

A&E

TELEVISION PROGRAM WATCHED AND ATTENTION LEVEL

THE FOLLOWING PUNCHES APPLY TO ATTENTION LEVEL PAID:

- 3 FULL
- 2 MOST
- 1 SOME

PROGRAM	WATCHED LAST 4 WEEKS	WATCHED LAST 7 DAYS	ATTENTION PAID CARD/COLUMN
American Justice	187*11-2	187*13-2	187*16
Biography	*11-3	*13-3	*17
City Confidential	*11-4	*13-4	*18
Cold Case Files	*11-5	*13-5	*19
Watched Any '03/04 or '04/05 Program	*12-X	*14-X	

PROGRAM WATCHED LAST 12 MONTHS

PROGRAM	WATCHED LAST 12 MONTHS
Special Presentation (Live By Request, Models, The Secret Lives of Pompeii, Biography of the Year, At Home With The Brave)	187*29-1
A&E Original Movie (Benedict Arnold, Napoleon, The Nazi Officer's Wife, Ike: Countdown to D-Day, Karroll's Kristmas)	187*30-1
Watched Any '03/04 or '04/05 Program	187*30-Y

DAYPARTS

Monday-Friday	187*25-1	8:00 am	-	6:00 pm
	*25-2	6:00 pm	-	8:00 pm
	*25-3	8:00 pm	-	11:00 pm
	*25-4	11:00 pm	-	12 Midnight
	*25-5	12 Midnight	-	4:00 am
Saturday	187*26-1	7:00 am	-	7:00 pm
	*26-2	7:00 pm	-	8:00 pm
	*26-3	8:00 pm	-	11:00 pm
	*26-4	11:00 pm	-	12 Midnight
	*26-5	12 Midnight	-	4:00 am
Sunday	187*27-1	7:00 am	-	7:00 pm
	*27-2	7:00 pm	-	8:00 pm
	*27-3	8:00 pm	-	11:00 pm
	*27-4	11:00 pm	-	12 Midnight
	*27-5	12 Midnight	-	4:00 am

ABC FAMILY

TELEVISION PROGRAM WATCHED AND ATTENTION LEVEL

THE FOLLOWING PUNCHES APPLY TO ATTENTION LEVEL PAID:

- 3 FULL
- 2 MOST
- 1 SOME

PROGRAM	WATCHED LAST 4 WEEKS	WATCHED LAST 7 DAYS	ATTENTION PAID CARD/COLUMN
7th Heaven	187*33-3	187*35-3	187*39
Whose Line Is It Anyway?	*33-6	*35-6	*42
Big Screen Movie (M-F 8-10P)	*34-1	*36-1	*43
Saturday Afternoon Movie (Sat 2-4P)	*34-2	*36-2	*44
Weekend Theater (Sat/Sun 4-6P)	*34-3	*36-3	*45
Weekend Early Movie (Sat/Sun 6-8P)	*34-4	*36-4	*46
Jetix Kids Programs (Power Rangers, Daigunder, Medabots, Spider-Man, Beyblade G Revolution, Power Rangers Dino Thunder, Super Robot Monkey Team Hyperforce Go!, Digimon, X-Men)	*34-6	*36-6	*48
Watched Any '03/04 or '04/05 Program	*34-X	*36-X	

PROGRAM WATCHED LAST 12 MONTHS

PROGRAM	WATCHED LAST 12 MONTHS
Holiday Theme Events	
13 Nights of Halloween	187*53-1
25 Days of Christmas	*53-2
Thanksgiving	*53-3
Valentine's Day	*53-4
Mother's Day	*53-5
Watched Any Holiday Theme Events	*53-Y
Original Movies (2004)	
Watched Any Original Movie	187*54-Y
Marathons	
7th Heaven	187*55-1
Watched Any Marathons	*55-X
Watched Any '03/04 or '04/05 Program	*55-Y

ABC FAMILY, cont.

DAYPARTS

Monday-Friday	187*49-1	7:00 am	-	9:00 am
	*49-2	9:00 am	-	9:30 am
	*49-3	9:30 am	-	11:00 am
	*49-4	11:00 am	-	3:00 pm
	*49-5	3:00 pm	-	6:00 pm
	*49-6	6:00 pm	-	8:00 pm
	*49-7	8:00 pm	-	10:00 pm
	*49-8	10:00 pm	-	11:00 pm
	*49-9	11:00 pm	-	1:00 am
Saturday	187*50-1	7:00 am	-	12 Noon
	*50-2	12 Noon	-	4:00 pm
	*50-3	4:00 pm	-	6:00 pm
	*50-4	6:00 pm	-	8:00 pm
	*50-5	8:00 pm	-	10:00 pm
	*50-Y	10:00 pm	-	1:00 am
Sunday	187*51-1	7:00 am	-	12 Noon
	*51-2	12 Noon	-	4:00 pm
	*51-3	4:00 pm	-	6:00 pm
	*51-4	6:00 pm	-	8:00 pm
	*51-Y	8:00 pm	-	12 Midnight

ANIMAL PLANET

TELEVISION PROGRAM WATCHED AND ATTENTION LEVEL

THE FOLLOWING PUNCHES APPLY TO ATTENTION LEVEL PAID:

- 3 FULL
- 2 MOST
- 1 SOME

PROGRAM	WATCHED LAST 4 WEEKS	WATCHED LAST 7 DAYS	ATTENTION PAID CARD/COLUMN
Animal Precinct	187*79-2	188*01-2	188*04
Crocodile Hunter	*79-4	*01-4	*06
Jeff Corwin Experience	*80-1	*02-1	*08
Pet Star	*80-2	*02-2	*09
Planet's Funniest Animals	*80-3	*02-3	*10
The Most Extreme	*80-4	*02-4	*11
Watched Any '03/04 or '04/05 Program	*80-X	*02-X	

PROGRAM WATCHED LAST 12 MONTHS

PROGRAM	WATCHED LAST 12 MONTHS
Movies (Miracle Dogs, Larger than Life, True Heart, 12 Days of Terror, Anaconda 2 Movie Special, Gentle Ben 2, Ghost Cat, The Clinic)	188*17-1
Croc Week Live, Future is Wild, Mutual of Omaha's Wild Kingdom	*17-2
Dog Shows (Eukanuba Tournament of Champions, Crufts, AKC National Agility Champ)	*17-3
Watched Any '03/04 or '04/05 Program	*17-Y

DAYPARTS

Monday-Friday	188*13-1	7:00 pm	-	8:00 pm
	*13-2	8:00 pm	-	11:00 pm
	*13-3	11:00 pm	-	1:00 am
Saturday	188*14-1	7:00 pm	-	8:00 pm
	*14-2	8:00 pm	-	11:00 pm
	*14-3	11:00 pm	-	1:00 am
Sunday	188*15-1	7:00 pm	-	8:00 pm
	*15-2	8:00 pm	-	11:00 pm
	*15-3	11:00 pm	-	1:00 am

CARTOON NETWORK

TELEVISION PROGRAM WATCHED AND ATTENTION LEVEL

THE FOLLOWING PUNCHES APPLY TO ATTENTION LEVEL PAID:

- 3 FULL
- 2 MOST
- 1 SOME

PROGRAM	WATCHED LAST 4 WEEKS	WATCHED LAST 7 DAYS	ATTENTION PAID CARD/COLUMN
Adult Swim (Space Ghost, Home Movies, Harvey Birdman, Sealab 2021, The Brak Show, Aqua Teen Hunger Force, Cowboy Bebop, Family Guy, Futurama, Venture Brothers)	188*18-1	188*21-1	188*24
Toonami (Dragonball Z, Dragonball, Gundam, Cyborg 009, YuYu Hakusho, Rurouni Kenshin, Saturday 7pm - 11pm)	*18-3	*21-3	*26
Codename: Kids Next Door	*18-5	*21-5	*28
Courage the Cowardly Dog	*18-6	*21-6	*29
Dexter's Laboratory	*18-7	*21-7	*30
Duck Dodgers	*18-8	*21-8	*31
Ed, Edd, n Eddy	*18-9	*21-9	*32
Evil Con Carne	*18-0	*21-0	*33
Johnny Bravo	*19-3	*22-3	*36
Justice League Unlimited	*19-4	*22-4	*37
Looney Tunes	*19-5	*22-5	*38
Powerpuff Girls	*19-7	*22-7	*39
Samurai Jack	*19-8	*22-8	*40
Scooby-Doo	*19-9	*22-9	*41
Teen Titans	*19-0	*22-0	*42
The Grim Adventures of Billy & Mandy	*20-1	*23-1	*43
Tom & Jerry	*20-2	*23-2	*44
Watched Any '03/04 or '04/05 Program	*20-X	*23-X	*45

CARTOON NETWORK, cont.

