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CISION-produced report of editorial coverage delivered by Brice & Associates on Los Angeles TV for Mercury Insurance donation to the Los Angeles Police Department.

Total Hits: 13

Total Audience Impressions: 835,746

1) Market: Los Angeles. CA [LA] [2] HUT: 5,536,430 DMA%: 5.02

Date: 11/10/2007 Time: 6:00am

Aired On: KABC Affiliate: ABC Show: Eyewitness News at 6:00AM

Estimated Audience Number: 149,757 | Estimated Publicity Value: \$6,779.49

06:03:57.60 A budget battle to put more police on I.A. Street soafers for now, mayor villaraigosa received a \$1 million check from **mercury insurance** to help pay for new recruits, the money came almost at same time former police chief, now head of counsel budget committee bernard park changed his mind about a cap on new recruits. Were in day six of television and movie writers strike with no new talks scheduled. An estimated 4,000 strikers turned out at fox studios yesterday

2) Market: Los Angeles. CA [LA] [2] HUT: 5,536,430 DMA%: 5.02

Date: 11/10/2007 Time: 5:00am

Aired On: KABC Affiliate: ABC Show: Eyewitness News at 5:00AM

Estimated Audience Number: 83,940 | Estimated Publicity Value: \$3,799.96

05:03:10.66 He is being held on \$100 thousand bail. A budget battle over how to put more lapd officers on the street is over, many are calling the results a win-win. It became a good day as the fair greeted police academy graduates then accepted a check for \$1 million from **mercury insurance** to help lapd higher new re hire new recruits, the mayor and chief have been warning that the citys safety was at stake because of a move on city council. Bernard parks wanted to cap the number of officers who could be hired but chief and most of lapd brass watching parks and former supporters of the move changed their minds. We didnt want to get in to, as weve seen in the one, i call you



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3) Market: Los Angeles. CA [LA] [2] HUT: 5,536,430 DMA%: 5.02

Date: 11/09/2007 Time: 6:00pm

Aired On: KABC Affiliate: ABC Show: Eyewitness News at 6:00PM

Estimated Audience Number: 269,349 | Estimated Publicity Value: \$12,193.42

18:01:04.37 It became a good day as the mayor agreed graduates, then accepted a check for \$1 million from **mercury insurance** to help the I.A.P.D. Hair under crisper the money will pay for a \$5,000 signing bonus to bring those recruits into the cammie. The mayor and chief have a warning the citys safety was ae stake because of a move on the city council.F former police chief and now head of the council but thehe commite bernard parks wanted to h cap te number of officers who could be hired with the chief and most of the I.A

5) Market: Los Angeles. CA [LA] [2] HUT: 5,536,430 DMA%: 5.02

Date: 11/09/2007 Time: 11:30am

Aired On: KVEA Affiliate: TELEMUNDO Show: Noticiero Al Mediodia h10gs

Estimated Audience Number: 0 | Estimated Publicity Value: \$NaN

11:54:11:00 **Mercury insurance**. Video: los angeles issued \$ 1 million for the lapd to recruit more officers sound bite: antonio villaraigosa. La mayor, health

6) Market: Los Angeles. CA [LA] [2] HUT: 5,536,430 DMA%: 5.02

Date: 11/09/2007 Time: 11:00am

Aired On: KNBC Affiliate: NBC Show: Channel 4 News: Mid Day...

Estimated Audience Number: 26,096 | Estimated Publicity Value: \$1,181.36

11:08:55.92 There are about half million in I.A. And riverside counties? Z in an effort to help the lapd sign recruits, **mercury insurance** donated \$1 million to the department. This money will in fact be a significant incentive. To attract not only new members to los angeles police department, but those who do work for other agencies

7) Market: Los Angeles. CA [LA] [2] HUT: 5,536,430 DMA%: 5.02

Date: 11/09/2007 Time: 7:00am

Aired On: KTLA Affiliate: CWT Show: KTLA Morning Show

Estimated Audience Number: 115,873 | Estimated Publicity Value: \$5,245.57

07:09:20.77 Mayor antonio villaraigosa wants to add more to move toward his goal of adding a thousand officers by 2010. The mayor is promising to veto attempts to take money from the police departments budget. In the meantime, **mercury insurance** will donate \$1 million today to cover signing bonuses for new recruits. The writers strike is it in day five. Both sides are urging to resume negotiations



