



St. Norbert College-Monthly Media Recap

September 2009

News Date	News Headline	Outlet Name	Circulation	Ad Value
Broadcast				
10/30/2009	A ST. {	News 3 at 10 PM - WISC-TV	0	\$600.00
10/30/2009	BUT THE POLL FROM SAINT NORBERT COLLEGE AND WISCONSIN	CBS 5 First News Morning - WFRV-TV	0	\$65.00
10/30/2009	A SURVEY OF WISCONSIN RESIDENTS CONDUCTED BY ST. {	Action 2 News Sunday at 5:30 PM - WBAY-TV	0	\$120.00
10/30/2009	BUT THE POLL FROM SAINT NORBERT COLLEGE AND WISCONSIN	12 News This Morning - WISN-TV	0	\$150.00
10/29/2009	IN THE LATEST ST. {	NBC 26 News at 10 PM - WGBA-TV	0	\$200.00
10/29/2009	A ST. {	News 3 at Noon - WISC-TV	0	\$225.00
10/29/2009	3 3 3 PRESIDENT OBAMA'S APPROVAL RATINGS, DROPPING BY TEN PERCENT IN THE LATEST ST.	Fox 6 Wake-Up News - WITI-TV	0	\$500.00
10/29/2009	THE ST. {	Today's TMJ4 News Live at Daybreak at 6 AM - WTMJ-TV	0	\$175.00
10/29/2009	MOST WELL-LIKED. THE SAINT NORBERT COLLEGE SURVEY CENTER	27 News Wake Up Wisconsin - WKOW-TV	0	\$100.00
10/29/2009	THE LATEST ST. {	CBS 5 First News Morning - WFRV-TV	0	\$65.00
10/29/2009	THE ST. {	News 3 Early Morning - WISC-TV	0	\$225.00
10/29/2009	IN WISCONSIN. THE SAINT -NORBERT-COLLEGE-SURVEY-CENTER POLL SHOWS 50 PERCENT	Action 2 News Sunday at 5:30 PM - WBAY-TV	0	\$210.00
10/29/2009	THE ST. {	15 News at 5 PM - WMTV-TV	0	\$175.00
10/29/2009	THE SAINT NORBERT COLLEGE POLL SHOWS FORMER GOV.	15 News at 5 PM - WMTV-TV	0	\$175.00
10/29/2009	THE ST. {	Action 2 News Sunday at 5:30 PM - WBAY-TV	0	\$120.00
10/29/2009	THE ST. {	CBS 58 Morning News Express - WDJT-TV	0	\$25.00
10/29/2009	A POLL CONDUCTED BY ST. {	12 News This Morning - WISN-TV	0	\$150.00
10/29/2009	WHEN IT COMES TO APPROVAL RATINGS FOR OUR PRESIDENT, THE LATEST ST. {	CBS 5 First News Morning - WFRV-TV	0	\$55.00
10/29/2009	THE ST. {	News 3 at 5 AM - WISC-TV	0	\$100.00
10/29/2009	THE ST. {	15 News Today - WMTV-TV	0	\$60.00
10/29/2009	THE ST.	CBS 58 Morning News Express - WDJT-TV	0	\$25.00