DAYPARTS

Monday-Friday	188*46-1	6:00 am	-	10:00 am
	*46-2	10:00 am	-	2:00 pm
	*46-3	2:00 pm	-	5:00 pm
	*46-4	5:00 pm	-	8:00 pm
	*46-5	8:00 pm	-	11:00 pm
	*46-6	11:00 pm	-	12 Midnight
	*46-7	12 Midnight	-	3:00 am
	*46-8	3:00 am	-	6:00 am
Saturday	188*47-1	6:00 am	-	10:00 am
	*47-2	10:00 am	-	2:00 pm
	*47-3	2:00 pm	-	5:00 pm
	*47-4	5:00 pm	-	8:00 pm
	*47-5	8:00 pm	-	11:00 pm
	*47-6	11:00 pm	-	12 Midnight
	*47-7	12 Midnight	-	3:00 am
	*47-8	3:00 am	-	6:00 am
Sunday	188*48-1	6:00 am	-	10:00 am
	*48-2	10:00 am	-	2:00 pm
	*48-3	2:00 pm	-	5:00 pm
	*48-4	5:00 pm	-	8:00 pm
	*48-5	8:00 pm	-	11:00 pm
	*48-6	11:00 pm	-	12 Midnight
	*48-7	12 Midnight	-	3:00 am
	*48-8	3:00 am	-	6:00 am

CMT

TELEVISION PROGRAM WATCHED AND ATTENTION LEVEL

THE FOLLOWING PUNCHES APPLY TO ATTENTION LEVEL PAID:

- 3 FULL
- 2 MOST
- 1 SOME

PROGRAM	WATCHED LAST 4 WEEKS	WATCHED LAST 7 DAYS	ATTENTION PAID CARD/COLUMN
CMT Music (videos)	188*56-1	188*57-1	188*58
Top 20 Countdown	*56-2	*57-2	*59
Crossroads	*56-4	*57-4	*61
Inside Fame	*56-5	*57-5	*62
Controversy	*56-7	*57-7	*64
Cowboy Cool Theater (Movies)	*56-9	*57-9	*66
Watched Any '03/04 or '04/05 Program	*56-X	*57-X	

PROGRAM WATCHED LAST 12 MONTHS

PROGRAM	WATCHED LAST 12 MONTHS
CMA Awards (encore presentation)	188*71-1
CMT Flameworthy Video Music Awards	*71-2
ACM Awards (encore presentation)	*71-3
Red Carpet Previews (CMA/ACM)	*71-4
40 Greatest (Women/Men/Drinking Songs/Fashion Statements/Sexiest Videos/ Done Me Wrong Songs, etc)	*71-5
100 Greatest (Songs/Videos/Love Songs)	*71-6
Cowboy U	*71-7
Concert Specials	*71-8
Holiday Specials	*71-9
Watched Any '03/04 or '04/05 Program	*71-Y

DAYPARTS

Monday-Friday

188*67-1	6:00 am	-	9:00 am
*67-2	9:00 am	-	3:00 pm
*67-3	3:00 pm	-	7:00 pm
*67-4	7:00 pm	-	8:00 pm
*67-5	8:00 pm	-	11:00 pm
*67-6	11:00 pm	-	1:00 am

Saturday

188*68-1	6:00 am	-	9:00 am
*68-2	9:00 am	-	3:00 pm
*68-3	3:00 pm	-	7:00 pm
*68-4	7:00 pm	-	8:00 pm
*68-5	8:00 pm	-	11:00 pm
*68-6	11:00 pm	-	1:00 am

Sunday

188*69-1	6:00 am	-	9:00 am
*69-2	9:00 am	-	3:00 pm
*69-3	3:00 pm	-	7:00 pm
*69-4	7:00 pm	-	8:00 pm
*69-5	8:00 pm	-	11:00 pm
*69-6	11:00 pm	-	1:00 am

CNBC

TELEVISION PROGRAM WATCHED AND ATTENTION LEVEL

THE FOLLOWING PUNCHES APPLY TO ATTENTION LEVEL PAID:

- 3 FULL
- 2 MOST
- 1 SOME

PROGRAM	WATCHED LAST 4 WEEKS	WATCHED LAST 7 DAYS	ATTENTION PAID CARD/COLUMN
Wake Up Call	189*20-1	189*22-1	189*24
Squawk Box	*20-2	*22-2	*25
Morning Call	*20-3	*22-3	*26
Power Lunch	*20-4	*22-4	*27
Closing Bell	*20-6	*22-6	*29
Kudlow & Cramer	*21-1	*23-1	*30
Capital Report	*21-2	*23-2	*31
Watched Any '03/04 or '04/05 Program	*21-X	*23-X	

DAYPARTS

Monday-Friday

189*35-1	5:00 am	-	9:30 am
*35-2	9:30 am	-	4:00 pm
*35-3	4:00 pm	-	7:00 pm
*35-4	7:00 pm	-	11:00 pm
*35-5	11:00 pm	-	2:00 am

Saturday/Sunday

189*36-1	7:00 pm	-	11:00 pm
*36-2	11:00 pm	-	2:00 am

CNN/HEADLINE NEWS

TELEVISION PROGRAM WATCHED AND ATTENTION LEVEL

THE FOLLOWING PUNCHES APPLY TO ATTENTION LEVEL PAID:

- 3 FULL
- 2 MOST
- 1 SOME

PROGRAM	WATCHED LAST 4 WEEKS	WATCHED LAST 7 DAYS	ATTENTION PAID CARD/COLUMN
LATE AFTERNOON - Judy Woodruff's Inside Politics, Wolf Blitzer Reports, Lou Dobbs Tonight	200*43-1	200*44-1	200*45
PRIME - Anderson Cooper 360°, Paula Zahn Now, Newsnight With Aaron Brown	*43-2	*44-2	*46
NEWS MAGAZINES & DOCUMENTARIES (CNN Presents, People In The News)	*43-3	*44-3	*47
BUSINESS (Lou Dobbs Tonight, In The Money, Dollar Signs)	*43-4	*44-4	*48
TALK-POLITICAL ISSUES (Coessfire, Capital Gang, Late Edition w/Wolf Blitzer, Reliable Sources)	*43-5	*44-5	*49
TALK-INTERVIEW/DEBATE (Larry King Live)	*43-6	*44-6	*50
SCIENCE AND HEALTH (Next @ CNN)	*43-7	*44-7	*51
Watched Any '03/04 or '04/05 Program	189*67-X	189*69-X	

DAYPARTS

Monday-Friday

200*52-1	6:00 am	-	10:00 am
*52-2	10:00 am	-	4:00 pm
*52-3	4:00 pm	-	7:00 pm
*52-4	7:00 pm	-	8:00 pm
*52-5	8:00 pm	-	11:00 pm
*52-6	11:00 pm	-	1:00 am
*52-7	1:00 am	-	3:00 am
*52-8	3:00 am	-	6:00 am

Saturday

200*53-1	6:00 am	-	10:00 am
*53-2	10:00 am	-	12:00 Noon
*53-3	12:00 Noon	-	7:00 pm
*53-4	7:00 pm	-	8:00 pm
*53-5	8:00 pm	-	11:00 pm
*53-6	11:00 pm	-	1:00 am
*53-7	1:00 am	-	3:00 am
*53-8	3:00 am	-	6:00 am

Sunday

200*54-1	6:00 am	-	10:00 am
*54-2	10:00 am	-	12:00 Noon
*54-3	12:00 Noon	-	7:00 pm
*54-4	7:00 pm	-	8:00 pm
*54-5	8:00 pm	-	11:00 pm
*54-6	11:00 pm	-	1:00 am
*54-7	1:00 am	-	3:00 am
*54-8	3:00 am	-	6:00 am

COMEDY CENTRAL

TELEVISION PROGRAM WATCHED AND ATTENTION LEVEL

THE FOLLOWING PUNCHES APPLY TO ATTENTION LEVEL PAID:

- 3 FULL
- 2 MOST
- 1 SOME

PROGRAM	WATCHED LAST 4 WEEKS	WATCHED LAST 7 DAYS	ATTENTION PAID CARD/COLUMN
The Daily Show/Jon Stewart	190*21-1	190*23-1	190*25
South Park	*21-2	*23-2	*26
The Man Show	*21-3	*23-3	*27
Crank Yankers	*21-4	*23-4	*28
Insomniac/Dave Attell	*21-6	*23-6	*30
Trigger Happy TV	*21-7	*23-7	*31
Whose Line is it Anyway?	*22-2	*24-2	*33
Reno 911!	*22-3	*24-3	*34
Chappelle's Show	*22-4	*24-4	*35
Mad TV	*22-6	*24-6	*37
Movies	*22-7	*24-7	*38
Stand-Up/Premium Blend	*22-8	*24-8	*39
Watched Any '03/04 or '04/05 Program	*22-X	*24-X	

