

American Independent News Network: Key Performance Indicators

All AINN Programs (CO, IA, MI, MN, DC, NM, FL)

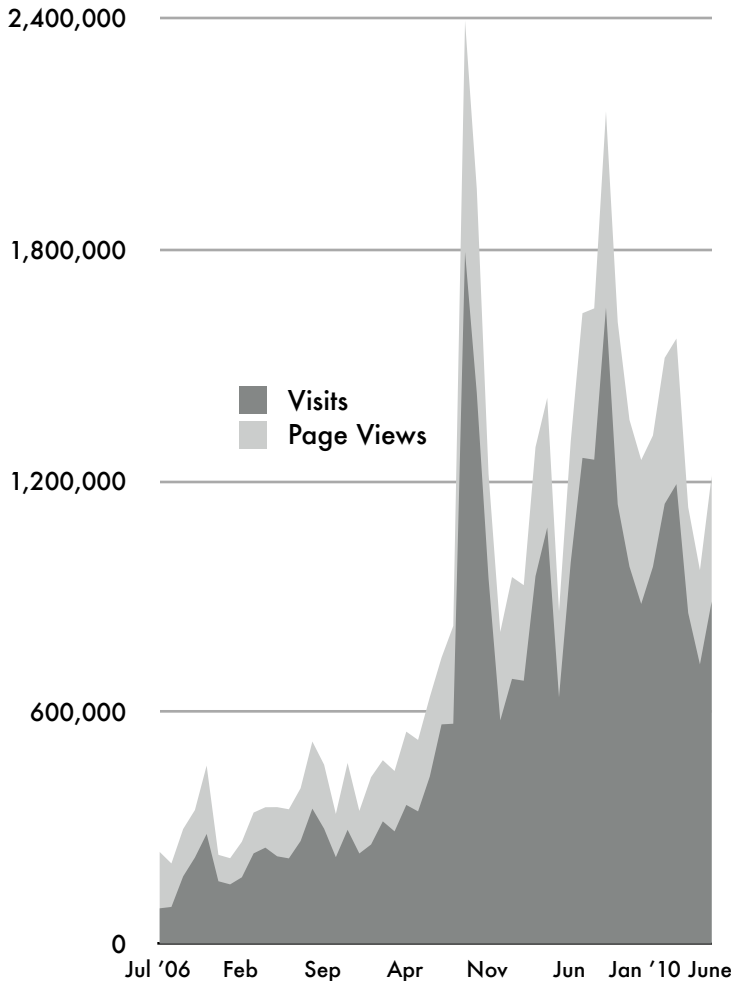
Online Performance

Date	Visits	Page Views	# of Posts	# of Comments
2006	1,026,174	1,776,924	4,737	7,270
2007	2,914,546	4,413,214	11,388	19,424
2008	7,879,790	11,007,856	16,674	21,340
2009	12,181,997	16,404,017	17,828	119,399
2010	5,774,730	7,715,586	8,401	53,214
January	976,806	1,317,267	1,307	8,768
February	1,139,852	1,518,508	1,404	8,121
March	1,190,944	1,568,542	1,398	7,300
April	857,156	1,131,126	1,261	6,905
May	723,405	967,822	1,288	7,958
June	886,567	1,212,321	1,743	14,162
Total	29,777,237	41,317,597	59,028	220,647

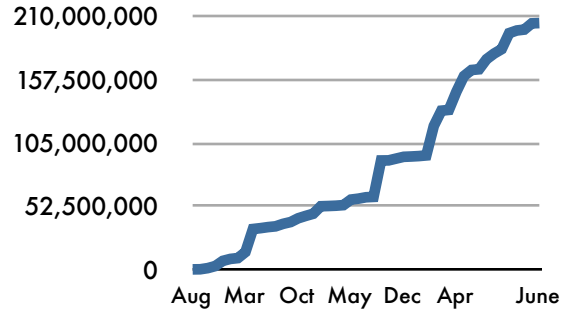
Offline Performance (TV, radio, newspapers)

Month	Direct Citations	Indirect News Impact	Media Bookings
2006	230	257	77
2007	397	171	183
2008	471	326	169
2009	332	108	251
2010	78	35	109
January	10	1	20
February	8	2	22
March	20	0	20
April	13	9	24
May	12	9	9
June	15	14	14
Total	1,508	897	789

