

FROM:  
**PRINCIPLE INVESTIGATOR**  
MS. LESLIE ENGLAND  
OAK RIDGE UTILITY DISTRICT  
120 S. JEFFERSON CIRCLE  
OAK RIDGE, TN 37830  
**DUNS: 041152174**  
**EIN/TIN: 626010853**

# Article IV: Deliverables

## Final Report

---

[Award Number: DTPH56-09-G-PHPT15]

**SUBMIT DATE: May 3, 2010**

**To:**

**Agreement Officer (AO)**

Mr. Warren D. Osterberg, Grant Officer  
PHMSA, Office of Contracts and Procurements (PHA-30)  
1200 New Jersey Ave, SE  
East Building 2<sup>nd</sup> Floor, Room E 22-305  
Washington, DC 20590

**Agreement Administrator (AA)**

Ms. Maria N. Munoz  
Contract Specialist  
Office of Contract & Procurements (PHA-30)  
1200 New Jersey Ave, SE  
East Building 2<sup>nd</sup> Floor, Room E 22-305  
Washington, DC 20590

**Agreement Officer's Technical Representative(GOTR)**

Mr. Sam Hall  
PHMSA, Office of Pipeline Safety PHP-20  
1200 New Jersey Ave, SE  
East Building 2<sup>nd</sup> Floor  
Washington, DC 20590



***Article III: Expected Program Outputs***  
***Improved distribution system monitoring capabilities***

ORUD purchased and installed 7 solar powered wireless remote monitoring recorders to monitor pressures with the capability to call out alarms should system pressures fall out of acceptable guidelines on the natural gas distribution pipeline. The recorders were installed at locations where we believed having an early warning system would give the most benefit, and help prevent outages by improving response times when significant pressure fluctuations are detected. The new remote solar powered wireless communication monitoring units (RMU's) are in areas of the pipeline that previously was lacking a way to monitor system pressures due to the lack of electricity and communication service being available. These recorders have enabled ORUD to recognize changes in pressure, over pressure situations and significant decreases and increases in pressure that may indicate third party damage resulting in a release of gas. The installation of this type equipment has given ORUD the additional ability to respond to potential problems very quickly, therefore increasing the security and safety of residents living near our pipelines. The cost of the remote recorders was \$3000 each, and this figure includes the set up and technical assistance cost needed to incorporate RMU's into ORUD's telemetry system.

**Total amount of \$21,000.00**

The RMU's have been placed at:

- Lawnville Road Regulator Station
- River Road at Idle Oaks
- Rarity Ridge Housing Development
- Bear Creek Road Regulator Station
- Horizon Center Regulator Station
- Gallaher Road Regulator Station
- Peninsula Road Regulator Station

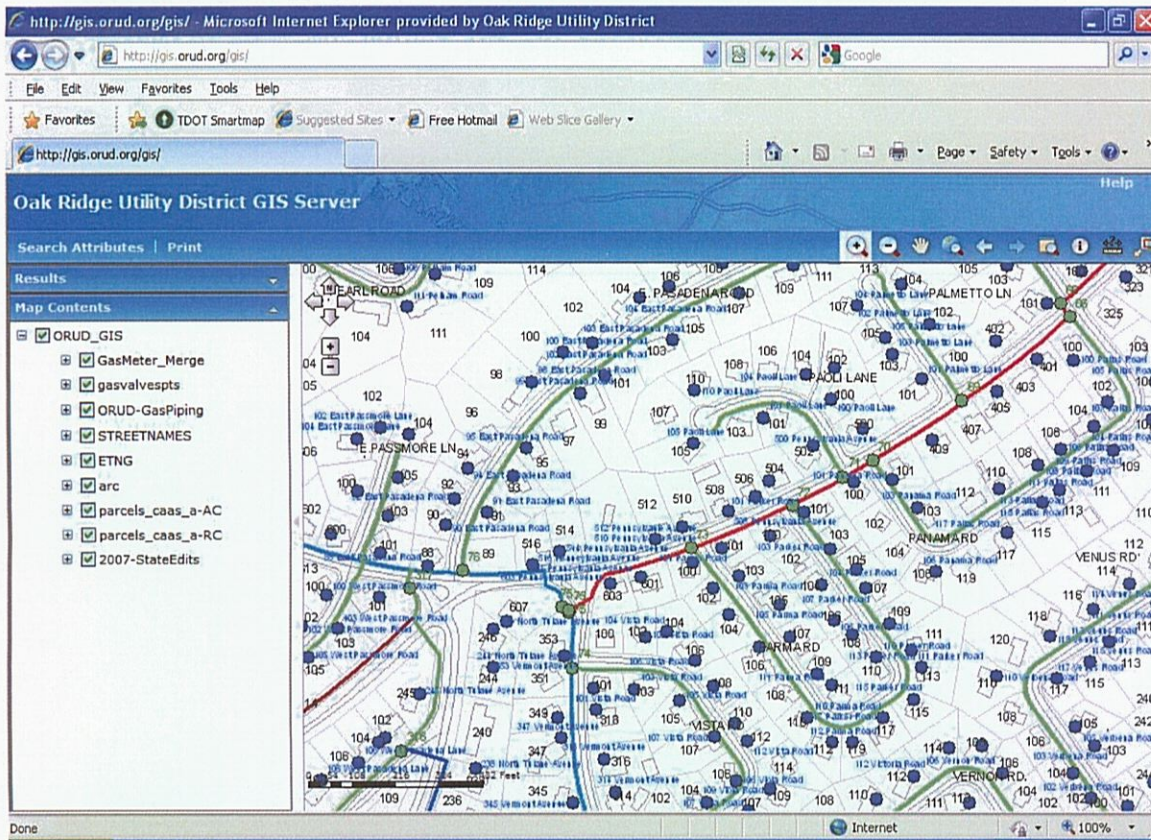
***Article III: Expected Program Outputs***  
***Incorporate pipeline integrity management data into the development of geographic informational system***

Oak Ridge Utility District has implemented an upgrade to its Geographic Information System Software by converting a single seat license of ESRI ArcView to a concurrent license of the latest version of ESRI ArcGIS Editor. The cost of this upgrade was \$5500.00.

ORUD has also purchased and installed ESRI ArcGIS Server Software. This software allows the Geographic Information System, which shows the location and details of natural gas distribution facilities such as pipelines, valves, and meters, to be viewed over the existing company network. The cost of this purchase was \$4500.00.

The implementation of these upgrades is enabling ORUD to move forward with a pipeline integrity management program within its existing Geographic Information System. As we advance, additional pipeline and facility data as well as Leak Survey Information will be incorporated into the GIS. Total Investment from Grant DTPH56-09-SN-0003 of \$10,000.





### **Article III: Expected Program Outputs**

**Add additional educational advertising for public awareness and safety campaign**

#### **Public Awareness Campaign Results:**

A public awareness campaign was implemented that highlighted the safety programs that Underground Alliance, Tennessee One Call and ORUD have in action. These messages directly inform the community of the one call system. ORUD used local/regional media providers to capitalize on newspaper, television and radio media providing public/education and community awareness. In this report we have included notarized affidavits for the purchase and implementation of the media utilized. In addition, viewership/listenership reports are attached.

ORUD increased our public awareness and education efforts by partnering with local broadcast stations, newspapers and adding RP 1162 to our current website to provide a full campaign of sustained safety announcements. Although it was not a requirement of the grant, ORUD also incorporated Pipeline safety messages in its newsletters and other forms of direct mail to its current customers to expand the awareness to pipeline safety.

The public awareness project was designed to get the most coverage for the dollars allotted. ORUD took steps to determine and achieve the best results for mass communications by:



- ORUD requested demographics, area coverage, time slots and cost from all advertisers that cover our local community. ORUD then put together a spread sheet that shows how all media information was organized.  
PA1

PA1 Media 1162

| TV Station          | Viewer Ship                    | Range                                                                  | Demographics                             | Purchase time/ runs                                                |
|---------------------|--------------------------------|------------------------------------------------------------------------|------------------------------------------|--------------------------------------------------------------------|
| WATE                | 553,400                        | Knox/Anderson/Loudon/Blount/Sevier/Union Counties and beyond           | varies per show                          |                                                                    |
| BBB                 | 15,680                         | Anderson/Morgan/Roane                                                  | 30-59 yr old                             |                                                                    |
| WBIR                | 547,930                        | Knox/Anderson/Roane/Union/Blount/Loudon Counties and beyond            | varies per show                          |                                                                    |
| FOX 43              | 534,410                        | Knox/Anderson/Roane/Union/Blount/Loudon Counties and beyond            | Varies per show                          |                                                                    |
| WVLT                | 547,930                        | Knox/Union/Sevier/Blount/Loudon Counties and beyond                    | varies per show                          |                                                                    |
|                     |                                |                                                                        |                                          |                                                                    |
| Radio               | Listener Ship (CUME rating)    | Range                                                                  | Demographics                             | 30 second price                                                    |
| B97.5 WJXB          | 132600                         | Knoxville metro and beyond                                             | 45-54 yr old 25% F                       | 6a-9a \$65 11a-2p \$70 4p-6p \$70 per spot                         |
| 103.5 WIMZ          | 106100                         | 100,000 watt Knoxville metro 15.3% metro 10.8%Anderson/Roane           | 35-54 yr old 62% M                       | 6a-9a \$60 11a-2p \$55 4p-6p \$60 10x; 2x per day. \$1750 per week |
| 94.3 WNFZ           | 53100                          | Knoxville metro market                                                 | 18-34 yr old 73% M                       |                                                                    |
| 95.7 JACK           | 51600                          | Knox metro                                                             | 25-49 yr old                             |                                                                    |
| 104.9 Q Country     |                                | Knox/Anderson/Campbell                                                 | 18-60 yr old                             |                                                                    |
| 106.1               |                                | Primarily Anderson county                                              | 18-49 yr old 70% F                       |                                                                    |
| 107.7 WIVK          | 370,578                        | Knox metro and beyond                                                  | 25-34 yr old 60% F                       | 6a-9a \$230 11a-2p \$180 4p-6p \$180 per spot                      |
| 102.1 Star          | 43200                          | Knox metro and beyond                                                  | 35-49 F                                  |                                                                    |
| 93.5 WKZX (Spanish) | 45,000                         | Knox/Loudon/McMinn/Roane/Blount/Monroe/Campbell                        | Did not provide or reply to our attempts | Did not provide or reply to our attempts                           |
| HOT 104.5           | 150,000                        | Knox metro and beyond                                                  | 12-64 yr old 60% F                       | 6a-9a \$30 11a-2p \$32 4p-6p \$50 per spot                         |
| Press               | Viewer Ship                    | Range                                                                  | Demographics                             |                                                                    |
| Oak Ridger          | Mon-Thur 6589/ Fri 7157 copies | Oak Ridge/Clinton/Oliver Springs/Roane County                          | Paper in our Service Area                | \$219 Color M-T \$241 F                                            |
| Roane County        | 9,390 sent out                 | Roane County/Anderson/Morgan                                           | Paper in our Service Area                | Twice a week \$886.73 B&W \$1286.73 color                          |
| Oak Ridge Observer  | 5,000 copies sent out          | Oak Ridge/Clinton/ S Clinton/Claxton/Oliver Springs/Marlow/Parts of RC | Paper in our Service Area                | \$220.00 plus Press Release                                        |
| Web site            |                                |                                                                        |                                          | Cost N/A                                                           |
| Newsletter          |                                |                                                                        |                                          | No extra Cost added to existing NL                                 |
| Facebook            |                                |                                                                        |                                          | No Cost                                                            |

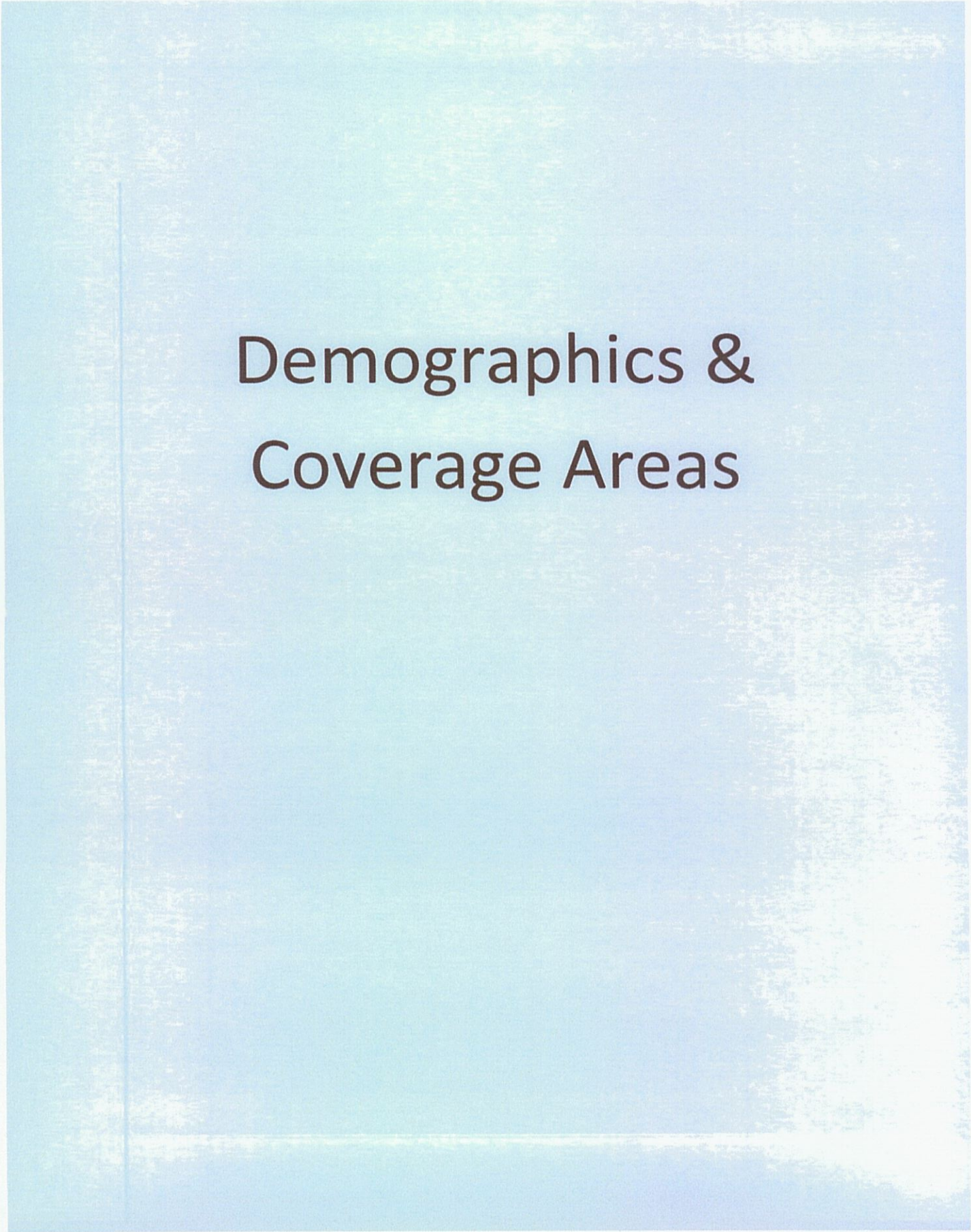


- This information (spread sheet) was given to a local media consultant and their recommendation based on the demographics, area coverage for our community, different categories of media and cost was to run a 2 week full campaign blitz and saturate the market. They also made the following purchase recommendations:

PA 2

| TV Media               | Price   | Runs   | Length     | time period | Date              |
|------------------------|---------|--------|------------|-------------|-------------------|
| WATE                   | \$4,500 | 30     | 30 sec.    | 2 weeks     | Jan 11 - 22/ 2010 |
| BBB Channel 12         | \$1,000 | 150    | 30 sec.    | 2 weeks     | Jan 11 - 22/ 2010 |
| WVLT                   | \$3,900 | 48     | 30 sec.    | 2 weeks     | Jan 11 - 22/ 2010 |
| Radio                  |         |        |            |             |                   |
| B97.5 Soft Rock        | \$2,050 | 60     | 30 sec.    | 2 weeks     | Jan 11 - 22/ 2010 |
| 104.9 Country          | \$700   | 70     | 30 sec.    | 2 weeks     | Jan 11 - 22/ 2010 |
| 106.1 Contemporary     | \$700   | 70     | 30 sec.    | 2 weeks     | Jan 11 - 22/ 2010 |
| 104.5 Rap              | \$2,240 | 80     | 30 sec.    | 2 weeks     | Jan 11 - 22/ 2010 |
| Press                  |         |        |            |             |                   |
| The Oak Ridger         | \$2,245 | 10 ads | 5 per week | 2 weeks     | Jan 11 - 22/ 2010 |
| The Oak Ridge Observer | \$440   | 2 ads  | 1 per week | 2 weeks     | Jan 11 - 22/ 2010 |
| Roane County News      | \$1,286 | 4 ads  | 2 per week | 2 weeks     | Jan 11 - 22/ 2010 |
|                        |         |        |            |             |                   |



The background is a solid blue color with a fine, grainy texture. A thin, vertical blue line runs down the left side of the page, starting from the top and ending near the bottom. The text is centered horizontally and vertically on the page.

# Demographics & Coverage Areas

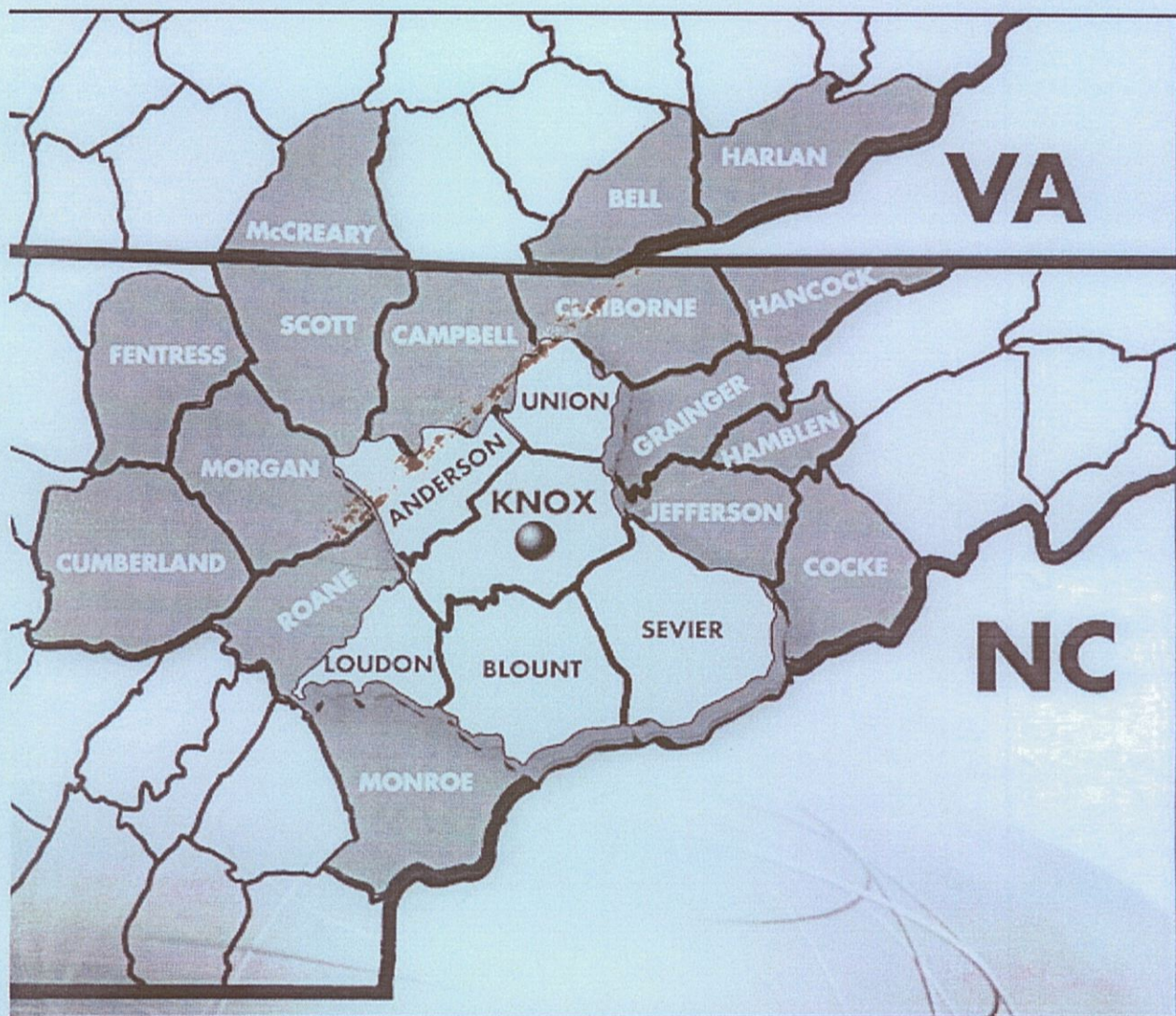


| TV Media               | Price   | Runs   | Length  | time period | Date              |
|------------------------|---------|--------|---------|-------------|-------------------|
| WATE                   | \$4,500 | 30     | 30 sec. | 2 weeks     | Jan 11 - 22/ 2010 |
| BBB Channel 12         | \$1,000 | 150    | 30 sec. | 2 weeks     |                   |
| WVLT                   | \$3,900 | 48     | 30 sec. | 2 weeks     |                   |
| Radio                  |         |        |         |             |                   |
| B97.5 Soft Rock        | \$2,050 | 60     | 30 sec. | 2 weeks     |                   |
| 104.9 Country          | \$700   | 70     | 30 sec. | 2 weeks     |                   |
| 106.1 Comtempory       | \$700   | 70     | 30 sec. | 2 weeks     |                   |
| 104.5 Rap              | \$2,240 | 80     | 30 sec. | 2 weeks     |                   |
| Press                  |         |        |         |             |                   |
| The Oak Ridger         | \$2,245 | 10 ads |         | 2 weeks     |                   |
| The Oak Ridge Observer | \$440   | 2 ads  |         | 2 weeks     |                   |
| Roane County News      | \$1,286 | 4 ads  |         | 2 weeks     |                   |
|                        |         |        |         |             |                   |





# COVERAGE MAP



**METROPOLITAN AREA**  
**292,900 HH**  
**290,730 TV HH**



**DESIGNATED MARKET AREA**  
**553,400 HH**  
**547,930 TV HH**

source: NSI March, 2009

**WATE-TV • 1306 Broadway NE • Knoxville, TN 37917**  
**PHONE: 865-637-6666 FAX: 865-525-4091**





## Avail

Advertiser: ORUD  
Agency:  
Buyer:  
Length(s): :30  
Proposal #: 46492  
Market [Rank]: KNOXVILLE [59]  
Books: May-09, DEC/ES, NOV/ES  
Flight Dates: 11/09/09 - 12/21/09

Station Contact:  
Name: Tanya Brown  
Phone: (865) 633-6888  
Fax: (865) 521-6611  
Email: tbrown@wate.com

|                                                        |                   |                        |        |         | A2554 |         |  |
|--------------------------------------------------------|-------------------|------------------------|--------|---------|-------|---------|--|
| DP Program                                             | Day / Time        | Dates                  | Source | Rate    | (000) | CPM     |  |
| WATE                                                   |                   |                        |        |         |       |         |  |
| B GOOD MORNING TENNESSEE                               | M-F 5:00A- 6:00A  | 11/09/09-12/21/09      | May-09 | \$45    | 7.8   | \$5.77  |  |
| B GOOD MORNING TENNESSEE                               | M-F 6:00A- 7:00A  | 11/09/09-12/21/09      | May-09 | \$135   | 15.7  | \$8.60  |  |
| B GMA                                                  | M-F 7:00A- 9:00A  | 11/09/09-12/21/09      | May-09 | \$135   | 14.4  | \$9.38  |  |
| D JUDGE JOE BROWN 2X                                   | M-F 9:00A-10:00A  | 11/09/09-12/21/09      | May-09 | \$90    | 11.3  | \$7.96  |  |
| D RACHAEL RAY                                          | M-F 10:00A-11:00A | 11/09/09-12/21/09      | May-09 | \$65    | 6.1   | \$10.66 |  |
| D THE VIEW                                             | M-F 11:00A-12:00P | 11/09/09-12/21/09      | May-09 | \$75    | 4.4   | \$17.05 |  |
| D INSIDE EDITION                                       | M-F 12:00P-12:30P | 11/09/09-12/21/09      | May-09 | \$55    | 4.5   | \$12.22 |  |
| D INSIDER                                              | M-F 12:30P- 1:00P | 11/09/09-12/21/09      | May-09 | \$55    | 6.1   | \$9.02  |  |
| D ABC SOAP ROTATION                                    | M-F 1:00P- 4:00P  | 11/09/09-12/21/09      | May-09 | \$55    | 2.4   | \$22.92 |  |
| D OPRAH WINFREY                                        | M-F 4:00P- 5:00P  | 11/09/09-12/21/09      | May-09 | \$180   | 9.9   | \$18.18 |  |
| E WATE 6 NEWS AT 5                                     | M-F 5:00P- 5:30P  | 11/09/09-12/21/09      | May-09 | \$200   | 16.6  | \$12.05 |  |
| E WATE 6 NEWS AT 530                                   | M-F 5:30P- 6:00P  | 11/09/09-12/21/09      | May-09 | \$185   | 17.5  | \$10.57 |  |
| E WATE 6 NEWS AT 6PM                                   | M-F 6:00P- 6:30P  | 11/09/09-12/21/09      | May-09 | \$325   | 20.7  | \$15.70 |  |
| A JUDGE JUDY                                           | M-F 7:00P- 7:30P  | 11/09/09-12/21/09      | May-09 | \$240   | 14.7  | \$16.33 |  |
| A JUDGE JUDY                                           | M-F 7:30P- 8:00P  | 11/09/09-12/21/09      | May-09 | \$220   | 9.7   | \$22.68 |  |
| L WATE NEWS @ 11                                       | M-F 11:00P-11:35P | 11/09/09-12/21/09      | May-09 | \$200   | 14.2  | \$14.08 |  |
| L NIGHTLINE                                            | M-F 11:35P-12:05A | 11/09/09-12/21/09      | May-09 | \$60    | 4.4   | \$13.64 |  |
| L JIMMY KIMMEL LIVE                                    | M-F 12:05A- 1:05A | 11/09/09-12/21/09      | May-09 | \$20    | 1.6   | \$12.50 |  |
| K SHREK THE HALLS (T)                                  | MON 8:00P- 8:30P  | 11/30/09-12/21/09      | NOV/ES | \$700   | 78.1  | \$8.96  |  |
| P DWTS                                                 | MON 8:00P-10:00P  | 11/09/09-11/23/09      | May-09 | \$800   | 34.7  | \$23.05 |  |
| K CHARLIE & THE CHOCOLATE FACTORY (T)                  | MON 8:30P-11:00P  | 12/21/09-12/21/09      | DEC/ES | \$400   | 22.8  | \$17.54 |  |
| P CASTLE                                               | MON 10:00P-11:00P | 11/09/09-12/21/09      | May-09 | \$500   | 26.6  | \$18.80 |  |
| K CHARLIE BROWN XMAS                                   | TUE 8:00P- 8:30P  | 12/01/09-12/01/09      | DEC/ES | \$500   | 46.9  | \$10.66 |  |
| MON 8:00P- 9:00P                                       |                   | CHARLIE BROWN XMAS (T) |        |         |       |         |  |
| TUE 8:00P- 9:00P                                       |                   | CHARLIE BROWN XMAS (T) |        |         |       |         |  |
| P V (THE VISITORS)                                     | TUE 8:00P- 9:00P  | 11/10/09-12/15/09      | May-09 | \$400   | 11.8  | \$33.90 |  |
| K SANTA CLAUS...TOWN (T)                               | TUE 8:00P- 9:00P  | 12/08/09-12/08/09      | DEC/ES | \$400   | 24.8  | \$16.13 |  |
| K LANNY AND WAYNE THE CHRISTMAS ELVES                  | TUE 8:30P- 9:00P  | 12/01/09-12/01/09      | DEC/ES | \$400   | 46.3  | \$8.64  |  |
| P DWTS RESULTS                                         | TUE 9:00P-10:00P  | 11/10/09-11/24/09      | May-09 | \$1,000 | 29.2  | \$34.25 |  |
| P SCRUBS/BETTER OFF TED                                | TUE 9:00P-10:00P  | 12/01/09-12/15/09      | May-09 | \$500   | 29.2  | \$17.12 |  |
| P THE FORGOTTEN                                        | TUE 10:00P-11:00P | 11/10/09-12/15/09      | May-09 | \$375   | 18.6  | \$20.16 |  |
| P IN THE SPOTLIGHT WITH ROBIN ROBERTS                  | TUE 10:00P-11:00P | 11/10/09-11/10/09      | NOV/ES | \$350   | 53.4  | \$6.55  |  |
| P HANK/THE MIDDLE                                      | WED 8:00P- 9:00P  | 11/11/09-12/16/09      | May-09 | \$350   | 10.6  | \$33.02 |  |
| P CMA AWARDS                                           | WED 8:00P-11:00P  | 11/11/09-11/11/09      | NOV/ES | \$1,100 | 56.4  | \$19.50 |  |
| P MODERN FAMILY/COUGAR TOWN                            | WED 9:00P-10:00P  | 11/11/09-12/16/09      | May-09 | \$450   | 27.2  | \$16.54 |  |
| P EASTWICK                                             | WED 10:00P-11:00P | 11/11/09-12/16/09      | May-09 | \$375   | 15.0  | \$25.00 |  |
| P FLASHFORWARD                                         | THU 8:00P- 9:00P  | 11/12/09-12/17/09      | May-09 | \$450   | 13.3  | \$33.83 |  |
| K C BROWN THANKSGIVING/ THIS IS AMERICA, CHARLIE BROWN | THU 8:00P- 9:00P  | 11/26/09-11/26/09      | NOV/ES | \$700   | 47.6  | \$14.71 |  |
| P GREYS ANATOMY                                        | THU 9:00P-10:00P  | 11/12/09-12/17/09      | May-09 | \$1,400 | 56.9  | \$24.60 |  |
| P PRIVATE PRACTICE                                     | THU 10:00P-11:00P | 11/12/09-12/17/09      | May-09 | \$600   | 34.3  | \$17.49 |  |
| P B WALTERS 10 MOST FASC PEOPLE OF 2009 (T)            | THU 10:00P-11:00P | 12/03/09-12/03/09      | DEC/ES | \$500   | 22.3  | \$22.42 |  |
| D COLL. FB POST-THANXGVG EARLY GAME                    | FRI 12:00P- 3:30P | 11/27/09-11/27/09      | NOV/ES | \$200   | 12.5  | \$16.00 |  |
| D COLL. FB POST-THANXGVG LATE GAME                     | FRI 3:30P- 7:00P  | 11/27/09-11/27/09      | NOV/ES | \$200   | 11.7  | \$17.09 |  |
| P SUPERNANNY                                           | FRI 8:00P- 9:00P  | 11/13/09-12/18/09      | May-09 | \$300   | 18.5  | \$16.22 |  |
| K POLAR EXPRESS (T)                                    | FRI 8:00P-10:00P  | 11/27/09-11/27/09      | NOV/ES | \$350   | 26.7  | \$13.11 |  |

© 2009 OSI/AdConnections is a product of the Harris Corporation. V7.0. Data © Nielsen. Subject to the limitations and restrictions stated in the original report.  
\* - item(s) estimated by user.

10/19/2009  
Page 1 of 2



| DP | Program                                  | Day / Time             | Dates             | Source | Rate    | A2554 |         |
|----|------------------------------------------|------------------------|-------------------|--------|---------|-------|---------|
|    |                                          |                        |                   |        |         | (000) | CPM     |
| K  | DR. SEUSS GRINCH (T)                     | FRI 8:00P-10:00P       | 12/04/09-12/04/09 | DEC/ES | \$400   | 28.0  | \$14.29 |
| P  | UGLY BETTY                               | FRI 9:00P-10:00P       | 11/13/09-12/18/09 | May-09 | \$400   | 16.9  | \$23.67 |
| P  | 20/20                                    | FRI 10:00P-11:00P      | 11/13/09-12/18/09 | May-09 | \$400   | 13.1  | \$30.53 |
| B  | GMA WEEKEND                              | SAT 8:00A- 9:00A       | 11/14/09-12/19/09 | May-09 | \$65    | 4.1   | \$15.85 |
| B  | GOOD MORNING TENNESSEE                   | SAT 9:00A-10:00A       | 11/14/09-12/19/09 | May-09 | \$75    | 8.5   | \$8.82  |
| D  | COLL. FB (EARLY)                         | SAT 12:00P- 3:30P      | 11/14/09-12/05/09 | NOV/ES | \$150   | 11.8  | \$12.71 |
| D  | BIG EAST CHAMP (COLLEGE FBALL)           | SAT 12:00P- 3:30P      | 12/05/09-12/05/09 | DEC/ES | \$650   |       |         |
| D  | COLL. FB (LATE)                          | SAT 3:30P- 7:00P       | 11/14/09-12/05/09 | NOV/ES | \$200   | 8.8   | \$22.73 |
| H  | WATE 6 NEWS                              | SAT 6:00P- 6:30P       | 12/12/09-12/19/09 | May-09 | \$175   | 8.4   | \$20.83 |
| A  | WATE 6 NEWS                              | SAT 7:00P- 7:30P       | 11/14/09-12/05/09 | May-09 | \$175   | 3.9   | \$44.87 |
| A  | CSI: NY                                  | SAT 7:00P- 8:00P       | 12/12/09-12/19/09 | May-09 | \$100   | 4.7   | \$21.28 |
| A  | INSIDER                                  | SAT 7:30P- 8:00P       | 11/14/09-12/05/09 | May-09 | \$100   | 5.4   | \$18.52 |
| P  | ABC SATURDAY MOVIE                       | SAT 8:00P-11:00P       | 12/12/09-12/19/09 | May-09 | \$200   | 9.1   | \$21.98 |
| P  | COLLEGE FOOTBALL PRIME                   | SAT 8:00P-11:30P       | 11/14/09-12/05/09 | NOV/ES | \$400   | 29.1  | \$13.75 |
| L  | BIG 12 CHAMP COLL. FB                    | SAT 8:00P-11:30P       | 12/05/09-12/05/09 | DEC/ES | \$550   | 31.4  | \$17.52 |
| L  | WATE 6 NEWS SAT @ 11P                    | SAT 11:00P-11:35P      | 12/12/09-12/19/09 | May-09 | \$125   | 6.2   | \$20.16 |
| L  | WATE 6 NEWS SAT                          | SAT 11:30P-12:05A      | 11/14/09-12/05/09 | May-09 | \$100   | 7.3   | \$13.70 |
| L  | CSI: NY                                  | SAT 11:35P-12:35A      | 12/12/09-12/19/09 | May-09 | \$65    | 6.6   | \$9.85  |
| L  | CSI: NY                                  | SAT 12:05A- 1:05A      | 11/14/09-12/05/09 | May-09 | \$50    | 3.6   | \$13.89 |
| L  | GREYS ANATOMY                            | SAT 12:35A- 1:35A      | 12/12/09-12/19/09 | May-09 | \$20    | 1.3   | \$15.38 |
| L  | GREYS ANATOMY                            | SAT 1:05A- 2:05A       | 11/14/09-12/05/09 | May-09 | \$20    | 0.8   | \$25.00 |
| B  | GMA WEEKEND                              | SUN 8:00A- 9:00A       | 11/15/09-12/20/09 | May-09 | \$65    | 2.4   | \$27.08 |
| B  | GOOD MORNING TENNESSEE                   | SUN 9:00A-10:00A       | 11/15/09-12/20/09 | May-09 | \$70    | 6.4   | \$10.94 |
| D  | NASCAR/SPRINT COUNTDOWN                  | SUN 1:00P- 3:30P       | 11/15/09-11/22/09 | NOV/ES | \$450   | 24.4  | \$18.44 |
| E  | ELMOS XMAS COUNTDOWN                     | SUN 4:00P- 5:00P       | 12/06/09-12/06/09 | DEC/ES | \$100   | 16.9  | \$5.92  |
| E  | SURVIVING CHRISTMAS                      | SUN 4:00P- 6:00P       | 11/29/09-11/29/09 | NOV/ES | \$100   | 26.1  | \$3.83  |
| E  | WATE 6 NEWS @ 6                          | SUN 6:00P- 6:30P       | 11/15/09-12/20/09 | May-09 | \$250   | 19.7  | \$12.69 |
| P  | AFHV                                     | SUN 7:00P- 8:00P       | 11/15/09-12/20/09 | May-09 | \$550   | 25.7  | \$21.40 |
| P  | EM: HOME                                 | SUN 8:00P- 9:00P       | 11/15/09-12/20/09 | May-09 | \$1,000 | 38.4  | \$26.04 |
| K  | SANTA CLAUSE 2 (T)                       | SUN 8:00P-10:00P       | 12/13/09-12/13/09 | DEC/ES | \$750   | 44.3  | \$16.93 |
| P  | AMER. MUSIC AWARDS                       | SUN 8:00P-11:00P       | 11/22/09-11/22/09 | NOV/ES | \$750   | 33.3  | \$22.52 |
| P  | DESP. HOUSEWIVES                         | SUN 9:00P-10:00P       | 11/15/09-12/20/09 | May-09 | \$1,500 | 50.8  | \$29.53 |
| P  | BROTHERS & SISTERS                       | SUN 10:00P-11:00P      | 11/15/09-12/20/09 | May-09 | \$600   | 38.9  | \$15.42 |
| L  | WATE 6 NEWS SUN @ 11P                    | SUN 11:00P-11:35P      | 11/15/09-12/20/09 | May-09 | \$250   | 22.8  | \$10.96 |
| L  | CSI: NY                                  | SUN 11:35P-12:35A      | 11/15/09-12/20/09 | May-09 | \$65    | 10.4  | \$6.25  |
| L  | GREYS ANATOMY                            | SUN 12:35A- 1:35A      | 11/15/09-12/20/09 | May-09 | \$25    | 6.7   | \$3.73  |
| L  | JUDGE JUDY                               | SUN 1:35A- 2:05A       | 11/15/09-12/20/09 | May-09 | \$15    | 6.7   | \$2.24  |
| L  | AT THE MOVIES                            | SUN 2:05A- 2:35A       | 11/15/09-12/20/09 | May-09 | \$5     | 4.3   | \$1.16  |
| K  | DR. SEUSS GRINCH (T)                     | M-Tu 8:00P- 9:00P      | 11/30/09-12/21/09 | NOV/ES | \$750   | 66.8  | \$11.23 |
| P  | DWTS SEASON FINALE (T)                   | M-Tu 8:00P-11:00P      | 11/23/09-11/24/09 | May-09 | \$1,250 | 29.3  | \$42.66 |
|    | MON 8:00P-10:00P                         | DWTS SEASON FINALE (T) |                   |        |         |       |         |
|    | TUE 9:00P-11:00P                         | DWTS SEASON FINALE (T) |                   |        |         |       |         |
| K  | I WANT A DOG FOR XMAS, CHARLIE BROWN (T) | M/Sa 8:00P- 9:00P      | 12/14/09-12/19/09 | DEC/ES | \$650   | 24.1  | \$26.97 |

Avail

© 2009 OSI-AdConnections is a product of the Harris Corporation V7.0. Data © Nielsen. Subject to the limitations and restrictions stated in the original report.

\* - Item(s) estimated by user.

10/19/2009

Page 2 of 2





## Package

Advertiser: ORUD  
 Agency:  
 Buyer:  
 Length(s):  
 Proposal #: 48059  
 Market [Rank]: KNOXVILLE [59]  
 Books: May-09/Mar-09  
 Flight Dates: 01/04/10 - 01/22/10

### Station Contact:

Name: Tanya Brown  
 Phone: (865) 633-6888  
 Fax: (865) 521-6611  
 Email: tbrown@wate.com

| Program<br>DP Days Time       | Rate<br>Weeks | Jan<br>4  | Jan<br>11 | Jan<br>18 | Cost<br>Spots  | A2554<br>RTG<br>CPP | A2554<br>000<br>CPM |  |  |
|-------------------------------|---------------|-----------|-----------|-----------|----------------|---------------------|---------------------|--|--|
| <b>WATE</b>                   |               |           |           |           |                |                     |                     |  |  |
| <b>GOOD MORNING TENNESSEE</b> | <b>\$120</b>  | <b>5</b>  | <b>5</b>  | <b>5</b>  | <b>\$1,800</b> | <b>2.4</b>          | <b>13.0</b>         |  |  |
| B M-F 6:00A- 7:00A            | 3             |           |           |           | 15             | \$50.00             | \$9.23              |  |  |
| <b>WATE 6 NEWS AT 530</b>     | <b>\$180</b>  | <b>5</b>  | <b>5</b>  | <b>5</b>  | <b>\$2,700</b> | <b>3.1</b>          | <b>16.9</b>         |  |  |
| E M-F 5:30P- 6:00P            | 3             |           |           |           | 15             | \$58.06             | \$10.65             |  |  |
| <b>Weekly Subtotals</b>       |               | <b>10</b> | <b>10</b> | <b>10</b> | <b>\$4,500</b> |                     |                     |  |  |
|                               |               |           |           |           | 30             |                     |                     |  |  |

| Demo breakdown: | Spots | Cost    | GRP/GI | CPP/CPM |
|-----------------|-------|---------|--------|---------|
| A2554R          | 30    | \$4,500 | 82.50  | \$54.55 |
| A2554           |       |         | 448.50 | \$10.03 |

Dayparts: A - ACCESS; B - BREAKFAST; D - DAYTIME; E - EARLY FRINGE; H - EARLY NEWS; L - LATE FRINGE; P - PRIME

Client Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Package

© 2009 OSI-AdConnections is a product of the Harris Corporation. V7.0. Data © Nielsen. Subject to the limitations and restrictions stated in the original report.

