,000	84%
Office Equip Maint.	5,000	1,971	7,837	8,000	157%
Trash Pick up	1,000	0	990	1,000	99%
Telephone	24,000	1,769	18,569	22,500	77%
Utilities	40,000	3,570	35,611	43,000	89%
Gasoline	2,000	158	1,393	1,700	70%
Vehicle Maintenance	3,000	272	937	2,500	31%
Equipment Lease	4,000	0	4,020	4,050	101%
Parking	21,000	1,790	20,269	22,500	97%
Purchased Services	8,000	1,981	6,945	8,500	87%
Legal	5,000	0	4,655	4,700	93%
General Insurance	33,000	0	31,254	32,000	95%
Subscriptions	500	0	160	200	32%
Bank Charges/Fees	9,000	596	6,842	8,000	76%
Memberships/Dues	1,000	0	810	800	81%
Cash Over/Short Retail	0	(3)	(12)		
Vehicle Insurance	10,000	0	8,274	9,000	83%
Business Taxes/Fees	8,000	100	6,496	7,000	81%
Accounting	37,000	0	37,700	37,700	102%
Corp Development	15,000	550	4,960	10,000	33%
Employee Training	1,500	0	2,376	2,500	158%
Employee Relations	18,500	376	19,107	19,500	103%
Computer Expenses	20,000	921	14,114	20,000	71%
Misc.	6,000	649	6,209	6,500	103%
Total Administration/Operations	1,297,400	161,875	1,049,999	1,304,250	81%
Sales					
Payroll	459,400	52,177	375,062	497,500	82%
Interns	500	0	47	200	9%
Lead Development	7,480	606	3,397	7,400	45%
Travel	61,000	1,147	57,843	63,000	95%
Sales Software Maintenance	4,590	0	1,490	4,500	32%
Memberships/Dues	17,530	3,400	11,159	22,000	64%
Subscriptions	500	0	198	300	40%
Printing	200	0	0	100	0%
Postage/Shipping	6,000	253	7,825	10,000	130%
Destination Review	34,250	5,741	20,988	23,000	61%
Site Inspections	34,250	990	11,381	20,000	33%
Bid Enhancements	65,000	9,902	35,500	50,000	55%
Training	1,360	0	1,356	1,400	100%
Misc Sales	3,000	100	3,965	4,500	132%
Total Sales	695,060	74,316	530,211	703,900	76%

	Adjusted	Actual	Actual	Projected Actual	Act/Adj
	Budget	April 2009	YTD as of 30/09	FYE09	%
Service					
Payroll	429,500	33,678	359,302	431,000	84%
Interns	3,000	272	2,277	3,000	76%
Convention Services	30,000	2,695	6,254	25,000	21%
Team Knoxville	3,350	0	3,424	6,000	102%
Travel	8,000	984	5,702	200	71%
Vendor Relations	500	0	86	500	17%
Memberships/Dues	900	0	225	100	25%
Subscriptions	100	0	0	8,300	0%
Printing	2,000	0	8,296	500	415%
Postage/Shipping	600	18	368	7,500	61%
Visitor Center Parking	8,000	630	6,927	7,000	87%
Retail/Café Supplies	7,500	1,443	7,298	4,500	97%
Visitor Center Community Relations	2,000	407	2,896	4,500	145%
Hospitality Training	5,500	157	2,135	3,500	39%
Training	2,000	0	1,833	2,000	92%
Misc Service	750	25	550	650	73%
Total Service	503,700	40,309	407,573	504,250	81%
Marketing					
Payroll	333,600	22,444	264,687	331,500	79%
Interns - Marketing	2,000	147	1,228	1,600	61%
Contract Labor	3,150	0	3,100	3,100	98%
Client Relations	1,500	0	1,354	1,500	90%
Media Relations	1,500	381	700	1,100	47%
Travel	6,500	0	4,706	6,800	72%
Vendor Relations	1,000	0	100	500	10%
Postage/Shipping	3,440	39	2,055	3,000	60%
Board Relations	5,000	0	3,440	4,500	69%
KTA	6,000	0	6,000	6,000	100%
Middle E TN Tourism Council (METTC)	10,000	0	10,000	10,000	100%
Stakeholder Partnerships	37,500	0	37,500	222,500	100%
Bid Development	7,500	54	979	7,000	13%
Editorial Development/Consulting	50,000	5,000	45,000	50,000	90%
Dues/Memberships	1,500	200	1,260	1,800	84%
Subscriptions	500	0	96	300	19%
Training	2,000	63	1,924	2,000	96%
Ind Press Tours Gifts	1,000	0	0	500	0%
Sponsorship Development/Fulfillment	28,500	0	2,530	4,000	9%
Video Service	8,000	150	4,395	8,000	55%
Advertising Placement	260,000	11,463	230,857	263,350	89%
Advertising Printing	20,000	0	2,876	18,000	14%
Advertising Production	18,000	120	13,609	17,000	76%
Visitor's Guide Production	100,000	0	96,086	96,100	96%
Mail Fulfillment	29,430	2,218	23,061	27,000	78%
Market Research	1,500	89	1,476	1,500	98%
Virtual concierge maintenance	2,500	34	1,057	2,400	42%
Website	15,000	1,450	14,900	17,000	99%
Misc - Marketing	2,500	86	2,902	3,000	116%
Total Marketing	959,120	43,938	777,878	1,111,050	81%

PRESIDENT/CEO
BONUS CALCULATION WORKSHEET
ECONOMIC IMPACT SUMMARY

	ECONOMIC IMPACT
Conventions & Sports Events	\$ 124,458,893 ✓
TOTAL IMPACT:	\$ 124,458,893

Less \$100 000,000 ✓ \$ 24,458,893

1/10 of 1% (.001) \$ 24,459 ✓

BONUS EARNED FROM ECONOMIC IMPACT:	\$ 24,459 ✓
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Knoxville Tourism and Sports Corporation

Sales Report Summary



Period 6/1/2009 Through 6/30/2009

	# of Confirmed Bookings	Total Delegate Days	Econ. Impact	Variance	Total Revenue
Monthly Production Report					
6/1/2009 Through 6/30/2009					
Total Proposals / Bids Issued	6	10,685	\$3,858,354		
Total Definitives Booked	9	26,275	\$9,487,903		
Total Proposals / Bids Issued for KCC	2	5,500	\$1,986,050		
Total Definitives Booked Utilizing KCC	4	24,000	\$8,666,400		
Projected KCC Revenue From Bookings	4		\$38,660		
Projected vs. Actual KCC Event Revenue (Variance)				\$0	
Total Projected/Actual KCC Event Revenue from Bookings					\$38,660

Year To Date Production Report

7/1/2008 Through 6/30/2009

Total Proposals / Bids Issued	308	1,484,706	\$536,127,337		
Total Definitives Booked	121	344,666	\$124,458,893		
Total Proposals / Bids Issued for KCC	125	1,075,440	\$388,341,384		
Total Definitives Booked Utilizing KCC	18	171,350	\$61,874,485		
Projected KCC Revenue From Bookings	18		\$617,204		
Projected vs. Actual KCC Event Revenue (Variance)				(\$457,359)	
Total Projected/Actual KCC Event Revenue from Bookings					\$159,845

Year To Date totals are subject to modification due to actual event changes such as cancellation or attendance projections.

City Multiplier for Economic Impact changed from 2 to 1.57 beginning July, 2005

Monthly Summary Definite Future Business

2008 - 2009

1.57

\$230

Month	Groups	Room Nights	Delegates	Delegate Days	Direct Spending	Economic Impact	State Tax	Local Tax	Room Rev	Room Tax	Total Taxes
July	4	432	275	855	\$196,650	\$308,741	\$13,766	\$4,425	\$36,288	\$2,903	\$21,093
August	5	1,154	1,495	3,375	\$776,250	\$1,218,713	\$54,338	\$17,466	\$96,936	\$7,755	\$79,558
September	12	12,988	16,794	65,862	\$15,148,260	\$23,782,768	\$1,060,378	\$340,836	\$1,090,992	\$87,279	\$1,488,493
October	4	560	5,100	13,800	\$3,174,000	\$4,983,180	\$222,180	\$71,415	\$47,040	\$3,763	\$297,358
November	8	2,094	4,872	12,594	\$2,896,620	\$4,547,693	\$202,763	\$65,174	\$175,896	\$14,072	\$282,009
December	7	9,978	11,430	41,090	\$9,450,700	\$14,837,599	\$661,549	\$212,641	\$838,152	\$67,052	\$941,242
January	13	1,623	2,310	5,755	\$1,323,650	\$2,078,131	\$92,656	\$29,782	\$136,332	\$10,907	\$133,344
February	20	4,525	12,610	27,190	\$6,253,700	\$9,818,309	\$437,759	\$140,708	\$380,100	\$30,408	\$607,599
March	15	17,240	39,950	135,880	\$31,252,400	\$49,066,268	\$2,187,668	\$703,179	\$1,448,160	\$115,853	\$3,006,700
April	8	1,020	1,055	4,600	\$1,058,000	\$1,661,060	\$74,060	\$23,805	\$85,680	\$6,854	\$104,719
May	16	1,461	3,140	7,390	\$1,699,700	\$2,668,529	\$118,979	\$38,243	\$122,724	\$9,818	\$167,040
June	9	6,355	7,340	26,275	\$6,043,250	\$9,487,903	\$423,028	\$135,973	\$533,820	\$42,706	\$601,706
Year To Date	121	59,430	106,371	344,666	\$79,273,180	\$124,458,893	\$5,549,123	\$1,783,647	\$4,992,120	\$399,370	\$7,730,862



Knoxville Tourism and Sports Corporation

Definites Booked



Period 7/1/2008 Through 6/30/2009

Organization / Event	New / Repeat	Event Dates	Def Date	Delegates	Days	Delegate Days	Daily Expenditure	Direct Spending	Economic Impact	Venue
818th Tank Destroyer Battalion Association Annual Reunion	REP	7/24/2008 7/26/2008	7/9/2008	75	3	225	\$230	\$51,750	\$81,248	HOTE
Brink's Home Security Supervisor Leadership Meeting	NEW	8/12/2008 8/12/2008	8/8/2008	55	1	55	\$230	\$12,650	\$19,861	HOTE
Phoenix Closures Fall Sales Meeting	NEW	9/16/2008 9/18/2008	9/3/2008	24	3	72	\$230	\$16,560	\$25,999	HOTE
568 Ordinance HM Association Annual Reunion	NEW	9/25/2008 9/27/2008	8/14/2008	40	3	120	\$230	\$27,600	\$43,332	HOTE
Evangelical Presbyterian Church Urban Ministries Conference	NEW	9/29/2008 9/30/2008	9/5/2008	20	2	40	\$230	\$9,200	\$14,444	HOTE
Association of Home Equipment Educators Annual Meeting	NEW	10/22/2008 10/24/2008	7/22/2008	20	3	60	\$230	\$13,800	\$21,666	HOTE
Pilot Aquatic Club Annual Pilot Invitational	REP	11/14/2008 11/16/2008	9/30/2008	750	3	2250	\$230	\$517,500	\$812,475	UTAQ
Babcock & Wilcox Training Meeting	NEW	11/21/2008 11/22/2008	11/18/2008	20	2	40	\$230	\$9,200	\$14,444	HOTE

<i>Organization / Event</i>	<i>New / Repeat</i>	<i>Event Dates</i>	<i>Def Date</i>	<i>Delegates</i>	<i>Days</i>	<i>Delegate Days</i>	<i>Daily Expenditure</i>	<i>Direct Spending</i>	<i>Economic Impact</i>	<i>Venue</i>
Sevier Heights Baptist Church Annual Living Christmas Tree	NEW	12/5/2008 12/8/2008	10/31/2008	2500	4	10000	\$230	\$2,300,000	\$3,611,000	TBA
Pilot Aquatic Club January Pilot Classic	REP	1/16/2009 1/18/2009	9/30/2008	750	3	2250	\$230	\$517,500	\$812,475	UTAQ
Healthy Living Expo Annual Expo	REP	1/22/2009 1/24/2009	1/19/2009	500	3	1500	\$230	\$345,000	\$541,650	HOTE
Remote Area Medical Volunteer Corps Medic Day	REP	1/30/2009 1/31/2009	11/25/2008	1000	2	2000	\$230	\$460,000	\$722,200	CHIL
Big Ears Festival Annual Event	NEW	2/6/2009 2/8/2009	12/3/2008	800	3	2400	\$230	\$552,000	\$866,640	BIJOU
University of Tennessee Veterinary Medicine Annual Conference	REP	2/6/2009 2/8/2009	11/18/2008	250	3	750	\$230	\$172,500	\$270,825	HOTE
Easy Rider Events Custom Bike Show Tour	NEW	2/7/2009 2/7/2009	10/23/2008	1000	1	1000	\$230	\$230,000	\$361,100	KCC
Pilot Aquatic Club Tennessee State Swimming & Diving Championships	NEW	2/13/2009 2/14/2009	9/30/2008	750	2	1500	\$230	\$345,000	\$541,650	UTAQ
Tennessee State Lacrosse Association Pre Season Tournament	REP	2/21/2009 2/22/2009	1/5/2009	300	2	600	\$230	\$138,000	\$216,660	COUN
Fresenius Medical Care Meeting	NEW	3/1/2009 3/1/2009	2/5/2009	130	1	130	\$230	\$29,900	\$46,943	JUBI

<i>Organization / Event</i>	<i>New / Repeat</i>	<i>Event Dates</i>	<i>Def Date</i>	<i>Delegates</i>	<i>Days</i>	<i>Delegate Days</i>	<i>Daily Expenditure</i>	<i>Direct Spending</i>	<i>Economic Impact</i>	<i>Venue</i>
Furrow Auction Company Great Smoky Auction	NEW	3/7/2009 3/7/2009	1/28/2009	150	1	150	\$230	\$34,500	\$54,165	CHIL
United States Specialty Sports Association Smoky Mountain Spring Fling	NEW	3/7/2009 3/8/2009	2/10/2009	600	2	1200	\$230	\$276,000	\$433,320	COUN
Sites-M Educational Upgrade Meeting	REP	3/7/2009 3/7/2009	2/18/2009	50	1	50	\$230	\$11,500	\$18,055	HOTE
Are We There Yet?, LLC Tour Group	NEW	3/12/2009 3/12/2009	7/14/2008	50	1	50	\$230	\$11,500	\$18,055	HOTE
Spades Connection Live Spades Tournament	NEW	3/12/2009 3/15/2009	7/25/2008	130	4	520	\$230	\$119,600	\$187,772	HOTE
Tennessee Chiropractic Association TCA Spring Seminar	NEW	3/14/2009 3/15/2009	11/13/2008	200	2	400	\$230	\$92,000	\$144,440	HOTE
AAA of East Tennessee New Bishop of the Catholic Diocese Installation	NEW	3/19/2009 3/19/2009	2/11/2009	1000	1	1000	\$230	\$230,000	\$361,100	HOTE
Nature's Blend Inc. NBI - Product Showcase	NEW	3/20/2009 3/23/2009	3/18/2009	100	4	400	\$230	\$92,000	\$144,440	HOTE
Robotic Industries Association Regional Robot Safety Conference	NEW	3/23/2009 3/27/2009	12/18/2008	100	5	500	\$230	\$115,000	\$180,550	HOTE
United States Specialty Sports Association Diamond Sports Early Bird NIT	REP	3/27/2009 3/29/2009	2/10/2009	500	3	1500	\$230	\$345,000	\$541,650	CITY

<i>Organization / Event</i>	<i>New / Repeat</i>	<i>Event Dates</i>	<i>Def Date</i>	<i>Delegates</i>	<i>Days</i>	<i>Delegate Days</i>	<i>Daily Expenditure</i>	<i>Direct Spending</i>	<i>Economic Impact</i>	<i>Venue</i>
Tennessee Valley Cat Fanciers, Inc. Springtime in Tennessee - Annual Show	NEW	3/28/2009 3/28/2009	2/4/2009	125	1	125	\$230	\$28,750	\$45,138	CHIL
Twirling Unlimited Regional Championships	NEW	4/4/2009 4/4/2009	2/2/2009	100	1	100	\$230	\$23,000	\$36,110	AREA
Smoky Mountain Geocachers Great Smoky Mtn GeoQuest 3	NEW	4/4/2009 4/5/2009	11/20/2008	120	2	240	\$230	\$55,200	\$86,664	HOTE
Institute of Electrical & Electronics Engineers SC-2 Meeting	NEW	4/6/2009 4/8/2009	2/26/2009	25	3	75	\$230	\$17,250	\$27,083	HOTE
Thunder In the City Legends Event	NEW	4/9/2009 4/9/2009	2/26/2009	4000	1	4000	\$230	\$920,000	\$1,444,400	CHIL
KnoxVegas Heat Invitational Basketball Championships	NEW	4/10/2009 4/12/2009	12/9/2008	3500	3	10500	\$230	\$2,415,000	\$3,791,550	TBA
United States Specialty Sports Association Annual Easter Challenge	NEW	4/10/2009 4/11/2009	3/5/2009	110	2	220	\$230	\$50,600	\$79,442	LAKE
United States Specialty Sports Association Clash of Champions	NEW	4/17/2009 4/19/2009	3/5/2009	150	3	450	\$230	\$103,500	\$162,495	CITY
Southeastern Hospital Health & Fitness Alliance Regional Conference	NEW	4/22/2009 4/24/2009	9/30/2008	100	3	300	\$230	\$69,000	\$108,330	HOTE
United States Specialty Sports Association East TN Volunteer Classic	REP	4/24/2009 4/26/2009	2/10/2009	100	3	300	\$230	\$69,000	\$108,330	CITY

<i>Organization / Event</i>	<i>New / Repeat</i>	<i>Event Dates</i>	<i>Def Date</i>	<i>Delegates</i>	<i>Days</i>	<i>Delegate Days</i>	<i>Daily Expenditure</i>	<i>Direct Spending</i>	<i>Economic Impact</i>	<i>Venue</i>
Pilot Aquatic Club <i>Pilot Longcourse Invitational</i>	REP	5/1/2009 5/3/2009	9/30/2008	750	3	2250	\$230	\$517,500	\$812,475	UTAQ
Amateur Athletic Union <i>Boys Basketball Tennessee State Championship</i>	NEW	5/8/2009 5/10/2009	1/7/2009	75	3	225	\$230	\$51,750	\$81,248	AREA
Crohn's & Colitis Foundation of America/Tennessee <i>Knoxville Patient Education Program</i>	NEW	5/9/2009 5/9/2009	5/6/2009	100	1	100	\$230	\$23,000	\$36,110	UTCC
United States Specialty Sports Association <i>Southeastern Memorial Day Mania</i>	REP	5/22/2009 5/24/2009	2/10/2009	400	3	1200	\$230	\$276,000	\$433,320	COUN
Hammett-Lambert Wedding <i>Wedding</i>	NEW	5/23/2009 5/23/2009	3/24/2009	200	1	200	\$230	\$46,000	\$72,220	HOTE
Furrow Auction Company <i>Great Smoky Auction</i>	NEW	5/30/2009 5/30/2009	1/28/2009	150	1	150	\$230	\$34,500	\$54,165	CHIL
United States Department of Energy <i>National Laboratories Information Technology Sum</i>	NEW	5/31/2009 6/3/2009	11/18/2008	300	4	1200	\$230	\$276,000	\$433,320	HOTE
Neill Corporation <i>Neill Unplugged Tour</i>	NEW	6/1/2009 6/1/2009	1/22/2009	150	1	150	\$230	\$34,500	\$54,165	HOTE
Lucas Oil <i>Pro Pulling League</i>	REP	6/5/2009 6/6/2009	5/27/2009	300	2	600	\$230	\$138,000	\$216,660	CHIL
Consolidated Baptist District Women's Auxiliary <i>Annual Women's Retreat</i>	NEW	6/10/2009 6/13/2009	10/3/2008	400	4	1600	\$230	\$368,000	\$577,760	HOTE

