

TELEVISION  
REQUESTOR LESLIEH

CLT SCHEDULE

INITIATIVE  
6863 FRIARS RD, S.DIEGO, CA 92108

PERIOD FROM SEP06/10 TO NOV28/10

CLIENT PGA PACIFIC GAS/ELECTRIC  
PRODUCT UT UTILITIES  
ESTIMATE 029 SMARTMTR Q3-4 SF

MARKET 1891 SAN FRANCISCO, CA  
COVERAGE=2.44

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

PAGE 1 SPD4 ON SEP01/10 2.29

DAY	TIME	PROGRAMMING	LNG	ALL DAYPARTS (1) ALL SPOT LENGTHS												T	DEMOGRAPHICS (IMP=000)		
				NUMBER OF TELECASTS													AD2554	RHOMES	
				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	CNCA-TV																		
M-SU	4-10P	ATHLETICS	30		6	5	7									18	0.6*	*	1.3*
M-SU	4-10P	ATHLETICS	30		1	1										2	0.6*	*	1.3*
M-SU	4-10P	POST GAME SHARKS	30						1	4	2		3	4	3	17	0.7*	*	1.3*
M-SU	4-10P	SHARKS	30						1	4	2		3	4	3	17	1.2*	*	1.3*
TU-SU	4-10P	ATHLETICS	30	6												6	0.6*	*	1.3*
	CNCA-TV TOT			6	7	6	7		2	8	4		6	8	6	60	47.9		78.0
	SEP06/10-NOV28/10																		
STATION	CSBA-TV																		
M-SU	4-10P	GIANTS	30		1	3	5									9	1.9*	20.6*	3.6*
M-SU	4-10P	GOLDEN STATE	30								3		4	3	4	14	0.9*	20.6*	3.6*
M-SU	4-10P	GOLDEN STATE	30								3		4	3	4	14	0.4*	9.2*	3.6*
		POST GAME																	
TU-SU	4-10P	GIANTS	30	6												6	1.9*	19.9*	3.6*
SAT	9A-10P	CAL/STANFORD	30			1			1							2	1.0*	8.2*	3.6*
SAT	9A-10P	PAC 10 FOOTBALL	30	2							1			1		4	0.6*	8.2*	3.6*
	CSBA-TV TOT			8	1	4	5		1		7		8	7	8	49	51.1	771.2	176.4
	SEP06/10-NOV28/10																		
STATION	KBCW-TV	CH 44	AFFILIATE	CW															
M-F	1030-1130P	THE OFFICE	30		4	4	4		4	4	4					24	0.5*	15.0*	0.9*
M-F	1230A-1A	NEW ADV OLD CHRIS	30		4	4	4		4	4	4		4	4	4	36	0.4*	12.6*	0.8*
M-SU	10-1030P	LATE NEWS ON CW44	30		4	4	4		4	4	4		4			28	0.3*	8.0*	0.7*
MON	530-9P	SAINTS @ SF	30			1										1	7.0*	214.7*	25.7*
MON	9-10P	NFL: 49ER POST GA	30			1										1	3.5*	93.1*	7.7*
TU-F	1030-1130P	THE OFFICE	30	4												4	0.5*	24.3*	1.5*
TU-SU	10-1030P	LATE NEWS ON CW44	30	4												4	0.3*	8.3*	0.7*
TUE	9-10P	LIFE UNEXPECTED	30			1	1		1	1	1		1	1	1	8	0.5*	14.6*	1.3*
THU	8-9P	VAMPIRE DIARIES	30	1		1	1		1	1	1		1	1	1	9	1.0*	30.8*	1.9*
THU	9-10P	NIKITA	30	1		1	1		1	1					1	6	0.8*	24.5*	1.2*
FRI	8-9P	SMALLVILLE	30	1	1	1	1		1	1	1		1	1	1	10	0.8*	25.6*	1.8*
SAT	11-1130P	THE OFFICE	30	1	1	1	1		1	1	1		1	1	1	10	0.5*	15.8*	1.2*
SUN	1030-11P	RAYMOND	30	1	1	1	1		1	1	1		1	1	1	10	0.2*	7.5*	0.8*
M-SU	10-1030P	LATE NEWS ON CW44	30											4	4	8	0.3*	8.0*	0.7*