PROGRAM WATCHED LAST 12 MONTHS

PROGRAM	WATCHED LAST 12 MONTHS
The Comedy Central Roast of Jeff Foxworthy	190*45-1
The "Combies" Comedy Awards	*45-2
Watched Any '03/04 or '04/05 Program	*45-Y

DAYPARTS

Monday-Friday	190*41-1	8:00 am	-	3:00 pm
	*41-2	3:00 pm	-	7:00 pm
	*41-3	7:00 pm	-	8:00 pm
	*41-4	8:00 pm	-	11:00 pm
	*41-5	11:00 pm	-	2:00 am
Saturday	190*42-1	7:00 am	-	7:00 pm
	*42-2	7:00 pm	-	8:00 pm
	*42-3	8:00 pm	-	11:00 pm
	*42-4	11:00 pm	-	2:00 am
Sunday	190*43-1	7:00 am	-	7:00 pm
	*43-2	7:00 pm	-	8:00 pm
	*43-3	8:00 pm	-	11:00 pm
	*43-4	11:00 pm	-	2:00 am

COURT TV

TELEVISION PROGRAM WATCHED AND ATTENTION LEVEL

THE FOLLOWING PUNCHES APPLY TO ATTENTION LEVEL PAID:

- 3 FULL
- 2 MOST
- 1 SOME

PROGRAM	WATCHED LAST 4 WEEKS	WATCHED LAST 7 DAYS	ATTENTION PAID CARD/COLUMN
The System	190*53-1	190*55-1	190*57
Forensic Files	*53-2	*55-2	*58
Dominick Dunne, Power, Privilege, and Justice	*53-3	*55-3	*59
Masterminds	*53-4	*55-4	*60
Body of Evidence	*53-5	*55-5	*61
I, Detective	*53-6	*55-6	*62
House of Clues	*54-2	*56-2	*65
Court TV Movie	*54-4	*56-4	*67
Cops	*54-5	*56-5	*68
Catherine Crier Live	*54-6	*56-6	*69
Trial Coverage	*54-7	*56-7	*70
Watched Any '03/04 or '04/05 Program	*54-X	*56-X	

DAYPARTS

Monday-Friday	190*72-1	9:00 am	-	4:00 pm
	*72-2	4:00 pm	-	6:00 pm
	*72-3	6:00 pm	-	8:00 pm
	*72-4	8:00 pm	-	11:00 pm
	*72-5	11:00 pm	-	12 Midnight
Saturday	190*73-1	9:00 am	-	3:00 pm
	*73-2	3:00 pm	-	8:00 pm
	*73-3	8:00 pm	-	11:00 pm
	*73-4	11:00 pm	-	12 Midnight
Sunday	190*74-1	9:00 am	-	3:00 pm
	*74-2	3:00 pm	-	8:00 pm
	*74-3	8:00 pm	-	11:00 pm
	*74-4	11:00 pm	-	12 Midnight

DISCOVERY CHANNEL

TELEVISION PROGRAM WATCHED AND ATTENTION LEVEL

THE FOLLOWING PUNCHES APPLY TO ATTENTION LEVEL PAID:

- 3 FULL
- 2 MOST
- 1 SOME

PROGRAM	WATCHED LAST 4 WEEKS	WATCHED LAST 7 DAYS	ATTENTION PAID CARD/COLUMN
American Chopper	187*64-1	187*65-1	187*66
Monster Garage	*64-2	*65-2	*67
Monster House	*64-3	*65-3	*68
Documentary - Science/Technology (Sci-Trek, Discovery Zone, More Than Human, New Detectives, The FBI Files, Unsolved History, Extreme Engineering, BIG)	*64-6	*65-6	*71
Documentary - Other (Discovery Showcase, Into The Unknown, Great Biker Build-Off, American Casino, No Opportunity Wasted, Discovery Sunday, On The Inside, Discovery Tuesday, Wing Nuts, Human Files)	*64-7	*65-7	*72
Watched Any '03/04 or '04/05 Program	*64-X	*65-X	

PROGRAM WATCHED LAST 12 MONTHS

PROGRAM	WATCHED LAST 12 MONTHS
Shark Week	187*77-1
Watched Any '03/04 or '04/05 Program	*77-Y

DAYPARTS

Monday-Friday	187*73-1	7:00 pm	-	8:00 pm
	*73-2	8:00 pm	-	11:00 pm
	*73-3	11:00 pm	-	1:00 am
Saturday	187*74-1	7:00 pm	-	8:00 pm
	*74-2	8:00 pm	-	11:00 pm
	*74-3	11:00 pm	-	1:00 am
Sunday	187*75-1	7:00 pm	-	8:00 pm
	*75-2	8:00 pm	-	11:00 pm
	*75-3	11:00 pm	-	1:00 am

E! ENTERTAINMENT TELEVISION

TELEVISION PROGRAM WATCHED AND ATTENTION LEVEL

THE FOLLOWING PUNCHES APPLY TO ATTENTION LEVEL PAID:

- 3 FULL
- 2 MOST
- 1 SOME

PROGRAM	WATCHED LAST 4 WEEKS	WATCHED LAST 7 DAYS	ATTENTION PAID CARD/COLUMN
E! News Live	191*26-2	191*28-2	191*31
Howard Stern	*26-3	*28-3	*32
Wild On	*26-5	*28-5	*34
It's Good To Be	*26-7	*28-7	*36
Love Chain	*26-8	*28-8	*37
True Hollywood Story	*26-0	*28-0	*39
HOLLYWOOD COVERAGE (Coming Attractions/Behind The Scenes/E! News Live From The Red Carpet/Live Movie Premieres/On E! Specials/Summer Movie F+Guide/E! Goes to Cannes)	*27-2	*29-2	*41
FASHION COVERAGE (Academy Award Fashion Police/ Primetime Emmy Fashion Police/Grammy Fashion Police/ Screen Actors Guild Award Fashion Police/Golden Globe Fashion Police)	*27-3	*29-3	*42
Watched Any '03/04 or '04/05 Program	*27-X	*29-X	

PROGRAM WATCHED LAST 12 MONTHS

PROGRAM	WATCHED LAST 12 MONTHS
Oscar/Academy Awards Pre-Show	191*47-1
Primetime Emmy Awards Pre-Show	*47-2
Golden Globe Awards Pre-Show	*47-3
Grammy Awards Pre-Show	*47-4
SAG Awards Pre-Show	*47-5
Critic's Choice Awards	*47-6
Any E! Awards Show Coverage	*47-7
Watched Any '03/04 or '04/05 Program	*47-Y

E! ENTERTAINMENT TELEVISION, cont.

DAYPARTS

Monday-Friday	191*43-1	8:00 am	-	12:00 Noon
	*43-2	12:00 Noon	-	6:00 pm
	*43-3	6:00 pm	-	7:00 pm
	*43-4	7:00 pm	-	8:00 pm
	*43-5	8:00 pm	-	11:00 pm
	*43-6	11:00 pm	-	12 Midnight
	*43-7	12 Midnight	-	1:00 am
	*43-8	1:00 am	-	4:00 am
Saturday	191*44-1	7:00 am	-	12:00 Noon
	*44-2	12:00 Noon	-	6:00 pm
	*44-3	6:00 pm	-	7:00 pm
	*44-4	7:00 pm	-	8:00 pm
	*44-5	8:00 pm	-	11:00 pm
	*44-6	11:00 pm	-	12 Midnight
	*44-7	12 Midnight	-	1:00 am
	*44-8	1:00 am	-	4:00 am
Sunday	191*45-1	7:00 am	-	12:00 Noon
	*45-2	12:00 Noon	-	6:00 pm
	*45-3	6:00 pm	-	7:00 pm
	*45-4	7:00 pm	-	8:00 pm
	*45-5	8:00 pm	-	11:00 pm
	*45-6	11:00 pm	-	12 Midnight
	*45-7	12 Midnight	-	1:00 am
	*45-8	1:00 am	-	4:00 am

ESPN/ESPN2

TELEVISION PROGRAM WATCHED AND ATTENTION LEVEL

THE FOLLOWING PUNCHES APPLY TO ATTENTION LEVEL PAID:

- 3 FULL
- 2 MOST
- 1 SOME

ESPN PROGRAM	WATCHED LAST 4 WEEKS	WATCHED LAST 7 DAYS	ATTENTION PAID CARD/COLUMN
Outside The Lines Nightly	191*49-2	191*51-2	191*54
Pardon The Interruption	*49-3	*51-3	*55
SportsCenter (Morning Repeats)	*49-4	*51-4	*56
SportsCenter 6PM	*49-5	*51-5	*57
SportsCenter 11PM	*49-6	*51-6	*58
SportsCenter 1AM/2AM	*49-7	*51-7	*59
Sports Reporters	*49-8	*51-8	*60
Watched Any '03/04 or '04/05 Program	*49-X	*51-X	

ESPN2 PROGRAM	WATCHED LAST 4 WEEKS	WATCHED LAST 7 DAYS	ATTENTION PAID CARD/COLUMN
Cold Pizza	191*50-1	191*52-1	191*61
Boxing (Tues & Fri Night Fights)	*50-2	*52-2	*62
Outdoors (Fishing/Camping/Hunting)	*50-3	*52-3	*63
Watched Any '03/04 or '04/05 Program	*50-X	*52-X	

ESPN/ESPN2, cont.