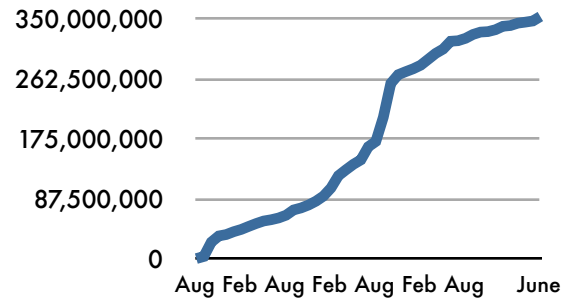
AINN Network Traffic



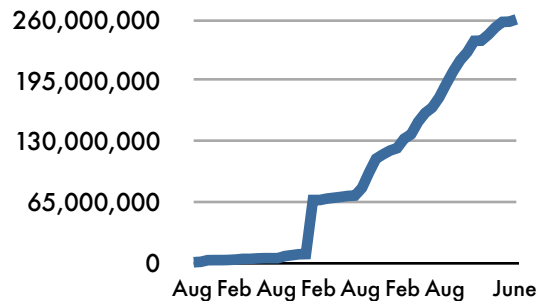
All Radio



All Print



All TV



Through June 2010

American Independent News Network: Key Performance Indicators

Colorado New Journalist Program (July 2006 launch)

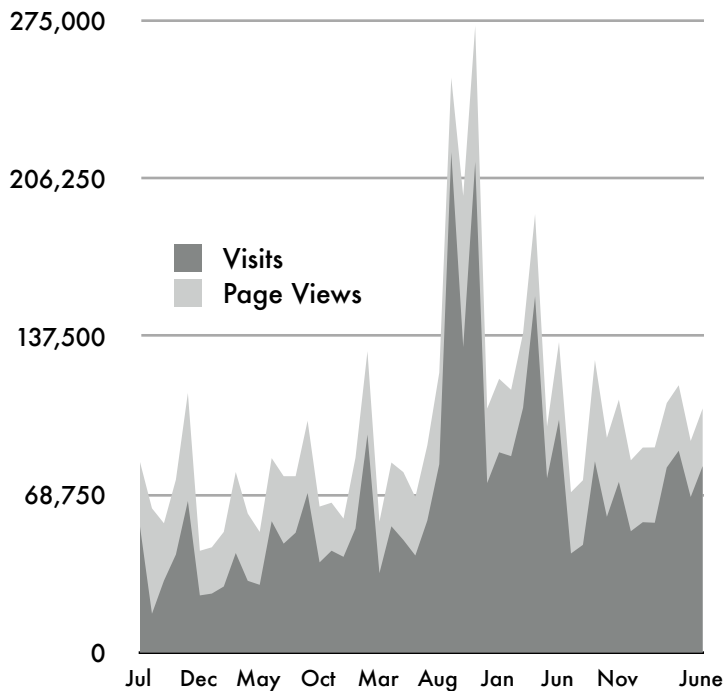
Online Performance

Month	Visits	Page Views	# of Posts	# of Comments
2006	235,753	433,783	1,912	2,261
2007	508,470	814,574	2,680	4,107
2008	1,113,791	1,539,992	2,293	3,867
2009	969,284	1,354,429	1,843	4,496
2010	429,755	600,980	904	2,556
January	56,620	89,099	126	450
February	56,382	89,160	103	391
March	80,410	108,463	155	429
April	87,718	116,209	153	474
May	67,589	91,957	162	364
June	81,036	106,092	205	448
Total	3,257,053	4,743,758	9,632	17,287

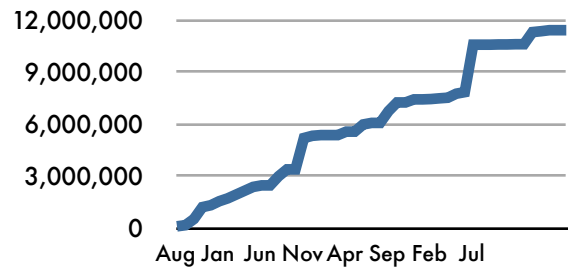
Offline Performance (TV, radio, newspapers)

Month	Direct Citations	Indirect News Impact	Media Bookings
2006	48	34	28
2007	173	62	41
2008	157	142	29
2009	172	71	5
2010	28	9	2
January	6	0	0
February	3	0	0
March	9	0	0
April	3	5	0
May	6	0	1
June	1	4	1
Total	578	318	105

