

# The Media Audit

## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### New Ranking of Top Local Newspaper and TV Web Sites in the U.S. Reveals TV Stations are Gaining Strength "Correction"

**(Houston, TX – May 18, 2007)** Yesterday the following statement was made with regard to KTVB. Com. "A new 85-market study comparing local TV and newspaper web sites reveals that local TV stations are gaining strength with online visitors. Among the more than 600 newspaper and TV web sites measured in the U.S. by The Media Audit, KTVB.com in Boise ranks as the highest reaching web site, with 46.1% of adults 18+ visiting the TV station's web site in a typical month."

This was in error. The 46.1% of adults 18+ was the early news rating for KTVB television not their website KTVB.com.

The release should have read WRAL.com was the top rated website and ranks the highest reaching web site, with 45.8% of adults 18+ visiting the TV station's web site in a typical month including more than 600 newspaper and TV web sites measured in the U.S. by The Media Audit.

Primary Media	Media Website	Website Persons	Website Rating
WRAL-TV	WRAL.COM	474,100	45.8
Washington Post	WASHINGTONPOST.COM	1,616,300	43.4
KUSA-TV	9NEWS.COM	801,100	41.2
San Antonio Express - News	MYSA.COM	565,200	41.1
KENS-TV	MYSA.COM	565,200	41.1
WVTM-TV	NBC13.COM	130,300	40.4
Times - Picayune	NOLA.COM	287,500	39.3
Atlanta Journal Constitution	AJC.COM	1,282,100	37.1
Cincinnati Enquirer	CINCINNATI.COM [NET]	550,900	36.1