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10/29/2009	MOST WELL-LIKED. THE SAINT NORBERT COLLEGE SURVEY CENTER	Today's TMJ4 News Live at Daybreak 5 AM - WTMJ-TV	0	\$100.00
10/29/2009	MOST WELL-LIKED. THE SAINT NORBERT COLLEGE SURVEY CENTER	Today's TMJ4 News Live at Daybreak at 6 AM - WTMJ-TV	0	\$100.00
10/29/2009	NEW POLL CONDUCTED BY SAINT NORBERT COLLEGE SHOWS FORMER	CBS 5 First News Morning - WFRV-TV	0	\$55.00
10/29/2009	THE SAINT NORBERT COLLEGE POLL SHOWS FORMER GOV.	15 News Today - WMTV-TV	0	\$60.00
10/29/2009	Poll Those Not In Governor's Race Most Popular	12 News at 5 PM - WISN-TV	0	\$0.00
10/28/2009	THE POLL DONE BY ST. {	12 News at 10 PM - WISN-TV	0	\$1,200.00
10/28/2009	THE MOST WELL-LIKED, THE ST. NORBERT COLLEGE SURVEY CENTER	CBS 58 News At 10 PM - WDJT-TV	0	\$500.00
10/28/2009	THE MOST WELL-LIKED, THE ST. NORBERT COLLEGE SURVEY CENTER	CBS 58 News at 10 PM Weekend - WDJT-TV	0	\$500.00
10/28/2009	NEW POLL CONDUCTED BY SAINT NORBERT COLLEGE SHOWS FORMER	CBS 5 News at 10 PM - WFRV-TV	0	\$450.00
10/28/2009	THE ST. {	News 3 at Noon - WISC-TV	0	\$650.00
10/28/2009	A NEW POLL BY ST. {	12 News at 6 PM - WISN-TV	0	\$900.00
10/28/2009	SAINT PERE NOW, WHERE SAINT NORBERT COLLEGE, JUST RELEASED	NBC 26 News at 10 PM - WGBA-TV	0	\$200.00
10/28/2009	THE MOST WELL-LIKED, THE ST. NORBERT COLLEGE SURVEY CENTER	CBS 58 News At 5 PM - WDJT-TV	0	\$135.00
10/27/2009	A SURVEY BY THE SAINT NORBERT COLLEGE SURVEY CENTER	Fox 11 News at 9 PM - WLUK-TV	0	\$500.00
10/26/2009	UW GREEN BAY AND SAINT NORBERT COLLEGE CAMPUSES AND	Fox 11 News at 9 PM - WLUK-TV	0	\$500.00
10/26/2009	OLD SAINT JOSEPH CHURCH IS LOCATED ON THE CAMPUS OF SAINT NORBERT COLLEGE.	CBS 5 First News Morning - WFRV-TV	0	\$55.00
10/21/2009	THERE ARE VICTIMS AROUND AROUND THE COUNTRY FROM A CHECK SCAM INVOLVING ST. {	CBS 5 First News Morning - WFRV-TV	0	\$65.00

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10/21/2009	THERE ARE VICTIMS SCAM INVOLVING ST. {	CBS 5 First News Morning - WFRV-TV	0	\$65.00
10/21/2009	A CHANNEL FIVE CRAIGS LIST CONSUMER ALERT, OF A CHECK SCAM INVOLVING ST. {	CBS 5 First News Morning - WFRV-TV	0	\$55.00
10/21/2009	THE CHECKS APPEAR TO BE FROM SAINT NORBERT COLLEGE.	CBS 5 First News Morning - WFRV-TV	0	\$55.00
10/21/2009	THERE ARE VICTIMS AROUND THE COUNTRY FROM A CHECK SCAM INVOLVING ST. {	CBS 5 First News Morning - WFRV-TV	0	\$55.00
10/20/2009	A FRADULENT CHECK SCAM INVOLVING ST. {	CBS 5 News at 10 PM - WFRV-TV	0	\$450.00
10/20/2009	APPEARING TO BE FROM ST. NORBERT COLLEGE MADE OUT	CBS 5 News at 10 PM - WFRV-TV	0	\$420.00
10/20/2009	FRAUDULENT CHECK SCAM INVOLVING ST. NORBERT COLLEGE HAS CREATED	CBS 5 News at 10 PM - WFRV-TV	0	\$420.00
10/20/2009	NORBE THEN AT TEN, ST. {	CBS 5 News at 10 PM - WFRV-TV	0	\$360.00
10/20/2009	TO BE APPROVAL. SAINT NORBERT COLLEGE SAYS IT'S	Action 2 News Sunday at 5:30 PM - WBAY-TV	0	\$120.00
10/19/2009	THE SCAM IS NOT, SAINT NORBERT'S COLLEGE PUTTING OUT	NBC 26 News at 10 PM - WGBA-TV	0	\$500.00
10/19/2009	ONLINE SCAMMERS, USING SAINT NORBERT COLLEGE, TO RIP-OFF PEOPLE, ON CRAIGSLIST.	NBC 26 News at 10 PM - WGBA-TV	0	\$500.00
10/19/2009	ST. {	Action 2 News Sunday at 5:30 PM - WBAY-TV	0	\$600.00
10/18/2009	ST NORBERT COLLEGE STUDENTS difference.	Action 2 News Sunday at 5:30 PM - WBAY-TV	0	\$65.00
10/09/2009	A THINK TANK AT ST. NORBERT COLLEGE AND THE	Fox 11 News at 9 PM - WLUK-TV	0	\$500.00
			0	\$13,655.00

