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Thursday, January 12, 2012

Mr. Larry Cohen
President
Trivue Entertainment
45 Mountain Drive
Watchung, NJ 07069

Dear Larry,

This will forward the station monitoring report for the - SPOTLIGHT ON ARCHITECTS & ENGINEERS (5:26) - program we distributed to PTV.

The program did well, airing 678 times in 32% of all U. S. television households, reaching a gross audience of 2,731,200 viewers.

If you have any questions, please don't hesitate to call.

Sincerely,

Michael Casey
VP, Communications

EXECUTIVE SUMMARY

SPOTLIGHT ON ARCHITECTS & ENGINEERS (5:26)

MARKET	STATIONS AIRING	% U.S TVHHS	# OF AIRINGS	AVG. AIRINGS/STATION	AUDIENCE ESTIMATE
1-50	24	17.671	107	4.6	763,800
51-100	43	8.828	202	4.7	1,090,000
101 +	65	5.445	369	5.6	877,400
TOTAL	132	31.944	678	5.1	2731200

MONITORING REPORT

Executive Summary

The SPOTLIGHT ON ARCHITECTS & ENGINEERS -5:26 - (ARCHITECTS & ENGINEERS FOR 9/11 TRUTH program has aired on 132 confirmed stations and reached an estimated 2,761,200 viewers nationwide.

Notification

SPOTLIGHT ON notifies all public television stations of uplinks via PBS CONNECT E-mail service. Advisories include transmission dates and times, satellite coordinates, a story summary and technical and editorial contacts.

Telephone calls are also made by SPOTLIGHT ON personnel to stations in the top 100 markets to advise them directly on upcoming feeds and story subjects.

Monitoring Methodology

Unlike commercial television stations, public television stations usually air SPOTLIGHT ON segments more frequently over a longer period of time. Therefore, to provide the most accurate measure of usage, it is necessary to telephone the stations directly and regularly to confirm usage.

Audience estimates are determined based on the PBS National Audience Handbook and PBS stations Audience Report which is issued quarterly by the PBS research Department.

Station - Specific Surveys

SPOTLIGHT ON has confirmed usage at the following stations. The surveys were compiled exclusively via direct telephone calls to stations. Audience estimates are based on PBS Research reports.

SPOTLIGHT ON STATION MONITORING REPORT

ARCHITECTS & ENGINEERS (5:26)

ARCHITECTS & ENGINEERS FOR 9/11 TRUTH

MONITORING REPORT DEFINITIONS:							
(+) - DENOTES PARENT/SATELLITE DATA COMBINED							
(C) DENOTES CABLE FEED TO MARKET							
(NA) - DENOTES AUDIENCE ESTIMATE NOT							
Rank	DESIGNATED MARKET AREA	% OF US	STATION	CITY	NUMBER OF		AUDIENCE ESTIMATE
					PRIME	NON-	
3	Chicago, IL	3.048	WYIN	Merrillville, IN	0	2	54,400
4	Philadelphia, PA	2.573	WYBE	Philadelphia, PA	2	3	51,400
8	Atlanta, GA	2.079	WPBA	Atlanta, GA	2	3	65,100
16	Miami-Ft. Lauderdale, FL	1.352	WXEL	W.Palm Beach, FL(C)	2	2	Cable
17	Orlando-Daytona Beach-	1.339	WBCC	Cocoa, FL	3	4	31,100
			WDSC	Daytona Beach, FL	2	4	26,400
25	Indianapolis, IN	0.975	WFYI	Indianapolis, IN	0	2	31,200
			WIPB	Muncie, IN	3	3	31,800
			WTIU	Bloomington, IN	2	3	25,000
29	Nashville, TN	0.887	WCTE	Cookeville, TN	2	3	NA
			WDCN	Nashville, TN	2	3	82,800
33	Salt Lake City, UT	0.803	KBYU	Provo, UT	2	2	78,800
			KUED	Salt Lake City UT	2	2	46,000
			KULC	Salt Lake City, UT	2	2	32,800
			KUEN	Ogden, UT	2	3	NA
			KUES	Ritchfield, UT	2	3	NA
38	West Palm Beach-Ft. Pierce, FL	0.676	WXEL	West Palm Beach, FL	1	3	32,000
40	Birmingham, AL	0.646	WBIQ	Birmingham, AL	3	3	54,000
			WCIQ	Mount Cheaha, AL	3	3	15,000
42	Las Vegas, NV	0.636	KL VX	Las Vegas, NV	0	2	24,400
44	Albuquerque-Santa Fe, NM	0.604	KENW	Portales, NM	2	2	28,800
47	Jacksonville, FL	0.591	WJCT	Jacksonville, FL	3	4	43,400
50	Louisville KY	0.582	WKPC	Louisville, KY	2	2	52,800
54	Wilkes Barre-Scranton, PA	0.504	WVIA	Scranton, PA	3	3	61,600
57	Albany-Schenectady-Trow, NY	0.482	WMHT	Schenectady, NY	3	4	82,800
			WMHX	Schenectady, NY	3	4	+
60	Mobile, AL-Pensacola, FL	0.466	WEIQ	Mobile, AL	3	3	16,200
			WSRE	Pensacola, FL	0	1	2,800
61	Tulsa, OK	0.460	KRSC	Claremore, OK	0	2	31,800
63	Charleston-Huntington, WV	0.437	WPBY	Huntington, WV	2	3	32,400
64	Ft. Myers-Naples, FL	0.435	WGCU	Fort Myers, FL	3	3	63,000
69	Wichita-Hutchinson Plus, KS	0.394	KDCK	Dodge City, KS	3	2	NA
			KOOD	Hays, KS	3	2	23,800
			KSWK	Lakin, KS	3	2	+
70	Green Bay-Appleton, WI	0.386	WPNE	Green Bay, WI	3	3	58,800
71	Honolulu, HI	0.377	KHET	Honolulu, HI	2	2	50,000
			KMEB	Wailuku, HI	2	2	+
73	Toledo, OH	0.368	WGTE	Toledo, OH	2	4	70,000
74	Springfield, MO	0.368	KOZK	Springfield, MO	3	3	53,400
75	Spokane, WA	0.365	KCDT	Coeur D'Alene, ID	3	4	29,000
			KUID	Moscow, ID	3	4	29,000

