

Station Usage Report

ID Energy Report: Homegrown is Best

7/16/2008 Boise, ID – Idaho can help shield residents from volatile global energy markets with homegrown energy. That’s the conclusion in a report released today (Wednesday) – and reviewed by key players in Idaho’s energy markets – that shows Idaho could produce 50% of its own energy from renewable sources, creating thousands of jobs and protecting against rising import prices. Comments from Rich Rayhill, vice president of Ridgeline Energy – an Idaho wind energy firm.

<i>Cut #</i>	<i>Time</i>	<i>WEB</i>	<i>Phone</i>	<i>Radio Station</i>	<i>Count</i>	<i>City</i>
44	07/16/2008 06:11:45 AM	AD	208-336-3670	KBOI-AM	1	Boise, ID
44	07/16/2008 06:11:45 AM	AD	208-336-3670	KIZN-FM	1	Boise, ID
44	07/16/2008 06:11:45 AM	AD	208-336-3670	KKGL-FM	1	Nampa, ID
44	07/16/2008 06:11:45 AM	AD	208-336-3670	KQFC-FM	1	Boise, ID
44	07/16/2008 06:11:45 AM	AD	208-336-3670	KTIK-AM	1	Nampa, ID
44	07/16/2008 06:11:45 AM	AD	208-466-1200	KTRV-TV	1	Nampa, ID
44	07/16/2008 06:11:45 AM	AD	208-336-3670	KZMG-FM	1	New Plymouth, ID
44	07/16/2008 06:12:02 AM	AD	509-448-1000	KBBD-FM	1	Spokane, WA
44	07/16/2008 06:12:02 AM	AD	509-448-1000	KDRK-FM	1	Spokane, WA
44	07/16/2008 06:12:02 AM	AD	509-448-1000	KEYF-AM	1	Dishman, WA
44	07/16/2008 06:12:02 AM	AD	509-448-1000	KEYF-FM	1	Cheney, WA
44	07/16/2008 06:12:02 AM	AD	509-448-1000	KGA-AM	1	Spokane, WA
44	07/16/2008 06:12:02 AM	AD	509-448-1000	KJRB-AM	1	Spokane, WA
44	07/16/2008 06:12:02 AM	AD	509-448-1000	KYWL-FM	1	Spokane, WA
44	07/16/2008 06:12:02 AM	AD	509-448-1000	KZBD-AM	1	Spokane, WA
44	07/16/2008 06:12:02 AM	AD	509-448-1000	KZBD-FM	1	Spokane, WA
44	07/16/2008 06:40:38 AM	AD	208-634-4777	KMCL-FM	1	McCall, ID
44	07/16/2008 06:40:52 AM	AD	541-383-3825	KLTW-FM	1	Prineville, OR
44	07/16/2008 06:40:52 AM	AD	541-383-3825	KQAK-FM	1	Bend, OR

<i>Cut #</i>	<i>Time</i>	<i>WEB</i>	<i>Phone</i>	<i>Radio Station</i>	<i>Count</i>	<i>City</i>
44	07/16/2008 06:40:52 AM	AD	541-383-3825	KWLZ-FM	1	Warm Springs, OR
44	07/16/2008 06:40:52 AM	AD	541-383-3825	KWPK-FM	1	Sisters, OR
44	07/16/2008 07:28:55 AM	AD	208-344-6363	KCIX-FM	1	Garden City, ID
44	07/16/2008 07:28:55 AM	AD	208-344-6363	KFXD-AM	1	Boise, ID
44	07/16/2008 07:28:55 AM	AD	208-344-6363	KIDO-AM	1	Nampa, ID
44	07/16/2008 07:28:55 AM	AD	541-966-9210	KLTB-FM	1	Pilot Rock, OR
44	07/16/2008 07:28:55 AM	AD	208-344-6363	KSAS-FM	1	Caldwell, ID
44	07/16/2008 07:28:55 AM	AD	208-338-1043	KTMV-AM	1	Boise, ID
44	07/16/2008 07:28:55 AM	AD	208-344-6363	KXLT-FM	1	Eagle, ID
44	07/16/2008 09:21:23 AM	AD	2087462636	KLEW-TV		Lewiston, ID
44	07/16/2008 09:59:21 AM	AD	208-354-4102	KCHQ-FM	1	Driggs, ID
44	07/16/2008 03:11:53 PM	AD	208-752-1141	KWAL-AM	1	Wallace, ID
44	07/17/2008 01:14:45 PM	AD	208-882-2551	KRPL-AM	1	Moscow, ID
44	07/17/2008 01:14:45 PM	AD	208-882-2551	KZFN-FM	1	Moscow, ID
45	07/16/2008 06:11:48 AM	AD	208-336-3670	KBOI-AM	1	Boise, ID
45	07/16/2008 06:11:48 AM	AD	208-336-3670	KIZN-FM	1	Boise, ID
45	07/16/2008 06:11:48 AM	AD	208-336-3670	KKGL-FM	1	Nampa, ID
45	07/16/2008 06:11:48 AM	AD	208-336-3670	KQFC-FM	1	Boise, ID
45	07/16/2008 06:11:48 AM	AD	208-336-3670	KTIK-AM	1	Nampa, ID
45	07/16/2008 06:11:48 AM	AD	208-466-1200	KTRV-TV	1	Nampa, ID
45	07/16/2008 06:11:48 AM	AD	208-336-3670	KZMG-FM	1	New Plymouth, ID
45	07/16/2008 06:12:05 AM	AD	509-448-1000	KBBD-FM	1	Spokane, WA
45	07/16/2008 06:12:05 AM	AD	509-448-1000	KDRK-FM	1	Spokane, WA
45	07/16/2008 06:12:05 AM	AD	509-448-1000	KEYF-AM	1	Dishman, WA

