

TELEVISION
REQUESTOR ALICEW

CLT SCHEDULE

INITIATIVE
6863 FRIARS RD, S.DIEGO, CA 92108

CLIENT PGA PACIFIC GAS/ELECTRIC
PRODUCT UT UTILITIES
ESTIMATE 028 SMARTMETER Q3-Q4

PERIOD FROM AUG30/10 TO NOV28/10
MARKET 0181 BAKERSFIELD, CA
COVERAGE=0.23

RTG- (C)2010 NIELSEN MEDIA
PURCHASED ON LATEST BOOK (REV)

PAGE 1 SPD4 ON AUG31/10 2.44

DAY	TIME	PROGRAMMING	LNG	NUMBER OF TELECASTS												O	DEMOGRAPHICS (IMP=000)				
				AUG 30	SEP 06	SEP 13	SEP 20	SEP 27	OCT 04	OCT 11	OCT 18	OCT 25	NOV 01	NOV 08	NOV 15		NOV 22	T	RAD2554	RHOMES	AD2554
STATION	KBK-TV	CH 29	AFFILIATE	CBS																	
M-F	6-7A	EYEWITNESS NEWS	30		1	1	1	1		1	1	1		1	1	1	10	1.5*	4.5*	2.5*	
M-F	11-1135P	EYEWITNESS NEWS	30		4	4	4	4		4	4	4		4	4	4	40	1.0*	3.0*	3.4*	
TUE	8-9P	NCIS	30		1										1	1	3	5.5*	15.6*	9.8*	
TH-F	6-7A	EYEWITNESS NEWS	30	1													1	1.5*	2.6*	1.9*	
TH-F	6-7A	EYEWITNESS NEWS	30	1													1	1.5*	2.6*	1.9*	
SAT	11-1135P	SAT NEWS	30	1	1	1	1	1		1	1	1		1	1	1	11	1.0*	1.1*	2.6*	
SUN	10A-115P	CBS NFL GAMES	30	1	1	1				2	1			1	1	1	9	5.8*	34.8*	5.8*	
SUN	115-430P	CBS NFL GAMES	30			1					1				1	1	4	5.0*	25.0*	5.0*	
SUN	8-9P	AMAZING RACE	30					1								1	2	5.5*	17.9*	7.9*	
TUE	8-9P	NCIS	30								1	1					2	5.5*	16.2*	10.2*	
TH-F	11-1135P	EYEWITNESS NEWS	30	2													2	1.0*	2.3*	2.7*	
THU	10-11P	THE MENTALIST	30			1				1	1				1		4	5.5*	17.0*	18.3*	
KBK-TV TOT					5	8	9	7	7		9	10	7		8	9	10	89	203.7	783.1	409.8
AUG30/10-NOV28/10																					
STATION	KBFX-TV	CH 58	AFFILIATE	FOX																	
SAT	10-1030P	EYEWITNESS NEWS	30	1	1	1	1	1		1	1	1		1	1	1	11	1.0*	2.6*	2.9*	
SUN	10A-1P	NFL ON FOX	30	2	2	2	2	2		2	2	2		2	2	2	22	7.5*	48.8*	11.3*	
SUN	8-830P	THE SIMPSONS	30		1										1	1	3	3.3*	11.0*	4.7*	
SUN	930-10P	AMERICAN DAD	30	1				1									2	2.2*	6.2*	2.9*	
SUN	10-1030P	EYEWITNESS NEWS	30	1	1			1		1	1	1		1	1	1	9	2.2*	4.7*	3.3*	
SUN	1030-11P	SEINFELD	30	1	1	1	1	1		1	1	1		1	1	1	11	1.3*	2.6*	1.6*	
M-F	7-8A	EYEWITNESS NEWS	30		4	4	4	4		4	4	4		3	4	4	39	0.6*	1.2*	1.7*	
WED	9-10P	HELL'S KITCHEN	30												1		1	5.7*	16.9*	6.8*	
THU	8-9P	BONES	30				1	1		1							3	3.5*	11.5*	6.8*	
KBFX-TV TOT					6	10	8	9	11		10	9	9		9	10	10	101	264.0	1317	441.2
AUG30/10-NOV28/10																					
STATION	KERO-TV	CH 23	AFFILIATE	ABC																	
MON	8-10P	BACHELOR PAD STARS	30		1	1											2	3.3*	8.6*	6.4*	
MON	8-10P	DANCING W. THE STARS	30				1	1		1	1	1			1	1	7	4.1*	10.8*	8.0*	
TUE	8-9P	WIPEOUT	30		1	1											2	1.5*	4.1*	4.8	

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CLT SCHEDULE

INITIATIVE
6863 FRIARS RD, S.DIEGO, CA 92108

CLIENT PGA PACIFIC GAS/ELECTRIC

PERIOD FROM AUG30/10 TO NOV28/10

RTG- (C)2010 NIELSEN MEDIA

PRODUCT UT UTILITIES
ESTIMATE 028 SMARTMETER Q3-Q4

MARKET 0181 BAKERSFIELD, CA
COVERAGE=0.23

PURCHASED ON LATEST BOOK (REV)

PAGE 2 SPD4 ON AUG31/10 2.44

DAY	TIME	PROGRAMMING	LNG	ALL DAYPARTS (1) ALL SPOT LENGTHS												T	DEMOGRAPHICS (IMP=000)				
				NUMBER OF TELECASTS													AD2554	RHOMES			
				AUG 30	SEP 06	SEP 13	SEP 20	SEP 27	OCT 04	OCT 11	OCT 18	OCT 25	NOV 01	NOV 08	NOV 15	NOV 22	O				
STATION	KERO-TV	CH 23	AFFILIATE	ABC																	
WED	8-9P	THE MIDDLE/BETTER TOGETHER	30		1		1			1	1	1					5	1.8*	7.8*	6.9*	
WED	8-11P	CMA AWARDS	30													2	2	5.5*	18.6*	9.7*	
WED	9-10P	MODERN FAMILY/ COUGAR TOWN	30				1			1		1				1	4	4.3*	13.1*	5.8*	
FRI	10-11P	20/20	30	1		1	1	1			1			1			6	1.5*	4.5*	1.9*	
SUN	7-8P	AMERICAS FUNNIEST HOME VIDEOS	30	1		1		1			1			1		1	6	2.0*	8.0*	1.8*	
SUN	9-10P	DESPERATE HOUSEWIVES	30				1					1			1	1	4	4.0*	9.2*	7.3*	
SUN	10-11P	BROTHERS&SISTERS	30				1			1		1			1		4	2.0*	3.8*	6.2*	
M-F	1135P-1206A	NIGHTLINE	30		4	4	4	4		4	4	4		4	4	4	40	0.3*	1.0*	0.6*	
M-F	12M-1A	JIMMY KIMMEL	30		4	4	4	4		4	4	4		4	4	4	40	0.2*	0.8*	0.2*	
WED	9-10P	MODERN FAMILY/ COUGAR TOWN	30		1												1	4.3*	13.1*	5.8*	
KERO-TV TOT				2	12	12	14	11		12	12	13		12	12	11	123	144.8	441.7	269.5	
AUG30/10-NOV28/10																					

STATION	KGET-TV	CH 17	AFFILIATE	NBC																
M-F	530-6A	530A NEWS	30		3	3	3	3		3	3	3					21	2.0*	5.3*	2.6*
M-F	7-9A	TODAY SHOW	30		1	1	1	1		1	1	1					7	3.5*	9.7*	6.5*
M-F	9-10A	TODAY SHOW 2	30		3	3	3	3		3	3	3					21	1.7*	4.9*	3.9*
M-F	11-1135P	17 NIGHTSIDE NEWS	30		4	4	4	4		4	4	4					28	3.2*	9.6*	6.6*
M-F	1135P-1235A	TONIGHT SHOW	30		4	4	4	4		4	4	4					28	2.0*	6.4*	4.9*
TH-F	530-6A	530A NEWS	30	2													2	2.0*	6.4*	3.7*
TH-F	9-10A	TODAY SHOW 2	30	2													2	1.7*	4.4*	3.4*
TH-F	11-1135P	17 NIGHTSIDE NEWS	30	2													2	3.2*	5.8*	3.9*
TH-F	1135P-1235A	TONIGHT SHOW	30	2													2	2.0*	3.9*	2.7*
SAT	6-8A	SATURDAY TODAY	30		1	1	1	1		1		1					6	1.1*	5.0*	2.7*
SAT	11-1130P	17 NIGHTSIDE NEWS	30											1	1	1	3	1.0*	1.4*	2.4*
SAT	1130P-1A	SAT NIGHT LIVE	30											1	1	1	3	1.7*	3.7*	2.6*
SUN	530-830P	NBC SUNDAY NITE FOOTBALL	30		1	1	1	1				1					5	7.0*	27.4*	9.7*