<i>Organization / Event</i>	<i>New / Repeat</i>	<i>Event Dates</i>	<i>Def Date</i>	<i>Delegates</i>	<i>Days</i>	<i>Delegate Days</i>	<i>Daily Expenditure</i>	<i>Direct Spending</i>	<i>Economic Impact</i>	<i>Venue</i>
Running Man Gear Race Nights	REP	6/12/2009 6/12/2009	5/13/2009	20	1	20	\$230	\$4,600	\$7,222	VOL
Las Vegas Autographs Adventurecon	NEW	6/12/2009 6/14/2009	2/4/2009	500	3	1500	\$230	\$345,000	\$541,650	KCC
United States Specialty Sports Association Knoxville Area SubState Session 2	NEW	6/19/2009 6/21/2009	2/26/2009	150	3	450	\$230	\$103,500	\$162,495	CITY
United States Specialty Sports Association State Tournament	REP	6/19/2009 6/21/2009	3/10/2009	700	3	2100	\$230	\$483,000	\$758,310	COUN
Running Man Gear Race Nights	NEW	6/19/2009 6/19/2009	5/13/2009	20	1	20	\$230	\$4,600	\$7,222	VOL
Pro Wakeboard Tour King of Wake Wakeboarding Series	NEW	6/25/2009 6/28/2009	12/5/2008	6000	4	24000	\$230	\$5,520,000	\$8,666,400	VOL
Knoxville Rugby Football Club TN High School 7's	NEW	6/27/2009 6/27/2009	6/8/2009	200	1	200	\$230	\$46,000	\$72,220	COUN
Little Rock Tours Motorcoach Tour	NEW	6/30/2009 6/30/2009	3/26/2009	135	1	135	\$230	\$31,050	\$48,749	HOTE
Little Rock Tours Motorcoach Tour	NEW	7/5/2009 7/5/2009	3/26/2009	135	1	135	\$230	\$31,050	\$48,749	HOTE
United States Specialty Sports Association 12U AA World Series	NEW	7/6/2009 7/12/2009	3/10/2009	250	7	1750	\$230	\$402,500	\$631,925	COUN

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B2G Sports	NEW	7/9/2009 7/12/2009	6/8/2009	50	4	200	\$230	\$46,000	\$72,220	COUN
AI Wilson's Camp Explosion										
Amateur Athletic Union	NEW	7/9/2009 7/12/2009	2/17/2009	1500	4	6000	\$230	\$1,380,000	\$2,166,600	TOM
National Track & Field Qualifier										
Tennessee Tennis Association	NEW	7/10/2009 7/13/2009	6/10/2009	185	4	740	\$230	\$170,200	\$267,214	SMTA
Tennessee State Open Junior Championship										
Mizuno/Burchfield	NEW	7/11/2009 7/11/2009	5/4/2009	150	1	150	\$230	\$34,500	\$54,165	HOTE
Wedding										
Pilot Aquatic Club	NEW	7/16/2009 7/19/2009	9/30/2008	750	4	3000	\$230	\$690,000	\$1,083,300	UTAQ
Senior Sectionals										
Dale Family Reunion	NEW	7/17/2009 7/18/2009	5/29/2009	50	2	100	\$230	\$23,000	\$36,110	HOTE
Biennial Family Reunion										
Hacker Family Reunion	NEW	7/25/2009 7/26/2009	5/13/2009	100	2	200	\$230	\$46,000	\$72,220	HOTE
Annual Family Reunion										
Tennessee River 600	NEW	7/25/2009 7/25/2009	2/5/2009	100	1	100	\$230	\$23,000	\$36,110	HOTE
Annual Event										
Knox Volks Motor Club	NEW	7/25/2009 7/26/2009	5/27/2009	250	2	500	\$230	\$115,000	\$180,550	CHIL
Summer Bug Jam										
American Institute of Architects Tennessee	NEW	7/29/2009 7/31/2009	9/30/2008	400	3	1200	\$230	\$276,000	\$433,320	KCC
Annual Meeting & Convention										

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Pittman-Moore-Tyler Family Biennial Reunion	NEW	7/31/2009 8/2/2009	4/6/2009	100	3	300	\$230	\$69,000	\$108,330	HOTE
Isshin-Ryu Hall of Fame Annual Tournament & Banquet	NEW	7/31/2009 8/1/2009	8/26/2008	500	2	1000	\$230	\$230,000	\$361,100	KCC
Marine Max Annual Knoxville Visit	NEW	7/31/2009 8/1/2009	4/30/2009	15	2	30	\$230	\$6,900	\$10,833	HOTE
Furrow Auction Company Great Smoky Auction	NEW	8/1/2009 8/1/2009	1/28/2009	150	1	150	\$230	\$34,500	\$54,165	CHIL
National Youth Football Kick Off Classic	REP	8/7/2009 8/9/2009	3/17/2009	1000	3	3000	\$230	\$690,000	\$1,083,300	CITY
EcoQuest International Commercial Training Program	NEW	8/17/2009 8/18/2009	9/30/2008	500	2	1000	\$230	\$230,000	\$361,100	KCC
EcoQuest International Master Managers	NEW	8/18/2009 8/23/2009	5/18/2009	75	6	450	\$230	\$103,500	\$162,495	HOTE
United States Department of Energy Integrated Safety Management (ISM) Conference	NEW	8/24/2009 8/27/2009	12/9/2008	600	4	2400	\$230	\$552,000	\$866,640	KCC
Duff & Avery Family Annual Reunion	NEW	8/28/2009 8/29/2009	1/23/2009	75	2	150	\$230	\$34,500	\$54,165	HOTE
Kerbela Shrine Innovators Smoky Mountain Rod, Bike and Custom Nationals	NEW	8/29/2009 8/30/2009	5/27/2009	500	2	1000	\$230	\$230,000	\$361,100	CHIL

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American Academy of Nurse Practitioners Annual Region 4 Meeting	NEW	9/12/2009 9/12/2009	5/27/2009	50	1	50	\$230	\$11,500	\$18,055	HOTE
Eckankar State Conference	NEW	9/18/2009 9/20/2009	12/22/2008	80	3	240	\$230	\$55,200	\$86,664	HOTE
Young High School 50th Year Class Reunion	NEW	9/19/2009 9/19/2009	4/6/2009	100	1	100	\$230	\$23,000	\$36,110	HOTE
Total Sports Travel Tour Group	NEW	10/2/2009 10/3/2009	4/2/2009	120	2	240	\$230	\$55,200	\$86,664	HOTE
Digital Age Motorsports LLC Rivalry Nights Tour	NEW	10/2/2009 10/2/2009	3/26/2009	1000	1	1000	\$230	\$230,000	\$361,100	CHIL
Total Sports Travel Tour Group	NEW	10/9/2009 10/10/2009	4/2/2009	40	2	80	\$230	\$18,400	\$28,888	HOTE
22nd Bomb Squadron, World War II Annual Reunion	NEW	10/15/2009 10/17/2009	1/21/2009	50	3	150	\$230	\$34,500	\$54,165	HOTE
Tennessee Physical Therapy Association Biannual Meeting	NEW	10/16/2009 10/17/2009	6/11/2009	80	2	160	\$230	\$36,800	\$57,776	HOTE
N&W Productions East Tennessee Sports Expo	REP	10/16/2009 10/17/2009	2/4/2009	500	2	1000	\$230	\$230,000	\$361,100	CHIL
Running Man Gear Sports Festival	NEW	10/17/2009 10/17/2009	5/13/2009	50	1	50	\$230	\$11,500	\$18,055	WFP

<i>Organization / Event</i>	<i>New / Repeat</i>	<i>Event Dates</i>	<i>Def Date</i>	<i>Delegates</i>	<i>Days</i>	<i>Delegate Days</i>	<i>Daily Expenditure</i>	<i>Direct Spending</i>	<i>Economic Impact</i>	<i>Venue</i>
Federal Bureau of Investigation East Tennessee Cyber Security Summit	NEW	10/20/2009 10/21/2009	5/13/2009	275	2	550	\$230	\$126,500	\$198,605	HOTE
Tennessee Association of Audiologists & Speech-L Annual Fall Meeting	NEW	10/22/2009 10/24/2009	8/7/2008	400	3	1200	\$230	\$276,000	\$433,320	KCC
Tennessee Body-for-Life Champions Weekend	REP	10/23/2009 10/25/2009	3/16/2009	150	3	450	\$230	\$103,500	\$162,495	HOTE
Knoxville Brewers Jam Annual Festival	REP	10/24/2009 10/24/2009	10/28/2008	1200	1	1200	\$230	\$276,000	\$433,320	WFP
Tennessee Valley Kennel Club Annual Show	NEW	10/31/2009 11/1/2009	11/20/2008	982	2	1964	\$230	\$451,720	\$709,200	CHIL
Energy Technology & Environmental Business Ass Annual Business Opportunities Conference	REP	11/3/2009 11/5/2009	12/9/2008	350	3	1050	\$230	\$241,500	\$379,155	KCC
Furrow Auction Company Great Smoky Auction	NEW	11/7/2009 11/7/2009	1/28/2009	150	1	150	\$230	\$34,500	\$54,165	CHIL
National Youth Football Battle in Rocky Top	REP	11/20/2009 11/22/2009	3/17/2009	3000	3	9000	\$230	\$2,070,000	\$3,249,900	KCC
National Performance Network Annual December Meeting	NEW	12/3/2009 12/6/2009	1/3/2009	300	4	1200	\$230	\$276,000	\$433,320	HOTE
Institute of Electrical & Electronic Engineers Board Meeting	NEW	1/23/2010 1/24/2010	3/13/2009	20	2	40	\$230	\$9,200	\$14,444	HOTE

<i>Organization / Event</i>	<i>New / Repeat</i>	<i>Event Dates</i>	<i>Def Date</i>	<i>Delegates</i>	<i>Days</i>	<i>Delegate Days</i>	<i>Daily Expenditure</i>	<i>Direct Spending</i>	<i>Economic Impact</i>	<i>Venue</i>
National Christian School Association Annual Convention	NEW	3/3/2010 3/7/2010	4/29/2009	200	5	1000	\$230	\$230,000	\$361,100	HOTE
Knoxville Track Club Annual Marathon	REP	3/27/2010 3/28/2010	6/16/2009	1500	2	3000	\$230	\$690,000	\$1,083,300	KCC
FLW Outdoors College Fishing Championship	NEW	4/9/2010 4/11/2010	1/12/2009	60	3	180	\$230	\$41,400	\$64,998	HOTE
National Street Rod Association Annual Nats South	REP	4/30/2010 5/2/2010	3/9/2009	15000	3	45000	\$230	\$10,350,000	\$16,249,500	CHIL
USA Gymnastics Men's J.O. National Championships	NEW	5/5/2010 5/9/2010	6/5/2009	1000	5	5000	\$230	\$1,150,000	\$1,805,500	KCC
Venue Hospitality Association National Collegiate Conference	NEW	5/11/2010 5/12/2010	2/4/2009	30	2	60	\$230	\$13,800	\$21,666	HOTE
Autoshows Motorsport Events F-100 Supernationals & All Ford Show	NEW	5/13/2010 5/15/2010	2/19/2009	900	3	2700	\$230	\$621,000	\$974,970	CHIL
Southeastern Conference Men's & Women's Outdoor Track & Field Champio	NEW	5/13/2010 5/16/2010	5/15/2009	600	4	2400	\$230	\$552,000	\$866,640	TOM
Prevention Research Institute, Inc (PRI) PRIME For Life - New Instructor Training (NIT)	NEW	5/16/2010 5/20/2010	4/8/2009	30	5	150	\$230	\$34,500	\$54,165	HOTE
Lucas Oil Pro Pulling League	REP	6/4/2010 6/5/2010	5/27/2009	300	2	600	\$230	\$138,000	\$216,660	CHIL

<i>Organization / Event</i>	<i>New / Repeat</i>	<i>Event Dates</i>	<i>Def Date</i>	<i>Delegates</i>	<i>Days</i>	<i>Delegate Days</i>	<i>Daily Expenditure</i>	<i>Direct Spending</i>	<i>Economic Impact</i>	<i>Venue</i>
Geochemical Society Annual Goldschmidt Conference	NEW	6/14/2010 6/19/2010	9/30/2008	2000	6	12000	\$230	\$2,760,000	\$4,333,200	KCC
Western Writers of America Annual June/July National Convention	NEW	6/22/2010 6/26/2010	1/14/2009	200	5	1000	\$230	\$230,000	\$361,100	HOTE
National Fishing Lure Collectors Club Annual July National Meeting	NEW	7/8/2010 7/10/2010	2/23/2009	1000	3	3000	\$230	\$690,000	\$1,083,300	KCC
American Quilter's Society International Quilt Expo	NEW	7/14/2010 7/17/2010	9/29/2008	10000	4	40000	\$230	\$9,200,000	\$14,444,000	KCC
Isshin-Ryu Hall of Fame Annual Tournament & Banquet	NEW	7/23/2010 7/24/2010	8/26/2008	500	2	1000	\$230	\$230,000	\$361,100	KCC
Most Worshipful Prince Hall Grand Lodge Jurisdic Annual Communication	NEW	7/30/2010 8/4/2010	4/22/2009	450	6	2700	\$230	\$621,000	\$974,970	HOTE
John & John Flip Fest Annual Invitational	REP	1/15/2011 1/17/2011	11/18/2008	2000	3	6000	\$230	\$1,380,000	\$2,166,600	HOTE
Autoshows Motorsport Events F-100 Supernationals & All Ford Show	NEW	5/19/2011 5/21/2011	2/19/2009	900	3	2700	\$230	\$621,000	\$974,970	CHIL
Lucas Oil Pro Pulling League	REP	6/3/2011 6/4/2011	5/27/2009	300	2	600	\$230	\$138,000	\$216,660	CHIL
Gold Wing Road Riders Association Annual Summer National Wing Ding	NEW	7/6/2011 7/9/2011	3/31/2009	18000	4	72000	\$230	\$16,560,000	\$25,999,200	KCC

<i>Organization / Event</i>	<i>New / Repeat</i>	<i>Event Dates</i>	<i>Def Date</i>	<i>Delegates</i>	<i>Days</i>	<i>Delegate Days</i>	<i>Daily Expenditure</i>	<i>Direct Spending</i>	<i>Economic Impact</i>	<i>Venue</i>
John & John Flip Fest Annual Invitational	REP	1/13/2012 1/16/2012	6/4/2009	2000	4	8000	\$230	\$1,840,000	\$2,888,800	KCC
Lutheran Womens Missionary League Biennial Summer Mid South Regional Meeting	NEW	6/8/2012 6/10/2012	6/1/2009	325	3	975	\$230	\$224,250	\$352,073	HOTE
John & John Flip Fest Annual Invitational	REP	1/18/2013 1/21/2013	6/4/2009	2000	4	8000	\$230	\$1,840,000	\$2,888,800	KCC
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Totals:	93	<i>New Business</i>		70,626		240,171		\$55,239,330	\$86,725,748	
	28	<i>Repeat Business</i>		35,745		104,495		\$24,033,850	\$37,733,145	
Total Business:				106,371		344,666		\$79,273,180	\$124,458,893	
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	13	<i>New KCC Business</i>		36,400		142,300		\$32,729,000	\$51,384,530	
	5	<i>Repeat KCC Business</i>		8,850		29,050		\$6,681,500	\$10,489,955	
Total KCC Business:				45,250		171,350		\$39,410,500	\$61,874,485	

**PRESIDENT/CEO
BONUS CALCULATION WORKSHEET
MEDIA COVERAGE DETAIL**

EVENT: KTSC General Media Coverage

TYPE	VALUE	FREQUENCY	DESCRIPTION	TOTAL VALUE
NATIONAL/INTERNATIONAL TELEVISION				
DEDICATED PROGRAM	\$2,000 ✓	4 ✓		\$8,000 ✓
SEGMENT ON SHOW	\$1,000 ✓	3 ✓		\$3,000 ✓

CABLE/REGIONAL TELEVISION				
DEDICATED PROGRAM	\$1,500 ✓	0		\$0
SEGMENT ON SHOW	\$750 ✓	7 ✓		\$5,250 ✓

NATIONAL PRINT				
NEWSPAPER/MAGAZINE	\$750 ✓	41 ✓		\$30,750 ✓

REGIONAL PRINT (G)				
NEWSPAPER/MAGAZINE	\$500 ✓	116 ✓		\$58,000 ✓

NATIONAL/REGIONAL RADIO				
	\$ 250 ✓	0		\$0

TOTAL NATIONAL EXPOSURE VALUE:	\$105,000
MEDIA COVERAGE BONUS OF 5%	\$5,250 ✓

KTSC 2008-2009 Fiscal Year Media Report
Compiled by Sarah Malak, Senior Manager of Public Relations

Please note the following articles had direct association with the Knoxville Tourism & Sports Corporation (KTSC). There are an abundance of articles written about Knoxville, but the articles below have a direct association with the KTSC's proactive outreach. Please note that some entries may not include ad equivalencies. Ad equivalencies for these entries may not be available or accessible.

Total Entries = 549

Total Circulation = 49,820,831

Total Ad Equiv. = \$1,210,679.20

First Quarter:

Total Entries = 105

Total Circulation = 11,613,401

Total Ad Equiv. = \$583,113.87

Second Quarter:

Total Entries = 81

Total Circulation = 8,794,931

Total Ad Equiv. = \$121,986.37

Third Quarter:

Total Entries = 139

Total Circulation = 14,922,636

Total Ad Equiv. = \$342,096.12

Fourth Quarter:

Total Entries = 224

Total Circulation = 14,489,863

Total Ad Equiv. = \$163,482.90

*Please note that Cision, Burrelles & Vocus are all media clipping/research programs that KTSC uses.

Knoxville Local/Regional Print (179 entries) - Not Included.

*Please note that this section includes only local/regional entries printed in the Knoxville area.

Greater Knoxville Business Journal Local/Regional Print

July 2008

"Honors" - Listing of recipients of 2008 Greater Knoxville Tourism Awards

Ad Equivalency = \$715 (1/4 Page, Full Color)

"July Conventions" - List of conventions as submitted by KTSC

Ad Equivalency = \$535 (1/4 Page, 12x a Year)

Circulation = 15,000

Farragut Press

July 3

Local/Regional Print

"ETCH offers fireworks safety tips" - Article mentioning 2008

Chrysler Jeep Boomsday Festival

"Dixie Lee Fireworks celebrates 60 years" - Article mentioning 2008

Chrysler Jeep Boomsday Festival

Circulation = 15,665

Knoxville News Sentinel

July 8

Local/Regional Print

"Today's Ticket" - Listing of WDVX Blue Plate Special featuring Gretel

Ad Equivalency = \$52.31 (1 Cl, Mon. - Thurs.)

Circulation = 115,505

Greater Knoxville Business Journal

August 2008

Local/Regional Print

"August Conventions" - List of conventions as submitted by KTSC

Ad Equivalency = \$535 (1/4 Page, 12x a Year)

Circulation = 15,000

Downtown Knoxville & Everything West

August 2008

Local/Regional Print

"Boomsday!" - Article on 2008 Chrysler Jeep Boomsday Festival

Ad Equivalency = \$975 (1/3 Page, 1x a Year, Full Color)

Circulation = 33,000

Knoxville Magazine

August 2008

Local/Regional Print

"The Down Time Five"

Ad Equivalency = 1/3 Page Vertical = \$999, 1/9 Page Vertical = \$333 = \$333 (Size of article is 1/9 Page Vertical)

"Marquee: Knoxville's Events Guide"

Ad Equivalency = \$999 (1/3 Page Box)

Both listings with 2008 Chrysler Jeep Boomsday Festival included

Circulation = 25,000

Cityview Magazine

August 2008

Local/Regional Print

"Calendar of Events" - Listing of 2008 Chrysler Jeep Boomsday Festival & Grand Ole Gospel Reunion

Ad Equivalency = Page, No Bleed = \$800, 1/24 Page, No Bleed = \$133.33 = \$133.33 (Size of article is 1/24 Page, No Bleed)

"The Seen" - Photos & write-up of 2008 Honda Hoot

Ad Equivalency = \$1,500 (1/2 Page, No Bleed)

Circulation = 25,000

Knoxville News Sentinel

August 2

Local/Regional Print

"Howell: Finally, a national holiday for the overworked" - Article

mentioning 2008 Chrysler Jeep Boomsday Festival
Website Audience = 123,362 per month

Knoxville News Sentinel Local/Regional Print
August 5 "Today's Ticket" - Listing of WDVX Blue Plate Special featuring Kelly McRae
Ad Equivalency = \$52.31 (1 CI, Mon. - Thurs.) x 2 CI = \$104.62
Circulation = 115,505

Knoxville News Sentinel Local/Regional Print
August 7 "Ahillen: Peaceful day at Tiananmen reason to hope" - Article mentioning Chrysler Jeep Boomsday Festival
Website Audience = 123,362 per month

Knoxville News Sentinel Local/Regional Print
August 13 "Today's Ticket" - Listing of WDVX Blue Plate Special featuring High Cotton
Ad Equivalency = \$52.31 (1 CI, Mon. - Thurs.)
Circulation = 115,505

Knoxville Journal Local/Regional Print
August 14 "Boomsday ends summer with a bang"
"Church Street hosts Boomsday event"
Articles on 2008 Chrysler Jeep Boomsday Festival
Circulation = 6,241

The Daily Beacon (University of Tennessee) Local/Regional Print
August 16 "Boomsday presents holiday celebration" - Article on 2008 Chrysler Jeep Boomsday Festival
Ad Equivalency = 42 CI x \$10.90 (Local Rate per CI, Black & White) = \$457.80
Circulation = 15,000

Knoxville News Sentinel Local/Regional Print
August 17 "Million reasons for FLW to like Knoxville" - Article on 2008 FLW Wal-Mart Fishing Tour
Ad Equivalency = 20 CI x \$78.40 (1 CI, Sun.) = \$1,568
Circulation = 150,147