11/24/2009  
 Page 1 of 1





## Package

Advertiser: ORUD  
 Agency:  
 Buyer:  
 Length(s):  
 Proposal #: 49664  
 Market [Rank]: KNOXVILLE [59]  
 Books: May-09/Mar-09  
 Flight Dates: 01/04/10 - 01/22/10

### Station Contact:

Name: Tanya Brown  
 Phone: (865) 633-6888  
 Fax: (865) 521-6611  
 Email: tbrown@wate.com

| Program<br>DP Days Time   | Rate<br>Weeks | Jan 4 | Jan 11 | Jan 18 | Cost<br>Spots | A2554<br>RTG<br>CPP | A2554<br>000<br>CPM |  |  |
|---------------------------|---------------|-------|--------|--------|---------------|---------------------|---------------------|--|--|
| <b>WATE</b>               |               |       |        |        |               |                     |                     |  |  |
| <b>WATE 6 NEWS AT 5</b>   | <b>\$150</b>  | -     | 5      | 5      | \$1,500       | 3.1                 | 16.6                |  |  |
| E M-F 5:00P- 5:30P        | 2             |       |        |        | 10            | \$48.39             | \$9.04              |  |  |
| <b>WATE 6 NEWS AT 530</b> | <b>\$150</b>  | -     | 5      | 5      | \$1,500       | 3.1                 | 16.9                |  |  |
| E M-F 5:30P- 6:00P        | 2             |       |        |        | 10            | \$48.39             | \$8.88              |  |  |
| <b>WATE NEWS @ 11</b>     | <b>\$150</b>  | -     | 5      | 5      | \$1,500       | 2.2                 | 11.9                |  |  |
| L M-F 11:00P-11:35P       | 2             |       |        |        | 10            | \$68.18             | \$12.61             |  |  |
| <b>Weekly Subtotals</b>   |               | -     | 15     | 15     | \$4,500       |                     |                     |  |  |
|                           |               |       |        |        | 30            |                     |                     |  |  |

| Demo breakdown: | Spots | Cost    | GRP/GI | CPP/CPM |
|-----------------|-------|---------|--------|---------|
| A2554R          | 30    | \$4,500 | 84.00  | \$53.57 |
| A2554           |       |         | 454.00 | \$9.91  |

Dayparts: A - ACCESS; B - BREAKFAST; D - DAYTIME; E - EARLY FRINGE; H - EARLY NEWS; L - LATE FRINGE; P - PRIME

Client Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Package

© 2010 OSI-AdConnections is a product of the Harris Corporation. V7.0. Data © Nielsen. Subject to the limitations and restrictions stated in the original report.

1/5/2010  
 Page 1 of 1





## BBB Communications Cable Channel 12



- Home
- Programs
- Sales
- About
- Contact

### Sales

#### Advertising Information

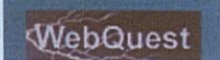
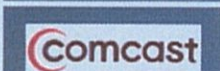


**View  
Samples**

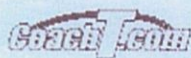
**Ad  
Rates**



**Request  
Information**



**Broadcast Partners**



**BBB Communications, proudly serving: Roane County  
(Harriman, Kingston, Rockwood, Midtown) Anderson  
County (Oak Ridge, Clinton, Oliver Springs, Norris, Lake  
City) Morgan County (Oakdale)**

---

Copyright ©2008, BBB Communications Cable Channel 12

Site design and hosting by [WebQuestHosting.net](http://WebQuestHosting.net)



# **Rates Channel 12 - BBB Communications** **Rates Effective: October 11, 2006**

*Serving Roane County (Hartman, Kingston, Rockwood, Midtown)  
Anderson County (Oak Ridge, Clinton, Oliver Springs, Norris, Lake City, Claxton)  
Morgan County (Oakdale) - 35,000 Homes Served*

## **Channel 12 Evening News - Monday - Friday 5:00 - 6:00pm** **22 Shows per month plus replays**

1 spot per show \$150 per month = \$6.82 per spot  
2 spots per show \$300 per month = \$6.82 per spot  
3 spots per show \$450 per month = \$6.82 per spot  
4 spots per show \$600 per month = \$6.82 per spot

## **Gospel USA Weekdays - Monday - Friday 6:00 - 9:00am** **Saturday and Sunday 7:00 - 9:00am 30 Shows per month** **plus replays - Cost per spot \$6.67 (\$3.33 with replays)**

1 spot per show \$200 per month = \$6.67 or \$3.33 w/replays (60 spots)  
2 spots per show \$375 per month = \$6.25 or \$3.13 w/replays (120 spots)  
3 spots per show \$500 per month = \$5.55 or \$2.77 w/replays (180 spots)  
4 spots per show \$625 per month = \$5.21 or \$2.60 w/replays (240 spots)

## **The Ray Viles Ford Locker Room Chat**

**Wednesday's 8:00 - 10:00pm 4 shows per month**  
4 spots per show \$200 per month = \$12.50 per spot  
Graphic Banner \$50 per month

## **Channel 12 Outdoors - Thursday's 8pm - 10:00pm with replays** 2 spots per show \$125 per month = \$15.63 per spot

## **Lel's Talk Frank - Monday's 7:00 - 8:30pm - 3 LIVE Shows per month with 1 taped show**

1 spot per show \$32 per month = \$8 per spot  
2 spots per show \$64 per month = \$8 per spot  
3 spots per show \$96 per month = \$8 per spot  
4 spots per show \$128 per month = \$8 per spot

## **The Knoxville Harley-Davidson Gridiron Breakfast (Seasonal)** **Saturday's 10am - 12pm - 4 shows per month August - December** 4 spots per show \$200 per month = \$12.50 per spot

## **Old Capital Travel Show - Wednesday's 6:30pm and Saturday's 9:00am** **8 shows per month**

1 spot per show \$50 per month = \$6.25 per spot  
2 spots per show \$100 per month = \$6.25 per spot

## **WYSH / BBB Communications COMBO DEAL**

Trading Time and Ask Your Neighbor \$399 per month  
You receive a banner ad during these programs on Channel 12 along with a full-page digital ad. Plus receive 1 radio spot inside the program of your choice (Trading Time or Ask Your Neighbor) and 1 regular schedule spot during the day (M-F 6am-8pm). There is a minimum contract of 3 months but will be billed until further notice.

Prime-Time Trading Time \$299 per month  
You receive the same as the above combo deal.

Digital Ad / Banner Ad ONLY during programs \$250 per month

## **Digital Advertising consisting of pictures and or text**

1 page \$10 per day \$150 per month  
2 pages \$20 per day \$200 per month

**Crawl line**  
\$17.86 per day \$125 per week \$475 per month

## **Production Costs - Normal Charge of \$400**

3-month contract = \$150 production charge  
6-month contract = FREE production



**BBB COMMUNICATIONS**  
170 Randolph Road  
Oak Ridge, TN 37830  
(865) 483-8112  
(865) 483-4949 fax  
www.bbbtv12.com



TOTAL WOULD BE A TOTAL OF \$1,000

Number of Spots: 760 Digital Billboard spots

Crawl Line: Would be around 125 times per day.

GOSPEL USA: 1 spot per show x 15 days = 15 spots

Bonus Spots: 1 spot per show, plus replays = 30 spots

CH. 12 NEWS: 1 spot per show x 15 days = 15 spots

Bonus Spots: 1 spot per show, plus replays = 30 spots

Bonus: LIVE GUEST APPEARANCE ON NEWS

LOCKER ROOM: 4 spots per show x 3 shows = 12 spots

Bonus Spots: Replays x 3 = 12 spots

CIDERVILLE: 3 Spots per show x 3 shows = 9 spots

Bonus Spots: 3 spots per show x 3 shows x 3 replays each = 27 spots

TOTAL NUMBER OF COMMERCIAL SPOTS: 51 SPOTS

TOTAL NUMBER OF BONUS SPOTS: 99 BONUS SPOTS

TOTAL: 150 SPOTS



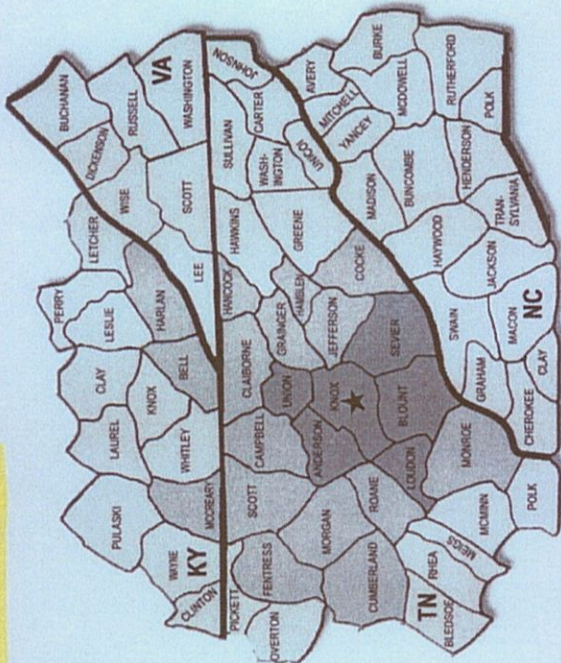
# MARKET PROFILE

WVLT-CBS and MyVLT-My Network Are Carried on All Major Cable Systems along with Direct TV and Dish Network.

# 59<sup>TH</sup> MARKET

*A CBS Affiliate  
serving 19 Eastern  
Tennessee counties  
and 3 Southeastern  
Kentucky counties.*

**Volunteer TV**  
6450 Papermill Drive  
Knoxville, TN 37919-4815  
Phone: (865) 450-8888  
FAX: (865) 558-9804  
[www.volunteertv.com](http://www.volunteertv.com)



| Direct TV - Channels |    | Dish - Channels |    |
|----------------------|----|-----------------|----|
| WVLT                 | 8  | WVLT            | 8  |
| MyVLT                | 30 | MyVLT           | 30 |

| Comcast - Channels | Charter - Channels |
|--------------------|--------------------|
| WVLT 5             | WVLT 8             |
| MyVLT 8            | MyVLT 15           |



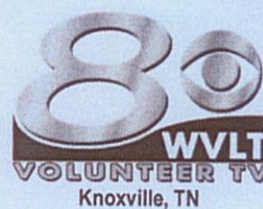
ANYTIME. ANYWHERE.  
VOLUNTEERTV.COM







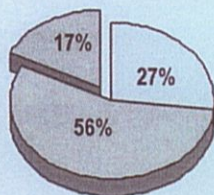
**Continental** Television Sales  
RESEARCH



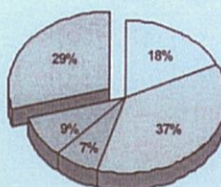
## WVLT Delivers Households in Key Dayparts

May'09 Knoxville, TN DMA HH In-Market Share by Daypart  
(Share of HH Rtg)

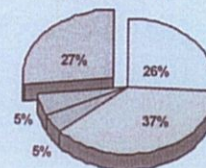
**Early Morning\***  
(M-F/5:30-9AM)



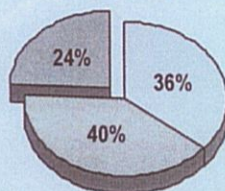
**Daytime**  
(M-F/9AM-4PM)



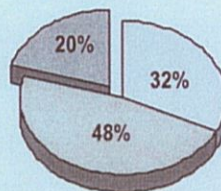
**Early Fringe**  
(M-F/4-5PM)



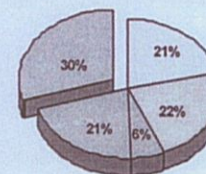
**Early News\*\***  
(M-F/5-6PM)



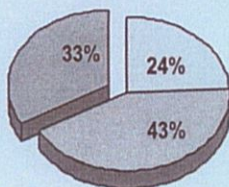
**Early News\*\*\***  
(M-F/6-6:30PM)



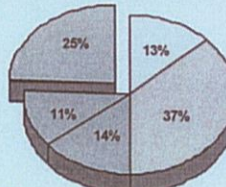
**Prime**  
(M-SA/8-11PM + SU/7-11PM)



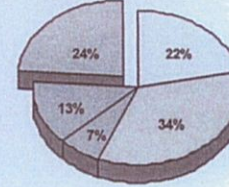
**Late News\*\*\*\***  
(M-F/11-11:35PM)



**Late Fringe**  
(M-F/11:35PM-1AM)



**Sign-on/Sign-off**  
(M-SU/7AM-1AM)



WVLT

WATE

WBIR

WBXX

WTNZ

\*WBXX & WTNZ do not air news.

\*\*WVLT's news airs 5:30-6PM, WATE's news airs 5-5:30PM, WBXX & WTNZ do not air news.

\*\*\*WBXX & WTNZ do not air news.

\*\*\*\*WBXX & WTNZ do not air news at 11PM.

Source: The Nielsen Company, May'09 NSI Knoxville, TN/DDS

ED-P 6/09

DTP/WVLT/May'09 HH Market Share.ppt

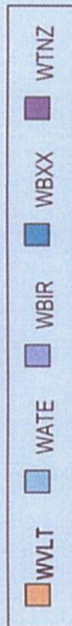
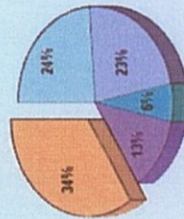




## Oak Ridge Utility District

| Program                                                 | Time                | Spots Per Week | Total Spots |
|---------------------------------------------------------|---------------------|----------------|-------------|
| CBS Prime                                               | M-Su 8p to 11p      | 4              | 12          |
| Law & Order on MyVLT                                    | M 8-10p             | 1              | 3           |
| Are You Smarter than a 5 <sup>th</sup> Grader? on MyVLT | T 8-9p              | 1              | 3           |
| The Unit                                                | W 8-10p             | 2              | 6           |
| Bonus PSA Spots                                         | M-Su 6a to Midnight | 8              | 24          |

This schedule includes you in the #1 Prime programming in the Knoxville Market.



Total :30 Second Spots: 48

Your spot will be seen 1,185,000 times and reach 60% of the total market.

Total Investment: \$3,900



ANYTIME. ANYWHERE.  
**VOLUNTEERTV.COM**



# Marketron TvSCAN

Betsy Wood - 11/11/09 3:13 PM

# Availabilities

Knoxville - Nielsen

|                                |              |                   |                         |
|--------------------------------|--------------|-------------------|-------------------------|
| Agency:                        | Length:      | :30               | Acct. Exec. Betsy Wood  |
| Buyer: Lauren Turpin           | Dayparts:    | CDE1AP2NLWSXKO    | Assistant: Diana Lauer  |
| Advertiser: ORUD               | Sched Dates: | 01/01/10-01/31/10 | Telephone: 865-766-8130 |
| Product: PSA                   |              |                   | Fax: 865-558-9804       |
| E-Mail: betsy.wood@wvlt-tv.com |              |                   |                         |

| Plan No: 3520                         | (000) | P 18+    | Rate   |       |
|---------------------------------------|-------|----------|--------|-------|
| Program                               | (000) | Shr      | CPM    | Level |
| Time Period                           | Book  |          |        | Rate  |
| WVLT-CBS East TN This Morning 5a-6a   |       |          |        |       |
| Mo-Fr 5:00a-6:00a                     | Q4EST | 8 p 9.9  | \$3.13 | Q4C   |
|                                       |       |          |        | \$25  |
| WVLT-CBS East TN This Morning 6a-7a   |       |          |        |       |
| Mo-Fr 6:00a-7:00a                     | Q4EST | 18 p12.2 | \$2.22 | Q4C   |
|                                       |       |          |        | \$40  |
| WVLT-CBS The Early Show               |       |          |        |       |
| Mo-Fr 7:00a-9:00a                     | Q4EST | 16 p 9.1 | \$1.88 | Q4C   |
|                                       |       |          |        | \$30  |
| WVLT-CBS Live! With Regis & Kelly     |       |          |        |       |
| Mo-Fr 9:00a-10:00a                    | Q4EST | 14 p 8.0 | \$2.14 | Q4C   |
|                                       |       |          |        | \$30  |
| WVLT-CBS Dr. Oz                       |       |          |        |       |
| Mo-Fr 10:00a-11:00a                   | Q4EST | 29 *17.1 | \$1.38 | Q4C   |
|                                       |       |          |        | \$40  |
| WVLT-CBS Price Is Right               |       |          |        |       |
| Mo-Fr 11:00a-12:00p                   | Q4EST | 39 p20.1 | \$3.21 | Q4C   |
|                                       |       |          |        | \$125 |
| WVLT-CBS Volunteer News @ Noon        |       |          |        |       |
| Mo-Fr 12:00p-12:30p                   | Q4EST | 57 p24.9 | \$2.19 | Q4C   |
|                                       |       |          |        | \$125 |
| WVLT-CBS CBS Soaps                    |       |          |        |       |
| Mo-Fr 12:30p-3:00p                    | Q4EST | 31 p14.5 | \$4.03 | Q4C   |
|                                       |       |          |        | \$125 |
| WVLT-CBS Let's Make a Deal            |       |          |        |       |
| Mo-Fr 3:00p-4:00p                     | Q4EST | 27 *14.0 | \$3.15 | Q4C   |
|                                       |       |          |        | \$85  |
| WVLT-CBS First @ Four                 |       |          |        |       |
| Mo-Fr 4:00p-4:30p                     | Q4EST | 31 p11.9 | \$2.90 | Q4C   |
|                                       |       |          |        | \$90  |
| WVLT-CBS Andy Griffith                |       |          |        |       |
| Mo-Fr 4:30p-5:00p                     | Q4EST | 34 p12.3 | \$2.94 | Q4C   |
|                                       |       |          |        | \$100 |
| WVLT-CBS Volunteer News @ 5pm         |       |          |        |       |
| Mo-Fr 5:00p-5:30p                     | Q4EST | 31 p 8.8 | \$5.32 | Q4C   |
|                                       |       |          |        | \$165 |
| WVLT-CBS Andy Griffith                |       |          |        |       |
| Mo-Fr 5:30p-6:00p                     | Q4EST | 28 p 7.6 | \$4.46 | Q4C   |
|                                       |       |          |        | \$125 |
| WVLT-CBS Volunteer News @ 6pm         |       |          |        |       |
| Mo-Fr 6:00p-6:30p                     | Q4EST | 36 p 8.5 | \$5.00 | Q4C   |
|                                       |       |          |        | \$180 |
| WVLT-CBS CBS Evening News             |       |          |        |       |
| Mo-Fr 6:30p-7:00p                     | Q4EST | 34 p 7.4 | \$5.29 | Q4C   |
|                                       |       |          |        | \$180 |
| WVLT-CBS Volunteer News @ 7pm         |       |          |        |       |
| Mo-Fr 7:00p-7:30p                     | Q4EST | 35 p 7.3 | \$3.43 | Q4C   |
|                                       |       |          |        | \$120 |
| WVLT-CBS Entertainment Tonight        |       |          |        |       |
| Mo-Fr 7:30p-8:00p                     | Q4EST | 27 p 5.3 | \$5.00 | Q4C   |
|                                       |       |          |        | \$135 |
| WVLT-CBS Volunteer News @ 11pm        |       |          |        |       |
| Mo-Fr 11:00p-11:35p                   | Q4EST | 44 p12.9 | \$6.82 | Q4C   |
|                                       |       |          |        | \$300 |
| WVLT-CBS Late Show w/ David Letterman |       |          |        |       |
| Mo-Fr 11:35p-12:35a                   | Q4EST | 31 *13.6 | \$2.90 | Q4C   |
|                                       |       |          |        | \$90  |
| WVLT-CBS Late, Late Show              |       |          |        |       |
| Mo-Fr 12:35a-1:35a                    | Q4EST | 13 p10.2 | \$0.77 | Q4C   |
|                                       |       |          |        | \$10  |
| WVLT-CBS Cops / Reno 911              |       |          |        |       |
| Mo-Fr 1:35a-2:35a                     | Q4EST | 14 p16.5 | \$0.71 | Q4C   |
|                                       |       |          |        | \$10  |

\* - Denotes estimated item(s).  
p - Denotes program average applied.  
HDMA - DMA est. for broadcast stations (includes ADS), hardwired cable est. for cable networks (no ADS); DMA universe for both. DMA - DMA est. and universe for broadcast & cable (includes ADS); HWC - hardwired cable est. for broadcast & cable (no ADS); cable universe only. TPT data is 1/4 hour data.  
Prepared with MARKETRON TVSCAN v6.10.7.21. © 2009 Marketron Broadcast Solutions, Inc. (205) 987-7456. Marketron TVSCAN and its design are trademarks of Marketron Broadcast Solutions, Inc.. Data © Nielsen Media Research. Subject to the limitations and restrictions stated in the original report.





# Marketron TvSCAN

Betsy Wood - 11/11/09 3:13 PM

## Availabilities

Knoxville - Nielsen

|                                |              |                   |                         |
|--------------------------------|--------------|-------------------|-------------------------|
| Agency:                        | Length:      | :30               | Acct. Exec. Betsy Wood  |
| Buyer: Lauren Turpin           | Dayparts:    | CDE1AP2NLWSXKO    | Assistant: Diana Lauer  |
| Advertiser: ORUD               |              |                   | Telephone: 865-766-8130 |
| Product: PSA                   | Sched Dates: | 01/01/10-01/31/10 | Fax: 865-558-9804       |
| E-Mail: betsy.wood@wvlt-tv.com |              |                   |                         |

| Plan No: 3520                                |      | (000)           |         |       |  |       |
|----------------------------------------------|------|-----------------|---------|-------|--|-------|
| Program                                      |      | P 18+           |         | Rate  |  |       |
| Time Period                                  | Book | (000) Shr       | CPM     | Level |  | Rate  |
| <b>WVLT-CBS Overnights</b>                   |      |                 |         |       |  |       |
| Mo-Fr 2:35a-5:00a                            |      | Q4EST 4 p 9.5   | \$1.25  | Q4C   |  | \$5   |
| <b>WVLT-CBS CBS Morning News</b>             |      |                 |         |       |  |       |
| Mo-Fr 4:30a-5:00a                            |      | Q4EST 5 p 13.7  | \$3.00  | Q4C   |  | \$15  |
| <b>WVLT-CBS Met Your Mother/Accidentally</b> |      |                 |         |       |  |       |
| Mon 8:00p-9:00p                              |      | Q4EST 55 p 9.5  | \$12.73 | Q4C   |  | \$700 |
| <b>WVLT-CBS The Good Wife</b>                |      |                 |         |       |  |       |
| Tue 10:00p-11:00p                            |      | Q4EST 76 p      | \$6.58  | Q4C   |  | \$500 |
| <b>WVLT-CBS People's Choice Awards</b>       |      |                 |         |       |  |       |
| Wed 9:00p-11:00p                             |      | Q4EST 75 p 14.9 | \$6.67  | Q4C   |  | \$500 |
| <b>WVLT-CBS Medium</b>                       |      |                 |         |       |  |       |
| Fri 9:00p-10:00p                             |      | Q4EST 72 *14.7  | \$9.17  | Q4C   |  | \$660 |
| <b>WVLT-CBS Numb3rs</b>                      |      |                 |         |       |  |       |
| Fri 10:00p-11:00p                            |      | Q4EST 53 p 1.7  | \$9.43  | Q4C   |  | \$500 |
| <b>WVLT-CBS Hometown</b>                     |      |                 |         |       |  |       |
| Sat 5:00a-5:30a                              |      | Q4EST 3 p 5.1   | \$5.00  | Q4C   |  | \$15  |
| <b>WVLT-CBS Today's Homeowner</b>            |      |                 |         |       |  |       |
| Sat 5:30a-6:00a                              |      | Q4EST 3 p 5.5   | \$5.00  | Q4C   |  | \$15  |
| <b>WVLT-CBS Saved By the Bell</b>            |      |                 |         |       |  |       |
| Sat 6:00a-6:30a                              |      | Q4EST 3 p 4.9   | \$5.00  | Q4C   |  | \$15  |
| <b>WVLT-CBS American Athlete</b>             |      |                 |         |       |  |       |
| Sat 6:30a-7:00a                              |      | Q4EST 1 p 1.4   | \$15.00 | Q4C   |  | \$15  |
| <b>WVLT-CBS The Saturday Early Show</b>      |      |                 |         |       |  |       |
| Sat 8:00a-10:00a                             |      | Q4EST 6 p 2.7   | \$4.17  | Q4C   |  | \$25  |
| <b>WVLT-CBS Volunteer News 6p Saturday</b>   |      |                 |         |       |  |       |
| Sat 6:00p-6:30p                              |      | Q4EST 25 p 6.0  | \$8.00  | Q4C   |  | \$200 |
| <b>WVLT-CBS CBS Evening News</b>             |      |                 |         |       |  |       |
| Sat 6:30p-7:00p                              |      | Q4EST 29 p 6.6  | \$3.45  | Q4C   |  | \$100 |
| <b>WVLT-CBS CrimeTime Saturday</b>           |      |                 |         |       |  |       |
| Sat 8:00p-9:00p                              |      | Q4EST 39 p 8.1  | \$6.41  | Q4C   |  | \$250 |
| <b>WVLT-CBS CrimeTime Saturday</b>           |      |                 |         |       |  |       |
| Sat 9:00p-10:00p                             |      | Q4EST 38 p 8.2  | \$7.89  | Q4C   |  | \$300 |
| <b>WVLT-CBS 48 Hours Mystery</b>             |      |                 |         |       |  |       |
| Sat 10:00p-11:00p                            |      | Q4EST 36 p 8.6  | \$8.33  | Q4C   |  | \$300 |
| <b>WVLT-CBS Volunteer News 11p Saturday</b>  |      |                 |         |       |  |       |
| Sat 11:00p-11:35p                            |      | Q4EST 30 p 8.2  | \$6.67  | Q4C   |  | \$200 |
| <b>WVLT-CBS Titans All Access</b>            |      |                 |         |       |  |       |
| Sat 11:35p-12:05a                            |      | Q4EST 17 p 5.6  | \$5.88  | Q4C   |  | \$100 |
| <b>WVLT-CBS Monk</b>                         |      |                 |         |       |  |       |
| Sat 11:35p-12:35a                            |      | Q4EST 9 p 5.4   | \$3.89  | Q4C   |  | \$35  |
| <b>WVLT-CBS CSI: Miami</b>                   |      |                 |         |       |  |       |
| Sat 1:05a-2:05a                              |      | Q4EST 5 p 3.6   | \$2.00  | Q4C   |  | \$10  |
| <b>WVLT-CBS Saturday Overnight</b>           |      |                 |         |       |  |       |
| Sat 2:05a-5:00a                              |      | Q4EST 1 p 2.8   | \$5.00  | Q4C   |  | \$5   |

\* - Denotes estimated item(s).  
p - Denotes program average applied.  
HDMI - DMA est. for broadcast stations (includes ADS); hardwired cable est. for cable networks (no ADS); DMA universe for both. DMA - DMA est. and universe for broadcast & cable (includes ADS); HWC - hardwired cable est. for broadcast & cable (no ADS); cable universe only. TPT data is 1/4 hour data.  
Prepared with MARKETRON TVSCAN v6.10.7.21. © 2009 Marketron Broadcast Solutions, Inc. (205) 987-7456. Marketron TvSCAN and its design are trademarks of Marketron Broadcast Solutions, Inc.. Data © Nielsen Media Research. Subject to the limitations and restrictions stated in the original report.





# Marketron TvSCAN

Betsy Wood - 11/11/09 3:13 PM

## Availabilities

Knoxville - Nielsen

|                                |              |                   |                         |
|--------------------------------|--------------|-------------------|-------------------------|
| Agency:                        | Length:      | :30               | Acct. Exec. Betsy Wood  |
| Buyer: Lauren Turpin           | Dayparts:    | CDE1AP2NLWSXKO    | Assistant: Diana Lauer  |
| Advertiser: ORUD               | Sched Dates: | 01/01/10-01/31/10 | Telephone: 865-766-8130 |
| Product: PSA                   |              |                   | Fax: 865-558-9804       |
| E-Mail: betsy.wood@wvlt-tv.com |              |                   |                         |

| Plan No: 3520                                | (000) | P 18+    | Rate    |           |
|----------------------------------------------|-------|----------|---------|-----------|
| Program                                      | (000) | Shr      | CPM     | Level     |
| Time Period                                  | Book  |          |         | Rate      |
| <b>WVLT-CBS NCAA Regular Season</b>          |       |          |         |           |
| Sa-Su 12:00p-6:00p                           | Q4EST | 22 p 6.4 | \$7.50  | Q4C \$165 |
| <b>WVLT-CBS SEC Regular Season</b>           |       |          |         |           |
| Sa-Su 12:00p-6:00p                           | Q4EST | 22 p 6.4 | \$11.36 | Q4C \$250 |
| <b>WVLT-CBS Mull's Singing Convention</b>    |       |          |         |           |
| Sun 7:00a-8:00a                              | Q4EST | 22 p13.5 | \$2.27  | Q4C \$50  |
| <b>WVLT-CBS CBS News Sunday Morning</b>      |       |          |         |           |
| Sun 9:00a-10:30a                             | Q4EST | 24 p 9.7 | \$5.00  | Q4C \$120 |
| <b>WVLT-CBS Face The Nation</b>              |       |          |         |           |
| Sun 10:30a-11:00a                            | Q4EST | 11 p 4.2 | \$6.82  | Q4C \$75  |
| <b>WVLT-CBS NFL Today Pregame Show</b>       |       |          |         |           |
| Sun 12:00p-1:00p                             | Q4EST | 25 p 9.0 | \$8.00  | Q4C \$200 |
| <b>WVLT-CBS CBS Evening News</b>             |       |          |         |           |
| Sun 6:00p-6:30p                              | Q4EST | 26 p 5.6 | \$3.08  | Q4C \$80  |
| <b>WVLT-CBS Volunteer News 6:30p Sunday</b>  |       |          |         |           |
| Sun 6:30p-7:00p                              | Q4EST | 25 p 5.0 | \$6.00  | Q4C \$150 |
| <b>WVLT-CBS Amazing Race</b>                 |       |          |         |           |
| Sun 8:00p-9:00p                              | Q4EST | 54 p 8.6 | \$11.11 | Q4C \$600 |
| <b>WVLT-CBS Three Rivers</b>                 |       |          |         |           |
| Sun 9:00p-10:00p                             | Q4EST | 76 p14.0 | \$5.26  | Q4C \$400 |
| <b>WVLT-CBS Cold Case Dec-Jan</b>            |       |          |         |           |
| Sun 10:00p-11:00p                            | Q4EST | 75 *18.5 | \$7.33  | Q4C \$550 |
| <b>WVLT-CBS Volunteer News 11p Sunday</b>    |       |          |         |           |
| Sun 11:00p-11:35p                            | Q4EST | 31 p 9.4 | \$4.84  | Q4C \$150 |
| <b>WVLT-CBS Entertainment Tonight Weekly</b> |       |          |         |           |
| Sun 12:05a-1:05a                             | Q4EST | 4 p 3.6  | \$3.75  | Q4C \$15  |
| <b>WVLT-CBS CSI: Miami</b>                   |       |          |         |           |
| Sun 1:05a-2:05a                              | Q4EST | 2 p 3.7  | \$5.00  | Q4C \$10  |
| <b>WVLT-CBS CBS Up to the Minute</b>         |       |          |         |           |
| Sun 2:05a-5:00a                              | Q4EST | 2 p 6.0  | \$2.50  | Q4C \$5   |
| <b>EVLTV-MNT Martha</b>                      |       |          |         |           |
| Mo-Fr 10:00a-11:00a                          | Q4EST | 0 * 0.0  | \$0.00  | Q4C \$10  |
| <b>EVLTV-MNT Dr. Oz</b>                      |       |          |         |           |
| Mo-Fr 11:00a-12:00p                          | Q4EST | 0 * 0.0  | \$0.00  | Q4C \$20  |
| <b>EVLTV-MNT Judge Hatchett</b>              |       |          |         |           |
| Mo-Fr 1:00p-2:00p                            | Q4EST | 0 * 0.0  | \$0.00  | Q4C \$10  |
| <b>EVLTV-MNT Street Court</b>                |       |          |         |           |
| Mo-Fr 2:00p-3:00p                            | Q4EST | 0 * 0.0  | \$0.00  | Q4C \$10  |
| <b>EVLTV-MNT The People's Court</b>          |       |          |         |           |
| Mo-Fr 3:00p-4:00p                            | Q4EST | 0 * 0.0  | \$0.00  | Q4C \$20  |
| <b>EVLTV-MNT Cops</b>                        |       |          |         |           |
| Mo-Fr 4:00p-4:30p                            | Q4EST | 0 * 0.0  | \$0.00  | Q4C \$10  |
| <b>EVLTV-MNT Extra</b>                       |       |          |         |           |
| Mo-Fr 4:30p-5:00p                            | Q4EST | 0 * 0.0  | \$0.00  | Q4C \$10  |

\* - Denotes estimated item(s).  
p - Denotes program average applied.  
HDMA - DMA est. for broadcast stations (includes ADS); hardwired cable est. for cable networks (no ADS); DMA universe for both. DMA - DMA est. and universe for broadcast & cable (includes ADS); HWC - hardwired cable est. for broadcast & cable (no ADS); cable universe only. TPT data is 1/4 hour data.  
Prepared with MARKETRON TVSCAN v6.10.7.21. © 2009 Marketron Broadcast Solutions, Inc. (205) 987-7456. Marketron TvSCAN and its design are trademarks of Marketron Broadcast Solutions, Inc. Data © Nielsen Media Research. Subject to the limitations and restrictions stated in the original report.





# Marketron TvSCAN

Betsy Wood - 11/11/09 3:13 PM

## Availabilities

Knoxville - Nielsen

|                                |                                |                         |
|--------------------------------|--------------------------------|-------------------------|
| Agency:                        | Length: :30                    | Acct. Exec. Betsy Wood  |
| Buyer: Lauren Turpin           | Dayparts: CDE1AP2NLWSXKO       | Assistant: Diana Lauer  |
| Advertiser: ORUD               |                                | Telephone: 865-766-8130 |
| Product: PSA                   | Sched Dates: 01/01/10-01/31/10 | Fax: 865-558-9804       |
| E-Mail: betsy.wood@wvlt-tv.com |                                |                         |

| Plan No: 3520                                   |       | (000)     |        |      |       |       |
|-------------------------------------------------|-------|-----------|--------|------|-------|-------|
| Program                                         | Book  | P 18+     | CPM    | Rate | Level | Rate  |
| Time Period                                     |       | (000) Shr |        |      |       |       |
| <b>EVL-MNT Law &amp; Order: SVU</b>             |       |           |        |      |       |       |
| Mo-Fr 5:00p-6:00p                               | Q4EST | 0 * 0.0   | \$0.00 | Q4C  |       | \$15  |
| <b>EVL-MNT Frasier</b>                          |       |           |        |      |       |       |
| Mo-Fr 6:00p-7:00p                               | Q4EST | 0 * 0.0   | \$0.00 | Q4C  |       | \$30  |
| <b>EVL-MNT The Office</b>                       |       |           |        |      |       |       |
| Mo-Fr 7:00p-8:00p                               | Q4EST | 0 * 0.0   | \$0.00 | Q4C  |       | \$75  |
| <b>EVL-MNT Star Trek: Next Generation</b>       |       |           |        |      |       |       |
| Mo-Fr 11:00p-12:00a                             | Q4EST | 0 * 0.0   | \$0.00 | Q4C  |       | \$20  |
| <b>EVL-MNT Law &amp; Order: Criminal Intent</b> |       |           |        |      |       |       |
| Mon 8:00p-9:00p                                 | Q4EST | 0 * 0.0   | \$0.00 | Q4C  |       | \$50  |
| <b>EVL-MNT Law &amp; Order: Criminal Intent</b> |       |           |        |      |       |       |
| Mon 9:00p-10:00p                                | Q4EST | 0 * 0.0   | \$0.00 | Q4C  |       | \$50  |
| <b>EVL-MNT Locker Room</b>                      |       |           |        |      |       |       |
| Mon 10:00p-11:00p                               | Q4EST | 0 * 0.0   | \$0.00 | Q4C  |       | \$25  |
| <b>EVL-MNT Smarter than a 5th Grader?</b>       |       |           |        |      |       |       |
| Tue 8:00p-9:00p                                 | Q4EST | 0 * 0.0   | \$0.00 | Q4C  |       | \$50  |
| <b>EVL-MNT Deal or No Deal</b>                  |       |           |        |      |       |       |
| Tue 9:00p-10:00p                                | Q4EST | 0 * 0.0   | \$0.00 | Q4C  |       | \$50  |
| <b>EVL-MNT Lane Kiffin Show</b>                 |       |           |        |      |       |       |
| Tue 10:00p-11:00p                               | Q4EST | 0 * 0.0   | \$0.00 | Q4C  |       | \$250 |
| <b>EVL-MNT The Unit</b>                         |       |           |        |      |       |       |
| Wed 8:00p-9:00p                                 | Q4EST | 0 * 0.0   | \$0.00 | Q4C  |       | \$50  |
| <b>EVL-MNT The Unit</b>                         |       |           |        |      |       |       |
| Wed 9:00p-10:00p                                | Q4EST | 0 * 0.0   | \$0.00 | Q4C  |       | \$50  |
| <b>EVL-MNT Quarter Back/Hockey LoeDown</b>      |       |           |        |      |       |       |
| Wed 10:00p-11:00p                               | Q4EST | 0 * 0.0   | \$0.00 | Q4C  |       | \$10  |
| <b>EVL-MNT The Office</b>                       |       |           |        |      |       |       |
| Thu 8:00p-9:00p                                 | Q4EST | 0 * 0.0   | \$0.00 | Q4C  |       | \$75  |
| <b>EVL-MNT My Thursday Night Movie</b>          |       |           |        |      |       |       |
| Thu 8:00p-10:00p                                | Q4EST | 0 * 0.0   | \$0.00 | Q4C  |       | \$40  |
| <b>EVL-MNT WWE Smackdown</b>                    |       |           |        |      |       |       |
| Fri 8:00p-10:00p                                | Q4EST | 0 * 0.0   | \$0.00 | Q4C  |       | \$250 |
| <b>EVL-MNT American Chopper</b>                 |       |           |        |      |       |       |
| Fri 10:00p-11:00p                               | Q4EST | 0 * 0.0   | \$0.00 | Q4C  |       | \$50  |
| <b>EVL-MNT Made in Hollywood/Missing</b>        |       |           |        |      |       |       |
| Sat 10:00a-11:00a                               | Q4EST | 0 * 0.0   | \$0.00 | Q4C  |       | \$10  |
| <b>EVL-MNT Gameday</b>                          |       |           |        |      |       |       |
| Sat 11:30a-12:00p                               | Q4EST | 0 * 0.0   | \$0.00 | Q4C  |       | \$150 |
| <b>EVL-MNT MyVLT2 Saturday Movie</b>            |       |           |        |      |       |       |
| Sat 1:00p-3:00p                                 | Q4EST | 0 * 0.0   | \$0.00 | Q4C  |       | \$10  |
| <b>EVL-MNT MyVLT2 Saturday Movie</b>            |       |           |        |      |       |       |
| Sat 4:00p-6:00p                                 | Q4EST | 0 * 0.0   | \$0.00 | Q4C  |       | \$10  |
| <b>EVL-MNT WWE Smackdown (R)</b>                |       |           |        |      |       |       |
| Sat 6:00p-8:00p                                 | Q4EST | 0 * 0.0   | \$0.00 | Q4C  |       | \$0   |

\* - Denotes estimated item(s).  
 HDMA - DMA est. for broadcast stations (includes ADS), hardwired cable est. for cable networks (no ADS); DMA universe for both. DMA - DMA est. and universe for broadcast & cable (includes ADS); HWC - hardwired cable est. for broadcast & cable (no ADS); cable universe only. TPT data is 1/4 hour data.  
 Prepared with MARKETRON TVSCAN v6.10.7.21. © 2009 Marketron Broadcast Solutions, Inc. (205) 987-7456. Marketron TvSCAN and its design are trademarks of Marketron Broadcast Solutions, Inc.. Data © Nielsen Media Research. Subject to the limitations and restrictions stated in the original report.





# Marketron TvSCAN

Betsy Wood - 11/11/09 3:13 PM

## Availabilities

Knoxville - Nielsen

|                                |                                |                         |
|--------------------------------|--------------------------------|-------------------------|
| Agency:                        | Length: :30                    | Acct. Exec. Betsy Wood  |
| Buyer: Lauren Turpin           | Dayparts: CDE1AP2NLWSXKO       | Assistant: Diana Lauer  |
| Advertiser: ORUD               | Sched Dates: 01/01/10-01/31/10 | Telephone: 865-766-8130 |
| Product: PSA                   |                                | Fax: 865-558-9804       |
| E-Mail: betsy.wood@wvlt-tv.com |                                |                         |

| Plan No: 3520                                 | (000) |       | P 18+   |        | Rate  |  | Rate  |
|-----------------------------------------------|-------|-------|---------|--------|-------|--|-------|
| Program                                       | Book  | (000) | Shr     | CPM    | Level |  |       |
| Time Period                                   | Book  | (000) | Shr     | CPM    | Level |  |       |
| <b>EVLT-MNT Titans All Access/Amer Athlts</b> |       |       |         |        |       |  |       |
| Sat 8:00p- 9:00p                              |       | Q4EST | 0 * 0.0 | \$0.00 | Q4C   |  | \$50  |
| <b>EVLT-MNT My Saturday Night Movie</b>       |       |       |         |        |       |  |       |
| Sat 8:00p-10:00p                              |       | Q4EST | 0 * 0.0 | \$0.00 | Q4C   |  | \$40  |
| <b>EVLT-MNT Frasier</b>                       |       |       |         |        |       |  |       |
| Sat 9:00p-10:00p                              |       | Q4EST | 0 * 0.0 | \$0.00 | Q4C   |  | \$20  |
| <b>EVLT-MNT The Office</b>                    |       |       |         |        |       |  |       |
| Sat 10:00p-11:00p                             |       | Q4EST | 0 * 0.0 | \$0.00 | Q4C   |  | \$20  |
| <b>EVLT-MNT Outdoorsman</b>                   |       |       |         |        |       |  |       |
| Sat 11:00p-11:30p                             |       | Q4EST | 0 * 0.0 | \$0.00 | Q4C   |  | \$10  |
| <b>EVLT-MNT Saved by the Bell/Exploration</b> |       |       |         |        |       |  |       |
| Sun 1:00p- 2:00p                              |       | Q4EST | 0 * 0.0 | \$0.00 | Q4C   |  | \$10  |
| <b>EVLT-MNT Gladiators 2000/B in Tune TV</b>  |       |       |         |        |       |  |       |
| Sun 2:00p- 3:00p                              |       | Q4EST | 0 * 0.0 | \$0.00 | Q4C   |  | \$10  |
| <b>EVLT-MNT SEC Women's Basketball - UT</b>   |       |       |         |        |       |  |       |
| Sun 2:00p- 4:00p                              |       | Q4EST | 0 * 0.0 | \$0.00 | Q4C   |  | \$800 |
| <b>EVLT-MNT SEC Women's Bball - Non-UT</b>    |       |       |         |        |       |  |       |
| Sun 2:00p- 4:00p                              |       | Q4EST | 0 * 0.0 | \$0.00 | Q4C   |  | \$150 |
| <b>EVLT-MNT Stargate Atlantis</b>             |       |       |         |        |       |  |       |
| Sun 3:00p- 4:00p                              |       | Q4EST | 0 * 0.0 | \$0.00 | Q4C   |  | \$10  |
| <b>EVLT-MNT This Old House</b>                |       |       |         |        |       |  |       |
| Sun 4:30p- 5:00p                              |       | Q4EST | 0 * 0.0 | \$0.00 | Q4C   |  | \$10  |
| <b>EVLT-MNT Extra</b>                         |       |       |         |        |       |  |       |
| Sun 5:00p- 6:00p                              |       | Q4EST | 0 * 0.0 | \$0.00 | Q4C   |  | \$10  |
| <b>EVLT-MNT Monk</b>                          |       |       |         |        |       |  |       |
| Sun 6:00p- 7:00p                              |       | Q4EST | 0 * 0.0 | \$0.00 | Q4C   |  | \$10  |
| <b>EVLT-MNT Sunday Night Movie</b>            |       |       |         |        |       |  |       |
| Sun 7:00p- 9:00p                              |       | Q4EST | 0 * 0.0 | \$0.00 | Q4C   |  | \$40  |

\* - Denotes estimated item(s).