SEASONAL SPORTS/EVENTS

TELEVISION PROGRAM WATCHED AND NUMBER OF TIMES WATCHED

THE FOLLOWING PUNCHES APPLY TO THE NUMBER OF TIMES WATCHED PER MONTH IN THE LAST 12 MONTHS:

- 1 1 TIME
- 2 2 TIMES
- 3 3 TIMES
- 4 4 TIMES
- 5 5+ TIMES

ESPN PROGRAM	WATCHED LAST 12 MONTHS	TIMES WATCHED LAST MONTH
Action Sports (X Games, Winter X Games)	191*68-1	191*72
Great Outdoor Games	*68-2	*73
Bassmaster Classic	*68-3	*74
The ESPY Awards	*68-4	*75
Baseball Tonight	*68-5	*76
College Football	*68-8	*79
College Football Gameday	*68-9	*80
Golf Professional (Men's, Women's, Senior's)	*68-0	192*01
Little League World Series	*69-1	*02
Major League Baseball - Regular Season	*69-3	*04
Major League Baseball - Playoffs	*69-4	*05
NFL - Regular Season	*69-6	*07
NFL - Sunday NFL Countdown	*69-7	*08
NFL - PrimeTime	*69-8	*09
NFL - Monday Night Countdown	*69-9	*10
NBA Basketball - Regular Season	*70-1	*12
NBA Basketball - Playoffs	*70-2	*13
NHL Hockey - Regular Season	*70-3	*14
NHL Hockey - Playoffs	*70-4	*15
Soccer	*70-5	*16
Tennis (Australian Open, French Open, Wimbledon)	*70-6	*17
Watched Any '03/04 or '04/05 Program	*70-X	

ESPN2 PROGRAM	WATCHED LAST 12 MONTHS	TIMES WATCHED LAST MONTH
College Football	191*71-3	192*22
Major League Baseball - Regular Season	*71-4	*23
Motor Sports (IRL, NHRA, Motocross)	*71-5	*24
NHL Hockey - Regular Season	*71-6	*25
NHL Hockey - Playoffs	*71-7	*26
Watched Any '03/04 or '04/05 Program	*71-X	

ESPN/ESPN2, cont.

DAYPARTS

Monday-Friday	191*64-1	7:00 pm	-	8:00 pm
	*64-2	8:00 pm	-	11:00 pm
	*64-3	11:00 pm	-	1:00 am
Saturday	191*65-1	7:00 pm	-	8:00 pm
	*65-2	8:00 pm	-	11:00 pm
	*65-3	11:00 pm	-	1:00 am
Sunday	191*66-1	7:00 pm	-	8:00 pm
	*66-2	8:00 pm	-	11:00 pm
	*66-3	11:00 pm	-	1:00 am

FOOD NETWORK

TELEVISION PROGRAM WATCHED AND ATTENTION LEVEL

THE FOLLOWING PUNCHES APPLY TO ATTENTION LEVEL PAID:

- 3 FULL
- 2 MOST
- 1 SOME

PROGRAM	WATCHED LAST 4 WEEKS	WATCHED LAST 7 DAYS	ATTENTION PAID CARD/COLUMN
Unwrapped	192*28-1	192*30-1	192*32
Good Eats	*28-2	*30-2	*33
Emeril Live	*28-3	*30-3	*34
Iron Chef	*28-4	*30-4	*35
Food Nation w/Bobby Flay	*28-5	*30-5	*36
Roker on the Road	*28-6	*30-6	*37
\$40 A Day	*29-1	*31-1	*39
Barefoot Contessa	*29-4	*31-4	*42
30 Minute Meals	*29-8	*31-8	*46
Watched Any '03/04 or '04/05 Program	*29-X	*31-X	

PROGRAM WATCHED LAST 12 MONTHS

PROGRAM	WATCHED LAST 12 MONTHS
BBQ Week	192*52-2
Watched Any '03/04 or '04/05 Program	*52-Y

DAYPARTS

Monday-Friday

192*47-Y	9:30 am	-	6:00 pm
*47-3	6:00 pm	-	8:00 pm
*47-4	8:00 pm	-	12 Midnight
*47-5	12 Midnight	-	4:00 am

Saturday

192*48-Y	7:30 am	-	8:00 pm
*48-3	8:00 pm	-	12 Midnight
*48-4	12 Midnight	-	4:00 am

Sunday

192*49-Y	7:30 am	-	8:00 pm
*49-3	8:00 pm	-	12 Midnight
*49-4	12 Midnight	-	4:00 am

FOX NEWS

TELEVISION PROGRAM WATCHED AND ATTENTION LEVEL

THE FOLLOWING PUNCHES APPLY TO ATTENTION LEVEL PAID:

- 3 FULL
- 2 MOST
- 1 SOME

PROGRAM	WATCHED LAST 4 WEEKS	WATCHED LAST 7 DAYS	ATTENTION PAID CARD/COLUMN
Your World with Neil Cavuto	188*75-1	188*77-1	188*79
Special Report with Brit Hume	*75-3	*77-3	189*01
The FOX Report with Shepard Smith	*75-4	*77-4	*02
The O'Reilly Factor	*75-5	*77-5	*03
Hannity & Colmes	*75-6	*77-6	*04
On the Record with Greta Van Susteren	*75-7	*77-7	*05
Bulls & Bears	*76-1	*78-1	*06
Cavuto on Business	*76-2	*78-2	*07
Forbes on Fox	*76-3	*78-3	*08
Cashin' In	*76-4	*78-4	*09
The Beltway Boys	*76-5	*78-5	*10
FOX News Sunday	*76-6	*78-6	*11
Watched Any '03/04 or '04/05 Program	*76-X	*78-X	

DAYPARTS

Monday-Friday

189*12-1	6:00 am	-	9:00 am
*12-2	9:00 am	-	5:00 pm
*12-3	5:00 pm	-	8:00 pm
*12-4	8:00 pm	-	11:00 pm
*12-5	11:00 pm	-	2:00 am

Saturday

189*13-1	6:00 am	-	9:00 am
*13-2	9:00 am	-	5:00 pm
*13-3	5:00 pm	-	8:00 pm
*13-4	8:00 pm	-	11:00 pm
*13-5	11:00 pm	-	2:00 am

Sunday

189*14-1	6:00 am	-	9:00 am
*14-2	9:00 am	-	5:00 pm
*14-3	5:00 pm	-	8:00 pm
*14-4	8:00 pm	-	11:00 pm
*14-5	11:00 pm	-	2:00 am

FX

TELEVISION PROGRAM WATCHED AND ATTENTION LEVEL

THE FOLLOWING PUNCHES APPLY TO ATTENTION LEVEL PAID:

- 3 FULL
- 2 MOST
- 1 SOME

PROGRAM	WATCHED LAST 4 WEEKS	WATCHED LAST 7 DAYS	ATTENTION PAID CARD/COLUMN
Nip/Tuck	192*77-1	192*78-1	192*79
The Shield	*77-3	*78-3	193*01
DVD on TV (Armageddon, Independence Day, Behind Enemy Lines, American Pie, X-Men)	*77-4	*78-4	*02
Watched Any '03/04 or '04/05 Program	*77-X	*78-X	

PROGRAM WATCHED LAST 12 MONTHS

PROGRAM	WATCHED LAST 12 MONTHS
FX Original Series (Nip/Tuck, Rescue Me, The Shield)	193*10-1
FX Original Movies (RFK, Redemption, Meltdown, 44 Minutes)	*10-2
FX Prime Movies (Under Siege 2, Die Hard 3, Volcano, Enemy of the State, Men of Honor, Armageddon, Independence Day, Speed, Behind Enemy Lines, Predator)	*10-3
FX Movie Premieres (Vertical Limit, Deuce Bigalow: Male Gigolo, Me, Myself & Irene, Big Momma's House, Someone Like You, America's Sweethearts, Black Knight)	*10-4
NASCAR-Sports (Winston Cup, Happy Hour, Qualifying, Nextel Cup Race, Busch Series)	*10-5
Watched Any '03/04 or '04/05 Program	*10-Y