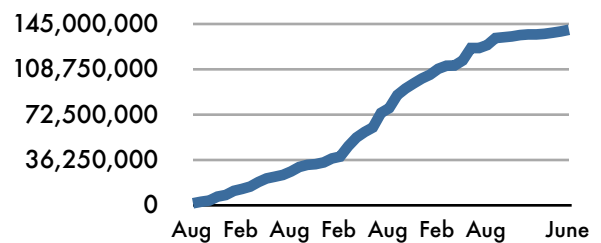
Colorado Network Traffic



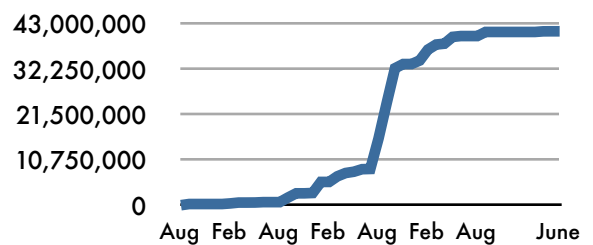
CO Cumulative Radio



CO Cumulative Print



CO Cumulative TV



June Media List

Denver Post, Colorado Springs Gazette

American Independent News Network: Key Performance Indicators

Minnesota New Journalist Program (August 2006 launch)

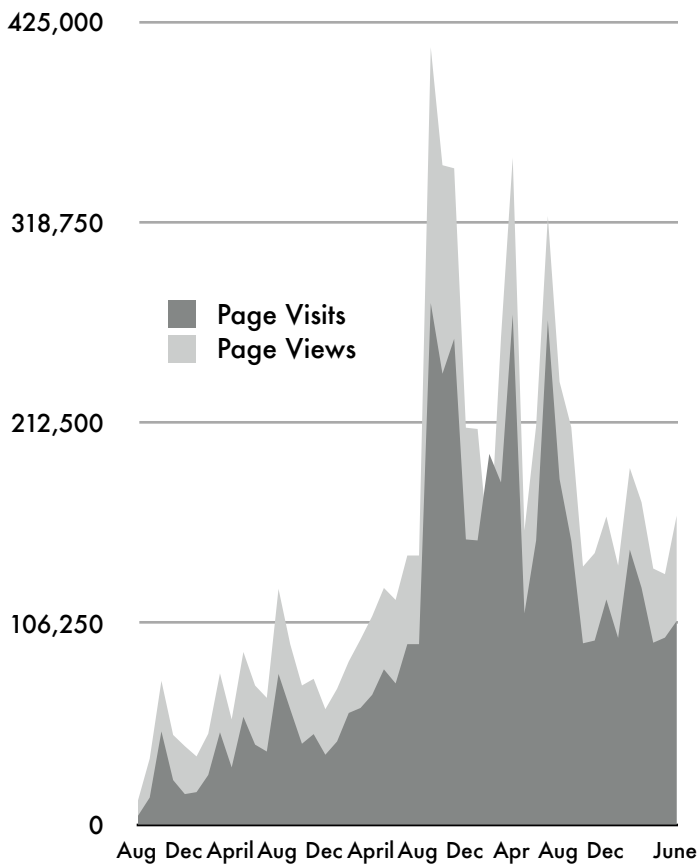
Online Performance

Month	Visits	Page Views	# of	# of
2006	107,136	211,954	972	581
2007	527,141	882,255	1,867	3,066
2008	1,502,566	2,212,173	3,197	6,378
2009	1,916,547	2,592,107	2,291	13,457
2010	671,847	927,239	770	6,261
January	98,646	136,988	151	787
February	145,422	188,601	99	1,070
March	125,208	170,469	120	1,021
April	96,134	135,399	115	922
May	98,823	132,418	116	1,086
June	107,614	163,364	169	1,375
Total	4,725,237	6,825,728	8,125	29,743

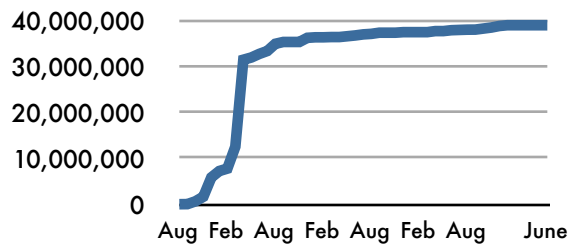
Offline Performance (TV, radio, newspapers)

Month	Direct	Indirect News	Media
2006	182	223	49
2007	151	78	113
2008	46	19	12
2009	15	1	35
2010	5	4	3
January	0	0	3
February	0	2	0
March	1	0	0
April	2	0	0
May	0	0	0
June	2	2	0
Total	399	325	212