HDMA - DMA est. for broadcast stations (includes ADS); hardwired cable est. for cable networks (no ADS); DMA universe for both. DMA - DMA est. and universe for broadcast & cable (includes ADS); HWC - hardwired cable est. for broadcast & cable (no ADS); cable universe only. TPT data is 1/4 hour data. Prepared with MARKETRON TVSCAN v6.10.7.21. © 2009 Marketron Broadcast Solutions, Inc. (205) 987-7456. Marketron TVSCAN and its design are trademarks of Marketron Broadcast Solutions, Inc.. Data © Nielsen Media Research. Subject to the limitations and restrictions stated in the original report.

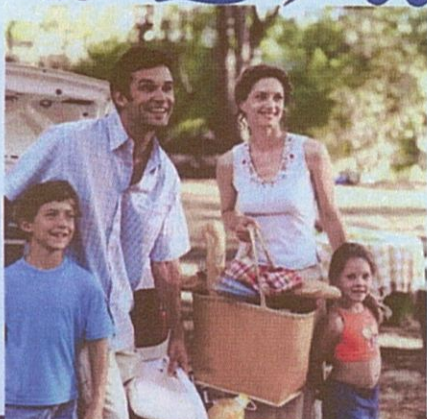






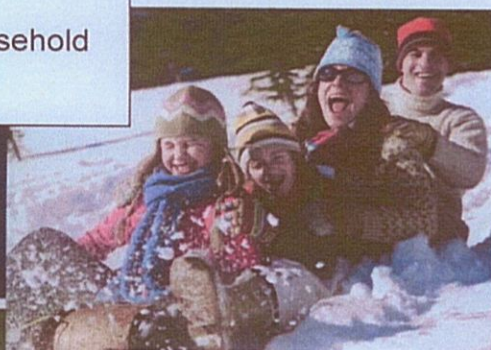
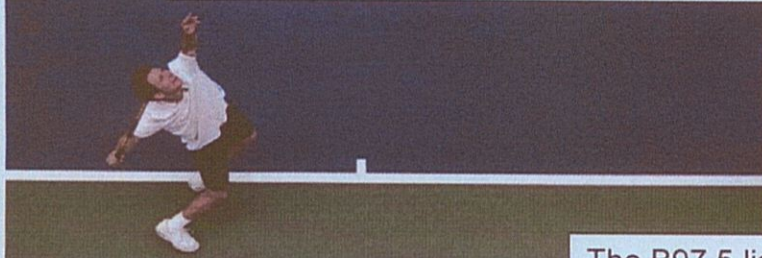
# B97.5

## Audience Profile



- The B97.5 Audience is approximately 73% women and 27% men.
- They are families having one or more children under 18 still in their households. (43%)
- Three out of four B97.5 Listeners own their own homes. (75%)
- They are full-time employees, predominantly in the sales/office industry.
- 34% of B97.5 listeners have at least some college and 25% of have a degree or more.

- 62% of our audience is between 25-54 years of age.
- More than one out of three has a Household Income of \$75,000 or more.



The B97.5 listeners are more likely to be active than the typical metro resident. They enjoy gardening, swimming, photography, volunteer work, exercising, basketball, bicycling, continuing education and hiking.



SOURCE: Scarborough, Oct08-Sep09, Adults 18+ 6a-Mid, Mon-Sun.



# WHY B97.5 ?

Knoxville's Favorites of Yesterday and Today

Listeners choose a radio station primarily for the music it plays. B97.5 is committed to researching, testing and delivering the songs our target audience wants to hear most.

Limited Commercial Load

...and longer time-spent-listening translates to less "button pushing." This commitment provides our advertisers with an uncluttered forum for their advertising message.

Market Wide Coverage

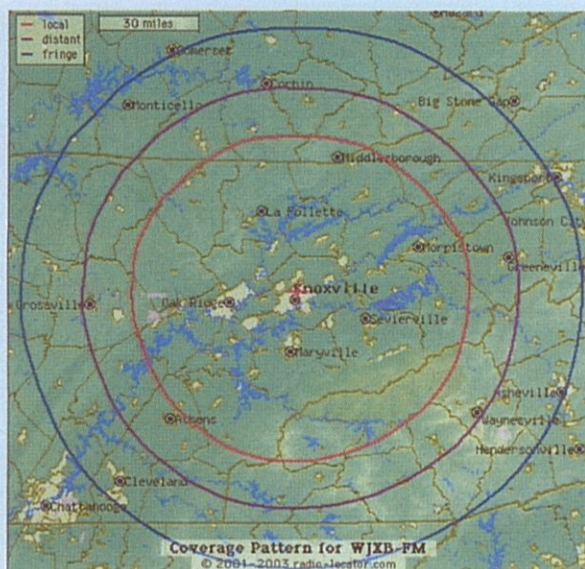
B97.5's 100,000 watts reach the entire Knoxville metro and beyond

Target Audience

Women 25-54 years of age. Today's active women make or influence nearly every purchase decision for the household and family.

Commitment to Research

B97.5 continually stays in touch with the marketplace in order to provide listeners with top-quality programming and advertisers with valuable quantitative and qualitative information from Arbitron, the Media Audit and the Radio Advertising Bureau



**100,000 Watt  
Coverage Area**



| July 6, 2009 - December 31, 2009 |            |       |      |      |            |       |      |      |  |
|----------------------------------|------------|-------|------|------|------------|-------|------|------|--|
|                                  | 60 Seconds |       |      |      | 30 Seconds |       |      |      |  |
|                                  | Daypart    | M-F   | Sat  | Sun  |            | M-F   | Sat  | Sun  |  |
| WJXB FM                          | 6a-10a     | \$140 | \$35 | \$55 |            | \$95  | \$30 | \$40 |  |
|                                  | 10a-3p     | \$150 | \$70 | \$40 |            | \$100 | \$50 | \$25 |  |
|                                  | 3p-7p      | \$140 | \$40 | \$30 |            | \$95  | \$35 | \$20 |  |
|                                  | 7p-12mid   | \$30  | \$18 | \$12 |            | \$22  | \$15 | \$10 |  |
|                                  | 6a-7p      | \$140 | \$48 | \$40 |            | \$95  | \$38 | \$28 |  |
| Live Spots                       | Add \$35   |       |      |      |            |       |      |      |  |
| Traffic                          | \$40 per   |       |      |      |            |       |      |      |  |
| Weather                          | \$40 per   |       |      |      |            |       |      |      |  |

| July 6, 2009 - December 31, 2009 |          |            |      |      |  |       |            |      |  |
|----------------------------------|----------|------------|------|------|--|-------|------------|------|--|
|                                  |          | 60 Seconds |      |      |  |       | 30 Seconds |      |  |
|                                  | Daypart  | M-F        | Sat  | Sun  |  | M-F   | Sat        | Sun  |  |
| WJXB FM                          | 6a-10a   | \$140      | \$35 | \$55 |  | \$95  | \$30       | \$40 |  |
|                                  | 10a-3p   | \$150      | \$70 | \$40 |  | \$100 | \$50       | \$25 |  |
|                                  | 3p-7p    | \$140      | \$40 | \$30 |  | \$95  | \$35       | \$20 |  |
|                                  | 7p-12mid | \$30       | \$18 | \$12 |  | \$22  | \$15       | \$10 |  |
|                                  | 6a-7p    | \$140      | \$48 | \$40 |  | \$95  | \$38       | \$28 |  |
| Live Spots                       | Add \$35 |            |      |      |  |       |            |      |  |
| Traffic                          | \$40 per |            |      |      |  |       |            |      |  |
| Weather                          | \$40 per |            |      |      |  |       |            |      |  |



# TAPSCAN

## Multi-Daypart/Demo Rank Report

### KNOXVILLE

SPRING 2009 ARBITRON MaximiSer  
Population/Sample: 37,300/75  
Using MaximiSer: Anderson and Roane  
Stations Ranked by Average Persons

| M-SU 6A-12M |                 |         |         |              | WOMEN 25-64 |                 |         |         |              | M-F 6A-7P   |                 |         |         |              | WOMEN 25-64 |                 |         |         |              | M-F 8A-5P |                 |         |         |              | WOMEN 25-64 |  |  |  |  |
|-------------|-----------------|---------|---------|--------------|-------------|-----------------|---------|---------|--------------|-------------|-----------------|---------|---------|--------------|-------------|-----------------|---------|---------|--------------|-----------|-----------------|---------|---------|--------------|-------------|--|--|--|--|
| STATION     | AVERAGE PERSONS | AVG RTG | AVG SHR | CUME PERSONS | STATION     | AVERAGE PERSONS | AVG RTG | AVG SHR | CUME PERSONS | STATION     | AVERAGE PERSONS | AVG RTG | AVG SHR | CUME PERSONS | STATION     | AVERAGE PERSONS | AVG RTG | AVG SHR | CUME PERSONS | STATION   | AVERAGE PERSONS | AVG RTG | AVG SHR | CUME PERSONS |             |  |  |  |  |
| 1 WJXB-FM   | 800             | 2.1%    | 17.0%   | 11,700       | 1 WJXB-FM   | 1,100           | 2.9%    | 16.7%   | 10,300       | 1 WJXB-FM   | 1,100           | 2.9%    | 15.5%   | 8,900        |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| 2 WIVK-FM   | 600             | 1.6%    | 12.8%   | 10,000       | 2 WIVK-FM   | 900             | 2.4%    | 13.6%   | 9,100        | 2 WIVK-FM   | 1,000           | 2.7%    | 14.1%   | 8,600        |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| 3 WOKI-FM   | 300             | 0.8%    | 6.4%    | 6,000        | 3 WOKI-FM   | 500             | 1.3%    | 7.6%    | 5,500        | 3 WOKI-FM   | 600             | 1.6%    | 8.5%    | 4,600        |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| tie WYSH-AM | 300             | 0.8%    | 6.4%    | 2,800        | tie WYSH-AM | 500             | 1.3%    | 7.6%    | 2,800        | 4 WWST-FM   | 400             | 1.1%    | 5.6%    | 5,800        |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| 5 WWST-FM   | 200             | 0.5%    | 4.3%    | 6,700        | 5 WWST-FM   | 300             | 0.8%    | 4.5%    | 6,200        | tie WNOX-FM | 400             | 1.1%    | 5.6%    | 5,400        |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| tie WNOX-FM | 200             | 0.5%    | 4.3%    | 5,700        | tie WNOX-FM | 300             | 0.8%    | 4.5%    | 5,400        | tie WYSH-AM | 400             | 1.1%    | 5.6%    | 2,300        |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| 7 WJBZ-FM   | 100             | 0.3%    | 2.1%    | 2,200        | 7 WIMZ-FM   | 200             | 0.5%    | 3.0%    | 4,100        | 7 WIMZ-FM   | 200             | 0.5%    | 2.8%    | 3,600        |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| tie WMYL-FM | 100             | 0.3%    | 2.1%    | 1,800        | tie WKHT-FM | 200             | 0.5%    | 3.0%    | 4,500        | tie WKHT-FM | 200             | 0.5%    | 2.8%    | 4,000        |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| tie WFIV-FM | 100             | 0.3%    | 2.1%    | 2,300        | 9 WMYL-FM   | 100             | 0.3%    | 1.5%    | 1,300        | 9 WMYL-FM   | 100             | 0.3%    | 1.4%    | 1,300        |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| tie WIMZ-FM | 100             | 0.3%    | 2.1%    | 4,100        | tie WFIV-FM | 100             | 0.3%    | 1.5%    | 2,300        | tie WNML-FM | 100             | 0.3%    | 1.4%    | 500          |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| tie WKHT-FM | 100             | 0.3%    | 2.1%    | 4,500        | 11 WAEZ-FM  | 0               | 0.0%    | 0.0%    | 500          | tie WFIV-FM | 100             | 0.3%    | 1.4%    | 2,000        |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| 12 WAEZ-FM  | 0               | 0.0%    | 0.0%    | 500          | tie WJBZ-FM | 0               | 0.0%    | 0.0%    | 1,900        | tie WCYQ-FM | 100             | 0.3%    | 1.4%    | 700          |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| tie WCYQ-FM | 0               | 0.0%    | 0.0%    | 2,100        | tie WCYQ-FM | 0               | 0.0%    | 0.0%    | 1,100        | 13 WAEZ-FM  | 0               | 0.0%    | 0.0%    | 500          |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| tie WKTI-AM | 0               | 0.0%    | 0.0%    | 400          | tie WKTI-AM | 0               | 0.0%    | 0.0%    | 400          | tie WJBZ-FM | 0               | 0.0%    | 0.0%    | 1,000        |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| tie WNML-FM | 0               | 0.0%    | 0.0%    | 500          | tie WNML-FM | 0               | 0.0%    | 0.0%    | 500          | tie WKTI-AM | 0               | 0.0%    | 0.0%    | 400          |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| tie WQJK-FM | 0               | 0.0%    | 0.0%    | 900          | tie WQJK-FM | 0               | 0.0%    | 0.0%    | 900          | tie WQJK-FM | 0               | 0.0%    | 0.0%    | 400          |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| tie WRJZ-AM | 0               | 0.0%    | 0.0%    | 800          | tie WRJZ-AM | 0               | 0.0%    | 0.0%    | 800          | tie WRJZ-AM | 0               | 0.0%    | 0.0%    | 800          |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |

| M-F 6A-10A  |                 |         |         |              | WOMEN 25-64 |                 |         |         |              | M-F 10A-3P  |                 |         |         |              | WOMEN 25-64 |                 |         |         |              | M-F 3P-7P |                 |         |         |              | WOMEN 25-64 |  |  |  |  |
|-------------|-----------------|---------|---------|--------------|-------------|-----------------|---------|---------|--------------|-------------|-----------------|---------|---------|--------------|-------------|-----------------|---------|---------|--------------|-----------|-----------------|---------|---------|--------------|-------------|--|--|--|--|
| STATION     | AVERAGE PERSONS | AVG RTG | AVG SHR | CUME PERSONS | STATION     | AVERAGE PERSONS | AVG RTG | AVG SHR | CUME PERSONS | STATION     | AVERAGE PERSONS | AVG RTG | AVG SHR | CUME PERSONS | STATION     | AVERAGE PERSONS | AVG RTG | AVG SHR | CUME PERSONS | STATION   | AVERAGE PERSONS | AVG RTG | AVG SHR | CUME PERSONS |             |  |  |  |  |
| 1 WJXB-FM   | 1,200           | 3.2%    | 17.1%   | 8,900        | 1 WJXB-FM   | 1,200           | 3.2%    | 16.9%   | 6,100        | 1 WJXB-FM   | 800             | 2.1%    | 14.5%   | 5,700        |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| 2 WIVK-FM   | 1,100           | 2.9%    | 15.7%   | 8,300        | 2 WIVK-FM   | 900             | 2.4%    | 12.7%   | 6,000        | 2 WIVK-FM   | 700             | 1.9%    | 12.7%   | 5,100        |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| 3 WYSH-AM   | 700             | 1.9%    | 10.0%   | 2,300        | 3 WNOX-FM   | 700             | 1.9%    | 9.9%    | 4,100        | 3 WKHT-FM   | 400             | 1.1%    | 7.3%    | 3,800        |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| 4 WOKI-FM   | 500             | 1.3%    | 7.1%    | 4,000        | 4 WOKI-FM   | 600             | 1.6%    | 8.5%    | 4,100        | tie WWST-FM | 400             | 1.1%    | 7.3%    | 5,000        |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| 5 WWST-FM   | 200             | 0.5%    | 2.9%    | 1,900        | 5 WYSH-AM   | 400             | 1.1%    | 5.6%    | 2,300        | 5 WYSH-AM   | 300             | 0.8%    | 5.5%    | 2,400        |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| tie WNOX-FM | 200             | 0.5%    | 2.9%    | 3,600        | 6 WWST-FM   | 300             | 0.8%    | 4.2%    | 4,400        | tie WOKI-FM | 300             | 0.8%    | 5.5%    | 3,100        |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| 7 WMYL-FM   | 100             | 0.3%    | 1.4%    | 1,000        | tie WIMZ-FM | 300             | 0.8%    | 4.2%    | 2,400        | 7 WIMZ-FM   | 200             | 0.5%    | 3.0%    | 2,900        |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| tie WJBZ-FM | 100             | 0.3%    | 1.4%    | 900          | 8 WFIV-FM   | 200             | 0.5%    | 2.8%    | 2,000        | 8 WMYL-FM   | 100             | 0.3%    | 1.8%    | 800          |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| tie WCYQ-FM | 100             | 0.3%    | 1.4%    | 700          | tie WKHT-FM | 200             | 0.5%    | 2.8%    | 2,600        | tie WNOX-FM | 100             | 0.3%    | 1.8%    | 1,700        |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| tie WQJK-FM | 100             | 0.3%    | 1.4%    | 400          | 10 WMYL-FM  | 100             | 0.3%    | 1.4%    | 800          | tie WCYQ-FM | 100             | 0.3%    | 1.8%    | 1,100        |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| tie WFIV-FM | 100             | 0.3%    | 1.4%    | 2,300        | tie WNML-FM | 100             | 0.3%    | 1.4%    | 500          | 11 WJBZ-FM  | 0               | 0.0%    | 0.0%    | 300          |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| tie WKHT-FM | 100             | 0.3%    | 1.4%    | 1,200        | 12 WAEZ-FM  | 0               | 0.0%    | 0.0%    | 500          | tie WKTI-AM | 0               | 0.0%    | 0.0%    | 400          |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| 13 WIMZ-FM  | 0               | 0.0%    | 0.0%    | 1,200        | tie WJBZ-FM | 0               | 0.0%    | 0.0%    | 1,000        | tie WQJK-FM | 0               | 0.0%    | 0.0%    | 900          |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| tie WRJZ-AM | 0               | 0.0%    | 0.0%    | 600          | tie WRJZ-AM | 0               | 0.0%    | 0.0%    | 300          | tie WRJZ-AM | 0               | 0.0%    | 0.0%    | 300          |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
|             |                 |         |         |              | tie WKTI-AM | 0               | 0.0%    | 0.0%    | 400          |             |                 |         |         |              |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |

| M-F 7P-12M  |                 |         |         |              | WOMEN 25-64 |                 |         |         |              | SA 6A-10A   |                 |         |         |              | WOMEN 25-64 |                 |         |         |              | SA 10A-3P |                 |         |         |              | WOMEN 25-64 |  |  |  |  |
|-------------|-----------------|---------|---------|--------------|-------------|-----------------|---------|---------|--------------|-------------|-----------------|---------|---------|--------------|-------------|-----------------|---------|---------|--------------|-----------|-----------------|---------|---------|--------------|-------------|--|--|--|--|
| STATION     | AVERAGE PERSONS | AVG RTG | AVG SHR | CUME PERSONS | STATION     | AVERAGE PERSONS | AVG RTG | AVG SHR | CUME PERSONS | STATION     | AVERAGE PERSONS | AVG RTG | AVG SHR | CUME PERSONS | STATION     | AVERAGE PERSONS | AVG RTG | AVG SHR | CUME PERSONS | STATION   | AVERAGE PERSONS | AVG RTG | AVG SHR | CUME PERSONS |             |  |  |  |  |
| 1 WJXB-FM   | 500             | 1.3%    | 35.7%   | 4,800        | 1 WWST-FM   | 500             | 1.3%    | 12.2%   | 1,500        | 1 WIVK-FM   | 1,400           | 3.8%    | 19.7%   | 2,900        |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| 2 WWST-FM   | 100             | 0.3%    | 7.1%    | 2,100        | 2 WYSH-AM   | 400             | 1.1%    | 9.8%    | 1,200        | 2 WJXB-FM   | 900             | 2.4%    | 12.7%   | 1,500        |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| 3 WCYQ-FM   | 0               | 0.0%    | 0.0%    | 500          | tie WJXB-FM | 400             | 1.1%    | 9.8%    | 1,000        | 3 WOKI-FM   | 700             | 1.9%    | 9.8%    | 2,200        |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| tie WFIV-FM | 0               | 0.0%    | 0.0%    | 700          | tie WIVK-FM | 400             | 1.1%    | 9.8%    | 900          | 4 WWST-FM   | 500             | 1.3%    | 7.0%    | 1,500        |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| tie WIVK-FM | 0               | 0.0%    | 0.0%    | 400          | 5 WOKI-FM   | 300             | 0.8%    | 7.3%    | 1,100        | 5 WIMZ-FM   | 300             | 0.8%    | 4.2%    | 1,300        |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| tie WMYL-FM | 0               | 0.0%    | 0.0%    | 500          | 6 WFIV-FM   | 100             | 0.3%    | 2.4%    | 700          | 6 WYSH-AM   | 200             | 0.5%    | 2.8%    | 1,100        |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| tie WNOX-FM | 0               | 0.0%    | 0.0%    | 1,200        | tie WNOX-FM | 100             | 0.3%    | 2.4%    | 300          | tie WKHT-FM | 200             | 0.5%    | 2.8%    | 700          |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| tie WOKI-FM | 0               | 0.0%    | 0.0%    | 1,200        | tie WQJK-FM | 100             | 0.3%    | 2.4%    | 400          | tie WNOX-FM | 200             | 0.5%    | 2.8%    | 500          |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| tie WQJK-FM | 0               | 0.0%    | 0.0%    | 400          |             |                 |         |         |              | 9 WFIV-FM   | 100             | 0.3%    | 1.4%    | 700          |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| tie WRJZ-AM | 0               | 0.0%    | 0.0%    | 300          |             |                 |         |         |              | tie WMYL-FM | 100             | 0.3%    | 1.4%    | 1,000        |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| tie WKHT-FM | 0               | 0.0%    | 0.0%    | 1,400        |             |                 |         |         |              | tie WQJK-FM | 100             | 0.3%    | 1.4%    | 400          |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |
| tie WYSH-AM | 0               | 0.0%    | 0.0%    | 300          |             |                 |         |         |              | 12 WRJZ-AM  | 0               | 0.0%    | 0.0%    | 300          |             |                 |         |         |              |           |                 |         |         |              |             |  |  |  |  |

Note: MaximiSer Geography: ANDERSON, ROANE

Page: 1

Prepared with TAPSCAN v9.8.2. © 2009 Arbitron Inc.  
TAPSCAN is a registered mark of TAPSCAN, Inc., used under license.  
Data © Arbitron Inc. Subject to the limitations and restrictions stated in the original report.

TAPSCAN  
Software, Inc.



### KNOXVILLE

SPRING 2009 ARBITRON MaximiSer  
Population/Sample: 37,300/75  
Using MaximiSer: Anderson and Roane  
Stations Ranked by Average Persons

| SA 3P-7P    |                 |         |         |              | WOMEN 25-64 |  |  |  |  | SA 7P-12M   |                 |         |         |              | WOMEN 25-64 |  |  |  |  |
|-------------|-----------------|---------|---------|--------------|-------------|--|--|--|--|-------------|-----------------|---------|---------|--------------|-------------|--|--|--|--|
| STATION     | AVERAGE PERSONS | AVG RTG | AVG SHR | CUME PERSONS |             |  |  |  |  | STATION     | AVERAGE PERSONS | AVG RTG | AVG SHR | CUME PERSONS |             |  |  |  |  |
| 1 WWST-FM   | 900             | 2.4%    | 18.0%   | 1,700        |             |  |  |  |  | 1 WJXB-FM   | 600             | 1.6%    | 26.1%   | 1,200        |             |  |  |  |  |
| 2 WJXB-FM   | 800             | 2.1%    | 16.0%   | 2,200        |             |  |  |  |  | 2 WJBZ-FM   | 500             | 1.3%    | 21.7%   | 800          |             |  |  |  |  |
| 3 WVK-FM    | 500             | 1.3%    | 10.0%   | 1,800        |             |  |  |  |  | 3 WNOX-FM   | 100             | 0.3%    | 4.3%    | 300          |             |  |  |  |  |
| 4 WOKI-FM   | 300             | 0.8%    | 6.0%    | 1,700        |             |  |  |  |  | tie WVK-FM  | 100             | 0.3%    | 4.3%    | 1,300        |             |  |  |  |  |
| 5 WCYQ-FM   | 100             | 0.3%    | 2.0%    | 500          |             |  |  |  |  | tie WKHT-FM | 100             | 0.3%    | 4.3%    | 700          |             |  |  |  |  |
| tie WYSH-AM | 100             | 0.3%    | 2.0%    | 700          |             |  |  |  |  |             |                 |         |         |              |             |  |  |  |  |
| tie WIMZ-FM | 100             | 0.3%    | 2.0%    | 500          |             |  |  |  |  |             |                 |         |         |              |             |  |  |  |  |
| 8 WJBZ-FM   | 0               | 0.0%    | 0.0%    | 300          |             |  |  |  |  |             |                 |         |         |              |             |  |  |  |  |

Note: MaximiSer Geography: ANDERSON, ROANE



Natural Gas - Responsible Energy!

---

**From:** Cindi Alpert [mailto:c.alpert@river106.com]  
**Sent:** Tuesday, December 29, 2009 11:58 AM  
**To:** Leslie England  
**Cc:** s.gunter@wtmqfm.com  
**Subject:** 106.1 The River and WTNQ-FM 104.9

Hi Leslie,

Suzy is out on vacation today, but I wanted to get the information you requested out to you as soon as possible regarding advertising on both radio stations.

As far as demographics go, Campbell County is not part of what Arbitron considers "the market", so I can give you my information on demographics and coverage map based on our signal strength and demographics for that format. 106.1 The River has showed up in the Knoxville ratings, I am pleased to say since that is unusual for a start-up. However, Arbitron surveys Knox, Anderson, Sevier, Union, Blount and Loudon. They don't include Roane County which is a big part of our coverage area. We do not get into Union County or much of Sevier, so we won't get big ratings based on Arbitron's parameters. They send out 1400 diaries to cover an area made up of 700,000 people. It's not a very good sample.....and they don't include Roane County.

So, I always tell my clients to look at our coverage maps and our demographics and see if they line up with their customers. As Class A radio stations, both WTNQ and WJRV are great buys for a local business serving the Greater Knoxville area and Campbell County. Based on our pricing, you are not overpaying for coverage in areas you don't need or service.

Let's start with 106.1 The River WJRV

Coverage: Knox, Anderson, Roane, Loudon and Blount Counties  
City of License: Oliver Springs, TN  
Format: Hot A/C  
Demographics: Adults 18 – 49 with a female skew

104.9 WTNQ-FM – Q Country

Coverage: Campbell, Anderson, Knox, Scott, Claiborne, Union, Whitley, Granger and Jefferson Counties  
City of License: LaFollette  
Format: True Country  
Demographics: 25 – 64

We have a unique situation with WTNQ-FM as we are the **ONLY FM radio station in all of Campbell County**. The people in that area do two things: they read the LaFollette Press and they listen to 104.9 religiously. It is a heritage station that has been an anchor in that area for 20 years. When we bought it, we made huge technical improvements including getting the station running at full power. Now it

12/29/2009



has regional coverage as far north as the Kentucky boarder and as far south as most parts of Knoxville.

Attached are the coverage maps for your review.

Please call me if you have any additional questions.

Thank you for this opportunity to earn your business on our sister station.

Cindi

<image002.jpg>

<RIVER 106 MAP.pdf>

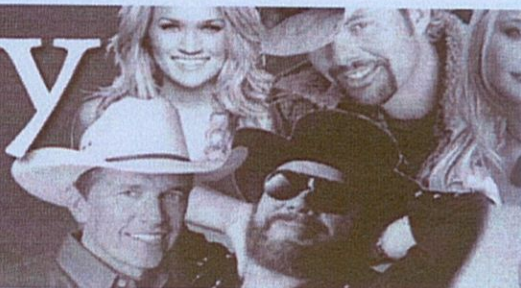
<WTNQ MAP.pdf>



# Q-Country

## WTNQ-FM 104.9

LaFollette, Tennessee



### WTNQ-FM 104.9 Q Country

*Local Oak Ridge Country Station*

**Format:** True Country

**Description:** WTNQ-FM 104.9 is a heritage radio station servicing the Campbell County Area, Anderson County Area and beyond. 104.9 is over 20-years-old and remains the ONLY FM radio station in Campbell County. WTNQ-FM is a locally owned full-service station with news, sports, traffic weather updates contesting, local basketball and football coverage as well as the exclusive voice for the Titans and Vols in Campbell County.

**Demo:** Adults 25-64. WTNQ 104.9 has a wide demographic of people because it is the only local radio station. Country music is the preferred genre in the area, and the station plays a variety of country from the classics to the mainstream country music of today.

**Coverage:** WTNQ-FM covers 8 counties in North East Tennessee including Campbell, Anderson, Knox, Scott, Claiborne, Union, Whitely, Grainger and Jefferson.

**On-Air:** Frank Scott in the Morning 6a – 10a. Local News, sports, Weather, traffic, school closings and contesting.

Chuck Jacobs – Afternoons 3p – 7p during “The Must Have got Lost Show”, a journey back to memory lane featuring the largest Country music library in the area.

Saturdays – 7a – 11a “Soppin’ the Gravy” – A heritage locally produced Bluegrass Show hosted by Chuck Jacobs going on it's 9<sup>th</sup> year.

**Social Networking:** WTNQFM.COM, Twitter, Left of the Dial Blogsite

**City of License:** LaFollette, TN (Campbell County)

**Ownership:** Momentum Broadcasting



# Q-Country

## WTNQ-FM 104.9

LaFollette, Tennessee



## Reasons to Advertise

### Coverage

WTNQ-FM 104.9 is the only local radio station capable of covering LaFollette and all of Campbell County PLUS an outside area that encompasses a large part of the Knoxville market to the south and extends northward to the Kentucky border.

### Technical Excellence

WTNQ-FM is an FM facility, and the only FM radio station in Campbell County. Unlike AM radio stations, our signal broadcasts a crisp, clear highly listenable stereo sound 24 hours a day without any power changes or drop outs under power lines.

### Format

WTNQ-FM is a full-service radio station offering music, news, sports, weather, contests, local promotions, live remote broadcasts, a community calendar and so much more. The music is call True Country and features a blend of popular mainstream country music with a sprinkling of classic country throughout the day. Our morning show with Frank Scott is a tradition in the area from 6a-10a. Afternoons are hosted by Chuck Jacobs during the "Must Have Got Lost" show featuring a little of everything country, blues and classic rock. Saturday mornings from 7a-11a, we bring to you the heritage Bluegrass show called "Soppin' the Gravy", a longtime favorite.

### Results

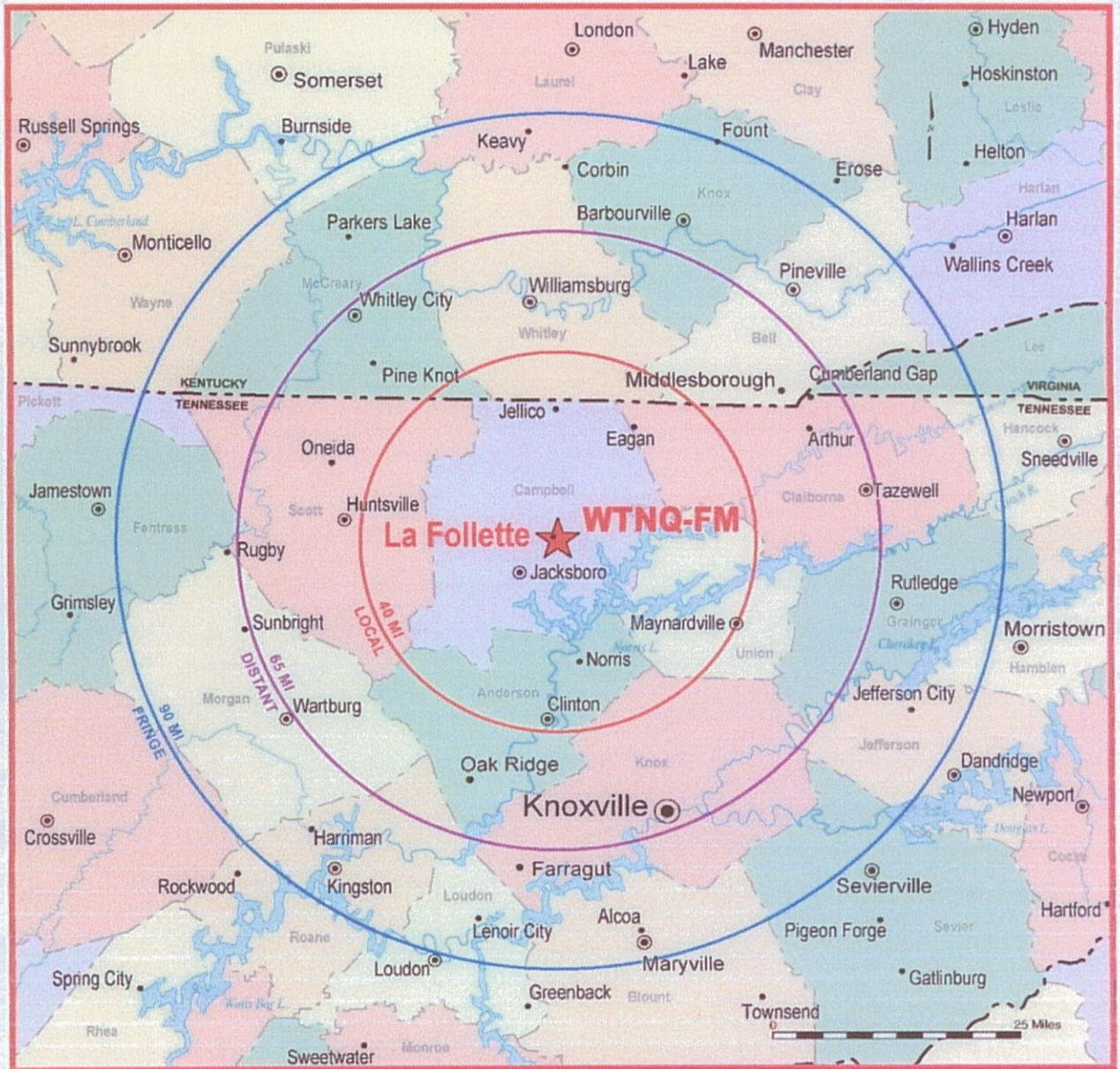
As the only FM radio station in the area, you can be sure that your message will be showcased and will target a very large captive audience. WTNQ is the local hometown radio station with excellent coverage into surrounding areas for bonus coverage. WTNQ is the official station for Campbell County sports and the exclusive Campbell County station carrying the Vols and Titans.

WTNQ-FM 104.9  
305 E. Central Ave.  
LaFollette, TN 37766  
Ph: 426-566-1310





## COVERAGE AREA - WTNQ-FM - Q105



Portions of this map originated from the Premier USA Political map series ©2004 Map Resources. This map ©2008 J&K.





## Knoxville's NEWEST Radio Station

### FORMAT SUMMARY

YOUR HOME FOR THE BEST OF THE 80S, 90S, AND NOW, 106.1, THE RIVER IS AN ACTIVE ADULT CONTEMPORARY FORMAT DESIGNED FOR TODAY'S ACTIVE ADULTS ON THE MOVE. ACTIVE AC IS THE PERFECT FORMAT FOR AT-WORK LISTENING, DRIVING TO AND FROM WORK, TAKING THE KIDS TO SCHOOL AND EVERYTHING IN BETWEEN. THE RIVER FEATURES HIT DRIVEN FAMILIAR MUSIC AND A CORE OF TODAY'S HOTTEST ARTISTS TARGETING ADULTS 18 - 49.

### ARTISTS

COLDPLAY, TAYLOR SWIFT, JOHN MAYER, DAVE MATHEWS BAND, KATY PERRY, DAUGHTRY, NICKELBACK, MAROON 5, PINK, NO DOUBT, JEWEL, JACK JOHNSON, MATCHBOX 20, U2, ALANIS MORISSETTE, KELLY CLARKSON, MATT NATHANSON, COLBIE CAILLAT, JASON MRAZ, SUGAR RAY, DONOVAN FRANKENREITER, BEN HARPER, RYAN ADAMS AND MANY MORE.

### ON-AIR PERSONALITIES

MORNINGS WITH BRUCE PATRICK M-F 6AM-10AM  
CHRIS HATTON IN THE MID-DAY 10A - 3P  
AMBER KUHL IN THE AFTERNOON 3P-8P

### WEEKLY FEATURES

TOTALLY 80S SATURDAY NIGHT FEATURES 5 HOURS OF NOTHING BUT THE BEST OF THE 80S. THERE'S NO HOTTER RETRO PARTY IN TOWN.

WEEKEND TIME MACHINE ON SUNDAYS, 11P - 1A FEATURING 2 HOURS OF THE BEST SONGS FROM THE FLANNEL DECADE.

Momentum Broadcasting  
408 N. Cedar Bluff Road Suite 252  
Knoxville, TN 37923  
Ph: 865-246-3848  
Fax: 865-246-7979





## 106.1 The River – Anderson County's Newest Radio Station

**Format:** Hot AC

**Description:** 106.1 The River is a locally owned FM radio station specifically formatted for today's active adults on the move. Hot Adult contemporary is the perfect format for at-work listening, drive-time listening, driving the kids to and from practices and everything in between with hit driven music from today's hottest artists.

**Demo:** Adults 18 – 49 with a female skew

**Coverage:** Anderson, Knox, Roane, Loudon and Bount Counties

**On-Air:** Mornings with Bruce Patrick featuring local news, sports, traffic weather, Daily Dirt and contests. 6a – 10a.

Mid-day: Chris Hallon 10a – 3p

Afternoon: Amber Kuhl 3p – 7p

**Streaming:** Listen LIVE at [river106.com](http://river106.com)

### **Social**

**Networking:** Facebook, MySpace, Twitter

### **City of**

**License:** Oliver Springs, Anderson County, TN

**Community:** 106.1 The River is Anderson County's only mainstream radio station and one of three FM stations licensed to Anderson county with coverage that extends throughout the Greater Knoxville Area. The River is an Anderson County Chamber member and has partnerships with several area organizations including United Way of Anderson County, Hope for the Holidays, Saving Little Hearts, TN Small Business Development Center, Holiday Road Safety and The Oak Ridge Observer, just to name a few.