TELEVISION
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CLT SCHEDULE

PERIOD FROM AUG30/10 TO NOV28/10

INITIATIVE
6863 FRIARS RD, S.DIEGO, CA 92108

CLIENT PGA PACIFIC GAS/ELECTRIC
PRODUCT UT UTILITIES
ESTIMATE 028 SMARTMETER Q3-Q4

MARKET 0181 BAKERSFIELD, CA
COVERAGE=0.23

RTG- (C) 2010 NIELSEN MEDIA
PURCHASED ON LATEST BOOK (M0)

PAGE 3 SPD4 ON AUG31/10@2.44

DAY	TIME	PROGRAMMING	LNG	NUMBER OF TELECASTS											O	T	DEMOGRAPHICS (IMP=000)							
				AUG	SEP	SEP	SEP	SEP	OCT	OCT	OCT	OCT	NOV	NOV			NOV	NOV	NOV	NOV	NOV	NOV	NOV	
-----T-----																								
ALL DAYPARTS (1) ALL SPOT LENGTHS																								
-----T-----																								
STATION	KGET-TV	CH 17	AFFILIATE	NBC																				
M-F	530-6A	530A NEWS	30															3	3	3	9	2.0*	5.3*	2.6*
M-F	7-9A	TODAY SHOW	30															1	1	1	3	3.5*	9.7*	6.5*
M-F	9-10A	TODAY SHOW 2	30															4	4	4	12	1.7*	4.9*	3.9*
M-F	11-1135P	17 NIGHTSIDE NEWS	30															4	4	4	12	3.2*	9.6*	6.6*
M-F	1135P-1235A	TONIGHT SHOW	30															4	4	4	12	2.0*	6.4*	4.9*
MON	8-9P	CHUCK	30			1	1														4	3.6*	9.0*	4.2*
MON	8-10P	AMERICAS GOT TALENT	30			1															1	3.5*	8.9*	4.5*
THU	9-10P	THE OFFICE / OUTSOURCED	30	1																	1	3.5*	10.4*	3.9*
SAT	11-1130P	17 NIGHTSIDE NEWS	30	1	1	1	1	1		1	1	1									8	1.0*	1.4*	2.4*
SAT	1130P-1A	SAT NIGHT LIVE	30	1	1	1	1	1		1	1	1									8	1.7*	3.7*	2.6*
				KGET-TV TOT	11	19	20	20	20	18	17	20	18	19	18	200	469.6	1377	904.0					
				AUG30/10-NOV28/10																				
STATION	KUVI-TV	CH 45	AFFILIATE	MNT																				
SAT	10-11P	STAR TREK	30	1	1	1	1	1		1	1	1						1	1	1	11	0.5*	1.7*	0.9*
SAT	11P-12M	COLD CASE	30	1	1	1	1	1		1	1	1						1	1	1	11	0.5*	0.9*	0.9*
SUN	10-11P	SCRUBS/SOUTH PARK	30	1	1	1	1	1		1	1	1						1	1	1	11	0.5*	1.0*	1.0*
				KUVI-TV TOT	3	3	3	3	3	3	3	3	3	3	3	33	16.5	39.6	30.8					
				AUG30/10-NOV28/10																				
STATION	4926/ESP	BRIGHT HOUSE NETWORKS/BA																						
M-SU	6P-12M	ESPN ROTATOR	30		20	20	20	20		20	20	20						20	20	20	200	0.5*	1.5*	0.6*
TH-SU	6P-12M	ESPN ROTATOR	30	10																	10	0.5*	1.5*	0.7*
				4926/ESP TOT	10	20	20	20	20	20	20	20	20	20	20	210	105.0	315.0	127.0					
				AUG30/10-NOV28/10																				

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PERIOD FROM AUG30/10 TO NOV28/10

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PRODUCT UT UTILITIES
ESTIMATE 028 SMARTMETER Q3-Q4

MARKET 0181 BAKERSFIELD, CA
COVERAGE=0.23

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PURCHASED ON LATEST BOOK (M0)

PAGE 4 SPD4 ON AUG31/10@2.44

DAY	TIME	PROGRAMMING	LNG	ALL DAYPARTS (1) ALL SPOT LENGTHS												O	T	DEMOGRAPHICS (IMP=0.00)			
				NUMBER OF TELECASTS														RAD2554 RHOMES			
				AUG 30	SEP 06	SEP 13	SEP 20	SEP 27	OCT 04	OCT 11	OCT 18	OCT 25	NOV 01	NOV 08	NOV 15	NOV 22					
STATION	4926/SCF	BRIGHT HOUSE NETWORKS/BA																			
M-SU	6P-12M	SYFY ROTATOR	30		14	14	15	15		15	15	15		15	15	15	148		0.3*	0.7*	0.3*
TH-SU	6P-12M	SYFY ROTATOR	30	10													10		0.3*	0.7*	0.4*
	4926/SCF TOT			10	14	14	15	15		15	15	15		15	15	15	158		47.4	110.6	48.4
	AUG30/10-NOV28/10																				
STATION	4926/TBS	BRIGHT HOUSE NETWORKS/BA																			
M-SU	6P-12M	TBS ROTATOR	30		10	10	10	10		10	10	10		10	10	10	100		0.4*	1.0*	0.5*
TH-SU	6P-12M	TBS ROTATOR	30	10													10		0.4*	1.0*	0.5*
	4926/TBS TOT			10	10	10	10	10		10	10	10		10	10	10	110		44.0	110.0	55.0
	AUG30/10-NOV28/10																				
STATION	4926/USA	BRIGHT HOUSE NETWORKS/BA																			
M-SU	6P-12M	USA ROTATOR	30		14	14	14	17		16	15	17		15	14	15	151		0.5*	1.4*	1.0*
TH-SU	6P-12M	USA ROTATOR	30	9													9		0.5*	1.4*	1.0*
	4926/USA TOT			9	14	14	14	17		16	15	17		15	14	15	160		80.0	224.0	160.0
	AUG30/10-NOV28/10																				
				MKT TOT																	
	AUG30	SEP06	SEP13	SEP20	SEP27	OCT11	OCT18	OCT25	NOV08	NOV15	NOV22	TOTAL									
SPOTS	66	110	110	112	114	113	111	114	110	112	112	1184									
RAD2554	73	129	129	132	128	130	127	130	129	135	133	1375									
AD2554	242	447	458	452	425	462	446	427	444	457	459	4718									
RHOMES	113	231	232	236	223	243	233	238	232	235	230	2446									

DOLLAR RECAP

	SEP	OCT	NOV	TOTAL
GROSS COST	39683	43920	31374	114977

TELEVISION
REQUESTOR ALICEW

CLIENT PGA PACIFIC GAS/ELECTRIC
PRODUCT UT UTILITIES
ESTIMATE 028 SMARTMETER Q3-Q4

CLT SCHEDULE

PERIOD FROM AUG30/10 TO NOV28/10

MARKET 0181 BAKERSFIELD, CA
COVERAGE=0.23

ALL DAYPARTS(1) ALL SPOT LENGTHS

INITIATIVE
6863 FRIARS RD, S.DIEGO, CA 92108

RTG- (C) 2010 NIELSEN MEDIA
PURCHASED ON LATEST BOOK (AM0)

PAGE 5 SPD4 ON AUG31/10=2.44

PERIOD GRP'S AND % DISTRIBUTION RAD2554
LENGTH TOTAL
30 1375
100%

PERIOD GRP'S AND % DISTRIBUTION RAD2554
DAYPART TOTAL
EMR 207
15%
LNW 229
17%
PRI 237
17%
LFR 154
11%
SPO 272
20%
CPR 276
20%
TOT 1375
100%

