

June 2012 Underwriters

| Contract #  | Program                               | Contract Start Date | Contract End Date | Contract Amount |
|-------------|---------------------------------------|---------------------|-------------------|-----------------|
| UNDERWRITER |                                       |                     |                   |                 |
|             | American Bottling (Dr. Pepper - 7up)  | 2/1/2012            | 1/31/2013         | \$1,000         |
|             | Trade                                 |                     |                   | \$1,800         |
|             | Dragon Tales - Fridays                | 3/31/2012           | 3/30/2013         | \$1,800         |
|             | Trade                                 |                     |                   | \$1,800         |
|             | Antiques Roadshow                     | 3/31/2012           | 5/6/2013          | \$1,800         |
|             | Biz Kids                              | 5/7/2012            | 5/6/2013          | \$1,800         |
|             | 31925                                 |                     |                   | \$1,800         |
|             | Arrowhead Chapter of Credit Unions    |                     |                   | \$1,800         |
|             | 35943-1                               | 4/28/2012           | 4/28/2012         | \$350           |
|             | Duluth Superior Symphony - Broadcasts | 4/28/2012           | 4/28/2012         | \$350           |
|             | Alternate Fri and Sat                 | 7/1/2011            | 6/30/2012         | \$3,400         |
|             | This Old House                        | 4/29/2012           | 11/4/2012         | \$900           |
|             | Trade                                 |                     |                   | \$1,100         |
|             | Alternate Friday Evenings             | 11/20/2011          | 6/9/2012          | \$1,100         |
|             | This Old House                        | 4/8/2011            | 4/7/2012          | \$1,800         |
|             | Builders Commonwealth                 |                     |                   | \$1,800         |
|             | C G Breitting Manufacturing Company   | 1/1/2012            | 12/31/2013        | \$1,800         |
|             | 14546                                 |                     |                   | \$1,800         |
|             | NewsHour with Jim Lehrer, Tues        | 1/1/2012            | 12/31/2013        | \$1,800         |
|             | 14564                                 |                     |                   | \$500           |
|             | Fri. Evenings ALTERNATE               | 5/6/2012            | 11/4/2012         | \$500           |
|             | This Old House                        | 4/14/2012           | 4/13/2013         | \$1,800         |
|             | Classic Roofing Systems               |                     |                   | \$1,800         |
|             | 14851                                 |                     |                   | \$1,800         |
|             | Almanac North                         | 10/8/2011           | 10/16/2012        | \$3,003         |
|             | 37630                                 |                     |                   | \$3,003         |
|             | ClearWay Minnesota                    |                     |                   | \$3,003         |
|             | 38338                                 |                     |                   | \$350           |
|             | College of St. Scholastica            | 10/1/2011           | 10-12/2011        | \$350           |
|             | 38338                                 |                     |                   | \$4,000         |
|             | College of St. Scholastica            | 10/6/2011           | 5/31/2012         | \$4,000         |
|             | 38338                                 |                     |                   | \$3,400         |
|             | College of St. Scholastica            | 7/5/2011            | 7/4/2012          | \$3,400         |
|             | Alternate Tues and Wed. Evenings      | 4/7/2011            | 6/30/2011         | \$2,000         |
|             | 38338                                 |                     |                   | \$2,000         |
|             | College of St. Scholastica            | 4/7/2011            | 6/30/2011         | \$2,000         |
|             | 38338                                 |                     |                   | \$1,800         |
|             | Antiques Roadshow                     | 6/30/2011           | 6/29/2012         | \$1,800         |
|             | 14591                                 |                     |                   | \$2,100         |