**Ownership:** Momentum Broadcasting

408 N. Cedar Bluff Rd.  
Suite 252  
Knoxville, TN 37923  
office: 865-246-3848  
fax: 865-246-7979  
[www.river106.com](http://www.river106.com)









## Rate Card 60 Second Commercials

### Monday – Friday

|                |          |      |
|----------------|----------|------|
| Mornings       | 6a-10a   | \$25 |
| Mid-days       | 10a – 3p | \$20 |
| Afternoons     | 3p – 7p  | \$25 |
| Prime Rotation | 6a – 7p  | \$15 |
| ROS            | 6a – 12m | \$10 |

|                       |       |      |
|-----------------------|-------|------|
| Saturdays and Sundays | 6a-7p | \$10 |
|-----------------------|-------|------|

|            |        |     |
|------------|--------|-----|
| Overnights | 12m-6a | \$5 |
|------------|--------|-----|

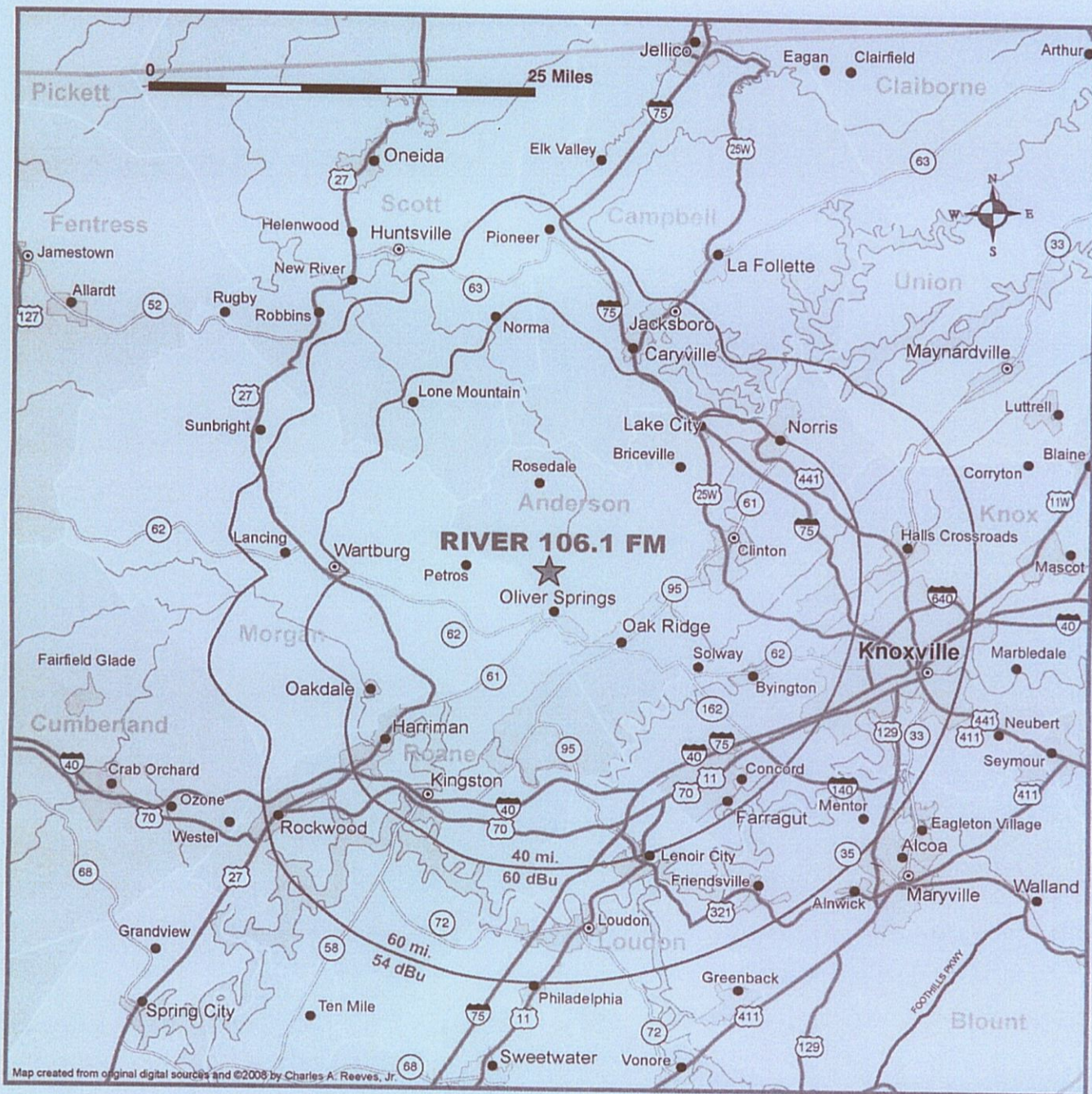
**Bulk Plans Discounts Available upon Request.**

*Add \$5 for News/Sports/Weather Sponsorships*

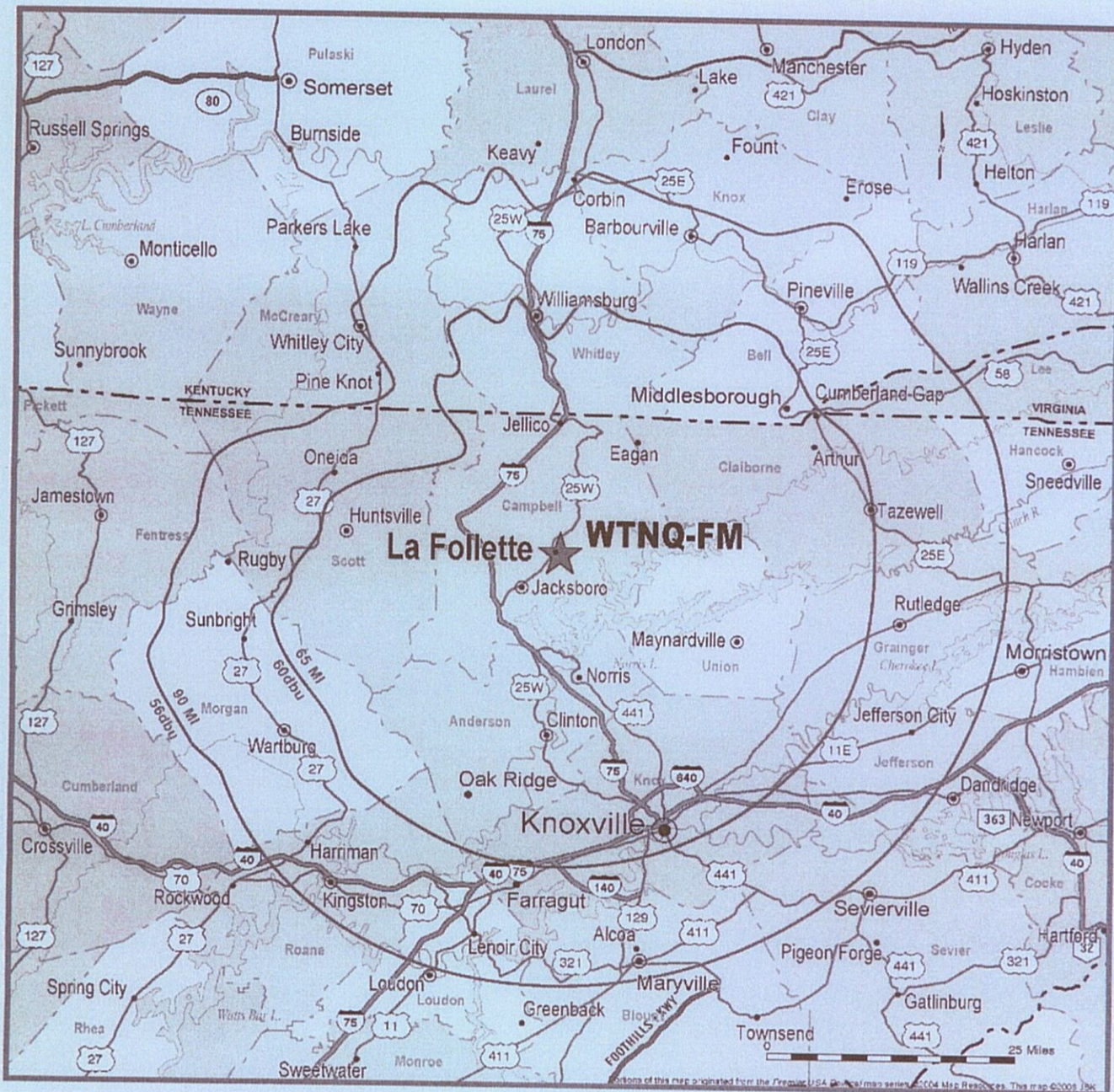
*Add \$5 for fix positioned commercials*

**Momentum Broadcasting**  
408 Cedar Bluff Rd. Suite 252  
Knoxville, TN 37923  
Ph: 865-246-3848  
Fax: 865-246-7979  
River106.com













# **HOT 104.5 FM** **THE BEAT OF KNOXVILLE**

## **Ten Reasons to Advertise**

- #1 Advertising Creates Store Traffic**
- #2 Advertising Attracts New Customers**
- #3 Advertising Encourages Repeat Business**
- #4 Advertising Generates Continuous Business**
- #5 Advertising is an Investment in Success**
- #6 Advertising Keeps You in the Competitive Race**
- #7 Advertising Keeps Your Business Top-of-Mind With Shoppers**
- #8 Advertising Gives Your Business a Successful Image**
- #9 Advertising Maintains Morale**
- #10 Advertising Brings in Big Bucks for Your Business**



Billboards



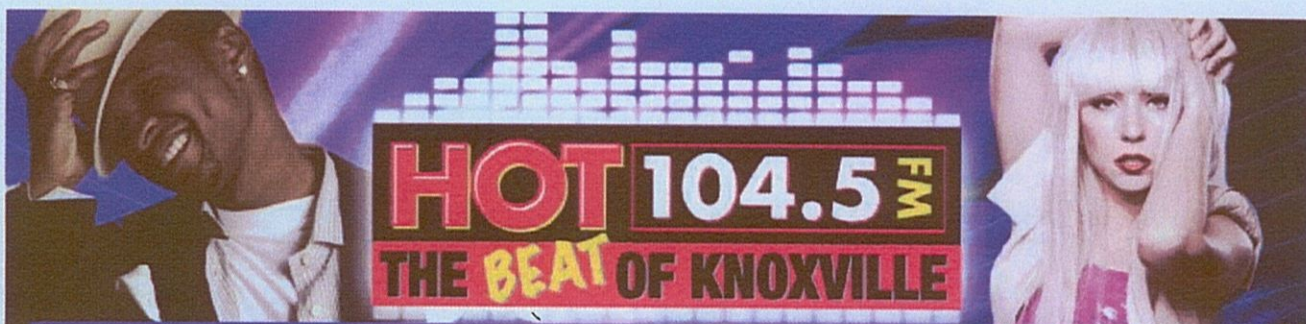
T.V.



Newspaper

HOT 104.5 WKHT • 1533 Amherst Road • Knoxville, TN 37909 • (865) 824-1021 • [www.hot1045.net](http://www.hot1045.net)





## Top Ten Reason To Advertise On Radio

- #1 Radio Targets Key Prospects**  
Each radio format attracts specific age, income, education, and lifestyle groups. You can identify the best prospect for your product and advertise towards those primary targets with little waste.
- #2 Radio Is Powerful and Intrusive**  
The use of the human voice, sound effects, and music can evoke strong emotions and images that grab attention faster than visual media. Your message is front and center with a listener, never buried in the back pages or right next to your competitors.
- #3 Radio is Intimate**  
Radio creates an intimate one-on-one relationship between the advertiser and the listener that parallels the relationship listeners have with their favorite radio station. It's the most personal of all mediums, and the next best thing to word-of-mouth advertising.
- #4 Radio Builds Top-of-Mind Awareness**  
To be successful advertising must be repetitive. Radio's affordability allows you to buy the repeated exposures necessary to sell products. Repetition builds awareness, reputation and store traffic.
- #5 Radio Reaches Everyone**  
Radio reaches 93% of all persons every week, including teens, adults, men and women. San Diegans 12+ spend over 18 hours with radio each week.
- #6 Radio Goes Along with Customers on the Go**  
Today's consumers spend their lives on the run. That's why they spend an average of three hours a day with radio. Radio is uniquely able to reach the consumer where other media can't... commuting, at home, at work, on-line, jogging, at the beach, the ballpark...the anytime, anywhere medium.
- #7 Radio Influences People Closest to the Time of Purchase or Activity**  
The closer the media impression can get to the time of purchase or activity, the better the chance of influencing behavior. Radio is the medium of choice between the hours of 6am-6pm, when most purchasing behavior occurs.
- #8 Radio Involves People with Their Community**  
People depend on the radio each day for news and entertainment. Listeners can find out what is happening in their community and around the world as Radio updates them all day long on news, traffic, weather, financial information and local events.
- #9 Radio Is Flexible**  
One of radio's greatest strengths is its flexibility. Copy changes can be made quickly and production prices are far less expensive than all other major media.
- #10 Radio Motivates People to Shop and Buy**  
Radio is an active medium capable of stirring emotion, creating demand, and selling your product or service.

HOT 104.5 WKHT • 1533 Amherst Road • Knoxville, TN 37909 • (865) 824-1021 • [www.hot1045.net](http://www.hot1045.net)





## Why Maintain/Increase Advertising During Recessionary Periods

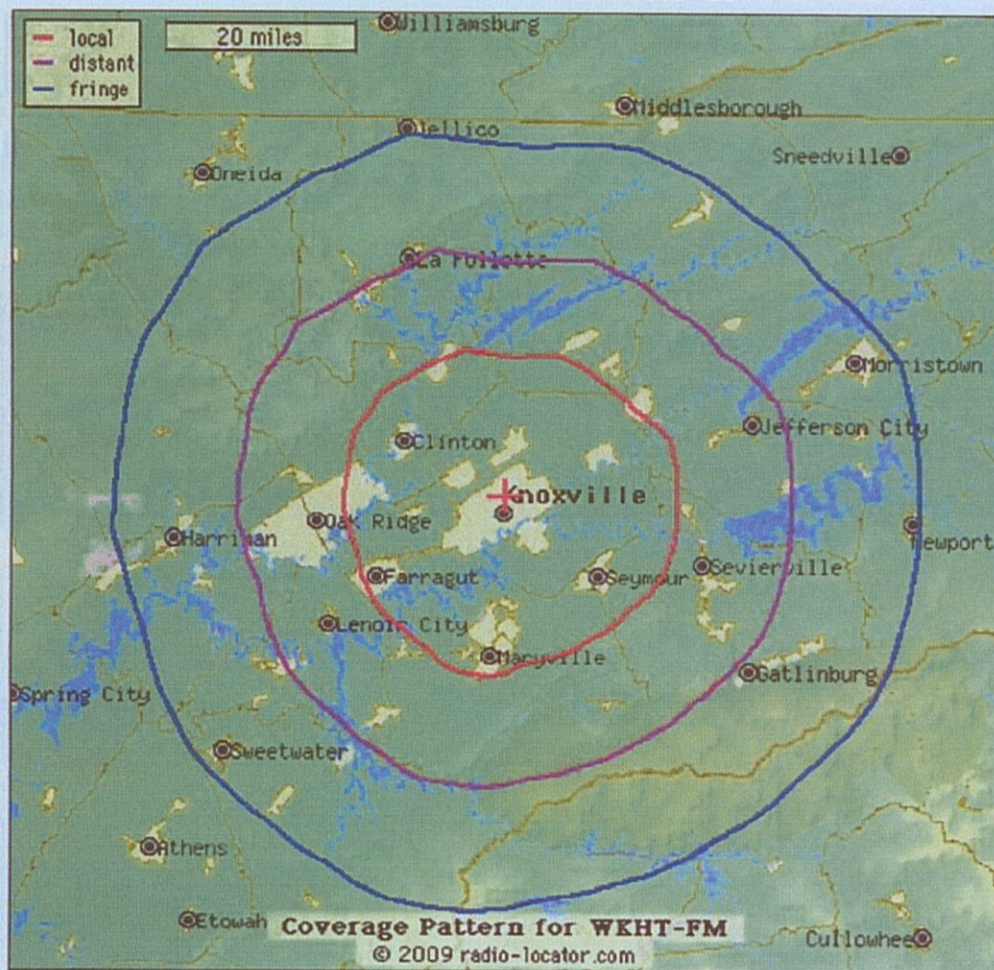
- ■ ■ Your best customers are somebody else's best prospects.
- ■ ■ Consumers don't stop spending money during a recession, they just spend it more carefully – and only with companies and products that they are more comfortable with.
- ■ ■ The surest way to be one of the beneficiaries of the unique patterns of recessionary spending is by marketing aggressively and being more visible during these tough times.
- ■ ■ The more visible you are the more confident consumers will become regarding your legitimacy and staying power.
- ■ ■ A strong marketing program enables a firm to solidify its customer base, take business away from less aggressive competitors, and position itself for future growth during the recovery.
- ■ ■ Companies that maintain/increase their advertising during recessionary times stand to gain the most market share during that period.
- ■ ■ Increase in market share brought about by advertising can be achieved more cost effectively during a recession.
- ■ ■ Since your message is one of few reaching the audience, your odds are much better for a greater return on your marketing dollars.
- ■ ■ Most Companies LOSE far more in sales than what is saved in marketing costs by relying on cost cutting measures.
- ■ ■ Decrease in advertising WILL mean a drop in YOUR sales!
- ■ ■ When the marketing and advertising "noise" goes down, the voice of those still talking sounds that much louder.
- ■ ■ When competition reduces their marketing efforts, it's your opportunity to saturate the market with your message.
- ■ ■ The findings of the six recession studies to day present formidable evidence that cutting advertising appropriations in times of economic downturns can result in both immediate and long-term negative effects on sales and profit levels.
- ■ ■ Those firms that maintained or increased their advertising expenditures during the recession averaged significantly higher sales growth both during the recession and for the following three years than those which eliminated or decreased advertising.

HOT 104.5 WKHT • 1533 Amherst Road • Knoxville, TN 37909 • (865) 824-1021 • [www.hot1045.net](http://www.hot1045.net)





## COVERAGE MAP



HOT 104.5 WKHT • 1533 Amherst Road • Knoxville, TN 37909 • (865) 824-1021 • [www.hot1045.net](http://www.hot1045.net)



# HOT 104.5 FM

## THE BEAT OF KNOXVILLE

### Audience Profile

| AGE   | % of WKHT Audience |       |
|-------|--------------------|-------|
| 12-17 | 24.1%              | 24.1% |
| 18-24 | 29%                | 54%   |
| 25-34 | 25%                |       |
| 35-44 | 12.2%              | 21.8% |
| 45-54 | 5.1%               |       |
| 55-64 | 4.5%               |       |

#### Teenager:

Abundance of buying power with impulsive spending habits.

#### Adults 18-34:

Beginning of the acquisition age. Gaining high discretionary income with the willingness to spend big.

#### Mature Adults:

Empty nest, high disposable income. Have ability to spend as they choose. Very brand loyal, and set in their ways.

#### Audience Profile:

##### Gender:

60% Female  
40% Male

59% Professional/ Managerial/ Administrative/ Sales/ Service

25% has at least one child under 18 years old

43% have household incomes of \$50,000+



Source: Scarborough: Oct 07 - Sept 08 Arbitron: Winter 2009

HOT 104.5 FM WKHT • 1533 Amherst Road • Knoxville, TN 37909 • (865) 824-1021 • [www.hot1045.net](http://www.hot1045.net)

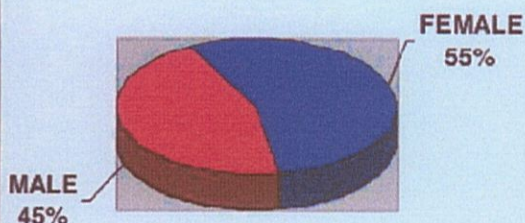


# HOT 104.5 FM

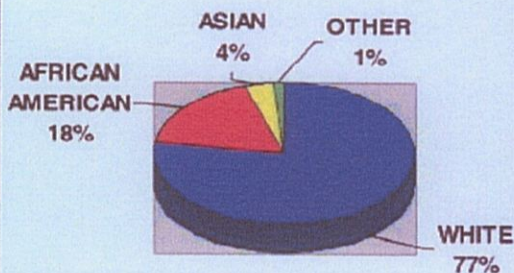
## THE BEAT OF KNOXVILLE

### Just the Facts

#### GENDER

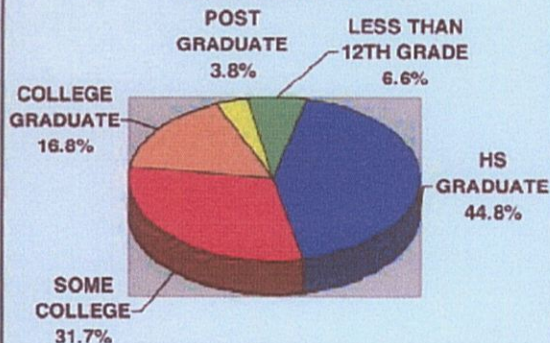


#### ETHNICITY



(55% FEMALE)

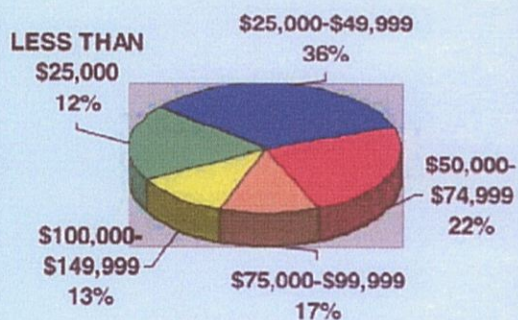
#### EDUCATION



(52% SOME/ALL OF COLLEGE)

(77% WHITE)

#### INCOME



(52% \$50,000+)

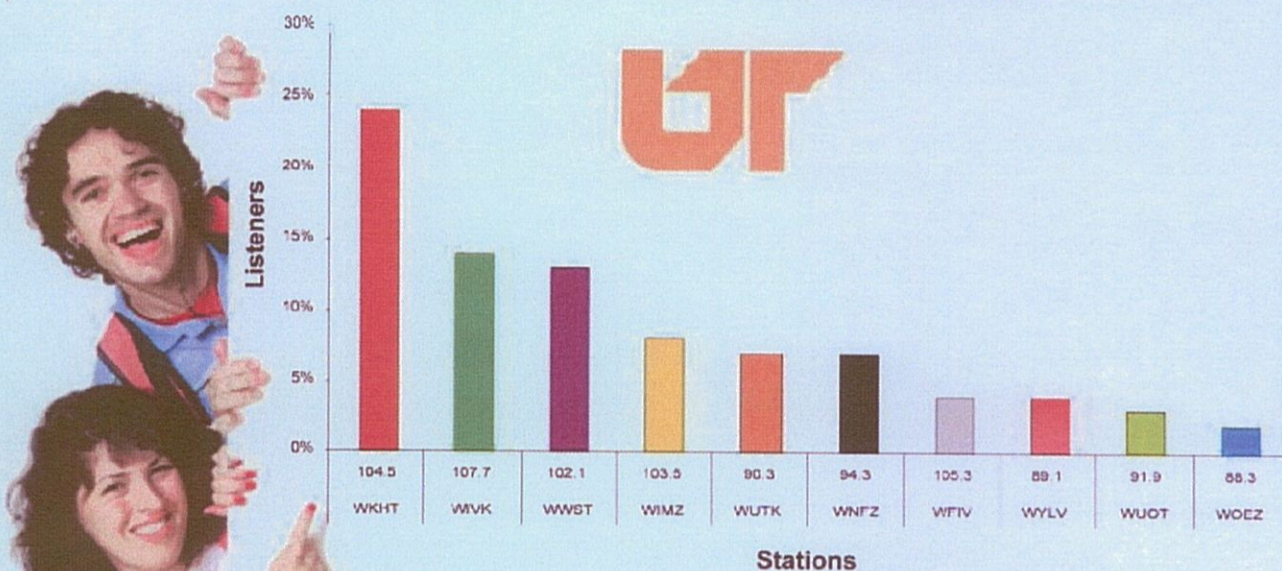
**This is the REAL STORY on Knoxville's fastest growing radio station.**

HOT 104.5 FM WKHT • 1533 Amherst Road • Knoxville, TN 37909 • (865) 824-1021 • [www.hot1045.net](http://www.hot1045.net)





## UT Student's Favorite Stations



A survey conducted by UT student Jenna Crye in November 2008 polled 209 University of Tennessee students using [www.kwiksurveys.com](http://www.kwiksurveys.com). 62% of the respondents were female and 38% male. The students were asked open ended questions (unaided recall) to determine which stations they listened to and which was their favorite.

Complete survey results can be found at <http://www.kwiksurveys.com/results-overview.php?surveyID=11699&mode=4>.

HOT 104.5 FM WKHT • 1533 Amherst Road • Knoxville, TN 37909 • (865) 824-1021 • [www.hot1045.net](http://www.hot1045.net)



# HOT 104.5 FM

## THE BEAT OF KNOXVILLE

### Return on Investment

Ask any of our advertisers about the benefits and value of partnering with HOT 104.5 FM



HOT 104.5 FM WKHT • 1533 Amherst Road • Knoxville, TN 37909 • (865) 824-1021 • [www.hot1045.net](http://www.hot1045.net)





## On-Air Sponsorship Opportunities

### **THE NOON THROWBACK MIX with DJ Eric B**

Be an exclusive sponsor to the hottest midday mix show in Knoxville, "The Noon Throwback Mix". HOT 104.5 listeners will jam to all the old school hits Monday through Friday, from 12:00PM-1:00PM.

### **THE FIVE O'CLOCK MIX TAPE with DJ Eric B**

Be an exclusive sponsor to the hottest afternoon mix show in Knoxville, "The Five O'clock Mix Tape". HOT 104.5 listeners jam to a custom mix Monday through Friday, from 5:00pm to 6:00pm. Your business can sponsor this hour exclusively each week.

### **THE HOT EIGHT AT EIGHT**

Each weeknight at 8:00PM, HOT 104.5 night jock, Joey Tack, counts down Knoxville's eight most requested songs of the day. Associate your business with the best of the best by sponsoring the music Knoxville voted for all day!

### **Big Boy's Neighborhood**

Saturday mornings from 8am till 11am. Tune in for the A-list guests, comical features and unique experiences. The top names in rhythm radio stop into the neighborhood to talk about an upcoming project or to answer Big Boy's version of twenty questions. Listeners are offered once-in-a-lifetime experiences to interact with celebrities and see exclusive live performances from some of their favorite artists.

### **THE SATURDAY NIGHT THROWDOWN**

Top off your weekend with the hottest mix show in Knoxville, the "Saturday Night Throwdown". Advertise your business to HOT 104.5 listeners as the exclusive sponsor for Saturday Night's hottest mix show. Your business will be featured every hour from 8PM to Midnight.

### **Hollywood Hamilton**

For the last 18 years, Sean "Hollywood" Hamilton has been one of the most recognizable names in radio from coast-to-coast. He has established a legion of fans and admirers when he hosted shows at Z-100 in New York, KIIS FM in Los Angeles and then back again at KTU in New York. Hollywood counts down the 30 biggest Rhythm songs of the week every Sunday night from 9pm till Midnight. It's the perfect way to wrap your weekend with Hot 104.5, The Beat of Knoxville!

HOT 104.5 WKHT • 1533 Amherst Road • Knoxville, TN 37909 • (865) 824-1021 • [www.hot1045.net](http://www.hot1045.net)





## *interactive* *radio*

- ☐ :60 Commercial Spots
- ☐ :30 Commercial Spots
- ☐ :10 Commercial Spots
- ☐ Text Messaging / Mobile Media
- ☐ Internet
- ☐ Internet Video-Pre Roll
- ☐ Online Display Ads/Skyscraper/Banner
- ☐ KnoxBride.com (Microsites)
- ☐ "Half Price Hookup"



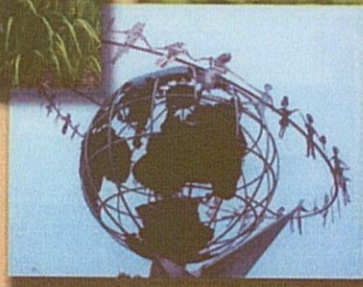
HOT 104.5 WKHT • 1533 Amherst Road • Knoxville, TN 37909 • (865) 824-1021 • [www.hot1045.net](http://www.hot1045.net)



# Advertising

## 2009 RESOURCE GUIDE

the leading source of local news and information  
for Anderson and Roane Counties



THE OAK RIDGER

[www.oakridger.com](http://www.oakridger.com)



## market profile

### Expect Results

By advertising in The Oak Ridger newspaper you reach local consumers with the highest level of expendable income, local consumers most likely to spend money with your business, local consumers who's spending represents the majority of our local yearly retail spending. Over 20,000 readers a day welcome The Oak Ridger into their homes, whether in print or online. The Oak Ridger is Anderson & Roane Counties best source for local news and information.

Use The Oak Ridger's 2009 Advertising Resource Guide as an easy reference for important local demographic information and advertising programs to fit any business plan.

### Our Market

|                                           |               |
|-------------------------------------------|---------------|
| Population.....                           | 28,760        |
| Female.....                               | 15,222        |
| Male.....                                 | 13,538        |
| Median Age.....                           | 45.2          |
| Median Family Income.....                 | \$52,327      |
| 18 years and over.....                    | 23,047        |
| 65 years and over.....                    | 5,961         |
| Occupied Households.....                  | 12,892        |
| Travel time to work (in minutes).....     | 18            |
| High School graduates.....                | 89.3%         |
| College graduates.....                    | 37.9%         |
| 13.5% higher than the national comparison |               |
| Home ownership.....                       | 70%           |
| Home renters.....                         | 30%           |
| Retail Sales Potential.....               | \$322,485,635 |

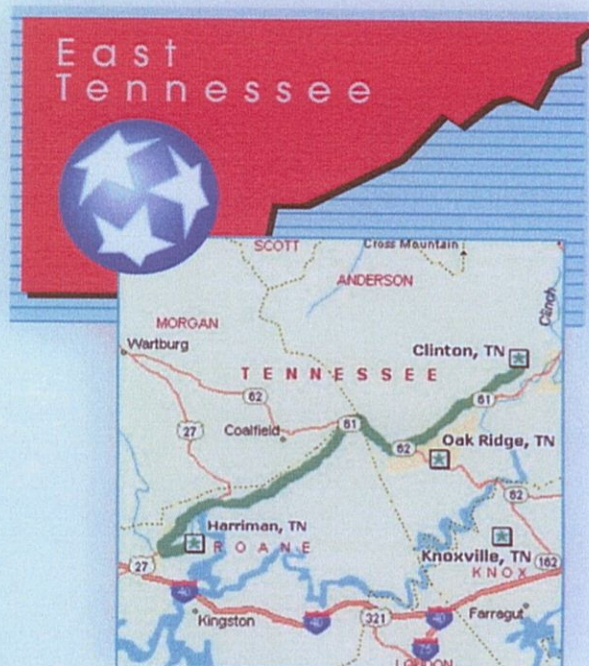
### Contact Us

Janet Wood, Advertising Director  
865-220-5527  
Fax 865-220-5539  
janet.wood@oakridger.com

Darrell Richardson, Publisher/Editor  
865-220-5510  
darrell.richardson@oakridger.com

The Oak Ridger, 785 Oak Ridge Turnpike,  
Oak Ridge, TN 37831, 865-482-1021

\* Market information source: ESRI BIS 2006



### Retail Display Column Sizes

| Columns | Inches  | Picas  | Columns | Inches  | Picas  |
|---------|---------|--------|---------|---------|--------|
| One     | 1.5625" | 9.375  | Four    | 6.625"  | 39.75  |
| Two     | 3.25"   | 19.5   | Five    | 8.3125" | 49.875 |
| Three   | 4.9375" | 29.625 | Six     | 10"     | 60.0   |

### 4 Column Modular Tabs

| Size                          | Inches                  | Picas          |
|-------------------------------|-------------------------|----------------|
| Full Page                     | 4 col. 9.5" x 10"       | 57.0 x 60.0    |
| 3/4 Page                      | 3 col. 7.09375" x 10"   | 42.563 x 60.0  |
| 1/2 Page Vertical             | 2 col. 4.6875" x 10"    | 28.125 x 60.0  |
| 1/2 Page Horizontal           | 4 col. 9.5" x 4.93"     | 57.0 x 29.58   |
| 1/4 Page Horizontal           | 2 col. 4.6875" x 4.93"  | 28.125 x 29.58 |
| 1/4 Page Vertical             | 1 col. 2.28125" x 10"   | 13.688 x 60.0  |
| 1/8 Page Horizontal           | 2 col. 4.6875" x 2.40"  | 28.125 x 14.4  |
| 1/8 Page Vertical             | 1 col. 2.28125" x 4.93" | 13.688 x 29.58 |
| Open House (Real Estate Only) | 1 col. 2.28125" x 2.40" | 13.688 x 14.4  |

### Classified Display Column Sizes

| Columns | Inches    | Picas  | Columns | Inches | Picas  |
|---------|-----------|--------|---------|--------|--------|
| One     | 1.168"    | 7.008  | Five    | 6.215" | 37.29  |
| Two     | 2.43"     | 14.58  | Six     | 7.477" | 44.862 |
| Three   | 3.691"    | 22.146 | Seven   | 8.738" | 52.428 |
| Four    | 4.953125" | 29.719 | Eight   | 10"    | 60.0   |



## rates

The Oak Ridger offers revenue based contract pricing to meet our customers needs in developing effective advertising campaigns. Choose the level of spending that will guarantee your business the most cost effective advertising investment.

### Retail Display Rates

Black and White Rates

|           | <u>Mon.-Thurs.</u> | <u>Friday</u> |
|-----------|--------------------|---------------|
| Open Rate | \$12.40            | \$14.05       |

Local Display Contract Rates

| Annual \$ Vol | Mon-Thu | Friday  |
|---------------|---------|---------|
| \$1,000       | \$9.35  | \$11.05 |
| \$2,000       | \$9.25  | \$10.95 |
| \$3,000       | \$9.15  | \$10.80 |
| \$5,000       | \$8.95  | \$10.60 |
| \$8,000       | \$8.75  | \$10.40 |
| \$12,000      | \$8.45  | \$10.10 |
| \$15,000      | \$8.35  | \$10.00 |
| \$18,000      | \$8.25  | \$9.95  |
| \$25,000      | \$8.00  | \$9.70  |
| \$35,000      | \$7.75  | \$9.35  |
| \$50,000      | \$7.45  | \$9.05  |
| \$75,000      | \$7.30  | \$8.90  |

### Classified Display Rates

Black and White Rates

|           | <u>Mon.-Thurs.</u> | <u>Friday</u> |
|-----------|--------------------|---------------|
| Open Rate | \$9.05             | \$10.70       |

Classified Display Contract Rates

| Annual \$ Vol | Mon.-Thurs. | Friday |
|---------------|-------------|--------|
| \$1,000       | \$6.80      | \$8.50 |
| \$2,000       | \$6.55      | \$8.20 |
| \$3,000       | \$6.50      | \$8.10 |
| \$5,000       | \$6.25      | \$7.90 |
| \$8,000       | \$6.15      | \$7.75 |
| \$12,000      | \$6.05      | \$7.65 |
| \$15,000      | \$5.95      | \$7.60 |
| \$18,000      | \$5.80      | \$7.50 |
| \$25,000      | \$5.65      | \$7.35 |
| \$35,000      | \$5.45      | \$7.10 |
| \$50,000      | \$5.20      | \$6.80 |

### Color Rates & Contracts

You can afford to run color to make your ads stand out! Add this price to your black and white rate to get color on your ad. Note: same color ads may be placed on a single page in any day's paper. Single-color ads have a selection of three colors: cyan, magenta & yellow.

#### Oak Ridger Retail Display

| Ad Size        | 1 Color | 2 Colors | Full Colors |
|----------------|---------|----------|-------------|
| up to 31"      | .65     | .80      | 1.05        |
| 31.5" to 64"   | .80     | .95      | 1.25        |
| 64.5" to 120+" | .95     | 1.15     | 1.50        |

#### Oak Ridger Classified Display

| Ad Size        | 1 Color | 2 Colors | Full Colors |
|----------------|---------|----------|-------------|
| up to 48"      | .45     | .55      | .70         |
| 48.5" to 97"   | .50     | .65      | .85         |
| 97.5" to 160+" | .60     | .75      | 1.00        |

Your Oak Ridger sales representative is trained to design advertising programs that deliver more value for your advertising dollar.

*The more you spend,  
the more you save!*

### Non-Profit Rates

Available to all organizations with exemption certificate. No repeat discounts available.

|                    | <u>Mon.-Thurs.</u> | <u>Friday</u> |
|--------------------|--------------------|---------------|
| Local Display      | \$6.25             | \$ 7.00       |
| Classified Display | \$4.50             | \$ 5.25       |

### Frequency Advertising Discounts

By advertising every day in The Oak Ridger your message will reach thousands of potential customers. We have designed our frequency discounts to make this powerful advertising strategy affordable for any business. Repeat any display or commercial classified ad within 5 publication days and receive the following discount:

Discount

Save 25% on the 2nd ad

Save 50% on the 3rd ad



## special reach, special publication, national, preprints

Make sure your business name is the first name consumers think of before making purchasing decisions. The Oak Ridger's Business Builder is a proven, affordable way to stay on top of the minds of local consumers. With every day or two times a week ad schedules, your message will reach our community's most valuable prospects.

### Business Builder Rates

Business Builder ads are published over a 4 week period, Monday through Friday. No changes in the ad are allowed during this time for the below rates to apply. If you wish to change the ad during this period, there will be a \$15 charge each time you change the ad. Three sizes of ads are available for this program.

#### 5 Days per week for 4 weeks (20 publishing days):

|                                   |           |                  |
|-----------------------------------|-----------|------------------|
| 2 columns x 2 inches (3.25" x 2") | \$100 B/W | \$184 Full Color |
| 2 columns x 4 inches (3.25" x 4") | \$175 B/W | \$343 Full Color |
| 3 columns x 3 inches (4.94" x 3") | \$185 B/W | \$374 Full Color |

#### 2 Days per week for 4 weeks (8 publishing days):

|                                   |           |                     |
|-----------------------------------|-----------|---------------------|
| 2 columns x 2 inches (3.25" x 2") | \$ 50 B/W | \$ 83.60 Full Color |
| 2 columns x 4 inches (3.25" x 4") | \$ 95 B/W | \$162.20 Full Color |
| 3 columns x 3 inches (4.94" x 3") | \$100 B/W | \$175.60 Full Color |

Too many small businesses over invest in yellow page advertising. Many consumers already know who they are going to call before opening up the book to look up the number. Rather than purchasing one large ad in the yellow pages, we recommend purchasing a small yellow page listing and reinvesting in a Business Builder Rates ad to run in every edition of The Oak Ridger. Then, when consumers open up the yellow pages to look up a number ... it will be yours.

### Senior Living

#### Distribution and Advertising Rates

Senior Living is a monthly publication with articles and information targeted to our senior population. This unique publication is complete with a calendar of events, recipes, and great area information for active seniors. 8,000 copies of Senior Living are inserted into The Oak Ridger and distributed to additional locations on the first Tuesday of each month.



#### Display Rates Per Issue with Color

| Size       | Open  | 6 issues | 12 issues |
|------------|-------|----------|-----------|
| Back Cover | \$765 | \$720    | \$675     |
| Full Page  | \$615 | \$595    | \$575     |
| 1/2 page   | \$475 | \$440    | \$405     |
| 1/4 page   | \$250 | \$225    | \$205     |
| 1/8 page   | \$190 | \$165    | \$135     |

Senior Living classifieds, 25¢ per word (20 word minimum)  
Please call 483-7355 for deadline information.

### National Advertising Commissions and Terms

The national rate is commissionable at 15 percent. No cash discount is allowed. Placing agency is responsible for payment. Advertising is billed on the last business day of the month for advertising placed during that calendar month. Invoice is due for payment upon receipt.

#### The Oak Ridger is represented in-state by:

Tennessee Press Association  
435 Montbrook Lane  
Knoxville, TN 37919-2704

### National & Advertising Agency Rates

Black and White Rates

| ROP          | Mon-Thu            | Fri.      |
|--------------|--------------------|-----------|
|              | Full Distribution  | \$85.00 M |
| Per Col Inch | \$14.60            | \$16.45   |
|              | Zoned Distribution | \$89.90 M |

| Class Display | Mon-Thu | Friday  |
|---------------|---------|---------|
| Per Col. Inch | \$11.35 | \$13.10 |

### Local Display Rates

All local advertising rates are net as stated and not commissionable. Local advertising agencies who may be representing local businesses may utilize these non-commissionable local and classified display rates.

### Pre-Print Rates

| TABLOID     | FREQUENCY |      |       |       |       |     |
|-------------|-----------|------|-------|-------|-------|-----|
|             | 1-4       | 5-11 | 12-35 | 26-45 | 46-78 | 79+ |
| Page Count  |           |      |       |       |       |     |
| SINGLE      | 43        | 41   | 39    | 37    | 35    | 30  |
| 4-11        | 58        | 56   | 54    | 52    | 50    | 45  |
| 12-15       | 63        | 61   | 59    | 57    | 55    | 50  |
| 16-23       | 68        | 66   | 64    | 62    | 60    | 55  |
| 24 and over | 73        | 71   | 69    | 67    | 65    | 60  |

#### THE OAK RIDGER

Rates are per thousand. Frequency discounts are available by contract only. Rates apply to all weekday editions of The Oak Ridger. Standard pages are counted and charged as two tab pages. The charges noted are based on the requested quantity. Because of spoilage, shipping damage, shortage from printer and fluctuations in circulation, requested quantity may vary from paid circulation in The Oak Ridger.

#### PREPRINT REQUIREMENTS

As of January 1, 2009, 7,700 pieces are needed Monday, Tuesday, Wednesday & Thursday, 8,000 pieces are needed for Friday. Preprinted inserts must be germane to the newspaper and are subject to publisher's approval. Multi-business signature advertising or brokered inserts are not accepted. You can assure the timely and proper processing of your order by making sure that: Preprints are delivered on skids; maximum skid height is 5 feet; maximum skid weight is 2,500 lbs. Preprints should arrive at least five days before publication date. Reservations must be made 14 days prior to publication.

#### SHIP ALL PREPRINTS TO:

The Oak Ridger, c/o News Sentinel, 2332 News Sentinel Drive,  
Knoxville, TN 37921 - 5761

For delivery inquiries please call Susan Anderson or Brenda Weaver  
at 865-342-6458

After 5 p.m. & weekends please call 865-342-6918



## deadlines, special rates, special publication and classified services

### Special Days/Pages/Features

|               |                                              |
|---------------|----------------------------------------------|
| Monday        | Weekend Sports and Local News                |
| Tuesday       | Business, American Profile Magazine          |
| Wednesday     | Best Food Day, Health                        |
| Thursday      | Garden, Weekend Entertainment                |
| Friday        | Real Estate, Weddings, Religion, USA Weekend |
| Monday-Friday | Daily TV Listings                            |

### Deadlines

| Publication Date | Copy & Space        |
|------------------|---------------------|
| Monday           | Thursday 3:00 p.m.  |
| Tuesday          | Friday 3:00 p.m.    |
| Wednesday        | Monday 3:00 p.m.    |
| Thursday         | Tuesday 3:00 p.m.   |
| Friday           | Wednesday 3:00 p.m. |
| Real Estate      | Monday 3:00 p.m.    |

Deadlines are subject to change for holidays and special sections.

### Special Positions

#### Ear Positions

Located on section fronts, top left corner in the header  
2 col. x 1 1/2"

#### Section Front Strips

Located on section fronts, bottom of the page  
includes process color

#### Front Page Strip

Located on the bottom of the front page  
includes process color

Call for special rates

### Real Estate Market

Publishes every Friday.  
Deadline is Monday 3 p.m.