Knoxville News Sentinel Local/Regional Print
August 19 "Wi-Fi network holds promise for downtown merchants"
Ad Equivalency = 76 CI x \$52.31 (1 CI, Mon. - Thurs.) = \$3,975.56
"Wireless cultural tour downtown almost ready"
Ad Equivalency = 41 CI x \$52.31 (1 CI, Mon. - Thurs.) = \$2,144.71

Two articles on new Wi-Fi network that will promote Knoxville's
black heritage through digital storytelling
Circulation = 115,505

Knoxville News Sentinel Local/Regional Print

August 20 "Digital stories share Knoxville history" - Article on new Wi-Fi
network that will promote Knoxville's black heritage through digital
storytelling
Ad Equivalency = 48 CI x \$52.31 (1 CI, Mon. - Thurs.) = \$2,510.88
Circulation = 115,505

Knoxville Journal Local/Regional Print

August 21 "Boomsday at the Mabry-Hazen"
Ad Equivalency = \$67.50 (Per TN Press Clipping Service)
"Church Street hosts Boomsday event"
Ad Equivalency = \$187.50 (Per TN Press Clipping Service)
Articles on 2008 Chrysler Jeep Boomsday Festival
Circulation = 6,241

Knoxville News Sentinel Local/Regional Print

August 24 "Good Morning, East Tennessee: Looking for a fun way to enjoy
Boomsday?" - Article on 2008 Chrysler Jeep Boomsday Festival
Ad Equivalency = \$1,025.34 (Per TN Press Clipping Service)
Circulation = 144,865

Knoxville News Sentinel Local/Regional Print

August 26 "Good Morning, East Tennessee: Plan your Boomsday outing ahead
of time" - Article on 2008 Chrysler Jeep Boomsday Festival
Ad Equivalency = \$823.03 (Per TN Press Clipping Service)
Circulation = 114,911

The Daily Beacon (University of Tennessee) Local/Regional Print

August 27 "Boomsday" - Article on 2008 Chrysler Jeep Boomsday Festival
Ad Equivalency = 99 CI x \$10.90 (Local Rate per CI, Black &
White) + \$240 (Flat Rate, Color) = \$1,319.10
Circulation = 15,000

The Greeneville Neighbor News Local/Regional Print

August 27 "Say 'Farewell' to Summer With a Big BOOM!" - Article on 2008
Chrysler Jeep Boomsday Festival
Ad Equivalency = 35 CI x \$26 (1 CI, Mon. - Sat.) = \$910
Circulation = 24,000

Knoxville News Sentinel Local/Regional Print

August 28 "Boomsday watch" – Article on security/traffic at 2008 Chrysler Jeep Boomsday Festival
Ad Equivalency = \$5,985.60 (Per TN Press Clipping Service)
Circulation = 114,811

Knoxville Journal Local/Regional Print
August 28 "Labor Day Schedules"
Ad Equivalency = \$195 (Per TN Press Clipping Service)
"Church Street hosts Boomsday event"
Ad Equivalency = \$187.50 (Per TN Press Clipping Service)
"Mabry-Hazen House Boomsday Events"
Ad Equivalency = \$486.33 (Per TN Press Clipping Service)
Articles about 2008 Chrysler Jeep Boomsday Festival
Circulation = 6,241

Knoxville News Sentinel Local/Regional Print
August 29 "New jams" – Cover page + article on 2008 Chrysler Jeep Boomsday Festival
Ad Equivalency = \$1,545 (1 Page, Full Color) x 3 Full Pages = \$4,635
"Surprises await Boomsday viewers" – Article on 2008 Chrysler Jeep Boomsday Festival
Ad Equivalency = \$930 (½ Page, Full Color, 1x)
"Today's Ticket" – Blurb on WDVX Blue Plate Special featuring Abi Tapia
Ad Equivalency = \$56.59 (1 Cl, Fri., Sat.)
Circulation = 133,842

Maryville Daily Times (Maryville, TN) Local/Regional Print
August 29 "Entertainment Roundup: Boomsday, Leon Russell and more" – Article on 2008 Chrysler Jeep Boomsday Festival
Ad Equivalency = \$1040.85 (Per TN Press Clipping Service)
"Outdoors Calendar" – Listing of 2008 Chrysler Jeep Boomsday Festival
Ad Equivalency = \$44.97 (Per TN Press Clipping Service)
Circulation = 21,229

Knoxville News Sentinel Local/Regional Print
August 30 "Boomsday's Coming" – Article on 2008 Chrysler Jeep Boomsday Festival
Ad Equivalency = \$1061.70 (Per TN Press Clipping Service)
Circulation = 114,911

Knoxville News Sentinel Local/Regional Print

August 31 "Today's Ticket" - Listing of 2008 Chrysler Jeep Boomsday Festival
Ad Equivalency = \$78.40 (1 Cl, Sunday Rate)
Circulation = 123,362

Greater Knoxville Business Journal Local/Regional Print

September 2008 "People" - Listing of hiring of Meg Caldwell
Ad Equivalency = \$420 (1/8 Page), \$105 (1/32 Page) = \$105 (Size of Article is 1/32 Page)
"September Conventions" - List of conventions as submitted by KTSC Ad Equivalency = \$535 (1/4 Page, 12x a Year)
"Chamber Ambassadors" - Photo & listing of Linda Milan
Ad Equivalency = \$420 (1/8 Page)
Circulation = 15,000

Knoxville Magazine Local/Regional Print

September 2008 "The New Downtown" - Article on downtown attractions including Knoxville Visitor Center
Ad Equivalency = \$2,499 (Full Page, 1X) x 2 Pages = \$4,998
Circulation = 25,000

Knoxville News Sentinel Local/Regional Print

September 1 "Boomsday with a side of history" - Article on 2008 Chrysler Jeep Boomsday Festival and celebration at Mabry-Hazen House
Ad Equivalency = \$8,230.20 (Per TN Press Clipping Service)
Circulation = 114,811

Farragut Press

Local/Regional Print
September 4 "KTSC ponders 'Spring Fling' bid" - Article on KTSC bidding on sporting event
Circulation = 15,665

Knoxville News Sentinel Local/Regional Print

September 7 "Boomsday marked at Mabry-Hazen House" - Article on 2008 Chrysler Jeep Boomsday Festival
Ad Equivalency = \$11,145.00 (Per TN Press Clipping Service)
Circulation = 144,865

Knoxville News Sentinel Local/Regional Print

September 15 "Business Journal people in the news" - Listing of hiring/promotion of Rachael Oberman, Sarah Malak, Alice Fleenor & Meagan Clark at KTSC
Online Audience = 123,362

Knoxville News Sentinel Local/Regional Print

September 25 "Today's Ticket" - Listing of WDVX Blue Plate Special featuring Robby Hecht and Marshall Ruffin
Ad Equivalency = \$52.31 (1 CI, Mon. - Thurs. = \$52.31)
Circulation = 115,505

Knoxville News Sentinel Local/Regional Print

September 27 "Talking tourism: Bredesen says region ideal during economic crunch" - Article mentioning 2008 TN Dept. of Tourist Development Sustainable Tourism Summit & 2008 Gov. Conf. On Tourism in Gatlinburg
Website Audience = 123,362 per month

Knoxville News Sentinel Local/Regional Print

September 28 "People and Honors" - Listing of Meg Caldwell and Meagan Clark hirings at KTSC
Ad Equivalency = \$156.80 (1 CI, Sun. = \$78.40 x 2 CI)
Circulation = 150,147

Seymour Herald (Seymour, TN) Local/Regional Print

September 29 "Three Tennessee Festivals make the American Bus Top 100 Events List" - Article mentioning Chrysler Jeep Boomsday Festival

Knoxville Local/Regional Print First Quarter Entries = 51
Knoxville Local/Regional Print First Quarter Circulation = 2,771,432
Knoxville Local/Regional Print First Quarter Ad Equiv. = \$61,268.24

Greater Knoxville Business Journal Local/Regional Print

October 2008 "October Conventions" - List of conventions as submitted by KTSC Ad Equivalency = \$535 (1/4 Page, 12x a Year)
"People" - Listing of hiring/promotions of KTSC employees
Ad Equivalency = \$420 (1/8 Page, Full Color 1x)
Circulation = 15,000

Knoxville News Sentinel Local/Regional Print

October 4 Thank You to sponsors of 2008 Pellissippi State Hot Air Balloon Festival - KTSC listed
Ad Equivalency = \$3,303.09 (Per TN Press Clipping Service)
Circulation = 114,911

Knoxville News Sentinel Local/Regional Print

October 6 "Body-for-Life Club fitness conference set" - Blurb on 2008 Body-for-Life Conference
Ad Equivalency = \$156.93 (1 CI, Mon. - Thurs. = \$52.31 x 3 CI)

"Today's Ticket" - Listing of WDVX Blue Plate Special featuring Kort McCumber
Ad Equivalency = \$156.93 (1 CI, Mon. - Thurs. = \$52.31 x 3 CI)
Circulation = 115,505

Knoxville News Sentinel Local/Regional Print

October 8 "Today's Ticket" - Listing of WDVX Blue Plate Special featuring Boogertown Gap
Ad Equivalency = \$104.62 (1 CI, Mon. - Thurs. = \$52.31 x 2 CI)
"Green power program half way to goal" - Article mentioning KTSC buying KUB Green Power
Circulation = 115,505

Knoxville News Sentinel Local/Regional Print

October 9 "Knox tops in state for tourism expenditures" - Article on Knox County coming out on top in tourism expenditures percent growth from 2006-2007
Website Audience = 123,362 per month

Knoxville News Sentinel Local/Regional Print

October 12 Mention of KTSC receiving Best of Knoxville Award in the convention and marketing facilities category from the U.S. Local Business Association
Ad Equivalency = \$178.32 (Per TN Press Clipping Service)
Circulation = 144,885

Knoxville News Sentinel Local/Regional Print

October 13 "Today's Ticket" - Listing of WDVX Blue Plate Special featuring Randall Wilkerson & The Dark Hollow Band
Ad Equivalency = \$104.62 (1 CI, Mon. - Thurs. = \$52.31 x 2 CI)
Circulation = 115,505

Knoxville News Sentinel Local/Regional Print

October 19 "People and Honors" - Listing and photos of KTSC hiring/promotions
Ad Equivalency = \$235.20 (1 CI, Sun. = \$78.40 x 3 CI)
Circulation = 150,147

Knoxville News Sentinel Local/Regional Print

October 20 "Today's Ticket" - Listing of WDVX Blue Plate Special featuring Andy Friedman & The Other Failures
Ad Equivalency = \$104.62 (1 CI, Mon. - Thurs. = \$52.31 x 2 CI)
"Businesses urged to support Christmas in the City" - Article on 2008 Christmas in the City

Print Circulation = 115,505
Website Audience = 123,362 per month

The Daily Times (Maryville, TN) Local/Regional Print

October 23 "Sustainable tourism spells success in No. 6 Blount County" -
Article mentioning Knoxville's tourism revenue dollars
Ad Equivalency = \$22.50 (1 CI)
Circulation = 21,891

Knoxville News Sentinel Local/Regional Print

October 27 "Today's Ticket" - Listing of WDVX Blue Plate Special featuring
Shotgun Party
Ad Equivalency = \$104.62 (1 CI, Mon. - Thurs. = \$52.31 x 2 CI)
Circulation = 115,505

Knoxville News Sentinel Local/Regional Print

October 28 "Today's Ticket" - Listing of WDVX Blue Plate Special featuring
Reed Waddle and Astronautalis
Ad Equivalency = \$52.31 (1 CI, Mon. - Thurs. = \$52.31)
Circulation = 115,505

Greater Knoxville Business Journal Local/Regional Print

November 2008 "Location helping to insulate region in downturn" - Article about
economy's effect on tourism, quotes from Kim Paul
Ad Equivalency = \$1,450 (1/2 Page, 1x a Year)
"November Conventions" - List of conventions as submitted by
KTSC
Ad Equivalency = \$535 (1/4 Page, 12x a Year)
Circulation = 15,000

Knoxville News Sentinel Local/Regional Print

November 2 "Travelers can map out I-40's attractions to avoid a state of
monotony" - Article listing Turkey Creek shopping area, UT,
Crescent Bend, Volunteer Landing and Knoxville Zoo
Website Audience = 123,362 per month

Knoxville News Sentinel Local/Regional Print

November 4 "Today's Ticket" - Listing of WDVX Blue Plate Special featuring
Coyote Run and Eric Wilson and Empty Hearts
Ad Equivalency = \$52.31 (1 CI, Mon. - Thurs. = \$52.31)
Circulation = 115,505

Knoxville News Sentinel Local/Regional Print

November 5 "Meeting planners tour Knoxville" - Article on 2008 Fall FAM

Website Audience = 123,362 per month

Knoxville News Sentinel Local/Regional Print

November 26 "Replacement found for AAU" - Article on 2012 AAU Junior Olympic Games not coming to Knoxville
Ad Equivalency = \$1046.20 (1 CI, Mon. - Thurs. = \$52.31 x 20)
Circulation = 115,505

Greater Knoxville Business Journal Local/Regional Print

December 2008 "December Conventions" - List of conventions as submitted by KTSC
Ad Equivalency = \$315 (1/8 Page, 12x a Year)
Circulation = 15,000

Downtown Knoxville & Everything West Magazine Local/Regional Print

December 2008 "Knoxville Visitor Center: The Gem of Downtown" - Article on Knoxville Visitor Center
Ad Equivalency = \$1,900 (3/4 Page, 1x a Year, Full Color)
Circulation = 33,000

Full Circle (UT Alumni Magazine of the College of Communication and Information) Local/Regional Print

Fall 2008 "Bragging Rights" - Listing of KTSC as donor of scholarship
Circulation = 8,500

Knoxville News Sentinel Local/Regional Print

December 12 "Today's Ticket" - Listing of WDVX Blue Plate Special featuring Danny Barnes
Ad Equivalency = \$52.31 (1 CI, Mon. - Thurs.) x 2 CI = \$104.62
Circulation = 115,505

Knoxville News Sentinel Local/Regional Print

December 14 "Few complaints as project is 'nonevent' for most motorists" - Article on I-40 closure effects on tourism with quotes from Kim Paul
Print Ad Equivalency = \$78.40 (1 CI, Sun.) x 36 CI = \$2,822.40
Website Audience = 123,362 per month
Print Circulation = 150,147

Knoxville News Sentinel Local/Regional Print

December 15 "Knoxville's rising young leaders: The Greater Knoxville Business Journal's 40 under 40" - Article listing Kim Paul as winner of "40 Under 40" award in Knoxville
Website Audience = 123,362 per month

Knoxville News Sentinel Local/Regional Print
 December 15 "40 under 40: Kim Paul, 36" – Article on Kim Paul as winner of "40 Under 40" award in Knoxville
 Website Audience = 123,362 per month

MetroPulse Local/Regional Print
 December 18 "Hang Time" – Article on WBHOF with quotes from Gloria Ray
 Ad Equivalency = \$2,010 (3/4 Page, 1x = \$1,325 + 3/8 Page, 1x = \$685)
 Circulation = 35,000

Knoxville.com (Knoxville News Sentinel) Local/Regional Print
 December 18 "10 Days Out Dec. 19-28" – Mention of Christmas Eve WDVX Blue Plate Special
 Website Audience = 123,362 per month

Knoxville News Sentinel Local/Regional Print
 December 19 "Honda Hoot 2009 canceled" – Article on 2009 Honda Hoot cancellation
 Website Audience = 123,362
 December 20 "Honda Hoot cancels for '09" – Article on 2009 Honda Hoot cancellation
 Ad Equivalency = \$56.59 (1 CI, Fri./Sat.) x 18 CI = \$1,018.62
 Circulation = 124,293

Knoxville News Sentinel Local/Regional Print
 December 29 "Today's Ticket" – Focus on Blue Plate Special featuring Pistol Creek Catch of the Day
 Ad Equivalency = \$52.31 (1 CI, Mon. – Thurs.) x 2 CI = \$104.62
 "Good Morning East Tennessee: Visitor center starts 'Friday' series" – Article on Uniquely Friday program at visitor center
 Ad Equivalency = \$52.31 (1 CI, Mon. – Thurs.) x 7 CI = \$366.17
 Circulation = 115,505

Knoxville Local/Regional Print Second Quarter Entries = 35
 Knoxville Local/Regional Print Second Quarter Circulation = 3,093,082
 Knoxville Local/Regional Print Second Quarter Ad Equiv. = \$17,203.70

Greater Knoxville Business Journal Local/Regional Print
 January 2009 "January Conventions" – List of conventions as submitted by KTSC
 Ad Equivalency = \$420 (1/8 Page, Full Color, 1x)
 "40 Under 40" – Photo and article on Kim Paul named as a 40 Under 40

Ad Equivalency = \$1,450 (1/2 Page, Full Color, 1x)
Circulation = 15,000

Downtown Knoxville & Everything West Magazine Local/Regional Print
January 2009 "Knoxville Fun Facts" - Taken from KTSC press kit
Ad Equivalency = \$650 (1/4 Page, Full Color, 1x a Year)
"Tasty treats and coffee creations call the Visitor Center home" -
Article on Café Gourmet
Ad Equivalency = \$1,300 (1/2 Page, Full Color, 1x a Year)
Circulation = 33,000

Knoxville.com (Knoxville News Sentinel) Local/Regional Print
January 1 "Jay Clark on the Square" - Article mentioning WDVX Blue Plate
Special
Website Audience = 123,362 per month

Knoxville Journal Local/Regional Print
January 1 "It's Time for First Night" - Mention of KTSC in article about First
Night 2009
Ad Equivalency = \$768.75 (Per TN Press Clipping Service)
Circulation = 7,145 (Per TN Press Clipping Service)

Knoxville News Sentinel Local/Regional Print
January 2 "Today's Ticket" - Mentioning WDVX Blue Plate Special
Ad Equivalency = \$56.59 (1 CI, Fri./Sat.) x 3 CI = \$169.77
Circulation = 133,842

Knoxville News Sentinel Local/Regional Print
January 16 "Knoxville ready to take a Fling" - Article on Spring Fling event bid
with quotes from Kim Paul
Ad Equivalency = \$56.59 (1 CI, Fri./Sat.) x 18 CI = \$1,018.62
Circulation = 133,842
Website Audience = 123,362

Farragut Press Local/Regional Print
January 22 "Knox bid to TSSAA must be far superior to secure 'Spring Fling,'
football state events" - Article on Spring Fling event bid
Circulation = 15,665

Greater Knoxville Business Journal Local/Regional Print
February 2009 "February Conventions" - As submitted by KTSC
Ad Equivalency = \$315 (1/8 Page, 12x a Year)
Circulation = 15,000

Downtown Knoxville & Everything West Magazine Local/Regional Print
February 2009 "Uniquely Knoxville" - Article on Uniquely Knoxville gift shop
Ad Equivalency = \$1,300 (1/2 Page, Full Color, 1x a Year)
Circulation = 33,000

Knoxville Magazine Local/Regional Print
February 2009 "Top Internships" - KTSC listed as #3 in Marketing Category
Ad Equivalency = \$623 (1/6 Page Vertical, 1x)
Circulation = 25,000

Knoxville News Sentinel Local/Regional Print
February 3 "Panel looks at future of retail, tourism, hospitality" - Mention of
KTSC as participant in Economic Outlook Panel at University of
Tennessee
Website Audience = 123,362

The Daily Beacon (University of Tennessee) Local/Regional Print
February 4 "Career fair to offer opportunities" - Article on career fair, mention
of KTSC participation

Knoxville Journal Local/Regional Print
February 5 "Area tourism staying strong despite tough economy" - Article
about KTA Legislative Brunch with quotes from Gloria Ray
Ad Equivalency = \$281.25 (Per TN Press Clipping Service)
Circulation = 7,145 (Per TN Press Clipping Service)

Torchbearer (University of Tennessee Alumni) Local/Regional Print
Winter 2009 "Class Notes" - Listing of Sarah Malak with new title, Senior
Manager of Public Relations

Knoxville News Sentinel Local/Regional Print
February 8 "Big Ears a big hit" - Article on 2009 Big Ears Festival
Ad Equivalency = \$78.40 (1 CI, Sun.) x 57 CI = \$4,468.80
"Soulful show a festival highlight" - Article on 2009 Big Ears
Festival
Ad Equivalency = \$78.40 (1 CI, Sun.) x 14 CI = \$1,097.60
Print Circulation = 150,147

Knoxville New Sentinel Local/Regional Print
February 10 "Give the bear a name with flair" - Article on "Name the KTSC
bear" contest
Ad Equivalency = \$52.31 (1 CI, Mon. - Thurs.) x 30 CI = \$1,569.30
Circulation = 115,505
Website Audience = 123,362