TELEVISION  
REQUESTOR LESLIEH

CLT SCHEDULE

INITIATIVE  
6863 FRIARS RD, S.DIEGO, CA 92108

CLIENT PGA PACIFIC GAS/ELECTRIC  
PRODUCT UT UTILITIES  
ESTIMATE 029 SMARTMTR Q3-4 SF

PERIOD FROM SEP06/10 TO NOV28/10  
MARKET 1891 SAN FRANCISCO, CA  
COVERAGE=2.44

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

PAGE 2 SPD4 ON SEP01/10 2.29

DAY	TIME	PROGRAMMING	LNG	ALL DAYPARTS (1) ALL SPOT LENGTHS											T	DEMOGRAPHICS (IMP=000)		
				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	RAD2554
STATION KBCW-TV CH 44 AFFILIATE CW				KBCW-TV TOT											159	83.7	2570	190.5
				SEP06/10-NOV28/10														
STATION KGO -TV CH 07 AFFILIATE ABC				KGO -TV TOT											52	40.9	1234	94.3
				SEP06/10-NOV28/10														
M-F	6-9A	ABC7 NWS/GMA	30		4										4	0.7*	21.3*	1.7*
M-F	6-9A	ABC7 NWS/GMA	30				4	4	4						12	0.7*	21.3*	1.7*
M-F	6-9A	ABC7 NWS/GMA	30										4	4	12	0.7*	21.3*	1.7*
M-SU	11-1135P	ABC7 LATE NEWS	30											4	8	1.0*	29.6*	2.6*
TU-F	6-9A	ABC7 NWS/GMA	30	4											4	0.7*	21.1*	1.7*
WED	8-11P	CMAS	30							1					1	2.5*	74.8*	3.9*
SA-SU	1235A-135A	BROTHERS AND SISTERS	30			1		1	1	1					4	0.2*	6.6*	0.8*
SUN	9-10A	ABC7 NEWS SUNDAY	30									1	1		2	0.6*	18.4*	1.5*
SUN	7-8P	AFV	30					1	1						2	1.2*	35.6*	1.8*
SUN	7-8P	AFV	30									1	1	1	3	1.2*	35.6*	1.8*
STATION KICU-TV CH 36 AFFILIATE IND				KICU-TV TOT											75	23.4	640.7	38.8
				SEP06/10-NOV28/10														
M-F	9-930P	SEINFELD	30		4		4	4	4		4	4	4		28	0.5*	14.3*	0.9*
M-F	1130P-1230A	KTVU 10 O'CLOCK N	30		4		4	4	4		4	4	4		28	0.2*	4.8*	0.2*
SAT	11-1130P	CURB YOUR ENTHUSI	30		1		1	1	1		1	1	1		7	0.2*	6.7*	0.4*
SAT	1230A-130A	HOUSE	30		1		1	1	1			1			5	0.2*	4.8*	0.2*
SUN	1230A-1A	FRASIER	30		1		1	1	1		1	1	1		7	0.2*	5.0*	0.6*

TELEVISION  
 REQUESTOR LESLIEH

CLT SCHEDULE

INITIATIVE  
 6863 FRIARS RD, S.DIEGO, CA 92108

CLIENT PGA PACIFIC GAS/ELECTRIC  
 PRODUCT UT UTILITIES  
 ESTIMATE 029 SMARTMTR Q3-4 SF

PERIOD FROM SEP06/10 TO NOV28/10  
 MARKET 1891 SAN FRANCISCO, CA  
 COVERAGE=2.44

RTG- (C) 2010 NIELSEN MEDIA  
 PURCHASED ON LATEST BOOK (A00)