#### Price includes color

| Size       | 1 Week | 26 Weeks | 1 Year |
|------------|--------|----------|--------|
| Full Page  | \$645  | \$490    | \$460  |
| 3/4 Page   | \$475  | \$365    | \$340  |
| 1/2 Page   | \$320  | \$245    | \$230  |
| 1/4 Page   | \$165  | \$125    | \$115  |
| 1/8 Page   | \$ 85  | \$ 65    | \$ 60  |
| Open House | \$ 62  | \$ 40    | \$ 35  |



### Classified Line/Word Ad Rates

Rates available upon request  
Classified Advertising: 865-483-7355

### Professional Service Directory Classified Advertising

Rates available upon request  
Classified Advertising: 865-483-7355

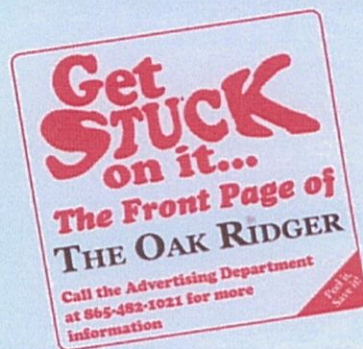
### Classified Top Ads

Per Run (or 5 days maximum).....\$25.00

### Yahoo!

30 days.....\$51.50

### Front Page Billboard Advertising



Placement doesn't get any better than the top of the FRONT PAGE for your advertising message! Glossy, high impact colors available.

Size: 2.875" x 2.875"

Lead time - 10 business days turnaround on any order from day final art is approved.

For more information, call our Advertising Department today at 865-220-5520.

### The Oak Ridger

| Monday-Thursday 8,000 |           |             | 10,000*    |
|-----------------------|-----------|-------------|------------|
| One Color             | Two Color | Three Color | Four Color |
| \$375                 | \$425     | \$475       | \$575      |
| Friday 8,000          |           |             | 10,000*    |
| One Color             | Two Color | Three Color | Four Color |
| \$425                 | \$475     | \$525       | \$625      |

### Senior Living

| 10,000 per month |           |             |            |
|------------------|-----------|-------------|------------|
| One Color        | Two Color | Three Color | Four Color |
| \$465            | \$515     | \$565       | \$675      |

\* A minimum of 10,000 is required for 4 or more colors, any backside printed label and any special shape.



## terms and conditions

### Policies

Contract Advertisers are guaranteed their rate for the term of the contract. Contract advertisers who fail to fulfill their contract agreements are subject to a rate adjustment charge based on actual expenditures plus penalty if necessary. Publisher reserves the right to edit, reject or cancel any advertisement at any time. Contracts are not available for periods exceeding one year. Advertiser must be in compliance with the terms of the contract and have balances current to maintain the guaranteed rate.

a) Dates and deadlines for cancellations of ads are the same as the deadlines for placing ads.

b) Every effort will be made to meet reasonable position requests. Failure to meet these requests will not constitute cause for adjustment, refund or rerun.

c) Credit for errors will not be given after the first insertion on multiple insertions. Claims for adjustment must be made within seven days of publication.

The Oak Ridger reserves the right to edit, reject or cancel any advertising at any time. The publisher has final approval of all material in the paper. The Oak Ridger does not knowingly accept ads of a fraudulent, misleading or discriminatory nature.

THE OAK RIDGER shall acquire and retain title, including all copyrights to any advertisement or portion thereof produced by or published in THE OAK RIDGER.

The Oak Ridger makes every effort to avoid errors in your advertising. However, if an error occurs that is our fault, we will re-run or give you credit for that part of the ad containing the error. The Oak Ridger needs to be notified of the error no later than 24 hours after the ad's first publication.

Credit applications are available for businesses seeking to establish a line of credit. When credit is granted to an advertiser, the account is due and payable upon receipt of statement. Accounts 30 days old or older are assessed a finance charge of 1.5 percent per month [18% annual rate] until paid in full. Advertising scheduled for publication prior to approved credit must be accompanied with cash, MasterCard, Visa, Discover or American Express.

Going Out of Business and political advertising must be paid in advance. State law provides that political advertising must include the words "political ad paid for by", and state the person or organization that is paying for the ad.

Double trucks [two facing pages including gutter] are billed as 13 columns 21" wide x 20.25" deep, [tabloids, 9 columns] 20 inches wide x 10" deep.

Advertising set to resemble news matter must carry the word "Advertisement" at the top.

### Tear Sheets

Printed tear sheets are available on request in advance of your ad's publication for all advertisements larger than 30 column inches. Tear sheet requested after publication or for ads smaller than 30 column inches are subject to a \$5.00 charge each, when available.

### Affadavits

Affadavits are available for an additional \$10.00 charge each.

### Errors and Omissions

The Publisher's liability, if any, for errors shall not exceed the space occupied by the error. If the advertiser is provided with a proof and errors are not clearly marked by the advertiser for correction, the Publisher will have no responsibility. The Publisher will not be liable for any omission of an advertisement or portion of an advertisement ordered to be published. In no case will the Publisher be responsible for any general, special or consequential damages.

### Cancellation

A 50% cancellation fee will be charged on advertisements canceled after the ad placement deadline. Dates and deadlines for cancellations of ads are the same as the deadlines for placing ads.

### Mechanical Requirements/ Measurements

Printing method: Offset

85-line screen halftones. Minimum acceptable ad size is 1 column wide by 2 inches. All advertising is sold in half-inch and full-inch increments. Full page SAU: Six 1.5625 inch columns with .125" (1/8 inch) between columns [10 inches wide].

### Sending Pages Electronically

The Oak Ridger produces its pages as digital files on a Macintosh platform. Because pagination is done digitally, we request that advertisements be in digital format as well. PDFs are preferred.

Any advertisement sent as a hard copy, print-out, PMT or other physical format will be scanned to a digital file. This will degrade resolution on final output. The Oak Ridger will not be liable for loss of quality in these ads. Digital ads may be sent by these means:

Email: [advertising@oakridger.com](mailto:advertising@oakridger.com)

Disks: CDs, DVDs

### Special Services

A staff of layout artists is maintained to assist the advertiser with layouts, logo design and production artwork. Advertising layout and typesetting charges are included in local retail advertising rates. Custom design work or a special production need may require a fee.

## THE OAK RIDGER

785 Oak Ridge Turnpike, Oak Ridge, TN 37830

865-482-1021 • Fax 865-220-5539

email: [advertising@oakridger.com](mailto:advertising@oakridger.com) • website: [www.oakridger.com](http://www.oakridger.com)



## online exposure

### oakridger.com

oakridger.com is Anderson County's most popular web site and is the first site many Oak Ridge and Knoxville area people see when seeking information about Oak Ridge, Clinton, and Oliver Springs.

By advertising on oakridger.com you can reach 90,000 unique visitors every month over and above your newspaper ad schedule. Many of these readers return several times a day increasing your ad message frequency and strengthening consumer awareness of your products and services.

### Online Ad Rates

**Section Front Skyscraper/IYP\***

**Section Front Big Box/IYP\***

**In-story Big Box/IYP\***

**Run of Site Leaderboard/IYP\***

**Call 220-5520 for advertising online rates.**

IYP\* = includes Internet Yellow Pages

## Live News Updates

Search our archives

Home News Sports Opinions Obituaries Business Religion Entertainment Living Multimedia Forum

**Interested?**  
Click here to get started.

**Knox County to pay community college tuition**  
Posted Oct 28, 2008 @ 10:25 PM  
KNOXVILLE, Tenn. — Knox County will be offering a ticket to college along with an diploma to up to 500 graduating high school seniors next year thanks to a privately funded tuition assistance program.

**Nader makes his mark, Obama wins mock vote**  
Posted Oct 28, 2008 @ 09:40 PM  
OAK RIDGE, Tenn. — If students at Oak Ridge High School were determining the outcome of next week's presidential election on their own, the Democratic ticket would win the nod, according to results of a mock election conducted at the school on Tuesday.

**Veteran couple makes 'historic' flight**  
Posted Oct 28, 2008 @ 09:15 PM  
Last update Oct 28, 2008 @ 10:32 PM  
OAK RIDGE, Tenn. — Marie Kähler has determined that her husband, Pete, won't sit in First Class on today's Honolulu flight to Washington, D.C. — at least not without her.

**Report lists top municipal emitters**  
Posted Oct 28, 2008 @ 08:54 PM

**Melton Lake lanes closing**  
Posted Oct 28, 2008 @ 08:58 PM

**Court hearing set in carjacking case**  
Posted Oct 28, 2008 @ 10:09 PM

**Beryllium study results released Monday**  
Posted Oct 28, 2008 @ 09:09 PM

**'Record' voting turnout?**  
Posted Oct 27, 2008 @ 09:39 PM

**City calls for marina input**  
Posted Oct 26, 2008 @ 10:01 PM

**Oct. 27-Nov. 1 'Unchained' event helps merchants, helps all of us**  
Posted Oct 26, 2008 @ 10:06 PM

**Weather**  
39° High: 57° Low: 37° Full forecast

**Roane State**  
Learn more about our degree programs today!  
Click here to get started.

**Pro Football**  
Play your game, which you get your information.

**Obituaries**

**Spreading wealth ... and the blame**  
Posted Oct 27, 2008 @ 09:22 PM  
OAK RIDGE, Tenn. — With one week left, I'm beginning to feel the effect of election fatigue. This occurs when your mind begins shutting out all news related to politics. At this point, I'm tired of the polling, tired of the talking heads and tired of the voting.

**The 'essential' freedom to fail**  
Posted Oct 28, 2008 @ 10:07 PM  
OAK RIDGE, Tenn. — Mr. Zucker's column ("Speaking up when you don't have a voice," The Oak Ridger, Oct. 15, 2008) was perfectly emblematic of what is so profoundly broken in our society. Many of her assumptions are wrong, and her thinking about Republicans was heated, emotional and self-serving. I agree with her on the many problems our country faces, but my solutions are far, far different.

**Planes are obvious in rewards program**  
(10/27/08)

**We'll either sink or swim together**  
(10/28/08)

**Challenge to status quo long overdue**  
(10/28/08)

**Thankful for support of half marathon**  
(10/28/08)

**Planning 80th gate opening celebration**  
(10/28/08)

**Barker 'given his life' to serving citizens**  
(10/27/08)

**Chandler's Business Expo a 'win-win' for businesses**  
(10/27/08)

**Police Recruit, Sept. 11-15**  
(10/27/08)

**CRNL FCU sets Document Shred Day**  
(10/27/08)

**Oak Ridge grad to sign Big Orange book**  
Saturday (10/27/08)

**2008 Food Fair**  
Posted Oct 28, 2008 @ 09:05 PM  
OAK RIDGE, Tenn. — The Sisterhood of the Jewish Congregation of Oak Ridge introduced the Food Fair to Oak Ridge in 1963 as a semi-annual event. Ellen Handler was asked to co-ordinate the fair, after only being in Oak Ridge six months. The rest is history. She has been the chairman for the last 44 years, with a lot of help from the membership.

**Report lists top municipal emitters**  
Posted Oct 28, 2008 @ 08:54 PM  
OAK RIDGE, Tenn. — A new report completed by a University of Tennessee team shows that Oak Ridge water and sewage operations are the municipal government's top producer of equivalent carbon dioxide emissions.

**Yellow Pages**

**Find whatever you're looking for with Today's Local Yellow Pages**

Fast

Quick Maps: TN

Search provided by **Planner Guide**

Popular Searches

Featured Business

Site Map: Home News Sports Opinions Obituaries Business Religion Entertainment Living Multimedia Forum

The Oak Ridger: 725 Oak Ridge Parkway Oak Ridge, TN 37830-1000 (615) 526-7225  
Copyright © 2008 OakRidger.com, All Rights Reserved.  
725 Oak Ridge Parkway, Oak Ridge, TN 37830

IYP and SEO vendors: SEO by eLunchBidding | Advertiser profiles | Yellow Pages by Planner Guide | Zape Corp.

800 874-0000 800-874-0000



# **NEWS-HERALD**

## **Advertising Stimulus Package**

**12 inch ad - \$90**

**4 times, \$65 per ad, Receive 1 Free Spot Color\***

**13 times, \$55 per ad, Receive 3 Free Spot Color\***

**1/4 page ad - \$175**

**4 times, \$135 per ad, Receive 1 Free Spot Color\***

**13 times, \$125 per ad, Receive 3 Free Spot Color\***

**1/2 page ad - \$325**

**4 times, \$250 per ad, Receive 1 Free Spot Color\***

**13 times, \$235 per ad, Receive 3 Free Spot Color\***

**Full page ad - \$550**

**4 times, \$485 per ad, Receive 1 Free Spot Color\***

**13 times, \$450 per ad, Receive 3 Free Spot Color\***

**\* Subject To Availability**

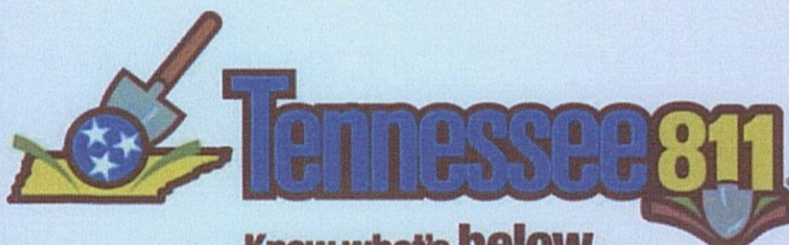
**Spot Color \$50**

**Full Color \$125, subject to availability**

**Ads can be different and do not have to be consecutive.  
Need a signed contract and ads must start before December 31, 2009.**



— Public Service Announcement —



**Know what's below.  
Call before you dig.**

Natural Gas is safe, clean, efficient, and reliable bringing warm air comfort to homes and businesses. Because of this, it is America's most popular heating source.

At Oak Ridge Utility District we provide natural gas service through underground pipelines.

Main gas pipelines branch into household and business service lines which cannot be seen.

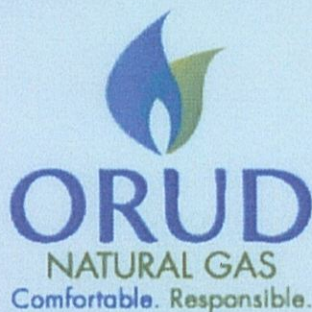
ORUD simply wants to remind our community to always call 8-1-1 before you dig or move any earth!

**When you call 8-1-1 utility locaters will mark ALL underground utilities - not just your natural gas.**

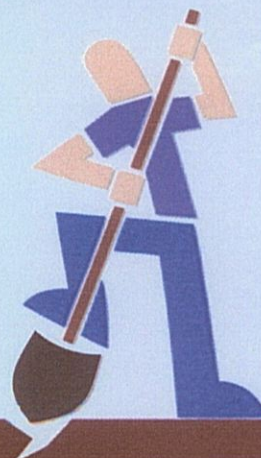
Protecting yourself and the environment by calling 8-1-1 before you dig can prevent a costly mistake and/or injury and this service is free ...

**But more importantly it is the law!**

**Please go to [www.orud.org](http://www.orud.org) for more pipeline safety tips.**



120 S. Jefferson Circle, Oak Ridge TN 37830  
**(865)483-1377**





Lauren Turpin

*Local Free Paper*

**From:** smitchell@oakridgeobserver.com  
**Sent:** Tuesday, November 03, 2009 3:52 PM  
**To:** Lauren Turpin  
**Subject:** Re: advertising

Hey Lauren,

Great to hear from you. We'd love to work with you.

I've attached our media kit, which has our prices. We print 5,000 copies each week and most of our papers are picked up or delivered in Oak Ridge. However, we do also distribute to Clinton, South Clinton, Claxton, Oliver Springs, Marlow and parts of Roane County. Regarding demographics and reach, we haven't done an audit, but according to Editor and Publisher, which is an industry trade journal, readers, on average, share their paper with 2.36 additional readers. See link:  
[http://www.editorandpublisher.com/eandp/news/article\\_display.jsp?vnu\\_content\\_id=1004024230](http://www.editorandpublisher.com/eandp/news/article_display.jsp?vnu_content_id=1004024230)

And I think it probably goes without saying that most people who read newspapers are toward the top of your higher demographic scale. They're usually more affluent, better educated and make more money.

Hope this helps. Just let me know if we can answer any other questions.

Thanks.

Stan

-----  
Stan Mitchell  
The Oak Ridge Observer  
Direct: (865) 483-1866  
Fax: (865) 483-1630  
<http://oakridgeobserver.com>

----- Original Message -----

**From:** Lauren Turpin  
**To:** [smitchell@oakridgeobserver.com](mailto:smitchell@oakridgeobserver.com)  
**Sent:** Tuesday, November 03, 2009 3:05 PM  
**Subject:** advertising

Hey Stan,

Our company is looking into advertising with your company and need some info from you please! I need to know the Viewer ship, range (area coverage) and demographics. I need pricing on all size ads and run days/dates and if you have a price package available. Let me know if you have any questions!

Thanks,

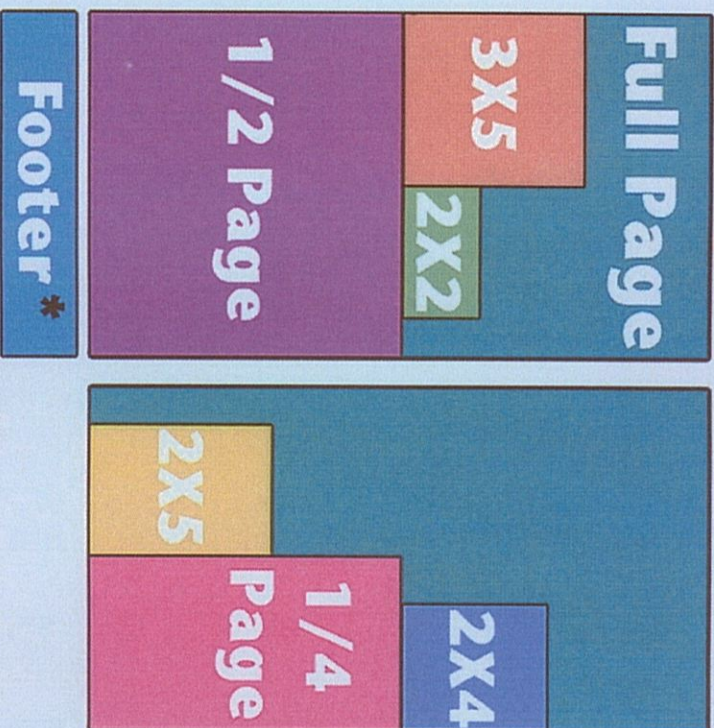
Lauren Turpin  
Oak Ridge Utility District  
120 S. Jefferson Circle

1/29/2010



# The Oak Ridge Observer

## Skybox\*



|           | Price    | Color     |
|-----------|----------|-----------|
| Full Page | \$650.00 | + \$60.00 |
| 1/2 Page  | \$400.00 | + \$60.00 |
| 1/4 Page  | \$200.00 | + \$60.00 |
| 3 X 5     | \$87.00  | + \$60.00 |
| 2 X 5     | \$58.00  | N/A       |
| 2 X 4     | \$47.00  | N/A       |
| 2 X 2     | \$25.00  | N/A       |
| Skybox*   | \$100.00 | FREE      |
| Footer*   | \$150.00 | FREE      |

**AD DEADLINE IS TUESDAY AT NOON**

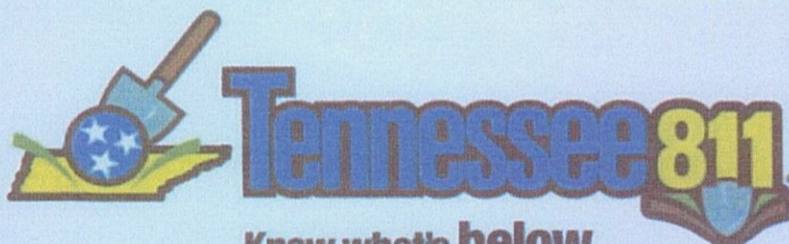
**Call: (865) 483 - 1866**

\*front page only feature

| Discounts    |         |  |
|--------------|---------|--|
| Run 4 times  | 5% off  |  |
| Run 8 times  | 10% off |  |
| Run 12 times | 20% off |  |



— Public Service Announcement —



**Know what's below.  
Call before you dig.**

Natural Gas is safe, clean, efficient, and reliable bringing warm air comfort to homes and businesses. Because of this, it is America's most popular heating source.

At Oak Ridge Utility District we provide natural gas service through underground pipelines.

Main gas pipelines branch into household and business service lines which cannot be seen.

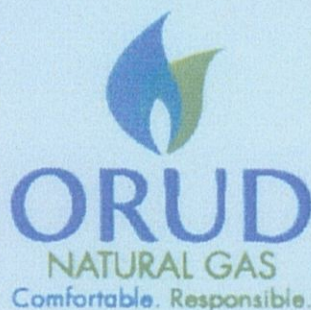
ORUD simply wants to remind our community to **always call 8-1-1 before you dig or move any earth!**

**When you call 8-1-1 utility locaters will mark ALL underground utilities - not just your natural gas.**

Protecting yourself and the environment by calling 8-1-1 before you dig can prevent a costly mistake and/or injury and this service is free ...

**But more importantly it is the law!**

**Please go to [www.orud.org](http://www.orud.org) for more pipeline safety tips.**



120 S. Jefferson Circle, Oak Ridge TN 37830  
**(865)483-1377**









## Local Advertising Rates

| OPEN RETAIL         |         | Local ROP Rates |
|---------------------|---------|-----------------|
| RATES               |         |                 |
| Total Size Page     | 17-32"  | \$11.75         |
| 6 columns x 21.5"   | 33-64"  | 11.25           |
| = 129 column inches | 65-96"  | 10.70           |
|                     | 97-129" | 9.60            |

| 3 MONTH AGREEMENT |         | Roane County News |
|-------------------|---------|-------------------|
| Retail Rates      |         |                   |
| 16" per month     | \$10.60 |                   |
| 24" per month     | 10.35   |                   |
| 48" per month     | 10.15   |                   |
| 66" per month     | 9.20    |                   |
| 90" per month     | 9.40    |                   |
| 120" per month    | 8.70    |                   |
| 300" + per month  | 8.50    |                   |

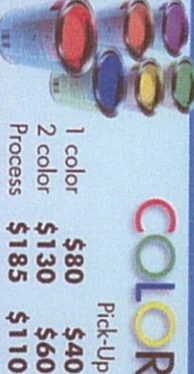
| ANNUAL DOLLAR AGREEMENT |         | Roane County News |
|-------------------------|---------|-------------------|
| Retail Rates            |         |                   |
| \$2,000                 | \$10.45 |                   |
| \$3,500                 | 10.00   |                   |
| \$6,000                 | 9.70    |                   |
| \$10,000                | 9.30    |                   |
| \$20,000                | 8.95    |                   |
| \$35,000+               | 8.20    |                   |
|                         | 7.65    |                   |

| CLASSIFIED RATES   |          | Roane County News |
|--------------------|----------|-------------------|
|                    |          |                   |
| Classified Display | 1-22"    | \$9.40            |
| Total Size Page    | 23-43"   | 8.90              |
| 8 columns x 21.5"  | 44-66"   | 8.05              |
| = 172 col. inch    | 67-129"  | 7.65              |
|                    | 130-171" | 7.30              |

Year ad will appear in an edition is the basis for 2 days. The basis for 2 days is the basis for 2 days. The basis for 2 days is the basis for 2 days.

By name and key word search for to be served, printed and mailed.

**FULL PAGE DISCOUNT: Retail or Classified**  
Full page ads receive a 10% additional discount.  
Roane County News-Record Shopper.  
Front Page: An additional \$2.30 per



**Frequency Pickup - Discount for Retail or Classified Display Ads**

Roane County News  
Publishes Mon. - Wed. - Fri.  
1st Pick-Up\* Additional Pick-Ups\*  
20% OFF 40% OFF  
\*Within 7 days from prior insertion.

| Civic & Nonprofit Rates | Retail | Classified |
|-------------------------|--------|------------|
| Roane County News       | \$9.90 | \$7.90     |
| Morgan County News      | \$6.00 | \$4.80     |
| Church News             | \$9.10 | \$7.30     |
| Roane County News       | \$5.50 | \$4.50     |

**Morgan County News**  
Publishes Wednesday  
Maximum 3 consecutive weeks discount with no ad changes  
**25% OFF**

## COMBO BUYS

| Roane County Network                                       |                                        | Roane & Morgan Network                                                         | Roane, Morgan & LaFollette Combo                                                                 |
|------------------------------------------------------------|----------------------------------------|--------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| Roane County News, Shopper, Hartman Record, Rockwood Times |                                        | Roane County News, Morgan County News, Shopper, Hartman Record, Rockwood Times | Roane County News, Morgan County News, Shopper, Hartman Record, Rockwood Times, LaFollette Press |
| Ad in all 4 papers (13 week agreement)                     | Ad in all 5 papers (13 week agreement) | Ad in all 6 papers (13 week agreement)                                         |                                                                                                  |
| Individual \$120.00<br>Combined \$170.00                   | Individual \$23.15<br>Combined \$16.23 | Individual \$23.15<br>Combined \$16.23                                         | Individual \$23.15<br>Combined \$16.23                                                           |

## PREPRINT RATES

Rates Not Commissionable

| ROANE COUNTY NEWS, THE ROCKWOOD TIMES, THE HARTMAN RECORD AND MORGAN COUNTY NEWS (FEDERAL PUBLICATIONS) |      | ROANE COUNTY NEWS, RECORD (SHOPPER) (STANDARD MART PUBLICATION) |      |
|---------------------------------------------------------------------------------------------------------|------|-----------------------------------------------------------------|------|
| Full Run Rate \$3.00 CPM Discount                                                                       |      | Full Run Rate \$3.00 CPM Discount                               |      |
| Tabular                                                                                                 | Open | Tabular                                                         | Open |
| 16" x 24"                                                                                               | \$58 | 16" x 24"                                                       | \$58 |
| 16" x 36"                                                                                               | \$57 | 16" x 36"                                                       | \$57 |
| 16" x 48"                                                                                               | \$56 | 16" x 48"                                                       | \$56 |
| 16" x 60"                                                                                               | \$55 | 16" x 60"                                                       | \$55 |
| 16" x 72"                                                                                               | \$54 | 16" x 72"                                                       | \$54 |
| 16" x 84"                                                                                               | \$53 | 16" x 84"                                                       | \$53 |
| 16" x 96"                                                                                               | \$52 | 16" x 96"                                                       | \$52 |
| 16" x 108"                                                                                              | \$51 | 16" x 108"                                                      | \$51 |
| 16" x 120"                                                                                              | \$50 | 16" x 120"                                                      | \$50 |
| 16" x 132"                                                                                              | \$49 | 16" x 132"                                                      | \$49 |
| 16" x 144"                                                                                              | \$48 | 16" x 144"                                                      | \$48 |
| 16" x 156"                                                                                              | \$47 | 16" x 156"                                                      | \$47 |
| 16" x 168"                                                                                              | \$46 | 16" x 168"                                                      | \$46 |
| 16" x 180"                                                                                              | \$45 | 16" x 180"                                                      | \$45 |
| 16" x 192"                                                                                              | \$44 | 16" x 192"                                                      | \$44 |
| 16" x 204"                                                                                              | \$43 | 16" x 204"                                                      | \$43 |
| 16" x 216"                                                                                              | \$42 | 16" x 216"                                                      | \$42 |
| 16" x 228"                                                                                              | \$41 | 16" x 228"                                                      | \$41 |
| 16" x 240"                                                                                              | \$40 | 16" x 240"                                                      | \$40 |
| 16" x 252"                                                                                              | \$39 | 16" x 252"                                                      | \$39 |
| 16" x 264"                                                                                              | \$38 | 16" x 264"                                                      | \$38 |
| 16" x 276"                                                                                              | \$37 | 16" x 276"                                                      | \$37 |
| 16" x 288"                                                                                              | \$36 | 16" x 288"                                                      | \$36 |
| 16" x 300"                                                                                              | \$35 | 16" x 300"                                                      | \$35 |
| 16" x 312"                                                                                              | \$34 | 16" x 312"                                                      | \$34 |
| 16" x 324"                                                                                              | \$33 | 16" x 324"                                                      | \$33 |
| 16" x 336"                                                                                              | \$32 | 16" x 336"                                                      | \$32 |
| 16" x 348"                                                                                              | \$31 | 16" x 348"                                                      | \$31 |
| 16" x 360"                                                                                              | \$30 | 16" x 360"                                                      | \$30 |
| 16" x 372"                                                                                              | \$29 | 16" x 372"                                                      | \$29 |
| 16" x 384"                                                                                              | \$28 | 16" x 384"                                                      | \$28 |
| 16" x 396"                                                                                              | \$27 | 16" x 396"                                                      | \$27 |
| 16" x 408"                                                                                              | \$26 | 16" x 408"                                                      | \$26 |
| 16" x 420"                                                                                              | \$25 | 16" x 420"                                                      | \$25 |
| 16" x 432"                                                                                              | \$24 | 16" x 432"                                                      | \$24 |
| 16" x 444"                                                                                              | \$23 | 16" x 444"                                                      | \$23 |
| 16" x 456"                                                                                              | \$22 | 16" x 456"                                                      | \$22 |
| 16" x 468"                                                                                              | \$21 | 16" x 468"                                                      | \$21 |
| 16" x 480"                                                                                              | \$20 | 16" x 480"                                                      | \$20 |
| 16" x 492"                                                                                              | \$19 | 16" x 492"                                                      | \$19 |
| 16" x 504"                                                                                              | \$18 | 16" x 504"                                                      | \$18 |
| 16" x 516"                                                                                              | \$17 | 16" x 516"                                                      | \$17 |
| 16" x 528"                                                                                              | \$16 | 16" x 528"                                                      | \$16 |
| 16" x 540"                                                                                              | \$15 | 16" x 540"                                                      | \$15 |
| 16" x 552"                                                                                              | \$14 | 16" x 552"                                                      | \$14 |
| 16" x 564"                                                                                              | \$13 | 16" x 564"                                                      | \$13 |
| 16" x 576"                                                                                              | \$12 | 16" x 576"                                                      | \$12 |
| 16" x 588"                                                                                              | \$11 | 16" x 588"                                                      | \$11 |
| 16" x 600"                                                                                              | \$10 | 16" x 600"                                                      | \$10 |
| 16" x 612"                                                                                              | \$9  | 16" x 612"                                                      | \$9  |
| 16" x 624"                                                                                              | \$8  | 16" x 624"                                                      | \$8  |
| 16" x 636"                                                                                              | \$7  | 16" x 636"                                                      | \$7  |
| 16" x 648"                                                                                              | \$6  | 16" x 648"                                                      | \$6  |
| 16" x 660"                                                                                              | \$5  | 16" x 660"                                                      | \$5  |
| 16" x 672"                                                                                              | \$4  | 16" x 672"                                                      | \$4  |
| 16" x 684"                                                                                              | \$3  | 16" x 684"                                                      | \$3  |
| 16" x 696"                                                                                              | \$2  | 16" x 696"                                                      | \$2  |
| 16" x 708"                                                                                              | \$1  | 16" x 708"                                                      | \$1  |
| 16" x 720"                                                                                              | \$0  | 16" x 720"                                                      | \$0  |

\* Full run preprints earn \$3.00 CPM discount. Full run distribution: 8,882 Roane County News, 5,303 Morgan County News, 410 Rockwood Times, 225 Hartman Record, 19,180 Roane County News-Record (Shopper)  
\* Volume dollar discounts available with signed agreement only, \$100 minimum • Full run only for Rockwood Times and Hartman Record.  
\*\* Deadline to schedule preprints is Wednesday, the week prior to insertion.  
\*\*\* Distribution based on 2008 U.S.P.S. statement of ownership

## WEBSITE

Strengthen your advertising message with **WIREIMAGE**



Your ad will be seen 24/7

Roane County's largest monthly circulating Real Estate Publication 12,000 Books Published

Real Estate SHOWCASE OF HOMES

Published Every Friday

Call your account rep for rates today!

Call your account rep for rates today!

Roane County News, Shopper, Hartman Record, Rockwood Times

Roane County News, Morgan County News, Shopper, Hartman Record, Rockwood Times

Roane County News, Morgan County News, Shopper, Hartman Record, Rockwood Times, LaFollette Press

Roane County News, Morgan County News, Shopper, Hartman Record, Rockwood Times, LaFollette Press

Roane County News, Morgan County News, Shopper, Hartman Record, Rockwood Times, LaFollette Press

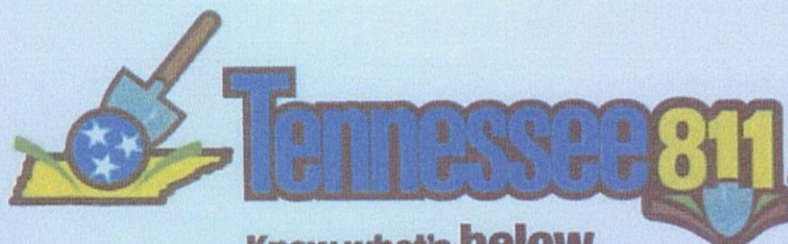
Roane County News, Morgan County News, Shopper, Hartman Record, Rockwood Times, LaFollette Press

Roane County News, Morgan County News, Shopper, Hartman Record, Rockwood Times, LaFollette Press

Roane County News, Morgan County News, Shopper, Hartman Record, Rockwood Times, LaFollette Press



— Public Service Announcement —



**Know what's below.  
Call before you dig.**

Natural Gas is safe, clean, efficient, and reliable bringing warm air comfort to homes and businesses. Because of this, it is America's most popular heating source.

At Oak Ridge Utility District we provide natural gas service through underground pipelines.

Main gas pipelines branch into household and business service lines which cannot be seen.

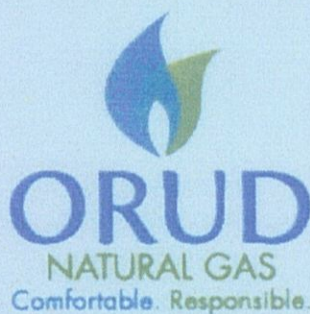
ORUD simply wants to remind our community to always call 8-1-1 before you dig or move any earth!

**When you call 8-1-1 utility locators will mark ALL underground utilities - not just your natural gas.**

Protecting yourself and the environment by calling 8-1-1 before you dig can prevent a costly mistake and/or injury and this service is free ...

**But more importantly it is the law!**

**Please go to [www.orud.org](http://www.orud.org) for more pipeline safety tips.**



120 S. Jefferson Circle, Oak Ridge TN 37830  
**(865)483-1377**





- Media Copy, Affidavits and Notarization:





BBB Communications, LLC

170 Randolph Road  
Oak Ridge, TN 37830  
865-483-8112

# Invoice

| DATE      | INVOICE # |
|-----------|-----------|
| 2/12/2010 | 4093      |

BILL TO

Oak Ridge Utility District  
Leslie England  
PO Box 4189  
Oak Ridge, TN 37831

E-mail

sales@bbbtv12.com

| P.O. NO. | TERMS          | DUE DATE  | REP | Account # |
|----------|----------------|-----------|-----|-----------|
|          | Due on receipt | 2/12/2010 | BJ  | 4831377   |

| ITEM            | DESCRIPTION                                                                                                                                  | Quantity | RATE   | AMOUNT |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------|----------|--------|--------|
| Gospel USA      | Gospel USA                                                                                                                                   |          | 100.00 | 100.00 |
| Digital Ad      | digital ad                                                                                                                                   |          | 150.00 | 150.00 |
| Crawl Line      | Crawl Line Advertising                                                                                                                       |          | 200.00 | 200.00 |
| EN & replays    | Evening News & replays                                                                                                                       |          | 150.00 | 150.00 |
| Locker Roo...   | Locker Room Chat                                                                                                                             |          | 200.00 | 200.00 |
| Ciderville F... | The Ciderville Farm and Home Show                                                                                                            |          | 200.00 | 200.00 |
|                 | total spots 51 spots - 99 bonus spots<br>for a total of 150 commercial spots<br>total digital ads 760 displays - crawl<br>line 1875 displays |          |        |        |

Thank you for supporting LOCAL TELEVISION - Channel 12,  
the ONE TWO watch!

|                         |            |
|-------------------------|------------|
| <b>Total</b>            | \$1,000.00 |
| <b>Payments/Credits</b> | \$0.00     |
| <b>Balance Due</b>      | \$1,000.00 |





170 Randolph Road  
Oak Ridge, TN 37830  
(865) 483-8112  
(865) 483-4949 fax  
www.bbbtv12.com

February 12, 2010

Leslie England  
Oak Ridge Utility District  
120 South Jefferson Circle  
Oak Ridge, TN 37830

**DIGITAL AD \$150**

Runs in rotation of Digital Billboards in non-programming times. 5 times per hour – 8 hours per day = 40 times per day

**CRAWL LINE \$200**

Runs at bottom of screen during Digital Billboards and the following LIVE shows: Gospel USA, Trading Time, Ask Your Neighbor, Channel 12 Evening News

**GOSPEL USA \$100**

Southern Gospel Music program that runs live Monday – Friday from 7am – 9am. REPLAYS are bonus spots and run at 12pm daily, plus Saturday and Sunday.

**Channel 12 Evening News \$150**

Runs Monday – Friday from 5pm – 6pm. Price is for 1 spot per program. REPLAYS at 10:30pm Monday – Friday.

**Locker Room Chat \$200**

Runs Every Wednesday at 8pm. 4 spots per show. Replays at 3pm on Thursday.

**Ciderville Farm and Home Show - \$200**

LIVE Every Saturday Night at 7:30pm – 3 spots per show. Replays at 9pm Sunday, 3:30pm Wednesday and 3pm Friday.

Proposed for OAK RIDGE UTILITY DISTRICT PUBLIC SERVICE ANNOUNCEMENT

DIGITAL AD

DIGITAL CRAWL LINE

GOSPEL USA

CHANNEL 12 EVENING NEWS

LOCKER ROOM CHAT

Ciderville Farm and Home Show



TOTAL WOULD BE A TOTAL OF \$1,000

Number of Spots: 760 Digital Billboard spots

Crawl Line: Would be around 125 times per day.

GOSPEL USA: 1 spot per show x 15days = 15 spots

Bonus Spots: 1 spot per show, plus replays = 30 spots

CH. 12 NEWS: 1 spot per show x 15 days = 15 spots

Bonus Spots: 1 spot per show, plus replays = 30 spots

Bonus: LIVE GUEST APPEARANCE ON NEWS

LOCKER ROOM: 4 spots per show x 3 shows = 12 spots

Bonus Spots: Replays x 3 = 12 spots

CIDERVILLE: 3 Spots per show x 3 shows = 9 spots

Bonus Spots: 3 spots per show x 3 shows x 3 replays  
each = 27 spots

TOTAL NUMBER OF COMMERCIAL SPOTS: 51 SPOTS

TOTAL NUMBER OF BONUS SPOTS: 99 BONUS SPOTS

TOTAL: 150 SPOTS

TOTAL DIGITAL AD ANNOUNCEMENTS: 760 DISPLAYS

TOTAL CRAWL LINE DISPLAYS: 1,875 DISPLAYS

Sincerely,

J. Brad Jones  
General Manager  
BBB Communications





170 Randolph Road  
Oak Ridge, TN 37830  
(865) 483-8112  
(865) 483-4949 fax  
www.bbbtv12.com

February 12, 2010

Client Name: (4831377) Oak Ridge Utility District  
Air Dates: 01/1/10 – 1/31/10  
Spot Name: Oak Ridge Utility Natural Gas Heat Pump  
Length: 30 seconds  
Billing Cycle: January 2010

AUDIO: "Hey new guy – shovel, right?"  
"Yeah Rake, but I'm not exactly new. I've seen some action."  
"Yeah, what's your story?"  
"Hey my last gig I nearly got electrocuted, almost drowned – that guy never called 8-1-1 to see if it was safe to dig."  
"Our guy calls every time he digs."  
"It's quick and easy! Any tool can do it!"  
"Calling 8-1-1 gets your underground utility lines marked for free. It makes every project safer for everyone."  
VO – Hey Safe digging is no accident, always call 8-1-1 before you dig."  
Brought to you by the PHMSA – office of Pipeline Safety.

#### DOCUMENTATION STATEMENT

This announcement was cablecast 51 times, as entered in the program log. The times this announcement was cablecast were billed the system's client on our Invoice(s) dated 2/12/2010, ID #4093 at his earned rate of:

\$19.61 each for 51 announcements, for a total of \$1000.00

Grand Total 150 spots including 99 bonus spots & 2,635 digital displays \$1000.00

Sworn to and subscribed before me, and in my presence on this 12<sup>th</sup> day of February, 2010

Signature of Channel Official

Notary Signature:

Notary Expiration Date: 3/21/2010





# The Oak Ridge Observer

969 Oak Ridge Tpke. # 281  
Oak Ridge, TN 37830

## Invoice

| Date     | Invoice # |
|----------|-----------|
| 2/8/2010 | 7096      |

|                                                                                                        |
|--------------------------------------------------------------------------------------------------------|
| Bill To                                                                                                |
| Oak Ridge Utility District<br>Attn: Accounts Payable<br>120 S. Jefferson Circle<br>Oak Ridge, TN 37830 |

|                    |                                                      |            |     |                         | Due Date  |
|--------------------|------------------------------------------------------|------------|-----|-------------------------|-----------|
|                    |                                                      |            |     |                         | 2/23/2010 |
| Item               | Description                                          | Print date | Qty | Rate                    | Amount    |
| Ad - Quarter Pa... | Ad - Quarter Page.                                   | 1/14/2010  | 1   | 200.00                  | 200.00    |
| Color              | Full color added to help advertisement to stand out. | 1/14/2010  | 1   | 100.00                  | 100.00    |
| Ad - Quarter Pa... | Ad - Quarter Page.                                   | 1/21/2010  | 1   | 200.00                  | 200.00    |
| Color              | Full color added to help advertisement to stand out. | 1/21/2010  | 1   | 100.00                  | 100.00    |
| Adjustment - A...  | Adjustment - Advertising Discount.                   |            |     | -160.00                 | -160.00   |
|                    |                                                      |            |     | <b>Total</b>            | \$440.00  |
|                    |                                                      |            |     | <b>Payments/Credits</b> | \$0.00    |
|                    |                                                      |            |     | <b>Balance Due</b>      | \$440.00  |

Thanks for your business. If you were pleased with our service and product, tell your friends! If not, tell us!