SPOTLIGHT ON STATION MONITORING REPORT

ARCHITECTS & ENGINEERS (5:26)

ARCHITECTS & ENGINEERS FOR 9/11 TRUTH

RANK	DESIGNATED MARKET AREA	% OF US	STATION	CITY	NUMBER		AUDIENCE ESTIMATE
					PRIME	NON-	
78	Paducah, KY-Cape Girardeau,	0.348	WSIU	Carbondale, IL	3	3	6,600
79	Columbia, SC	0.347	WJRE	Sumpter, SC	1	2	3,600
			WRLK	Columbia, SC	1	2	5,600
81	Huntsville-Decatur-Florence, AL	0.340	WFIQ	Florence, AL	3	3	NA
			WHIQ	Huntsville, AL	3	3	32,400
82	Shreveport, LA	0.336	KLTS	Shreveport, LA	3	3	15,000
84	Champaign-Springfield-Decatur,	0.335	WEIU	Charleston, IL	1	2	NA
			WILL	Urbana, IL	3	3	39,600
			WSEC	Jacksonville, IL	2	2	24,800
85	Madison, WI	0.328	WHA	Madison, WI	3	3	103,200
86	Chattanooga, TN	0.318	WCLP	Chatsworth, TN	3	1	NA
			WTCI	Chattanooga, TN	2	4	32,800
87	Harlingen-Wes Laco-Brownsville-	0.306	KMBH	Harlingen, TX	2	4	36,600
92	Colorado Springs-Pueblo, CO	0.291	KTSC	Pueblo, CO	2	3	33,000
94	Burlington, VT-Plattsburgh, NY	0.288	WCFE	Plattsburgh, NY	1	2	21,600
			WETK	Burlington, VT	2	2	57,000
			WLED	Littleton, NH	2	2	+
			WVER	Rutland, VT	2	2	+
			WVTA	Windsor, VT	2	2	+
			WVTB	St. Johnsbury, VT	2	2	+
96	Savannah, SC	0.279	SJWJ	Beaufort, SC	1	2	NA
			WVAN	Savannah, SC	1	2	13,600
97	Davenport-Rock Island, IA-	0.270	KQIN	Davenport, IA	2	2	50,000
			WQPT	Moline, IA	2	2	10,000
102	Evansville, IN	0.254	WNIN	Evansville, IN	2	2	28,800
104	Myrtle Beach-Florence, SC	0.250	WHMC	Conway, SC	2	2	+
			WJMP	Florence, SC	2	2	6,800
107	Ft. Wayne, IN	0.268	WFWA	Ft. Wayne, IN	2	3	32,200
112	Boise, ID	0.229	KAID	Boise, ID	3	3	45,000
113	Sioux Falls-Mitchell, SD	0.227	KCSD	Sioux Falls, SD	3	3	+
			KDSD	Aberdeen, SD	3	3	+
			KESD	Brookings, SD	3	3	39,600
			KSMN	Worthington, SD	3	3	4,800
			KTSD	Pierre, SD	3	3	+
			KUSD	Vermillion, SD	3	3	25,200
114	Augusta, GA	0.223	WEBA	Augusta, SC	2	2	6,800
116	Peoria-Bloomington, IL	0.216	WTVP	Peoria, IL	3	3	30,000
118	Montgomery-Selma, AL	0.213	WAIQ	Montgomery, AL	3	3	24,600
			WDIQ	Dozier, AL	3	3	+
			WGIQ	Louisville, AL	3	3	+
			WIIQ	Demopolis, AL	3	3	+
121	Fargo-Valley City, ND	0.209	KFME	Fargo, ND	3	3	28,200
			KGFE	Grand Forks, ND	3	3	+
			KJRE	Ellendale, ND	3	3	+
126	Yakima-Pasco-Richland-	0.191	KTNW	Richland, WA	2	3	19,200
			KYVE	Yakima, WA	2	3	19,200
							0
127	La Crosse-Eau Claire, WI	0.187	WHLA	La Crosse, MN	3	3	25,800
			WHWC	Menomonie, MN	3	3	+
130	Chico Redding, CA	0.172	KIXE	Redding, CA	2	2	11,200
131	Amarillo, TX	0.168	KACV	Amarillo, TX	2	3	17,800
135	Wausau-Rhineland, WI	0.161	WHRM	Wausau, WI	3	3	24,600
			WLEF	Park Falls, WI	3	3	+