|             | Como Oil                              |                     |                   | \$2,100         |
|             | Denny'SAce Hardware                   | 1/5/2012            | 1/4/2013          | \$2,100         |
|             | 20283                                 |                     |                   | \$2,100         |
|             | Alternate Thursday Evenings           | 12/17/2011          | 12/16/2012        | \$2,100         |
|             | 34745                                 |                     |                   | \$2,100         |
|             | Alternate Sunday Evenings             | 6/4/2012            | 6/3/2013          | \$2,100         |
|             | 14644                                 |                     |                   | \$2,100         |
|             | Sat. Evenings ALTERNATE               | 12/17/2011          | 12/18/2012        | \$2,100         |
|             | 14541                                 |                     |                   | \$1,800         |
|             | SUN. Evenings ALTERNATE               | 4/17/2012           | 4/16/2013         | \$1,800         |
|             | 14660                                 |                     |                   | \$1,800         |
|             | NewsHour with Jim Lehrer, Tues        | 10/2/2011           | 10/1/2012         | \$2,100         |
|             | 14677                                 |                     |                   | \$2,100         |
|             | Fri. Evenings ALTERNATE               | 3/24/2012           | 3/23/2013         | \$3,400         |
|             | Trade                                 |                     |                   | \$1,800         |
|             | Thursday Eveings                      | 8/22/2012           | 1/4/2013          | \$1,800         |
|             | 26861                                 |                     |                   | \$2,100         |
|             | The Lawrence Welk Show                | 1/5/2012            | 8/22/2012         | \$2,100         |
|             | 14897                                 |                     |                   | \$2,100         |
|             | Mon. Evenings ALTERNATE               | 1/2/2012            | 1/1/2013          | \$2,100         |
|             | 28630                                 |                     |                   | \$2,000         |
|             | Sunday Daypart I                      | 3/8/2012            | 9/28/2012         | \$2,000         |
|             | 31338                                 |                     |                   | \$2,000         |
|             | Great Gardening 2012                  | 7/1/2011            | 6/30/2012         | \$2,100         |
|             | 14658                                 |                     |                   | \$350           |
|             | Sat. Evenings ALTERNTE                | 4/28/2012           | 4/28/2012         | \$2,100         |
|             | 17214                                 |                     |                   | \$2,100         |
|             | DSSO 4-28-12                          | 4/3/2013            | 4/3/2013          | \$2,100         |
|             | 14707                                 |                     |                   | \$2,000         |
|             | Thurs. Evenings Alternate             | 5/24/2012           | 5/24/2012         | \$5,000         |
|             | 39609                                 |                     |                   | \$1,000         |
|             | Layers on the Line                    | 3/28/2012           | 3/26/2013         | \$1,000         |
|             | Trade                                 |                     |                   | \$3,000         |
|             | Arthur - Fridays                      | 6/3/2012            | 6/2/2013          | \$3,000         |
|             | 17203                                 |                     |                   | \$1,700         |
|             | Almanac North                         | 3/31/2012           | 3/30/2013         | \$1,700         |
|             | Trade                                 |                     |                   | \$1,700         |
|             | Mon. Evening ALTERNATE - B            |                     |                   | \$1,700         |
|             | Grandma's Restaurants                 |                     |                   | \$1,700         |

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|   |         |                                       |            |           |
|---|---------|---------------------------------------|------------|-----------|