Did you know that by advertising in The Observer you're getting your message in front of right at 10,000 people? All of whom live in the area?\*

Payments are accepted by cash, check, VISA, Discover or MASTERCARD. Call (865) 483-1866 to pay by credit card.

\* This number based on our distribution figure and an average reader standard established by the National Newspaper Association.

| Web Site                                                                      |
|-------------------------------------------------------------------------------|
| <a href="http://www.oakridgeobserver.com">http://www.oakridgeobserver.com</a> |





# 811

**Know what's below.  
Call before you dig.**

Natural Gas is safe, clean, efficient, and reliable bringing warm air comfort to homes and businesses. Because of this, it is America's most popular heating source.

At Oak Ridge Utility District we provide natural gas service through underground pipelines.

Main gas pipelines branch into household and business service lines which cannot be seen.

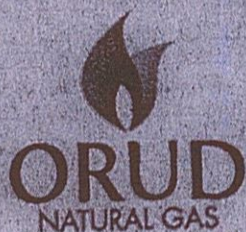
ORUD simply wants to remind our community to always call 8-1-1 before you dig or move any earth!

When you call 8-1-1 utility locaters will mark ALL underground utilities - not just your natural gas.

Protecting yourself and the environment by calling 8-1-1 before you dig can prevent a costly mistake and/or injury and this service is free ...

**But more importantly it is the law!**

Please go to [www.orud.org](http://www.orud.org) for more pipeline safety tips.



Comfortable. Responsible.

120 S. Jefferson Circle, Oak Ridge TN 37830

(865)483-1377

This ad is supported by PHMSA, Office of Pipeline Safety





**THE OAK RIDGER**  
785 OAK RIDGE TURNPIKE  
OAK RIDGE TN 37830

(865) 482-1021

Fax (865) 220-5460

**Advertising Invoice and Statement**

|                             |          |                              |                         |
|-----------------------------|----------|------------------------------|-------------------------|
| 1) Billing Period:          | 01/2010  | 2) Advertiser/Client Name:   | OAK RIDGE UTILITY DIST. |
| 23) Total Amount Due:       | 2245.00  | 3) Terms of Payment:         |                         |
| 21) Current Net Amount Due: | 2245.00  | 22) 30 Days:                 | .00                     |
|                             |          | 60 Days:                     | .00                     |
|                             |          | Over 90 Days:                | .00                     |
| 4) Page Number:             | 5        | 6) Billed Account Number:    | 191                     |
| 5) Billing Date:            | 01/31/10 | 7) Advertiser/Client Number: | 191                     |

|                                                              |                                                                                                                       |
|--------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| 8) Billed Account Name and Address:                          | Amount Paid:                                                                                                          |
| OAK RIDGE UTILITY DIST.<br>PO BOX 4189<br>OAK RIDGE TN 37831 |                                                                                                                       |
|                                                              | Comments:                                                                                                             |
|                                                              | All Billing Discrepancy<br>Must be reported within<br>30 days of statement date to<br>Accts Receivable @ 865-220-5541 |

**Please Return Upper Portion With Payment**

| 10) Date | 11) Newspaper Reference | 12) Description-Other Comments/Charges | 15) SAU Size | 17) Times Run | 19) Gross Amount | 20) Net Amount |
|----------|-------------------------|----------------------------------------|--------------|---------------|------------------|----------------|
|          |                         | BALANCE FORWARD                        |              |               |                  | 582.50         |
| 01/21/10 | 6219                    | CHECK                                  |              |               |                  | -582.50        |
|          | CK                      | CK# 34939                              |              |               |                  |                |
| 01/11/10 | 18318                   | NON-PROFIT ADVERTISING                 | 3X 10.00     | 1             |                  |                |
|          | NONP                    | OAKM                                   | 30.00        | 6.25          | 187.50           | 187.50         |
| 01/11/10 | 18318                   | DISP COLOR PROCESS                     | 3X 10.00     | 1             |                  |                |
|          | DC4                     | OAKM                                   |              | 0.00          | 31.50            | 31.50          |
| 01/11/10 | 18319                   | ONLINE UPSALE                          | 3X 10.00     | 1             |                  |                |
|          | BAND                    | 11                                     | 30.00        | 2.00          | 10.00            | 10.00          |
|          |                         | ONL                                    |              |               |                  |                |
| 01/12/10 | 18340                   | NON-PROFIT ADVERTISING                 | 3X 10.00     | 1             |                  |                |
|          | NONP                    | OAKM                                   | 30.00        | 6.25          | 187.50           | 187.50         |
| 01/12/10 | 18340                   | DISP COLOR PROCESS                     | 3X 10.00     | 1             |                  |                |
|          | DC4                     | OAKM                                   |              | 0.00          | 31.50            | 31.50          |
| 01/13/10 | 18364                   | NON-PROFIT ADVERTISING                 | 3X 10.00     | 1             |                  |                |
|          | NONP                    | OAKM                                   | 30.00        | 6.25          | 187.50           | 187.50         |
| 01/13/10 | 18364                   | DISP COLOR PROCESS                     | 3X 10.00     | 1             |                  |                |
|          | DC4                     | OAKM                                   |              | 0.00          | 31.50            | 31.50          |
| 01/14/10 | 18395                   | NON-PROFIT ADVERTISING                 | 3X 10.00     | 1             |                  |                |
|          | NONP                    | OAKM                                   | 30.00        | 6.25          | 187.50           | 187.50         |
| 01/14/10 | 18395                   | DISP COLOR PROCESS                     | 3X 10.00     | 1             |                  |                |
|          | DC4                     | OAKM                                   |              | 0.00          | 31.50            | 31.50          |

**Statement of Account - Aging of Past Due Amounts**

|                             |              |          |               |                   |                       |
|-----------------------------|--------------|----------|---------------|-------------------|-----------------------|
| 21) Current Net Amount Due: | 22) 30 Days: | 60 Days: | Over 90 Days: | Unapplied Amount: | 23) Total Amount Due: |
|                             |              |          |               |                   |                       |

**\* UNAPPLIED AMOUNTS ARE INCLUDED IN TOTAL AMOUNT DUE**

|                     |                              |
|---------------------|------------------------------|
| 24) Invoice Number: | 25) Advertiser Information:  |
| 1) Billing Period:  | 6) Billed Account Number:    |
|                     | 7) Advertiser/Client Number: |
|                     | 2) Advertiser/Client Name:   |



**THE OAK RIDGER**  
785 OAK RIDGE TURNPIKE  
OAK RIDGE TN 37830

(865) 482-1021

Fax(865) 220-5460

Advertising Invoice and Statement

|                            |         |                             |                         |
|----------------------------|---------|-----------------------------|-------------------------|
| 1) Billing Period          | 01/2010 | 2) Advertiser/Client Name   | OAK RIDGE UTILITY DIST. |
| 23) Total Amount Due       | 2245.00 | 3) Terms of Payment         |                         |
| 21) Current Net Amount Due | 2245.00 | 22) 30 Days                 | .00                     |
|                            |         | 60 Days                     | .00                     |
|                            |         | Over 90 Days                | .00                     |
| 4) Page Number             | 2       | 5) Billing Date             | 01/31/10                |
|                            |         | 6) Billed Account Number    | 191                     |
|                            |         | 7) Advertiser/Client Number | 191                     |

|                                                              |                                                                                                                       |
|--------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| 8) Billed Account Name and Address                           | Amount Paid:                                                                                                          |
| OAK RIDGE UTILITY DIST.<br>PO BOX 4189<br>OAK RIDGE TN 37831 | Comments:                                                                                                             |
|                                                              | All Billing Discrepancy<br>Must be reported within<br>30 days of statement date to<br>Accts Receivable @ 865-220-5541 |

Please Return Upper Portion With Payment

| 10) Date | 11) Newspaper Reference | 12) (13) 14) Description-Other Comments/Charges | 15) 5AU Size | 16) Billed Units | 17) Times Run | 18) Rate | 19) Gross Amount | 20) Net Amount |
|----------|-------------------------|-------------------------------------------------|--------------|------------------|---------------|----------|------------------|----------------|
| 01/15/10 | 18423                   | NON-PROFIT ADVERTISING                          | 3X 10.00     | 1                |               |          |                  |                |
|          | NONP                    | OAKM                                            | 30.00        |                  | 7.00          |          | 210.00           | 210.00         |
| 01/15/10 | 18423                   | DISP COLOR PROCESS                              | 3X 10.00     | 1                |               |          |                  |                |
|          | DC4                     | OAKM                                            |              |                  | 0.00          |          | 31.50            | 31.50          |
| 01/18/10 | 18471                   | NON-PROFIT ADVERTISING                          | 3X 10.00     | 1                |               |          |                  |                |
|          | NONP                    | OAKM                                            | 30.00        |                  | 6.25          |          | 187.50           | 187.50         |
| 01/18/10 | 18471                   | DISP COLOR PROCESS                              | 3X 10.00     | 1                |               |          |                  |                |
|          | DC4                     | OAKM                                            |              |                  | 0.00          |          | 31.50            | 31.50          |
| 01/19/10 | 18499                   | NON-PROFIT ADVERTISING                          | 3X 10.00     | 1                |               |          |                  |                |
|          | NONP                    | OAKM                                            | 30.00        |                  | 6.25          |          | 187.50           | 187.50         |
| 01/19/10 | 18499                   | DISP COLOR PROCESS                              | 3X 10.00     | 1                |               |          |                  |                |
|          | DC4                     | OAKM                                            |              |                  | 0.00          |          | 31.50            | 31.50          |
| 01/20/10 | 18541                   | NON-PROFIT ADVERTISING                          | 3X 10.00     | 1                |               |          |                  |                |
|          | NONP                    | OAKM                                            | 30.00        |                  | 6.25          |          | 187.50           | 187.50         |
| 01/20/10 | 18541                   | DISP COLOR PROCESS                              | 3X 10.00     | 1                |               |          |                  |                |
|          | DC4                     | OAKM                                            |              |                  | 0.00          |          | 31.50            | 31.50          |
| 01/21/10 | 18583                   | NON-PROFIT ADVERTISING                          | 3X 10.00     | 1                |               |          |                  |                |
|          | NONP                    | OAKM                                            | 30.00        |                  | 6.25          |          | 187.50           | 187.50         |
| 01/21/10 | 18583                   | DISP COLOR PROCESS                              | 3X 10.00     | 1                |               |          |                  |                |
|          | DC4                     | OAKM                                            |              |                  | 0.00          |          | 31.50            | 31.50          |
| 01/22/10 | 18612                   | NON-PROFIT ADVERTISING                          | 3X 10.00     | 1                |               |          |                  |                |
|          | NONP                    | OAKM                                            | 30.00        |                  | 7.00          |          | 210.00           | 210.00         |

**Statement of Account - Aging of Past Due Amounts**

|                            |             |         |              |                   |                      |
|----------------------------|-------------|---------|--------------|-------------------|----------------------|
| 21) Current Net Amount Due | 22) 30 Days | 60 Days | Over 90 Days | *Unapplied Amount | 23) Total Amount Due |
|                            |             |         |              |                   |                      |

\* UNAPPLIED AMOUNTS ARE INCLUDED IN TOTAL AMOUNT DUE

|                    |                             |
|--------------------|-----------------------------|
| 24) Invoice Number | 25) Advertiser Information  |
| 1) Billing Period  | 6) Billed Account Number    |
|                    | 7) Advertiser/Client Number |
|                    | 2) Advertiser/Client Name   |



**THE OAK RIDGER**  
785 OAK RIDGE TURNPIKE  
OAK RIDGE TN 37830

(865) 482-1021

Fax(865) 220-5460

Advertising Invoice and Statement

|    |                        |         |              |                          |                         |
|----|------------------------|---------|--------------|--------------------------|-------------------------|
| 1  | Billing Period         | 01/2010 | 2            | Advertiser/Client Name   | OAK RIDGE UTILITY DIST. |
| 23 | Total Amount Due       | 2245.00 | 3            | Terms of Payment         |                         |
| 21 | Current Net Amount Due | 2245.00 | 22           | 30 Days                  | .00                     |
|    |                        |         | 60 Days      | .00                      |                         |
|    |                        |         | Over 90 Days | .00                      |                         |
| 4  | Page Number            | 3       | 5            | Billing Date             | 01/31/10                |
|    |                        |         | 6            | Billed Account Number    | 191                     |
|    |                        |         | 7            | Advertiser/Client Number | 191                     |

|   |                                                              |   |                                                                                                                                    |
|---|--------------------------------------------------------------|---|------------------------------------------------------------------------------------------------------------------------------------|
| 8 | Billed Account Name and Address                              | 9 | Amount Paid:                                                                                                                       |
|   | OAK RIDGE UTILITY DIST.<br>PO BOX 4189<br>OAK RIDGE TN 37831 |   | Comments:<br>All Billing Discrepancy<br>Must be reported within<br>30 days of statement date to<br>Accts Receivable @ 865-220-5541 |

Please Return Upper Portion With Payment

| 10 | Date     | 11 | Newspaper Reference | 12 | Description-Other Comments/Charges | 15 | SAU Size | 17 | Times Run | 19 | Gross Amount | 20 | Net Amount |
|----|----------|----|---------------------|----|------------------------------------|----|----------|----|-----------|----|--------------|----|------------|
|    | 01/22/10 |    | 18612<br>DC4        |    | DISP COLOR PROCESS<br>OAKM         | 3X | 10.00    | 1  | 0.00      |    | 31.50        |    | 31.50      |

**Statement of Account - Aging of Past Due Amounts**

Due date: 02/15/10

|    |                        |    |         |         |              |                  |    |                  |
|----|------------------------|----|---------|---------|--------------|------------------|----|------------------|
| 21 | Current Net Amount Due | 22 | 30 Days | 60 Days | Over 90 Days | Unapplied Amount | 23 | Total Amount Due |
|    | 2245.00                |    | 0.00    | 0.00    | 0.00         |                  |    | 2245.00          |

**THE OAK RIDGER**  
(865) 482-1021

\* UNAPPLIED AMOUNTS ARE INCLUDED IN TOTAL AMOUNT DUE

|    |                |    |                |   |                       |   |                          |   |                         |
|----|----------------|----|----------------|---|-----------------------|---|--------------------------|---|-------------------------|
| 24 | Invoice Number | 25 | Billing Period | 6 | Billed Account Number | 7 | Advertiser/Client Number | 2 | Advertiser/Client Name  |
|    | 256            |    | 01/2010        |   | 191                   |   | 191                      |   | OAK RIDGE UTILITY DIST. |





**Know what's below.  
Call before you dig.**

Natural Gas is safe, clean, efficient, and reliable bringing warm air comfort to homes and businesses. Because of this, it is America's most popular heating source.

At Oak Ridge Utility District we provide natural gas service through underground pipelines.

Main gas pipelines branch into household and business service lines which cannot be seen.

ORUD simply wants to remind our community to always call 8-1-1 before you dig or move any earth!

When you call 8-1-1 utility locaters will mark ALL underground utilities - not just your natural gas.

Protecting yourself and the environment by calling 8-1-1 before you dig can prevent a costly mistake and/or injury and this service is free --

**But more importantly it is the law!**

Please go to [www.orud.org](http://www.orud.org) for more pipeline safety tips.



**ORUD**

NATURAL GAS

Comfortable. Responsible.

120 S. Jefferson Circle, Oak Ridge TN 37830

(865)483-1377



205-65R-15.....59 00  
205-65R-15.....59 00





WJXB-FM  
P.O. BOX 27100  
KNOXVILLE, TN  
37927

# INVOICE

Invoice #: IN-1100162115  
Invoice Date: 01/28/2010  
Contract #: 321746  
Page: 1

Advertiser: OAK RIDGE UTILITY DISTRICT  
ATTN: LAUREN TURPIN  
P.O. BOX 4189  
OAK RIDGE, TN 37831-4189

Station(s): WJXB-FM

Advertiser: OAK RIDGE UTILITY DISTRICT  
Product:  
Estimate #: PHMSA  
Agency Client Code:  
Buyer Name:

Salesperson(s): JANE CADE YOUNG  
Terms: NET 30

| Day | Date     | Time   | Ln | Length | Product | ISCI                      | Rate    |
|-----|----------|--------|----|--------|---------|---------------------------|---------|
| MON | 01/11/10 | 01:52p | 2  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| MON | 01/11/10 | 02:52p | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| MON | 01/11/10 | 05:24p | 3  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| MON | 01/11/10 | 08:47p | 1  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$65.00 |
| MON | 01/11/10 | 11:47p | 4  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| TUE | 01/12/10 | 11:20a | 2  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| TUE | 01/12/10 | 04:51p | 3  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| TUE | 01/12/10 | 06:50p | 1  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$65.00 |
| TUE | 01/12/10 | 09:20p | 4  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| TUE | 01/12/10 | 10:47p | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| WED | 01/13/10 | 01:38p | 2  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| WED | 01/13/10 | 05:38p | 3  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| WED | 01/13/10 | 07:20p | 1  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$65.00 |
| WED | 01/13/10 | 09:47p | 4  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| WED | 01/13/10 | 11:47p | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| THU | 01/14/10 | 12:38p | 2  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| THU | 01/14/10 | 05:24p | 3  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| THU | 01/14/10 | 06:50p | 1  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$65.00 |
| THU | 01/14/10 | 09:20p | 4  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| THU | 01/14/10 | 10:20p | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| FRI | 01/15/10 | 12:38p | 2  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| FRI | 01/15/10 | 04:24p | 3  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| FRI | 01/15/10 | 08:20p | 1  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$65.00 |
| FRI | 01/15/10 | 10:50p | 4  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| SAT | 01/16/10 | 04:20p | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| SUN | 01/17/10 | 08:20a | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| SUN | 01/17/10 | 11:50a | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| SUN | 01/17/10 | 05:50p | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| SUN | 01/17/10 | 07:47p | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| SUN | 01/17/10 | 08:47p | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| MON | 01/18/10 | 11:38a | 2  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| MON | 01/18/10 | 04:38p | 3  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| MON | 01/18/10 | 05:51p | 1  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$65.00 |





WJXB-FM  
P.O. BOX 27100  
KNOXVILLE, TN  
37927

# INVOICE

Invoice #: IN-1100162115  
Invoice Date: 01/28/2010  
Contract #: 321746  
Page: 2

| Day | Date     | Time   | Ln | Length | Product | ISCI                      | Rate    |
|-----|----------|--------|----|--------|---------|---------------------------|---------|
| MON | 01/18/10 | 11:20p | 4  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| TUE | 01/19/10 | 01:38p | 2  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| TUE | 01/19/10 | 04:24p | 3  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| TUE | 01/19/10 | 06:50p | 1  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$65.00 |
| TUE | 01/19/10 | 11:20p | 4  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| WED | 01/20/10 | 11:38a | 2  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| WED | 01/20/10 | 05:24p | 3  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| WED | 01/20/10 | 07:47p | 1  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$65.00 |
| WED | 01/20/10 | 09:47p | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| WED | 01/20/10 | 10:47p | 4  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| WED | 01/20/10 | 11:47p | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| THU | 01/21/10 | 11:20a | 2  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| THU | 01/21/10 | 05:24p | 3  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| THU | 01/21/10 | 08:20p | 1  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$65.00 |
| THU | 01/21/10 | 11:47p | 4  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| FRI | 01/22/10 | 07:44a | 1  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$65.00 |
| FRI | 01/22/10 | 12:38p | 2  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| FRI | 01/22/10 | 05:24p | 3  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| FRI | 01/22/10 | 06:50p | 4  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| SAT | 01/23/10 | 09:20a | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| SAT | 01/23/10 | 06:50p | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| SAT | 01/23/10 | 08:50p | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| SUN | 01/24/10 | 06:20a | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| SUN | 01/24/10 | 08:20a | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| SUN | 01/24/10 | 05:50p | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| SUN | 01/24/10 | 07:47p | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| SUN | 01/24/10 | 09:20p | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |

Remit To:  
WJXB-FM  
P O BOX 27100  
PHONE: (865)525-6000  
FAX: (865)525-2000  
KNOXVILLE, TN 37927

Invoice Totals  
Total Spots: 60  
Gross Amount: \$2,050.00  
Net Amount: \$2,050.00  
PLEASE MAKE PROMPT PAYMENT

FEDERAL ID: 35-0813824  
WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE OFFICIAL PROGRAM LOG.  
ALL TIMES ARE APPROXIMATE WITHIN 15 MINUTES AND ARE WITHIN THE TIME CLASSIFICATION ORDERED.

NOTARY PUBLIC TENNESSEE  
My commission expires Sept. 11, 2010  
TRAFFIC DIRECTOR



Script Affidavit

Agency:  
Advertiser: OAK RIDGE UTILITY DISTRICT  
Product:  
ISCI: NATURAL GAS 1162 RADIO 30  
Copy Length: 30

This announcement was broadcast at the following times at the following rates on station WJXB-FM program log.

Natural Gas is safe, clean, and reliable providing warm air comfort to homes making it the most popular heating source.  
Oak Ridge Utility District provides natural gas service through underground pipelines extending to homes and businesses which cannot be seen.  
ORUD reminds you to always call 8-1-1 before you dig or move any earth!  
Calling 8-1-1 gets ALL your underground utilities marked.  
Calling 8-1-1 before you dig prevents costly mistakes or injury to you and/or the environment.  
8-1-1-is free.... More importantly it is the law!  
Go to [www.orud.org](http://www.orud.org) for pipeline safety tips.

|       | # of Times Aired @ | Rate       |
|-------|--------------------|------------|
|       | 10                 | \$65.00    |
|       | 30                 | \$0.00     |
|       | 20                 | \$70.00    |
| Total | 60                 | \$2,050.00 |

This announcement was broadcast 60 times, and were invoiced to this station WJXB-FM client on invoice IN-1100162115 dated 1/28/10 for \$2,050.00.

The undersigned deposes and says that broadcasting service has been rendered by station in accordance with the attached invoice.

BY: *[Signature]* SUSAN HOLLINGSWORTH  
TRAFFIC MANAGER  
WJXB-FM  
KNOXVILLE, TN

State of TN  
County of Knox

Subscribed and sworn to before me this 29 day of January 20 10.

The above signed is personally known to me or proved to me on the basis of satisfactory evidence to be the person who appeared before me.

NOTARY PUBLIC,  
My commission expires:

*[Signature]*  
My commission expires Sept. 11, 2010







WJXB-FM  
P.O. BOX 27100  
KNOXVILLE, TN  
37927

# INVOICE

Invoice #: IN-1100162115  
Invoice Date: 01/28/2010  
Contract #: 321746  
Page: 1

Advertiser: OAK RIDGE UTILITY DISTRICT  
ATTN: LAUREN TURPIN  
P.O. BOX 4189  
OAK RIDGE, TN 37831-4189

Station(s): WJXB-FM

Advertiser: OAK RIDGE UTILITY DISTRICT  
Product:  
Estimate #: PHMSA  
Agency Client Code:  
Buyer Name:

Salesperson(s): JANE CADE YOUNG  
Terms: NET 30

| Day | Date     | Time   | Ln | Length | Product | ISCI                      | Rate    |
|-----|----------|--------|----|--------|---------|---------------------------|---------|
| MON | 01/11/10 | 01:52p | 2  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| MON | 01/11/10 | 02:52p | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| MON | 01/11/10 | 05:24p | 3  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| MON | 01/11/10 | 08:47p | 1  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$65.00 |
| MON | 01/11/10 | 11:47p | 4  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| TUE | 01/12/10 | 11:20a | 2  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| TUE | 01/12/10 | 04:51p | 3  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| TUE | 01/12/10 | 06:50p | 1  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$65.00 |
| TUE | 01/12/10 | 09:20p | 4  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| TUE | 01/12/10 | 10:47p | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| WED | 01/13/10 | 01:38p | 2  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| WED | 01/13/10 | 05:38p | 3  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| WED | 01/13/10 | 07:20p | 1  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$65.00 |
| WED | 01/13/10 | 09:47p | 4  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| WED | 01/13/10 | 11:47p | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| THU | 01/14/10 | 12:38p | 2  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| THU | 01/14/10 | 05:24p | 3  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| THU | 01/14/10 | 06:50p | 1  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$65.00 |
| THU | 01/14/10 | 09:20p | 4  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| THU | 01/14/10 | 10:20p | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| FRI | 01/15/10 | 12:38p | 2  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| FRI | 01/15/10 | 04:24p | 3  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| FRI | 01/15/10 | 08:20p | 1  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$65.00 |
| FRI | 01/15/10 | 10:50p | 4  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| SAT | 01/16/10 | 04:20p | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| SUN | 01/17/10 | 08:20a | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| SUN | 01/17/10 | 11:50a | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| SUN | 01/17/10 | 05:50p | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| SUN | 01/17/10 | 07:47p | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| SUN | 01/17/10 | 08:47p | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| MON | 01/18/10 | 11:38a | 2  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| MON | 01/18/10 | 04:38p | 3  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| MON | 01/18/10 | 05:51p | 1  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$65.00 |





WJXB-FM  
P.O. BOX 27100  
KNOXVILLE, TN  
37927

# INVOICE

Invoice #: IN-1100162115  
Invoice Date: 01/28/2010  
Contract #: 321746  
Page: 2

| Day | Date     | Time   | Ln | Length | Product | ISCI                      | Rate    |
|-----|----------|--------|----|--------|---------|---------------------------|---------|
| MON | 01/18/10 | 11:20p | 4  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| TUE | 01/19/10 | 01:38p | 2  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| TUE | 01/19/10 | 04:24p | 3  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| TUE | 01/19/10 | 06:50p | 1  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$65.00 |
| TUE | 01/19/10 | 11:20p | 4  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| WED | 01/20/10 | 11:38a | 2  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| WED | 01/20/10 | 05:24p | 3  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| WED | 01/20/10 | 07:47p | 1  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$65.00 |
| WED | 01/20/10 | 09:47p | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| WED | 01/20/10 | 10:47p | 4  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| WED | 01/20/10 | 11:47p | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| THU | 01/21/10 | 11:20a | 2  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| THU | 01/21/10 | 05:24p | 3  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| THU | 01/21/10 | 08:20p | 1  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$65.00 |
| THU | 01/21/10 | 11:47p | 4  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| FRI | 01/22/10 | 07:44a | 1  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$65.00 |
| FRI | 01/22/10 | 12:38p | 2  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| FRI | 01/22/10 | 05:24p | 3  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$70.00 |
| FRI | 01/22/10 | 06:50p | 4  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| SAT | 01/23/10 | 09:20a | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| SAT | 01/23/10 | 06:50p | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| SAT | 01/23/10 | 08:50p | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| SUN | 01/24/10 | 06:20a | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| SUN | 01/24/10 | 08:20a | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| SUN | 01/24/10 | 05:50p | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| SUN | 01/24/10 | 07:47p | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |
| SUN | 01/24/10 | 09:20p | 5  | 30     |         | NATURAL GAS 1162 RADIO 30 | \$0.00  |

Remit To:  
WJXB-FM  
P O BOX 27100  
PHONE: (865)525-6000  
FAX: (865)525-2000  
KNOXVILLE, TN 37927

Invoice Totals  
Total Spots: 60  
Gross Amount: \$2,050.00  
Net Amount: \$2,050.00

PLEASE MAKE PROMPT PAYMENT

FEDERAL ID: 35-0813824

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE OFFICIAL PROGRAM LOG.  
ALL TIMES ARE APPROXIMATE WITHIN 15 MINUTES AND ARE WITHIN THE TIME CLASSIFICATION ORDERED.

NOTARY PUBLIC TENNESSEE  
NOTARY PUBLIC  
My commission expires Sept. 11, 2010  
TRAFFIC DIRECTOR



Script Affidavit

Agency:  
Advertiser: OAK RIDGE UTILITY DISTRICT  
Product:  
ISCI: NATURAL GAS 1162 RADIO 30  
Copy Length: 30

This announcement was broadcast at the following times at the following rates on station WJXB-FM program log.

Natural Gas is safe, clean, and reliable providing warm air comfort to homes making it the most popular heating source.

Oak Ridge Utility District provides natural gas service through underground pipelines extending to homes and businesses which cannot be seen.

ORUD reminds you to always call 8-1-1 before you dig or move any earth!

Calling 8-1-1 gets ALL your underground utilities marked.

Calling 8-1-1 before you dig prevents costly mistakes or injury to you and/or the environment.

8-1-1 is free.... More importantly it is the law!

Go to [www.orud.org](http://www.orud.org) for pipeline safety tips.

|       | # of Times Aired @ | Rate       |
|-------|--------------------|------------|
|       | 10                 | \$65.00    |
|       | 30                 | \$0.00     |
|       | 20                 | \$70.00    |
| Total | 60                 | \$2,050.00 |

This announcement was broadcast 60 times, and were invoiced to this station WJXB-FM client on invoice IN-1100162115 dated 1/28/10 for \$2,050.00.

The undersigned deposes and says that broadcasting service has been rendered by station in accordance with the attached invoice.

BY: [Signature] SUSAN HOLLINGSWORTH  
TRAFFIC MANAGER  
WJXB-FM  
KNOXVILLE, TN

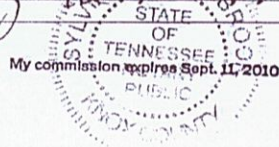
State of TN  
County of Knox

Subscribed and sworn to before me this 29 day of January 2010.

The above signed is personally known to me or proved to me on the basis of satisfactory evidence to be the person who appeared before me.

NOTARY PUBLIC  
My commission expires:

[Signature]  
My commission expires Sept. 11, 2010







WVLT  
PO Box 14200  
Tallahassee FL 32317-4200  
ph: 865-450-8888

Advertiser Oak Ridge Utility District (29306)  
Agency Direct Account (1)  
Buyer  
Salesperson Wood, Betsy (1498)  
ph: (865) 450-8888  
Product Gov-All/Other (1054)  
Brand Jan 2010 (70816)  
Acct Types Local/Commercials - Direct  
Est/Headline /  
Demo  
Revision  
Comments

Invoice 653371  
Inv Date 1/31/2010  
Terms Net 30  
Contract 280740  
Bill Type Calendar  
Period 1/1/2010 - 1/31/2010

Oak Ridge Utility District  
PO Box 4189  
Oak Ridge, TN 37831

000482

CO-OP/Order Type No/Normal  
Package  
Gen. Date 2/1/2010 8 21:24PM

WVLT - (CBS) Knoxville (WVLT)

### OFFICIAL BILLING INVOICE

| Line                                                                                                            | Type | Scheduled           | Schedule Days to Run        | Air Time                | Length | Program                                 | Copy/SCI            | Amount                                | Remarks        |
|-----------------------------------------------------------------------------------------------------------------|------|---------------------|-----------------------------|-------------------------|--------|-----------------------------------------|---------------------|---------------------------------------|----------------|
| 6.0                                                                                                             | SPOT | 7:57PM NEW ADV OF   | Day-W-2                     | 01/13/10 07:58 pm (We)  | 00:30  | NEW ADV OF OLD CHRISTINE/GARY UNMARRIED | CALL BEFORE YOU DIG | \$250.00                              |                |
| 6.0                                                                                                             | SPOT | 7:57PM NEW ADV OF   | Day-W-2                     | 01/13/10 08:16 pm (We)  | 00:30  | NEW ADV OF OLD CHRISTINE/GARY UNMARRIED | CALL BEFORE YOU DIG | \$250.00                              |                |
| 6.0                                                                                                             | SPOT | 7:57PM NEW ADV OF   | Day-W-2                     | 01/20/10 07:50 pm (We)  | 00:30  | NEW ADV OF OLD CHRISTINE/GARY UNMARRIED | CALL BEFORE YOU DIG | \$250.00                              |                |
| 6.0                                                                                                             | SPOT | 7:57PM NEW ADV OF   | Day-W-2                     | 01/20/10 08:18 pm (We)  | 00:30  | NEW ADV OF OLD CHRISTINE/GARY UNMARRIED | CALL BEFORE YOU DIG | \$250.00                              |                |
| 7.0                                                                                                             | SPOT | 7:58PM CRIME TIME S | Day-Sa-2                    | 01/23/10 07:50 pm (Sa)  | 00:30  | CRIME TIME SATURDAY                     | CALL BEFORE YOU DIG | \$200.00                              |                |
| 7.0                                                                                                             | SPOT | 7:58PM CRIME TIME S | Day-Sa-2                    | 01/23/10 08:50 pm (Sa)  | 00:30  | CRIME TIME SATURDAY                     | CALL BEFORE YOU DIG | \$200.00                              |                |
| 8.0                                                                                                             | SPOT |                     |                             | 01/22/10 (Fr)           |        | 1 preemp @ \$450.00                     |                     | \$0.00                                | Program change |
| 9.0                                                                                                             | SPOT | 3:30PM-4:00PM       | Per Week (1) Mo,Tu,We,Th,Fr | 01/13/10 03:29 pm (We)  | 00:30  | DR. OZ 1                                | CALL BEFORE YOU DIG | \$0.00                                |                |
| 10.0                                                                                                            | SPOT | 3:30PM-4:00PM       | Per Week (1) Mo,Tu,We,Th,Fr | 01/18/10 03:44 pm (Mo)  | 00:30  | DR. OZ 1                                | CALL BEFORE YOU DIG | \$0.00                                |                |
| 11.0                                                                                                            | SPOT | 4:30PM-5:00PM       | Per Week (1) Mo,Tu,We,Th,Fr | 01/12/10 04:45 pm (Fri) | 00:30  | THE ANDY GRIFFITH SHOW                  | CALL BEFORE YOU DIG | \$0.00                                |                |
| 12.0                                                                                                            | SPOT | 4:30PM-5:00PM       | Per Week (1) Mo,Tu,We,Th,Fr | 01/18/10 04:45 pm (Mo)  | 00:30  | THE ANDY GRIFFITH SHOW                  | CALL BEFORE YOU DIG | \$0.00                                |                |
| 13.0                                                                                                            | SPOT | 5:00PM-6:00PM       | Per Week (1) Mo,Tu,We,Th,Fr | 01/14/10 05:26 pm (Th)  | 00:30  | WVLT VOLUNTEER TV NEWS @ 5P             | CALL BEFORE YOU DIG | \$0.00                                |                |
| 14.0                                                                                                            | SPOT | 5:00PM-6:00PM       | Per Week (1) Mo,Tu,We,Th,Fr | 01/18/10 05:26 pm (Mo)  | 00:30  | WVLT VOLUNTEER TV NEWS @ 5P             | CALL BEFORE YOU DIG | \$0.00                                |                |
| 15.0                                                                                                            | SPOT | 7:00PM-7:30PM       | Per Week (1) Mo,Tu,We,Th,Fr | 01/15/10 07:11 pm (Fr)  | 00:30  | WVLT VOLUNTEER TV NEWS @ 7              | CALL BEFORE YOU DIG | \$0.00                                |                |
| 16.0                                                                                                            | SPOT | 7:00PM-7:30PM       | Per Week (1) Mo,Tu,We,Th,Fr | 01/18/10 07:14 pm (Mo)  | 00:30  | WVLT VOLUNTEER TV NEWS @ 7              | CALL BEFORE YOU DIG | \$0.00                                |                |
| 17.0                                                                                                            | SPOT | 6:00AM-10:00AM      | Per Week (2) Mo,Tu,We,Th,Fr | 01/14/10 08:51 am (Th)  | 00:30  | CBS EARLY SHOW                          | CALL BEFORE YOU DIG | \$0.00                                |                |
| 17.0                                                                                                            | SPOT | 6:00AM-10:00AM      | Per Week (2) Mo,Tu,We,Th,Fr | 01/15/10 08:51 am (Fr)  | 00:30  | CBS EARLY SHOW                          | CALL BEFORE YOU DIG | \$0.00                                |                |
| 18.0                                                                                                            | SPOT |                     |                             | 01/16/10 (Mo)           |        | 1 preemp @ \$0.00                       |                     | \$0.00                                | Preempt        |
| 18.0                                                                                                            | SPOT | 6:00AM-10:00AM      | Per Week (2) Mo,Tu,We,Th,Fr | 01/18/10 09:52 am (Fri) | 00:30  | LIVE WITH REGIS & KELLY                 | CALL BEFORE YOU DIG | \$0.00                                |                |
| 21.0                                                                                                            | SPOT | 8:00PM-60 MINUTES ( | Day-Su-1                    | 01/17/10 08:44 pm (Su)  | 00:30  | 60 MINUTES                              | CALL BEFORE YOU DIG | \$325.00                              |                |
| 22.0                                                                                                            | SPOT | 8:58PM TWO AND 1/2  | Day-M-1                     | 01/18/10 08:50 pm (Mo)  | 00:30  | TWO AND 1/2 MENUBG BANG THEORY          | CALL BEFORE YOU DIG | \$500.00                              |                |
| 23.0                                                                                                            | SPOT | 6:57PM-60 MINUTES   | Day-Su-1                    | 01/24/10 07:06 pm (Su)  | 00:30  | 60 MINUTES                              | CALL BEFORE YOU DIG | \$325.00                              |                |
| 24.0                                                                                                            | SPOT | 10:00PM-MEDIUM (up  | Day-F-1                     | 01/22/10 10:31 pm (Fr)  | 00:30  | MEDIUM                                  | CALL BEFORE YOU DIG | \$450.00                              | MID For 8.0.1  |
| To insure proper credit to your account, please include invoice number on your check.                           |      |                     |                             |                         |        |                                         |                     | Gross Total \$3,800.00 Total Spots 21 |                |
| We warrant that the actual broadcast information shown on this invoice was taken from the official program log. |      |                     |                             |                         |        |                                         |                     | Commission (\$0.00)                   |                |
|                                                                                                                 |      |                     |                             |                         |        |                                         |                     | Net Total \$3,800.00                  |                |





EVL  
PO Box 14200  
Tallahassee FL 32317-4200  
ph: 865-450-8888

Advertiser Oak Ridge Utility District (29306)  
Agency Direct Account (1)  
Buyer  
Salesperson Wood, Betsy (1498)  
ph: (865) 450-8888  
Product Gov/All/Other (1054)  
Brand Jan 2010 (70816)  
Acct Types Local/Commercials - Direct  
Est/Headline /  
Demo  
Revision  
Comments

Invoice 653406  
Inv Date 1/31/2010  
Terms Net 30  
Contract 280740  
Bill Type Calendar  
Period 1/1/2010 - 1/31/2010



Oak Ridge Utility District  
PO Box 4189  
Oak Ridge, TN 37831

000482

CO-OP/Order Type No/Normal  
Package  
Gen. Date 2/1/2010 8:22:31PM

EVL - (MyN) Knoxville (EVL)