DAYPARTS

Monday-Friday

193*06-1	7:00 am	-	12 Noon
*06-2	12 Noon	-	3:00 pm
*06-3	3:00 pm	-	7:00 pm
*06-4	7:00 pm	-	8:00 pm
*06-5	8:00 pm	-	11:00 pm
*06-6	11:00 pm	-	1:00 am

Saturday

193*07-1	7:00 am	-	12 Noon
*07-2	12 Noon	-	3:00 pm
*07-3	3:00 pm	-	7:00 pm
*07-4	7:00 pm	-	8:00 pm
*07-5	8:00 pm	-	11:00 pm
*07-6	11:00 pm	-	1:00 am

Sunday

193*08-1	7:00 am	-	12 Noon
*08-2	12 Noon	-	3:00 pm
*08-3	3:00 pm	-	7:00 pm
*08-4	7:00 pm	-	8:00 pm
*08-5	8:00 pm	-	11:00 pm
*08-6	11:00 pm	-	1:00 am

HGTV

TELEVISION PROGRAM WATCHED AND ATTENTION LEVEL

THE FOLLOWING PUNCHES APPLY TO ATTENTION LEVEL PAID:

- 3 FULL
- 2 MOST
- 1 SOME

PROGRAM	WATCHED LAST 4 WEEKS	WATCHED LAST 7 DAYS	ATTENTION PAID CARD/COLUMN
Curb Appeal	192*53-1	192*55-1	192*57
Design On A Dime	*53-3	*55-3	*59
Designers' Challenge	*53-6	*55-6	*62
House Hunters	*54-2	*56-2	*64
Watched Any '03/04 or '04/05 Program	*54-X	*56-X	

PROGRAM WATCHED LAST 12 MONTHS

PROGRAM	WATCHED LAST 12 MONTHS
2004 Tournament of Roses Parade	192*72-1
White House Christmas Special	*72-3
Watched Any '03/04 or '04/05 Program	*72-Y

DAYPARTS

Monday-Friday	192*68-1	9:00 am	-	4:00 pm
	*68-2	4:00 pm	-	7:00 pm
	*68-3	7:00 pm	-	8:00 pm
	*68-4 or 5	8:00 pm	-	12 Midnight
	*68-6	12 Midnight	-	4:00 am
	Saturday	192*69-1	7:00 am	-
*69-2		1:00 pm	-	7:00 pm
*69-3		7:00 pm	-	8:00 pm
*69-4 or 5		8:00 pm	-	12 Midnight
*69-6		12 Midnight	-	4:00 am
Sunday		192*70-1	7:00 am	-
	*70-2	1:00 pm	-	7:00 pm
	*70-3	7:00 pm	-	8:00 pm
	*70-4 or 5	8:00 pm	-	12 Midnight
	*70-6	12 Midnight	-	4:00 am

THE HISTORY CHANNEL

TELEVISION PROGRAM WATCHED AND ATTENTION LEVEL

THE FOLLOWING PUNCHES APPLY TO ATTENTION LEVEL PAID:

- 3 FULL
- 2 MOST
- 1 SOME

PROGRAM	WATCHED LAST 4 WEEKS	WATCHED LAST 7 DAYS	ATTENTION PAID CARD/COLUMN
Deep Sea Detectives	191*04-3	191*06-3	191*10
Mail Call	*04-5	*06-5	*12
Modern Marvels	*04-6	*06-6	*13
Tactical to Practical	*05-1	*07-1	*14
Watched Any '03/04 or '04/05 Program	*05-X	*07-X	

PROGRAM WATCHED LAST 12 MONTHS

PROGRAM	WATCHED LAST 12 MONTHS
Special Presentation (Russia: Land of the Tsars, Comic Book Superheroes Unmasked, When Cowboys Were King, Frat Boys!, Failure Is Not An Option, Band of Brothers, Breaking Vegas, Remember the Alamo, Barbarians)	191*22-1
Watched Any '03/04 or '04/05 Program	191*23-Y

DAYPARTS

Monday-Friday	191*18-1	8:00 am	-	6:00 pm
	*18-2	6:00 pm	-	8:00 pm
	*18-3	8:00 pm	-	11:00 pm
	*18-4	11:00 pm	-	12 Midnight
	*18-5	12 Midnight	-	4:00 am
Saturday	191*19-1	8:00 am	-	7:00 pm
	*19-2	7:00 pm	-	8:00 pm
	*19-3	8:00 pm	-	11:00 pm
	*19-4	11:00 pm	-	12 Midnight
	*19-5	12 Midnight	-	4:00 am
Sunday	191*20-1	8:00 am	-	7:00 pm
	*20-2	7:00 pm	-	8:00 pm
	*20-3	8:00 pm	-	11:00 pm
	*20-4	11:00 pm	-	12 Midnight
	*20-5	12 Midnight	-	4:00 am

LIFETIME

TELEVISION PROGRAM WATCHED AND ATTENTION LEVEL

THE FOLLOWING PUNCHES APPLY TO ATTENTION LEVEL PAID:

- 3 FULL
- 2 MOST
- 1 SOME

PROGRAM	WATCHED LAST 4 WEEKS	WATCHED LAST 7 DAYS	ATTENTION PAID CARD/COLUMN
Wild Card	193*25-1	193*27-1	193*29
The Nanny	*25-2	*27-2	*30
Designing Women	*25-3	*27-3	*31
Suddenly Susan	*25-4	*27-4	*32
Merge	*25-5	*27-5	*33
Missing	*25-6	*27-6	*34
Golden Girls	*25-7	*27-7	*35
Lifetime Afternoon Movie	*25-8	*27-8	*36
Head 2 Toe	*25-9	*27-9	*37
Lifetime Prime Movie	*26-1	*28-1	*38
Lifetime Saturday Movie	*26-2	*28-2	*39
Lifetime Sunday Movie	*26-3	*28-3	*40
Lifetime's Speaking of Women's Health	*26-4	*28-4	*41
Mad About You	*26-5	*28-5	*42
Strong Medicine	*26-6	*28-6	*43
Unsolved Mysteries	*26-7	*28-7	*44
What Should You Do	*26-8	*28-8	*45
Watched Any '03/04 or '04/05 Program	*26-X	*28-X	

PROGRAM WATCHED LAST 12 MONTHS

PROGRAM	WATCHED LAST 12 MONTHS
Lifetime Original Movies	
Watched Any Original Movie	193*51-Y
Lifetime Original Specials	
The "I Do" Diaries	193*52-1
Women Rock!	*52-2
Until the Violence Stops	*52-3
Watched Any Original Special	*52-X
Watched Any '03/04 or '04/05 Program	*52-Y

LIFETIME, cont.

DAYPARTS

Monday-Friday	193*47-1	8:00 am	-	11:00 am
	*47-2	11:00 am	-	2:00 pm
	*47-3	2:00 pm	-	6:00 pm
	*47-4	6:00 pm	-	7:00 pm
	*47-5	7:00 pm	-	8:00 pm
	*47-6	8:00 pm	-	11:00 pm
	*47-7	11:00 pm	-	1:00 am
	*47-8	1:00 am	-	2:30 am
Saturday	193*48-1	11:00 am	-	1:00 pm
	*48-2	1:00 pm	-	7:00 pm
	*48-3	7:00 pm	-	8:00 pm
	*48-4	8:00 pm	-	11:00 pm
	*48-5	11:00 pm	-	1:00 am
	*48-6	1:00 am	-	2:00 am
Sunday	193*49-1	10:00 am	-	11:00 am
	*49-2	11:00 am	-	7:00 pm
	*49-3	7:00 pm	-	8:00 pm
	*49-4	8:00 pm	-	11:00 pm
	*49-5	11:00 pm	-	1:00 am
	*49-6	1:00 am	-	2:00 am

MSNBC

TELEVISION PROGRAM WATCHED AND ATTENTION LEVEL

THE FOLLOWING PUNCHES APPLY TO ATTENTION LEVEL PAID:

- 3 FULL
- 2 MOST
- 1 SOME

PROGRAM	WATCHED LAST 4 WEEKS	WATCHED LAST 7 DAYS	ATTENTION PAID CARD/COLUMN
Imus in the Morning	189*41-2	189*43-2	189*46
MSNBC Live/Lester Holt Live	*41-3	*43-3	*47
The Abrams Report	*41-4	*43-4	*48
Hardball with Chris Matthews	*41-5	*43-5	*49
Countdown with Keith Olbermann	*41-6	*43-6	*50
Scarborough Country	*42-1	*44-1	*52
MSNBC Investigates/MSNBC Reports	*42-2	*44-2	*53
Headliners & Legends	*42-3	*44-3	*54
Watched Any '03/04 or '04/05 Program	*42-X	*44-X	

