



St. Norbert College-Monthly Media Recap

August 2009

News Date	News Headline	Outlet Name	Circulation	Ad Value
Broadcast				
08/31/2009	CURRENTLY ON DISPLAY AT SAINT NORBERT COLLEGE	Action 2 News Sunday at 5:30 PM - WBAY-TV	0	\$400.00
08/31/2009	START TODAY ON THE SAINT NORBERT COLLEGE CAMPUS DESIGNED	Action 2 News Sunday at 5:30 PM - WBAY-TV	0	\$120.00
08/30/2009	IN IT'S 111 HISTORY, SAINT NORBERT COLLEGE HAS A	Action 2 News Sunday at 5:30 PM - WBAY-TV	0	\$600.00
08/30/2009	ST. {	Action 2 News Sunday at 5:30 PM - WBAY-TV	0	\$240.00
08/30/2009	PEOPRAL FUNDS. TODAY SAINT NORBERT COLLEGE WILL DEDICATE	Action 2 News Sunday at 5:30 PM - WBAY-TV	0	\$200.00
08/29/2009	ST. {	NBC 26 News at 10 PM - WGBA-TV	0	\$200.00
08/28/2009	FRESHMAN STARTING MOVING INTO THE DORMS AT SAINT NORBERT COLLEGE YESTERDAY.	Fox 11 News at 9 PM - WLUK-TV	0	\$125.00
08/27/2009	AT ST. {	NBC 26 News at 10 PM - WGBA-TV	0	\$500.00
08/27/2009	AND IT'S THE DAY FRESHMEN STUDENTS HAVE BEEN WAITING FOR, MOVE IN DAY AT ST. {	NBC 26 News at 10 PM - WGBA-TV	0	\$500.00
08/27/2009	AND IT'S MOVE-IN DAY FOR STUDENTS AT ST. {	NBC 26 News at 10 PM - WGBA-TV	0	\$200.00
08/27/2009	_A LOT OF MUSCLE POWER GOING ON AT ST.	CBS 5 News at 10 PM - WFRV-TV	0	\$420.00
08/27/2009	THE NEWEST STUDENTS AT SAINT NORBERT COLLEGE, PLUS, THE	CBS 5 News at 10 PM - WFRV-TV	0	\$420.00
08/27/2009	NEW AT SIX ON NBC26, MOVE-IN DAY FOR FRESHMEN AT SAINT NORBERT COLLEGE.	NBC 26 News at 10 PM - WGBA-TV	0	\$200.00
08/27/2009	THE NEWEST CLASS AT SAINT NORBERT COLLEGE, GETTING COMFORTABLE	CBS 5 News at 10 PM - WFRV-TV	0	\$420.00
08/21/2009	OF THE DORMS AT ST NORBERT COLLEGE, HAD A	27 News at 10 PM - WKOW-TV	0	\$500.00
08/21/2009	WE ASKED A SAINT NORBERT COLLEGE ECONOMICS PROFESSOR	CBS 5 News at 10 PM - WFRV-TV	0	\$420.00
08/20/2009	UW-MADISON CAME IN AT NUMBER 39, WHILE ST. {	NBC 26 News at 10 PM - WGBA-TV	0	\$125.00
08/14/2009	ST. {	CBS 5 News at 10 PM - WFRV-TV	0	\$420.00

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08/12/2009	HIS DORM ROOM AT ST. NORBERT COLLEGE THROUGH A	Fox 11 News at 9 PM - WLUK-TV	0	\$500.00
08/05/2009	ON THE CAMPUS OF SAINT NORBERT COLLEGE THIS MORNING.	Fox 11 News at 9 PM - WLUK-TV	0	\$30.00
08/02/2009	BETH WILL BE A SENIOR AT ST. {	Action 2 News Sunday at 5:30 PM - WBAY-TV	0	\$200.00
			0	\$6,740.00