Metro Pulse

February 10

Local/Regional Print

"February's Uniquely Fridays at the Knoxville Visitor Center" -

Listing of Uniquely Fridays for Feb. 2009

Website Audience = 100,000 Page Views Each Month

Knoxville News Sentinel

February 11

Local/Regional Print

"Bookmarks and lunchboxes" - Article on Feb. 6 Uniquely Friday

Ad Equivalency = \$52.31 (1 CI, Mon. - Thurs.) x 42 CI = \$2,197.02

Circulation = 115,505

Knoxville News Sentinel

February 17

Local/Regional Print

"Today's Ticket" - Listing of WDVX Blue Plate Special featuring
Pepper Laing and the Lonestar Killers

Ad Equivalency = \$52.31 (1 CI, Mon. - Thurs.) x 2 CI = \$104.62

Circulation = 115,505

Knoxville.com (Knoxville News Sentinel)

February 19

Local/Regional Print

"Past events at Knoxville Visitor Center" - Listing of Uniquely
Friday, WDVX Blue Plate Special

Website Audience = 123,362 per month

Knoxville News Sentinel

February 20

Local/Regional Print

"KTSC launches electronic information kiosks" - Article on launch
of TouchKnow&Go

Ad Equivalency = \$4,718.75 (Per TN Press Clipping Service)

Circulation = 124,293

Website Audience = 123,362

Knoxville News Sentinel

February 23

Local/Regional Print

"Today's Ticket" - Listing of WDVX Blue Plate Special featuring
Andy Friedman & The Other Failures

Ad Equivalency = \$52.31 (1 CI, Mon. - Thurs.) x 2 CI = \$104.62

Circulation = 115,505

Knoxville News Sentinel

February 25

Local/Regional Print

"Knox team prepares for Destination ImagiNation" - Article on
local Destination ImagiNation team

Ad Equivalency = \$52.31 (1 CI, Mon. - Thurs.) x 34 CI = \$1,778.54

Circulation = 115,505

Knoxville.com (Knoxville News Sentinel)

February 27

Local/Regional Print

"Events" - Listing of upcoming WDVX's Blue Plate Specials

Website Audience = 123,362 per month

Greater Knoxville Business Journal Local/Regional Print

March 2009 "March Conventions" - As submitted by KTSC
Ad Equivalency = \$315 (1/8 Page, 12x a Year)
"HBG focuses on Client's Strategic Needs, Employee Opportunities" - Article on architecture of WBHOF
Ad Equivalency = \$2,755 (1 Page, Full Color, 1x a Year)
Circulation = 15,000

Knoxville News Sentinel Local/Regional Print

March 4 "Today's Ticket" - Listing of WDVX Blue Plate Special featuring Miss Tess
Ad Equivalency = \$52.31 (1 CI, Mon. - Thurs.) x 2 CI = \$104.62
Circulation = 115,505

Knoxville New Sentinel Local/Regional Print

March 9 "Knoxville Visitor Center" - Listing of Visitor Center on "Places" with "Schedule Events" section
Website Audience = 123,362
"Today's Ticket" - Listing of WDVX Blue Plate Special featuring Pokey LaFarge
Ad Equivalency = \$52.31 (1 CI, Mon. - Thurs.) x 2 CI = \$104.62
Circulation = 115,505

Knoxville New Sentinel Local/Regional Print

March 16 "Today's Ticket" - Listing of WDVX Blue Plate Special featuring The Defibulators
Ad Equivalency = \$52.31 (1 CI, Mon. - Thurs.) x 2 CI = \$104.62
Circulation = 115,505

MetroPulse

March 17 Local/Regional Print
"Knoxville Tourism Info Kiosks Fall Short" - Article on TouchKnow&Go
Ad Equivalency = \$1,325 (3/4 Page, 1x)
Website Audience = 100,000 Page Views Each Month
Circulation = 35,000

Knoxville New Sentinel Local/Regional Print

March 18 "Today's Ticket" - Listing of WDVX Blue Plate Special featuring The Hotshot Freight Train & Laycee Lee & Granite Station
Ad Equivalency = \$52.31 (1 CI, Mon. - Thurs.) x 2 CI = \$104.62
"Passion for Glass" - Article on Steve Bungo, former Uniquely Friday artist, and mention of Knoxville Visitor Center
Website Audience = 123,362

Ad Equivalency = \$52.31 (1 CI, Mon. - Thurs.) x 46 CI = \$2,406.26
Circulation = 115,505

Knoxville New Sentinel Local/Regional Print

March 22 "Bristol mania slows down: Popular Nascar venue still draws crowds, but sellouts take longer" - Article on Bristol race impact on Knoxville tourism & hotels, quotes from Erin Freeman
Ad Equivalency = \$78.40 (1 CI, Sun./Hol.) x 81 CI = \$6,350.40
Website Audience = 123,362
Circulation = 150,147

MetroPulse

March 26 Local/Regional Print
"Puppy Training" - Letter to the Editor about TouchKnow&Go critique
Ad Equivalency = \$905 (1/2 Page, 1x)
Website Audience = 100,000 Page Views Each Month
Circulation = 35,000

Knoxville New Sentinel Local/Regional Print

March 26 "Today's Ticket" - Listing of WDVX Blue Plate Special featuring Bucktown Kickback
Ad Equivalency = \$52.31 (1 CI, Mon. - Thurs.)
Circulation = 115,505

Knoxville New Sentinel Local/Regional Print

March 29 "Dogwood Arts Festival adds events, days to calendar" - Article about Dogwood Arts Festival with mention of KTSC
Ad Equivalency = \$16,048.50 (Per TN Press Clipping Service)
"2009 Dogwood Arts Fest activities" - Article about Dogwood Arts Festival
Ad Equivalency = \$78.40 (1 CI, Sun.) x 33 CI = \$2,587.20
"2009 Discover: A Community guide to the Tennessee Valley: Downtown is mecca of arts, entertainment and cuisine" - Article on downtown Knoxville
Ad Equivalency = \$1,545 (1 Page, Full Color, 1x, Sunday) *Tabloid Prices - Insert
"2009 Discover: A Community guide to the Tennessee Valley: 2009 Events" - Listing of Knox County events, including Boomsday
Ad Equivalency = \$930 (1/2 Page, Full, 1x, Sunday) *Tabloid Prices - Insert
Website Audience = 123,362
Circulation = 150,147

Knoxville New Sentinel Local/Regional Print

March 31 "5 named to Fulton Wall of Fame" - Article on Gloria Ray named to Fulton High School Alumni Association Wall of Fame
Ad Equivalency = \$6,913.44 (Per TN Press Clipping Service)
"Today's Ticket" - Listing of WDVX Blue Plate Special featuring Atlantic Crossing
Ad Equivalency = \$52.31 (1 CI, Mon. - Thurs.)
Circulation = 115,505
Website Audience = 123,362

Knoxville Local/Regional Print Third Quarter Entries = 45
Knoxville Local/Regional Print Third Quarter Circulation = 4,129,272
Knoxville Local/Regional Print Third Quarter Ad Equiv. = \$66,939.54

Everything Knoxville Magazine Local/Regional Print
April 2009 "April at the Knoxville Visitor's Center" - Article on Uniquely Friday, Uniquely Knoxville Sampler, & special Visitor Center offers in April
Ad Equivalency = \$1,300 (1/2 Page, Full Color, 1x a Year)
"April's Calendar" - Listing of Uniquely Knoxville Sampler in Knoxville Visitor Center
Ad Equivalency = \$375 (1/8 Page, Full Color, 1x Year)
Circulation = 33,000

Knoxville New Sentinel Local/Regional Print
April 1 "Today's Ticket" - Listing of WDVX Blue Plate Special featuring Chet O'Keefe and the Farmer's Co-op
Ad Equivalency = \$52.31 (1 CI, Mon. - Thurs.)
Circulation = 115,505

Knoxville New Sentinel Local/Regional Print
April 2 "Knoxville Convention Center seeks bigger city subsidy" - Article on KCC requesting additional money from City of Knoxville
Website Audience = 123,362

Knoxville Journal Local/Regional Print
April 2 "Tourism budget cuts spared by stimulus funds" - Article on Knoxville & Tennessee tourism dollars
Ad Equivalency = \$303.75
Circulation = 7,145

Knoxville New Sentinel Local/Regional Print
April 3 "Convention center in need" - Article on KCC requesting additional money from City of Knoxville
Ad Equivalency = \$3,020.00 (Per TN Press Clipping Service)

Circulation = 133,842

Knoxville New Sentinel Local/Regional Print

April 8 "Happenings around town" - Photo of Gloria Ray at Brookhaven
Retreat Center reunion
Ad Equivalency = \$52.31 (1 CI, Mon. - Thurs.) x 6 CI = \$313.86
Circulation = 115,505

Knoxville New Sentinel Local/Regional Print

April 9 "Correction" - Listing of Gloria Ray misspelling in April 8 article
Ad Equivalency = \$718.28 (Per TN Press Clipping Service)
Circulation = 112,132 (Per TN Press Clipping Service)

Knoxville New Sentinel Local/Regional Print

April 17 "Preview" Section - Listing of WDVX Blue Plate Special featuring
Will West & The Friendly Strangers and Cain & Annabelle
Ad Equivalency = \$195 (1/8 Page, 1x, Black & White)
Circulation = 133,842

Knoxville New Sentinel Local/Regional Print

April 18 "Food for thought" - Article on TN Grocers and Convenience
Store Association annual convention at KCC
Ad Equivalency = \$56.59 (1 CI, Fri./Sat.) x 44 CI = \$2,489.96
Circulation = 124,293

Knoxville New Sentinel Local/Regional Print

April 20 "Today's Ticket" - Listing of WDVX Blue Plate Special featuring
Will West & The Friendly Strangers and Cain & Annabelle
Ad Equivalency = \$52.31 (1 CI, Mon. - Thurs.) x 2 CI = \$104.62
Circulation = 115,505

Knoxville New Sentinel Local/Regional Print

April 20 "Conventions April 20" - May conventions, submitted by KTSC
Ad Equivalency = \$184.76 (Per Vocus)
Website Audience = 123,362

Knoxville New Sentinel Local/Regional Print

April 21 "Today's Ticket" - Listing of WDVX Blue Plate Special featuring
The Fox Hunt and the Spirit Family Reunion
Ad Equivalency = \$52.31 (1 CI, Mon. - Thurs.) x 2 CI = \$104.62
Circulation = 115,505

Metro Pulse Local/Regional Print

April 22 "Few Vying for Knoxville City Council Vacancies" - Article mentioning KTSC Board Member, Ken Knight
Website Audience = 100,000 Page Views Each Month

Knoxville Journal Local/Regional Print
April 23 "Episcopal School team represents county" - Article about 2009 Destination ImagiNation
Ad Equivalency = \$292.50 (Per TN Press Clipping Service)
Circulation = 7,145 (Per TN Press Clipping Service)

Knoxville Journal Local/Regional Print
April 2009 "Allen gives back with 'Heat'" - Article on 2009 Knox Vegas Heat Invitational

The Daily Times (Maryville, TN) Local/Regional Print
April 26 "Mystery set for May 8,9 in Knoxville" - Article on 2009 May Murder Mystery at Knoxville Hilton (online)

Seymour Herald (Seymour, TN) Local/Regional Print
April 30 "Street Rod Nationals South comes to Knoxville" - Article on 2009 NSRA Street Rod Nationals South, general info (online)

Greater Knoxville Business Journal Local/Regional Print
May 2009 "Honors" - Article on KTSC winning 2nd place in the Recreation/Travel Map category from 2008 Cartography and Geographic Information Society Map Design Competition for the Downtown Dining Guide
Ad Equivalency = \$420 (1/8 Page, 1x a Year)
"May Conventions" - As submitted by KTSC
Ad Equivalency = \$315 (1/8 Page, 12x a Year)
Circulation = 15,000

Knoxville New Sentinel Local/Regional Print
May 1 "Knoxville to underbid for state football" - Article with interview by Kim Paul, information on TSSAA state football championships bid
Ad Equivalency = \$56.59 (1 CI, Fri./Sat.) x 12 CI = \$679.08
"2 Knoxville arts organizations try to obtain tourism-related funding" - Article on Knox County funding of Knoxville arts
Ad Equivalency = \$2,736.88 (Per TN Press Clipping Service)
"Preview" Section - Listing of WDVX Blue Plate Special featuring John Francis and Willie Kelly
Ad Equivalency = \$195 (1/8 Page, 1x, Black & White)
Website Audience = 123,362
Circulation = 133,842

Knoxville New Sentinel

Local/Regional Print

May 2

"Mayor showcases volunteers during budget message" - Article on Mayor Ragsdale's budget message, Gloria Ray quotes
Ad Equivalency = \$3,444.69 (Per TN Press Clipping Service)
Circulation = 112,132 (Per Tn Press Clipping Service)
Website Audience = 123,362

Knoxville New Sentinel

Local/Regional Print

May 3

"Classic car enthusiasts rod 'n' roll" - Article on 2009 NSRA Street Rod Nationals South
Ad Equivalency = \$78.40 (1 CI, Sun.) x 45 CI = \$3,528
"Diversity - the stimulus for economic development" - Article with mention of Boomsday Festival
Website Audience = 123,362
Circulation = 150,147

Knoxville New Sentinel

Local/Regional Print

May 6

"Today's Ticket" - Listing of WDVX Blue Plate Special featuring John Francis and Willie Kelly
Ad Equivalency = \$52.31 (1 CI, Mon. - Thurs.) x 2 CI = \$104.62
Circulation = 115,505

Knoxville New Sentinel

Local/Regional Print

May 11

"Today's Ticket" - Listing of WDVX Blue Plate Special featuring Richard Stooksbury and Judy Wright
Ad Equivalency = \$52.31 (1 CI, Mon. - Thurs.) x 2 CI = \$104.62
Circulation = 115,505
"Ragsdale, arts and tourism chiefs to detail funding plan after grants cut" - Article on May 11 arts funding press conference at KTSC
"Funding found for Dogwood, Kuumba, museum, zoo, opera" - Article on May 11 arts funding press conference at KTSC
Website Audience = 123,362

Knoxville New Sentinel

Local/Regional Print

May 12

"Cultural groups get help from tourism agency" - Article on May 11 arts funding press conference at KTSC
Ad Equivalency = \$4,803.50
Circulation = 115,505
Website Audience = 123,362
"Commissioner asks why Knox funds Second Harvest, other counties don't" - Article on 2010 Knox County budget, mention of KTSC
Website Audience = 123,362

Seymour Herald (Seymour, TN) Local/Regional Print
May 13 "F-100 supernationals to be held in Knoxville" - Article on 2009 F-100 Supernationals & All Ford Show

Knoxville Journal Local/Regional Print
May 13-20 "KTA honors tourism professionals" - Article on KTA Pauly Tourism Awards luncheon

Metro Pulse Local/Regional Print
May 14 "AC Entertainment wins Excellence Awards" - Article mentioning TIA Award that AC Entertainment/TN Shines won in 2009
Website Audience = 100,000 Page Views Each Month

Knoxville New Sentinel Local/Regional Print
May 18 "Conventions, May 18" - List of June Conventions, as submitted by KTSC
Ad Equivalency = \$184.76 (Per Vocus)
Website Audience = 123,362

Knoxville New Sentinel Local/Regional Print
May 21 "Film commission seeks help finding funds" - Blurb mentioning KTSC
Ad Equivalency = \$808.07 (Per TN Press Clipping Service)
Circulation = 115,505

Farragut Press Local/Regional Print
May 21 "business briefs" - Article mentioning the Tennessee Shines winning KTA Pauly Award
Circulation = 15,665

Knoxville New Sentinel Local/Regional Print
May 22 "Knoxville on AOL.com Travel's top cities list" - Article on Knoxville named a top 10 "One-Night Getaway" by AOL.com Travel (online)
"Destination ImagiNation enters finals this weekend in Knoxville" - Article on 2009 Destination ImagiNation Global Finals
Ad Equivalency = \$739.02 (Per Vocus)
Website Audience = 123,362

Knoxville New Sentinel Local/Regional Print
May 23 "Just their ImagiNation: Student teams get creative in high-tech contests" - Article on 2009 Destination ImagiNation
Ad Equivalency = \$56.59 (1 CI, Fri., Sat.) x 72 CI = \$4,074.48

Circulation = 133,842
Online Version (Same Coverage)
Ad Equivalency = \$923.78 (Per Vocus)
Website Audience = 123,362

Knoxville New Sentinel Local/Regional Print
May 24 "Government support critical for the arts" - Letter to the editor
from David Butler of KMA about arts funding from KTSC
Ad Equivalency = \$78.40 (1 CI, Sun.) x 13 CI = \$1,019.20
Circulation = 150,147

Farragut Press Local/Regional Print
May 28 "business briefs" - Article mentioning Window Decorating Contest
for American Quilter's Society
Circulation = 15,665

Greater Knoxville Business Journal Local/Regional Print
June 2009 "June Conventions" - As submitted by KTSC
Ad Equivalency = \$715 (1/4 Page, Full Color)
Circulation = 15,000

Knoxville New Sentinel Local/Regional Print
June 2 "Today's Ticket" - Listing of WDVX Blue Plate Special featuring
Dark Hollow Band and the Westbound Rangers
Ad Equivalency = \$52.31 (1 CI, Mon. - Thurs.) x 2 CI = \$104.62
Circulation = 115,505

Sevier County News Local/Regional Print
June 3 "Tennessee Shines heads to Bonnaroo" - Article mentioning TIA
award that Tennessee Shines/AC Entertainment won in 2009
Website Visitors per Month = 4,044

Knoxville Journal Local/Regional Print
June 3 "Film office will live on in 'some form'" - Article mentions KTSC,
arts funding in Knoxville
Article on 2008 Chrysler Jeep Boomsday Festival
Circulation = 40,809 (Per Burrelles Clipping Service)

Farragut Press Local/Regional Print
June 4 "Quilters showcase work" - Article mentioning 2009 AQS
International Quilt Expo in Knoxville
Circulation = 15,665

Knoxville Local/Regional Print Fourth Quarter Entries = 48

Knoxville Local/Regional Print Fourth Quarter Circulation = 3,949,884
Knoxville Local/Regional Print Fourth Quarter Ad Equiv. = \$34,354.98

Non-Knoxville Local/Regional Print (91 entries)

Adj 89 Added to Regional Print

*Please note that this section includes entries printed in areas of the United States other than the Knoxville area. The city and state of print will be included with the title.

Tennessee Tribune (Memphis, TN) Local/Regional Print

July 2 "AARP Tennessee's Fifty Favorite Places to Visit" - Article on Blount Mansion named one of AARP's 50 Favorite Places to visit in TN
Circulation = 45,000

The Portland Progressive (Portland, TN) Local/Regional Print

July 23 "Collins shines as PR intern" - Article mentioning KTSC & communications internship
Ad Equivalency = \$7.50 (1 CI) x 6.75 CI = \$50.63
Circulation = 2,575

The Daily Utah Chronicle (Salt Lake City, UT) Local/Regional Print

August 6 "Pastoral pastimes abound at sheepdog comp" - Article mentioning Chrysler Jeep Boomsday Festival
Circulation = 15,000

Non-Knoxville Local/Regional Print First Quarter Entries = 3
Non-Knoxville Local/Regional Print First Quarter Circulation = 62,575
Non-Knoxville Local/Regional Print First Quarter Ad Equiv. = \$50.63

The Tribune (Kingwood, TX) Local/Regional Print

October 15 "Exploring the Great Smoky Mountains" - Article on Volunteer Princess, Museum of Appalachia, Knoxville Visitor Center, WDVX, and other Knoxville attractions - generated from Geiger Press Tour
Ad Equivalency = \$1,500 (Per Geiger & Assoc.)
Circulation = 53,350 (Per Geiger & Assoc.)

The Denver Post (Denver, CO) Local/Regional Print

October 31 "Smoky vistas, clear history" - Article on Great Smoky Mountains national park & mention Knoxville Symphony Orchestra concert for celebration of 75th anniversary
Website receives 2,700,000 visitors per month.