SPOTLIGHT ON STATION MONITORING REPORT

ARCHITECTS & ENGINEERS (5:26)

ARCHITECTS & ENGINEERS FOR 9/11 TRUTH

RANK	DESIGNATED MARKET AREA	% OF US	STATION	CITY	NUMBER		AUDIENCE ESTIMATE
					PRIME	NON-	
137	Columbia-Jefferson City, MO	0.156	KMOS	Sedalia, MO	3	3	27,400
139	Duluth, MN-Superior, WI	0.152	WDSE	Duluth, MN	2	3	40,000
140	Medford-Klamath Falls, OR	0.151	KFTS	Klamath Falls, OR	2	4	NA
147	Joplin, MO-Pittsburg, KS	0.136	KOZJ	Joplin, MO	3	3	30,200
150	Anchorage, AK	0.132	KAKM	Anchorage, AK	3	3	32,400
			KYUK	Bethel, AK	2	2	NA
153	Rochester, MN-Mason City, IA-	0.126	KSMQ	Austin, MN	3	3	16,200
156	Bluefield-Beckley-Oak Hill, WV	0.124	WSWP	Grandview, WV	2	4	22,200
157	Binghamton, NY	0.119	WSKG	Binghamton, NY	3	5	42,600
158	Minot-Bismarck-Dickinson, ND	0.119	KBME	Bismarck, ND	3	3	27,600
			KDSE	Dickinson, ND	3	3	+
			KQSD	Lowry, ND	3	3	+
			KSRE	Minot, ND	3	3	+
			KWSE	Williston, ND	3	3	+
162	Idaho Falls-Pocatello, ID	0.110	KISU	Pocatello, ID	3	3	21,000
							+
166	Missoula, MT	0.097	KUFM	Missoula, MT	2	3	22,200
168	Clarksburg-Weston, WV	0.096	WNPB	Morgantown, WV	3	3	22,200
171	Quincy, IL-Hannibal, MO-Keokuk,	0.091	WMEC	Macomb, IL	2	3	12,400
			WQEC	Quincy, IL	2	3	+
172	Dothan, AL	0.089	WBIQ	Birmingham, AL, (C)	3	3	Cable
173	Jackson, TN	0.086	WLJT	Lexington, TN	2	4	13,600
174	Rapid City, SD	0.086	WBHE	Rapid City, SD	3	3	24,600
171	Quincy, IL-Hannibal, MO-Keokuk,	0.091	WMEC	Macomb, IL	2	2	10,800
			WQEC	Quincy, IL	2	2	+
172	Dothan, AL	0.089	WBIQ	Birmingham, AL, (C)	3	3	Cable
173	Jackson, TN	0.086	WLJT	Lexington, TN	2	4	13,600
174	Rapid City, SD	0.086	WBHE	Rapid City, SD	3	3	24,600
			KPSD	Eagle Butte, SD	3	3	+
182	Bowling Green, KY	0.071	WKYU	Bowling Green, KY	3	4	NA
190	Butte-Bozeman, MT	0.058	KUSM	Bozeman, MT	3	4	23,800
193	Twin Falls, ID	0.056	KGBH	Filer, ID	3	3	16,800
			KIPT	Twin Falls, ID	3	3	16,800
196	Casper-Riverton, WY	0.048	KCWC	Riverton, WY	2	5	16,400
207	Juneau, AK	0.022	KTOO	Juneau, AK	3	3	10,200
213	Puerto Rico		WIPR	San Juan, PR	4	4	NA
	American Samoa		KVZK	Pago Pago, AS	3	5	NA
TOTALS		31.244	131		309	369	2,731,200
				TOTAL NUMBER OF AIRINGS - 678			
TOTAL % OF U.S.HHs: 31.244							
TOTAL NUMBER OF STATIONS: 131							
TOTAL NUMBER OF PRIME TIME VIEWERS: (7PM-11PM): 309							
TOTAL NUMBER OF AIRINGS NON-PRIME VIEWERS (5AM-7PM): 369							
TOTAL PROGRAM AUDIENCE ESTIMATE: 2,731,200							
TOTAL NUMBER OF AIRINGS: 678							