Total Broadcast : 21

Electronic

08/31/2009	Story, photos New St. Norbert College library worth singing about	Green Bay Press-Gazette - Online	0	\$990.00
08/31/2009	UW-Green Bay move in day	WLUK-TV - Online	0	\$0.00
08/31/2009	Carthage College receives honor for building character	Journal Times - Online, The	0	\$52.50
08/31/2009	New St. Norbert College library worth singing about	Green Bay Press-Gazette - Online	0	\$990.00
08/31/2009	University of Wisconsin-Fox Valley student spotlight Carol Letter	Post-Crescent - Online	0	\$72.00
08/31/2009	Business briefcase	Green Bay Press-Gazette - Online	0	\$742.50
08/30/2009	Wedding Miller-Faust	Sheboygan Press - Online	0	\$38.34
08/30/2009	Landscape artist Fletcher earns second Artstreet win	Green Bay Press-Gazette - Online	0	\$82.50
08/29/2009	Kaukauna's Stenz in stride at season's start	Post-Crescent - Online	0	\$72.00
08/29/2009	Kaukauna's Stenz in stride at season's start	Sheboygan Press - Online	0	\$38.34
08/29/2009	Artstreet offers something for all	Green Bay Press-Gazette - Online	0	\$82.50
08/29/2009	On TV Horse race announcer enjoys playing the crowd	News-Sentinel - Online	0	\$101.73
08/28/2009	Packers rookie Sutton plays big in the preseason	Journal Times - Online, The	0	\$52.50
08/28/2009	Yordi ready to deal with hype	Courier - Online, The	0	\$0.00
08/28/2009	Story, photos Incoming St. Norbert freshmen move into residence halls	Green Bay Press-Gazette - Online	0	\$165.00
08/28/2009	2,184 St. Norbert College students set to continue education	Sheboygan Press - Online	0	\$421.74
08/28/2009	2,184 St. Norbert College students set to continue education	Post-Crescent - Online	0	\$792.00
08/28/2009	Incoming SNC freshmen move into residence halls	Green Bay Press-Gazette - Online	0	\$82.50

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08/28/2009	Mentors theme of new Claude Allouez Forum season	Green Bay Press-Gazette - Online	0	\$82.50
08/28/2009	Packers rookie Sutton plays big in the preseason	Charleston Daily Mail - Online	0	\$136.73
08/27/2009	Packers RB Sutton Stands Out	WTMJ-TV - Online	0	\$0.00
08/27/2009	Packers rookie Sutton plays big in the preseason	Star Tribune - Online	55,400	\$606.00
08/27/2009	Area schools beef up safety measures	Green Bay Press-Gazette - Online	0	\$165.00
08/27/2009	Sutton making a huge impact	Journal Times - Online, The	0	\$52.50
08/27/2009	Packers rookie Sutton plays big in the preseason	Rockford Register Star -- Online	0	\$12.41
08/27/2009	Nominations due for Silver Knight Award	Green Bay Press-Gazette - Online	0	\$82.50
08/27/2009	Three men join St. Norbert Abbey	Green Bay Press-Gazette - Online	0	\$82.50
08/27/2009	Check it Out for Aug. 27	Green Bay Press-Gazette - Online	0	\$82.50
08/27/2009	SNC garners national acclaim again	Green Bay Press-Gazette - Online	0	\$82.50
08/27/2009	Up Next	Dunn Connection	0	\$0.00
08/27/2009	St. Norbert College welcomes freshman class	Green Bay Press-Gazette - Online	0	\$907.50
08/27/2009	Every School, Every Week	Post-Crescent - Online	0	\$216.00
08/26/2009	Thunder Returns Young Stars	KWCH-TV - Online	0	\$0.00
08/26/2009	Packers rookie Sutton plays big in the preseason	Wilmington Star-News - Online	0	\$86.39
08/26/2009	Packers rookie Sutton plays big in the preseason	Sporting News - Online	0	\$5,533.44
08/26/2009	Packers rookie Sutton plays big in the preseason	Victoria Advocate - Online	37,000	\$50.25
08/26/2009	Packers rookie Sutton plays big in the preseason	St. Paul Pioneer Press - Online	16,600	\$417.20
08/26/2009	Packers rookie Sutton plays big in the preseason	Examiner.com	140,000	\$0.00
08/26/2009	FBN Packers Sutton	KLBJ-AM - Online	0	\$0.00
08/26/2009	Packers rookie Sutton plays big in the preseason	CBS Sports Network - Online	0	\$0.00
08/26/2009	Former Maryland Terrapin Dane Randolph Starts Slow but Ultimately Impresses in His First Preseason G	Washington Post - Online	385,500	\$2,017.50
08/26/2009	Sturgeon Bay optometrist's device space-bound	Green Bay Press-Gazette - Online	0	\$82.50
08/26/2009	Parmentier, Jr., Joseph Paul	Green Bay Press-Gazette - Online	0	\$82.50
08/25/2009	Kaplan Higher Education Names Lenz Chief Financial Officer	Digital50	0	\$0.00