Total Broadcast : 52

Electronic

10/31/2009	Retired Green Bay newspaper publisher Beisel dies	Post-Crescent - Online	0	\$249.30
10/31/2009	College Football Beloit at St. Norbert	WBAY-TV - Online	0	\$0.00
10/31/2009	Football Knights set to close Minahan era	Green Bay Press-Gazette - Online	0	\$249.30

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10/31/2009	Phoenix Exhibition Season Begins	WBAY-TV - Online	0	\$0.00
10/31/2009	Survey Shows Support for Tougher Drunk-driving Laws	WBAY-TV - Online	0	\$0.00
10/30/2009	Poll shows Wisconsin residents are satisfied with health benefits, but still support reform	Spooner Advocate - Online	0	\$6.50
10/30/2009	'Holy Goalie' coming to De Pere	Compass - Online, The	0	\$102.00
10/30/2009	Did God Cause That Fumble? The NFL's Spiritual Advisers	Time - Online	49,220	\$35,706.00
10/30/2009	Swine flu so prevalent many advised to stay away from doctors	Post-Crescent - Online	0	\$124.65
10/30/2009	Hockey preview SNC vs. UW-Stout	Green Bay Press-Gazette - Online	0	\$124.65
10/30/2009	Bellevue to join fire department collaborative effort	Green Bay Press-Gazette - Online	0	\$124.65
10/30/2009	Lecture to look at Jane Addams	Green Bay Press-Gazette - Online	0	\$124.65
10/30/2009	Swine flu so prevalent many advised to stay away from doctors	Sheboygan Press - Online	0	\$68.88
10/30/2009	Survey Health Care Reform is Confusing	WBAY-TV - Online	0	\$0.00
10/30/2009	Mental health parity proposed; state briefs	River Towns.net	0	\$0.00
10/30/2009	Editorial Marsden still best to lead Grand Chute	Post-Crescent - Online	0	\$124.65
10/30/2009	Swine flu so prevalent many advised to stay away from doctors	Herald Times Reporter - Online	0	\$50.85
10/30/2009	Event 'Theater, St. Norbert College Will Host Twelfth Night'	Compass - Online, The	0	\$1,020.00
10/29/2009	Colleges urge sick students to go home	Green Bay Press-Gazette - Online	0	\$124.65
10/29/2009	News Minute Here is the latest Wisconsin news from The Associated Press	WBAY-TV - Online	0	\$0.00
10/29/2009	Education notes	Herald Times Reporter - Online	0	\$101.70
10/29/2009	Tommy Thompson Overwhelming Choice in Poll for Next Governor	WBAY-TV - Online	0	\$0.00
10/29/2009	Poll Obama's rankings drop in Wisconsin	Journal Times - Online, The	0	\$70.13
10/29/2009	Poll Those not in governor's race most popular	Journal Times - Online, The	0	\$70.13
10/29/2009	Poll Obama's Rankings Drop In Wisconsin	WISC-TV - Online	0	\$0.00