The Huntsville Times (Huntsville, AL) Local/Regional Print

November 16 "How to get away for less" - Article mentioning Knoxville Zoo, Market Square, among other attractions
Ad Equivalency = \$149.46 (\$74.73 = 1CI, Sunday x 2CI)
Circulation = 76,435 (Per Burrelles Clipping Service)

Chattanooga Free Press (Chattanooga, TN) Local/Regional Print

November 16 "Regional Roundup" - Article on Knoxville Museum of Art
Ad Equivalency = \$668.16 (\$83.52 = 1CI, Sunday x 8CI)
Circulation = 114,366 (Per Burrelles Clipping Service)

Republican-American (Waterbury, CT) Local/Regional Print

December 27 "Bumpy economic road cancels 2 major 2009 road trips" - Article mentioning cancellation of 2009 Honda Hoot
Ad Equivalency = \$35.19 (1 CI, Daily) x 16 CI = \$563.04
Circulation = 55,484 (Per Burrelles Clipping Service)

Cookeville Herald-Citizen (Cookeville, TN) Local/Regional Print

December 21 "Knoxville motorcycle rally canceled" - Article on 2009 Honda Hoot cancellation
Ad Equivalency = \$35.01 (Per TN Press Clipping Service)
Circulation = 12,893 (Per TN Press Clipping Service)

Non-Knoxville Local/Regional Print Second Quarter Entries = 6

Non-Knoxville Local/Regional Print Second Quarter Circulation = 3,012,528

Non-Knoxville Local/Regional Print Second Quarter Ad Equiv. = \$2,915.67

Leader Times (Pittsburgh, PA) Local/Regional Print

January 3 "Ford City biker makes annual 'polar bear ride'" - Article mentioning Honda Hoot
Ad Equivalency = \$2,000 (Banner ad per month)
Online audience = 348,700

Daily News Journal (Murfreesboro, TN) Local/Regional Print

January 23 "Tennessee named tops for motorcoach travel" - Coverage of Tennessee named #1 state for motorcoach travel in 2009 by Byways Magazine, mention of WBHOF
Circulation = 14,596 (Per Burrelles Clipping Service)

Johnson City Press (Johnson City, TN) Local/Regional Print

January 25 "Tennessee tops for motorcoach travel" - Article mentioning WBHOF
Circulation = 32,241 (Per Burrelles Clipping Service)

The Greeneville Sun (Greeneville, TN) Local/Regional Print

January 25 "Tennessee tops for motorcoach travel" - Article mentioning WBHOF
Ad Equivalency = \$21.25 (1 CI, Regular, Local Rate) x 4 CI = \$85
Circulation = 14,416 (Per Burrelles Clipping Service)

The Columbus Dispatch (Columbus, OH) Local/Regional Print
January 28 "Our 50 States: Tennessee" - Article mentioning Knoxville
Ad Equivalency = \$115 (1 CI, Wed., Main Section)
Circulation = 218,940 (Per Burrelles Clipping Service)

Laconia Citizen (Laconia, NH) Local/Regional Print
January 30 "Economy impacts Bike Week" - Article mentioning cancellation of 2009 Honda Hoot
Ad Equivalency = \$244.80 (\$13.60 cpm, x 18)
Online audience = 18,000 daily unique visitors

Skirt! Magazine (Charleston, S.C.) Local/Regional Print
February 1 "UnitedSkirtsAmerica" - Blurb about WDVX Blue Plate Special & Knoxville Visitor Center
Circulation = 100,000 (Per Burrelles Clipping Service)

The Tribune-Democrat (Johnstown, PA) Local/Regional Print
March 10 "Feeling good about Thunder/Despite economy, tourism officials upbeat on rally" - Mention of cancellation of 2009 Honda Hoot
Online Visitors per Month = 91,642 (Per Cision)

San Francisco Chronicle (San Francisco, CA) Local/Regional Print
March 18 "Major motorcycle events put off - blame the economy" - Mention of cancellation of 2009 Honda Hoot
Circulation = 312,118 (Per Cision)

Non-Knoxville Local/Regional Print Third Quarter Entries = 9
Non-Knoxville Local/Regional Print Third Quarter Circulation = 1,150,653
Non-Knoxville Local/Regional Print Third Quarter Ad Equiv. = \$2,444.80

① Omaha World-Herald (Omaha, Nebraska) Local/Regional Print
April 1 "Community Notes, May 17 Students need help to get to contest" - Article on 2009 Destination ImagiNation Global Finals
Ad Equivalency = \$296 (Per Vocus)
Website Visitors per Month = 22,670 (Per Vocus)

② Lynden Tribune (Lynden, WA) Local/Regional Print
April 1 "Lynden DI team earns trip to Knoxville, Tenn." - Article on 2009 Destination ImagiNation

Ad Equivalency = \$18.80 (Per Vocus)
Circulation = 15,000 (Per Vocus)

- ③ West Central Tribune (Willmar, MN) Local/Regional Print
April 2 "All kinds of animals can teach us amazing things" - Article on
Knoxville Zoo's talented African grey parrot, Einstein
Circulation = 16,927 (Per Burrelles Clipping Service)
- ④ The Hampton Union (Hampton, NH) Local/Regional Print
⑤ April 3 "Hampton Falls kids make DI global meet" - Article on 2009
Destination ImagiNation
Ad Equivalency = \$31.92 (Per Vocus)
"WHS students make it to DI Global Finals" - Article on 2009
Destination ImagiNation
Ad Equivalency = \$159.60 (Per Vocus)
Circulation = 6,265 (Per Vocus)
- ⑥ Lubbock-Avalanche Journal (Lubbock, TX) Local/Regional Print
April 6 "Murfee team headed to DI Global Finals" - Article on 2009
Destination ImagiNation
Ad Equivalency = \$296.64 (Per Vocus)
Circulation = 52,976 (Per Vocus)
- ⑦ Muskegon Chronicle (Muskegon, MI) Local/Regional Print
April 7 "4 area academic teams heading to global finals" - Article on 2009
Destination ImagiNation
Ad Equivalency = \$61.67 (Per Vocus)
Circulation = 47,314 (Per Vocus)
- ⑧ Corpus-Christi Caller-Times (Corpus Christi, TX) Local/Regional Print
April 7 "Problem solved! Baker qualifies for global contest" - Article on
2009 Destination ImagiNation
Ad Equivalency = \$253.92 (Per Vocus)
Circulation = 57,591 (Per Vocus)
- ⑨ Champions Sun (Houston, TX) Local/Regional Print
April 8 "CFISD teams qualify for DI Global Finals" - Article on 2009
Destination ImagiNation
Ad Equivalency = \$14.60 (Per Vocus)
Circulation = 22,815 (Per Vocus)
- ⑩ Copperfield Sun (Houston, TX) Local/Regional Print
April 8 "CFISD teams qualify for DI Global Finals" - Article on 2009
Destination ImagiNation

Ad Equivalency = \$8.16 (Per Vocus)
Circulation = 12,725 (Per Vocus)

- (11) Herald-Banner (Greenville, TX) Local/Regional Print
April 8 "Three Destination ImagiNation teams advance to Global Finals" -
Article on 2009 Destination ImagiNation
Ad Equivalency = \$33 (Per Vocus)
Circulation = 20,000 (Per Vocus)
- (12) Cy-Fair Sun (Houston, TX) Local/Regional Print
April 8 "CFISD teams qualify for DI Global Finals" - Article on 2009
Destination ImagiNation Global Finals
Ad Equivalency = \$14.64 (Per Vocus)
- (13) Detroit Free Press (Detroit, MI) Local/Regional Print
April 9 "Students seek support for trip to global finals" - Article on 2009
Destination ImagiNation Global Finals
Ad Equivalency = \$4,362 (Per Vocus)
Circulation = 52,400 (Per Vocus)
- (14) Grand Rapids Press (Grand Rapids, MI) Local/Regional Print
April 11 "Grand Rapids students hope to continue to dominate Academic
Games Leagues of America" - Article on 2009 Academic Games
Ad Equivalency = \$726 (Per Vocus)
Circulation = 36,600 (Per Vocus)
- (15) Lansing State Journal (Lansing, MI) Local/Regional Print
April 12 "D.I. team to go Global" - Article on 2009 Destination
ImagiNation Global Finals
Ad Equivalency = \$21.63 (Per Vocus)
- (16) Santa Maria Times (Santa Maria, CA) Local/Regional Print
April 12 "Local teams qualify for Destination ImagiNation Global Finals" -
Article on 2009 Destination ImagiNation
Ad Equivalency = \$320.85 (Per Vocus)
Circulation = 20,414 (Per Vocus)
- (17) Times-Press Recorder (Santa Maria, CA) Local/Regional Print
April 13 "Local teams make Destination ImagiNation finals" - Article on
2009 Destination ImagiNation
Ad Equivalency = \$140.85 (Per Vocus)
Circulation = 18,500 (Per Vocus)
- (18) The Leaf Chronicle (Clarksville, Fort Campbell, TN) Local/Regional Print

- April 14 "U16 Magic win tournament" - Article on Knoxville Heat Invitational in Knoxville
Circulation = 19,158 (Per Cision)
- 19) *The Telegraph (Nashua, NH)* Local/Regional Print
April 16 "Local DI teams head to Global Finals" - Article on 2009 Destination ImagiNation
Ad Equivalency = \$50.63 (Per Vocus)
Circulation = 26,566 (Per Vocus)
- 20) *Portland Tribune (Portland, WA)* Local/Regional Print
April 16 "Durham Destination ImagiNation team headed to Global Finals" - Article on 2009 Destination ImagiNation
Ad Equivalency = \$260 (Per Vocus)
Circulation = 102,500 (Per Vocus)
- 21) *Waverly News (Waverly, OH)* Local/Regional Print
April 16 "Six teams qualify for Global Finals" - Article on 2009 Destination ImagiNation
Ad Equivalency = \$9.35 (Per Vocus)
Circulation = 2,000 (Per Vocus)
- 22) *The Lufkin Daily News (Lufkin, TX)* Local/Regional Print
April 17 "Huntington Destination ImagiNation team to go to global competition" - Article on 2009 Destination ImagiNation
Ad Equivalency = \$184.80 (Per Vocus)
Circulation = 14,043 (Per Vocus)
- 23) *Roseville Press-Tribune (Roseville, CA)* Local/Regional Print
April 17 "Local school teams go global" - Article on 2009 Destination ImagiNation
Ad Equivalency = \$49.20 (Per Vocus)
Circulation = 17,466 (Per Vocus)
- 24) *The Observer (Union & Wallowa County, OR)* Local/Regional Print
April 22 "Destination ImagiNation team from Powder Valley reaches Global Finals" - Article on 2009 Destination ImagiNation
Ad Equivalency = \$51 (Per Vocus)
Circulation = 6,072 (Per Vocus)
- 25) *The Flower Mound Messenger (Flower Mound, TX)* Local/Regional Print
April 22 "McKamy Destination ImagiNation Going Global" - Article on 2009 Destination ImagiNation
Ad Equivalency = \$124.95 (Per Vocus)
Circulation = 40,000 (Per Vocus)

- 26) Herald-Mail (Hagerstown, MD) Local/Regional Print
 April 24 "North High DI team going global" - Article on 2009 Destination
 ImagiNation
 Ad Equivalency = \$204.66 (Per Vocus)
 Circulation = 38,000 (Per Vocus)
- 27) Exeter News-Letter (Exeter, NH) Local/Regional Print
 April 24 "Exeter area students head to Destination ImagiNation Globals" -
 Article on 2009 Destination ImagiNation
 Ad Equivalency = \$127.68 (Per Vocus)
 Circulation = 6,850 (Per Vocus)
- 28) Hudson Star-Observer (Hudson, WI) Local/Regional Print
 April 24 "Two Hudson teams advance to Global Destination ImagiNation
 competition" - Article on 2009 Destination ImagiNation
 Ad Equivalency = \$39.80 (Per Vocus)
 Circulation = 7,500 (Per Vocus)
- 29) West Central Tribune (Willmar, MN) Local/Regional Print
 April 25 "Destination ImagiNation team headed to global competition" -
 Article on 2009 Destination ImagiNation
 Ad Equivalency = \$56.40 (Per Vocus)
 Circulation = 16,927 (Per Vocus)
- 30) Gainesville Sun (Gainesville, FL) Local/Regional Print
 April 26 "Buchholz wins fifth state math title" - Article on 2009 Mu Alpha
 Theta competition in Knoxville
 Ad Equivalency = \$140.42 (Per Vocus)
 Circulation = 16,390 (Per Vocus)
- 31) Elizabethton Star (Elizabethton, TN) Local/Regional Print
 April 26 "Food City President and CEO named Tenn. Grocer of the Year" -
 Article on TN Grocers & Convenience Store Association event at
 KCC
 Ad Equivalency = \$536.25 (Per TN Press Clipping Service)
 Circulation = 9,330 (Per TN Press Clipping Service)
- 2/2 The Herald Gazette (Trenton, TN) Local/Regional Print
 April 29 "TES students to compete in annual Global Finals" - Article on
 2009 Destination ImagiNation Global Finals
 Ad Equivalency = \$211.28 (Per TN Press Clipping Service)
 Circulation = 2,900 (Per TN Press Clipping Service)

- (32) Newport Plain Talk (Newport, TN) Local/Regional Print
 April 30 "Street Rod Nationals South celebrates 26th anniversary in East Tennessee" - Article on 2009 NSRA Street Rod Nationals South
 Ad Equivalency = \$271.20 (Per TN Press Clipping Service)
 Circulation = 6,568 (Per TN Press Clipping Service)
- (33) Coon Rapids Herald (Coon Rapids, MN) Local/Regional Print
 April 30 "Coon Rapids DI team heads to global finals" - Article on 2009 Destination ImagiNation
 Ad Equivalency = \$11.50 (Per Vocus)
 Circulation = 4,290 (Per Vocus)
- (34) The Star Democrat (Easton, MD) Local/Regional Print
 April 30 "Destination ImagiNation team heading to global competition May 19" - Article on 2009 Destination ImagiNation
 Ad Equivalency = \$46.40 (Per Vocus)
 Circulation = 19,000 (Per Vocus)
- (35) Detroit Free Press (Detroit, MI) Local/Regional Print
 April 30 "Dolsen D.I. team needs help to go to Globals" - Article on 2009 Destination ImagiNation Global Finals
 Ad Equivalency = \$2,908 (Per Vocus)
 Circulation = 52,400 (Per Vocus)
- (36) Bloomington Sun-Current (Bloomington, MN) Local/Regional Print
 May 1 "Jefferson team earns trip to global DI finals" - Article on 2009 Destination ImagiNation
 Ad Equivalency = \$28.13 (Per Vocus)
 Circulation = 28,207 (Per Vocus)
- (37) The Picket News (Washington County, MD) Local/Regional Print
 May 2 "Local Students Solving Problems Straight to Knoxville, Tennessee" - Article on 2009 Destination ImagiNation
 Ad Equivalency = \$72 (Per Vocus)
 Circulation = 18,000 (Per Vocus)
- (38) Dayton Daily News (Dayton, OH) Local/Regional Print
 May 2 "Stingley wins tourney, heads to finals" - Article on 2009 Destination ImagiNation
 Ad Equivalency = \$948 (Per Vocus)
 Circulation = 27,280 (Per Vocus)

- (39) Daily News Journal (Murfreesboro, TN) Local/Regional Print
May 2 "Boro among football bidders" - Article on TSSAA State Football Championships bid, mention of KTSC
Ad Equivalency = \$675.09 (Per TN Press Clipping Service)
Circulation = 13,789 (Per Burrelles Clipping Service)
- (40) Chattanooga Free Press (Chattanooga, TN) Local/Regional Print
May 3 "Current host Murfreesboro remains candidate for the TSSAA football title games" - Article on TSSAA State Football Championships bid, mention of KTSC
Circulation = 114,366 (Per Burrelles Clipping Service)
- (41) The Birmingham News (Birmingham, AL) Local/Regional Print
May 3 "Travel Briefs: Geeky getaways for science-minded" - Article mentioning UT Body Farm
Circulation = 176,087 (Per Burrelles Clipping Service)
- (42) San Jose Mercury News (San Jose, CA) Local/Regional Print
May 5 "Cupertino district's Blue Hills school advances to Destination ImagiNation finals" - Article on 2009 Destination ImagiNation
Ad Equivalency = \$6,224 (Per Vocus)
Circulation = 47,900 (Per Vocus)
- (43) Grand Rapids Press (Grand Rapids, MI) Local/Regional Print
May 5 "Grand Rapids students return from national Academic Games tournament with truckload of..." - Article on 2009 Academic Games event in Knoxville
Ad Equivalency = \$544.50 (Per Vocus)
Circulation = 36,600 (Per Vocus)
- (44) Mission City Record (Mission City, Canada) Local/Regional Print
May 8 "Windebank heads to Global Finals" - Article on 2009 Destination ImagiNation
Ad Equivalency = \$19.18 (Per Vocus)
Circulation = 10,638 (Per Vocus)
- (45) The Press-Enterprise (Southern California) Local/Regional Print
May 8 "Students from Mountain Shadow Middle School will compete in global finals in Tennessee" - Article on 2009 Destination ImagiNation
Ad Equivalency = \$636.40 (Per Vocus)
Circulation = 15,045 (Per Vocus)
- (46) Undercurrent (Bowen Island, Canada) Local/Regional Print

- May 9 "Trip to Knoxville for Awesome Blue Bananas is within sight" -
Article on 2009 Destination ImagiNation
Ad Equivalency = \$11.34 (Per Vocus)
Circulation = 1,200 (Per Vocus)
- (47) Messenger-Inquirer (Owensboro, KY) Local/Regional Print
May 12 "Students invited to global contest" - Article on 2009 Destination
ImagiNation
Ad Equivalency = \$276.12 (Per Vocus)
Circulation = 27,960 (Per Vocus)
- (48) Dunlap Tribune (Dunlap, TN) Local/Regional Print
May 14 "Ford F-100 truck show set" - Article on 2009 F-100 Supnationals
Ad Equivalency = \$40 (Per TN Press Clipping Service)
Circulation = 2,677 (Per Burrelles Clipping Service)
- (49) The Bernardsville News (Bernardsville, NJ) Local/Regional Print
May 15 "B'ville student teams reach globalfinals of Destination
ImagiNation" - Article on 2009 Destination ImagiNation
Ad Equivalency = \$83.80 (Per Vocus)
Circulation = 8,416 (Per Vocus)
- (49) The Roanoke Times (Roanoke, VA) Local/Regional Print
May 15 "Cave Spring Middle Team to travel to Knoxville for Destination
ImagiNation Tournament" - Article on 2009 Destination
ImagiNation
Ad Equivalency = \$393.30 (Per Vocus)
Circulation = 98,687 (Per Vocus)
- (50) San Francisco Examiner Newspaper (San Francisco, CA) Local/Regional Print
May 17 "Green Scene" - Article on Downtown North Knoxville
revitalization
Circulation = 5,600 (Per Cision)
- (51) Washington, D.C. Examiner Newspaper (Washington, D.C.) Local/Regional Print
May 17 "Green Scene" - Article on Downtown North Knoxville
revitalization
Circulation = 5,600 (Per Cision)
- (52) Billings Gazette (Billings, MT) Local/Regional Print
May 18 "Hardin students off to Tennessee for 'Destination' global finals this
week" - Article on 2009 Destination ImagiNation Global Finals
Ad Equivalency = \$697.20 (Per Vocus)
Circulation = 11,071 (Per Vocus)

- 53 Jupiter Courier (Jupiter, FL) Local/Regional Print
 May 19 "Martin County students haul in awards at academic games" -
 Article on 2009 Academic Games in Knoxville
 Ad Equivalency = \$56.84 (Per Vocus)
 Circulation = 32,000 (Per Vocus)
- 54 Toledo-Blade (Toledo, OH) Local/Regional Print
 May 20 "Area students vie in world tourney - Article on 2009 Destination
 ImagiNation
 Ad Equivalency = \$1,079.04 (Per Vocus)
 Circulation = 20,218 (Per Vocus)
- 55 The Tifton Gazette (Tifton, GA) Local/Regional Print
 May 23 "Knoxville, Tenn.: A city with many interesting layers" - Article on
 Knoxville, generated from Geiger Press Tour
 Website Visitors per Month = 5,454 (Per Cision)
- 56 The Sun Herald (Biloxi, Gulfport, & South Mississippi) Local/Regional Print
 May 26 "Tourism Spending Saves Taxpayers: - Article on Tennessee tourism
 numbers
 Circulation = 40,700 (Per Cision)
- 57 The Telegraph (Hudson, NH) Local/Regional Print
 May 28 "Destination ImagiNation teams compete at Global Finals in
 Tenn." - Article on 2009 Destination ImagiNation
 Ad Equivalency = \$151.88 (Per Vocus)
 Circulation = 26,566 (Per Vocus)
- 58 Westford Eagle (Westford, MA) Local/Regional Print
 May 30 "Day School DI team wins silver medal at global competition" -
 Article on 2009 Destination ImagiNation
 Ad Equivalency = \$19.35 (Per Vocus)
 Circulation = 4,675 (Per Vocus)
- 59 The Journal Gazette (Fort Wayne, IN) Local/Regional Print
 June 1 "Education Notebook: Roller coasters drive young minds" - Article
 on 2009 Destination ImagiNation
 Ad Equivalency = \$183.99 (Per Vocus)
 Circulation = 59,324 (Per Vocus)
- 60 The Saratogian (Saratoga Spring, N.Y.) Local/Regional Print
 June 1 "Cycles hit the streets of Lake George for Americade" - Article
 mentioning cancellation of 2009 Honda Hoot