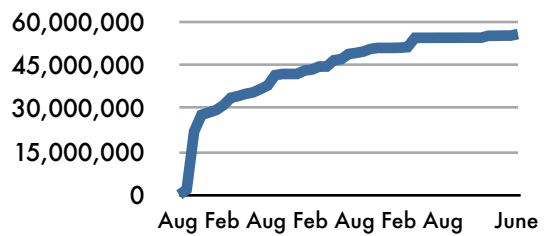
MN Web Traffic



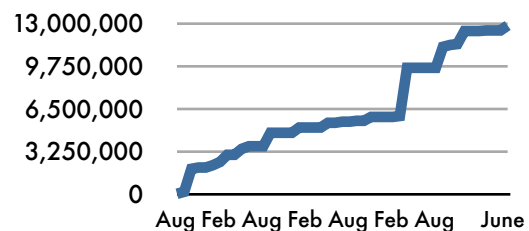
MN Cumulative Radio



MN Cumulative Print



MN Cumulative TV



June Media List

Brainerd Dispatch, KSTP TV, Star Tribune, Las Vegas Review-Journal

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Iowa New Journalist Program (May 2007 launch)

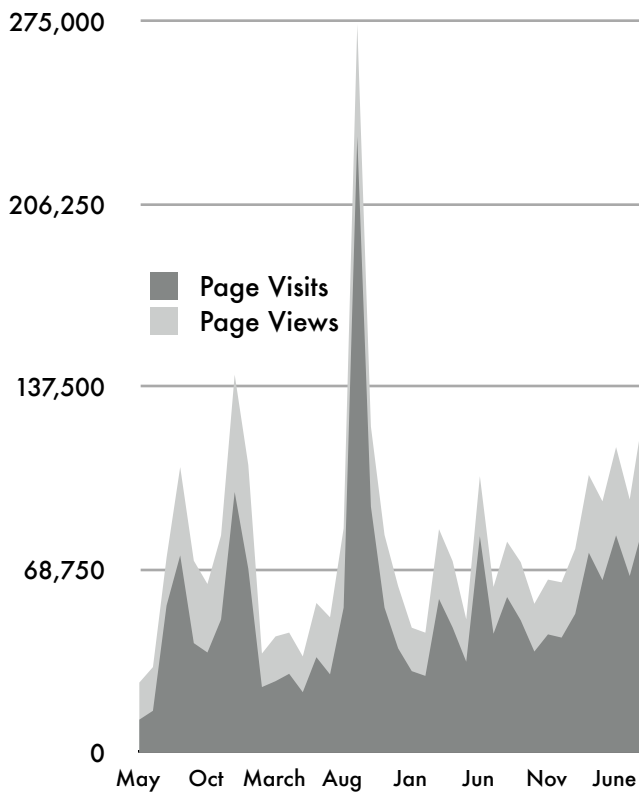
Online Performance

Month	Visits	Page Views	# of Posts	# of Comments
2007	383,988	598,287	1,641	1,201
2008	710,159	1,002,595	2,422	1,658
2009	557,788	799,875	1,272	1,940
2010	425,303	612,926	1,138	1,212
January	52,124	76,588	156	147
February	75,116	104,398	170	194
March	64,808	94,452	176	178
April	81,649	114,884	194	311
May	66,371	95,181	197	209
June	85,235	127,423	245	173
Total	2,077,238	3,013,683	6,473	6,011

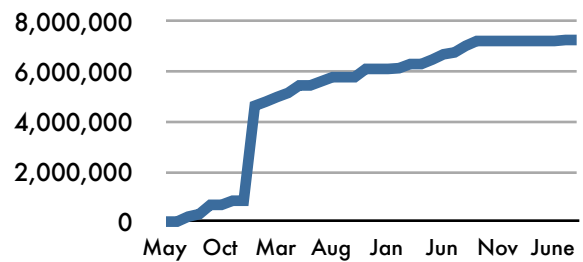
Offline Performance (TV, radio, newspapers)

Month	Direct Citations	Indirect News Impact	Media Bookings
2007	62	18	5
2008	9	48	22
2009	8	3	13
2010	10	12	2
January	0	1	0
February	0	0	0
March	0	0	0
April	4	4	2
May	3	4	0
June	3	3	0
Total	89	81	42