PAGE 3 SPD4 ON SEP01/10 2.29

DAY	TIME	PROGRAMMING	LNG	NUMBER OF TELECASTS											T	DEMOGRAPHICS (IMP=000)				
				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	KNTV-TV	CH 11	AFFILIATE	NBC																
M-F	6-9A	NBC BAY AREA NEWS	30		4	4											8	0.7*	20.9*	1.5*
M-F	6-9A	NBC BAY AREA NEWS	30					4	4	4							12	0.7*	20.9*	1.5*
M-F	6-9A	NBC BAY AREA NEWS	30										4	4	4		12	0.7*	20.9*	1.5*
M-F	6-9A	TODAY SHOW	30				4	4	4	4							16	0.7*	20.9*	1.5*
M-F	6-9A	TODAY SHOW	30										4	4	4		12	0.7*	20.9*	1.5*
M-F	1135P-1235A	TONIGHT SHOW	30		4	4	4	4	4	4			4	4	4		36	1.0*	28.8*	1.3*
M-F	1235A-135A	FALLON	30		4	4											8	0.5*	15.1*	0.7*
M-F	1235A-135A	FALLON	30				4	4	4	4			4	4	4		28	0.5*	15.1*	0.7*
M-SU	6-11P	GIANTS BASEBALL	30		1												1	3.5*	102.9*	6.1*
M-SU	11-1135P	NBC BAY AREA NEWS	30										4	4	4		12	1.3*	38.5*	2.0*
TU-F	6-7A	NBC BAY AREA NEWS	30	4													4	0.4*	11.4*	1.0*
TU-F	7-9A	TODAY SHOW	30	2													2	0.9*	26.0*	1.8*
TU-F	1135P-1235A	TONIGHT SHOW	30	4													4	1.0*	35.8*	1.7*
TU-F	1235A-135A	FALLON	30	4													4	0.5*	17.4*	0.8*
TU-SU	11-1135P	NBC BAY AREA NEWS	30	4													4	1.3*	40.3*	2.2*
TUE	8-9P	MINUTE TO WIN IT	30	1													1	1.5*	45.3*	3.2*
TUE	8-9P	MINUTE TO WIN IT	30		1												1	1.5*	45.3*	3.2*
TUE	8-10P	BIGGEST LOSER	30				1	1	1	1							4	2.0*	59.3*	3.4*
TUE	8-10P	BIGGEST LOSER	30										1	1	1		3	2.0*	59.3*	3.4*
THU	10-11P	DATELINE NBC -	30	1													1	1.2*	35.2*	2.6*
THU	10-11P	THE APPRENTICE	30				1	1	1	1							3	3.0*	88.1*	6.5*
FRI	8-9P	SCHOOL PRIDE	30					1	1	1			1	1	1		6	1.5*	45.4*	2.4*
SAT	7-8A	NBC BAY AREA NEWS	30	1	1	1											3	0.6*	18.5*	1.3*
SAT	7-8A	NBC BAY AREA NEWS	30					1	1	1			1	1	1		6	0.6*	18.5*	1.3*
SAT	12N-4P	NOTRE DAME FOOTBA	30	1													1	0.5*	14.2*	1.3*
SAT	12N-4P	NOTRE DAME FOOTBA	30			1											1	0.5*	14.2*	1.3*
SAT	12N-4P	NOTRE DAME FOOTBA	30					1									1	0.5*	14.2*	1.3*
SAT	12N-4P	NOTRE DAME FOOTBA	30							1							1	0.5*	14.2*	1.3*
SAT	1130P-1A	SNL	30	1	1									1			2	1.8*	52.7*	2.2*
SAT	1130P-1A	SNL	30			1	1										2	1.8*	52.7*	2.2*
SAT	1130P-1A	SNL	30										1	1	1		3	1.8*	52.7*	2.2*
KNTV-TV TOT				23	16	15	15		21	20	20		25	24	24		203	186.4	5555	318.8
SEP06/10-NOV28/10																				