- Banner Ad Rate = \$110 (Per Cision)
 Website Visitors per Month = 6,015 (Per Cision)
- (61) June 5 "Americaders cruise the region's roads" - Article mentioning cancellation of 2009 Honda Hoot
 Banner Ad Rate = \$110 (Per Cision)
 Website Visitors per Month = 6,015 (Per Cision)
- (62) The Tribune News (San Luis Obispo County, CA) Local/Regional Print
 June 2 "South County Beat Local meeting focuses on energy future" -
 Mentions 2009 Destination ImagiNation
 Ad Equivalency = \$71.63 (Per Vocus)
 Circulation = 39,880 (Per Vocus)
- (63) Milford Cabinet (Milford, NH) Local/Regional Print
 June 4 "Local schools fare well at DI" - Article on 2009 Destination ImagiNation Global Finals
 Ad Equivalency = \$13.57 (Per Vocus)
 Circulation = 29,500 (Per Vocus)
- (64) Hudson Star Observer (Hudson, Wisconsin) Local/Regional Print
 June 4 "Destination ImagiNation competitors surprise themselves at Global Finals" - Article on 2009 Destination ImagiNation Global Finals
 Ad Equivalency = \$9.95 (Per Vocus)
 Circulation = 7,500 (Per Vocus)
- (65) June 5 "DI is great experience" - Letter to the editor on 2009 Destination ImagiNation Global Finals
 Circulation = 7,500 (Per Vocus)
- (66) Durham Region News (Ontario, Canada) Local/Regional Print
 June 5 "Ajax Motor Mouths motor to global competition" - Article on 2009 Destination ImagiNation Global Finals
- (67) Muskegon News (Muskegon, MI) Local/Regional Print
 June 6 "Destination ImagiNation team shines in global event" - Article on 2009 Destination ImagiNation Global Finals
 Ad Equivalency = \$246.66 (Per Vocus)
 Circulation = 47,314 (Per Vocus)
- (68) Herald-Citizen (Cookeville, TN) Local/Regional Print
 June 8 "Dogwood Park ready for free Sunday concerts" - Mention of WDVX Blue Plate Special
 Website Visitors per Month = 17,615 (Per Cision)
- (69) News Tribune (Seattle-Tacoma, WA) Local/Regional Print

June 8 "GIG HARBOR Voyager, Kopachuck among top teams" - Article on 2009 Destination ImagiNation Global Finals
Ad Equivalency = \$200.99 (Per Vocus)
Circulation = 128,000 (Per Vocus)

70 Newbury Port News (Newbury Port, MA) Local/Regional Print
June 9 "Green Team United thanks community" - Article on 2009 Destination ImagiNation Global Finals
Circulation = 21,652 (Per Vocus)

71 Newport Plain Talk (Newport, TN) Local/Regional Print
June 9 "Power puller visits Westgate Tire" - Article mentioning Lucas Oil Pulling League Championships Tour in Knoxville
Circulation = 6,677 (Per Vocus)

Non-Knoxville Local/Regional Print Fourth Quarter Entries = 73 (71)
Non-Knoxville Local/Regional Print Fourth Quarter Circulation = 1,965,885
Non-Knoxville Local/Regional Print Fourth Quarter Ad Equiv. = \$24,946.76

Regional Print (27 entries)

+89 = 116

At Home Tennessee Magazine Regional Print
July 2008 "Gee's Bend and Beyond" - Mention of Knoxville Museum of Art
Ad Equivalency = \$795 (1/6 Page)
Circulation = 35,000

Outdoor Florida Magazine Regional Print
July 2008 "Is mead wine an aphrodisiac? Who cares, it's great!" - Article on Knoxville wineries (Result of April 2008 Geiger Press Tour)
Ad Equivalency = \$1,450
Circulation = 30,000

East Tennessee Business Journal Regional Print
July 31 "KTSC celebrates five years of success" - Article on KTSC
Ad Equivalency = \$8,630 (2 Pages, 1 Page = \$4,315)
Circulation = 15,000

Blue Ridge Country Magazine Regional Print
July/August 2008 "The Best of Blue Ridge Country 2008" Competition - Knoxville listed as winning Gold in "Big City" category
Ad Equivalency = \$6,965 (1/6 Page)
Almanac: Events - Listing of 2008 Chrysler Jeep Boomsday Festival
Ad Equivalency = \$6,965 (1/6 Page)

Circulation = 91,000

The Tennessean

August 24

Regional Print

"Knoxville Boomsday Festival celebrates Labor Day with a bang"

- Article on 2008 Chrysler Jeep Boomsday Festival

Ad Equivalency = \$3,396 (15.5 CI, Black & White, Sunday Life Section)

Circulation = 733,900

Western Association News Regional Print

September 2008

"Southern States" - Article on Knoxville attractions & KCC

Ad Equivalency = \$1,630 (1/6 Page, 1x, Black & White)

Circulation = 9,242

Regional Print First Quarter Entries = 7

Regional Print First Quarter Circulation = 914,142

Regional Print First Quarter Ad Equiv. = \$29,831

Blue Ridge Country Magazine Regional Print

Oct. 2008

"Almanac" - Listing of Knoxville fall events

Ad Equivalency = \$1,990 (1/6 Page)

"Urban Eats" - Article on Crown & Goose Pub, Old City & Market Square restaurants

Ad Equivalency = \$6,965 (Full Page, Four Color) x 2 Pages + 2/3

Page (\$6,225) = \$20,155

Circulation = 91,000

ConventionSouth Magazine Regional Print

October 2008

"Annual Focus on New & Renovated Meeting Sites" - Article mentioning KTSC & Knoxville venues

Ad Equivalency = \$1,610 (1/3 Page, 1x, Black & White)

Circulation = 18,253

Outdoor Florida Magazine Regional Print

October 2008

"Summertime & Fall Tours - Knoxville, TN Road Trip!" - Article on Knoxville attractions (Result of April 2008 Geiger Press Tour)

Ad Equivalency = \$1,410

Circulation = 30,000

Blue Ridge Country Magazine Regional Print

December 2008

"Almanac" - Listing of December Knoxville events

Ad Equivalency = \$1,990 (1/6 Page)

Circulation = 91,000

Stir Magazine
December 2008

Regional Print
"Knoxville, Tennessee: Don't Stop at Barbecue, Bluegrass and Dolly" - Article on Knoxville attractions, shopping, dining and entertainment with quotes from Erin Freeman

Emerald Coast Magazine (FL)

Regional Print

Dec. 2008/Jan. 2009 "Unveiling Tennessee's Secret City" - Article on Knoxville attractions (Result of April 2008 Geiger Press Tour)
Ad Equivalency = \$6,505 (Per Geiger & Assoc.)
Circulation = 22,399 (Per Geiger & Assoc.)

Regional Print Second Quarter Entries = 7
Regional Print Second Quarter Circulation = 252,652
Regional Print Second Quarter Ad Equiv. = \$33,660

Smoky Mountain Living Magazine Regional Print

Winter 2009 "Knoxville's Americana Revolution" - Article on WDVX and Americana music
Ad Equivalency = \$50 (Online advertising per issue)
Ad Equivalency = \$3,000 (1 Full Page, 1x) x 4 pages = \$12,000
Print Circulation = 4,375

The Tennessean
January 24

Regional Print
"State is No. 1 for motorcoach travel" - Article mentioning WBHOF & motorcoach award
Ad Equivalency = \$156.32 (1 CI, Daily Rate) x 4 CI = \$625.28
Circulation = 167,626 (Per Burrelles Clipping Service)

ConventionSouth Magazine Regional Print

February 2009 "Knoxville: New Surprises Bloom with Each Visit" - Article on about NSRA Street Rod Nationals South, Knoxville hotels & attractions
Ad Equivalency = \$4,560 (Full Page, 1x) x 2 Pages + \$2,410 (1/3 Page, 1x) = \$11,530
Circulation = 18,253

Meetings South Magazine Regional Print

February 1 "Knoxville Tourism & Sports Corporation" - Article on KTSC, meeting spaces and accommodations
Ad Equivalency = \$6,390 (Full Page, 1x)
Circulation = 22,010 (Per Burrelles Clipping Service)

ConventionSouth Magazine Regional Print

March 2009 "Memorable Conventions, Exceptional Services" - Article on Knoxville venues, attractions & KTSC
Circulation = 18,253 (Per Burrelles Clipping Service)

Regional Print Third Quarter Entries = 5
Regional Print Third Quarter Circulation = 230,517
Regional Print Third Quarter Ad Equiv. = \$30,595.28

Meetings South Magazine Regional Print

April 2009 "Tennessee to a 'T'" - Article on Knoxville & meeting accommodations & new information about hotels
Ad Equivalency = \$6,390 (Full Page, 1x)
Circulation = 22,010 (Per Burrelles Clipping Service)

The Oregonian

Regional Print
April 6 "13 teams from Oregon schools to global" - Article on 2009 Destination ImagiNation
Ad Equivalency = \$461.02 (Per Vocus)
Circulation = 317,000 (Per Vocus)

The Tennessean

Regional Print
May 1 "Three cities bid for state football championship games" - Article on TSSAA State Football Championships bid, mention of KTSC
Circulation = 733,900

The Tennessean

Regional Print
May 20 "County DI teams advance to globals" - Article on 2009 Destination ImagiNation
Ad Equivalency = \$1,140.12 (Per Vocus)
Circulation = 10,772 (Per Vocus)

The Denver Post

Regional Print
May 28 "Double take at ImagiNation finals" - Article on 2009 Destination ImagiNation
Ad Equivalency = \$1,598.72 (Per Vocus)
Circulation = 507,892 (Per Vocus)

St. Louis Post-Dispatch Regional Print

May 29 "Saeger Middle School students win one of top awards in Destination ImagiNation" - Article on 2009 Destination ImagiNation
Ad Equivalency = \$3,372.30 (Per Vocus)
Circulation = 70,000 (Per Vocus)

Business TN Magazine

Regional Print

June 2009

"Waiting Out the Lull" - Article with quotes from Kim Paul & KTSC social media

Circulation = 33,444 (Per Burrelles Clipping Service)

Western North Carolina Magazine Regional Print

June 2009

"Roots Music Ramble" - Article on Knoxville's Visitor Center, WDVX Blue Plate Special, and several attractions

Circulation = 31,500 (Per Cision)

Regional Print Fourth Quarter Entries = 8

Regional Print Fourth Quarter Circulation = 1,726,518

Regional Print Fourth Quarter Ad Equiv. = \$12,962.16

National Print (37 entries)

~~40~~ + 4 = 44

1-3

SportsTravel Magazine

National Print

July 2008

"The Press Box" - Listing of hiring and photo of Jeffrey John

Ad Equivalency = 1/6 Page (4 Color) = \$2,280, 1/18 Page = \$760 = \$760 (Size of article is 1/18 Page)

"Certifying the Destination" - Article on Destination Marketing Accreditation Program (DMAP) and listing of KTSC as receiving Accreditation

Ad Equivalency = \$3,550 (Full-Page 4 Color) x 3 Pages = \$10,650

"DMAI Destinations Directory" - Listing of KTSC with contact information

Ad Equivalency = \$3,550 (1 Full-Page, 4-Color)

Circulation = 16,000

4

Sports Destination Management Magazine National Print

July/August 2008

"The Southeastern Sports Destination Experience" - Article on Knoxville and KTSC with quotes from Jeffrey John & KTSC advertisement

Ad Equivalency = 1/3 Page = \$1,400, 2/3 Page = \$2,800 = \$2,800 (Size of article is 2/3 Page)

Circulation = 18,000

5-6

Association News Magazine National Print

July 2008

"DMAP-Accredited DMOS" - Article on Destination Marketing Accreditation Program (DMAP) and listing of KTSC as receiving Accreditation

"DMAI Destinations Directory" - Listing of KTSC with contact information

Circulation = 40,000

- 7 *Black Meetings & Tourism Magazine* National Print
July 2008 "Visitor Friendly City" - Knoxville named one of 26 "Visitor Friendly Cities" by magazine
Circulation = 28,000 (Per Burrelles Clipping Service)
- 8 *Southern Living Magazine* National Print
July 2008 "Events in Your Region" - Listing of Festival on the Fourth
Ad Equivalency = \$65,600 (1/3 Page, 4-Color)
Circulation = 2,813,116
- 9 *Truckbuilder Magazine* National Print
July/August 2008 "F-100 Supernationals" - 3-page article on 2008 F-100 Supernationals
- 10 *Custom Classic Trucks Magazine* National Print
August 2008 "F-100 SUPERNATS" - Article on 2008 F-100 Supernationals & Ford Family Reunion
Ad Equivalency = \$7,475 (1 Page, Four Color) x 5 Pages = \$37,375
Circulation = 50,014
- 11-12 *Southern Living Magazine* National Print
August 2008 "Four-Legged Fun" - Article on Knoxville's PetSafe Park & Village
Ad Equivalency = \$162,000 (1 Page) + \$65,600 (1/3 Page) + \$92,500 (1/2 Page) = \$320,100
"People & Places" - Mention of Knox Heritage
Ad Equivalency = 1/2 Page = \$92,500, 1/8 Page = \$23,125 = \$23,125
(Size of article is 1/8 Page)
Circulation: 2,800,000
- 13 *Motorcycle Product News Magazine* National Print
August 2008 "Pit Pass" - Article on 2008 Honda Hoot
Ad Equivalency = \$6,975 (Rate for Spread)
Circulation = 17,000
- 14 *MeetingNews Magazine* National Print
September 8 "Knoxville Tourism & Sports Corporation" - Article on KTSC & KCC
Ad Equivalency = \$9,980 (1/2 Page, 1x)
Circulation = 45,000

National Print First Quarter Entries = 14 ✓

National Print First Quarter Circulation = 5,827,130
National Print First Quarter Ad Equiv. = \$480,915

Custom Classic Trucks Magazine National Print
Fall 2008 "30th Ford F100 Supnationals - Three Decades Off-100s" -
Article on 2008 F-100 Supnationals & Ford Family Reunion
Online Audience = 50,000+ per month

SportsTravel Magazine National Print
Oct./Nov. 2008 "The Press Box" - Listing and photo of hiring of Meg Caldwell,
KTSC Senior Director of Sales
Ad Equivalency = 1/6 Page (4 Color) = \$2,280
Circulation = 16,000

Winning Sports Meetings and Destinations Magazine National Print
November 2008 Photo of UT'S Neyland Stadium with caption
Ad Equivalency = \$1,900 (1/3 Page, 4 Color = \$1,900)
Circulation = 45,000

Successful Meetings Magazine National Print
November 2008 "A Taste of Tennessee" - Article on Knoxville attractions & venues
Ad Equivalency = \$20,430 (2/3 Page, 1x, 4-Color)
Circulation = 72,050

Roadracing World Magazine National Print
December 19 "American Honda Cancels 2009 'Honda Hoot' Due to 'Economic
Uncertainty'" - Article on 2009 Honda Hoot cancellation
Banner ad is \$500 per month
Website Audience = 244,000 visitors per month

National Print Second Quarter Entries (5)
National Print Second Quarter Circulation = 427,050
National Print Second Quarter Ad Equiv. = \$25,110

Truckin' Magazine National Print
January 2009 "30th Annual Ford F100 Supnationals - Chilhowee Park" -
Article on 2008 F-100 Supnationals
Banner ad is \$780 per week
Website Audience = 196,000 unique visitors per week

Black Meetings & Tourism Magazine National Print
January 2009 "The Importance of Heritage Tourism" - Quotes from Linda Milan
and article on cultural attractions & initiatives in Knoxville
Circulation = 28,000 (Per Burrelles Clipping Service)

Southern Living Magazine National Print

February 2009 "Saving a City's Past" - Article on Knox Heritage
Ad Equivalency = \$162,000 (1 Page)
Circulation = 2,800,000

Motorcycle Product News Magazine National Print

February 2009 "Business Briefs" - Article on cancellation of 2009 Honda Hoot
Ad Equivalency = \$895 (Rate for 1/6 Page, Black & White, 1x)
Circulation = 17,000

Byways Magazine National Print

February 1 "Tennessee Top State for Motorcoach Groups" - Article
mentioning WBHOF and the Knoxville Zoo
Ad Equivalency = \$650 (1/2 Page, 1 x)
Circulation = 5,000

AutoEvents Magazine National Print

February 10 "Cruises/Rallies" - Listing of 2009 NSRA Street Rod Nationals
South

The New York Times National Print

February 10 "Slow Down, Music Fans, For Singular Visionaries" - Article on
2009 Big Ears Festival
Ad Equivalency = \$727 (1/2 Page, Nationwide Weekday, Arts
Section) / 2 (Actual size of article is approx. Page) = \$363.50
Total Circulation = 1,000,665

Streetscene Magazine National Print

March 2009 "35th NSRA Street Rod Nationals South: One of the Very Best Swap
Meets Anywhere," List of Exhibitors
"Travel Guide to the Nationals South" - Article on Knoxville
Attractions - Articles on NSRA Street Rod Nationals South

MeetingNews Magazine National Print

March 9 "Knoxville's TouchKnow&Go Kiosks Are a First for Tennessee" -
Article on TouchKnow&Go
Ad Equivalency = \$5,640 (1/4 Page, 1x)
Circulation = 45,000

Ideal Living Magazine National Print

March 30 "Lowe's Ferry at Ft. Loudon Lake Reopens for Land Sales" - Article
mentioning Knoxville as ranked one of the best places to live and
retire in the U.S. (online)

Circulation = 120,000 (Per Cision)

Ideal Living Magazine

National Print

May 28

"East Tennessee: Great Lakes and The Great Smokies" - Article with quotes from Laney Shorter, all about Knoxville downtown, airport, attractions, etc. (online)

Circulation = 120,000 (Per Cision)

National Print Third Quarter Entries = 12 ✓

National Print Third Quarter Circulation = 4,331,665

National Print Third Quarter Ad Equiv. = \$170,328.50

Bank Travel Management

National Print

April 2009

"Traveler's Checks: Zoos" - Article on Knoxville Zoo

Circulation = 4,100

Successful Meetings Magazine

National Print

May 2009

"Knoxville, Tennessee: City Style, Country Views" - Article on Knoxville amenities with quotes from Kim Paul

Ad Equivalency = \$14,040 (1/2 Page, Horizontal, 1x, 4-Color)

Circulation = 72,050 (Per Burrelles)

Truckin' Magazine

National Print

May 2009

"Attending The F100 Supernationals" - Article on 2009 F-100 Supernationals

Banner ad is \$780 per week

Website Audience = 196,000 unique visitors per week

Successful Meetings Magazine

National Print

May 26

"Knoxville, Tennessee: Wide Variety and Southern Charm" - Article on Knoxville overview, access, weather, accommodations, Convention Center, recreation & activities

Circulation = 72,050 (Per Burrelles Clipping Service)

Convention Forum

National Print

Spring 2009

"CVB'S, Conventions & Conferences: Knoxville, Tennessee" - 1-page article on Knoxville accommodations, venues, events, attractions, etc.

"State Spotlight: Tune in to Tennessee" - Article on Knoxville's convention offerings

Circulation = 8,000 (Per Cision)

National Print Fourth Quarter Entries = 6 ✓

National Print Fourth Quarter Circulation = 352,200

National Print Fourth Quarter Ad Equiv. = \$14,820

International Print (4 entries)

Eagle Ridger Magazine (Germany) International Print
2009-2010 "Whiskey and Blues Tour" – Knoxville featured in this itinerary of a motorcycle ride through eight American states (magazine is for Harley Davidson enthusiasts in Germany)
Online Presence: www.eaglerider.nl

International Print Second Quarter Entries = 1

Up Country Magazine (United Kingdom) International Print
April 2009 "A Note From The Publisher..." – Mention of Knoxville as featured American city in April issue
"Interstate 40: Knoxville, Tennessee" – Article on Knoxville geography, attractions, history and fun facts

www.Earthtimes.org (London, UK) International Print
May 26 "Tourism Spending Saves Taxpayers" – Article on Tennessee tourism numbers

International Print Fourth Quarter Entries = 3

Online Print (36 entries)

eHow.com Online Print
Summer 2008 "How to Make an Artist Trading Card" – Mention of Dogwood Arts Festival (Result of April 2008 Geiger Press Tour)

eHow.com Online Print
Summer 2008 "How to organize an Art Gallery crawl in Knoxville" – Article on art galleries in Knoxville (Result of April 2008 Geiger Press Tour)

RealTravelAdventures.com Online Print
July 2008 "Knoxville: A City of Orange" – Article on Knoxville history, demographics, sports and attractions

Away.com Online Print
August 2008 "Family Overview: Knoxville, Tennessee" – Article on University of Tennessee, attractions, scenery, etc.