## OFFICIAL BILLING INVOICE

| Line | Type | Scheduled          | Schedule Days to Run        | Air Time               | Length | Program                           | Copy/SCI            | Amount  | Remarks |
|------|------|--------------------|-----------------------------|------------------------|--------|-----------------------------------|---------------------|---------|---------|
| 1.0  | SPOT | 8:00PM LAW & ORDER | Day-M-1                     | 01/11/10 08:28 pm (Mo) | 00:30  | LAW & ORDER: CRIMINAL INTENT      | CALL BEFORE YOU DIG | \$75.00 |         |
| 1.0  | SPOT | 8:00PM LAW & ORDER | Day-M-1                     | 01/18/10 08:48 pm (Mo) | 00:30  | LAW & ORDER: CRIMINAL INTENT      | CALL BEFORE YOU DIG | \$75.00 |         |
| 2.0  | SPOT | 9:00PM LAW & ORDER | Day-M-1                     | 01/11/10 09:14 pm (Mo) | 00:30  | LAW & ORDER: CRIMINAL INTENT      | CALL BEFORE YOU DIG | \$75.00 |         |
| 3.0  | SPOT | 8:00PM ARE YOU SM  | Day-Tu-2                    | 01/12/10 08:16 pm (Tu) | 00:30  | ARE YOU SMARTER THAN A 5TH GRADER | CALL BEFORE YOU DIG | \$75.00 |         |
| 3.0  | SPOT | 8:00PM ARE YOU SM  | Day-Tu-2                    | 01/12/10 08:25 pm (Tu) | 00:30  | ARE YOU SMARTER THAN A 5TH GRADER | CALL BEFORE YOU DIG | \$75.00 |         |
| 4.0  | SPOT | 8:30PM ARE YOU SM  | Day-Tu-1                    | 01/19/10 08:48 pm (Tu) | 00:30  | ARE YOU SMARTER THAN A 5TH GRADER | CALL BEFORE YOU DIG | \$75.00 |         |
| 5.0  | SPOT | 8:00PM SEC BASKET  | Day-W-3                     | 01/13/10 09:31 pm (We) | 00:30  | SEC BASKETBALL                    | CALL BEFORE YOU DIG | \$75.00 |         |
| 5.0  | SPOT | 8:00PM SEC BASKET  | Day-W-3                     | 01/13/10 09:08 pm (We) | 00:30  | SEC BASKETBALL                    | CALL BEFORE YOU DIG | \$75.00 |         |
| 5.0  | SPOT | 8:00PM SEC BASKET  | Day-W-3                     | 01/13/10 10:01 pm (We) | 00:30  | SEC BASKETBALL                    | CALL BEFORE YOU DIG | \$75.00 |         |
| 5.0  | SPOT | 8:00PM SEC BASKET  | Day-W-3                     | 01/20/10 07:59 pm (We) | 00:30  | SEC BASKETBALL                    | CALL BEFORE YOU DIG | \$75.00 |         |
| 5.0  | SPOT | 8:00PM SEC BASKET  | Day-W-3                     | 01/20/10 08:57 pm (We) | 00:30  | SEC BASKETBALL                    | CALL BEFORE YOU DIG | \$75.00 |         |
| 5.0  | SPOT | 8:00PM SEC BASKET  | Day-W-3                     | 01/20/10 10:14 pm (We) | 00:30  | SEC BASKETBALL                    | CALL BEFORE YOU DIG | \$75.00 |         |
| 19.0 | SPOT | 10:00AM-1:00PM     | Per Week (S) Mo,Tu,We,Th,Fr | 01/13/10 11:31 am (We) | 00:30  | DR. OZ                            | CALL BEFORE YOU DIG | \$0.00  |         |
| 19.0 | SPOT | 10:00AM-1:00PM     | Per Week (S) Mo,Tu,We,Th,Fr | 01/13/10 12:15 pm (We) | 00:30  | INSIDE EDITION                    | CALL BEFORE YOU DIG | \$0.00  |         |
| 19.0 | SPOT | 10:00AM-1:00PM     | Per Week (S) Mo,Tu,We,Th,Fr | 01/14/10 11:53 am (Th) | 00:30  | DR. OZ                            | CALL BEFORE YOU DIG | \$0.00  |         |
| 19.0 | SPOT | 10:00AM-1:00PM     | Per Week (S) Mo,Tu,We,Th,Fr | 01/14/10 12:29 pm (Th) | 00:30  | INSIDE EDITION                    | CALL BEFORE YOU DIG | \$0.00  |         |
| 19.0 | SPOT | 10:00AM-1:00PM     | Per Week (S) Mo,Tu,We,Th,Fr | 01/15/10 10:56 am (Fr) | 00:30  | MARTHA                            | CALL BEFORE YOU DIG | \$0.00  |         |
| 19.0 | SPOT | 10:00AM-1:00PM     | Per Week (S) Mo,Tu,We,Th,Fr | 01/15/10 12:21 pm (Fr) | 00:30  | INSIDE EDITION                    | CALL BEFORE YOU DIG | \$0.00  |         |
| 20.0 | SPOT | 10:00AM-1:00PM     | Per Week (S) Mo,Tu,We,Th,Fr | 01/18/10 10:51 am (Mo) | 00:30  | MARTHA                            | CALL BEFORE YOU DIG | \$0.00  |         |
| 20.0 | SPOT | 10:00AM-1:00PM     | Per Week (S) Mo,Tu,We,Th,Fr | 01/19/10 12:22 pm (Tu) | 00:30  | INSIDE EDITION                    | CALL BEFORE YOU DIG | \$0.00  |         |
| 20.0 | SPOT | 10:00AM-1:00PM     | Per Week (S) Mo,Tu,We,Th,Fr | 01/19/10 12:58 pm (Tu) | 00:30  | JUDGE HATCHETT                    | CALL BEFORE YOU DIG | \$0.00  |         |
| 20.0 | SPOT | 10:00AM-1:00PM     | Per Week (S) Mo,Tu,We,Th,Fr | 01/21/10 12:28 pm (Th) | 00:30  | INSIDE EDITION                    | CALL BEFORE YOU DIG | \$0.00  |         |
| 20.0 | SPOT | 10:00AM-1:00PM     | Per Week (S) Mo,Tu,We,Th,Fr | 01/21/10 12:56 pm (Th) | 00:30  | JUDGE HATCHETT                    | CALL BEFORE YOU DIG | \$0.00  |         |
| 20.0 | SPOT | 10:00AM-1:00PM     | Per Week (S) Mo,Tu,We,Th,Fr | 01/22/10 10:24 am (Fr) | 00:30  | MARTHA                            | CALL BEFORE YOU DIG | \$0.00  |         |





EVL  
PO Box 14200  
Tallahassee FL 32317-4200  
ph: 865-450-8888

Advertiser Oak Ridge Utility District (29306)  
Agency Direct Account (1)  
Buyer  
Salesperson Wood, Betsy (1498)  
ph: (865) 450-8888  
Product Gov-All/Other (1054)  
Brand Jan 2010 (70816)  
Acct Types Local/Commercials - Direct  
Est/Headline /  
Demo  
Revision  
Comments

Invoice 653406  
Inv Date 1/31/2010  
Terms Net 30  
Contract 280740  
Bill Type Calendar  
Period 1/1/2010 - 1/31/2010

CO-OP/Order Type No/Normal  
Package  
Gen. Date 2/1/2010 8:22:31PM

Oak Ridge Utility District  
PO Box 4189  
Oak Ridge, TN 37831

### OFFICIAL BILLING INVOICE

| DUPLICATE INVOICE |      |           |                      |          |        |         |          |        |         |
|-------------------|------|-----------|----------------------|----------|--------|---------|----------|--------|---------|
| Line              | Type | Scheduled | Schedule Days to Run | Air Time | Length | Program | Copy/SC/ | Amount | Remarks |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |
|                   |      |           |                      |          |        |         |          |        |         |





ROANE NEWSPAPERS  
PO BOX 610  
KINGSTON, TN 37763-0610

|                  |                           |
|------------------|---------------------------|
| 1 BILLING PERIOD | 2 ADVERTISER/CLIENT NAME  |
| JANUARY 2010     | OAK RIDGE UTILITY DISTRIC |
| 3 PREVIOUS DUE   | 4 PAYMENT DUE BY          |
| 1485.60          | 2/15                      |
| 5 CURRENT DUE    | 6 PREVIOUS DUE            |
| 1485.60          | .00                       |
| 7 PREVIOUS DUE   | 8 PREVIOUS DUE            |
| .00              | .00                       |

ADVERTISING INVOICE and STATEMENT

|                                                                                              |                                                                                           |
|----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| OAK RIDGE UTILITY DISTRIC<br>ATTN ACCOUNTS PAYABLE<br>PO BOX 4189<br>OAK RIDGE TN 37831-4189 | ROANE NEWSPAPERS<br>LANDMARK COMM NEWSPAPERS<br>PO BOX 1118<br>SHELBYVILLE, KY 40066-1118 |
|----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|

|        |                |                          |                          |                                                       |                  |
|--------|----------------|--------------------------|--------------------------|-------------------------------------------------------|------------------|
| 1 PAGE | 2 BILLING DATE | 3 BILLING ACCOUNT NUMBER | 4 ADVERTISER/CLIENT NAME | 5 Change of address?<br>Please mark changes<br>above. | 6 AMOUNT PAID \$ |
| 1      | 1/31/2010      | 162-169455               |                          |                                                       |                  |

PLEASE DETACH AND RETURN THIS PORTION WITH YOUR REMITTANCE

TO AVOID DELAYS IN CREDITING YOUR ACCOUNT, PLEASE RETURN THE  
REMITTANCE STUB WITH YOUR PAYMENT IN THE SUPPLIED ENVELOPE  
OR PRINT THE ACCOUNT NUMBER FROM THIS BILL ON YOUR CHECK.

|      |     |                                |         |       |         |         |
|------|-----|--------------------------------|---------|-------|---------|---------|
| 1/15 |     | PREVIOUS BALANCE               |         |       | 241.25  | 241.25  |
| 1/11 | 0 2 | PAYMENT CK #34902              |         |       | 241.25- | 241.25- |
| 1/11 | 02  | GASLINE SAFETY                 | 3X10.50 | 11.60 | 365.40  | 365.40  |
| 1/11 |     | PRO                            | .00     |       | .00     | .00     |
| 1/11 |     | ADSPUS/MARKETPL762             |         |       | 6.00    | 6.00    |
| 1/15 | 0 2 | GASLINE SAFETY                 | 3X10.50 | 11.60 | 365.40  | 365.40  |
| 1/15 | 02  | PRO                            | .00     |       | .00     | .00     |
| 1/15 |     | ADSPUS/MARKETPL762             |         |       | 6.00    | 6.00    |
| 1/18 | 0 2 | GASLINE SAFETY                 | 3X10.50 | 11.60 | 365.40  | 365.40  |
| 1/18 | 02  | PRO                            | .00     |       | .00     | .00     |
| 1/18 |     | ADSPUS/MARKETPL762             |         |       | 6.00    | 6.00    |
| 1/22 | 0 2 | GASLINE SAFETY                 | 3X10.50 | 11.60 | 365.40  | 365.40  |
| 1/22 | 02  | PRO                            | .00     |       | .00     | .00     |
| 1/22 |     | ADSPUS/MARKETPL762             |         |       | 6.00    | 6.00    |
| 1/22 |     | TOTAL ROANE COUNTY NEWS        |         |       | 1485.60 | 1485.60 |
| ***  |     | TEARSHEETS IN SEPARATE MAILING |         |       |         |         |
|      |     | TOTAL DUE                      |         |       | 1485.60 | 1485.60 |

STATEMENT OF ACCOUNT IF TOTAL PAYMENT IS NOT RECEIVED BY DUE DATE, A SERVICE CHARGE OF 1.5% PER MONTH (18% ANNUAL PERCENTAGE RATE) WILL BE IMPOSED

|                |                |                |                |                |                |                |
|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| 1 PREVIOUS DUE | 2 PREVIOUS DUE | 3 PREVIOUS DUE | 4 PREVIOUS DUE | 5 PREVIOUS DUE | 6 PREVIOUS DUE | 7 PREVIOUS DUE |
| 1485.60        | .00            | .00            | .00            | 1485.60        | 1485.60        |                |

FOR BILLING QUESTIONS ROANE NEWSPAPERS, PO BOX 610, KINGSTON, TN 37763-0610  
PLEASE CONTACT: 1-865-376-3481 EXT. 325 OR EXT. 326

|                  |                          |                           |
|------------------|--------------------------|---------------------------|
| 1 BILLING PERIOD | 2 BILLING ACCOUNT NUMBER | 3 ADVERTISER/CLIENT NAME  |
| JANUARY 2010     | 162-169455               | OAK RIDGE UTILITY DISTRIC |
| 4 PREVIOUS DUE   | 5 PREVIOUS DUE           | 6 PREVIOUS DUE            |
| 4391.10          |                          |                           |

LANDMARK COMMUNITY NEWSPAPERS LLC - P.O. BOX 549 - SHELBYVILLE, KY 40066-0549 - 502/613-4134



— Public Service Announcement —



**Know what's below.  
Call before you dig.**

Natural Gas is safe, clean, efficient, and reliable bringing warm air comfort to homes and businesses. Because of this, it is America's most popular heating source.

At Oak Ridge Utility District we provide natural gas service through underground pipelines.

Main gas pipelines branch into household and business service lines which cannot be seen.

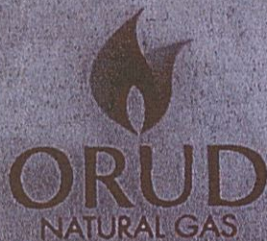
ORUD simply wants to remind our community to always call 8-1-1 before you dig or move any earth!

When you call 8-1-1 utility locaters will mark ALL underground utilities - not just your natural gas.

Protecting yourself and the environment by calling 8-1-1 before you dig can prevent a costly mistake and/or injury and this service is free ...

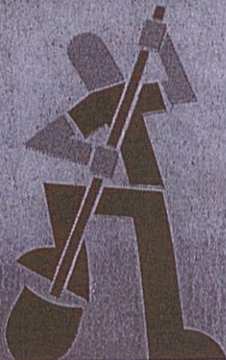
**But more importantly it is the law!**

Please go to [www.orud.org](http://www.orud.org) for more pipeline safety tips.



Comfortable. Responsible.

120 S. Jefferson Circle, Oak Ridge TN 37830  
(865)483-1377







WATE  
P.O. Box 60172  
Charlotte, NC 28260  
ph: (865) 637-6666  
fx: (865) 525-4091

Advertiser Oak Ridge Utility District (5590)  
Agency Direct Account (1)  
Buyer  
Salesperson Brown, Tanya (1121)  
ph: (865) 637-6666  
fx: (865) 525-4091x  
Product Utilities / Power Companies (1095)  
Brand PHMSA (57711)  
Acct Types Local/Spot Direct  
Est/Headline /  
Demo  
Revision  
Comments

Invoice 282933  
Inv Date 1/24/2010  
Terms Net 30  
Contract 107401  
Bill Type Standard  
Period 12/28/2009 - 1/24/2010

CO-OP/Order Type Yes/Normal  
Package  
Gen. Date 1/26/2010 9:49:24AM

Oak Ridge Utility District  
120 South Jefferson Circle  
Oak Ridge, TN 37830

AdM

## OFFICIAL BILLING INVOICE

WATE (WATE)

| Line | Type | Scheduled         | Schedule Days to Run      | Air Time              | Length | Copy/ISCI            | Amount   | Remarks     |
|------|------|-------------------|---------------------------|-----------------------|--------|----------------------|----------|-------------|
| 1.0  | NWS  | 10:59PM-WATE 6 Ne | Day,M-1,Tu-1,W-1,Th-1,F-1 | 01/12/10 11:35PM (Tu) | 00:30  | CALL BEFORE YOU DIG  | \$150.00 |             |
| 1.0  | NWS  | 10:59PM-WATE 6 Ne | Day,M-1,Tu-1,W-1,Th-1,F-1 | 01/13/10 11:30PM (We) | 00:30  | CALL BEFORE YOU DIG  | \$150.00 |             |
| 1.0  | NWS  | 10:59PM-WATE 6 Ne | Day,M-1,Tu-1,W-1,Th-1,F-1 | 01/14/10 11:14PM (Th) | 00:30  | CALL BEFORE YOU DIG  | \$150.00 |             |
| 1.0  | NWS  | 10:59PM-WATE 6 Ne | Day,M-1,Tu-1,W-1,Th-1,F-1 | 01/15/10 11:27PM (Fr) | 00:30  | CALL BEFORE YOU DIG  | \$150.00 |             |
| 1.0  | NWS  | 10:59PM-WATE 6 Ne | Day,M-1,Tu-1,W-1,Th-1,F-1 | 01/18/10 11:26PM (Mo) | 00:30  | CALL BEFORE YOU DIG  | \$150.00 |             |
| 1.0  | NWS  | 10:59PM-WATE 6 Ne | Day,M-1,Tu-1,W-1,Th-1,F-1 | 01/19/10 11:21PM (Tu) | 00:30  | CALL BEFORE YOU DIG  | \$150.00 |             |
| 1.0  | NWS  | 10:59PM-WATE 6 Ne | Day,M-1,Tu-1,W-1,Th-1,F-1 | 01/20/10 11:34PM (We) | 00:30  | CALL BEFORE YOU DIG  | \$150.00 |             |
| 1.0  | NWS  | 10:59PM-WATE 6 Ne | Day,M-1,Tu-1,W-1,Th-1,F-1 | 01/21/10 11:30PM (Th) | 00:30  | CALL BEFORE YOU DIG  | \$150.00 |             |
| 1.0  | NWS  | 10:59PM-WATE 6 Ne | Day,M-1,Tu-1,W-1,Th-1,F-1 | 01/22/10 11:33PM (Fr) | 00:30  | CALL BEFORE YOU DIG  | \$150.00 |             |
| 1.0  | NWS  |                   |                           | 01/11/10              |        | 1 preempt @ \$150.00 | \$0.00   | No Copy     |
| 2.0  | NWS  | 5:29PM-WATE 6 Ne  | Day,M-1,Tu-1,W-1,Th-1,F-1 | 01/12/10 5:56PM (Tu)  | 00:30  | CALL BEFORE YOU DIG  | \$150.00 |             |
| 2.0  | NWS  | 5:29PM-WATE 6 Ne  | Day,M-1,Tu-1,W-1,Th-1,F-1 | 01/13/10 5:44PM (We)  | 00:30  | CALL BEFORE YOU DIG  | \$150.00 |             |
| 2.0  | NWS  | 5:29PM-WATE 6 Ne  | Day,M-1,Tu-1,W-1,Th-1,F-1 | 01/14/10 5:52PM (Th)  | 00:30  | CALL BEFORE YOU DIG  | \$150.00 |             |
| 2.0  | NWS  | 5:29PM-WATE 6 Ne  | Day,M-1,Tu-1,W-1,Th-1,F-1 | 01/15/10 5:56PM (Fr)  | 00:30  | CALL BEFORE YOU DIG  | \$150.00 |             |
| 2.0  | NWS  | 5:29PM-WATE 6 Ne  | Day,M-1,Tu-1,W-1,Th-1,F-1 | 01/18/10 5:41PM (Mo)  | 00:30  | CALL BEFORE YOU DIG  | \$150.00 |             |
| 2.0  | NWS  | 5:29PM-WATE 6 Ne  | Day,M-1,Tu-1,W-1,Th-1,F-1 | 01/19/10 5:51PM (Tu)  | 00:30  | CALL BEFORE YOU DIG  | \$150.00 |             |
| 2.0  | NWS  | 5:29PM-WATE 6 Ne  | Day,M-1,Tu-1,W-1,Th-1,F-1 | 01/20/10 5:57PM (We)  | 00:30  | CALL BEFORE YOU DIG  | \$150.00 |             |
| 2.0  | NWS  | 5:29PM-WATE 6 Ne  | Day,M-1,Tu-1,W-1,Th-1,F-1 | 01/21/10 5:56PM (Th)  | 00:30  | CALL BEFORE YOU DIG  | \$150.00 |             |
| 2.0  | NWS  | 5:29PM-WATE 6 Ne  | Day,M-1,Tu-1,W-1,Th-1,F-1 | 01/22/10 5:37PM (Fr)  | 00:30  | CALL BEFORE YOU DIG  | \$150.00 |             |
| 2.0  | NWS  |                   |                           | 01/11/10              |        | 1 preempt @ \$150.00 | \$0.00   | No Copy     |
| 3.0  | NWS  | 4:58PM-WATE 6 Ne  | Day,M-1,Tu-1,W-1,Th-1,F-1 | 01/12/10 5:24PM (Tu)  | 00:30  | CALL BEFORE YOU DIG  | \$150.00 |             |
| 3.0  | NWS  | 4:58PM-WATE 6 Ne  | Day,M-1,Tu-1,W-1,Th-1,F-1 | 01/13/10 5:22PM (We)  | 00:30  | CALL BEFORE YOU DIG  | \$150.00 |             |
| 3.0  | NWS  | 4:58PM-WATE 6 Ne  | Day,M-1,Tu-1,W-1,Th-1,F-1 | 01/14/10 5:28PM (Th)  | 00:30  | CALL BEFORE YOU DIG  | \$150.00 |             |
| 3.0  | NWS  | 4:58PM-WATE 6 Ne  | Day,M-1,Tu-1,W-1,Th-1,F-1 | 01/18/10 5:11PM (Mo)  | 00:30  | CALL BEFORE YOU DIG  | \$150.00 |             |
| 3.0  | NWS  | 4:58PM-WATE 6 Ne  | Day,M-1,Tu-1,W-1,Th-1,F-1 | 01/19/10 5:21PM (Tu)  | 00:30  | CALL BEFORE YOU DIG  | \$150.00 |             |
| 3.0  | NWS  | 4:58PM-WATE 6 Ne  | Day,M-1,Tu-1,W-1,Th-1,F-1 | 01/20/10 5:23PM (We)  | 00:30  | CALL BEFORE YOU DIG  | \$150.00 |             |
| 3.0  | NWS  | 4:58PM-WATE 6 Ne  | Day,M-1,Tu-1,W-1,Th-1,F-1 | 01/21/10 5:25PM (Th)  | 00:30  | CALL BEFORE YOU DIG  | \$150.00 |             |
| 3.0  | NWS  | 4:58PM-WATE 6 Ne  | Day,M-1,Tu-1,W-1,Th-1,F-1 | 01/22/10 5:10PM (Fr)  | 00:30  | CALL BEFORE YOU DIG  | \$150.00 |             |
| 3.0  | NWS  |                   |                           | 01/11/10              |        | 1 preempt @ \$150.00 | \$0.00   | No Copy     |
| 3.0  | NWS  |                   |                           | 01/15/10              |        | 1 preempt @ \$150.00 | \$0.00   | Ill Preempt |





WATE  
P.O. Box 60172  
Charlotte, NC 28260  
ph: (865) 637-6666  
fx: (865) 525-4091

Oak Ridge Utility District  
120 South Jefferson Circle  
Oak Ridge, TN 37830

AdM

Advertiser Oak Ridge Utility District (5590)  
Agency Direct Account (1)  
Buyer  
Salesperson Brown, Tanya (1121)  
ph: (865) 637-6666  
fx: (865) 525-4091x  
Product Utilities / Power Companies (1095)  
Brand PHMSA (57711)  
Acct Types Local/Spot Direct  
Est/Headline /  
Demo  
Revision  
Comments

Invoice 282933  
Inv Date 1/24/2010  
Terms Net 30  
Contract 107401  
Bill Type Standard  
Period 12/28/2009 - 1/24/2010

CO-OP/Order Type Yes/Normal  
Package  
Gen. Date 1/26/2010 9:49:24AM

## OFFICIAL BILLING INVOICE

WATE (WATE)

| Line                                                                                                                                                                                                              | Type  | Scheduled             | Schedule Days to Run     | Air Time              | Length | Copy/ISCI           | Amount     | Remarks        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------------------|--------------------------|-----------------------|--------|---------------------|------------|----------------|
| 4.0                                                                                                                                                                                                               | NWS   | 10:59PM-WATE 6 New    | Per week (1),Tu,We,Th,Fr | 01/14/10 11:30PM (Th) | 00:30  | CALL BEFORE YOU DIG | \$150.00   | M/G For 1.0.1  |
| 5.0                                                                                                                                                                                                               | NWS   | 5:58PM-WATE 6 New     | Per week (1),Tu,We,Th,Fr | 01/14/10 6:28PM (Th)  | 00:30  | CALL BEFORE YOU DIG | \$150.00   | M/G For 2.0.1  |
| 6.0                                                                                                                                                                                                               | SPOT  | 7:28PM-Judge Judy     | Per week (1),Tu,We,Th,Fr | 01/13/10 7:39PM (We)  | 00:30  | CALL BEFORE YOU DIG | \$150.00   | M/G For 3.0.1  |
| 7.0                                                                                                                                                                                                               | PRIME | 9:00PM-Grey's Anatomy | Day,Th-1                 | 01/14/10 9:22PM (Th)  | 00:30  | CALL BEFORE YOU DIG | \$150.00   | M/G For 3.0.2  |
| <div style="text-align: center;"><p>NOTARIAL PUBLIC</p><p>I AFFIRM THAT THE FOREGOING PROGRAMS<br/>WERE TELECAST AT THE DATES AND TIMES<br/>SHOWN.</p><p>BY <i>[Signature]</i></p><p>STATE OF WISCONSIN</p></div> |       |                       |                          |                       |        |                     |            |                |
|                                                                                                                                                                                                                   |       |                       |                          |                       |        |                     |            |                |
|                                                                                                                                                                                                                   |       |                       |                          |                       |        |                     |            |                |
|                                                                                                                                                                                                                   |       |                       |                          |                       |        |                     |            |                |
| Gross Total                                                                                                                                                                                                       |       |                       |                          |                       |        |                     | \$4,500.00 | Total Spots 30 |
| Commission                                                                                                                                                                                                        |       |                       |                          |                       |        |                     | \$0.00     |                |
| Net Total                                                                                                                                                                                                         |       |                       |                          |                       |        |                     | \$4,500.00 |                |

We warrant that the actual broadcast information shown  
on this invoice was taken from the official program log.  
For contract Terms and Conditions, please visit this site:  
<http://lybiforms.com/images/TermsCon.pdf>.





WATE  
P.O. Box 60172  
Charlotte, NC 28260

Oak Ridge Utility District  
120 South Jefferson Circle  
Oak Ridge, TN 37830

AdM

Advertiser Oak Ridge Utility District (5590)  
Agency Direct Account (1)  
Buyer  
Salesperson Brown, Tanya (1121)  
ph: (865) 637-6666  
fx: (865) 525-4091x  
Utilities / Power Companies (1095)  
Product PHMSA (57711)  
Brand  
Acct Types Local/Spot Direct  
Est/Headline  
Comments

Invoice 282933  
Inv Date 1/24/2010  
Terms Net 30  
Contract 107401  
Bill Type Standard  
Period 12/28/2009 - 1/24/2010

Coop/Order Type Yes/Normal S  
Package  
Gen. Date 1/26/2010 9:49:24AM

Page 1

WATE (WATE)

# OFFICIAL BILLING INVOICE / CO-OP COPY

| Line                                                                                                                                                                                                                                                                         | Type  | Sch Time              | Scheduled Days to Run          | Air Date/Time         | Len   | Copy/ISCI           | Amount            | Remarks       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------------------|--------------------------------|-----------------------|-------|---------------------|-------------------|---------------|
| <b>Copy (ISC): CALL BEFORE YOU DIG</b>                                                                                                                                                                                                                                       |       |                       |                                |                       |       |                     |                   |               |
| 1.0                                                                                                                                                                                                                                                                          | NWS   | 10:59PM-WATE 6 N      | Day, M-1, Tu-1, W-1, Th-1, F-1 | 01/12/10 11:35PM (Tu) | 00:30 | CALL BEFORE YOU DIG | \$150.00          |               |
| 1.0                                                                                                                                                                                                                                                                          | NWS   | 10:59PM-WATE 6 N      | Day, M-1, Tu-1, W-1, Th-1, F-1 | 01/13/10 11:30PM (We) | 00:30 | CALL BEFORE YOU DIG | \$150.00          |               |
| 1.0                                                                                                                                                                                                                                                                          | NWS   | 10:59PM-WATE 6 N      | Day, M-1, Tu-1, W-1, Th-1, F-1 | 01/14/10 11:14PM (Th) | 00:30 | CALL BEFORE YOU DIG | \$150.00          |               |
| 1.0                                                                                                                                                                                                                                                                          | NWS   | 10:59PM-WATE 6 N      | Day, M-1, Tu-1, W-1, Th-1, F-1 | 01/15/10 11:27PM (Fr) | 00:30 | CALL BEFORE YOU DIG | \$150.00          |               |
| 1.0                                                                                                                                                                                                                                                                          | NWS   | 10:59PM-WATE 6 N      | Day, M-1, Tu-1, W-1, Th-1, F-1 | 01/18/10 11:26PM (Mo) | 00:30 | CALL BEFORE YOU DIG | \$150.00          |               |
| 1.0                                                                                                                                                                                                                                                                          | NWS   | 10:59PM-WATE 6 N      | Day, M-1, Tu-1, W-1, Th-1, F-1 | 01/19/10 11:21PM (Tu) | 00:30 | CALL BEFORE YOU DIG | \$150.00          |               |
| 1.0                                                                                                                                                                                                                                                                          | NWS   | 10:59PM-WATE 6 N      | Day, M-1, Tu-1, W-1, Th-1, F-1 | 01/20/10 11:34PM (We) | 00:30 | CALL BEFORE YOU DIG | \$150.00          |               |
| 1.0                                                                                                                                                                                                                                                                          | NWS   | 10:59PM-WATE 6 N      | Day, M-1, Tu-1, W-1, Th-1, F-1 | 01/21/10 11:30PM (Th) | 00:30 | CALL BEFORE YOU DIG | \$150.00          |               |
| 1.0                                                                                                                                                                                                                                                                          | NWS   | 10:59PM-WATE 6 N      | Day, M-1, Tu-1, W-1, Th-1, F-1 | 01/22/10 11:33PM (Fr) | 00:30 | CALL BEFORE YOU DIG | \$150.00          |               |
| 2.0                                                                                                                                                                                                                                                                          | NWS   | 5:29PM-WATE 6 N       | Day, M-1, Tu-1, W-1, Th-1, F-1 | 01/12/10 5:56PM (Tu)  | 00:30 | CALL BEFORE YOU DIG | \$150.00          |               |
| 2.0                                                                                                                                                                                                                                                                          | NWS   | 5:29PM-WATE 6 N       | Day, M-1, Tu-1, W-1, Th-1, F-1 | 01/13/10 5:44PM (We)  | 00:30 | CALL BEFORE YOU DIG | \$150.00          |               |
| 2.0                                                                                                                                                                                                                                                                          | NWS   | 5:29PM-WATE 6 N       | Day, M-1, Tu-1, W-1, Th-1, F-1 | 01/14/10 5:52PM (Th)  | 00:30 | CALL BEFORE YOU DIG | \$150.00          |               |
| 2.0                                                                                                                                                                                                                                                                          | NWS   | 5:29PM-WATE 6 N       | Day, M-1, Tu-1, W-1, Th-1, F-1 | 01/15/10 5:56PM (Fr)  | 00:30 | CALL BEFORE YOU DIG | \$150.00          |               |
| 2.0                                                                                                                                                                                                                                                                          | NWS   | 5:29PM-WATE 6 N       | Day, M-1, Tu-1, W-1, Th-1, F-1 | 01/18/10 5:41PM (Mo)  | 00:30 | CALL BEFORE YOU DIG | \$150.00          |               |
| 2.0                                                                                                                                                                                                                                                                          | NWS   | 5:29PM-WATE 6 N       | Day, M-1, Tu-1, W-1, Th-1, F-1 | 01/19/10 5:51PM (Tu)  | 00:30 | CALL BEFORE YOU DIG | \$150.00          |               |
| 2.0                                                                                                                                                                                                                                                                          | NWS   | 5:29PM-WATE 6 N       | Day, M-1, Tu-1, W-1, Th-1, F-1 | 01/20/10 5:57PM (We)  | 00:30 | CALL BEFORE YOU DIG | \$150.00          |               |
| 2.0                                                                                                                                                                                                                                                                          | NWS   | 5:29PM-WATE 6 N       | Day, M-1, Tu-1, W-1, Th-1, F-1 | 01/21/10 5:56PM (Th)  | 00:30 | CALL BEFORE YOU DIG | \$150.00          |               |
| 2.0                                                                                                                                                                                                                                                                          | NWS   | 5:29PM-WATE 6 N       | Day, M-1, Tu-1, W-1, Th-1, F-1 | 01/22/10 5:37PM (Fr)  | 00:30 | CALL BEFORE YOU DIG | \$150.00          |               |
| 3.0                                                                                                                                                                                                                                                                          | NWS   | 4:58PM-WATE 6 N       | Day, M-1, Tu-1, W-1, Th-1, F-1 | 01/12/10 5:24PM (Tu)  | 00:30 | CALL BEFORE YOU DIG | \$150.00          |               |
| 3.0                                                                                                                                                                                                                                                                          | NWS   | 4:58PM-WATE 6 N       | Day, M-1, Tu-1, W-1, Th-1, F-1 | 01/13/10 5:22PM (We)  | 00:30 | CALL BEFORE YOU DIG | \$150.00          |               |
| 3.0                                                                                                                                                                                                                                                                          | NWS   | 4:58PM-WATE 6 N       | Day, M-1, Tu-1, W-1, Th-1, F-1 | 01/14/10 5:28PM (Th)  | 00:30 | CALL BEFORE YOU DIG | \$150.00          |               |
| 3.0                                                                                                                                                                                                                                                                          | NWS   | 4:58PM-WATE 6 N       | Day, M-1, Tu-1, W-1, Th-1, F-1 | 01/18/10 5:11PM (Mo)  | 00:30 | CALL BEFORE YOU DIG | \$150.00          |               |
| 3.0                                                                                                                                                                                                                                                                          | NWS   | 4:58PM-WATE 6 N       | Day, M-1, Tu-1, W-1, Th-1, F-1 | 01/19/10 5:21PM (Tu)  | 00:30 | CALL BEFORE YOU DIG | \$150.00          |               |
| 3.0                                                                                                                                                                                                                                                                          | NWS   | 4:58PM-WATE 6 N       | Day, M-1, Tu-1, W-1, Th-1, F-1 | 01/20/10 5:23PM (We)  | 00:30 | CALL BEFORE YOU DIG | \$150.00          |               |
| 3.0                                                                                                                                                                                                                                                                          | NWS   | 4:58PM-WATE 6 N       | Day, M-1, Tu-1, W-1, Th-1, F-1 | 01/21/10 5:25PM (Th)  | 00:30 | CALL BEFORE YOU DIG | \$150.00          |               |
| 3.0                                                                                                                                                                                                                                                                          | NWS   | 4:58PM-WATE 6 N       | Day, M-1, Tu-1, W-1, Th-1, F-1 | 01/22/10 5:10PM (Fr)  | 00:30 | CALL BEFORE YOU DIG | \$150.00          |               |
| 4.0                                                                                                                                                                                                                                                                          | NWS   | 10:59PM-WATE 6 N      | Per week (1), Tu, We, Th, Fr   | 01/14/10 11:30PM (Th) | 00:30 | CALL BEFORE YOU DIG | \$150.00          | M/G For 1.0.1 |
| 5.0                                                                                                                                                                                                                                                                          | NWS   | 5:58PM-WATE 6 N       | Per week (1), Tu, We, Th, Fr   | 01/14/10 6:28PM (Th)  | 00:30 | CALL BEFORE YOU DIG | \$150.00          | M/G For 2.0.1 |
| 6.0                                                                                                                                                                                                                                                                          | SPOT  | 7:28PM-Judge Judy     | Per week (1), Tu, We, Th, Fr   | 01/13/10 7:39PM (We)  | 00:30 | CALL BEFORE YOU DIG | \$150.00          | M/G For 3.0.1 |
| 7.0                                                                                                                                                                                                                                                                          | PRIME | 9:00PM-Grey's Anatomy | Day, Th-1                      | 01/14/10 9:22PM (Th)  | 00:30 | CALL BEFORE YOU DIG | \$150.00          | M/G For 3.0.2 |
| <b>Totals for Copy (ISC): CALL BEFORE YOU DIG</b>                                                                                                                                                                                                                            |       |                       |                                |                       |       |                     |                   |               |
| We warrant that the actual broadcast information shown on this invoice was taken from the official program log. For contract Terms and Conditions, please visit this site: <a href="http://lybiforms.com/images/TermsCon.pdf">http://lybiforms.com/images/TermsCon.pdf</a> . |       |                       |                                |                       |       |                     | Gross Total       | \$4,500.00    |
|                                                                                                                                                                                                                                                                              |       |                       |                                |                       |       |                     | Agency Commission | \$0.00        |
|                                                                                                                                                                                                                                                                              |       |                       |                                |                       |       |                     | Net Total         | \$4,500.00    |
|                                                                                                                                                                                                                                                                              |       |                       |                                |                       |       |                     | Total Spots       | 30            |

STATE OF WISCONSIN  
NOTARY PUBLIC  
I AFFIRM THAT THE FOREGOING PROGRAMS WERE TELECASTED ON THE DATES AND TIMES SHOWN.  
BY: *[Signature]*  
DATE: *[Signature]*



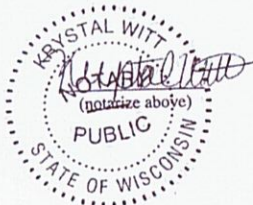


## COMMERCIAL FORMAT

CLIENT: Oak Ridge Utility District  
TITLE: Call before you dig  
DATE: Jan10

| AUDIO                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  | Event<br>Time | Run<br>Time |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|---------------|-------------|
| <p>Natural Gas is safe, clean, efficient, and reliable; bringing warm air comfort to homes and businesses. Because of this it is America's most popular heating source.</p> <p>At Oak Ridge Utility District we provide natural gas service through underground pipelines.</p> <p>Main gas pipelines branch into household and business service lines, which cannot be seen.</p> <p>ORUD simply wants to remind our community <u>to always call 8-1-1 before you dig or move any earth!</u></p> <p><u>When you call 8-1-1 utility locaters will mark ALL underground utilities - not just your natural gas.</u></p> <p>Protecting yourself and the environment by calling 8-1-1 before you dig can prevent a costly mistake and /or injury and this service is free....<b>But more importantly it is the law!</b></p> <p>Please go to <a href="http://www.orud.org">www.orud.org</a> for more natural gas and pipeline safety tips.</p> |  | :30           |             |

This announcement was broadcast a total of 30 times at the dates and times coded Call Before You Dig on our attached invoice(s) numbered/dated 282933, as entered in the station's program log. This announcement was billed to this station's client at a total cost of \$ 4500.00.



WATE  
Station





# INVOICE

Invoice #: IN-1100154851  
 Invoice Date: 01/24/2010  
 Contract #: 37788  
 Page: 1

Advertiser: Oak Ridge Utility District  
 120 S. Jefferson Circle  
 Oak Ridge, TN 37830

Station(s): WKHT-FM

Advertiser: Oak Ridge Utility District  
 Product: Oak Ridge Utility District  
 Estimate #: PHMSA  
 Agency Client Code:  
 Buyer Name:

*Brenda Lucas*  
 Subscribed and sworn to me this 26<sup>th</sup> day of January  
2010  
*Catherine M. M. M.*  
 NOTARY PUBLIC (SEAL) State of Tennessee, County  
 of Knox. My Commission  
 Expires 10-13

Salesperson(s): Tiffany Jerald  
 Terms: Net 30

| Day | Date     | Time   | Ln | Length | Product          | ISCI | Rate    |
|-----|----------|--------|----|--------|------------------|------|---------|
| MON | 01/11/10 | 02:25a | 4  | 30     | ORUD Natural Gas |      | \$0.00  |
| MON | 01/11/10 | 06:10a | 1  | 30     | ORUD Natural Gas |      | \$30.00 |
| MON | 01/11/10 | 07:31a | 1  | 30     | ORUD Natural Gas |      | \$30.00 |
| MON | 01/11/10 | 08:33a | 1  | 30     | ORUD Natural Gas |      | \$30.00 |
| MON | 01/11/10 | 11:16a | 2  | 30     | ORUD Natural Gas |      | \$32.00 |
| MON | 01/11/10 | 12:30p | 2  | 30     | ORUD Natural Gas |      | \$32.00 |
| MON | 01/11/10 | 01:29p | 2  | 30     | ORUD Natural Gas |      | \$32.00 |
| MON | 01/11/10 | 02:37p | 4  | 30     | ORUD Natural Gas |      | \$0.00  |
| MON | 01/11/10 | 03:49p | 4  | 30     | ORUD Natural Gas |      | \$0.00  |
| MON | 01/11/10 | 04:48p | 3  | 30     | ORUD Natural Gas |      | \$50.00 |
| MON | 01/11/10 | 05:57p | 3  | 30     | ORUD Natural Gas |      | \$50.00 |
| MON | 01/11/10 | 08:38p | 4  | 30     | ORUD Natural Gas |      | \$0.00  |
| MON | 01/11/10 | 11:32p | 4  | 30     | ORUD Natural Gas |      | \$0.00  |
| TUE | 01/12/10 | 01:29a | 4  | 30     | ORUD Natural Gas |      | \$0.00  |
| TUE | 01/12/10 | 04:26a | 4  | 30     | ORUD Natural Gas |      | \$0.00  |
| TUE | 01/12/10 | 07:43a | 1  | 30     | ORUD Natural Gas |      | \$30.00 |
| TUE | 01/12/10 | 08:45a | 1  | 30     | ORUD Natural Gas |      | \$30.00 |
| TUE | 01/12/10 | 11:16a | 2  | 30     | ORUD Natural Gas |      | \$32.00 |
| TUE | 01/12/10 | 01:14p | 2  | 30     | ORUD Natural Gas |      | \$32.00 |
| TUE | 01/12/10 | 04:33p | 3  | 30     | ORUD Natural Gas |      | \$50.00 |
| TUE | 01/12/10 | 05:55p | 3  | 30     | ORUD Natural Gas |      | \$50.00 |
| WED | 01/13/10 | 06:15a | 1  | 30     | ORUD Natural Gas |      | \$30.00 |
| WED | 01/13/10 | 07:12a | 1  | 30     | ORUD Natural Gas |      | \$30.00 |
| WED | 01/13/10 | 11:16a | 2  | 30     | ORUD Natural Gas |      | \$32.00 |
| WED | 01/13/10 | 04:17p | 3  | 30     | ORUD Natural Gas |      | \$50.00 |
| WED | 01/13/10 | 05:26p | 3  | 30     | ORUD Natural Gas |      | \$50.00 |
| THU | 01/14/10 | 06:35a | 1  | 30     | ORUD Natural Gas |      | \$30.00 |
| THU | 01/14/10 | 11:47a | 2  | 30     | ORUD Natural Gas |      | \$32.00 |
| THU | 01/14/10 | 12:55p | 2  | 30     | ORUD Natural Gas |      | \$32.00 |
| THU | 01/14/10 | 01:44p | 2  | 30     | ORUD Natural Gas |      | \$32.00 |
| THU | 01/14/10 | 04:16p | 3  | 30     | ORUD Natural Gas |      | \$50.00 |
| THU | 01/14/10 | 05:53p | 3  | 30     | ORUD Natural Gas |      | \$50.00 |
| THU | 01/14/10 | 07:14p | 4  | 30     | ORUD Natural Gas |      | \$0.00  |





# INVOICE

Invoice #: IN-1100154851  
 Invoice Date: 01/24/2010  
 Contract #: 37788  
 Page: 2

| Day | Date     | Time   | Ln | Length | Product          | ISCI | Rate    |
|-----|----------|--------|----|--------|------------------|------|---------|
| FRI | 01/15/10 | 06:36a | 1  | 30     | ORUD Natural Gas |      | \$30.00 |
| FRI | 01/15/10 | 07:50a | 1  | 30     | ORUD Natural Gas |      | \$30.00 |
| FRI | 01/15/10 | 11:50a | 2  | 30     | ORUD Natural Gas |      | \$32.00 |
| FRI | 01/15/10 | 04:14p | 3  | 30     | ORUD Natural Gas |      | \$50.00 |
| FRI | 01/15/10 | 05:27p | 3  | 30     | ORUD Natural Gas |      | \$50.00 |
| SAT | 01/16/10 | 05:34p | 4  | 30     | ORUD Natural Gas |      | \$0.00  |
| SUN | 01/17/10 | 03:30a | 4  | 30     | ORUD Natural Gas |      | \$0.00  |
| MON | 01/18/10 | 12:33a | 4  | 30     | ORUD Natural Gas |      | \$0.00  |
| MON | 01/18/10 | 05:33a | 4  | 30     | ORUD Natural Gas |      | \$0.00  |
| MON | 01/18/10 | 07:16a | 1  | 30     | ORUD Natural Gas |      | \$30.00 |
| MON | 01/18/10 | 08:16a | 1  | 30     | ORUD Natural Gas |      | \$30.00 |
| MON | 01/18/10 | 11:43a | 2  | 30     | ORUD Natural Gas |      | \$32.00 |
| MON | 01/18/10 | 01:17p | 2  | 30     | ORUD Natural Gas |      | \$32.00 |
| MON | 01/18/10 | 04:14p | 3  | 30     | ORUD Natural Gas |      | \$50.00 |
| MON | 01/18/10 | 05:28p | 3  | 30     | ORUD Natural Gas |      | \$50.00 |
| TUE | 01/19/10 | 05:13a | 4  | 30     | ORUD Natural Gas |      | \$0.00  |
| TUE | 01/19/10 | 06:30a | 1  | 30     | ORUD Natural Gas |      | \$30.00 |
| TUE | 01/19/10 | 07:33a | 1  | 30     | ORUD Natural Gas |      | \$30.00 |
| TUE | 01/19/10 | 08:36a | 1  | 30     | ORUD Natural Gas |      | \$30.00 |
| TUE | 01/19/10 | 11:16a | 2  | 30     | ORUD Natural Gas |      | \$32.00 |
| TUE | 01/19/10 | 12:29p | 2  | 30     | ORUD Natural Gas |      | \$32.00 |
| TUE | 01/19/10 | 04:13p | 3  | 30     | ORUD Natural Gas |      | \$50.00 |
| TUE | 01/19/10 | 05:28p | 3  | 30     | ORUD Natural Gas |      | \$50.00 |
| TUE | 01/19/10 | 10:31p | 4  | 30     | ORUD Natural Gas |      | \$0.00  |
| WED | 01/20/10 | 06:18a | 1  | 30     | ORUD Natural Gas |      | \$30.00 |
| WED | 01/20/10 | 07:16a | 1  | 30     | ORUD Natural Gas |      | \$30.00 |
| WED | 01/20/10 | 09:46a | 4  | 30     | ORUD Natural Gas |      | \$0.00  |
| WED | 01/20/10 | 11:14a | 2  | 30     | ORUD Natural Gas |      | \$32.00 |
| WED | 01/20/10 | 12:28p | 2  | 30     | ORUD Natural Gas |      | \$32.00 |
| WED | 01/20/10 | 04:14p | 3  | 30     | ORUD Natural Gas |      | \$50.00 |
| WED | 01/20/10 | 05:28p | 3  | 30     | ORUD Natural Gas |      | \$50.00 |
| THU | 01/21/10 | 06:10a | 1  | 30     | ORUD Natural Gas |      | \$30.00 |
| THU | 01/21/10 | 11:14a | 2  | 30     | ORUD Natural Gas |      | \$32.00 |
| THU | 01/21/10 | 12:29p | 2  | 30     | ORUD Natural Gas |      | \$32.00 |
| THU | 01/21/10 | 01:46p | 2  | 30     | ORUD Natural Gas |      | \$32.00 |
| THU | 01/21/10 | 04:13p | 3  | 30     | ORUD Natural Gas |      | \$50.00 |
| THU | 01/21/10 | 05:20p | 3  | 30     | ORUD Natural Gas |      | \$50.00 |
| THU | 01/21/10 | 06:11p | 4  | 30     | ORUD Natural Gas |      | \$0.00  |
| THU | 01/21/10 | 08:37p | 4  | 30     | ORUD Natural Gas |      | \$0.00  |
| FRI | 01/22/10 | 06:14a | 1  | 30     | ORUD Natural Gas |      | \$30.00 |
| FRI | 01/22/10 | 08:16a | 1  | 30     | ORUD Natural Gas |      | \$30.00 |
| FRI | 01/22/10 | 11:15a | 2  | 30     | ORUD Natural Gas |      | \$32.00 |
| FRI | 01/22/10 | 01:10p | 4  | 30     | ORUD Natural Gas |      | \$0.00  |
| FRI | 01/22/10 | 04:33p | 3  | 30     | ORUD Natural Gas |      | \$50.00 |
| FRI | 01/22/10 | 05:52p | 3  | 30     | ORUD Natural Gas |      | \$50.00 |
| SAT | 01/23/10 | 06:15a | 4  | 30     | ORUD Natural Gas |      | \$0.00  |
| SUN | 01/24/10 | 07:30a | 4  | 30     | ORUD Natural Gas |      | \$0.00  |





## INVOICE

Invoice #: IN-1100154851  
Invoice Date: 01/24/2010  
Contract #: 37788  
Page: 3

We Appreciate Your Business, Thank You!