TELEVISION  
REQUESTOR LESLIEH

CLT SCHEDULE

INITIATIVE  
6863 FRIARS RD, S.DIEGO, CA 92108

CLIENT PGA PACIFIC GAS/ELECTRIC  
PRODUCT UT UTILITIES  
ESTIMATE 029 SMARTMTR Q3-4 SF

PERIOD FROM SEP06/10 TO NOV28/10  
MARKET 1891 SAN FRANCISCO, CA  
COVERAGE=2.44

RTG- (C) 2010 NIELSEN MEDIA  
PURCHASED ON LATEST BOOK (A00)

PAGE 4 SPD4 ON SEP01/10 2.29

DAY	TIME	PROGRAMMING	LNG	NUMBER OF TELECASTS											T	DEMOGRAPHICS (IMP=000)					
				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	RAD2554	RHOMES	AD2554	
STATION	KOFY-TV	CH 20	AFFILIATE	IND																	
M-F	9-10P	ABC7 NEWS AT 9 ON	30		4	4	4		4	4	4		4	4	4		36	0.4*	11.9*	1.3*	
M-F	11-1130P	ACCORDING TO JIM	30			4	4		4	4	4		4	4	4		32	0.2*	6.0*	0.3*	
M-F	1130P-12M	MEET THE BROWNS	30			4	4		4	4	4		4	4	4		32	0.2*	6.7*	0.3*	
M-F	12M-1A	STAR TREK: TNG	30			4	4		4	4	4		4	4	4		32	0.1*	2.6*	0.1*	
TU-F	9-10P	ABC7 NEWS AT 9 ON	30	4													4	0.4*	12.3*	1.4*	
SUN	8-10P	RETRO NIGHT	30	1	1	1	1		1	1	1		1	1	1		10	0.2*	7.2*	0.8*	
	KOFY-TV TOT			5	5	17	17		17	17	17		17	17	17		146	34.0	1039	82.8	
	SEP06/10-NOV28/10																				
STATION	KPIX-TV	CH 05	AFFILIATE	CBS																	
M-F	6-7A	EM NEWS 6-7A	30		4	4	4		4	4	4						24	0.5*	15.8*	1.3*	
M-F	6-7A	EM NEWS 6-7A	30										4	4	4		12	0.5*	15.8*	1.3*	
M-F	1135P-1237A	LETTERMAN	30		4												4	1.0*	29.4*	2.1*	
M-F	1135P-1237A	LETTERMAN	30										4		2		6	1.0*	29.4*	2.1*	
M-F	1237A-137A	FERGUSON	30		4	4	4		4	4	4						24	0.7*	19.6*	1.2*	
M-F	1237A-137A	FERGUSON	30										4	4	4		12	0.7*	19.6*	1.2*	
TU-F	1135P-1237A	LETTERMAN	30	4													4	1.0*	32.9*	2.4*	
TU-F	1237A-137A	FERGUSON	30	4													4	0.7*	21.4*	1.3*	
TU-SU	11-1135P	LATE NEWS	30	4													4	1.2*	40.0*	3.7*	
TUE	8-9P	NCIS OCT-NOV	30												1	1		2	3.0*	90.6*	8.3*
WED	9-10P	CRIMINAL MINDS	30												1	1		2	2.5*	76.2*	5.9*
THU	9-10P	CSI	30				1		1								2	3.0*	88.1*	8.1*	
SAT	10A-3P	NCAA COLLEGE	30		1	1	1		1	1	1		1	1			8	0.5*	13.9*	1.1*	
SAT	8-9P	CBS CRIMETIME	30	1	1	1	1		1	1	1		1	1	1		10	1.0*	29.0*	2.4*	
SAT	9-10P	CBS CRIMETIME	30						1								1	0.7*	21.0*	2.0*	
SAT	10-11P	48 HOURS	30				1		1	1	1				1	1		6	1.0*	30.8*	2.7*
SAT	1135P-1205A	TWO & A HALF MEN	30	1	1												2	0.5*	14.5*	1.7*	
SAT	1135P-1205A	TWO & A HALF MEN	30			1	1		1	1	1						5	0.5*	14.5*	1.7*	
SAT	1135P-1205A	TWO & A HALF MEN	30										1	1	1		3	0.5*	14.5*	1.7*	
SAT	1205-1235A	TWO & A HALF MEN	30	1	1												2	0.5*	14.6*	1.1*	
SAT	1205-1235A	TWO & A HALF MEN	30			1	1		1	1	1						5	0.5*	14.6*	1.1*	
SAT	1205-1235A	TWO & A HALF MEN	30										1	1	1		3	0.5*	14.6*	1.1*	
SAT	1230A-130A	COLD CASE	30			1	1		1	1	1		1				6	0.4*	13.0*	0.9*	
SAT	1230A-130A	WITHOUT A TRACE	30	1	1												2	0.4*	13.0*	0.9*	
SUN	6-730A	CBS SUNDAY MORNIN	30										1	1	1		3	0.3*	8.2*	0.9*	
SUN	730-830A	EM NEWS SUN	30	1	1	1	1		1	1	1						7	0.5*	14.4*	1.2*	
SUN	730-830A	EM NEWS SUN	30										1	1	1		3	0.5*	14.4*	1.2*	
SUN	10A-1P	AFC GAME	30		1												1	4.0*	121.0*	7.4*	



