

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 (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				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													8	0.3*	8.0*	0.7*

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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	RHOMES
STATION KBCW-TV CH 44 AFFILIATE CW																			
KBCW-TV TOT SEP06/10-NOV28/10				13	15	20	18		18	18	17		13	13	14	159	83.7	2570	190.5
STATION KGO -TV CH 07 AFFILIATE ABC																			
M-F	6-9A	ABC7 NWS/GMA	30												4	0.7*	21.3*	1.7*	
M-F	6-9A	ABC7 NWS/GMA	30												12	0.7*	21.3*	1.7*	
M-F	6-9A	ABC7 NWS/GMA	30												12	0.7*	21.3*	1.7*	
M-SU	11-1135P	ABC7 LATE NEWS	30												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	2.5*	74.8*	3.9*	
SA-SU	1235A-135A	BROTHERS AND SISTERS	30												4	0.2*	6.6*	0.8*	
SUN	9-10A	ABC7 NEWS SUNDAY	30												2	0.6*	18.4*	1.5*	
SUN	7-8P	AFV	30												2	1.2*	35.6*	1.8*	
SUN	7-8P	AFV	30												3	1.2*	35.6*	1.8*	
KGO -TV TOT SEP06/10-NOV28/10				4		5		6	6	5		7	10	9	52	40.9	1234	94.3	
STATION KICU-TV CH 36 AFFILIATE IND																			
M-F	9-930P	SEINFELD	30												28	0.5*	14.3*	0.9*	
M-F	1130P-1230A	KTVU 10 O'CLOCK N	30												28	0.2*	4.8*	0.2*	
SAT	11-1130P	CURB YOUR ENTHUSI	30												7	0.2*	6.7*	0.4*	
SAT	1230A-130A	HOUSE	30												5	0.2*	4.8*	0.2*	
SUN	1230A-1A	FRASIER	30												7	0.2*	5.0*	0.6*	
KICU-TV TOT SEP06/10-NOV28/10															75	23.4	640.7	38.8	

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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		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								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												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																				

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PAGE 4 SPD4 ON SEP01/10 2.29

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				NUMBER OF TELECASTS												O	RAD2554	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						
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					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*	

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ESTIMATE 029 SMARTMTR Q3-4 SF

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PAGE 5 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	KPIX-TV	CH 05	AFFILIATE	CBS																
SUN	10A-1P	AFC GAME		30		1									1	4.0*	121.0*	7.4*		
SUN	10A-1P	AFC GAME		30						1					1	4.0*	121.0*	7.4*		
SUN	10A-1P	AFC GAME		30									1		1	4.0*	121.0*	7.4*		
SUN	10A-1P	RAIDERS @ STEELER		30										1	1	5.0*	151.2*	9.3*		
SUN	10A-1P	RAIDERS @ TITANS		30	1										1	5.0*	151.2*	9.3*		
SUN	1-4P	DOLPHINS @ RAIDER		30											1	5.0*	153.5*	12.0*		
SUN	1-4P	RAIDERS @ BRONCOS		30						1					1	5.0*	153.5*	12.0*		
SUN	1-4P	RAIDERS @ CARDINA		30			1								1	5.0*	153.5*	12.0*		
SUN	1-4P	RAMS @ RAIDERS		30		1									1	5.0*	153.5*	12.0*		
SUN	1-4P	TEXANS @ RAIDERS		30				1							1	5.0*	153.5*	12.0*		
SUN	9-10P	UNDERCOVER BOSS		30				1	1	1				1	1	1	4.0*	116.7*	4.7*	
SUN	12M-1A	CRIMINAL MINDS		30			1	1		1	1	1			1	1	0.4*	11.3*	0.7*	
SUN	12M-1A	CSI: NY -		30	1	1									2		0.4*	11.3*	0.7*	
KPIX-TV TOT					19	21	17	19		19	19	17		22	19	21	193	204.2	6099	433.5
SEP06/10-NOV28/10																				

STATION	KRON-TV	CH 04	AFFILIATE	MYN	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
M-F	6-7A	KRON 4 AM NEWS		30	4	4	4		4	4	4		4	4	4		36	0.3*	8.5*	0.6*
M-F	7-9A	KRON4 MORNING NEWS		30	4	4	4		4	4	4		4	4	4		36	0.5*	16.1*	1.1*
M-F	9-10A	KRON 4 AM NEWS AT		30	4	4	4		4	4	4		4	4	4		36	0.5*	14.6*	1.1*
M-F	1130P-12M	ET REPEAT		30	4	4	4		4	4	4		4	4	4		36	0.3*	10.1*	0.7*
M-F	12M-1230A	INSIDE EDITION		30	4	4	4		4	4	4		4	4	4		36	0.3*	8.1*	0.6*
M-F	1230A-1A	NEWS AT 11PM REPE		30		4	4		4	4	4		4	4	4		32	0.2*	5.2*	0.3*
M-SU	11-1130P	KRON4 NEWS @ 11		30	4	4	4		4	4	4		4	4	4		36	0.5*	14.9*	1.0*
MON	10-11P	LAW & ORDER: CI		30	1	1	1		1	1	1		1	1	1		9	0.5*	16.3*	1.0*
TU-F	6-7A	KRON 4 AM NEWS		30	4												4	0.3*	8.4*	0.6*
TU-F	7-9A	KRON4 MORNING NEWS		30	4												4	0.5*	16.2*	1.1*
TU-F	9-10A	KRON 4 AM NEWS AT		30	4												4	0.5*	17.8*	1.3*
TU-F	1130P-12M	ET REPEAT		30	4												4	0.4*	10.6*	0.8*
TU-F	12M-1230A	INSIDE EDITION		30	4												4	0.3*	9.1*	0.6*
TU-SU	11-1130P	KRON4 NEWS @ 11		30	4												4	0.5*	14.8*	1.1*
TUE	9-10P	ARE U SMARTER THA		30	1	1	1	1		1	1	1		1	1	1	10	0.5*	15.8*	0.9*
TUE	10-11P	DEAL OR NO DEAL		30	1	1	1	1		1	1	1		1	1	1	10	0.6*	17.5*	1.0*
TUE	10-11P	DON'T FORGET THE		30						1	1	1		1	1	1	6	0.6*	17.5*	1.0*
WED	9-10P	THE UNIT ENCORES		30	1	1	1	1		1	1	1		1	1	1	10	0.3*	9.8*	0.8*
WED	10-11P	THE UNIT ENCORES		30	1	1	1	1		1	1	1		1	1	1	10	0.6*	16.5*	0.9*
THU	9-10P	WITHOUT A TRACE		30						1	1	1		1	1	1	6	0.6*	16.8*	1.0*
THU	10-11P	WITHOUT A TRACE		30						1	1	1		1			4	0.5*	15.8*	0.9*