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08/25/2009	Kaplan Higher Education Names Lenz Chief Financial Officer	News Blaze	13,300	\$0.00
08/25/2009	Kaplan Higher Education Names Lenz Chief Financial Officer	Realty Check	0	\$0.00
08/25/2009	Kaplan Higher Education Names Lenz Chief Financial Officer	Yahoo! News	533,000	\$0.00
08/25/2009	Kaplan Higher Education Names Lenz Chief Financial Officer	StreetInsider.com	3,764	\$0.00
08/25/2009	Kaplan Higher Education Names Lenz Chief Financial Officer	Centre Daily Times - Online	0	\$40.76
08/25/2009	Kaplan Higher Education Names Lenz Chief Financial Officer	Fort Mill Times - Online	0	\$12.54
08/25/2009	College and University Graduates	Journal Times - Online, The	0	\$52.50
08/25/2009	Kaplan Higher Education Names Lenz Chief Financial Officer	Earthtimes.org	24,100	\$0.00
08/24/2009	Business briefcase	Green Bay Press-Gazette - Online	0	\$82.50
08/24/2009	Post-9/11 GI Bill causes some confusion for school officials, students	Green Bay Press-Gazette - Online	0	\$165.00
08/24/2009	Two-a-Days Football Preview Wrightstown Tigers	Sheboygan Press - Online	0	\$38.34
08/24/2009	Two-a-Days Football Preview Wrightstown Tigers	Post-Crescent - Online	0	\$72.00
08/23/2009	Warren Gerds column Notre Dame grad Anne Horak lands role in 'Young Frankenstein' tour	Green Bay Press-Gazette - Online	0	\$82.50
08/23/2009	St. Norbert hires director of music	Green Bay Press-Gazette - Online	0	\$82.50
08/23/2009	News in Northeastern Wisconsin	Green Bay Press-Gazette - Online	0	\$82.50
08/23/2009	Kara Patterson column Shooting Starzz uses mystery to make wishes come true	Post-Crescent - Online	0	\$72.00
08/23/2009	De Pere asks for regional transit authority	Green Bay Press-Gazette - Online	0	\$82.50
08/23/2009	Knights Tabbed IIAC Preseason Favorites	KCRG-TV - Online	0	\$0.00
08/22/2009	Williams, Robert Pops	Post-Crescent - Online	0	\$72.00
08/22/2009	Wetlands hurdle next for St. Norbert complex	Green Bay Press-Gazette - Online	0	\$82.50
08/21/2009	Wetlands determination for SNC sports complex could take weeks	Green Bay Press-Gazette - Online	0	\$82.50