TELEVISION  
 REQUESTOR LESLIEH

CLT SCHEDULE  
 -----

INITIATIVE  
 6863 FRIARS RD, S.DIEGO, CA 92108

CLIENT PGA PACIFIC GAS/ELECTRIC  
 PRODUCT UT UTILITIES  
 ESTIMATE 029 SMARTMTR Q3-4 SF

PERIOD FROM SEP06/10 TO NOV28/10  
 MARKET 1891 SAN FRANCISCO, CA  
 COVERAGE=2.44

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

PAGE 6 SPD4 ON SEP01/10 2.29

DAY	TIME	PROGRAMMING	LNG	ALL DAYPARTS (1) ALL SPOT LENGTHS											T	DEMOGRAPHICS (IMP=000)				
				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	RAD2554	RHOMES	AD2554
STATION	KRON-TV	CH 04	AFFILIATE	MYN																
FRI	9-10P	MONK		30					1	1	1			1	1	1	6	0.5*	15.3*	1.6*
FRI	10-11P	MONK		30					1	1	1			1	1	1	6	0.4*	13.0*	1.6*
SAT	7-10A	KRON 4 NEWS		30	1	1	1	1	1	1	1			1	1	1	10	0.6*	16.9*	1.4*
SAT	9-10P	KRON 4 NEWS @ 9PM		30	1	1	1	1	1	1	1			1	1	1	10	0.4*	13.0*	0.6*
SAT	10-1030P	INSIDE EDITION		30	1	1	1	1	1	1	1			1	1	1	10	0.3*	13.5*	0.7*
SUN	8-10A	KRON 4 NEWS SUNDA		30	1	1	1	1	1	1	1			1	1	1	10	0.5*	15.8*	1.3*
SUN	9-10P	KRON 4 NEWS		30	1	1	1	1	1	1	1			1	1	1	10	0.9*	25.9*	1.9*
SUN	10-11P	COLD CASE FILES		30		1	1	1	1	1	1			1	1	1	9	0.3*	8.9*	0.5*
SUN	1030-11P	THE INSIDER		30	1	1	1	1	1	1	1			1	1	1	10	0.3*	9.5*	0.5*
KRON-TV TOT					34	36	40	40		45	45	45		44	45	44	418	174.6	5284	363.5
SEP06/10-NOV28/10																				
STATION	KTVU-TV	CH 02	AFFILIATE	FOX																
M-F	6-7A	KTVU MORNING NEWS		30		4	4	4		4	4	4		4	4	4	36	1.5*	45.2*	2.3*
M-F	7-9A	MORNINGS ON 2		30		4	4										8	1.5*	43.9*	2.8*
M-F	11-1130P	SEINFELD		30		4											4	1.2*	35.8*	2.0*
M-F	12M-1230A	HOW MET MOTHER		30		4	4	4		4	4	4		4	4	4	36	0.4*	11.0*	0.8*
M-SU	10-11P	10 O'CLOCK NEWS		30		4	4	4		4	4	4		4	4	4	36	2.5*	74.2*	5.0*
MON	8-9P	HOUSE		30		1											1	2.5*	74.1*	4.6*
MON	9-10P	LIE TO ME		30		1											1	2.5*	74.1*	4.3*
TU-F	6-7A	KTVU MORNING NEWS		30	4												4	1.5*	58.0*	2.9*
TU-F	7-9A	MORNINGS ON 2		30	4												4	1.5*	50.3*	3.2*
TU-F	12M-1230A	HOW MET MOTHER		30	2												2	0.4*	10.5*	0.8*
TU-SU	10-11P	10 O'CLOCK NEWS		30	4												4	2.5*	81.8*	5.6*
TU-W/SU	430-830P	NLCS		30					1	1							2	2.5*	74.5*	4.3*
TUE	8-9P	GLEE		30	1	1											2	3.0*	89.5*	3.6*
TUE	9-10P	GLEE		30	1												1	3.0*	91.9*	4.1*
TUE	9-10P	GLEE		30	1												1	3.0*	91.9*	4.1*
THU	8-9P	BONES		30	1												1	1.5*	45.8*	3.3*
SUN	10A-1P	DETROIT/GIANTS		30					1								1	7.0*	224.0*	16.8*
SUN	10A-1P	GREEN BAY /JETS		30									1				1	7.0*	224.0*	16.8*
SUN	10A-1P	MINN/ WASH		30										1			1	7.0*	224.0*	16.8*
SUN	1-4P	SEATTLE/TBA		30		1											1	7.0*	209.7*	12.4*
SUN	1-4P	MINN / NEW ENG		30									1				1	7.0*	209.7*	12.4*
KTVU-TV TOT					18	24	16	12		14	13	14		13	12	12	148	256.5	7767	481.8
SEP06/10-NOV28/10																				