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10/29/2009	Poll Those Not In Governor's Race Most Popular	WISC-TV - Online	0	\$0.00
10/29/2009	Poll Obama's numbers rankings in Wisconsin	WKBT-TV - Online	0	\$0.00
10/29/2009	Poll Obama's rankings drop in Wisconsin	Stateline.org	0	\$0.00
10/29/2009	Hockey Knights roll in season opener	Green Bay Press-Gazette - Online	0	\$124.65
10/29/2009	Poll Obama's rankings drop in Wis.	WLUK-TV - Online	0	\$0.00
10/29/2009	Bishop to skate with SNC hockey team	WLUK-TV - Online	0	\$0.00
10/29/2009	Bellevue agrees to countywide fire department plan	Green Bay Press-Gazette - Online	0	\$124.65
10/29/2009	Check It Out	Green Bay Press-Gazette - Online	0	\$124.65
10/29/2009	Free CERT training at St. Norbert	Green Bay Press-Gazette - Online	0	\$124.65
10/29/2009	St. Norbert alumni awards bestowed	Green Bay Press-Gazette - Online	0	\$124.65
10/29/2009	Glimpses of the Past	Green Bay Press-Gazette - Online	0	\$124.65
10/29/2009	Norbertine Volunteer Community house to be blessed	Green Bay Press-Gazette - Online	0	\$124.65
10/29/2009	Lecture on Nov. 5 at SNC	Green Bay Press-Gazette - Online	0	\$124.65
10/29/2009	SNC breakfast series begins Tuesday	Green Bay Press-Gazette - Online	0	\$124.65
10/29/2009	Hermans, Francis P. Frank	Green Bay Press-Gazette - Online	0	\$249.30
10/29/2009	St. Norbert College Roundup Football team to play final game at Minahan	Green Bay Press-Gazette - Online	0	\$1,371.15
10/29/2009	New poll shows people not running for governor are more popular	WXOW-TV - Online	0	\$0.00
10/28/2009	News Minute Here is the latest Wisconsin news from The Associated Press	WKBT-TV - Online	0	\$0.00
10/28/2009	Poll Those not in governor's race most popular	WGBA-TV - Online	0	\$0.00
10/28/2009	Poll Obama's rankings drop in Wisconsin	WGBA-TV - Online	0	\$0.00
10/28/2009	Local college students heading for home when illness strikes	Green Bay Press-Gazette - Online	0	\$124.65
10/28/2009	New poll shows those not in Wisconsin governor's race most well liked	WITI-TV - Online	0	\$0.00
10/28/2009	St. Mary Central inducts 5 into athletic hall of fame	Sheboygan Press - Online	0	\$68.88

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10/28/2009	Obama's approval ratings drop to 50 percent in latest poll of Wisconsin residents	WITI-TV - Online	0	\$0.00
10/28/2009	Poll Obama's rankings drop in Wisconsin	WXOW-TV - Online	0	\$0.00
10/28/2009	Poll Those not in governor's race most popular	WXOW-TV - Online	0	\$0.00
10/28/2009	Poll Obama's rankings drop in Wisconsin	St. Paul Pioneer Press - Online	16,600	\$464.10
10/28/2009	Poll Those not in governor's race most popular	St. Paul Pioneer Press - Online	16,600	\$464.10
10/28/2009	Survey dissects governor's race	WLUK-TV - Online	0	\$0.00
10/28/2009	News Minute Here is the latest Wisconsin news from The Associated Press	WXOW-TV - Online	0	\$0.00
10/28/2009	Poll Governor's Race Leaders Haven't Announced Candidacy	WTMJ-TV - Online	0	\$0.00
10/28/2009	WAOW - Newline 9, Wausau News, Weather, SportsPoll Those not in governor's race most popular	WAOW-TV - Online	0	\$0.00
10/28/2009	WAOW - Newline 9, Wausau News, Weather, SportsPoll Obama's rankings drop in Wisconsin	WAOW-TV - Online	0	\$0.00
10/28/2009	St. Mary Central inducts 5 into athletic hall of fame	Post-Crescent - Online	0	\$124.65
10/28/2009	Poll Those not in governor's race most popular	KWWL-TV - Online	0	\$0.00
10/28/2009	Poll Obama's rankings drop in Wisconsin	KWWL-TV - Online	0	\$0.00
10/28/2009	Poll Those not in governor's race most popular	WBAY-TV - Online	0	\$0.00
10/28/2009	Poll Obama's rankings drop in Wisconsin	WBAY-TV - Online	0	\$0.00
10/28/2009	Poll Those not in Wisconsin governor's race most popular	WKBT-TV - Online	0	\$0.00
10/28/2009	Poll Obama's rankings drop in Wisconsin	WKBT-TV - Online	0	\$0.00
10/28/2009	Poll Those not in governor's race most popular	WKBT-TV - Online	0	\$0.00
10/27/2009	Wisconsin Lt. Gov. Barbara Lawton bows out of race to replace Jim Doyle as governor in 2010	Post-Crescent - Online	0	\$124.65
10/27/2009	Wisconsin Lt. Gov. Barbara Lawton bows out of race to replace Jim Doyle as governor in 2010	Sheboygan Press - Online	0	\$68.88
10/27/2009	UWSP athletes of the week	Sheboygan Press - Online	0	\$68.88