TELEVISION
 REQUESTOR HEIDID

CLT SCHEDULE
 PERIOD FROM AUG30/10 TO NOV28/10

INITIATIVE
 6863 FRIARS RD, S. DIEGO, CA 92108

CLIENT PGA PACIFIC GAS/ELECTRIC
 PRODUCT UT UTILITIES
 ESTIMATE 028 SMARTMETER Q3-Q4

MARKET 0811 FRESNO, CA
 COVERAGE=0.60

RTG- (C) 2010 NIELSEN MEDIA
 PURCHASED ON LATEST BOOK (AM)

PAGE 6 SPD4 ON AUG31/10@2.44

DAY	TIME	PROGRAMMING	LNG	ALL DAYPARTS (1) ALL SPOT LENGTHS											O	T	DEMOGRAPHICS (IMP=0)0				
				AUG 30	SEP 06	SEP 13	SEP 20	SEP 27	OCT 04	OCT 11	OCT 18	OCT 25	NOV 01	NOV 08			NOV 15	NOV 22	RAD2554	RHOMES	AD2554
STATION	KFRE-TV	CH 59	AFFILIATE	CW																	
THU	9-10P	NIKITA	30			1	1										2		1.0*	7.2*	1.9*
THU	9-10P	NIKITA	30					1									3		1.5*	11.2*	1.7*
FRI	8-9P	SMALLVILLE	30							1			1				3		1.3*	11.2*	1.1*
		KFRE-TV TOT				1	1	1		1			1				8		10.4	81.6	12.2
		AUG30/10-NOV28/10																			
STATION	KFSN-TV	CH 30	AFFILIATE	ABC																	
M-F	530-6A	AM NEWS	30		3	3	3										9		1.0*	7.6*	2.0*
M-F	530-6A	AM NEWS	30					3		3	3	3		3	3	3	21		1.0*	6.4*	2.5*
M-F	6-7A	AM NEWS	30		1	2	1										4		1.5*	12.8*	3.4*
M-F	6-7A	AM NEWS	30					3		3	3	3		3	3	3	21		2.5*	16.3*	4.9*
M-F	7-9A	GOOD MORNING AMERICA	30		1												1		1.5*	15.9*	4.0*
M-F	7-9A	GOOD MORNING AMERICA	30					3		3	3	3		3	3	3	21		1.5*	11.8*	4.3*
M-F	11-1135P	LATE NEWS	30		3	3	3										9		1.5*	11.0*	3.3*
M-F	11-1135P	LATE NEWS	30					3		3	3	3		3	3	3	21		1.3*	11.7*	4.2*
M-F	1135P-1206A	NIGHTLINE	30		3	3	3										9		0.9*	7.9*	1.9*
M-F	1135P-1206A	NIGHTLINE	30					1		1				1	2	2	7		0.8*	7.7*	2.5*
MON	8-10P	DANCING W/ STARS	30					1		1	1						3		6.0*	41.1*	12.7*
MON	8-10P	DANCING W/ STARS	30				1										1		6.0*	49.0*	11.5*
MON	10-11P	CASTLE	30							1				1			2		3.0*	25.8*	7.3*
TUE	8-9P	WIPEOUT	30			1											1		3.0*	10.8*	4.2*
TUE	8-10P	DANCING W/ STARS FAMILY	30				1										1		4.0*	15.9*	3.1*
TUE	9-10P	DANCING RESULTS	30						1		1						2		4.0*	32.1*	5.6*
TUE	9-10P	SHAQ VS	30			1											1		1.5*	13.0*	2.2*
TUE	10-11P	DETROIT 1-8-7	30														1		1.5*	16.8*	3.0*
TUE	10-11P	PRIMETIME	30			1	1										2		1.7*	19.0*	3.4*
TH-F	11-1135P	LATE NEWS	30	2													2		1.5*	13.1*	3.6*
TH-F	1135P-1206A	NIGHTLINE	30	2													2		1.0*	9.0*	2.8*
FRI	10-11P	20/20	30	1	1	1	1										4		1.7*	19.1*	3.3*
SAT	6-7A	AM NEWS	30	1	1	1	1										4		0.8*	6.5*	1.7*
SAT	7-8A	GOOD MORNING AMERICA	30	1	1	1	1										4		1.0*	9.0*	4.0*

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CLIENT PGA PACIFIC GAS/ELECTRIC
PRODUCT UT UTILITIES
ESTIMATE 028 SMARTMETER Q3-Q4

PERIOD FROM AUG30/10 TO NOV28/10
MARKET 0811 FRESNO, CA
COVERAGE=0.60

RTG- (C)2010 NIELSEN MEDIA
PURCHASED ON LATEST BOOK (RND)

PAGE 7 SPD4 ON AUG31/10 2.44

DAY	TIME	PROGRAMMING	LNG	ALL DAYPARTS (1) ALL SPOT LENGTHS												T	DEMOGRAPHICS (IMP=000)					
				NUMBER OF TELECASTS													AD2554	RHOMES				
				AUG 30	SEP 06	SEP 13	SEP 20	SEP 27	OCT 04	OCT 11	OCT 18	OCT 25	NOV 01	NOV 08	NOV 15	NOV 22	O	AD2554	RHOMES			
STATION	KFSN-TV	CH 30	AFFILIATE	ABC																		
SAT	7-8A	GOOD MORNING AMERICA	30					1		1	1	1			1	1	1	7	0.8*	3.0*	2.6*	
SAT	8-9A	AM NEWS	30	1	1	1	1										4	1.0*	9.0*	2.6*		
SAT	8-9A	AM NEWS	30							1						1	2	0.9*	6.1*	3.0*		
SAT	11-1135P	LATE NEWS	30		1	1	1										3	1.0*	7.2*	2.2*		
SAT	11-1135P	LATE NEWS	30							1	1	1		1	1		5	0.8*	4.8*	2.5*		
SUN	7-8A	GOOD MORNING AMERICA	30		1	1	1										3	0.9*	7.3*	2.6*		
SUN	8-9A	AM NEWS	30	1	1	1	1										4	1.0*	11.3*	1.7*		
SUN	8-9A	AM NEWS	30					1		1	1	1		1	1	1	7	0.7*	2.7*	1.7*		
SUN	7-8P	AFHV	30	1	1	1	1										4	1.5*	15.0*	2.3*		
SUN	11-1135P	LATE NEWS	30		1	1	1										3	1.1*	8.2*	2.0*		
SUN	11-1135P	LATE NEWS	30					1		1	1	1		1	1	1	7	1.1*	8.7*	3.1*		
KFSN-TV TOT AUG30/10-NOV28/10				10	21	23	22	17		18	19	18		18	18	18	202	293.4	2241	694.4		

STATION	KGPE-TV	CH 47	AFFILIATE	CBS																		
M-F	11-1135P	LATE NEWS	30					3		3	3	3		3	3	3	21	0.8*	6.7*	1.8*		
M-F	1135P-1235A	DAVID LETTERMAN	30					3		3	3	3		3	3	3	21	0.5*	4.4*	1.2*		
MON	8-10P	HOW I MET/RULES 2 1/2 MEN/BIG BANG	30		1	1	1										3	2.0*	18.1*	3.3*		
TUE	8-10P	NCIS/NCIS LA	30					1		1	1			1	1		5	4.0*	30.9*	8.0*		
WED	8-9P	SURVIVOR ACCIDENTALLY	30					1		1				1	1		4	4.0*	30.2*	10.2*		
WED	10-11P	THE DEFENDERS	30			1											1	1.5*	15.0*	2.8*		
THU	9-11P	CSI/MENTALIST	30	1													1	1.4*	10.6*	3.9*		
THU	9-11P	CSI/MENTALIST	30							1	1			1	1	1	5	3.0*	28.0*	7.5*		
SAT	10-11P	48 HOURS	30	1	1	1											3	1.0*	7.0*	2.0*		
SUN	9-10P	UNDERCOVER BOSS	30					1		1				1	1		4	4.0*	28.8*	8.9*		
KGPE-TV TOT AUG30/10-NOV28/10				2	2	3	1	9		8	9	7		10	8	9	68	106.2	864.5	239.5		

TELEVISION
REQUESTOR HEIDID

CLT SCHEDULE

INITIATIVE
6863 FRIARS RD, S.DIEGO, CA 92108

CLIENT PGA PACIFIC GAS/ELECTRIC
PRODUCT UT UTILITIES

PERIOD FROM AUG30/10 TO NOV28/10
MARKET 0811 FRESNO, CA

RTG- (C)2010 NIELSEN MEDIA
PURCHASED ON LATEST BOOK (RND)