| Grandma's Restaurants                         | Trade   | 3/31/2012                             | 3/30/2013  | \$1,700   |
| Great Lakes Stone Supply                      | 38536   | 3/10/2011                             | 9/28/2011  | \$2,100   |
| Hammond Steak House                           | 31335   | 4/28/12                               | 4/28/2012  | \$350     |
| Hant's Fride                                  | 14776   | Fri. Evenings ALTERNATE               | 12/31/2012 | \$3,400   |
| Hant's Fride                                  | 14776   | Sun. Evenings ALTERNATE               | 12/31/2012 | See above |
| Human Development Center                      | 38063   | Speak Your Mind                       | 9/28/2011  | \$10,000  |
| Integrity Health Network (formerly CareNorth) | 30138   | Doctors on Call 2011-2012             | 9/29/2011  | \$2,500   |
| Iron Mining Association of Minnesota          | 14823   | Almanac North                         | 1/1/2012   | \$3,000   |
| Johnson Insurance Consultants                 | 17186   | Frontline                             | 10/11/2012 | \$1,800   |
| Johnson Mertz Appliance, Inc                  | 31929   | Alternate Monday Evening              | 5/5/2012   | \$1,750   |
| Johnson Mertz Appliance, Inc                  | 31929   | Alternate Sunday & Mond. Miele Vacuum | 4/1/2012   | \$3,000   |
| Johnson Mertz Appliance, Inc                  | 31929   | Alternate Wed. Evenings               | 5/4/2013   | \$1,750   |
| Keystone Bluffs                               | 37105   | Thursday Eveings                      | 1/28/2013  | \$3,400   |
| KUMD  | TRADE   | The Playlist                          | 12/1/2011  | \$4,000   |
| Lake Country Power                            | 30761   | Alternate Wed. Evenings               | 11/1/2011  | \$1,700   |
| Lake Superior College                         | 30139   | Thurs. Evenings Alternate             | 9/11/2012  | \$2,100   |
| lake Superior Garden Center                   | 36190   | 2011 Great Gardening Series           | 3/10/2011  | \$2,000   |
| Lakehead Constructors                         | 14895   | Venture North                         | 4/19/2012  | \$1,800   |
| Lakehead Constructors                         | 14895-1 | Alternate Mon. & Thurs. Evenings      | 4/29/2012  | \$3,400   |
| Lakewalk Surgery Center                       | 34099   | Alternate Tuesday Night               | 3/21/2012  | \$2,100   |
| Law Offices of Lionel H. Peabody              | 17188   | Washington Week in Review             | 4/13/2012  | \$650     |
| Law Offices of Lionel H. Peabody              | 17188   | The McLaughlin Group                  | 4/13/2012  | See above |
| Madeline Island Ferry Line                    | 14932   | Tues. Evenings                        | 4/24/2012  | \$1,700   |
| Marshall School                               | 16865   | NOVA                                  | 11/16/2011 | \$1,800   |
| Meyer Group                                   | 39274-1 | Native Report                         | 10/27/2011 | \$650     |
| Meyer Group                                   | 39274   | This Old House                        | 10/29/2011 | \$650     |
| Meike Electric                                | 30755   | Sunday, Day Part I                    | 1/6/2012   | \$2,100   |
| Minnesota Dept. of Health - WIC Program       | 38324   | Sesame Street Monday thru Friday      | 9/6/2011   | \$2,500   |
| Minnesota Dept. of Health - WIC Program       | 38325   | Kids Programming Sat. Morning         | 9/6/2011   | \$2,500   |
| Minnesota Power Employees Credit Union        | 33091   | Ask This Old House                    | 2/12/2012  | \$1,800   |
| Minnesota Power/Allite                        | 34467   | Minnesota Legislative Report 2010     | 3/25/2012  | \$3,000   |
| Minnesota Power/Allite                        | 34466   | Great Gardening 12 Part Series        | 3/8/2012   | \$2,000   |
| Minnesota Power/Allite                        | 34667-1 | Almanac North                         | 2/24/2012  | \$3,000   |
| Minnesota Power/Allite                        | 17227   | Alternate Monday Evening              | 2/21/2011  | \$2,100   |
| Minnesota Power/Allite                        | 14961   | The News Hour - Friday Night          | 3/25/2011  | \$1,800   |
| Minnesota Quilters, Inc                       | 14962   | Saturday Quilting Programs            | 10/6/2011  | \$1,800   |
| MPECU   | 33091   | DSSO - Broadcast                      | 4/28/2012  | \$350     |

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|---|----------|---|------------|------------|---------|
| Nokomis Restaurant                                    | 38527    | Monday Evening                                  | 8/23/2011  | 2/13/2012  | \$1,700 |
| Northland Foundation                                  | 15022    | Almanac North                                   | 7/29/2011  | 7/29/2012  | \$3,000 |