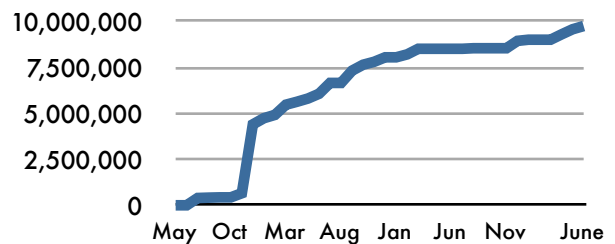
IA Web Traffic



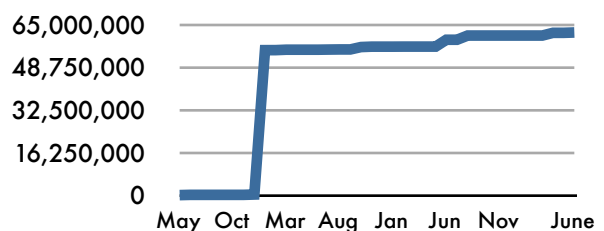
IA Cumulative Radio



IA Cumulative Print



IA Cumulative TV



June Media List

Cedar Rapids Gazette, Marshalltown Times-Republican, WQAD-TV, KCCI-TV, Sioux City Journal

American Independent News Network: Key Performance Indicators

Michigan New Journalist Program (September 2007 launch)

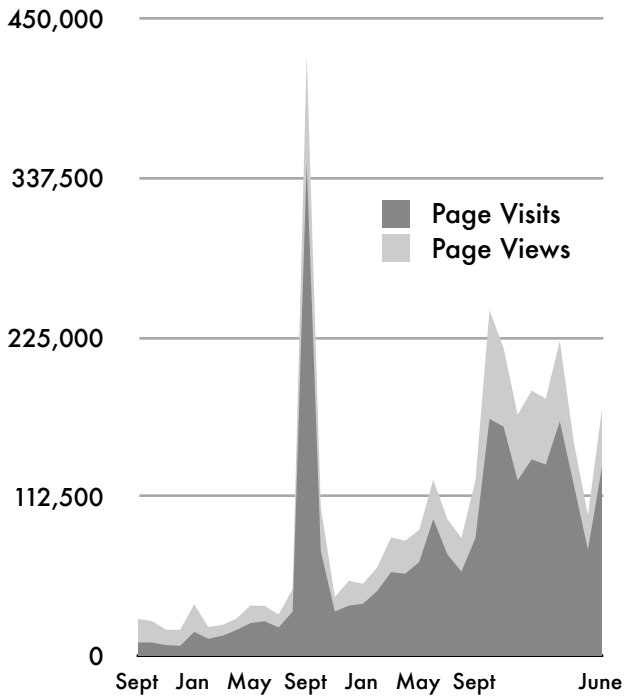
Online Performance

Month	Visits	Page Views	# of Posts	# of Comments
2007	33,740	87,696	669	192
2008	649,580	876,495	2,023	1,476
2009	1,030,203	1,427,838	2,608	2,488
2010	768,607	1,015,679	1,216	1,195
January	138,758	187,373	199	165
February	135,162	181,623	196	171
March	165,647	222,300	198	242
April	120,598	150,565	181	222
May	75,066	99,547	190	113
June	133,376	174,271	252	282
Total	2,482,130	3,407,708	6,516	5,351

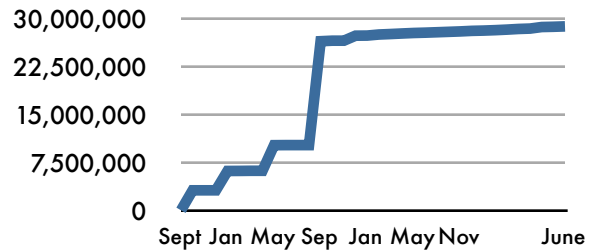
Offline Performance (TV, radio, newspapers)

Month	Direct Citations	Indirect News Impact	Media Bookings
2007	62	18	5
2008	204	70	10
2009	60	16	32
2010	10	2	33
January	0	0	5
February	2	0	2
March	3	0	8
April	3	0	11
May	1	2	3
June	1	0	4
Total	336	106	80

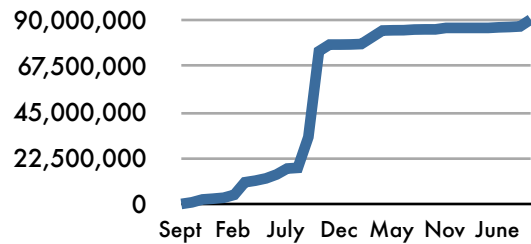
MI Web Traffic



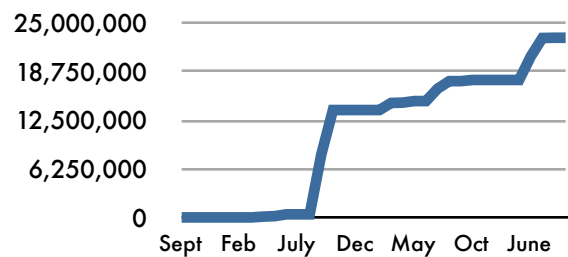
MI Cumulative Radio



MI Cumulative Print



MI Cumulative TV



June Media List

WPRR, Time Magazine

American Independent News Network: Key Performance Indicators

Washington New Journalist Program (January 2008 Launch)