<i>Cut #</i>	<i>Time</i>	<i>WEB</i>	<i>Phone</i>	<i>Radio Station</i>	<i>Count</i>	<i>City</i>
45	07/16/2008 06:12:05 AM	AD	509-448-1000	KEYF-FM	1	Cheney, WA
45	07/16/2008 06:12:05 AM	AD	509-448-1000	KGA-AM	1	Spokane, WA
45	07/16/2008 06:12:05 AM	AD	509-448-1000	KJRB-AM	1	Spokane, WA
45	07/16/2008 06:12:05 AM	AD	509-448-1000	KYWL-FM	1	Spokane, WA
45	07/16/2008 06:12:05 AM	AD	509-448-1000	KZBD-AM	1	Spokane, WA
45	07/16/2008 06:12:05 AM	AD	509-448-1000	KZBD-FM	1	Spokane, WA
45	07/16/2008 06:40:41 AM	AD	208-634-4777	KMCL-FM	1	McCall, ID
45	07/16/2008 06:40:55 AM	AD	541-383-3825	KLTW-FM	1	Prineville, OR
45	07/16/2008 06:40:55 AM	AD	541-383-3825	KQAK-FM	1	Bend, OR
45	07/16/2008 06:40:55 AM	AD	541-383-3825	KWLZ-FM	1	Warm Springs, OR
45	07/16/2008 06:40:55 AM	AD	541-383-3825	KWPK-FM	1	Sisters, OR
45	07/16/2008 07:28:57 AM	AD	208-344-6363	KCIX-FM	1	Garden City, ID
45	07/16/2008 07:28:57 AM	AD	208-344-6363	KFXD-AM	1	Boise, ID
45	07/16/2008 07:28:57 AM	AD	208-344-6363	KIDO-AM	1	Nampa, ID
45	07/16/2008 07:28:57 AM	AD	541-966-9210	KLTB-FM	1	Pilot Rock, OR
45	07/16/2008 07:28:57 AM	AD	208-344-6363	KSAS-FM	1	Caldwell, ID
45	07/16/2008 07:28:57 AM	AD	208-338-1043	KTMY-AM	1	Boise, ID
45	07/16/2008 07:28:57 AM	AD	208-344-6363	KXLT-FM	1	Eagle, ID
45	07/16/2008 09:21:26 AM	AD	2087462636	KLEW-TV		Lewiston, ID
45	07/16/2008 09:58:43 AM	AD	208-354-4102	KCHQ-FM	1	Driggs, ID
45	07/16/2008 03:12:01 PM	AD	208-752-1141	KWAL-AM	1	Wallace, ID
46	07/16/2008 05:30:30 AM	AD		KAQQ-AM	1	Spokane, WA
46	07/16/2008 05:30:30 AM	AD	509-242-2400	KCDA-FM	1	Post Falls, ID
46	07/16/2008 05:30:30 AM	AD		KISC-AM	1	Spokane, WA

<i>Cut #</i>	<i>Time</i>	<i>WEB</i>	<i>Phone</i>	<i>Radio Station</i>	<i>Count</i>	<i>City</i>
46	07/16/2008 05:30:30 AM	AD	509-459-9800	KIXZ-FM	1	Opportunity, WA
46	07/16/2008 05:30:30 AM	AD	509-242-2400	KKZX-FM	1	Spokane, WA
46	07/16/2008 05:30:30 AM	AD	509-459-9800	KQNT-AM	1	Spokane, WA
46	07/16/2008 06:11:52 AM	AD	208-336-3670	KBOI-AM	1	Boise, ID
46	07/16/2008 06:11:52 AM	AD	208-336-3670	KIZN-FM	1	Boise, ID
46	07/16/2008 06:11:52 AM	AD	208-336-3670	KKGL-FM	1	Nampa, ID
46	07/16/2008 06:11:52 AM	AD	208-336-3670	KQFC-FM	1	Boise, ID
46	07/16/2008 06:11:52 AM	AD	208-336-3670	KTIK-AM	1	Nampa, ID
46	07/16/2008 06:11:52 AM	AD	208-466-1200	KTRV-TV	1	Nampa, ID
46	07/16/2008 06:11:52 AM	AD	208-336-3670	KZMG-FM	1	New Plymouth, ID

Factor representing stations that regularly use the story without calling to get the audio. Factor representing stations that regularly use the story without calling to get the audio. Sun Vally Online Webcast.

Unique number of stations that aired the story: 38
Number of stations that ran it at least two times: 30

Unique number of times the RSS story text or audio was accessed: 13

Notes:

- 1. Cut # corresponds to the number identifying the soundbite in the script.*
- 2. WEB: AD = Audio Download from the web page (as opposed to via telephone); SD = Script Download from the web page.*
- 3. Count: Number of affiliate stations the newsroom provides news to.*
- 4. The "unique" number represents the number of stations that aired either of the sound bites; the other number represents the number of stations that ran both sound bites.*