TELEVISION  
 REQUESTOR LESLIEH

CLT SCHEDULE

INITIATIVE  
 6863 FRIARS RD, S.DIEGO, CA 92108

CLIENT PGA PACIFIC GAS/ELECTRIC  
 PRODUCT UT UTILITIES  
 ESTIMATE 029 SMARTMTR Q3-4 SF

PERIOD FROM SEP06/10 TO NOV28/10  
 MARKET 1891 SAN FRANCISCO, CA  
 COVERAGE=2.44

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

PAGE 7 SPD4 ON SEP01/10 2.29

DAY	TIME	PROGRAMMING	LNG	ALL DAYPARTS (1) ALL SPOT LENGTHS											T	DEMOGRAPHICS (IMP=000)					
				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	RAD2554	RHOMES	AD2554	
STATION	0301/AE	COMCAST/SAN FRANCISCO IN																			
M-SU	4-7P	A&E	30			8	7		8	6	8						37	0.2*	2.1*	0.2*	
M-SU	7P-12M	A&E	30			12	12		12	12	12						60	0.2*	6.5*	0.5*	
	0301/AE	TOT				20	19		20	18	20						97	19.4	467.7	37.4	
	SEP06/10-NOV28/10																				
STATION	0301/HGT	COMCAST/SAN FRANCISCO IN																			
M-SU	4-7P	HGTV	30			8	2		8	3	3						24	0.2*	4.8*	0.2*	
TU-SU	4-7P	HGTV	30	8													8	0.2*	4.7*	0.2*	
	0301/HGT	TOT		8		8	2		8	3	3						32	6.4	152.8	6.4	
	SEP06/10-NOV28/10																				
STATION	0301/MNB	COMCAST/SAN FRANCISCO IN																			
M-SU	4-7P	MSNBC	30			6	8		6								20	0.2*	8.8*	0.6*	
M-SU	7P-12M	MSNBC	30			11	12		9								32	0.2*	5.1*	0.4*	
	0301/MNB	TOT				17	20		15								52	10.4	339.2	24.8	
	SEP06/10-NOV28/10																				
STATION	0301/SCF	COMCAST/SAN FRANCISCO IN																			
M-SU	4-7P	SY-FY	30			12	12	15		10	12	12			8	12	12	105	0.2*	3.3*	0.2*
M-SU	7P-12M	SY-FY	30			17	17	17		13	13	15			13	15	15	135	0.2*	8.3*	0.4*
TU-SU	4-7P	SY-FY	30	8														8	0.2*	3.4*	0.2*
TU-SU	7P-12M	SY-FY	30	8														8	0.2*	8.6*	0.4*
	0301/SCF	TOT		16	29	29	32		23	25	27			21	27	27	256	51.2	1563	79.8	
	SEP06/10-NOV28/10																				
STATION	0301/TDC	COMCAST/SAN FRANCISCO IN																			
M-SU	4-7P	TDC	30			8	8	10		8	8	8			8	9	8	75	0.4*	7.9*	0.4*
M-SU	7P-12M	TDC	30			12	12	10		12	12	12			12	12	12	106	0.4*	11.9*	0.5*
TU-SU	4-7P	TDC	30	10														10	0.4*	8.0*	0.4*
TU-SU	7P-12M	TDC	30	10														10	0.4*	11.9*	0.5*