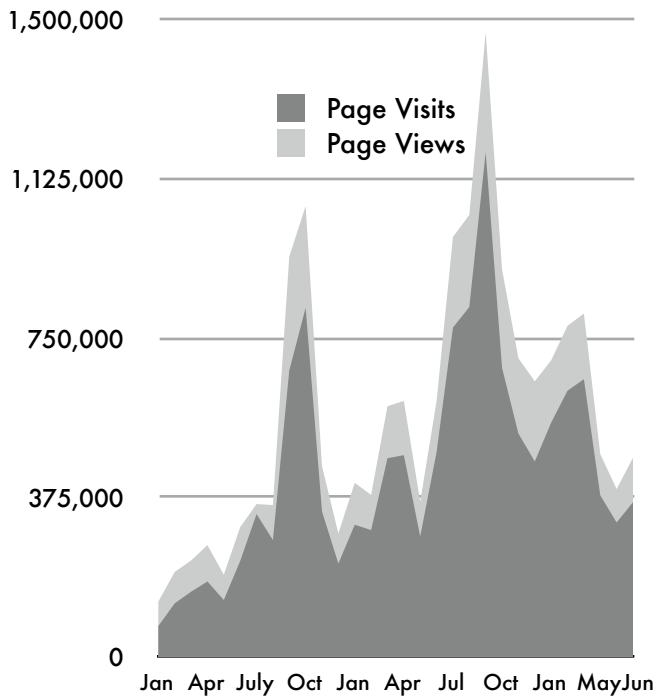
Online Performance

Month	Visits	Page Views	# of Posts	# of Comments
2008	3,557,579	4,778,252	4,463	6,437
2009	6,769,623	8,712,501	6,900	92,488
2010	2,892,112	3,626,608	2,705	39,673
January	551,285	698,015	441	6,889
February	626,497	779,237	472	5,741
March	653,570	808,049	519	5,081
April	380,333	477,504	421	4,594
May	316,297	395,002	416	5,850
June	364,130	468,801	436	11,518
Total	13,219,314	17,117,361	14,068	138,598

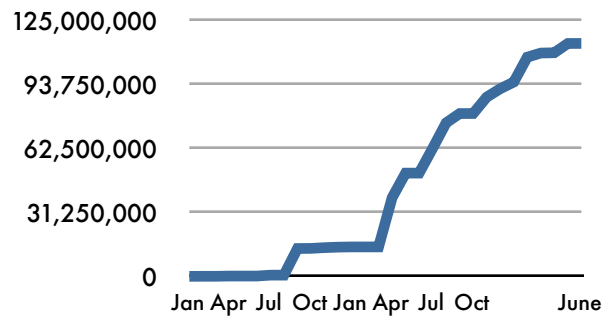
Offline Performance (TV, radio, newspapers)

Month	Direct Citations	Indirect News Impact	Media Bookings
2008	31	13	16
2009	71	14	56
2010	18	0	25
January	4	0	5
February	3	0	8
March	7	0	3
April	1	0	5
May	0	0	3
June	3	0	1
Total	120	27	97

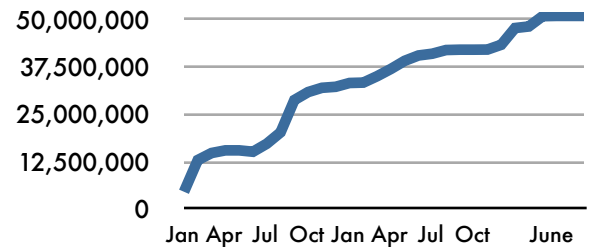
DC Web Traffic



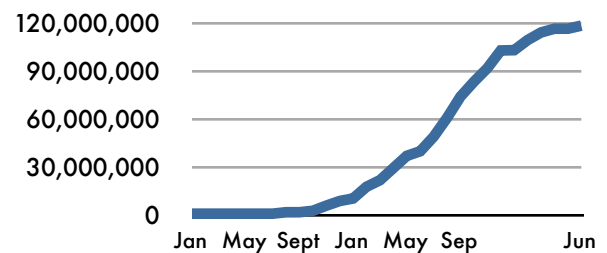
DC Cumulative Radio



DC Cumulative Print



DC Cumulative TV



June Media List

WPRR, MSNBC (Countdown with Keith Olbermann, The Ed Show)