DAYPARTS

Monday-Friday

189*57-1	6:00 am	-	9:00 am
*57-Y	9:00 am	-	7:00 pm
*57-4	7:00 pm	-	8:00 pm
*57-5	8:00 pm	-	11:00 pm
*57-6	11:00 pm	-	2:00 am
*57-7	2:00 am	-	6:00 am

Saturday/Sunday

189*58-1	6:00 am	-	6:00 pm
*58-Y	6:00 pm	-	8:00 pm
*58-4	8:00 pm	-	11:00 pm
*58-5	11:00 pm	-	2:00 am
*58-6	2:00 am	-	6:00 am

MTV

PROGRAM WATCHED LAST 12 MONTHS

PROGRAM	WATCHED LAST 12 MONTHS
Video Music Awards (VMA's)	193*69-1
Movie Awards	*69-2
Watched Any '03/04 or '04/05 Program	*69-Y

DAYPARTS

Monday-Friday

193*63-1	7:00 am	-	11:00 am
*63-2	11:00 am	-	3:00 pm
*63-3	3:00 pm	-	7:00 pm
*63-4	7:00 pm	-	8:00 pm
*63-5	8:00 pm	-	10:00 pm
*63-6	10:00 pm	-	11:00 pm
*63-7	11:00 pm	-	1:00 am
*63-8	1:00 am	-	3:00 am
*63-9	3:00 am	-	6:00 am

Saturday

193*64-1	7:00 am	-	11:00 am
*64-2	11:00 am	-	3:00 pm
*64-3	3:00 pm	-	7:00 pm
*64-4	7:00 pm	-	8:00 pm
*64-5	8:00 pm	-	10:00 pm
*64-6	10:00 pm	-	11:00 pm
*64-7	11:00 pm	-	1:00 am
*64-8	1:00 am	-	3:00 am
*64-9	3:00 am	-	6:00 am

Sunday

193*65-1	7:00 am	-	11:00 am
*65-2	11:00 am	-	3:00 pm
*65-3	3:00 pm	-	7:00 pm
*65-4	7:00 pm	-	8:00 pm
*65-5	8:00 pm	-	10:00 pm
*65-6	10:00 pm	-	11:00 pm
*65-7	11:00 pm	-	1:00 am
*65-8	1:00 am	-	3:00 am
*65-9	3:00 am	-	6:00 am

NICK AT NITE

TELEVISION PROGRAM WATCHED AND ATTENTION LEVEL

THE FOLLOWING PUNCHES APPLY TO ATTENTION LEVEL PAID:

- 3 FULL
- 2 MOST
- 1 SOME

PROGRAM	WATCHED LAST 4 WEEKS	WATCHED LAST 7 DAYS	ATTENTION PAID CARD/COLUMN
The Cosby Show	193*76-1	193*77-1	193*78
Full House	*76-4	*77-4	194*01
Roseanne	*76-5	*77-5	*02
Wings	*76-7	*77-7	*04
Watched Any '03/04 or '04/05 Program	*76-X	*77-X	

PROGRAM WATCHED LAST 12 MONTHS

PROGRAM	WATCHED LAST 12 MONTHS
Holiday Specials (Mother's Day, Father's Day, Halloween, Valentine's Day, Christmas, Thanksgiving)	194*10-1
Nick at Nite Marathons (All in The Family, Cosby, Cheers, Full House, Roseanne, Three's Company, Fresh Prince, Who's the Boss)	*10-2
Watched Any '03/04 or '04/05 Program	*10-Y

DAYPARTS

Monday-Friday	194*05-1	9:00 pm	-	12 Midnight
	*05-2	12 Midnight	-	3:30 am
	*05-3	3:30 am	-	6:00 am
Saturday	194*06-1	9:00 pm	-	12 Midnight
	*06-2	12 Midnight	-	3:30 am
	*06-3	3:30 am	-	6:00 am
Sunday	194*07-1	9:00 pm	-	12 Midnight
	*07-2	12 Midnight	-	3:30 am
	*07-3	3:30 am	-	6:00 am

SCI-FI

TELEVISION PROGRAM WATCHED AND ATTENTION LEVEL

THE FOLLOWING PUNCHES APPLY TO ATTENTION LEVEL PAID:

- 3 FULL
- 2 MOST
- 1 SOME

PROGRAM	WATCHED LAST 4 WEEKS	WATCHED LAST 7 DAYS	ATTENTION PAID CARD/COLUMN
Star Trek	193*11-3	193*12-3	193*15
The Twilight Zone	*11-4	*12-4	*16
The X-Files	*11-5	*12-5	*17
Watched Any '03/04 or '04/05 Program	*11-X	*12-X	

PROGRAM WATCHED LAST 12 MONTHS

PROGRAM	WATCHED LAST 12 MONTHS
SCI-FI Channel Feature Films (The 13th Warrior, The Faculty, Highlander: Endgame, Dante's Peak, Red Planet, Pitch Black, Congo, E.T. The Extraterrestrial, Final Fantasy, Hollowman, Resident Evil, 13 Ghosts, Imposter, Jurassic Park, Raiders of the Lost Ark, Indiana Jones and the Temple of Doom, Indiana Jones and the Last Crusade)	193*22-7
SCI-FI Channel Original Movie (EPOCH: Evolution, Dragon Fighter, Riverworld, Momentum, Cube2: Hypercube, Silent Warnings, Bugs, Dragonstorm, Post Impact, Snakehead, Terror, Raptor Island, Darklight)	*23-1
Twilight Zone Marathon (New Year's Eve/Day, Independence Day)	*23-2
SCI-FI Channel Special Event ( Steven Spielberg Presents: Taken, Battlestar Galactica)	*23-X
Halloween Movie Marathon (Wishmaster I, Wishmaster II, Wishmaster III, Wishmaster IV, 13 Ghosts, Boogeymen: Masters of Horror, Halloween II, Halloween III)	*23-5
Watched Any '03/04 or '04/05 Program	*23-Y

DAYPARTS

Monday-Friday	193*18-1	7:00 pm	-	8:00 pm
	*18-2	8:00 pm	-	11:00 pm
	*18-3	11:00 pm	-	1:00 am
Saturday	193*19-1	7:00 pm	-	8:00 pm
	*19-2	8:00 pm	-	11:00 pm
	*19-3	11:00 pm	-	1:00 am
Sunday	193*20-1	7:00 pm	-	8:00 pm
	*20-2	8:00 pm	-	11:00 pm
	*20-3	11:00 pm	-	1:00 am

SPIKE TV

TELEVISION PROGRAM WATCHED AND ATTENTION LEVEL

THE FOLLOWING PUNCHES APPLY TO ATTENTION LEVEL PAID:

- 3 FULL
- 2 MOST
- 1 SOME

PROGRAM	WATCHED LAST 4 WEEKS	WATCHED LAST 7 DAYS	ATTENTION PAID CARD/COLUMN
<b>ENTERTAINMENT</b>			
Seven Days	194*77-2	195*01-2	195*06
Star Trek: The Next Generation	*77-4	*01-4	*08
Spike Movie	*77-7	*01-7	*11
CSI	*77-8	*01-8	*12
Blind Date	*77-9	*01-9	*13
<b>WWE WRESTLING</b>			
WWE Raw/WWE Raw Zone	194*78-1	195*02-1	195*15
WWE Velocity	*78-2	*02-2	*16
<b>ORIGINALS</b>			
Most Extreme Elimination Challenge (MXC)	194*79-1	195*03-1	195*18
Ride with FunkMaster Flex	*79-2	*03-2	*19
AUTO PROGRAMMING (Popular Hotrodding, HorsePower TV, Trucks!, Car and Driver, Reality of Speed, CHAMP Car)	*79-0	*03-0	*27
UNCUT MOVIES (Top Gun, The Godfather, The Godfather II, The Untouchables)	*80-1	*04-1	*28
SPIKE TV MARATHONS (Star Trek: The Next Generation, Real TV, James Bond Movies, CSI, Worlds Wildest Police Videos, Trucks!, Horsepower TV)	*80-2	*04-2	*29
Watched Any '03/04 or '04/05 Program	*80-X	*04-X	

DAYPARTS

Monday-Friday

195*30-1	9:00 am	-	12:00 Noon
*30-2	12:00 Noon	-	3:00 pm
*30-3	3:00 pm	-	7:00 pm
*30-4	7:00 pm	-	8:00 pm
*30-5	8:00 pm	-	11:00 pm
*30-6	11:00 pm	-	12 Midnight
*30-7	12 Midnight	-	3:00 am

Saturday

195*31-1	9:00 am	-	12:00 Noon
*31-2	12:00 Noon	-	3:00 pm
*31-3	3:00 pm	-	7:00 pm
*31-4	7:00 pm	-	8:00 pm
*31-5	8:00 pm	-	11:00 pm
*31-6	11:00 pm	-	12 Midnight
*31-7	12 Midnight	-	3:00 am