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08/21/2009	Call of Africa strong for Glen Ellyn woman	Suburban Chicago News	0	\$0.00
08/21/2009	Nominations open for Silver Knight Award	Green Bay Press-Gazette - Online	0	\$82.50
08/21/2009	Check It Out	Green Bay Press-Gazette - Online	0	\$82.50
08/21/2009	Events slated at St. Norbert	Green Bay Press-Gazette - Online	0	\$82.50
08/21/2009	Local Events	Green Bay Press-Gazette - Online	0	\$165.00
08/21/2009	Fall speakers set for SPIRET forum	Green Bay Press-Gazette - Online	0	\$165.00
08/21/2009	Notebook Grant proclaims hamstringing a 'non-issue'	Green Bay Press-Gazette - Online	0	\$82.50
08/21/2009	Rites scheduled for four by Norbertines	Green Bay Press-Gazette - Online	0	\$165.00
08/20/2009	Notebook Camp Practice No. 18	PackerReport.com	0	\$0.00
08/20/2009	School starts today at NWTC; check out other key dates	Green Bay Press-Gazette - Online	0	\$82.50
08/20/2009	St. Norbert makes the grade again in ranking	Green Bay Press-Gazette - Online	0	\$165.00
08/20/2009	Commentary Teaching at camp shows value of music	Post-Crescent - Online	0	\$72.00
08/20/2009	Ex-Terp Randolph Impresses Packers in Preseason	Washington Post - Online	385,500	\$2,017.50
08/20/2009	David Phillips SUVs still big part of American dream	Detroit News - Online	83,333	\$1,454.00
08/20/2009	SUVs still big part of American dream	Detroit News - Online	83,333	\$1,454.00
08/19/2009	Shoreland baseball roundup Denmark edges Chiefs in championship series	Green Bay Press-Gazette - Online	0	\$82.50
08/19/2009	Randolph Impresses	Washington Post - Online	385,500	\$2,017.50
08/19/2009	Randolph Impresses With Packers Debut	Washington Post - Online	385,500	\$2,017.50
08/19/2009	Volleyball SNC tabbed as league favorite	Green Bay Press-Gazette - Online	0	\$82.50
08/19/2009	Council OKs initial permit for SNC athletic complex	Green Bay Press-Gazette - Online	0	\$82.50
08/18/2009	Diane Page column Grandfather's book recalls farm before electricity	Green Bay Press-Gazette - Online	0	\$82.50
08/18/2009	Dian Page column Grandfather's book recalls farm before electricity	Green Bay Press-Gazette - Online	0	\$82.50
08/17/2009	Coaches must be leaders	Green Bay Press-Gazette - Online	0	\$82.50
08/17/2009	Bishop, Chillar ready when needed	Journal Times - Online, The	0	\$52.50
08/16/2009	Campus Corner	Sheboygan Press - Online	0	\$38.34

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08/15/2009	Executive Q&A James Imhoff III Finding a niche in home warranties	TradingMarkets.com	35,300	\$0.00
08/15/2009	Executive Q&A James Imhoff III Finding a niche in home warranties [The Wisconsin State Journal]	TMCnet.com	41,785	\$0.00
08/15/2009	Engagement Mahaffey-LeCloux	Green Bay Press-Gazette - Online	0	\$82.50
08/14/2009	Pinellas News and notes	St. Petersburg Times - Online	48,900	\$1,230.00
08/14/2009	Glimpses of the Past	Green Bay Press-Gazette - Online	0	\$82.50
08/14/2009	'The Producers' on stage at St. Norbert	Green Bay Press-Gazette - Online	0	\$82.50
08/14/2009	Seniors Today Artist surprised by creativity in hometown	Stevens Point Journal - Online	0	\$32.10
08/13/2009	Every school, every week	Post-Crescent - Online	0	\$72.00
08/13/2009	Student notes	Herald Times Reporter - Online	0	\$45.00
08/13/2009	Student notes	Post-Crescent - Online	0	\$72.00
08/13/2009	Kohl and FDA rep urge more aggressive food safety policy; state briefs	River Towns.net	0	\$0.00
08/13/2009	Graduates	Dubuque Telegraph Herald - Online	0	\$48.12
08/13/2009	Dean's List	Dubuque Telegraph Herald - Online	0	\$48.12
08/10/2009	Pros and cons of 'pay or play' House bill requires employers to insure workers or pay a tax	San Francisco Business Times - Online	5,053	\$771.09
08/10/2009	Pros and cons of 'pay or play' House bill requires employers to insure workers or pay a tax	Puget Sound Business Journal - Online	4,660	\$585.75
08/10/2009	Business Briefcase	Green Bay Press-Gazette - Online	0	\$82.50
08/10/2009	Upcoming Business Events	Green Bay Press-Gazette - Online	0	\$82.50
08/10/2009	Debate over public health plan centers on competition	BizJournals.com	4,633	\$0.00
08/10/2009	Pros and cons of 'pay or play'	BizJournals.com	4,633	\$0.00
08/10/2009	Pros and cons of 'pay or play' House bill requires employers to insure workers or pay a tax	Charlotte Business Journal - Online	3,513	\$545.76
08/09/2009	College notes	Suburban Chicago News	0	\$0.00
08/09/2009	Wisconsin Health Care Vital Issue	CQ Politics	0	\$0.00
08/09/2009	Starting safeties relish critical catch-up time	Green Bay Press-Gazette - Online	0	\$82.50
08/08/2009	Notebook Starting safeties relish critical catch-up time	Green Bay Press-Gazette - Online	0	\$82.50
08/08/2009	Dorm with an identity	Milwaukee Journal Sentinel - Online	30,630	\$673.28