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10/27/2009	UWSP athletes of the week	Marshfield News-Herald - Online, The	0	\$29.60
10/27/2009	All-conference honors for CLC	Suburban Chicago News	0	\$0.00
10/27/2009	UWSP athletes of the week	Post-Crescent - Online	0	\$124.65
10/27/2009	UWSP athletes of the week	Herald Times Reporter - Online	0	\$50.85
10/27/2009	St. Norbert-Lake Forest hockey preview	Green Bay Press-Gazette - Online	0	\$124.65
10/27/2009	UWSP athletes of the week	Green Bay Press-Gazette - Online	0	\$124.65
10/27/2009	Lawton ends her run for governor	Green Bay Press-Gazette - Online	0	\$124.65
10/27/2009	Wisconsin Lt. Gov. Barbara Lawton bows out of race to replace Jim Doyle as governor in 2010	Herald Times Reporter - Online	0	\$50.85
10/27/2009	Elizabeth Sauter column High schoolers can use help with stress	Post-Crescent - Online	0	\$124.65
10/27/2009	UWSP athletes of the week	Stevens Point Journal - Online	0	\$40.35
10/26/2009	Hockey Green Knights set for challenging season	Green Bay Press-Gazette - Online	0	\$124.65
10/26/2009	Keeping the peace through talk	Green Bay Press-Gazette - Online	0	\$124.65
10/26/2009	Roundup Green Knights top UW-River Falls	Green Bay Press-Gazette - Online	0	\$124.65
10/26/2009	Business briefcase	Green Bay Press-Gazette - Online	0	\$249.30
10/26/2009	Business agenda	Green Bay Press-Gazette - Online	0	\$249.30
10/25/2009	Maher & Gajewski wedding	Marshfield News-Herald - Online, The	0	\$59.20
10/25/2009	Upcoming youth events	Green Bay Press-Gazette - Online	0	\$124.65
10/25/2009	Maher & Gajewski wedding	Post-Crescent - Online	0	\$249.30
10/25/2009	Roundup SNC men's soccer downs Lawrence	Green Bay Press-Gazette - Online	0	\$249.30
10/25/2009	BGSU professor began popular culture center	Toledo Blade - Online	20,218	\$269.76
10/25/2009	Maher & Gajewski wedding	Stevens Point Journal - Online	0	\$80.70
10/24/2009	Chamber president reveals stance on public issues	Green Bay Press-Gazette - Online	0	\$124.65
10/24/2009	To-do today	Green Bay Press-Gazette - Online	0	\$124.65
10/24/2009	Volleyball SNC splits at Whitewater tourney	Green Bay Press-Gazette - Online	0	\$124.65
10/24/2009	Cheryl Anderson column Author offers alternative model to education	Post-Crescent - Online	0	\$124.65
10/23/2009	Roman Catholic Church, Anglican Church ponder shift in relationship	Post-Crescent - Online	0	\$124.65