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8) Market: San Diego. CA [SD] [27] HUT: 1,026,160 DMA%: 0.93

Date: 11/09/2007 Time: 7:00am

Aired On: KSWB Affiliate: CWT Show: CW Morning Show

Estimated Audience Number: 3,373 | Estimated Publicity Value: \$152.69

07:09:04.51 Mayor antonio villaraigosa wants to add more to move toward his goal of adding a thousand officers by 2010. The mayor is promising to veto attempts to take money from the police departments budget. In the meantime, **mercury insurance** will donate \$1 million today to cover signing bonuses for new recruits. The writers strike is in day five. Both sides are urging to resume negotiations

9) Market: Los Angeles. CA [LA] [2] HUT: 5,536,430 DMA%: 5.02

Date: 11/09/2007 Time: 6:00am

Aired On: KTLA Affiliate: CWT Show: KTLA Morning News Early Edition 6am

Estimated Audience Number: 98,339 | Estimated Publicity Value: \$N/A

06:07:06.00 Clip: the battle battle is brewing at city hall about having more police hiring. Bernard parks wants fewer new officers than the mayor wants. **Mercury insurance** will donate \$1 million for signing bonuses for new recruits. Wga strike. A rally is planned in century city

10) Market: Los Angeles. CA [LA] [2] HUT: 5,536,430 DMA%: 5.02

Date: 11/09/2007 Time: 6:00am

Aired On: KVEA Affiliate: TELEMUNDO Show: Buenos Dias Los Angeles

06:03:34:00 The victims vehicle lost control on the off-ramp, causing it to roll several times. All three occupants suffered non-life threatening injuries, it was reported.

Mercury insurance. Video: los angeles. Will be donating funding for the lapd to have more officers recruited and on the streets

11) Market: Los Angeles. CA [LA] [2] HUT: 5,536,430 DMA%: 5.02

Date: 11/09/2007 Time: 5:00am

Aired On: KTLA Affiliate: CWT Show: KTLA Morning News First Edition 5am

Estimated Audience Number: 39,185 | Estimated Publicity Value: \$N/A

05:07:29.00 Clip: the council will consider the bernard parks wants to add 226 lapd officers this fiscal yr. The mayor wants more new cops and will veto any attempts to get money from the lapd budget. **Mercury insurance** will donate money to the city for signing bonuses for new recruits. Landslide. Clip: more residents of an oc apt complex at the laguna summit apts in laguna nigel have to move due to a slow moving landslide



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12) Market: Los Angeles. CA [LA] [2] HUT: 5,536,430 DMA%: 5.02

Date: 11/09/2007 Time: 5:00am

Aired On: KVEA Affiliate: TELEMUNDO Show: Buenos Dias Los Angeles

05:03:34:00 The victims vehicle lost control on the off-ramp, causing it to roll several times. All three occupants suffered non-life threatening injuries, it was reported.

Mercury insurance. Video: los angeles. Will be donating funding for the lapd to have more officers recruited and on the streets

05:35:29:00 **Mercury insurance.** Video: los angeles. Will be donating funding for the lapd to have more officers recruited and on the streets

13) Market: Los Angeles. CA [LA] [2] HUT: 5,536,430 DMA%: 5.02

Date: 11/09/2007 Time: 5:00am

Aired On: KNBC Affiliate: NBC Show: Today in L.A.

Estimated Audience Number: 49,834 | Estimated Publicity Value: \$2,255.98

05:36:11.00 It would encourage I.A. Residents to stop using the n word in the context of threats and violence and everyday speech. Mayor villaraigosa and los angeles police william bratton will accept a \$1 million donation from **mercury insurance**. It will cover signing bonuses for new police recruits and help the mayor keep his pledge to hire 1,000 new officers by the year 2010.

Radio:

4) Market: Los Angeles [AD]

Date: 11/09/2007 Time: 1:30pm

Aired On: KFVB Affiliate: IND Show: KFVB News 980 - RADIO h10gs

Estimated Audience Number: 0 | Estimated Publicity Value: \$N/A

13:33:32.00 Recruitment bonuses for the lapd have finally arrived. A year after he proposed it mayor antonio villaraigosas bonus plan is finally kicking in, in the one million dollars to pay for one year of it is been donated by the **mercury insurance** company.

Sound bite: mayor antonio villaraigosa. La city council has been asked to support a resolution calling for a ban on the n word, la city council member bernard parks talks about the gift of its resolution