| Northland OB-GYN Associates, PA                       | 14665    | Sun. Evenings                                   | 8/7/2011   | 8/6/2012   | \$3,400 |
| Orthopaedic Associates of Duluth                      | 15043    | Wed. Evenings ALTERNATE B                       | 4/9/2012   | 4/8/2013   | \$2,100 |
| Otis-Magle Insurance Agency                           | 15045-1  | DSSO Performance April 28, 2012                 | 4/28/2012  | 4/30/2012  | \$350   |
| Otis-Magle Insurance Agency                           | 15045    | Fri. Evenings ALTERNATE                         | 12/13/2011 | 12/12/2012 | \$2,100 |
| Paper Capers, Inc.                                    | Trade    | Antiques Roadshow                               | 5/13/2012  | 5/12/2013  | \$1,800 |
| Perfect Duluth Day                                    | Trade    | Playlist  | 10/6/2011  | 5/31/2012  | \$4,000 |
| Porky's Building Supply                               | 27153    | The Red Green Show                              | 6/20/2012  | 6/19/2013  | \$1,800 |
| Quilting on the Waterfront                            | 34478    | Quilting Arts                                   | 9/24/2011  | 12/17/2011 | \$650   |
| Prime Appliance Outlet Center                         | 37090 -1 | Saturday Part 1                                 | 4/7/2012   | 4/6/2013   | NC      |
| Prime Appliance Outlet Center                         | 37090    | Alternate Sunday/Monday Evening                 | 4/2/2012   | 4/1/2013   | \$3,400 |
| Ramstand & Vigen, Inc.                                | 15098    | This Old House                                  | 4/7/2012   | 4/6/2013   | \$1,800 |
| Security Jewelers                                     | 15138    | Tues. Evenings ALTERNATE B                      | 5/24/2012  | 5/23/2013  | \$2,100 |
| Service Printers of Duluth, Inc.                      | 15142    | NewsHour with Jim Lehrer, Fri.                  | 4/6/2012   | 4/5/2013   | \$1,800 |
| Essentia Health Formerly SMDC                         | 27687    | DOCS on Call                                    | 9/29/2011  | 2/23/2012  | \$2,500 |
| St. Luke's Hospital                                   | 33865    | DOCS on Call                                    | 9/29/2011  | 2/23/2012  | \$2,500 |
| Super One Foods                                       | Trade    | Sat. Evenings ALTERNATE B                       | 3/29/2012  | 3/28/2013  | \$2,100 |
| Superior Federation of Teachers                       | 15200    | Sesame Street Thurs.                            | 1/19/2012  | 1/18/2013  | \$1,000 |
| Ucare   | 36918    | DOCS on Call 2011-2012                          | 9/29/2011  | 2/23/2012  | \$2,500 |
| University of Minnesota Duluth Continuing Education   | 14547    | Alternate Tuesday Evenings                      | 9/13/2011  | 9/12/2012  | \$2,100 |
| UMD School of Fine Arts                               | 36652    | Alt. Tues. Thurs. & Friday                      | 12/15/2011 | 2/17/2012  | \$850   |
| Viking Village Sewing Centers                         | 29037    | Saturday Needle Arts Program (Various Quilting) | 7/3/2011   | 7/2/2012   | \$1,700 |
| Viking Village Sewing Centers                         | 15296    | Sewing with Nancy                               | 7/3/2011   | 7/2/2012   | \$1,700 |
| Viking Village Sewing Centers                         | 15296    | Sat. Morning 10:30 AM Sewing/Quilting Shows     | 10/6/2011  | 10/5/2012  | \$1,700 |
| Wells Fargo Bank Minnesota NA                         | 30394    | Fri. Evenings ALTERNATE A                       | 9/6/2011   | 9/5/2012   | \$1,625 |
| Wells Fargo Bank Minnesota NA                         | 30394    | Sat. Evenings ALTERNATE                         | 9/6/2011   | 9/5/2012   | \$1,625 |
| Western Lake Superior Sanitary District               | 31337    | Great Gardens 12 Part Series                    | 3/8/2012   | 9/28/2012  | \$2,000 |
| Whiteside, Muriel (Charitable Trust) In Memory of Jar | 18188    | Almanac North                                   | ONGOING    | ONGOING    |         |
| DOCS ON CALL 2011-2012                                |          |   |            |            |         |
| Essentia Health                                       | 27687    | DOCS on Call 2011-2012                          | 9/29/2011  | 2/23/2012  | \$2,500 |
| Integrity Health Network                              | 30138    | DOCS on Call 2011-2012                          | 9/29/2011  | 2/23/2012  | \$2,500 |
| St. Luke's Hospital                                   | 33865    | DOCS on Call 2011-2012                          | 9/29/2011  | 2/23/2012  | \$2,500 |
| Ucare   | 36918    | DOCS on Call 2011-2012                          | 9/29/2011  | 2/23/2012  | \$2,500 |

