



THE INFANT NUTRITION COUNCIL OF AMERICA
INTERVIEW WITH DR. MEG MEEKER, AUTHOR AND PEDIATRICIAN
TOUR DATE: OCTOBER 21, 2015

Satellite Media Tour - Project Overview

Media Tour Schedule

	<i>Time (ET)</i>	<i>Station</i>	<i>Market</i>	<i>Network</i>	<i>Ranking</i>
1	8:10 - 8:20	WPTF-AM	Raleigh	RADIO	24
2	8:20 - 8:30	USA Radio - Ron Seggi Show	Nationally Syndicated	RADIO	National
3	8:30 - 8:35	WTLV	Jacksonville	NBC	48
4	8:35 - 8:45	KHGI	Lincoln	ABC	105
5	8:45 - 8:55	Get CONNected	Nationally Syndicated	SYND	National
6	8:55 - 9:05	WCIV	Charleston	ABC	95
7	9:05 - 9:10	WJRT	Flint	ABC	70
8	9:10 - 9:20	WFXL	Albany, GA	FOX	152
9	9:20 - 9:30	WGHP	Greensboro	FOX	46
10	9:40 - 9:45	KSHB	Kansas City	NBC	31
11	9:45 - 9:50	WPRI	Providence, RI	CBS	53
12	9:50 - 10:00	WRCB	Chattanooga	NBC	88
13	10:00 - 10:10	WTWO	Terra Haute	NBC	155
14	10:10 - 10:15	WXIA	Atlanta	NBC	9
15	10:15 - 10:25	WTWV/ WEHT	Evansville	ABC/CW	104
16	10:30 - 10:35	WBRE	Wilkes Barre-Scranton	NBC	55
17	10:35 - 10:40	KCTU	Wichita	IND	65
18	10:40 - 10:50	WJLA	Washington D.C.	ABC	8
19	10:50 - 10:55	KOB	Albuquerque	NBC	47
20	10:55 - 11:00	CKWS	Ontario-Canada	CBN	Canada
21	11:00 - 11:05	KABB	San Antonio	FOX	36
22	11:05 - 11:15	WPSD	Paducah	NBC	81
23	11:15 - 11:25	KSAT	San Antonio	ABC	33
24	11:25 - 11:30	Daytime/WFLA	Nationally Syndicated/ Tampa	SYND/CBS	National/14
25	11:30 - 11:40	Candace Rose	Lifestyle Blog	INTERNET	Internet
26	11:40 - 11:50	Nursingshow.com	Internet-Web	INTERNET	Internet
27	11:50 - 12:00	MOM RN	Internet-Web	INTERNET	Internet
28	12:00 - 12:10	WAVE	Louisville	NBC	49
29	12:10 - 12:20	Sheslosingit.com	Internet-Web	INTERNET	Internet
30	12:20 - 12:30	CRN - Cable Radio Network	National	RADIO	National
31	12:30 - 12:35	XETV	San Diego	CW	28
32	12:35 - 12:40	Coffee with America	Nationally Syndicated	SYND	National

Airings Overview

- ▣ 32 Total Bookings
- ▣ 385 Total TV Airings
- ▣ National and Regional Airings:
 - Coffee with America
 - Daytime
 - The Conn Jackson Show
 - Cable Radio Network
 - USA Radio Network



Audience Overview

- National TV Audience: 4,140,300
- Local TV Audience: 543,721
- Radio Audience: 3,750,500
- Internet Audience: 77,763



Media Tour Results



- ❑ Audience Total: 8,512,284
- ❑ Total Ad Value: \$166,440
- ❑ Total TV Airings: 385