Through June 2010

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New Mexico New Journalist Program (April 2008 Launch)

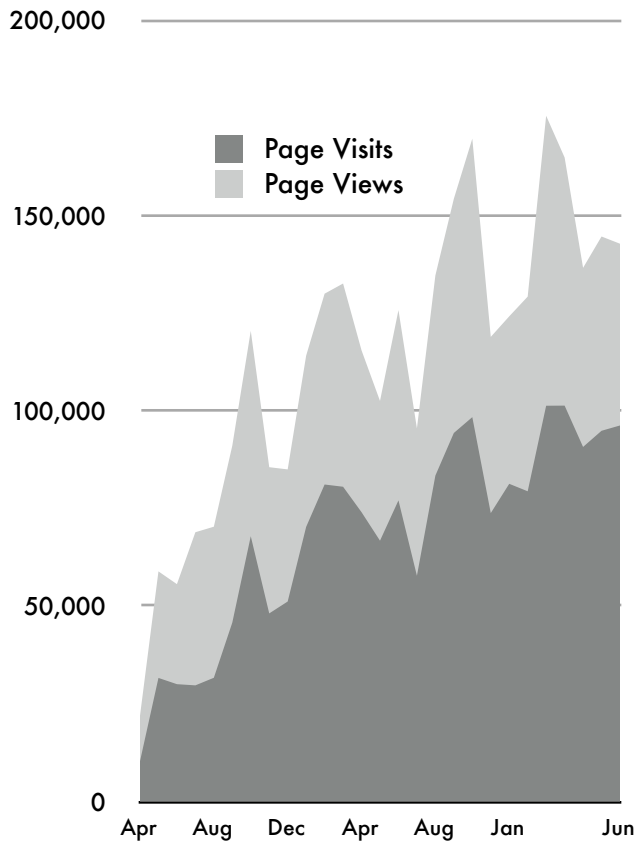
Online Performance

Month	Visits	Page Views	# of Posts	# of Comments
2008	346,115	657,573	2,276	1,687
2009	938,552	1,517,267	2,914	4,530
2010	563,751	893,399	1,438	2,225
January	79,373	129,204	234	330
February	101,273	175,489	364	554
March	101,301	164,809	230	349
April	90,724	136,565	197	382
May	94,861	144,589	170	312
June	96,219	142,743	243	298
Total	1,848,418	3,068,239	6,628	8,442

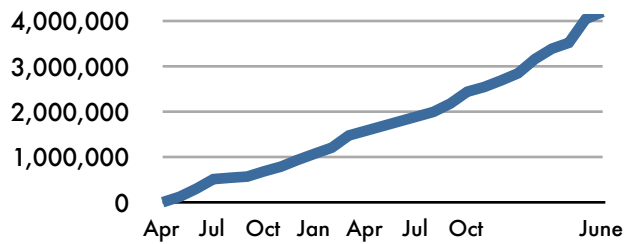
Offline Performance (TV, radio, newspapers)

Month	Direct Citations	Indirect News Impact	Media Bookings
2008	25	30	81
2009	6	3	110
2010	1	3	44
January	0	0	7
February	0	0	12
March	0	0	9
April	0	0	6
May	0	3	2
June	1	0	8
Total	32	36	235