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10/23/2009	Roman Catholic Church, Anglican Church ponder shift in relationship	Herald Times Reporter - Online	0	\$50.85
10/23/2009	Roman Catholic Church, Anglican Church ponder shift in relationship	Sheboygan Press - Online	0	\$68.88
10/23/2009	Experts to speak on morality	Green Bay Press-Gazette - Online	0	\$249.30
10/22/2009	Women's soccer UWSP pours it on against SNC	Green Bay Press-Gazette - Online	0	\$124.65
10/22/2009	Glimpses of the Past	Green Bay Press-Gazette - Online	0	\$124.65
10/22/2009	Check It Out	Green Bay Press-Gazette - Online	0	\$124.65
10/22/2009	SNC professor Pirman earns art award	Green Bay Press-Gazette - Online	0	\$124.65
10/22/2009	A hunger for service	Green Bay Press-Gazette - Online	0	\$124.65
10/22/2009	St. Norbert used in financial scam	Green Bay Press-Gazette - Online	0	\$124.65
10/22/2009	Open houses for master's programs	Green Bay Press-Gazette - Online	0	\$124.65
10/22/2009	St. Norbert College concerts set	Green Bay Press-Gazette - Online	0	\$1,371.15
10/22/2009	Local Events	Green Bay Press-Gazette - Online	0	\$249.30
10/22/2009	St. Norbert College roundup Green Knights are MWC tennis champions	Green Bay Press-Gazette - Online	0	\$1,371.15
10/22/2009	Gwen Ifill to Receive Honorary Degree	mediabistro.com	0	\$0.00
10/22/2009	Pointers wash out St. Norbert	Stevens Point Journal - Online	0	\$40.35
10/22/2009	WAOW - Newline 9, Wausau News, Weather, SportsPointers douse Green Knights 9-0	WAOW-TV - Online	0	\$0.00
10/21/2009	St. Norbert College opts for hybrid patrol car	Green Bay Press-Gazette - Online	0	\$1,371.15
10/21/2009	Restaurateur uses his business success to assist others	Compass - Online, The	0	\$102.00
10/21/2009	Scam using St. Norbert name reaches across state lines	WFRV-TV - Online	0	\$0.00
10/21/2009	Volleyball SNC stays perfect vs. Lawrence	Green Bay Press-Gazette - Online	0	\$124.65
10/20/2009	Women's soccer Knights' Tazioli honored by league	Green Bay Press-Gazette - Online	0	\$124.65
10/20/2009	Fake St. Norbert College checks part of scam	Green Bay Press-Gazette - Online	0	\$1,620.45
10/20/2009	Kaukauna High School grads have blast at photo shoots	Post-Crescent - Online	0	\$124.65
10/20/2009	Swine Flu/No Problem? iOme Challenge Deadline Extended to Accommodate Conditions on Campus	Yahoo! News	533,000	\$0.00