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08/08/2009	U.S. vehicle sales may have spiked without 'cash for clunkers'	Post-Crescent - Online	0	\$72.00
08/08/2009	Debate over public health plan centers on competition	Business Journal Serving Greater Milwaukee - Online	0	\$327.77
08/08/2009	Pros and cons of 'pay or play'	Business Journal Serving Greater Milwaukee - Online	0	\$327.77
08/08/2009	U.S. vehicle sales may have spiked without 'cash for clunkers'	Herald Times Reporter - Online	0	\$45.00
08/08/2009	U.S. vehicle sales may have spiked without 'cash for clunkers'	Sheboygan Press - Online	0	\$38.34
08/08/2009	4 on your side	WTMJ-TV - Online	0	\$0.00
08/07/2009	#151 St. Norbert College	Forbes - Online	666,667	\$160,820.00
08/07/2009	Pros and cons of a pay or play	BizJournals.com	4,633	\$0.00
08/07/2009	Debate over public health plan centers on competition	BizJournals.com	4,633	\$0.00
08/07/2009	House vs. Senate Higher Ed Earmarks	QUICK and the ED, The	0	\$0.00
08/07/2009	Women's basketball UWGB will host Marquette, DePaul this season	Green Bay Press-Gazette - Online	0	\$82.50
08/06/2009	Bullfrogs Delorit makes most of full-season contract	Sheboygan Press - Online	0	\$38.34
08/06/2009	Bullfrogs Delorit makes most of full-season contract	Post-Crescent - Online	0	\$72.00
08/06/2009	Mike Sherry's Sports Buzz Appleton 15-year-old Babe Ruth team on the way to World Series	Post-Crescent - Online	0	\$72.00
08/06/2009	Mike Sherry's Sports Buzz Appleton 15-year-old Babe Ruth team on the way to World Series	Sheboygan Press - Online	0	\$38.34
08/06/2009	St. Norbert College Sponsoring national iOme challenge looking for students and f	WisBusiness.com	0	\$0.00
08/04/2009	Don Banks With Rodgers in control, Packers should expect a winning season	SI.com	0	\$33,980.00
08/03/2009	Rodgers, Pack should expect winning season	SI.com	0	\$33,980.00
08/03/2009	With Rodgers in control, Packers should expect a winning season	SI.com	0	\$33,980.00
08/02/2009	Engagement Marusich-Watson	Sheboygan Press - Online	0	\$38.34
08/02/2009	NFL Preseason capsules	NWANews.com	0	\$0.00