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 6 SPD4 ON SEP01/10 2.29

DAY	TIME	PROGRAMMING	LNG	ALL DAYPARTS (1) ALL SPOT LENGTHS											T	DEMOGRAPHICS (IMP=000)				
				NUMBER OF TELECASTS												RAD2554 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					
STATION	KRON-TV	CH 04	AFFILIATE	MYN																
FRI	9-10P	MONK							1	1	1			1	1	1	6	0.5*	15.3*	1.6*
FRI	10-11P	MONK							1	1	1			1	1	1	6	0.4*	13.0*	1.6*
SAT	7-10A	KRON 4 NEWS			1	1	1	1	1	1	1			1	1	1	10	0.6*	16.9*	1.4*
SAT	9-10P	KRON 4 NEWS @ 9PM			1	1	1	1	1	1	1			1	1	1	10	0.4*	13.0*	0.6*
SAT	10-1030P	INSIDE EDITION			1	1	1	1	1	1	1			1	1	1	10	0.3*	13.5*	0.7*
SUN	8-10A	KRON 4 NEWS SUNDA			1	1	1	1	1	1	1			1	1	1	10	0.5*	15.8*	1.3*
SUN	9-10P	KRON 4 NEWS			1	1	1	1	1	1	1			1	1	1	10	0.9*	25.9*	1.9*
SUN	10-11P	COLD CASE FILES				1	1	1	1	1	1			1	1	1	9	0.3*	8.9*	0.5*
SUN	1030-11P	THE INSIDER			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				4	4	4	4	4	4			4	4	4	36	1.5*	45.2*	2.3*
M-F	7-9A	MORNINGS ON 2				4	4										8	1.5*	43.9*	2.8*
M-F	11-1130P	SEINFELD				4											4	1.2*	35.8*	2.0*
M-F	12M-1230A	HOW MET MOTHER				4	4	4	4	4	4			4	4	4	36	0.4*	11.0*	0.8*
M-SU	10-11P	10 O'CLOCK NEWS				4	4	4	4	4	4			4	4	4	36	2.5*	74.2*	5.0*
MON	8-9P	HOUSE				1											1	2.5*	74.1*	4.6*
MON	9-10P	LIE TO ME				1											1	2.5*	74.1*	4.3*
TU-F	6-7A	KTVU MORNING NEWS		4													4	1.5*	58.0*	2.9*
TU-F	7-9A	MORNINGS ON 2		4													4	1.5*	50.3*	3.2*
TU-F	12M-1230A	HOW MET MOTHER		2													2	0.4*	10.5*	0.8*
TU-SU	10-11P	10 O'CLOCK NEWS		4													4	2.5*	81.8*	5.6*
TU-W/SU	430-830P	NLCS							1	1							2	2.5*	74.5*	4.3*
TUE	8-9P	GLEE		1	1												2	3.0*	89.5*	3.6*
TUE	9-10P	GLEE		1													1	3.0*	91.9*	4.1*
TUE	9-10P	GLEE		1													1	3.0*	91.9*	4.1*
THU	8-9P	BONES		1													1	1.5*	45.8*	3.3*
SUN	10A-1P	DETROIT/GIANTS						1									1	7.0*	224.0*	16.8*
SUN	10A-1P	GREEN BAY /JETS									1						1	7.0*	224.0*	16.8*
SUN	10A-1P	MINN/ WASH										1					1	7.0*	224.0*	16.8*
SUN	1-4P	SEATTLE/TBA			1												1	7.0*	209.7*	12.4*
SUN	1-4P	MINN / NEW ENG									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 (A00)

PAGE 7 SPD4 ON SEP01/10 2.29

DAY	TIME	PROGRAMMING	LNG	ALL DAYPARTS (1) ALL SPOT LENGTHS												T	DEMOGRAPHICS (IMP=000)			
				NUMBER OF TELECASTS													RAD2554 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					
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
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PAGE 8 SPD4 ON SEP01/10 2.29

ALL DAYPARTS (1) ALL SPOT LENGTHS
-----T
NUMBER OF TELECASTS
O DEMOGRAPHICS (IMP=000
RAD2554 RHOMES
T AD2554

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

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
SEP06/10-NOV28/10 4 11 10 8 7 10 11 61 30.5 579.5 42.7

	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

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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%