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10/20/2009	Swine Flu/No Problem? iOme Challenge Deadline Extended to Accommodate Conditions on Campus	CNBC - Online	133,334	\$0.00
10/20/2009	Swine Flu/No Problem? iOme Challenge Deadline Extended to Accommodate Conditions on Campus	Centre Daily Times - Online	0	\$82.88
10/20/2009	Verbrick, Joseph W.	Sheboygan Press - Online	0	\$68.88
10/20/2009	Multicultural conference Nov. 19	Sheboygan Press - Online	0	\$68.88
10/20/2009	Women's basketball UWM-UWGB game back to Feb. 13	Green Bay Press-Gazette - Online	0	\$124.65
10/20/2009	Swine Flu/No Problem? iOme Challenge Deadline Extended to Accommodate Conditions on Campus	News Blaze	13,300	\$0.00
10/20/2009	Multicultural conference Nov. 19	Post-Crescent - Online	0	\$124.65
10/20/2009	Swine Flu/No Problem? iOme Challenge Deadline Extended to Accommodate Conditions on Campus	Forbes - Online	666,667	\$15,570.40
10/20/2009	Swine Flu/No Problem? iOme Challenge Deadline Extended to Accommodate Conditions on Campus	Finance.Boston.com	0	\$0.00
10/20/2009	Local students win AP Scholar Awards	Journal Times - Online, The	0	\$70.13
10/20/2009	Swine Flu/No Problem? iOme Challenge Deadline Extended to Accommodate Conditions on Campus	Fort Worth Star-Telegram - Online	45,318	\$858.20
10/20/2009	Swine Flu/No Problem? iOme Challenge Deadline Extended to Accommodate Conditions on Campus	Fort Mill Times - Online	0	\$12.54
10/20/2009	Swine Flu/No Problem? iOme Challenge Deadline Extended to Accommodate Conditions on Campus	Thomson Reuters - Online	0	\$0.00
10/20/2009	Swine Flu/No Problem? iOme Challenge Deadline Extended to Accommodate Conditions on Campus	Earthtimes.org	24,100	\$0.00
10/20/2009	Press Releases	StreetInsider.com	3,764	\$0.00
10/20/2009	Swine Flu/No Problem? iOme Challenge Deadline Extended to Accommodate Conditions on Campus	dBusinessNews.com	13,819	\$0.00

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10/20/2009	Swine Flu/No Problem? iOme Challenge Deadline Extended to Accommodate Conditions on Campus	Herald - Online, The	0	\$65.73
10/19/2009	Arlington Heights pair recognized for collegiate volleyball greatness	Daily Herald - Online	0	\$200.93
10/19/2009	Heideman is welcome addition to Zephyr sports scene	Post-Crescent - Online	0	\$124.65
10/19/2009	University of Wisconsin-Green Bay to host UW-Milwaukee in women's basketball on Feb. 13 after all	Green Bay Press-Gazette - Online	0	\$124.65
10/19/2009	St. Norbert College's Name Used in Internet Scam	WBAY-TV - Online	0	\$0.00
10/19/2009	Women's basketball story, photos UWGB's Heather Golden is thrilled to be starter, healthy	Green Bay Press-Gazette - Online	0	\$124.65
10/19/2009	Heideman is welcome addition to Zephyr sports scene	Sheboygan Press - Online	0	\$68.88
10/19/2009	Verbrick, Joseph W.	Post-Crescent - Online	0	\$124.65
10/19/2009	Roundup Knights men's, women's soccer teams win	Green Bay Press-Gazette - Online	0	\$124.65
10/18/2009	Zegers, Clarence J.	Green Bay Press-Gazette - Online	0	\$124.65
10/18/2009	Upcoming youth events	Green Bay Press-Gazette - Online	0	\$124.65
10/18/2009	Dudley Birder Chorale to sing All Saints concert Oct. 30	Green Bay Press-Gazette - Online	0	\$249.30
10/18/2009	St. Norbert roundup Volleyball stays perfect in MWC	Green Bay Press-Gazette - Online	0	\$249.30
10/18/2009	St. Mary Central inducts five into hall of fame	Post-Crescent - Online	0	\$124.65
10/18/2009	St. Mary Central inducts five into hall of fame	Sheboygan Press - Online	0	\$68.88
10/18/2009	College Students Participate in Make A Difference Day	WBAY-TV - Online	0	\$0.00
10/17/2009	WAOW - Newslines 9, Wausau News, Weather, SportsPointer soccer team beats Eau Claire to clinch second	WAOW-TV - Online	0	\$0.00
10/17/2009	Football Today's St. Norbert vs. Carroll preview	Green Bay Press-Gazette - Online	0	\$124.65
10/17/2009	St. Norbert College homecoming parade set for Oct. 24	Green Bay Press-Gazette - Online	0	\$1,371.15
10/17/2009	Tennis Knights grab MWC team championship	Green Bay Press-Gazette - Online	0	\$124.65