TELEVISION
 REQUESTOR HEIDID

CLT SCHEDULE

 PERIOD FROM AUG30/10 TO NOV28/10

INITIATIVE
 6863 FRIARS RD, S.DIEGO, CA 92108

CLIENT PGA PACIFIC GAS/ELECTRIC
 PRODUCT UT UTILITIES
 ESTIMATE 028 SMARTMETER Q3-Q4

MARKET 0811 FRESNO, CA
 COVERAGE=0.60

RTG- (C) 2010 NIELSEN MEDIA
 PURCHASED ON LATEST BOOK (M0)

PAGE 9 SPD4 ON AUG31/10 @ 2.44

DAY	TIME	PROGRAMMING	LNG	ALL DAYPARTS (1) ALL SPOT LENGTHS												O	T	DEMOGRAPHICS (IMP=000)		
				NUMBER OF TELECASTS														AD2554	RHOMES	AD2554
				AUG	SEP	SEP	SEP	SEP	OCT	OCT	OCT	OCT	NOV	NOV	NOV	NOV				
STATION	KMPH-TV	CH 26	AFFILIATE	FOX													238	455.2	3515	711.6
	KMPH-TV	TOT			20	27	27	26	20	20	19	21	18	19	21					
		AUG30/10-NOV28/10																		
STATION	KSEE-TV	CH 24	AFFILIATE	NBC																
M-F	6-7A	AM NEWS		30		2	2	2									6	0.6*	4.3*	1.3*
M-F	6-7A	AM NEWS		30					3	3	3	3		3	3	3	21	1.0*	6.3*	1.4*
M-F	7-9A	TODAY SHOW		30		3	3	3									9	1.2*	12.9*	2.5*
M-F	7-9A	TODAY SHOW		30					3	3	3	3		3	3	3	21	1.2*	9.2*	2.0*
M-F	11-1135P	LATE NEWS		30		3	3	3									9	1.0*	7.7*	1.5*
M-F	11-1135P	LATE NEWS		30					3	3	3	3		3	3	3	21	0.6*	9.0*	1.8*
M-F	1135P-1235A	TONIGHT SHOW		30		3	3	3									9	0.6*	4.5*	1.0*
MON	8-9P	CHUCK		30				1					1				3	1.8*	11.0*	1.9*
MON	9-10P	AMERICAS GOT TALENT		30		1	1	1									3	1.6*	10.5*	3.3*
MON	10-11P	CHASE		30					1						1		2	1.8*	15.7*	2.3*
TUE	9-11P	AMERICA'S GOT TALENT		30		1	1										2	2.5*	15.8*	3.7*
TUE	10-11P	PARENTHOOD TALENT		30										1	1		2	2.0*	14.5*	3.1*
WED	9-10P	AMERICA'S GOT TALENT		30		1	1	1									3	2.5*	18.8*	4.3*
WED	10-11P	LAW & ORDER SVU		30					1						1	1	3	1.7*	10.8*	2.8*
TH-F	7-9A	TODAY SHOW		30	2												2	1.2*	12.2*	3.6*
TH-F	11-1135P	LATE NEWS		30	2												2	1.0*	9.9*	2.0*
THU	8-9P	COMMUNITY/30 ROCK QUESTIONS		30					1	1			1	1			4	2.0*	14.3*	1.8*
THU	8-9P	COMMUNITY/OFFICE QUESTIONS		30	1	1											2	1.0*	8.0*	1.5*
THU	9-10P	OFFICE/OUTSOURCED		30					1	1	1		1	1			5	2.5*	18.1*	2.3*
THU	9-10P	OFFICE/PARKS		30	1												1	1.0*	7.5*	1.5*
THU	10-11P	30 ROCK/COMMUNITY		30	1			1									2	1.4*	9.8*	2.2*
THU	10-11P	APPRENTICE		30				1				1	1				3	1.9*	14.3*	2.1*

TELEVISION
REQUESTOR HEIDID

CLT SCHEDULE

PERIOD FROM AUG30/10 TO NOV28/10

INITIATIVE
6863 FRIARS RD, S.DIEGO, CA 92108

CLIENT PGA PACIFIC GAS/ELECTRIC
PRODUCT UT UTILITIES
ESTIMATE 028 SMARTMETER Q3-Q4

MARKET 0811 FRESNO, CA
COVERAGE=0.60

RTG- (C) 2010 NIELSEN MEDIA
PURCHASED ON LATEST BOOK (M0)

PAGE 10 SPD4 ON AUG31/10 @ 2.44

DAY	TIME	PROGRAMMING	LNG	ALL DAYPARTS (1) ALL SPOT LENGTHS												O	T	DEMOGRAPHICS (IMP=0.00)						
				NUMBER OF TELECASTS														RAD2554	RHOMES	AD2554				
				AUG	SEP	SEP	SEP	SEP	OCT	OCT	OCT	OCT	NOV	NOV	NOV	NOV								
STATION	KSEE-TV	CH 24	AFFILIATE	NBC																				
FRI	8-9P	WHO DO YOU THINK LIGHTS	30	1													1	0.7*	5.0*	0.9*				
FRI	9-11P	DATELINE	30	1	1												2	0.9*	6.6*	2.7*				
FRI	9-11P	DATELINE/OUTLAW	30					1		1					1	1	4	1.8*	14.6*	2.9*				
SAT	8-9P	LAW & ORDER: CI	30	1													1	0.7*	5.5*	1.6*				
SAT	10-11P	LAW & ORDER: SVU	30	1		1											2	1.0*	7.0*	1.9*				
SAT	11-1130P	LATE NEWS	30		1	1	1										3	0.9*	7.0*	1.8*				
SAT	1130P-1A	SAT NIGHT LIVE	30	1	1	1	1										4	0.5*	3.8*	0.6*				
SAT	1130P-1A	SAT NIGHT LIVE	30					1		1	1	1		1	1	1	7	1.0*	5.2*	1.2*				
SUN	5-8P	NFL ON NBC	30		1	1											2	5.5*	41.2*	22.0*				
SUN	5-8P	NFL ON NBC	30				1										1	5.5*	41.2*	22.0*				
SUN	5-8P	NFL ON NBC	30						1	1				1	1	1	5	5.5*	41.2*	22.0*				
SUN	7-8P	DATELINE	30	1	1												2	0.7*	5.0*	2.5*				
SUN	8-9P	DATELINE	30	1	1		1										3	0.7*	7.7*	1.0*				
SUN	9-10P	LAW & ORDER	30	1													1	1.0*	7.5*	2.7*				
SUN	10-11P	LAW & ORDER: CI APPRENTICE	30	1	1		1										3	1.0*	7.5*	2.3*				
KSEE-TV TOT				16	22	18	19	14		14	14	13		15	18	13	176	235.0	1851	495.3				
AUG30/10-NOV28/10																								
STATION	6165/AE	COMCAST/FRESNO INTERCONN																						
M-SU	7P-12M	PRIME ROS	30														19	19	19	57	0.2*	1.5*	0.3*	
NO SPOTS CAN AIR IN INTERVENTION OR DOG THE BOUNTY.																								
6165/AE TOT																		19	19	19	57	11.4	85.5	17.1
AUG30/10-NOV28/10																								
STATION	6165/FAM	COMCAST/FRESNO INTERCONN																						
M-SU	6-11P	PRIME ROS	30														18	18	18	54	0.1*	0.8*	0.2*	
M-SU	6-11P	PRIME ROS	30		20	20	20	20		20	20	20					140				0.1*	0.8*	0.2*	
NO SPOTS CAN AIR IN 700 CLUB.																								
TH-SU	6-11P	PRIME ROS	30	12																	0.1*	0.9*	0.2*	

TELEVISION
 REQUESTOR HEIDID

CLT SCHEDULE

 PERIOD FROM AUG30/10 TO NOV28/10

INITIATIVE
 6863 FRIARS RD, S.DIEGO, CA 92108

CLIENT PGA PACIFIC GAS/ELECTRIC
 PRODUCT UT UTILITIES
 ESTIMATE 028 SMARTMETER Q3-Q4

MARKET 0811 FRESNO, CA
 COVERAGE=0.60

RTG- (C) 2010 NIELSEN MEDIA
 PURCHASED ON LATEST BOOK (M0)