About.com Online Print

August 3 "Boomsday Festival - Labor Day Weekend in Knoxville" - Article on 2008 Chrysler Jeep Boomsday Festival

TN/JN.com (University of Tennessee School of Journalism & Electronic Media

Publication) Online Print

September 4 "Knoxville's Boomsday festival made another 'boom'; 21 years in the making" - Article on 2008 Chrysler Jeep Boomsday Festival

September 11 "Knoxville to host first ever East Tennessee Sports Expo" - Article on 2008 East Tennessee Sports Expo

www.CommercialAppealapps.com/travel/ Online Print

September 17 "Hampton Inn Knoxville Hotel Review" (Result of April 2008 Geiger Press Tour)

Online Print First Quarter Entries = 8

www.Tennessee.de/www.TennesseeTourism.de/http://de.tnvacation.com (Germany)

Online Print

November 2008 Bahn TN Documentary on Trains featured on website - Three Rivers Rambler on documentary
Circulation = 1,900 (Per TN Tourism, Germany)

Travel Savings Alerts Newsletter Online Print

November 2008 "Tennessee Tales" - Article on McClung Museum, Knoxville Visitor Center, WDVX Blue Plate Special, East Tennessee History Center (Result of April 2008 Geiger Press Tour)
Ad Equivalency = \$4,017 (Per Geiger & Assoc.)
Circulation = 180,000 (Per Geiger & Assoc.)

http://travelingadventureswithchildren.com Online Print

December 2008 "A Family Vacation in the Smokies" - Article mentioning several Knoxville attractions

www.ContentCorral.com Online Print

December 4 "Visit Tennessee - Satisfy Your Cultural and Artistic Instincts" - Article mentioning World's Fair Park & Knoxville Zoo

Women-Guide.com Online Print

December 5 "Visit Tennessee - Satisfy Your Cultural and Artistic Instincts" - Article mentioning World's Fair Park & Knoxville Zoo

www.ClutchandChrome.com Online Print

December 20 "Major motorcycle event, Honda Hoot canceled for 2009" - Article on 2009 Honda Hoot cancellation

www.MotorcycleUSA.com Online Print

December 23 "Honda Hoot Stops Hooting" – Article on 2009 Honda Hoot cancellation
Banner ad is \$11,900 per month (\$17 Cost Per Thousand Impressions x 700)
Website Audience = 700,000 Unique Visitors Per Month

Online Print Second Quarter Entries = 7
Online Print Second Quarter Circulation = 881,900
Online Print Second Quarter Ad Equiv. = \$15,917

www.ClassicTrucks.com Online Print

January 19 "Ford F100 Supernationals & All Ford Show Truck Giveaway – Project: Black Oval Truck" – Article on 2010 F-100 Supernationals giveaway
Banner ad is \$290 per month
Website Weekly Impressions = 25,000

PR-Inside.com

January 27 Online Print
"3GS, LLC Names Inside Sales Professionals" – Mention of KTSC

www.PopMatters.com Online Print

February 6 "Big Ears Festival" – Coverage of 2009 Big Ears Festival

TriCities.com

March 3 Online Print
"Play Tennessee' Aims To Bring Sporting Events to TN" – Mention of Knoxville & STD TD "Play Tennessee" program

www.ClutchandChrome.com Online Print

March 5 "Motorcycle events continue to cancel" – Article mentioning cancellation of 2009 Honda Hoot

www.ClutchandChrome.com Online Print

March 16 "Luxury motorcycle show cancels 2009 event" – Mention of cancellation of 2009 Honda Hoot

www.Cleveland.com Online Print

March 17 "Expectations too high for medical mart complex, some experts say" – Mention of KTSC and economic impact multiplier

Online Print Third Quarter Entries = 7
Online Print Third Quarter Circulation = 25,000
Online Print Third Quarter Ad Equiv. = \$290

Drive! Online

April 15

Online Print

Event listing of 2009 NSRA Street Rod Nationals South

Tips Guides Resources Online

April 16

Online Print

"Taking a Tour of Knoxville" - Article on Knoxville attractions

www.AutoTraderClassics.com

April 23

Online Print

"Event Information" - Listing of 2009 NSRA Street Rod Nationals South

Monthly unique website visitors: 700,000

www.Examiner.com

April 26

Online Print

"Recession canceling motorcycle rallies" - Article on cancellation of 2009 Honda Hoot

Monthly unique website visitors: 2,000,000

www.ContentCorral.com

April 26

Online Print

"Tennessee Bed and Breakfasts" - Article mentioning Bijou Theatre, Laurel Theatre & Old City

www.ClutchandChrome.com

April 28

Online Print

"Motorcycle sales down, Honda still turns profit" - Article on 2009 Honda Hoot cancellation

Http://businesstn.com

May/June

Online Print

"Waiting Out the Lull" - Article on KTSC business & social media, quotes from Kim Paul

Circulation = 28,926 (Per Cision)

Http://teddietravel.blogspot.com

May 1

Online Print

"Goin' to the Zoo, Zoo, Zoo" - Article on Knoxville attractions (Result of Spring 2009 Geiger Press Tour)

www.TradeShowWeek.com

May 4

Online Print

"Southern States: New Venues, Same Value" - Article with listing of KTSC

Carole & Co.

May 8

Online Print

"Hollywood glamour in Dollywood country" - Article on Knoxville Museum of Art, UT

http://AmericanCarsAmericanGirls.com

May 15

Online Print

"Street Rod Nationals South" - Mention of 2009 NSRA Street Rod Nationals South

AOL.com Travel Online Print
May 2009 "One Night Getaways for \$150" – Knoxville featured, mentions WDVX Blue Plate Special, Ijams Nature Center, etc.

BCLocalNews.com Online Print
June 8 "Blue Bananas back on Bowen" – Letter to the editor on 2009 Destination ImagiNation Global Finals

Life Science Weekly Online Online Print
June 9 "National Winners Announced in AEM's 'Construction Challenge' Student Competition" – Article on 2009 Destination ImagiNation Global Finals

Online Print Fourth Quarter Entries = 14
Online Print Fourth Quarter Circulation = 2,728,926
Online Print Fourth Quarter Ad Equiv. = \$0

Knoxville Local/Regional Television (138 entries)

*Please note that this section includes only local/regional entries covered in the Knoxville area.

*Please note that some television entries do not include ad equivalencies because the exact airtime of the subject is usually unknown.

WVLT-TV Local/Regional Television
July 26 6 p.m. & 10 p.m. News – Coverage of 2008 Sequoyah Farms Tennessee Open horse-jumping competition
Audience = 41,811

WBIR-TV Local/Regional Television
August 6 11 p.m. News – Coverage of schedule of 2008 Chrysler Jeep Boomsday Festival schedule announced
Reaches 516,180 households

WBIR-TV Local/Regional Television
August 7 "Boomsday schedule announced" – Coverage of 2008 Chrysler Jeep Boomsday Festival
Reaches 516,180 households

WINZ-TV Local/Regional Television
August 27 10 p.m. News – Coverage of 2008 Chrysler Jeep Boomsday Festival
Ad Equivalency = \$880 (Per Corporate Video, Inc.)
Audience = 48,535

WVLT-TV

August 27

Local/Regional Television

4 p.m. News - Coverage of 2008 Chrysler Jeep Boomsday Festival

Ad Equivalency = \$292 (Per Corporate Video, Inc.)

Audience = 34,270

August 31

6:30 p.m. News - Coverage of 2008 Chrysler Jeep Boomsday Festival

Ad Equivalency = \$300 (Per Corporate Video, Inc.)

Audience = 49,493

WATE-TV

August 30

Local/Regional Television

9 a.m. News - Coverage of 2008 Chrysler Jeep Boomsday Festival

Ad Equivalency = \$200 (Per Corporate Video, Inc.)

Audience = 21,402

9 a.m. News - Coverage of 2008 Chrysler Jeep Boomsday Festival (Second story)

Ad Equivalency = \$940 (Per Corporate Video, Inc.)

Audience = 21,402

August 31

9 a.m., 6 p.m. & 11 p.m. News - Coverage of 2008 Chrysler Jeep Boomsday Festival

9 a.m. Ad Equivalency = \$267 (Per Corporate Video, Inc.)

Audience = 17,757

6 p.m. Ad Equivalency = \$650 (Per Corporate Video, Inc.)

Audience = 30,063

11 p.m. Ad Equivalency = \$900 (Per Corporate Video, Inc.)

Audience = 43,856

September 1

6 a.m. News - Coverage of 2008 Chrysler Jeep Boomsday Festival

Ad Equivalency = \$533 (Per Corporate Video, Inc.)

Audience = 17,604

WBIR-TV

August 31

Local/Regional Television

6 p.m. News - Coverage of 2008 Chrysler Jeep Boomsday Festival

Ad Equivalency = \$1,840 (Per Corporate Video, Inc.)

Audience = 73,358

6 p.m. News - Coverage of 2008 Chrysler Jeep Boomsday Festival (Second story)

Ad Equivalency = \$3,527 (Per Corporate Video, Inc.)

Audience = 73,358

Knoxville Local/Regional Television First Quarter Entries = 15

Knoxville Local/Regional Television First Quarter Circulation = 1,505,269

Knoxville Local/Regional Television First Quarter Ad Equiv. = \$10,329

WBIR-TV

Local/Regional Television

October 27	5:33-5:37 p.m. – Interview with Gloria Ray on Knoxville’s tourism in a rough economy Audience = 40,000+ (Average)
<u>WBIR-TV</u> November 5	Local/Regional Television 5 p.m. News – Coverage of Nov. 5 Disney on Ice press conference at Knoxville Visitor Center Ad Equivalency = <u>\$717</u> (Per Corporate Video, Inc.) 5 p.m. News – Coverage of Nov. 5 Disney on Ice press conference at Knoxville Visitor Center Ad Equivalency = <u>\$422</u> (Per Corporate Video, Inc.) Audience = 46,413
<u>WVLT-TV</u> November 6	Local/Regional Television “Know it all...about Knoxville!” – Posting of “Know it All” on website Ad Equivalency = <u>\$300</u> (News streaming video per month) Website Unique Visitors Per Month = 68,000
<u>WBIR-TV</u> November 7	Local/Regional Television “The little radio station that could” – Article on WDVX 11 th anniversary and Blue Plate Special A typical ad on WBIR online is <u>\$416</u> per month. WBIR online averages 200,000 impressions per month.
<u>WBIR-TV</u> December 3	Local/Regional Television “Positively Schwall” – Coverage of America Outdoors Confluence Audience = 40,000+ (Average)
<u>WVLT-TV</u> December 12	Local/Regional Television 11 p.m. News – Mention of Honda Hoot Ad Equivalency = <u>\$2,710</u> (Per Corporate Video, Inc.) Audience = 42,823
<u>WATE-TV</u> December 19	Local/Regional Television 11 p.m. News – Coverage of 2009 Honda Hoot cancellation Ad Equivalency = <u>\$910</u> (Per Corporate Video, Inc.) 11 p.m. News – Coverage of 2009 Honda Hoot cancellation Ad Equivalency = <u>\$510</u> (Per Corporate Video, Inc.) Audience = 34,096
<u>WBIR-TV</u> December 19	Local/Regional Television 11 p.m. News – Coverage of 2009 Honda Hoot cancellation Ad Equivalency = <u>\$11,552</u> (Per Corporate Video, Inc.)

11 p.m. News – Coverage of 2009 Honda Hoot cancellation
Ad Equivalency = \$6,854 (Per Corporate Video, Inc.)
Audience = 79,054

WINZ-TV
December 19

Local/Regional Television
10 p.m. News – Coverage of 2009 Honda Hoot cancellation
Ad Equivalency = \$865 (Per Corporate Video, Inc.)
Audience = 48,535

WVLT-TV
December 19

Local/Regional Television
7 p.m. News – Coverage of 2009 Honda Hoot cancellation
Ad Equivalency = \$356 (Per Corporate Video, Inc.)
7 p.m. News – Coverage of 2009 Honda Hoot cancellation
Ad Equivalency = \$222 (Per Corporate Video, Inc.)
Audience = 24,950
11 p.m. News – Coverage of 2009 Honda Hoot cancellation
Ad Equivalency = \$630 (Per Corporate Video, Inc.)
Audience = 42,823

WATE-TV
December 20

Local/Regional Television
“Honda Hoot 2009 canceled” – Article on 2009 Honda Hoot
cancellation
Website Audience = 235,000

WBIR-TV
December 20

Local/Regional Television
“Wheels fall off 2009 Honda Hoot” – Article on 2009 Honda Hoot
cancellation
A typical ad on WBIR online is \$416 per month.
WBIR online averages 200,000 impressions per month.

Knoxville Local/Regional Television Second Quarter Entries = 17
Knoxville Local/Regional Television Second Quarter Circulation = 1,101,694
Knoxville Local/Regional Television Second Quarter Ad Equiv. = \$26,880

WBIR-TV
January 2

Local/Regional Television
“Live at Five” – Coverage of Uniquely Friday program at Visitor
Center
Audience = 40,000+ (Average)

WBIR-TV
January 3

Local/Regional Television
“Knoxville Visitor Center hosts new program for local artists” –
Article on Uniquely Friday program
A typical ad on WBIR online is \$416 per month.
WBIR online averages 200,000 impressions per month.

WBIR-TV

January 7

Local/Regional Television

"Live at Five" - 5:30 p.m., 1.5 min. - Coverage of how business has been affected by dwindling economy and loss of Honda Hoot in Knoxville

Audience = 40,000+ (Average)

WBIR-TV

January 14

Local/Regional Television

5 p.m. News - Coverage of Knoxville Convention Center business and Honda Hoot cancellation, with quotes from Kim Paul

Ad Equivalency = \$591 (Per Corporate Video, Inc.)

5 p.m. News - (Same coverage as above)

Ad Equivalency = \$1,308 (Per Corporate Video, Inc.)

Audience = 46,413 (Per Corporate Video, Inc.)

January 15

5 a.m. News - (Same coverage as above)

Ad Equivalency = \$384 (Per Corporate Video, Inc.)

5 a.m. News - (Same coverage as above)

Ad Equivalency = \$1,016 (Per Corporate Video, Inc.)

Audience = 24,120 (Per Corporate Video, Inc.)

6 a.m. News - (Same coverage as above)

Ad Equivalency = \$1,021 (Per Corporate Video, Inc.)

6 a.m. News - (Same coverage as above)

Ad Equivalency = \$5,189 (Per Corporate Video, Inc.)

Audience = 51,799 (Per Corporate Video, Inc.)

January 15

"Knoxville Convention Center hurt by drop in local business" - (Same story as above)

A typical ad on WBIR online is \$416 per month.

WBIR online averages 200,000 impressions per month.

WBIR-TV

January 16

Local/Regional Television

11 p.m. News - Coverage of Knoxville tourism business, Big Ears Festival, Honda Hoot cancellation with quotes from Kim Paul

Ad Equivalency = \$10,114 (Per Corporate Video, Inc.)

11 p.m. News - (Same coverage as above)

Ad Equivalency = \$4,458 (Per Corporate Video, Inc.)

Audience = 79,054 (Per Corporate Video, Inc.)

January 17

"Big Ears Festival sounds like tourism" - (Same story as above)

A typical ad on WBIR online is \$416 per month.

WBIR online averages 200,000 impressions per month.

WVLT-TV

January 17

Local/Regional Television

"Flippin' Out! Gymnasts invade Knoxville" - Coverage of 2009 John & John Flip Fest

Ad Equivalency = \$300 (News streaming video per month)

Website Unique Visitors Per Month = 68,000

WBIR-TV

January 23

Local/Regional Television

Noon News - Coverage of Tennessee named #1 state for motorcoach travel in 2009 by Byways Magazine, mention of WBHOF

Ad Equivalency = \$468 (Per Corporate Video, Inc.)

Audience = 41,336 (Per Corporate Video, Inc.)

WVLT-TV

January 23

Local/Regional Television

7 p.m. News - Coverage of Tennessee named #1 state for motorcoach travel in 2009 by Byways Magazine, mention of WBHOF

Ad Equivalency = \$408 (Per Corporate Video, Inc.)

7 p.m. News - (Same coverage as above)

Ad Equivalency = \$227 (Per Corporate Video, Inc.)

Audience = 24,950 (Per Corporate Video, Inc.)

WBIR-TV

January 30

Local/Regional Television

"Live at Five at Four" - Coverage of Uniquely Friday program with Bob Meadows, bookmaker

Audience = 40,000+ (Average)

WBIR-TV

February 2

Local/Regional Television

"Live at Five at Four" - Coverage of newly painted Dogwood Arts Festival bear/contest in Knoxville Visitor Center

Ad Equivalency = \$5,148 (Per Corporate Video, Inc.)

"Live at Five at Four" - (Same coverage as above)

Ad Equivalency = \$633 (Per Corporate Video, Inc.)

Audience = 27,093 (Per Corporate Video, Inc.)

February 3

6 a.m. News - (Same coverage as above)

Ad Equivalency = \$1,104 (Per Corporate Video, Inc.)

6 a.m. News - (Same coverage as above)

Ad Equivalency = \$5,106 (Per Corporate Video, Inc.)

Audience = 51,799 (Per Corporate Video, Inc.)

WBIR-TV

February 10

Local/Regional Television

"Live at Five at Four" - Coverage of newly painted Dogwood Arts Festival bear/contest in Knoxville Visitor Center

Ad Equivalency = \$823 (Per Corporate Video, Inc.)

"Live at Five at Four" - (Same coverage as above)

Ad Equivalency = \$1,836 (Per Corporate Video, Inc.)

Audience = 27,093 (Per Corporate Video, Inc.)

<u>WATE-TV</u> February 19	Local/Regional Television 5 a.m. News - Coverage of 2009 Boomsday Festival winning "Top 20" award from Southeast Tourism Society Ad Equivalency = <u>\$51</u> (Per Corporate Video, Inc.) Audience = 11,905 (Per Corporate Video, Inc.)
<u>WBIR-TV</u> February 19	Local/Regional Television 7 a.m. News - Coverage of 2009 Boomsday Festival winning "Top 20" award from Southeast Tourism Society Audience = 40,000+ (Average)
<u>WATE-TV</u> February 20	Local/Regional Television 5 p.m. News - Coverage of unveiling of TouchKnow&Go Ad Equivalency = <u>\$1,563</u> (Per Corporate Video, Inc.) 5 p.m. News - (Same coverage as above) Ad Equivalency = <u>\$303</u> (Per Corporate Video, Inc.) Audience = 53,157 (Per Corporate Video, Inc.)
<u>WATE-TV</u> February 20	Local/Regional Television "Knoxville unveils tour guides online, around city" - Article on unveiling of TouchKnow&Go Website Audience = 235,000
<u>WBIR-TV</u> February 20	Local/Regional Television 11 p.m. News - Coverage of unveiling of TouchKnow&Go Ad Equivalency = <u>\$9,587</u> (Per Corporate Video, Inc.) 11 p.m. News - (Same coverage as above) Ad Equivalency = <u>\$9,347</u> (Per Corporate Video, Inc.) Audience = 79,054 (Per Corporate Video, Inc.)
<u>WBIR-TV</u> February 20	Local/Regional Television "Live at Five at Four" - Coverage of Uniquely Friday featuring Cotton Patch Gospel musical Audience = 40,000 (Average)
<u>WTNZ-TV</u> February 20	Local/Regional Television 10 p.m. News - Coverage of unveiling of TouchKnow&Go Ad Equivalency = <u>\$1,951</u> (Per Corporate Video, Inc.) 10 p.m. News - (Same coverage as above) Ad Equivalency = <u>\$337</u> (Per Corporate Video, Inc.) Audience = 48,535 (Per Corporate Video, Inc.)
<u>WVLT-TV</u> February 20	Local/Regional Television 6 p.m. News - Coverage of unveiling of TouchKnow&Go

Audience = 40,000 (average)

WBIR-TV

February 21

Local/Regional Television

"Kiosks to help sightseers in Downtown Knoxville" - Article on unveiling of TouchKnow&Go

A typical ad on WBIR online is \$416 per month.

WBIR online averages 200,000 impressions per month.

WBIR-TV

March 9

Local/Regional Television

"Lack of green kills 2009 Irish Festival" - Mention of cancellation of 2009 Honda Hoot

A typical ad on WBIR online is \$416 per month.

WBIR online averages 200,000 impressions per month.

Noon News - Mention of cancellation of 2009 Honda Hoot

Ad Equivalency = \$1,548 (Per Corporate Video, Inc.)

Noon News - (Same coverage as before)

Ad Equivalency = \$1,258 (Per Corporate Video, Inc.)

Audience = 41,336 (Per Corporate Video, Inc.)

WBIR-TV

March 20

Local/Regional Television

"Live at Five at Four" - Coverage of KTSC Bear named "K. Town Bear"

Ad Equivalency = \$1,034 (Per Corporate Video, Inc.)

"Live at Five at Four" - (Same coverage as before)

Ad Equivalency = \$760 (Per Corporate Video, Inc.)

Audience = 27,093 (Per Corporate Video, Inc.)

WATE-TV

March 20

Local/Regional Television

"K. Town Bear gets new name, new look, same digs" - Coverage of KTSC Bear named "K. Town Bear"

Website Audience = 235,000

Knoxville Local/Regional Television Third Quarter Entries = 42

Knoxville Local/Regional Television Third Quarter Circulation = 2,412,737

Knoxville Local/Regional Television Third Quarter Ad Equiv. = \$69,953

WVLT-TV

May 2

Local/Regional Television

6 p.m. News - Coverage of 2009 NSRA Street Rod Nationals South, economic impact, etc.