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08/02/2009	Who's News	Sheboygan Press - Online	0	\$38.34
			3,386,870	\$295,999.51
Total Electronic : 137				
Magazine				
08/15/2009	Executive Q&A James Imhoff III Finding a Niche in Home Warranties	Residential Architect	20,000	\$611.20
08/04/2009	Back to school	Marketplace Magazine	0	\$265.60
			20,000	\$876.80
Total Magazine : 2				
Newspaper				
08/31/2009	University of Wisconsin-Fox Valley student spotlight Carol Letter	Oshkosh Northwestern	21,517	\$44.96
08/30/2009	Lawmakers	Wausau Daily Herald	21,769	\$60.00
08/30/2009	Higher education	Wausau Daily Herald	21,769	\$60.00
08/28/2009	Yordi ready to deal with hype	Courier, The	42,679	\$56.58
08/27/2009	Sutton's chances improve	Beloit Daily News	14,209	\$32.94
08/27/2009	â Scruppyâ Sutton fights for Packers roster spot	Janesville Gazette, The	20,000	\$56.13
08/21/2009	Packers notes Punters need a leg up	Wisconsin State Journal	104,000	\$121.50
08/21/2009	PUNTERS NEED A LEG UP	Wisconsin State Journal	104,000	\$121.50
08/21/2009	Gerald Savard	Daily Press	11,000	\$19.75
08/19/2009	Charles Marsden	Austin Daily Herald	5,959	\$17.85
08/17/2009	Coaches must be leaders	Oshkosh Northwestern	21,517	\$44.96
08/17/2009	STARTING? BACKUPS REMAIN RESERVED	Wisconsin State Journal	104,000	\$121.50
08/16/2009	Packers Bishop, Chillar eye starting spots	Wisconsin State Journal	104,000	\$121.50
08/15/2009	FORMER FALCON SHARES WHAT HE LEARNED	St. Petersburg Times	317,840	\$1,230.00
08/15/2009	Executive Q&A James Imhoff III Finding a niche in home warranties	Wisconsin State Journal	104,000	\$121.50
08/12/2009	Obituaries	Wisconsin State Journal	104,000	\$121.50
08/06/2009	Bullfrogs Delorit makes most of full-season contract	Green Bay Press-Gazette	57,662	\$82.50
08/06/2009	Cherney, Orville A. Orv	Green Bay Press-Gazette	57,662	\$82.50
08/06/2009	Glimpses of the Past	Green Bay Press-Gazette	57,662	\$82.50
08/06/2009	Salon doesn't cut corners	Green Bay Press-Gazette	57,662	\$82.50
08/05/2009	Cherney, Orville A. Orv	Milwaukee Journal Sentinel	230,222	\$673.28

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08/04/2009	Obituaries	Wisconsin State Journal	104,000	\$121.50
08/04/2009	Haupt, Kathleen A. Kathy	Green Bay Press-Gazette	57,662	\$82.50
08/02/2009	OBITUARIES	Wisconsin State Journal	104,000	\$121.50
08/02/2009	Love shines amid Jets, Sharks	Green Bay Press-Gazette	57,662	\$82.50
08/02/2009	Koenig, Donald L.	Green Bay Press-Gazette	57,662	\$82.50
08/02/2009	Upward Bound helps kids break barriers	Green Bay Press-Gazette	57,662	\$82.50
08/01/2009	Music Theatre scores with 'West Side Story' in new ways	Green Bay Press-Gazette	57,662	\$82.50
08/01/2009	SNC TV show to focus on new master's program	Green Bay Press-Gazette	57,662	\$165.00
08/01/2009	Vanden Elzen, Anita	Green Bay Press-Gazette	57,662	\$82.50
			2,194,763	\$4,258.45

Total Newspaper : 30

Other

08/31/2009	Angry Truscott on revenge mission	Gazette Live - Online	0	\$0.00
08/28/2009	AT ST. {	NBC 26 News Today - WGBA	0	\$50.00
08/28/2009	AND IT'S THE DAY FRESHMEN STUDENTS HAVE BEEN WAITING FOR, MOVE IN DAY AT ST. {	NBC 26 News Today - WGBA	0	\$30.00
08/26/2009	Packers rookie Sutton plays big in the preseason	Associated Press (AP)	0	\$0.00
08/26/2009	FBN Packers Sutton	Associated Press (AP)	0	\$0.00
08/26/2009	Thunder Returns Young Stars	OurSports Central	0	\$0.00
08/25/2009	Kaplan Higher Education Names Lenz Chief Financial Officer	Business Wire	0	\$0.00
08/25/2009	Kaplan Higher Education Names Lenz Chief Financial Officer	EuroInvestor.co.uk	0	\$0.00
08/06/2009	Holmen pageant features new twists	Holmen Courier	0	\$0.00
08/05/2009	Lopes signs with RiverKings for rookie season	OurSports Central	0	\$0.00
			0	\$80.00

Total Other : 10

	5,601,633	\$307,954.76
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