PAGE 11 SPD4 ON AUG31/10 2.44

DAY	TIME	PROGRAMMING	LNG	ALL DAYPARTS (1) ALL SPOT LENGTHS												O	T	DEMOGRAPHICS (IMP=0.00)				
				NUMBER OF TELECASTS														RAD2554	RHOMES	AD2554		
				AUG	SEP	SEP	SEP	SEP	OCT	OCT	OCT	OCT	NOV	NOV	NOV	NOV						
STATION	6165/FAM	COMCAST/FRESNO INTERCONN															206		20.6	166.0	41.2	
	6165/FAM TOT			12	20	20	20	20	20	20	20						18	18	18			
	AUG30/10-NOV28/10																					
STATION	6165/SCF	COMCAST/FRESNO INTERCONN															140		0.1*	0.8*	0.2*	
M-SU	6P-12M	PRIME ROS	30		20	20	20	20	20	20	20						17	17	17			
M-SU	7P-12M	PRIME ROS	30																			
TH-SU	7P-12M	PRIME ROS	30	12																		
	6165/SCF TOT			12	20	20	20	20	20	20	20						17	17	17			
	AUG30/10-NOV28/10																					
STATION	6165/TBS	COMCAST/FRESNO INTERCONN															154		0.2*	1.2*	0.3*	
M-SU	6P-12M	PRIME ROS	30		22	22	22	22	22	22	22						19	19	19			
M-SU	7P-12M	PRIME ROS	30																			
TH-SU	7P-12M	PRIME ROS	30	12																		
	6165/TBS TOT			12	22	22	22	22	22	22	22						19	19	19			
	AUG30/10-NOV28/10																					
STATION	6165/TDC	COMCAST/FRESNO INTERCONN															154		0.2*	1.2*	0.3*	
M-SU	6P-12M	PRIME ROS	30		22	22	22	22	22	22	22						19	19	19			
M-SU	7P-12M	PRIME ROS	30																			
TH-SU	6P-12M	PRIME ROS	30	12																		
	6165/TDC TOT			12	22	22	22	22	22	22	22						19	19	19			
	AUG30/10-NOV28/10																					
STATION	6165/TNT	COMCAST/FRESNO INTERCONN															154		0.3*	2.2*	0.6*	
M-SU	6P-12M	PRIME ROS	30		22	22	22	22	22	22	22						19	19	19			
M-SU	7P-12M	PRIME ROS	30																			
TH-SU	7P-12M	PRIME ROS	30	13																		
	6165/TNT TOT			13	22	22	22	22	22	22	22						19	19	19			
	AUG30/10-NOV28/10																					

TELEVISION
 REQUESTOR HEIDID
 CLIENT PGA PACIFIC GAS/ELECTRIC
 PRODUCT UT UTILITIES
 ESTIMATE 028 SMARTMETER Q3-Q4

CLT SCHEDULE
 PERIOD FROM AUG30/10 TO NOV28/10
 MARKET 0811 FRESNO, CA
 COVERAGE=0.60

INITIATIVE
 6863 FRIARS RD, S.DIEGO, CA 92108

RTG- (C) 2010 NIELSEN MEDIA
 PURCHASED ON LATEST BOOK (M0)

PAGE 12 SPD4 ON AUG31/10@2.44

DAY	TIME	PROGRAMMING	LNG	ALL DAYPARTS (1) ALL SPOT LENGTHS											O	T	DEMOGRAPHICS (IMP=000)				
				NUMBER OF TELECASTS													AD2554	RHOMES			
				AUG	SEP	SEP	SEP	SEP	OCT	OCT	OCT	NOV	NOV	NOV	NOV						
				30	06	13	20	27	04	11	18	25	01	08	15	22					
STATION	6165/USA	COMCAST/FRESNO INTERCONN																			
M-SU	6P-12M	PRIME ROS	30		22	22	22	22		22	22	22					154		0.3*	1.9*	0.7*
M-SU	7P-12M	PRIME ROS	30										18	18	18		54		0.3*	2.0*	0.7*
TH-SU	7P-12M	PRIME ROS	30	13													13		0.3*	2.2*	0.7*
6165/USA TOT AUG30/10-NOV28/10				13	22	22	22	22		22	22	22		18	18	18	221	66.3	429.2	154.7	
				MKT TOT																	
				AUG30	SEP06	SEP13	SEP20	SEP27	OCT11	OCT18	OCT25	NOV08	NOV15	NOV22	TOTAL						
SPOTS	122	200	200	197	189	189	189	188	190	194	191	2049									
RAD2554	75	130	130	129	130	130	130	130	131	130	131	1375									
AD2554	596	966	995	976	991	960	953	1008	968	1006	1013	10433									
RHOMES	150	241	247	241	253	250	263	245	260	258	266	2672									

DOLLAR RECAP

	SEP	OCT	NOV	TOTAL
GROSS COST	105430	115665	75495	296590

PERIOD GRP'S AND % DISTRIBUTION RAD2554

LENGTH	TOTAL
30	1375 100%

PERIOD GRP'S AND % DISTRIBUTION RAD2554

DAYPART	TOTAL
EMR	328 24%
LNW	278 20%
PRI	413 30%
LFR	81 6%
CPR	275 20%

TELEVISION
REQUESTOR HEIDID

CLIENT PGA PACIFIC GAS/ELECTRIC
PRODUCT UT UTILITIES
ESTIMATE 028 SMARTMETER Q3-Q4

TOT 1375
100%

CLT SCHEDULE

PERIOD FROM AUG30/10 TO NOV28/10

MARKET 0811 FRESNO, CA
COVERAGE=0.60

ALL DAYPARTS(1) ALL SPOT LENGTHS

INITIATIVE

6863 FRIARS RD, S.DIEGO, CA 92108

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PURCHASED ON LATEST BOOK (AM)

PAGE 13 SPD4 ON AUG31/10 2.44

TELEVISION
 REQUESTOR ELISSAGU

CLT SCHEDULE
 PERIOD FROM AUG30/10 TO NOV28/10

INITIATIVE
 6863 FRIARS RD, S.DIEGO, CA 92108

CLIENT PGA PACIFIC GAS/ELECTRIC
 PRODUCT UT UTILITIES
 ESTIMATE 028 SMARTMETER Q3-Q4

MARKET 1831 SACRAMENTO, CA
 COVERAGE=1.32

RTG- (C) 2010 NIELSEN MEDIA
 PURCHASED ON LATEST BOOK (M0)

PAGE 14 SPD4 ON AUG31/10 @ 2.44

DAY	TIME	PROGRAMMING	LNG	ALL DAYPARTS (1) ALL SPOT LENGTHS												O	T	DEMOGRAPHICS (IMP=000)			
				NUMBER OF TELECASTS														RAD2554	RHOMES	AD2554	
				AUG	SEP	SEP	SEP	SEP	OCT	OCT	OCT	OCT	NOV	NOV	NOV	NOV					
STATION	KCRA-TV	CH 03	AFFILIATE	NBC																	
M-F	6-7A	6A NEWS		30										3	3	3	9	2.0*	34.3*	3.7*	
M-F	7-9A	TODAY SHOW		30	3	3	3	3		3	3	3		3	3	3	30	1.4*	23.4*	3.5*	
M-SU	11-1135P	11P NEWS		30										4	3	3	10	2.0*	32.8*	5.2*	
TUE	10-11P	PARENTHOOD		30			1	1		1	1	1		1	1	1	8	3.5*	59.1*	7.5*	
TH-F	6-7A	6A NEWS		30	1												1	2.0*	35.6*	3.6*	
TH-F	7-9A	TODAY SHOW		30	1												1	1.4*	26.8*	3.6*	
THU	830-9P	30 ROCK		30											1	1	1	3	2.0*	21.1*	2.2*
FRI	8-9P	WHO DO YOU THINK YOU ARE?		30	1												1	2.3*	37.4*	2.4*	
SAT	7-9A	7A NEWS-SATURDAY		30	1	1	1	1	1		1	1	1				8	1.5*	25.7*	3.9*	
SAT	1230P-3P	NOTRE DAME FOOTBALL		30	1	1	1	1	1		1	1	1		1		9	1.0*	17.0*	1.3*	
SUN	7-10A	7A NEWS-SUNDAY		30	1												1	1.0*	17.4*	2.9*	
SUN	530-830P	NFL		30											1	1	1	3	8.5*	144.1*	14.4*
SUN	1135P-1235A	BROTHERS & SISTERS		30	1	1	1	1	1		1	1	1				8	0.8*	13.6*	1.7*	
M-F	6-7A	6A NEWS		30		3	3	3	3		3	3	3				21	2.0*	34.3*	3.7*	
M-F	1135P-1235A	TONIGHT SHOW		30		3	3	3	3		3	3	3		3	3	3	30	0.7*	11.8*	2.0*
THU	8-830P	COMMUNITY		30										1	1	1	3	2.0*	24.5*	1.6*	
SAT	7-9A	7A NEWS-SATURDAY		30										1	1	1	3	1.5*	25.7*	3.9*	
SUN	7-10A	7A NEWS-SUNDAY		30		1	1	1	1		1	1	1		1	1	1	10	1.0*	17.4*	2.9*
SUN	1135P-1235A	BROTHERS & SISTERS		30										1	1	1	3	0.8*	13.6*	1.7*	
KCRA-TV TOT					7	13	13	14	14		14	14	14		21	19	19	162	259.5	4331	557.4
AUG30/10-NOV28/10																					