Audience = 40,000 (average)

11 p.m. News - Coverage on 2009 NSRA Street Rod Nationals

South & hotel/motel tax numbers

Ad Equivalency = \$920 (Per Corporate Video, Inc.)

11 p.m. News - (Same coverage as above)

Ad Equivalency = \$580 (Per Corporate Video, Inc.)
"Car show revs up Knoxville-area economy" (Online) - Article on
2008 NSRA Street Rod Nationals South
Audience = 34,853 (Per Corporate Video, Inc.)

WATE-TV

May 11

Local/Regional Television
11 p.m. News - Coverage of May 11 arts funding press conference
at KTSC
Ad Equivalency = \$1,970 (Per Corporate Video, Inc.)
Audience = 34,096 (Per Corporate Video, Inc.)
"Knox County arts groups get one-time funding" - Same coverage as
above
Website Audience = 235,000

WBIR-TV

May 11

Local/Regional Television
11 p.m. News - Coverage of May 11 arts funding press conference
at KTSC

Ad Equivalency = \$2,924 (Per Corporate Video, Inc.)

11 p.m. News - (Same coverage as above)

Ad Equivalency = \$1,726 (Per Corporate Video, Inc.)

Audience = 79,054 (Per Corporate Video, Inc.)

May 12

5 p.m. News - (Same coverage as above)

Ad Equivalency = \$886 (Per Corporate Video, Inc.)

Audience = 46,413 (Per Corporate Video, Inc.)

"Partnership gives Knox County arts groups more funds" - Same
coverage as above

A typical ad on WBIR online is \$416 per month.

WBIR online averages 200,000 impressions per month.

"Organizations make best pitch for money before Knox
Commission" - Same coverage as above

A typical ad on WBIR online is \$416 per month.

WBIR online averages 200,000 impressions per month.

May 13

6 a.m. News - (Same coverage as above)

Ad Equivalency = \$1,463 (Per Corporate Video, Inc.)

6 a.m. News - (Same coverage as above)

Ad Equivalency = \$2,512 (Per Corporate Video, Inc.)

Audience = 51,799 (Per Corporate Video, Inc.)

WVLT-TV

May 11

Local/Regional Television
5:30 p.m. News - Coverage of May 11 arts funding press conference
at KTSC

Ad Equivalency = \$624 (Per Corporate Video, Inc.)

11 p.m. News - (Same coverage as above)

Ad Equivalency = \$152 (Per Corporate Video, Inc.)

Audience = 41,100 (Per Corporate Video, Inc.)

WBIR-TV

May 14

Local/Regional Television

"Live at Five at Four" - Coverage of F-100 Supnationals & All Ford Show, interview with Charlie Cobble

Audience = 40,000 (Average)

WBIR-TV

May 14

Local/Regional Television

"Positively Schwall" - Coverage of F-100 Supnationals & All Ford Show

Audience = 40,000 (Average)

WVLT-TV

May 14

Local/Regional Television

"Live with Allison - F-100 Supnationals" - Article on 2009 F-100 Supnationals & All Ford Show (online)

Ad Equivalency = \$300 (News streaming video per month)

Website Unique Visitors Per Month = 68,000

"Live with Allison - F-100 Supnationals" - TV live coverage of 2009 F-100 Supnationals & All Ford Show

Audience = 40,000 (average)

WATE-TV

May 15

Local/Regional Television

6 p.m. News - Mention of Honda Hoot

Ad Equivalency = \$360 (Per Corporate Video, Inc.)

6 p.m. News - (Same coverage as above)

Ad Equivalency = \$825 (Per Corporate Video, Inc.)

Audience = 57,752 (Per Corporate Video, Inc.)

WBIR-TV

May 15

Local/Regional Television

11 p.m. News - Mention of Honda Hoot

Ad Equivalency = \$1,821 (Per Corporate Video, Inc.)

11 p.m. News - (Same coverage as above)

Ad Equivalency = \$12,798 (Per Corporate Video, Inc.)

Audience = 79,054 (Per Corporate Video, Inc.)

WTNZ-TV

May 15

Local/Regional Television

10 p.m. News - Mention of Honda Hoot

Ad Equivalency = \$469 (Per Corporate Video, Inc.)

10 p.m. News - (Same coverage as above)

Ad Equivalency = \$1,129 (Per Corporate Video, Inc.)

Audience = 48,535 (Per Corporate Video, Inc.)

WVLT-TV

May 15

Local/Regional Television

Noon News - Mention of Honda Hoot

Ad Equivalency = \$320 (Per Corporate Video, Inc.)
Noon News - Mention of Honda Hoot
Ad Equivalency = \$555 (Per Corporate Video, Inc.)
Audience = 54,162 (Per Corporate Video, Inc.)

WATE-TV

May 20

Local/Regional Television
6 p.m. News - Interview with Gloria Ray on KTSC funding of
Knoxville arts organizations
Ad Equivalency = \$7,020 (Per Corporate Video, Inc.)
Audience = 57,752 (Per Corporate Video, Inc.)
11 p.m. News - (Same coverage as above)
Ad Equivalency = \$870 (Per Corporate Video, Inc.)
11 p.m. News - (Same coverage as above)
Ad Equivalency = \$830 (Per Corporate Video, Inc.)
11 p.m. News - (Same coverage as above)
Ad Equivalency = \$1,400 (Per Corporate Video, Inc.)
11 p.m. News - (Same coverage as above)
Ad Equivalency = \$3,660 (Per Corporate Video, Inc.)
11 p.m. News - (Same coverage as above)
Ad Equivalency = \$780 (Per Corporate Video, Inc.)
Audience = 34,096 (Per Corporate Video, Inc.)

WBIR-TV

May 20

Local/Regional Television
5 p.m. News - Coverage of 2009 Destination ImagiNation
Ad Equivalency = \$570 (Per Corporate Video, Inc.)
Audience = 46,413 (Per Corporate Video, Inc.)

May 21

5 p.m. News - Coverage of 2009 Destination ImagiNation
Ad Equivalency = \$485 (Per Corporate Video, Inc.)
Audience = 46,413 (Per Corporate Video, Inc.)

WTNZ-TV

May 20

Local/Regional Television
10 p.m. News - Interview with Gloria Ray on KTSC funding of
Knoxville arts organizations
Ad Equivalency = \$704 (Per Corporate Video, Inc.)
10 p.m. News - (Same coverage as above)
Ad Equivalency = \$1,188 (Per Corporate Video, Inc.)
Audience = 48,535 (Per Corporate Video, Inc.)

WVLT-TV

May 22

Local/Regional Television
"Knoxville makes AOL.com Travel top 10 list" - Article on
Knoxville named a top 10 "One-Night Getaway" by AOL.com
Travel (online)
Ad Equivalency = \$300 (News streaming video per month)
Website Unique Visitors Per Month = 68,000

WATE-TV

May 22

Local/Regional Television

5 p.m. News - Coverage of Knoxville named a top 10 "One-Night Getaway" by AOL.com Travel

Ad Equivalency = \$2,047 (Per Corporate Video, Inc.)

Audience = 46,413 (Per Corporate Video, Inc.)

11 p.m. News - (Same coverage as above)

Ad Equivalency = \$510 (Per Corporate Video, Inc.)

11 p.m. News - (Same coverage as above)

Ad Equivalency = \$790 (Per Corporate Video, Inc.)

Audience = 34,096 (Per Corporate Video, Inc.)

WBIR-TV

May 22

Local/Regional Television

5 p.m. News - Coverage of Knoxville named a top 10 "One-Night Getaway" by AOL.com Travel

Ad Equivalency = \$591 (Per Corporate Video, Inc.)

Audience = 46,413 (Per Corporate Video, Inc.)

May 23

7 p.m. News - Coverage of 2009 Destination ImagiNation

Ad Equivalency = \$23 (Per Corporate Video, Inc.)

Audience = 42,617 (Per Corporate Video, Inc.)

7:30 p.m. News - (Same coverage as above)

Ad Equivalency = \$38 (Per Corporate Video, Inc.)

Audience = 48,464 (Per Corporate Video, Inc.)

WVLT-TV

May 23

Local/Regional Television

11 p.m. News - Coverage of 2009 Destination ImagiNation

Ad Equivalency = \$240 (Per Corporate Video, Inc.)

Audience = 34,853 (Per Corporate Video, Inc.)

WATE-TV

May 23

Local/Regional Television

"Smart kids bring cash to Knoxville businesses" - Article on 2009 Destination ImagiNation Global Finals

Website Audience = 235,000

WATE-TV

June 3

Local/Regional Television

11 p.m. News - Story on KTSC TSSAA Spring Fling bid

Ad Equivalency = \$1,310 (Per Corporate Video, Inc.)

11 p.m. News - (Same coverage as above)

Ad Equivalency = \$170 (Per Corporate Video, Inc.)

Audience = 34,096 (Per Corporate Video, Inc.)

"Knoxville serious about Spring Fling" - Article on KTSC bid for TSSAA Spring Fling; quotes from Kim Paul

Website Audience = 235,000

WTNZ-TV

June 3

Local/Regional Television

10 p.m. News - Story on KTSC TSSAA Spring Fling bid

Ad Equivalency = \$1,188 (Per Corporate Video, Inc.)

10 p.m. News - (Same coverage as above)

Ad Equivalency = \$337 (Per Corporate Video, Inc.)

Audience = 48,535 (Per Corporate Video, Inc.)

WVLT-TV

June 4

Local/Regional Television

11 p.m. News - Mention of cancellation of 2009 Honda Hoot

Ad Equivalency = \$1,810 (Per Corporate Video, Inc.)

11 p.m. News - Mention of cancellation of 2009 Honda Hoot

Ad Equivalency = \$1,400 (Per Corporate Video, Inc.)

Audience = 42,823 (Per Corporate Video, Inc.)

June 5

6 a.m. News - Mention of cancellation of 2009 Honda Hoot

Ad Equivalency = \$580 (Per Corporate Video, Inc.)

6 a.m. News - Mention of cancellation of 2009 Honda Hoot

Ad Equivalency = \$378 (Per Corporate Video, Inc.)

6 a.m. News - Mention of cancellation of 2009 Honda Hoot

Ad Equivalency = \$55 (Per Corporate Video, Inc.)

Audience = 19,758 (Per Corporate Video, Inc.)

Noon News - Mention of cancellation of 2009 Honda Hoot

Ad Equivalency = \$225 (Per Corporate Video, Inc.)

Noon News - Mention of cancellation of 2009 Honda Hoot

Ad Equivalency = \$375 (Per Corporate Video, Inc.)

Audience = 54,162 (Per Corporate Video, Inc.)

"Smoky Valley Rally kicks off" - Same coverage as above

Ad Equivalency = \$300 (News streaming video per month)

Website Unique Visitors Per Month = 68,000

WBIR-TV

June 5

Local/Regional Television

4 p.m. News - Mention of cancellation of 2009 Honda Hoot

Ad Equivalency = \$886 (Per Corporate Video, Inc.)

4 p.m. News - Mention of cancellation of 2009 Honda Hoot

Ad Equivalency = \$4,494 (Per Corporate Video, Inc.)

4 p.m. News - Coverage of cancellation of 2009 Honda Hoot &

KTSC booking numbers; interview with Kim Paul

Ad Equivalency = \$2,637 (Per Corporate Video, Inc.)

4 p.m. News - Coverage of cancellation of 2009 Honda Hoot &

KTSC booking numbers; interview with Kim Paul

Ad Equivalency = \$3,186 (Per Corporate Video, Inc.)

Audience = 27,093 (Per Corporate Video, Inc.)

June 6

"Knoxville rebounding from Honda Hoot loss" - Article on
cancellation of 2009 Honda Hoot & KTSC booking numbers;
quotes from Kim Paul

A typical ad on WBIR online is \$416 per month.
WBIR online averages 200,000 impressions per month.

Knoxville Local/Regional Television Fourth Quarter Entries = 64
Knoxville Local/Regional Television Fourth Quarter Circulation = 2,908,350
Knoxville Local/Regional Television Fourth Quarter Ad Equiv. = \$74,959

Non-Knoxville Local/Regional Television (7 entries)

**Please note that this section includes only local/regional entries covered somewhere in the United States other than the Knoxville area.*

**Please note that some television entries do not include ad equivalencies because the exact airtime of the subject is usually unknown.*

WSMV-TV (Nashville, TN) Local/Regional Television

December 20 / 6 a.m. News - Coverage of 2009 Honda Hoot cancellation
Ad Equivalency = \$147 (Per Corporate Video, Inc.)
/ 6 a.m. News - Coverage of 2009 Honda Hoot cancellation
Ad Equivalency = \$153 (Per Corporate Video, Inc.)
Audience = 26,025

Non-Knoxville Local/Regional Television Second Quarter Entries 2 ✓
Non-Knoxville Local/Regional Television Second Quarter Circulation = 26,025
Non-Knoxville Local/Regional Television Second Quarter Ad Equiv. = \$300

WDEF-TV (Chattanooga, TN) Local/Regional Television

January 23 / Noon News - Coverage of Tennessee named #1 state for
motorcoach travel in 2009 by Byways Magazine, mention of
WBHOF
Ad Equivalency = \$105 (Per Corporate Video, Inc.)
Audience = 17,446 (Per Corporate Video, Inc.)

WRCB-TV (Chattanooga, TN) Local/Regional Television

January 23 / "Tennessee named tops for motorcoach travel" - Article on
Tennessee named #1 state for motorcoach travel in 2009 by Byways
Magazine, mention of WBHOF
Website Visitors per Month = 32,946 (Per Cision)

Non-Knoxville Local/Regional Television Third Quarter Entries 2 ✓
Non-Knoxville Local/Regional Television Third Quarter Circulation = 50,392
Non-Knoxville Local/Regional Television Third Quarter Ad Equiv. = \$105

WTHR-TV (Indianapolis, IN) Local/Regional Television

April 27 "West Knoxville Welcomes New Hotel to the Thriving Cedar Bluff

Exit" - Article on Knoxville hotel opening (online)

WTRE-TV (Huntington, TX) Local/Regional Television
April 15 "Local students headed to Globals for Destination ImagiNation" -
Article on 2009 Destination ImagiNation

WDIV-TV Local/Regional Television
April 16 "Students Head to Global Competition" - Article on 2009
Destination ImagiNation

Non-Knoxville Local/Regional Television Fourth Quarter Entries = 3 ✓
Non-Knoxville Local/Regional Television Fourth Quarter Circulation = 0
Non-Knoxville Local/Regional Television Fourth Quarter Ad Equiv. = \$0

National Television (7 entries)

The Weather Channel National Television
July 19-20 "Forecast Earth" - 5 p.m., 7 p.m., 1 a.m. & 3 a.m. (Eastern Time):
Hour-long show featuring Green Car company in Knoxville
(<http://climate.weather.com/ontv/>)

FLW Outdoors National Television
August 5 "FSN to highlight FLW Tour event on Fort Loudoun-Tellico lakes"
- Article on upcoming television coverage of 2008 FLW Wal-Mart
fishing tournament in Knoxville
Website Visitors per Month = 35,153 (Per Cision)

National Television First Quarter Entries = 5 ✓
National Television First Quarter Circulation = 35,153

SSN-ENT National Television
March 9 4 p.m. Afternoon Program - Mention of WBHOF
March 12 1 a.m. Early Morning Program - Mention of WBHOF

National Television Third Quarter Entries = 2 ✓

Knoxville Local/Regional Radio (23 entries)

*Please note that this section includes only local/regional entries covered in the Knoxville area.

WIVK-FM Local/Regional Radio
August 27 Channing Smith interview with Sarah Malak about 2007 AAU
Junior Olympic Games nomination of 2008 SportsTravel magazine
award

Ad Equivalency = \$720 (Runs 8x a day, \$90 for each spot)
Audience = 305,000

WDVX-FM

September 10

Local/Regional Radio

4:45 p.m. - News Talk - Blurb about Passionately Pink event in
Knoxville Visitor Center on 9-11-08

Audience = 192,700 (Knoxville area & online)

Knoxville Local/Regional Radio First Quarter Entries = 2

Knoxville Local/Regional Radio First Quarter Audience = 497,700

Knoxville Local/Regional Radio First Quarter Ad Equiv. = \$720

Travelhost Radio (AM 850) & TalkShoe.com

Local/Regional Radio

November 15

1 p.m. - Interview with Alice Fleenor about Uniquely Knoxville
& Knoxville Visitor Center holiday specials

Station does not subscribe to Arbitron; therefore does not track
listenership. Wattage = 50,000. Target Audience = 18-64.

Knoxville Local/Regional Radio Second Quarter Entries = 1

WNOX-FM

January 8

Local/Regional Radio

News Talk - Interview with Alice Fleenor on Uniquely Friday
program at Visitor Center

Ad Equivalency = \$720 (Runs 8x a day, \$90 for each spot)

Audience = 140,000

WDVX-FM

January 16

Local/Regional Radio

Two-Minute coverage of Uniquely Friday in Knoxville Visitor
Center

Audience = 192,700

WDVX-FM

January 23

Local/Regional Radio

Two-Minute coverage of Uniquely Friday in Knoxville Visitor
Center

Audience = 192,700

WDVX-FM

January 30

Local/Regional Radio

Two-Minute coverage of Uniquely Friday in Knoxville Visitor
Center

Audience = 192,700

WDVX-FM

February 6

Local/Regional Radio

Two-Minute coverage of Uniquely Friday in Knoxville Visitor
Center

Audience = 192,700

WDVX-FM

February 13

Local/Regional Radio

Two-Minute coverage of Uniquely Friday in Knoxville Visitor Center

Audience = 192,700

WDVX-FM

February 20

Local/Regional Radio

Two-Minute coverage of Uniquely Friday in Knoxville Visitor Center

Audience = 192,700

WDVX-FM

February 27

Local/Regional Radio

Two-Minute coverage of Uniquely Friday in Knoxville Visitor Center

Audience = 192,700

Travelhost Radio (AM 850) & TalkShoe.com

February 28

Local/Regional Radio

1 p.m. - Interview with Alice Fleenor about KTSC

Station does not subscribe to Arbitron; therefore does not track listenership. Wattage = 50,000. Target Audience = 18-64.

WNOX-FM

January 8

Local/Regional Radio

"The Phil Williams Show" - 4 p.m. - Coverage of Shriner's Rod Run in June 2009 & mention of KTSC as partner

Ad Equivalency = \$720 (Runs 8x a day, \$90 for each spot)

Audience = 140,000

WDVX-FM

February 27

Local/Regional Radio

Two-Minute coverage of Uniquely Friday in Knoxville Visitor Center

Audience = 192,700

WDVX-FM

March 6

Local/Regional Radio

Two-Minute coverage of Uniquely Friday in Knoxville Visitor Center

Audience = 192,700

WDVX-FM

March 13

Local/Regional Radio

Two-Minute coverage of Uniquely Friday in Knoxville Visitor Center

Audience = 192,700

WDVX-FM

March 20

Local/Regional Radio

Two-Minute coverage of Uniquely Friday in Knoxville Visitor Center & Announcement of naming of KTSC Bear

Audience = 192,700

WDVX-FM

March 27

Local/Regional Radio

Two-Minute coverage of Uniquely Friday in Knoxville Visitor Center

Audience = 192,700

Knoxville Local/Regional Radio Third Quarter Entries = 15

Knoxville Local/Regional Radio Third Quarter Audience = 2,592,400

Knoxville Local/Regional Radio Third Quarter Ad Equiv. = \$1,440

WDVX-FM

April 3

Local/Regional Radio

Two-Minute coverage of Uniquely Friday in Knoxville Visitor Center

Audience = 192,700

WDVX-FM

April 17

Local/Regional Radio

Two-Minute coverage of Uniquely Friday in Knoxville Visitor Center

Audience = 192,700

WDVX-FM

April 24

Local/Regional Radio

Two-Minute coverage of Uniquely Friday in Knoxville Visitor Center

Audience = 192,700

WNOX-FM

April 30

Local/Regional Radio

Interview with Jerry Kennedy about 2009 NSRA Street Rod Nationals South

Ad Equivalency = \$720 (Runs 8x a day, \$90 for each spot)

Audience = 140,000

WNOX-FM

May 8

Local/Regional Radio

Interview with Catherine Howell/Sarah Malak about www.Knoxville.org events calendar, KTSC booking numbers, and "Capture the Best of Knoxville" Photography Contest

Ad Equivalency = \$720 (Runs 8x a day, \$90 for each spot)

Audience = 140,000

Knoxville Local/Regional Radio Fourth Quarter Entries = 5

Knoxville Local/Regional Radio Fourth Quarter Audience = 858,100

Knoxville Local/Regional Radio Fourth Quarter Ad Equiv. = \$1,440