Sunday

195*32-1	9:00 am	-	12:00 Noon
*32-2	12:00 Noon	-	3:00 pm
*32-3	3:00 pm	-	7:00 pm
*32-4	7:00 pm	-	8:00 pm
*32-5	8:00 pm	-	11:00 pm
*32-6	11:00 pm	-	12 Midnight
*32-7	12 Midnight	-	3:00 am

TBS

TELEVISION PROGRAM WATCHED AND ATTENTION LEVEL

THE FOLLOWING PUNCHES APPLY TO ATTENTION LEVEL PAID:

- 3 FULL
- 2 MOST
- 1 SOME

PROGRAM	WATCHED LAST 4 WEEKS	WATCHED LAST 7 DAYS	ATTENTION PAID CARD/COLUMN
Monday - Friday Daytime (Little House on the Prairie, Parenthood, Fresh Prince of Bel Air, Mama's Family, Saved By the Bell, Dawson's Creek, The Cosby Show, The Steve Harvey Show)	194*12-1	194*14-1	194*16
<b>TBS Comedies</b>			
Drew Carey	194*12-2	194*14-2	194*17
Home Improvement	*12-4	*14-4	*19
Seinfeld	*12-5	*14-5	*20
Friends	*12-7	*14-7	*22
Dinner and a Movie (Analyze This, Message In A Bottle, Austin Powers, The Wedding Singer, What Women Want, Miss Congeniality, The Matrix, Total Recall)	*12-9	*14-9	*24
Big Playstation Movie (Lethal Weapon, Road House, Dumb & Dumber, Analyze This, Men at Work, Lethal Weapon 4, City Slickers 2)	*13-2	*15-2	*26
Movie and a Makeover (When Harry Met Sally, Fools Rush In, Father of the Bride, It Could Happen To You, Ed TV, Sweet November, Parenthood)	*13-4	*15-4	*28
Prime Movies	*13-5	*15-5	*29
Latenight Movies	*13-6	*15-6	*30
Weekend Movies	*13-7	*15-7	*31
Watched Any '03/04 or '04/05 Program	*13-X	*15-X	

PROGRAM WATCHED LAST 12 MONTHS

PROGRAM	WATCHED LAST 12 MONTHS
<b>TBS Original Series</b>	
Watched Any Original Series	194*37-Y
World Broadcast/Network Premiere Movies (Save the Last Dance, Small Soldiers, The Matrix, Anti Trust, See Spot Run, Miss Congeniality, The Patriot, Lethal Weapon 2, Maximum Risk, Lara Croft: Tomb Raider, Zoolander, What Women Want, Ocean's Eleven, Rush Hour 2, Ace Ventura: When Nature Calls)	194*37-4
<b>TBS Specials</b>	
The Wizard of Oz	*37-6
Watched Any Specials	*37-X
<b>Movie Specials</b>	
Fun Without Football (Bad Boys, Blade, Deep Blue Sea, Demolition Man, The Replacements)	194*38-1
<b>Holiday Specials</b>	
New Year's Day Movies (Mouse Hunt, Nothing to Lose, Blast from the Past)	194*38-4
Memorial Day Movies (Lost in Space, Wild, Wild, West)	*38-5
Labor Day (Blue Streak, Rush Hour)	*38-6
Thanksgiving Day (Field of Dreams, Home Alone)	*38-7
Watched Any Holiday Specials	*38-X
<b>Sports</b>	
Atlanta Braves Baseball	194*38-9
NCAA College Football	*38-0
Watched Any Sports	*38-Y
Watched Any '03/04 or '04/05 Program	*39-Y

TBS, cont.

DAYPARTS

Monday-Friday

194*33-1	6:00 am	-	4:00 pm
*33-2	4:00 pm	-	7:00 pm
*33-3	7:00 pm	-	8:00 pm
*33-4	8:00 pm	-	11:00 pm
*33-5	11:00 pm	-	1:00 am
*33-6	1:00 am	-	6:00 am

Saturday

194*34-1	6:00 am	-	10:00 am
*34-2	10:00 am	-	7:00 pm
*34-3	7:00 pm	-	8:00 pm
*34-4	8:00 pm	-	11:00 pm
*34-5	11:00 pm	-	1:00 am
*34-6	1:00 am	-	6:00 am

Sunday

194*35-1	6:00 am	-	10:00 am
*35-2	10:00 am	-	7:00 pm
*35-3	7:00 pm	-	8:00 pm
*35-4	8:00 pm	-	11:00 pm
*35-5	11:00 pm	-	1:00 am
*35-6	1:00 am	-	6:00 am

TLC

TELEVISION PROGRAM WATCHED AND ATTENTION LEVEL

THE FOLLOWING PUNCHES APPLY TO ATTENTION LEVEL PAID:

- 3 FULL
- 2 MOST
- 1 SOME

PROGRAM	WATCHED LAST 4 WEEKS	WATCHED LAST 7 DAYS	ATTENTION PAID CARD/COLUMN
Clean Sweep	194*40-1	194*42-1	194*44
Trading Spaces	*40-3	*42-3	*46
Trading Spaces Family	*40-4	*42-4	*47
While You Were Out	*40-5	*42-5	*48
Date Patrol	*40-6	*42-6	*49
What Not To Wear	*40-7	*42-7	*50
TLC Daytime Programs (A Baby Story, A Dating Story, A Makeover Story, A Wedding Story, Second Chance, Perfect Proposal)	*41-4	*43-4	*54
TLC Documentary Science/Technology Programs (Cracking the Case, Extreme Machines, Rides, Overhulin', Human Beings, Science Frontiers)	*41-5	*43-5	*55
TLC Documentary-Adventure Programs (Behind the Badge, At the Scene, On the Edge)	*41-6	*43-6	*56
Watched Any '03/04 or '04/05 Program	*41-X	*43-X	

PROGRAM WATCHED LAST 12 MONTHS

PROGRAM	WATCHED LAST 12 MONTHS
Any Special (Trading Spaces: 100 Grand, Mega-Machines: Biggest Hits, Industrial Wonders: Brooklyn Bridge, Trading Spaces: British Invasion, Ancient Egyptians, Anniversary of Flight, Trading Spaces: Pick the Next Designer, The Mummy Detective, America's Ugliest Bathrooms, What Not to Wear: \$50,000 Dream Wardrobe, For Better or Worse: Dream Wedding)	194*61-1

DAYPARTS

Monday-Friday	194*57-1	9:00 am	-	4:00 pm
	*57-2	4:00 pm	-	7:00 pm
	*57-3	7:00 pm	-	8:00 pm
	*57-4	8:00 pm	-	11:00 pm
	*57-5	11:00 pm	-	1:00 am
Saturday	194*58-1	9:00 am	-	2:00 pm
	*58-2	2:00 pm	-	7:00 pm
	*58-3	7:00 pm	-	8:00 pm
	*58-4	8:00 pm	-	11:00 pm
	*58-5	11:00 pm	-	1:00 am
Sunday	194*59-1	9:00 am	-	2:00 pm
	*59-2	2:00 pm	-	7:00 pm
	*59-3	7:00 pm	-	8:00 pm
	*59-4	8:00 pm	-	11:00 pm
	*59-5	11:00 pm	-	1:00 am

TNT

TELEVISION PROGRAM WATCHED AND ATTENTION LEVEL

THE FOLLOWING PUNCHES APPLY TO ATTENTION LEVEL PAID:

- 3 FULL
- 2 MOST
- 1 SOME

PROGRAM	WATCHED LAST 4 WEEKS	WATCHED LAST 7 DAYS	ATTENTION PAID CARD/COLUMN
<b>MONDAY-FRIDAY DAYTIME</b>			
The Lost World	195*35-1	195*38-1	195*41
The Pretender	*35-2	*38-2	*42
Charmed	*35-4	*38-4	*44
E.R.	*35-5	*38-5	*45
Judging Amy	*35-6	*38-6	*46
NYPD Blue	*35-7	*38-7	*47
<b>MONDAY-FRIDAY AFTERNOON</b>			
Angel	*35-9	*38-9	*49
Charmed	*35-0	*38-0	*50
<b>PRIMETIME</b>			
Movies (Shawshank Redemption, The Mummy, Eraser, Field of Dreams, The Bodyguard, The Patriot, Payback, A Time to Kill, GI Jane, The Juror, A Knight's Tale, Lethal Weapon 4)	195*36-1	195*39-1	195*51
Law & Order - Primetime	*36-2	*39-2	*52
Charmed - Primetime	*36-4	*39-4	*54
Weeknight New Classics (Analyze This, Heat, Dave, While You Were Sleeping, Blade, Jack Frost, Red Heat, The Color Purple, The Net, In the Line of Fire)	*36-5	*39-5	*55
Saturday Night New Classics (Pretty Woman, Seven, Bad Boys, Payback, You've Got Mail, Unforgiven, Donnie Brasco, The American President, Stepmom, Carrie, Philadelphia, Cliffhanger, The Negotiator)	*36-6	*39-6	*56
TNT Weekend Movies (Life, Out For Justice, Kindergarten Cop, Disclosure, U.S. Marshals, A Few Good Men, Ever After, Murder at 1600, Baby Boom, Fire Down Below, The Other Sister, Tombstone, Moonstruck, Peacemaker, Fools Rush In)	*36-7	*39-7	*57
<b>TNT LATE NIGHT</b>			
X-Files	*37-2	*40-2	*59
Movies	*37-3	*40-3	*60
Watched Any '03/04 or '04/05 Program	*37-X	*40-X	

TNT, cont.