STATION	KMAX-TV	CH 31	AFFILIATE	CW																
M-F	6-7A	6A NEWS		30		3	3	3	3		3	3	3				21	1.7*	27.5*	2.9*
M-F	6-7A	6A NEWS		30										3	3	3	9	1.7*	27.5*	2.9*
M-F	7-8A	7A NEWS		30		3	3	3	3		3	3	3		3	3	30	2.0*	32.3*	3.3*
M-F	8-9A	8A NEWS		30		3	3	3	3		3	3	3				21	1.7*	29.1*	2.9*
M-F	8-9A	8A NEWS		30										3	3	3	9	1.7*	29.1*	2.9*
WED	8-9P	TOP MODEL		30										1	1	1	3	2.3*	38.0*	3.8*
TH-F	6-7A	6A NEWS		30	1												1	1.7*	35.6*	2.7*

TELEVISION
 REQUESTOR ELISSAGU

CLT SCHEDULE
 PERIOD FROM AUG30/10 TO NOV28/10

INITIATIVE
 6863 FRIARS RD, S.DIEGO, CA 92108

CLIENT PGA PACIFIC GAS/ELECTRIC
 PRODUCT UT UTILITIES
 ESTIMATE 028 SMARTMETER Q3-Q4

MARKET 1831 SACRAMENTO, CA
 COVERAGE=1.32

RTG- (C) 2010 NIELSEN MEDIA
 PURCHASED ON LATEST BOOK (AM0)

PAGE 15 SPD4 ON AUG31/10@2.44

DAY	TIME	PROGRAMMING	LNG	NUMBER OF TELECASTS												O	T	DEMOGRAPHICS (IMP=000)				
				AUG 30	SEP 06	SEP 13	SEP 20	SEP 27	OCT 04	OCT 11	OCT 18	OCT 25	NOV 01	NOV 08	NOV 15			NOV 22	RAD2554	RHOMES	AD2554	
STATION	KMAX-TV	CH 31	AFFILIATE	CW																		
TH-F	7-8A	7A NEWS		30	1													1		2.0*	37.1*	3.3*
TH-F	8-9A	8A NEWS		30	1													1		1.7*	27.8*	2.7*
SAT	6-7A	6A NEWS-SATURDAY		30	1	1	1	1	1		1	1	1					8		0.7*	11.1*	1.3*
SAT	6-7A	6A NEWS-SATURDAY		30										1	1	1		3		0.7*	11.1*	1.3*
SAT	7-10A	7A NEWS-SATURDAY		30	1	1	1	1	1		1	1	1					8		2.0*	32.7*	2.9*
SAT	7-10A	7A NEWS-SATURDAY		30										1	1	1		3		2.0*	32.7*	2.9*
SAT	10-11P	CRIMINAL MINDS		30										1	1	1		3		0.7*	12.0*	2.1*
SUN	6-7A	6A NEWS-SUNDAY		30	1	1	1	1	1		1	1	1					8		0.7*	10.9*	0.9*
SUN	7-10A	7A NEWS-SUNDAY		30	1	1	1	1	1		1	1	1					11		1.7*	28.3*	2.4*
SUN	10-11P	COLD CASE		30	1	1	1	1	1		1	1	1					11		0.7*	13.0*	1.1*
M-F	1130P-12M	GEORGE LOPEZ		30		3	3	3	3		3	3	3					21		0.5*	9.0*	0.9*
M-F	1130P-12M	GEORGE LOPEZ		30										3	3	3		9		0.5*	9.0*	0.9*
SAT	10-11P	CRIMINAL MINDS		30			1	1	1		1	1	1					6		0.7*	12.0*	2.1*
SUN	6-7A	6A NEWS-SUNDAY		30										1	1	1		3		0.7*	10.9*	0.9*
	KMAX-TV TOT				8	17	18	18	18		18	18	18					190		259.4	4316	433.6
	AUG30/10-NOV28/10																					
STATION	KOVR-TV	CH 13	AFFILIATE	CBS																		
M-F	11P-12M	DAVID LETTERMAN		30		3	3	3	3		3	3	3					30		1.0*	16.3*	2.4*
M-F	12M-1A	CRAIG FERGUSON		30											3	3	3	9		0.7*	11.6*	1.3*
M-SU	10-11P	10P NEWS		30		4	4	4										12		1.8*	30.6*	4.5*
M-SU	10-11P	10P NEWS		30				4		4	4	4						16		1.8*	30.6*	4.5*
M-SU	10-11P	10P NEWS		30										4	4	4		12		1.8*	30.6*	4.5*
MON	9-10P	HAWAII FIVE-O		30										1	1	1		3		2.3*	38.9*	6.3*
TUE	7-8P	NCIS		30		1	1	1										3		3.5*	61.1*	8.6*
TUE	7-8P	NCIS		30				1		1	1	1						4		3.5*	61.1*	8.6*
TUE	7-8P	NCIS		30										1	1	1		3		3.5*	61.1*	8.6*
TUE	8-9P	NCIS: LOS ANGELES		30		1	1	1										3		3.3*	58.6*	3.6*
TUE	8-9P	NCIS: LOS ANGELES		30										1	1	1		3		3.3*	58.6*	3.6*
TH-F	11P-12M	DAVID LETTERMAN		30	1													1		1.0*	19.9*	2.2*
TH-SU	10-11P	10P NEWS		30	3													3		1.8*	32.8*	4.7*
THU	2-430P	NFL THANKSGIVING		30												2		2		8.0*	147.0*	1.9*
THU	8-9P	CSI		30	1	1	1	1										4		3.0*	49.7*	5.2*
THU	8-9P	CSI		30										1	1	1		3		3.0*	49.7*	5.2*
THU	9-10P	MENTALIST		30	1	1	1	1										4		3.0*	50.7*	6.2*
THU	9-10P	MENTALIST		30				1		1	1	1						4		3.0*	50.7*	6.2*
THU	9-10P	MENTALIST		30										1	1	1		3		3.0*	50.7*	6.2*
SUN	7-830A	CBS SUN MORNING		30	1	1	1	1										4		0.7*	11.3*	1.8*

TELEVISION
REQUESTOR ELISSAGU

CLT SCHEDULE
PERIOD FROM AUG30/10 TO NOV28/10

INITIATIVE
6863 FRIARS RD, S. DIEGO, CA 92108

CLIENT PGA PACIFIC GAS/ELECTRIC
PRODUCT UT UTILITIES
ESTIMATE 028 SMARTMETER Q3-Q4

MARKET 1831 SACRAMENTO, CA
COVERAGE=1.32

RTG- (C) 2010 NIELSEN MEDIA
PURCHASED ON LATEST BOOK (AM)