TELEVISION  
 REQUESTOR LESLIEH

CLT SCHEDULE

INITIATIVE  
 6863 FRIARS RD, S.DIEGO, CA 92108

CLIENT PGA PACIFIC GAS/ELECTRIC  
 PRODUCT UT UTILITIES  
 ESTIMATE 029 SMARTMTR Q3-4 SF

PERIOD FROM SEP06/10 TO NOV28/10  
 MARKET 1891 SAN FRANCISCO, CA  
 COVERAGE=2.44

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

PAGE 8 SPD4 ON SEP01/10 2.29

ALL DAYPARTS (1) ALL SPOT LENGTHS

DAY	TIME	PROGRAMMING	NUMBER OF TELECASTS											T	DEMOGRAPHICS (IMP=000)		
			LNG	06	13	20	27	04	11	18	25	01	08		15	22	O

STATION	0301/TDC	COMCAST/SAN FRANCISCO IN																	
	0301/TDC	TOT	20	20	20	20		20	20	20		20	21	20	201	80.4	2053	92.0	
	SEP06/10-NOV28/10																		

STATION	0301/USA	COMCAST/SAN FRANCISCO IN																	
M-SU	4-7P	USA	30		11	10	8		7	10	11				57	0.5*	9.5*	0.7*	
TU-SU	4-7P	USA	30	4											4	0.5*	9.5*	0.7*	
	0301/USA	TOT	4	11	10	8		7	10	11				61	30.5	579.5	42.7		
	SEP06/10-NOV28/10																		

	SEP06	SEP13	SEP20	SEP27	OCT11	OCT18	OCT25	NOV08	NOV15	NOV22	TOTAL
SPOTS	178	185	239	250	247	233	238	206	214	212	2202
RAD2554	131	130	130	130	130	130	130	130	130	130	1301
AD2554	3707	3637	3537	3475	3716	3543	3622	3655	3583	3640	36115
RHOMES	263	240	259	247	250	239	258	260	260	265	2542

DOLLAR RECAP

	SEP	OCT	NOV	TOTAL
GROSS COST	506660	688990	471490	1667140

PERIOD GRP'S AND % DISTRIBUTION RAD2554  
 LENGTH TOTAL

30	1301
	100%



TELEVISION  
REQUESTOR LESLIEH

CLIENT PGA PACIFIC GAS/ELECTRIC  
PRODUCT UT UTILITIES  
ESTIMATE 029 SMARTMTR Q3-4 SF

CLT SCHEDULE  
-----  
PERIOD FROM SEP06/10 TO NOV28/10  
MARKET 1891 SAN FRANCISCO, CA  
COVERAGE=2.44  
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 9 SPD4 ON SEP01/10-2.29

PERIOD GRP'S AND % DISTRIBUTION RAD2554  
DAYPART TOTAL

EMR	239
	18%
LNW	207
	16%
PRI	390
	30%
LEF	266
	20%
CPR	198
	15%
TOT	1301
	99%