PROGRAM WATCHED LAST 12 MONTHS

PROGRAM	WATCHED LAST 12 MONTHS
<b>Specials</b>	
Screen Actors Guild Award	195*65-1
Christmas in Washington	*65-2
Wizard of Oz	*65-3
Christmas Movie Specials (Call Me Claus, A Christmas Carol)	*65-4
Watched Any Specials	*65-Y
TNT World Broadcast Premiere Movies (The Wedding Planner, Gone in 60 Seconds, The Perfect Storm, Enemy at the Gates, Driven, Ocean's 11, John Q., We Were Soldiers, Panic Room, Domestic Disturbance, The Others, I Am Sam, Hardball)	*65-5
TNT Network Premiere Movies (G.I. Jane, Jerry Maguire, Lord of the Rings: Fellowship of the Rings, Three Kings, What Women Want, From the Earth to the Moon, Forces of Nature)	*65-6
<b>Holiday Marathons</b>	
Thanksgiving Day Movies (Honey, I Shrank the Kids, Last Action Hero, Rudy, A Christmas Story, Jack Frost, Bridges of Madison County, Matilda, It Could Happen to You)	195*66-1
New Year's Day Movies (American President, As Good As It Gets, Dave, Sleepless in Seattle, You've Got Mail, Kate & Leopold, Pretty in Pink, Gone with the Wind, Mists of Avalon)	*66-3
Memorial Day Law & Order Marathon	*66-4
4th of July Movies (Splash, Days of Thunder, Cocktail, Wyatt Earp, Monte Walsh, Crossfire Trail, Purgatory)	*66-5
Labor Day Law & Order Marathon	*66-6
Watched Any Holiday Marathons	*66-Y
<b>TNT Original Movies</b>	
Watched Any Original Movies	*67-Y
<b>Sports</b>	
NBA Regular Season	195*68-1
NBA Playoffs	*68-2
NBA AllStar Weekend	*68-3
Inside the NBA	*68-4
NASCAR	*68-5
PGA Championships	*68-6
PGA Grand Slam	*68-7
British Open	*68-8
Senior British Open	*68-9
Women's British Open	*68-0
President's Cup	*68-X
Watched Any Sports	*68-Y
Watched Any '03/04 or '04/05 Program	*69-Y

TNT, cont.

DAYPARTS

Monday-Friday	195*61-X	6:00 am	-	12 Noon
	*61-Y	12 Noon	-	5:00 pm
	*61-6	5:00 pm	-	7:00 pm
	*61-7	7:00 pm	-	8:00 pm
	*61-8	8:00 pm	-	11:00 pm
	*61-9	11:00 pm	-	1:00 am
	*61-0	1:00 am	-	6:00 am
Saturday	195*62-Y	6:00 am	-	7:00 pm
	*62-3	7:00 pm	-	8:00 pm
	*62-4	8:00 pm	-	11:00 pm
	*62-5	11:00 pm	-	1:00 am
	*62-6	1:00 am	-	6:00 am
Sunday	195*63-Y	6:00 am	-	7:00 pm
	*63-3	7:00 pm	-	8:00 pm
	*63-4	8:00 pm	-	11:00 pm
	*63-5	11:00 pm	-	1:00 am
	*63-6	1:00 am	-	6:00 am

TRAVEL CHANNEL

TELEVISION PROGRAM WATCHED AND ATTENTION LEVEL

THE FOLLOWING PUNCHES APPLY TO ATTENTION LEVEL PAID:

- 3 FULL
- 2 MOST
- 1 SOME

PROGRAM	WATCHED LAST 4 WEEKS	WATCHED LAST 7 DAYS	ATTENTION PAID CARD/COLUMN
World Poker Tour	194*62-1	194*63-1	194*64
World's Best	*62-3	*63-3	*66
Travel Channel Presents	*62-4	*63-4	*67
Destination USA	*62-5	*63-5	*68
Watched Any '03/04 or '04/05 Program	*62-X	*63-X	

PROGRAM WATCHED LAST 12 MONTHS

PROGRAM	WATCHED LAST 12 MONTHS
Any Special (American Icons, Travel Tech, Jet Set Week, America's National Parks Week, Beach Week, Vegas Week, World Poker Tour: Hollywood Home Game, Cruise Week, The Once and Future City, Travel Channel's Great Family Vacations Week)	194*76-1

DAYPARTS

Monday-Friday	194*72-1	7:00 pm	-	8:00 pm
	*72-2	8:00 pm	-	11:00 pm
	*72-3	11:00 pm	-	1:00 am
Saturday	194*73-1	7:00 pm	-	8:00 pm
	*73-2	8:00 pm	-	11:00 pm
	*73-3	11:00 pm	-	1:00 am
Sunday	194*74-1	7:00 pm	-	8:00 pm
	*74-2	8:00 pm	-	11:00 pm
	*74-3	11:00 pm	-	1:00 am

USA

TELEVISION PROGRAM WATCHED AND ATTENTION LEVEL

THE FOLLOWING PUNCHES APPLY TO ATTENTION LEVEL PAID:

- 3 FULL
- 2 MOST
- 1 SOME

PROGRAM	WATCHED LAST 4 WEEKS	WATCHED LAST 7 DAYS	ATTENTION PAID CARD/COLUMN
Law and Order Special Victims Unit (SVU)	195*70-1	195*71-1	195*72
Law and Order Criminal Intent (CI)	*70-2	*71-2	*73
JAG	*70-3	*71-3	*74
Walker, Texas Ranger	*70-4	*71-4	*75
<b>BLOCKBUSTER MOVIES</b>			
USA Primetime Movies (Bring It On, Con Air, E.T. The Extraterrestrial, Goldeneye, Happy Gilmore, Sabrina, 6 Days 7 Nights, Terminator 2: Judgment Day, The Nutty Professor, The Rock, U-571, The Scorpion King, Undercover Brother, The Bourne Identity, All About the Benjamins, Queen of the Damned, Mission Impossible, Coyote Ugly)	195*70-6	195*71-6	195*77
USA Movie Matinees (weekday afternoon movies)	*70-7	*71-7	*78
USA Weekend Afternoon Movies (Before and After'noon Movies)	*70-8	*71-8	*79
Watched Any '03/04 or '04/05 Program	*70-X	*71-X	

PROGRAM WATCHED LAST 12 MONTHS

PROGRAM	WATCHED LAST 12 MONTHS
<b>Original Series</b>	
Nashville Star	196*04-4
Watched Any Original Series	*04-X
<b>SPECIALS</b>	
Willie Nelson and Friends: Outlaws & Angels (Memorial Day Special)	196*04-5
AFI Award Show with Meryl Streep	*04-6
USA Original Mini-Series: Helen of Troy, Traffic, Spartacus	*04-8
Watched Any Specials	*04-Y
<b>SPORTS</b>	
US Open Tennis	*05-2
PGA Golf (Bank of America Colonial, Deutsche Bank US Championship, etc.)	*05-3
The Masters Golf	*05-4
Westminster Dog Show	*05-6
Watched Any Sports	*05-X
ORIGINAL MOVIES (Anne Rule Presents: The Stranger Beside Me, D.C. Sniper: 23 Days of Fear, Rudy, Stealing Christmas, The Perfect Husband: The Laci Peterson Story, Call Me: The Heidi Fleiss Story, Frankenstein)	*05-7
Watched Any '03/04 or '04/05 Program	*05-Y

USA, cont.

DAYPARTS

Monday-Friday	195*80-1	7:00 pm	-	8:00 pm
	*80-2	8:00 pm	-	11:00 pm
	*80-3	11:00 pm	-	1:00 am
Saturday	196*01-1	7:00 pm	-	8:00 pm
	*01-2	8:00 pm	-	11:00 pm
	*01-3	11:00 pm	-	1:00 am
Sunday	196*02-1	7:00 pm	-	8:00 pm
	*02-2	8:00 pm	-	11:00 pm
	*02-3	11:00 pm	-	1:00 am