PAGE 16 SPD4 ON AUG31/10@2.44

DAY	TIME	PROGRAMMING	LNG	ALL DAYPARTS (1) ALL SPOT LENGTHS											O	T	DEMOGRAPHICS (IMP=090)					
				AUG 30	SEP 06	SEP 13	SEP 20	SEP 27	OCT 04	OCT 11	OCT 18	OCT 25	NOV 01	NOV 08			NOV 15	NOV 22	RAD2554	RHOMES	AD2554	
STATION	KOVR-TV	CH 13	AFFILIATE	CBS																		
SUN	7-830A	CBS SUN MORNING	30					1		1	1	1					4		0.7*	11.3*	1.8*	
SUN	7-830A	CBS SUN MORNING	30														3		0.7*	11.3*	1.8*	
SUN	9-10A	NFL TODAY	30		1	1	1	1		1	1	1					10		1.0*	17.8*	2.0*	
SUN	10A-1P	NFL	30				2										2		5.0*	84.7*	8.9*	
SUN	10A-1P	NFL	30					2									2		5.0*	84.7*	8.9*	
SUN	10A-1P	NFL RAIDERS	30		2												2		5.5*	93.2*	8.9*	
SUN	10A-1P	NFL RAIDERS	30														2		5.5*	91.6*	7.7*	
SUN	105-4P	NFL	30													2	2		5.5*	90.7*	12.2*	
SUN	105-4P	NFL RAIDERS	30					2									2		6.0*	102.8*	7.1*	
SUN	115-4P	NFL	30													2	2		5.5*	90.9*	12.3*	
SUN	115-4P	NFL RAIDERS	30										2				2		6.0*	100.7*	6.7*	
SUN	11P-12M	NUMB3RS	30	1	1	1	1										4		0.7*	11.5*	2.3*	
SUN	11P-12M	NUMB3RS	30					1		1	1	1					4		0.7*	11.5*	2.3*	
SUN	11P-12M	NUMB3RS	30													1	1	1	0.7*	11.5*	2.3*	
M-F	12M-1A	CRAIG FERGUSON	30		3	3	3	3		3	3	3					21		0.7*	11.6*	1.3*	
MON	7-8P	HOW I MET YOUR MOTHER / RULES OF ENGAGEMENT	30		1	1	1										3		1.8*	29.8*	2.4*	
MON	7-8P	HOW I MET YOUR MOTHER / RULES OF ENGAGEMENT	30														3		1.8*	29.8*	2.4*	
WED	8-9P	CRIMINAL MINDS	30		1	1	1										3		2.3*	38.6*	6.6*	
WED	8-9P	CRIMINAL MINDS	30													1	1	1	2.3*	38.6*	6.6*	
WED	9-10P	THE DEFENDERS	30													1	1	1	2.3*	39.5*	5.9*	
TH-F	12M-1A	CRAIG FERGUSON	30	1													1		0.7*	12.3*	1.3*	
FRI	9-10P	BLUE BLOODS	30													1	1	2	1.7*	28.3*	4.6*	
SAT	11P-12M	COLD CASE	30			1	1										2		0.6*	10.2*	2.6*	
SAT	11P-12M	COLD CASE	30					1		1	1	1				1	1	1	0.6*	10.2*	2.6*	
KOVR-TV TOT				9	21	22	22	18		16	18	16				25	26	25	218	415.5	7055	858.3
AUG30/10-NOV28/10																						
STATION	KQCA-TV	CH 58	AFFILIATE	MNT																		
M-F	7-8A	7A NEWS	30		3	3	3	3		3							15		0.7*	13.0*	1.6*	
M-F	8-9A	8A NEWS	30		3	3	3	3		3	3	3				3	3	3	0.7*	11.8*	1.6*	
M-SU	10-1030P	10P NEWS	30													3	4	4	1.0*	16.8*	1.7*	
M-F	7-8A	7A NEWS	30									3	3				6		0.7*	13.0*	1.6*	
M-F	7-8A	7A NEWS	30													3	3	3	0.7*	13.0*	1.6*	
FRI	9-10P	MONK	30	1													1		0.7*	11.7*	2.5*	

TELEVISION
 REQUESTOR ELISSAGU

CLT SCHEDULE

 PERIOD FROM AUG30/10 TO NOV28/10

INITIATIVE
 6863 FRIARS RD, S.DIEGO, CA 92108

CLIENT PGA PACIFIC GAS/ELECTRIC
 PRODUCT UT UTILITIES
 ESTIMATE 028 SMARTMETER Q3-Q4

MARKET 1831 SACRAMENTO, CA
 COVERAGE=1.32

RTG- (C) 2010 NIELSEN MEDIA
 PURCHASED ON LATEST BOOK (AM)

PAGE 17 SPD4 ON AUG31/10 @ 2.44

DAY	TIME	PROGRAMMING	ALL DAYPARTS (1) ALL SPOT LENGTHS												O	DEMOGRAPHICS (IMP=000)				
			NUMBER OF TELECASTS													T	RAD2554	RHOMES	AD2554	
---	---	-----	LNG	30	06	13	20	27	04	11	18	25	01	08	15	22	T			
STATION	KQCA-TV	CH 58	AFFILIATE	MNT																
	KQCA-TV	TOT			1	6	6	6	6	6	6	6	9	10	10	72	53.7	940.5	117.2	
		AUG30/10-NOV28/10																		
STATION	KTXL-TV	CH 40	AFFILIATE	FOX																
M-SU	10-11P	10P NEWS		30		4	4										8	1.5*	23.9*	2.5*
TH-SU	10-11P	10P NEWS		30	2												2	1.4*	18.7*	2.5*
FRI	8-9P	HUMAN TARGET		30	1		1	1	1				1	1	1		8	1.3*	22.2*	3.3*
MON	9-10P	LONESTAR		30			1										1	2.5*	41.3*	4.4*
TUE	445-830P	MLB: NLCS		30								2					2	2.5*	40.3*	2.8*
THU	445-830P	MLB: NLCS		30							2						2	2.5*	40.0*	3.0*
SUN	5-8P	MLB: NLCS		30					2								2	3.0*	48.5*	2.3*
SUN	530-830P	WORLD SERIES		30								2					2	6.0*	101.2*	2.8*
	KTXL-TV	TOT			3	4	5	2	1	3	4	2	1	1	1	27	55.7	907.5	77.6	
		AUG30/10-NOV28/10																		
STATION	KXTV-TV	CH 10	AFFILIATE	ABC																
M-F	6-7A	6A NEWS		30		3											3	0.5*	7.3*	1.0*
M-F	6-7A	6A NEWS		30									3	3	3		9	0.5*	7.3*	1.0*
M-SU	11-1135P	11P NEWS		30		4											4	1.0*	17.0*	2.6*
M-SU	11-1135P	11P NEWS		30									4	4	4		12	1.0*	17.0*	2.6*
WED	8-11P	CMA AWARDS		30									1				1	4.0*	68.4*	3.8*
TH-SU	11-1135P	11P NEWS		30	3												3	1.0*	13.5*	2.4*
SAT	1230P-4P	NCAA FOOTBALL		30									1	1			2	1.0*	16.8*	2.8*
SUN	7-8P	AFHV		30	1	1	1										3	2.0*	33.4*	3.2*
SUN	7-8P	AFHV		30									1				1	2.0*	33.4*	3.2*
SUN	7-8P	AFHV		30											1		1	2.0*	33.4*	3.2*
M-F	6-7A	6A NEWS		30			3	3									6	0.5*	7.3*	1.0*
M-F	6-7A	6A NEWS		30					3								3	0.5*	7.3*	1.0*
M-F	7-9A	GMA		30		3											3	0.5*	7.9*	1.3*
M-F	7-9A	GMA		30			3	3									6	0.5*	7.9*	1.3*
M-F	7-9A	GMA		30									3	3	3		9	0.5*	7.9*	1.3*
MON	10-11P	CASTLE		30											1	1	2	2.3*	37.8*	7.0*
WED	8-830P	THE MIDDLE		30		1											1	1.5*	64.0*	4.3*
		THE MIDDLE																		
WED	830-9P	THE MIDDLE/		30		1											1	1.5*	71.6*	4.6*

TELEVISION
REQUESTOR ELISSAGU

CLT SCHEDULE

PERIOD FROM AUG30/10 TO NOV28/10

INITIATIVE
6863 FRIARS RD, S.DIEGO, CA 92108

CLIENT PGA PACIFIC GAS/ELECTRIC
PRODUCT UT UTILITIES
ESTIMATE 028 SMARTMETER Q3-Q4

MARKET 1831 SACRAMENTO, CA
COVERAGE=1.32

RTG- (C) 2010 NIELSEN MEDIA
PURCHASED ON LATEST BOOK (M0)