Remit To:  
Journal Broadcast Group  
Dept. 888109  
Knoxville, TN 37995-8109

| Invoice Totals     |            |
|--------------------|------------|
| Total Spots:       | 80         |
| Gross Amount:      | \$2,240.00 |
| Net 30 Net Amount: | \$2,240.00 |

This station warrants that the programs/announcements indicated above were broadcast in accordance with the official station log.

Please include a copy of this invoice with your payment -- Thank you!

For any questions please contact Accounts Receivable at 865-824-1021



## Production Form

NAME: Oak Ridge Utility District

CT: ORUD NATURAL GAS

1: 30

DATES: 1/11-1/22

USED: No music

CTION DONE BY: BRAD



NATURAL GAS IS SAFE, CLEAN, AND RELIABLE PROVIDING  
WARM AIR COMFORT TO HOMES MAKING IT THE MOST  
POPULAR HEATING SOURCE. OAK RIDGE UTILITY DISTRICT  
PROVIDES NATURAL GAS SERVICE THROUGH UNDERGROUND  
PIPELINES EXTENDING TO HOMES AND BUSINESSES WHICH  
CANNOT BE SEEN. ORUD REMINDS YOU TO ALWAYS CALL 8-1-1  
BEFORE YOU DIG OR MOVE ANY EARTH! CALLING 8-1-1  
GETS ALL YOUR UNDERGROUND UTILITIES MARKED.  
CALLING 8-1-1 BEFORE YOU DIG PREVENTS COSTLY MISTAKES  
OR INJURY TO YOU AND/OR THE ENVIRONMENT. 8-1-1-IS FREE....  
:30 MORE IMPORTANTLY IT IS THE LAW! GO TO WWW.ORUD.ORG  
FOR PIPELINE SAFETY TIPS.

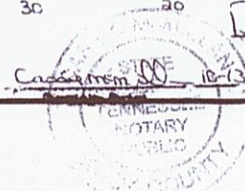
ORUD is pronounced

O-R-U-D.

### AFFIDAVIT OF PERFORMANCE

:60 This announcement was broadcast 30 times, as entered in the station's  
program log. The times this announcement was broadcast were billed to this station's  
client on our invoice(s) numbered/dated 1100154951 at his agreed rate of  
\$ 50 each for 30 announcements, for a total of 1,500  
\$ 32 each for 20 announcements, for a total of 640  
\$ 0 each for 20 announcements, for a total of 0  
30 20 600

Brenda Lucas  
Station Official  
People Director





**Script Affidavit**

Agency:  
 Advertiser: Oak Ridge Utility District  
 Product: ORUD Natural Gas  
 ISCI:  
 Copy Length: 30

This announcement was broadcast at the following times at the following rates on station WKHT-FM program log.

|              | <i># of Times Aired @</i> | <i>Rate</i>       |
|--------------|---------------------------|-------------------|
|              | 20                        | \$50.00           |
|              | 20                        | \$32.00           |
|              | 20                        | \$0.00            |
|              | 20                        | \$30.00           |
| <b>Total</b> | <b>80</b>                 | <b>\$2,240.00</b> |

This announcement was broadcast 80 times, and were invoiced to this station WKHT-FM client on invoice IN-1100154851 dated 1/24/10 for \$2,240.00.

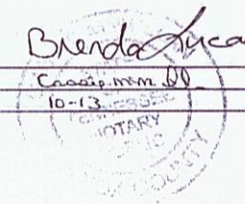
The undersigned deposes and says that broadcasting service has been rendered by station in accordance with the attached invoice.

BY: \_\_\_\_\_

State of Tennessee  
 County of Knox

Subscribed and sworn to before me this 26<sup>th</sup> day of January 2010.

The above signed is personally known to me or proved to me on the basis of satisfactory evidence to be the person who appeared before me.

  
 NOTARY PUBLIC, \_\_\_\_\_  
 My commission expires: 10-13-2010



Momentum Broadcasting LLC  
408 N Cedar Bluff Rd.  
Suite 252  
Knoxville, TN 37923

## 106.1 The River Invoice

Invoice ID: 10010060  
Invoice Date: 1/31/2010  
Account ID: 0027  
Order ID: 0027-003  
Account Rep: Suzy Gunter

Amount Due: \$700.00

Amount Paid: \_\_\_\_\_

OAK RIDGE UTILITY DISTRICT  
P.O. BOX 4189  
OAK RIDGE, TN 37837

Sponsor: Oak Ridge Utility District / ORUD: PSA Campaign for P.O./Estimate # PHMSA  
To be paid with: PHMSA

Page 1

| Date      | Time     | Length | Description | CopyID / ISCI Code | Cost      |
|-----------|----------|--------|-------------|--------------------|-----------|
| 1/11/2010 | 06:25 AM | :30    | Spot        | 8208               | [Package] |
| 1/11/2010 | 07:27 AM | :30    | Spot        | 8208               | [Package] |
| 1/11/2010 | 10:52 AM | :30    | Spot        | 8208               | [Package] |
| 1/11/2010 | 12:26 PM | :30    | Spot        | 8208               | [Package] |
| 1/11/2010 | 03:22 PM | :30    | Spot        | 8208               | [Package] |
| 1/11/2010 | 04:25 PM | :30    | Spot        | 8208               | [Package] |
| 1/11/2010 | 09:48 PM | :30    | Spot        | 8208               | [Package] |
| 1/12/2010 | 08:22 AM | :30    | Spot        | 8208               | [Package] |
| 1/12/2010 | 10:48 AM | :30    | Spot        | 8208               | [Package] |
| 1/12/2010 | 11:51 AM | :30    | Spot        | 8208               | [Package] |
| 1/12/2010 | 01:50 PM | :30    | Spot        | 8208               | [Package] |
| 1/12/2010 | 04:53 PM | :30    | Spot        | 8208               | [Package] |
| 1/12/2010 | 06:23 PM | :30    | Spot        | 8208               | [Package] |
| 1/12/2010 | 08:22 PM | :30    | Spot        | 8208               | [Package] |
| 1/13/2010 | 06:25 AM | :30    | Spot        | 8208               | [Package] |
| 1/13/2010 | 07:24 AM | :30    | Spot        | 8208               | [Package] |
| 1/13/2010 | 11:52 AM | :30    | Spot        | 8208               | [Package] |
| 1/13/2010 | 02:22 PM | :30    | Spot        | 8208               | [Package] |
| 1/13/2010 | 03:23 PM | :30    | Spot        | 8208               | [Package] |
| 1/13/2010 | 05:21 PM | :30    | Spot        | 8208               | [Package] |
| 1/13/2010 | 11:21 PM | :30    | Spot        | 8208               | [Package] |
| 1/14/2010 | 08:23 AM | :30    | Spot        | 8208               | [Package] |
| 1/14/2010 | 09:22 AM | :30    | Spot        | 8208               | [Package] |
| 1/14/2010 | 12:21 PM | :30    | Spot        | 8208               | [Package] |
| 1/14/2010 | 01:19 PM | :30    | Spot        | 8208               | [Package] |
| 1/14/2010 | 04:21 PM | :30    | Spot        | 8208               | [Package] |
| 1/14/2010 | 06:23 PM | :30    | Spot        | 8208               | [Package] |
| 1/14/2010 | 09:23 PM | :30    | Spot        | 8208               | [Package] |
| 1/15/2010 | 06:29 AM | :30    | Spot        | 8208               | [Package] |
| 1/15/2010 | 07:28 AM | :30    | Spot        | 8208               | [Package] |
| 1/15/2010 | 11:25 AM | :30    | Spot        | 8208               | [Package] |
| 1/15/2010 | 02:20 PM | :30    | Spot        | 8208               | [Package] |
| 1/15/2010 | 03:20 PM | :30    | Spot        | 8208               | [Package] |
| 1/15/2010 | 05:21 PM | :30    | Spot        | 8208               | [Package] |
| 1/15/2010 | 10:22 PM | :30    | Spot        | 8208               | [Package] |
| 1/18/2010 | 08:23 AM | :30    | Spot        | 8208               | [Package] |
| 1/18/2010 | 09:19 AM | :30    | Spot        | 8208               | [Package] |
| 1/18/2010 | 12:21 PM | :30    | Spot        | 8208               | [Package] |
| 1/18/2010 | 01:22 PM | :30    | Spot        | 8208               | [Package] |
| 1/18/2010 | 04:24 PM | :30    | Spot        | 8208               | [Package] |
| 1/18/2010 | 06:23 PM | :30    | Spot        | 8208               | [Package] |
| 1/18/2010 | 08:20 PM | :30    | Spot        | 8208               | [Package] |

AFFIDAVIT OF PERFORMANCE: I certify that, in accordance with the  
Official Station Logs, announcements were broadcast as shown on this invoice.

Continued

STATE OF \_\_\_\_\_  
COUNTY OF \_\_\_\_\_  
Subscribed and sworn before me this \_\_\_\_\_ day of \_\_\_\_\_  
\_\_\_\_\_, NOTARY PUBLIC



# 106.1 The River Invoice

Sponsor: Oak Ridge Utility District / ORUD: PSA Campaign for P.O./Estimate # PHMSA  
To be paid with: PHMSA

Invoice ID: 10010060  
Invoice Date: 1/31/2010

Page 2

| Date           | Time     | Length | Description | CopyID / ISCI Code | Cost      |
|----------------|----------|--------|-------------|--------------------|-----------|
| 1/19/2010      | 06:26 AM | :30    | Spot        | 8208               | [Package] |
| 1/19/2010      | 07:28 AM | :30    | Spot        | 8208               | [Package] |
| 1/19/2010      | 11:20 AM | :30    | Spot        | 8208               | [Package] |
| 1/19/2010      | 02:20 PM | :30    | Spot        | 8208               | [Package] |
| 1/19/2010      | 03:50 PM | :30    | Spot        | 8208               | [Package] |
| 1/19/2010      | 05:22 PM | :30    | Spot        | 8208               | [Package] |
| 1/19/2010      | 09:23 PM | :30    | Spot        | 8208               | [Package] |
| 1/20/2010      | 08:54 AM | :30    | Spot        | 8208               | [Package] |
| 1/20/2010      | 09:21 AM | :30    | Spot        | 8208               | [Package] |
| 1/20/2010      | 10:19 AM | :30    | Spot        | 8208               | [Package] |
| 1/20/2010      | 12:22 PM | :30    | Spot        | 8208               | [Package] |
| 1/20/2010      | 04:24 PM | :30    | Spot        | 8208               | [Package] |
| 1/20/2010      | 06:20 PM | :30    | Spot        | 8208               | [Package] |
| 1/20/2010      | 10:21 PM | :30    | Spot        | 8208               | [Package] |
| 1/21/2010      | 06:27 AM | :30    | Spot        | 8208               | [Package] |
| 1/21/2010      | 07:28 AM | :30    | Spot        | 8208               | [Package] |
| 1/21/2010      | 11:22 AM | :30    | Spot        | 8208               | [Package] |
| 1/21/2010      | 01:23 PM | :30    | Spot        | 8208               | [Package] |
| 1/21/2010      | 03:21 PM | :30    | Spot        | 8208               | [Package] |
| 1/21/2010      | 05:24 PM | :30    | Spot        | 8208               | [Package] |
| 1/21/2010      | 08:22 PM | :30    | Spot        | 8208               | [Package] |
| 1/22/2010      | 08:24 AM | :30    | Spot        | 8208               | [Package] |
| 1/22/2010      | 09:19 AM | :30    | Spot        | 8208               | [Package] |
| 1/22/2010      | 12:49 PM | :30    | Spot        | 8208               | [Package] |
| 1/22/2010      | 02:22 PM | :30    | Spot        | 8208               | [Package] |
| 1/22/2010      | 04:20 PM | :30    | Spot        | 8208               | [Package] |
| 1/22/2010      | 05:48 PM | :30    | Spot        | 8208               | [Package] |
| 1/22/2010      | 07:20 PM | :30    | Spot        | 8208               | [Package] |
| 1/31/2010      |          |        | Package     |                    | 700.00    |
| 70 Total Items |          |        |             | Total Cost:        | 700.00    |

Amount Due: 700.00



Momentum Broadcasting LLC  
408 N Cedar Bluff Rd.  
Suite 252  
Knoxville, TN 37923

Advertiser: Oak Ridge Utility District  
Co-Op:  
ScriptID: 8208  
Length: :30

---

Radio 30 sec spot

Natural Gas is safe, clean, and reliable providing warm air comfort to homes making it the most popular heating source.

Oak Ridge Utility District provides natural gas service through underground pipelines extending to homes and businesses which cannot be seen.

ORUD reminds you to always call 8-1-1 before you dig or move any earth!

Calling 8-1-1 gets ALL your underground utilities marked.

Calling 8-1-1 before you dig prevents costly mistakes or injury to you and/or the environment.

8-1-1-is free.... More importantly it is the law!

Go to [www.orud.org](http://www.orud.org) for pipeline safety tips.

---

#### Station Documentation Statement

This announcement was broadcast 70 times, as entered in the station's program log. The times this announcement was broadcast were billed to this station's client on our invoice number 10010060 dated 1/31/2010 at his earned rate of:

|                                                 |          |
|-------------------------------------------------|----------|
| 10.00 each for 70 announcements, for a total of | \$700.00 |
| For a total of 70 announcements for a total of  | \$700.00 |

---

Station Official Signature

STATE OF \_\_\_\_\_  
COUNTY OF \_\_\_\_\_  
Subscribed and sworn before me this \_\_\_\_ day of \_\_\_\_\_  
\_\_\_\_\_, NOTARY PUBLIC



Momentum Broadcasting, LLC  
 WTNQ-FM 104.9  
 305 E. Central Avenue  
 LaFollette, Tennessee 37766

## WTNQ-FM Statement of Account

Account ID: 0151  
 Statement Date: 2/1/2010  
 Account Rep: PSA's

Please Pay This Amount \$700.00

Amount Paid: \_\_\_\_\_

OAK RIDGE UTILITY DISTRICT  
 P.O. BOX 4189  
 OAK RIDGE, TN 37837

Sponsor: Oak Ridge Utility District

Page 1

| Reference              | Date     | Type | Description                     | Amount | Balance |
|------------------------|----------|------|---------------------------------|--------|---------|
| BalForward             | 2/1/2010 | Bal  | Balance Forward as of 1/31/2010 | 700.00 | 700.00  |
| Statement Total:       |          |      |                                 |        | 700.00  |
| Please Pay This Amount |          |      |                                 |        |         |
|                        |          |      |                                 |        | 700.00  |

| Current | 31-60 Days | 61-90 Days | 91-120 Days | 121+ Days | Total Due |
|---------|------------|------------|-------------|-----------|-----------|
| 700.00  |            |            |             |           | 700.00    |



Momentum Broadcasting, LLC  
 WTNQ-FM 104.9  
 305 E. Central Avenue  
 LaFollette, Tennessee 37766

## WTNQ-FM Invoice

Invoice ID: 10010060  
 Invoice Date: 1/31/2010  
 Account ID: 0151  
 Order ID: 0151-001  
 Account Rep: Suzy Gunter

Amount Due: \$700.00

Amount Paid: \_\_\_\_\_

OAK RIDGE UTILITY DISTRICT  
 P.O. BOX 4189  
 OAK RIDGE, TN 37837

Sponsor: Oak Ridge Utility District / ORUD: PSA Campaign for P.O./Estimate # PHMSA  
 To be paid with: PHMSA

| Date      | Time     | Length | Description | CopyID / ISCI Code | Cost      |
|-----------|----------|--------|-------------|--------------------|-----------|
| 1/11/2010 | 06:39 AM | :30    | Spot        | 8173               |           |
| 1/11/2010 | 08:48 AM | :30    | Spot        | 8173               | [Package] |
| 1/11/2010 | 11:15 AM | :30    | Spot        | 8173               | [Package] |
| 1/11/2010 | 12:41 PM | :30    | Spot        | 8173               | [Package] |
| 1/11/2010 | 03:12 PM | :30    | Spot        | 8173               | [Package] |
| 1/11/2010 | 04:11 PM | :30    | Spot        | 8173               | [Package] |
| 1/11/2010 | 11:25 PM | :30    | Spot        | 8173               | [Package] |
| 1/12/2010 | 08:48 AM | :30    | Spot        | 8173               | [Package] |
| 1/12/2010 | 09:06 AM | :30    | Spot        | 8173               | [Package] |
| 1/12/2010 | 01:40 PM | :30    | Spot        | 8173               | [Package] |
| 1/12/2010 | 02:27 PM | :30    | Spot        | 8173               | [Package] |
| 1/12/2010 | 03:22 PM | :30    | Spot        | 8173               | [Package] |
| 1/12/2010 | 05:12 PM | :30    | Spot        | 8173               | [Package] |
| 1/12/2010 | 09:27 PM | :30    | Spot        | 8173               | [Package] |
| 1/13/2010 | 06:46 AM | :30    | Spot        | 8173               | [Package] |
| 1/13/2010 | 08:47 AM | :30    | Spot        | 8173               | [Package] |
| 1/13/2010 | 10:25 AM | :30    | Spot        | 8173               | [Package] |
| 1/13/2010 | 11:16 AM | :30    | Spot        | 8173               | [Package] |
| 1/13/2010 | 04:09 PM | :30    | Spot        | 8173               | [Package] |
| 1/13/2010 | 06:27 PM | :30    | Spot        | 8173               | [Package] |
| 1/13/2010 | 08:26 PM | :30    | Spot        | 8173               | [Package] |
| 1/14/2010 | 06:53 AM | :30    | Spot        | 8173               | [Package] |
| 1/14/2010 | 09:51 AM | :30    | Spot        | 8173               | [Package] |
| 1/14/2010 | 12:28 PM | :30    | Spot        | 8173               | [Package] |
| 1/14/2010 | 01:39 PM | :30    | Spot        | 8173               | [Package] |
| 1/14/2010 | 03:09 PM | :30    | Spot        | 8173               | [Package] |
| 1/14/2010 | 05:15 PM | :30    | Spot        | 8173               | [Package] |
| 1/14/2010 | 09:21 PM | :30    | Spot        | 8173               | [Package] |
| 1/15/2010 | 09:54 AM | :30    | Spot        | 8173               | [Package] |
| 1/15/2010 | 10:27 AM | :30    | Spot        | 8173               | [Package] |
| 1/15/2010 | 11:18 AM | :30    | Spot        | 8173               | [Package] |
| 1/15/2010 | 02:25 PM | :30    | Spot        | 8173               | [Package] |
| 1/15/2010 | 04:28 PM | :30    | Spot        | 8173               | [Package] |
| 1/15/2010 | 05:38 PM | :30    | Spot        | 8173               | [Package] |
| 1/15/2010 | 10:38 PM | :30    | Spot        | 8173               | [Package] |
| 1/18/2010 | 06:39 AM | :30    | Spot        | 8173               | [Package] |
| 1/18/2010 | 10:40 AM | :30    | Spot        | 8173               | [Package] |
| 1/18/2010 | 12:29 PM | :30    | Spot        | 8173               | [Package] |
| 1/18/2010 | 01:40 PM | :30    | Spot        | 8173               | [Package] |
| 1/18/2010 | 03:14 PM | :30    | Spot        | 8173               | [Package] |
| 1/18/2010 | 04:14 PM | :30    | Spot        | 8173               | [Package] |
| 1/18/2010 | 10:38 PM | :30    | Spot        | 8173               | [Package] |
| 1/19/2010 | 06:06 AM | :30    | Spot        | 8173               | [Package] |
| 1/19/2010 | 09:33 AM | :30    | Spot        | 8173               | [Package] |
| 1/19/2010 | 10:27 AM | :30    | Spot        | 8173               | [Package] |
| 1/19/2010 | 11:16 AM | :30    | Spot        | 8173               | [Package] |
| 1/19/2010 | 03:10 PM | :30    | Spot        | 8173               | [Package] |
| 1/19/2010 | 05:11 PM | :30    | Spot        | 8173               | [Package] |
| 1/19/2010 | 11:26 PM | :30    | Spot        | 8173               | [Package] |
| 1/20/2010 | 06:52 AM | :30    | Spot        | 8173               | [Package] |
| 1/20/2010 | 09:39 AM | :30    | Spot        | 8173               | [Package] |

Continued



# WTNQ-FM Invoice

Sponsor: Oak Ridge Utility District / ORUD: PSA Campaign for P.O./Estimate # PHMSA  
To be paid with: PHMSA

Invoice ID: 10010060  
Invoice Date: 1/31/2010

Page 2

| Date           | Time     | Length | Description | CopyID / ISCI Code | Cost               |
|----------------|----------|--------|-------------|--------------------|--------------------|
| 1/20/2010      | 09:47 AM | :30    | Spot        | 8173               | [Package]          |
| 1/20/2010      | 02:26 PM | :30    | Spot        | 8173               | [Package]          |
| 1/20/2010      | 04:11 PM | :30    | Spot        | 8173               | [Package]          |
| 1/20/2010      | 06:13 PM | :30    | Spot        | 8173               | [Package]          |
| 1/20/2010      | 09:28 PM | :30    | Spot        | 8173               | [Package]          |
| 1/21/2010      | 06:33 AM | :30    | Spot        | 8173               | [Package]          |
| 1/21/2010      | 09:48 AM | :30    | Spot        | 8173               | [Package]          |
| 1/21/2010      | 12:51 PM | :30    | Spot        | 8173               | [Package]          |
| 1/21/2010      | 01:40 PM | :30    | Spot        | 8173               | [Package]          |
| 1/21/2010      | 03:10 PM | :30    | Spot        | 8173               | [Package]          |
| 1/21/2010      | 05:11 PM | :30    | Spot        | 8173               | [Package]          |
| 1/21/2010      | 10:40 PM | :30    | Spot        | 8173               | [Package]          |
| 1/22/2010      | 08:49 AM | :30    | Spot        | 8173               | [Package]          |
| 1/22/2010      | 10:27 AM | :30    | Spot        | 8173               | [Package]          |
| 1/22/2010      | 12:18 PM | :30    | Spot        | 8173               | [Package]          |
| 1/22/2010      | 03:13 PM | :30    | Spot        | 8173               | [Package]          |
| 1/22/2010      | 03:50 PM | :30    | Spot        | 8173               | [Package]          |
| 1/22/2010      | 10:38 PM | :30    | Spot        | 8173               | [Package]          |
| 1/22/2010      | 11:26 PM | :30    | Spot        | 8173               | [Package]          |
| 1/31/2010      |          |        | Package     |                    | 700.00             |
| 70 Total Items |          |        |             |                    | Total Cost: 700.00 |

Affidavit of Performance: I certify that, in accordance with the official station logs, announcements were broadcast as shown on this invoice.

State of TN  
County of KNOX

Subscribed & sworn before me this 3rd day of February  
Marie Gunderson Notary Public



MY COMMISSION EXPIRES  
FEBRUARY 6, 2010

Amount Due: **700.00**



McMentum Broadcasting, LLC  
WTNQ-FM 104.9  
305 E. Central Avenue  
LaFollette, Tennessee 37766

Advertiser: Oak Ridge Utility District  
Co-Op:  
ScriptID: 8173  
Length: :30

Radio 30 sec spot

Natural Gas is safe, clean, and reliable providing warm air comfort to homes making it the most popular heating source.  
Oak Ridge Utility District provides natural gas service through underground pipelines extending to homes and businesses which cannot be seen.

ORUD reminds you to always call 8-1-1 before you dig or move any earth!

Calling 8-1-1 gets ALL your underground utilities marked.

Calling 8-1-1 before you dig prevents costly mistakes or injury to you and/or the environment.

8-1-1 is free.... More importantly it is the law!

Go to [www.orud.org](http://www.orud.org) for pipeline safety tips.

### Station Documentation Statement

This announcement was broadcast 70 times, as entered in the station's program log. The times this announcement was broadcast were billed to this station's client on our invoice number 10010060 dated 1/31/2010 at his earned rate of:

|                                                 |          |
|-------------------------------------------------|----------|
| 10.00 each for 70 announcements, for a total of | \$700.00 |
| For a total of 70 announcements for a total of  | \$700.00 |

MY COMMISSION EXPIRES  
FEBRUARY 6, 2010



Station Official Signature

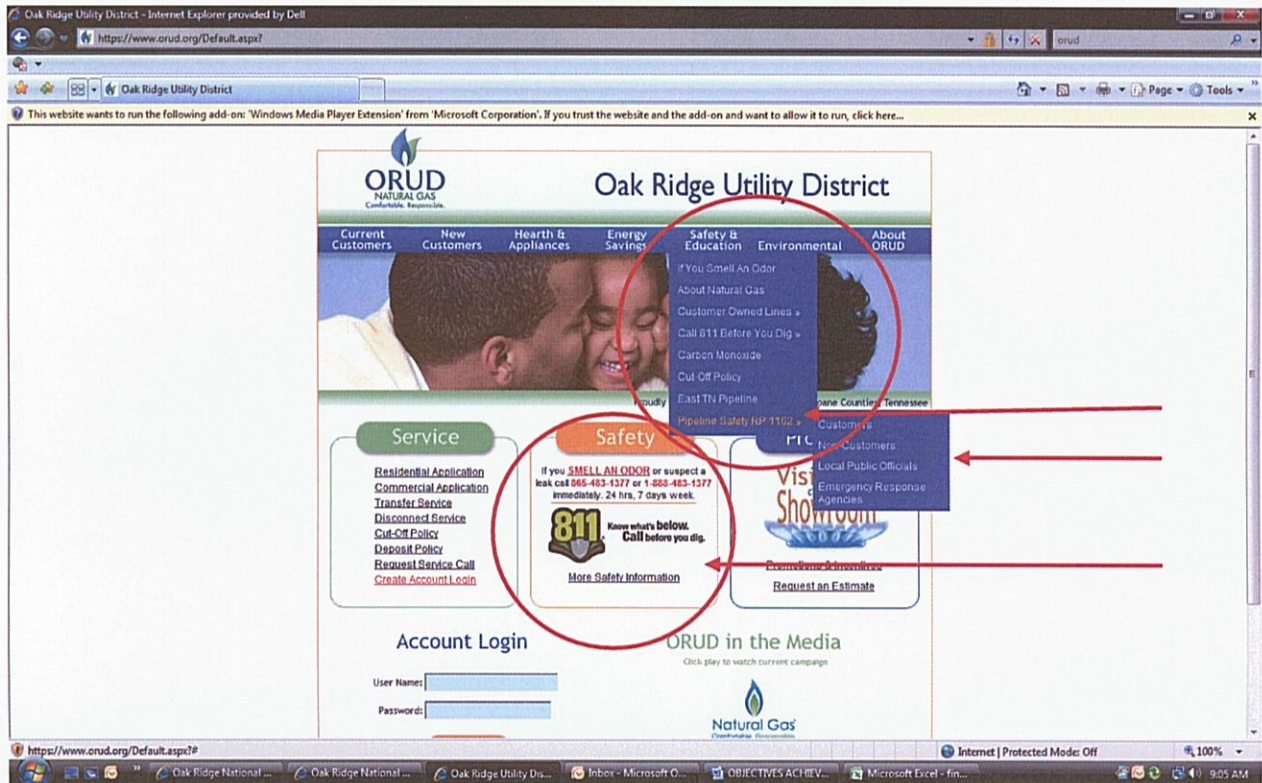
STATE OF TN  
COUNTY OF KNOX  
Subscribed and sworn before me this 3rd day of February  
[Signature]  
NOTARY PUBLIC



- ORUD administrated the campaign above but also added a public awareness to:

a. Web site as seen below and located at [www.orud.org](http://www.orud.org) :

PA3



b. Direct Mail –

i. December Newsletter, received by 12, 355

PA4

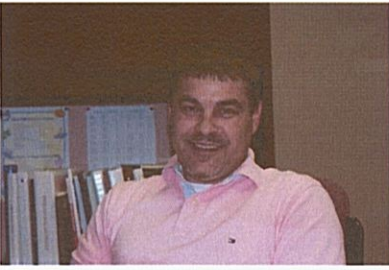
ii. January Customer Newsletter received by 12, 418 customers.

PA5

iii. February Customer Newsletter received by 12,448 customers.

PA6





## PUBLIC HAZARD AWARENESS MESSAGE FROM THE OAK RIDGE UTILITY DISTRICT

In our community, the Oak Ridge Utility District provides natural gas to more than 12,000 customers through a network of underground distribution lines that branch into household service lines. The pipes are typically made of “caution yellow” plastic or tar-coated steel which helps prevent corrosion. The main lines are typically 2-4 inches in diameter and are located roughly two-feet below the surface, while service lines are typically half-inch to three-quarter-inch in diameter and buried 12- to 18-inches below the surface.

That’s why it’s important to “Call Before You Dig” or move earth in any way. Whether you’re installing an underground dog fence, running water to an outbuilding or post-hole digging for a new mail box post, underground piping and other utilities can be damaged. When you call the Tennessee One Call center by dialing 811 or 1-800-351-1111, they will notify the utility owners to locate buried utility lines on your property, so you can safely dig and prevent a potentially hazardous condition. Calling before you dig can prevent a costly or even deadly mistake.

Natural gas is a colorless, odorless gas; however, a chemical that smells like rotten eggs is added to help detect a possible leak. If you smell this odor, or just think you might be smelling gas, leave the area immediately and call ORUD at 865-483-1377 or 911 from a neighboring home or business. Never turn on or off switches or use a flashlight or phone in the presence of the gas smell, because an electric spark could ignite the gas, causing an explosion.

Do your part to familiarize yourself and your family with these natural gas safety tips and continue to enjoy the value, comfort and benefits of America’s cleanest, most efficient energy source!

This message is brought to you by The Oak Ridge Utility District as a public service announcement. To learn more about our natural gas service and the benefits of natural gas, call 865-483-1377.

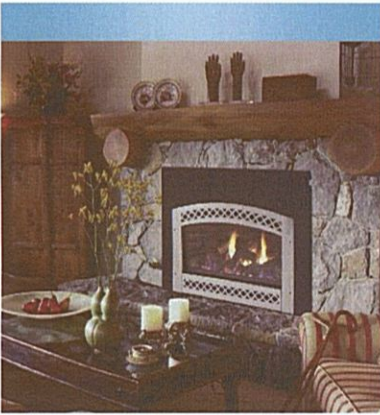
Thank you for helping keep our pipelines and communities safe.

Sincerely,

A handwritten signature in dark ink that reads "Jeff Patterson". The signature is written in a cursive, flowing style.

Jeff Patterson, Operations Manager





Warm, cozy and  
dependable,  
Naturally better,  
Natural Gas!

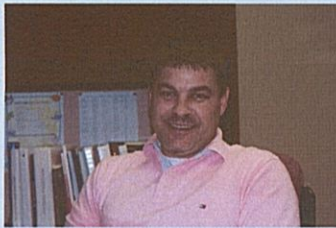
## Don't be left in the cold this winter!

Vent free natural Gas logs are  
99.9 % energy Efficient!  
We have over 20 live burn logs on display!  
Call today for your free installation estimate.

Most natural gas appliances work  
even when the power is out so  
you're never left in the cold!



## Natural Gas Safety



Jeff Patterson

### Oak Ridge Utility District

is the proud recipient of  
the Prestigious  
American Public Gas  
Association (APGA)  
System Safety Award.

### Pipeline Safety

#### How to Recognize and Report a Natural Gas Pipeline leak

Gas leaks are signaled by dead vegetation, blowing earth,  
hissing or roaring sounds, and by odorized smell.  
If you know or suspect that a gas pipeline is leaking or damaged:

- ✦ stay away from the site
  - ✦ advise others to stay away
  - ✦ do not start automotive equipment or other sources of ignition  
in the vicinity
  - ✦ abandon equipment and leave the area quickly
- Report it immediately to: **911 or call 1-888-483-1377**

ORUD's 24HR Service  
Center.

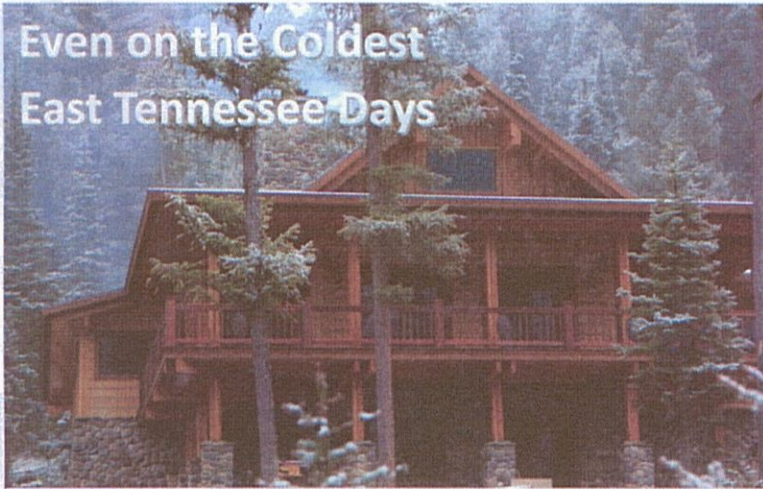
If a nearby pipeline is damaged and gas escapes, you should  
know that natural gas is:

- ✦ Colorless and odorless unless odorized to smell like rotten  
eggs. ORUD's gas is odorized.
- ✦ Not poisonous, but in a confined space it can cause  
suffocation due to lack of oxygen.
- ✦ Lighter than air and will rise and diffuse rapidly.

Flammable and will burn when mixed with air and ignited. Escaping gas can be ignited by  
open flames or sparks from electrical switches and motors, telephones, ignition systems



## Even on the Coldest East Tennessee Days



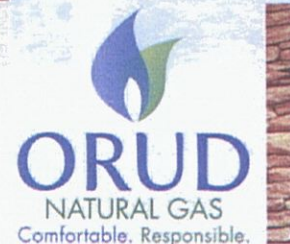
Call ORUD if you are interested in a new gas service line and/or financing programs available for natural gas products.

(865) 483-1377 or  
[www.orud.org](http://www.orud.org)



### Nothing Keeps You Warmer Than a High Efficient Natural Gas Furnace!

With natural gas heating you can actually feel the warm air, because a gas furnace delivers air that is 20% warmer than electric heat pumps.



## Natural Gas Pipeline Safety—Call 811

*Natural Gas is safe, clean, and reliable providing warm air comfort to homes making it the most popular heating source. Oak Ridge Utility District provides natural gas service through underground pipelines extending to homes and businesses which cannot be seen. ORUD reminds you to always call 811 before you dig.*

### Q: What is 811?

**A:** 811 is a new federally-mandated N-11 number designated by the FCC to consolidate all local "Call Before You Dig" numbers and help save lives by minimizing damages to underground utilities. One easy phone call to 811 quickly and easily begins the process of getting underground utility lines marked. Local One Call Center personnel will then notify affected utility companies, who will continue to mark underground lines for free.

### Q: Why should I call 811 before every dig?

**A:** Calling 811 will help save lives and protect infrastructure. Knowing where underground utility lines are buried before each digging project begins helps protect you from injury, expense and penalties. The depth of utility lines varies and there may be

multiple utility lines in the same area. Even simple digging projects can damage utility lines and can disrupt vital services to an entire neighborhood, harm diggers, and potentially result in expensive fines and repair costs. Marked lines show diggers the approximate location of underground lines and help prevent undesired consequences.

### Q: I'm just a homeowner, not a contractor—is 811 for me?

**A:** Calling 811 is for professional excavators and do-it-yourself homeowners. A recent national survey revealed that roughly half of Americans are "active diggers" who have done (or are planning to do) some type of digging project at home. Whether you are a professional excavator or an avid do-it-yourselfer, you need to call 811 before every dig every time.

### Q: Who is promoting aware-

### ness of 811?

**A:** The national 811 campaign is a project of The Common Ground Alliance (CGA), working with its 1,400 individual members, member organizations, sponsors and 811 campaign national launch partners. CGA is a member-driven association dedicated to ensuring public safety, environmental protection, and the integrity of services by promoting effective damage prevention practices. In recent years, the association has established itself as the leading organization in an effort to reduce damages to all underground facilities in North America through shared responsibility among all stakeholders.

### Sponsored by:



Know what's below.  
Call before you dig.



Determina lo que está bajo tierra.  
Llama antes de excavar.





Conclusion:

ORUD believes that receiving this grant made our community safer by reducing the risk of harm to people and the environment through education and technical improvements to our distribution pipeline facilities. As indicated on your website, grants are available for technical assistance, in the form of engineering or other scientific analysis of public safety issues affecting the local community and we believe our proposal matched those criteria. ORUD believes this grant significantly improved our geographic information system (GIS) and our ability to remotely monitor our pipeline pressures, as well as increased our public awareness program and enhanced both our pipeline and public safety.

With the information in this final report and according to the terms of our contract, ORUD has demonstrated completion of it work specified on the grant application (dated May 26, 2009) and the Grant Agreement (dated September 28, 2009).

Agreement No: DTPH56-09-G-PHPT15

Total Amount of Grant Agreement: \$50,000.00

Government Funds Obligated: \$50,000.00

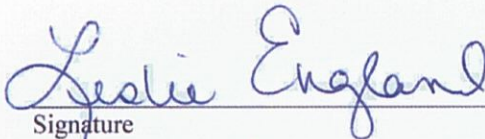
PHMSA Line of Appropriation: 5172A09DA0/2009/50D0204000/PSGRT3030/41050 \$50,000.00 PR# 956-09-6051

Technical Assistance (TAG) Grants Program:

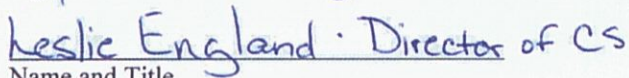
Received and Approved by:

OAK RIDGE UTILITY DISTRICT

U.S. DEPARTMENT OF TRANSPORTATION  
PIPELINE AND HAZARDOUS MATERIALS  
SAFETY ADMINISTRATION (PHMSA)



Signature

 Director of CS

Name and Title

5/3/10

Date

Signature

Date Received

Completion Date