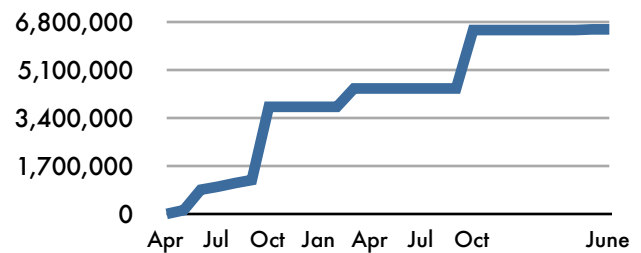
NM Web Traffic



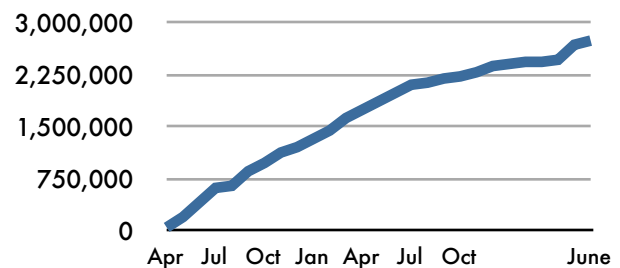
NM Cumulative Radio



NM Cumulative Print



NM Cumulative TV



June Media List

KUNM, KNME

American Independent News Network: Key Performance Indicators

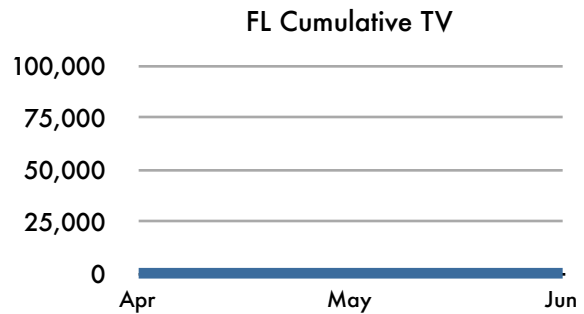
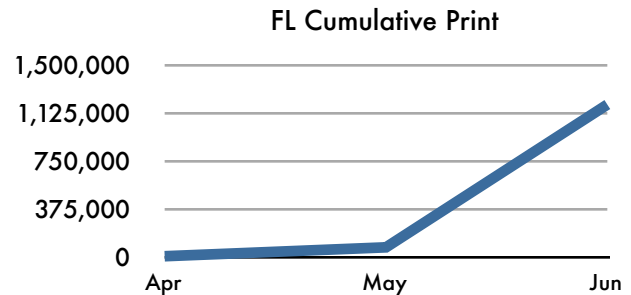
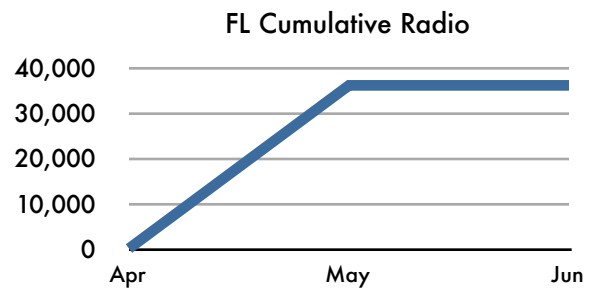
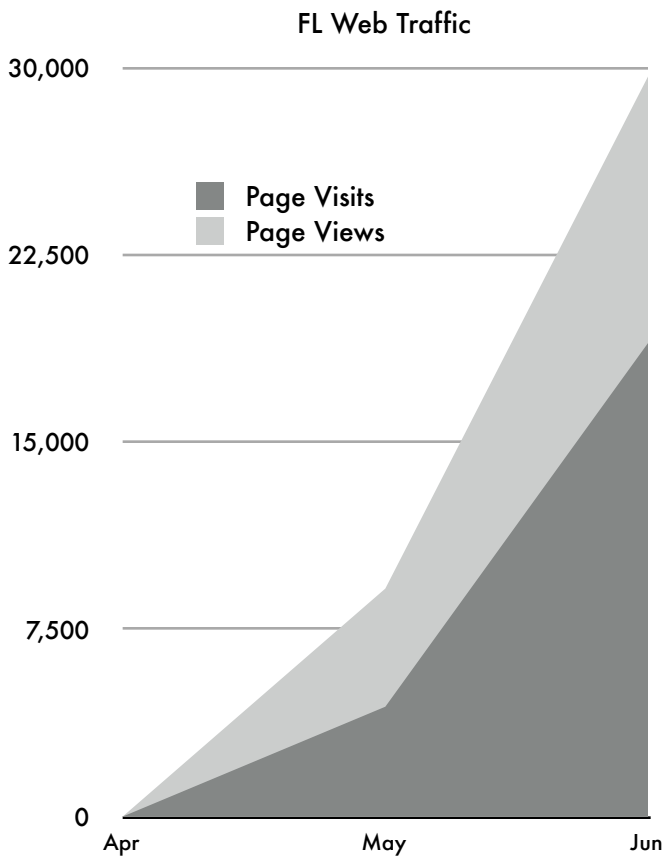
Florida New Journalist Program (May 2010 Launch)

Online Performance

Month	Visits	Page Views	# of Posts	# of Comments
2010	23,355	38,755	230	92
May	4,398	9,128	37	24
June	18,957	29,627	193	68
Total	23,355	38,755	230	92

Offline Performance (TV, radio, newspapers)

Month	Direct Citations	Indirect News Impact	Media Bookings
2010	6	5	0
May	2	0	0
June	4	5	0
Total	6	5	0



June Media List

Orlando Weekly, Sarasota Herald-Tribune, Creative Loafing, St. Petersburg Times, The Miami Herald, WLRN, Orlando Sentinel