PAGE 18 SPD4 ON AUG31/10@2.44

DAY	TIME	PROGRAMMING	ALL DAYPARTS (1) ALL SPOT LENGTHS												T	DEMOGRAPHICS (IMP=000)								
			NUMBER OF TELECASTS													O	RAD2554 RHOMES							
---	---	-----	LNG	30	06	13	20	27	04	11	18	25	01	08	15	22	T	AD2554						
STATION	KXTV-TV	CH 10	AFFILIATE	ABC																				
	KXTV-TV	TOT		4	13	7	6	3						13	12	12	70	62.1	1088	141.5				
	AUG30/10-NOV28/10																							
STATION	6300/ESP	COMCAST/SACRAMENTO	INTER																					
M-SU	7P-12M	ESPN PRIME ROS	30	10	10	10	15		15	15	15			10			100	0.5*	8.0*	1.0*				
TH-SU	7P-12M	ESPN PRIME ROS	30	5													5	0.3*	3.2*	0.6*				
	6300/ESP	TOT		5	10	10	10	15		15	15	15		10			105	51.5	816.0	103.0				
	AUG30/10-NOV28/10																							
STATION	6300/FX	COMCAST/SACRAMENTO	INTER																					
TH-SU	7P-12M	FX PRIME ROS	30	5													5	0.3*	5.2*	0.5*				
	6300/FX	TOT		5													5	1.5	26.0	2.5				
	AUG30/10-NOV28/10																							
STATION	6300/SCF	COMCAST/SACRAMENTO	INTER																					
M-SU	7P-12M	SY-FY PRIME ROS	30	10	10	10	15		15	15	15					10	100	0.2*	3.0*	0.4*				
TH-SU	7P-12M	SY-FY PRIME ROS	30	5													5	0.2*	3.6*	0.4*				
	6300/SCF	TOT		5	10	10	10	15		15	15	15		10			105	21.0	318.0	42.0				
	AUG30/10-NOV28/10																							
STATION	6300/TBS	COMCAST/SACRAMENTO	INTER																					
M-SU	7P-12M	TBS PRIME ROS	30	10	10	10	15		15	15	15			10			100	0.4*	6.0*	0.5*				
TH-SU	7P-12M	TBS PRIME ROS	30	5													5	0.3*	4.4*	0.5*				
	6300/TBS	TOT		5	10	10	10	15		15	15	15		10			105	41.5	622.0	52.5				
	AUG30/10-NOV28/10																							

TELEVISION
 REQUESTOR ELISSAGU

CLT SCHEDULE

 PERIOD FROM AUG30/10 TO NOV28/10

INITIATIVE
 6863 FRIARS RD, S.DIEGO, CA 92108

CLIENT PGA PACIFIC GAS/ELECTRIC
 PRODUCT UT UTILITIES
 ESTIMATE 028 SMARTMETER Q3-Q4

MARKET 1831 SACRAMENTO, CA
 COVERAGE=1.32

RTG- (C) 2010 NIELSEN MEDIA
 PURCHASED ON LATEST BOOK (M0)

PAGE 19 SPD4 ON AUG31/10#2.44

DAY	TIME	PROGRAMMING	LNG	ALL DAYPARTS (1) ALL SPOT LENGTHS												T	DEMOGRAPHICS (IMP=000)			
				NUMBER OF TELECASTS													O	RAD2554 RHOMES		
---	---	-----	---	AUG 30	SEP 06	SEP 13	SEP 20	SEP 27	OCT 04	OCT 11	OCT 18	OCT 25	NOV 01	NOV 08	NOV 15	NOV 22	T	AD2554		
STATION	6300/TDC	COMCAST/SACRAMENTO	INTER																	
M-SU	7P-12M	DISCOVERY PRIME	30		8	8	8	16		16	8	15					79	0.3*	5.2*	0.5*
TH-SU	7P-12M	DISCOVERY PRIME	30	5													5	0.3*	5.0*	0.5*
	6300/TDC TOT			5	8	8	8	16		16	8	15					84	25.2	435.8	42.0
	AUG30/10-NOV28/10																			
STATION	6300/TNT	COMCAST/SACRAMENTO	INTER																	
M-SU	7P-12M	TNT PRIME ROS	30		10	10	10	15		15	15	15				10	100	0.4*	6.6*	0.9*
TH-SU	7P-12M	TNT PRIME ROS	30	5													5	0.5*	9.8*	0.8*
	6300/TNT TOT			5	10	10	10	15		15	15	15				10	105	42.5	709.0	94.0
	AUG30/10-NOV28/10																			
STATION	6300/USA	COMCAST/SACRAMENTO	INTER																	
M-SU	7P-12M	USA PRIME ROS	30		10	10	10	15		15	15	15				10	100	0.6*	9.5*	1.2*
TH-SU	7P-12M	USA PRIME ROS	30	5													5	0.6*	13.1*	1.3*
THU	6-7P	NCIS	30	1	1	1	1	1		1	1	1		1	1	1	11	0.7*	11.7*	1.3*
THU	7-8P	NCIS	30	1	1	1	1	1		1	1	1		1	1	1	11	0.8*	14.1*	1.3*
FRI	7-8P	NCIS	30	1	1	1	1	1		1	1	1		1	1	1	11	0.6*	10.0*	1.7*
	6300/USA TOT			8	13	13	13	18		18	18	18		13	3	3	138	86.1	1409	173.8
	AUG30/10-NOV28/10																			
				MKT TOT																
	AUG30	SEP06	SEP13	SEP20	SEP27	OCT11	OCT18	OCT25	NOV08	NOV15	NOV22	TOTAL								
SPOTS	70	135	132	129	154	151	146	149	111	100	109	1386								
RAD2554	60	130	125	123	124	116	128	120	152	149	148	1375								
AD2554	1026	2255	2078	2050	2051	1921	2122	1999	2525	2469	2479	22974								
RHOMES	118	259	248	246	241	228	241	225	311	301	277	2695								

TELEVISION
REQUESTOR ELISSAGU

CLIENT PGA PACIFIC GAS/ELECTRIC
PRODUCT UT UTILITIES
ESTIMATE 028 SMARTMETER Q3-Q4

CLT SCHEDULE

PERIOD FROM AUG30/10 TO NOV28/10

MARKET 1831 SACRAMENTO, CA
COVERAGE=1.32

INITIATIVE
6863 FRIARS RD, S.DIEGO, CA 92108

RTG- (C) 2010 NIELSEN MEDIA
PURCHASED ON LATEST BOOK (AM)

PAGE 20 SPD4 ON AUG31/10=2.44

ALL DAYPARTS(1) ALL SPOT LENGTHS

DOLLAR RECAP	SEP	OCT	NOV	TOTAL
GROSS COST	195605	219400	224520	639525

PERIOD GRP'S AND % DISTRIBUTION RAD2554	LENGTH	TOTAL
	30	1375
		100%

PERIOD GRP'S AND % DISTRIBUTION RAD2554	DAYPART	TOTAL
	EMR	426
		31%
	LNW	142
		10%
	PRI	234
		17%
	LFM	125
		9%
	SPO	179
		13%
	CPR	269
		20%
	TOT	1375
		100%

TELEVISION
 REQUESTOR ELISSAGU

CLT SCHEDULE

 PERIOD FROM AUG30/10 TO NOV28/10

INITIATIVE
 6863 FRIARS RD, S.DIEGO, CA 92108

CLIENT PGA PACIFIC GAS/ELECTRIC
 PRODUCT UT UTILITIES
 ESTIMATE 028 SMARTMETER Q3-Q4

MARKETS=3 **** COVERAGE=2.15

RTG- (C) 2010 NIELSEN MEDIA
 PURCHASED ON LATEST BOOK (AM)

**** SUMMARY ****

PAGE 21 SPD4 ON AUG31/10 2.44

ALL DAYPARTS(1) ALL SPOT LENGTHS

	AUG30	SEP06	SEP13	SEP20	SEP27	***PRODUCT TOTAL***			NOV08	NOV15	NOV22	TOTAL
						OCT11	OCT18	OCT25				
SPOTS	258	445	442	438	457	453	446	451	411	406	412	4619
RAD2554	66	130	127	126	126	121	129	124	144	142	141	1375
AD2554	1864	3667	3531	3478	3467	3342	3521	3434	3937	3932	3951	38125
RHOMES	126	251	246	244	242	236	246	232	289	282	269	2662

DOLLAR RECAP

	SEP	OCT	NOV	TOTAL
GROSS COST	340718	378985	331389	1051092