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<u>News Date</u>	<u>News Headline</u>	<u>Outlet Name</u>	<u>Circulation</u>	<u>Ad Value</u>
10/17/2009	Moody Recovery Team Searches for Pilot After Mid-Air Collision	WCTV-TV - Online	0	\$0.00
10/16/2009	De Pere Police Department seeks Good Neighbor nominees	Green Bay Press-Gazette - Online	0	\$124.65
10/16/2009	Zegers, Clarence J.	Green Bay Press-Gazette - Online	0	\$124.65
10/16/2009	Photo Gallery Knox-Monmouth football	Galesburg Register-Mail - Online	0	\$29.12
10/16/2009	Charley Walters Mlnnesota Wild owner Craig Leipold still bullish on his team despite 1-4 start	St. Paul Pioneer Press - Online	16,600	\$464.10
10/15/2009	Editorial Fire station cooperation a positive for the public	Green Bay Press-Gazette - Online	0	\$124.65
10/15/2009	'Miss Leesha' gets kids moving	Green Bay Press-Gazette - Online	0	\$124.65
10/15/2009	St. Norbert College Roundup Schadrie nets winning goal in women's soccer OT	Green Bay Press-Gazette - Online	0	\$1,371.15
10/15/2009	Glimpses of the Past	Green Bay Press-Gazette - Online	0	\$498.60
10/15/2009	The Rev. Francis J. Ciliberti, 93, former teacher	philly.com	83,333	\$0.00
10/15/2009	Saint Norbert College	Inside Higher Ed	2,544	\$0.00
10/15/2009	The Rev. Francis J. Ciliberti, 93, former teacher	Philadelphia Daily News - Online	50,000	\$316.00
10/14/2009	Johnson, Colonel Thomas W.	Green Bay Press-Gazette - Online	0	\$124.65
10/14/2009	Alphabetical By City J Q U V X Y Z	Compass - Online, The	0	\$102.00
10/14/2009	Center for Ministry Development official will offer two workshops at 2009 Leadership Convocation	Compass - Online, The	0	\$102.00
10/14/2009	Diocese updates H1N1 guidelines for all parishes	Compass - Online, The	0	\$102.00
10/13/2009	Former college coach gets used to life as high school AD	USA Today - Online	325,366	\$3,800.00
10/13/2009	'There's more to life than football'	Post-Crescent - Online	0	\$124.65
10/13/2009	Trombonist to return for SNC concert	Green Bay Press-Gazette - Online	0	\$249.30
10/12/2009	Who's news First Business Bank Northeast hires vice president of business development	Post-Crescent - Online	0	\$124.65
10/12/2009	Dan VanderPas column Members of Freedom's first football team to gather before homecoming game again	Post-Crescent - Online	0	\$124.65

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10/11/2009	Fire chiefs want to share services	WLUK-TV - Online	0	\$0.00
10/11/2009	Story, photos Wisconsin Badgers lose 31-13 to Ohio State	Green Bay Press-Gazette - Online	0	\$124.65
10/11/2009	Football Monmouth rolls over St. Norbert	Green Bay Press-Gazette - Online	0	\$249.30
10/11/2009	Trombonist to return for SNC concert	Green Bay Press-Gazette - Online	0	\$249.30
10/11/2009	St. Norbert College student letters to the editor	Green Bay Press-Gazette - Online	0	\$1,495.80
10/11/2009	Heideman embraces St. Mary Central	Post-Crescent - Online	0	\$124.65
10/11/2009	Who's news First Business Bank - Northeast hires vice president of business development	Post-Crescent - Online	0	\$124.65
10/11/2009	Mike Heideman embraces role as athletic director at St. Mary Central High School in the Town of Mena	Post-Crescent - Online	0	\$124.65
10/11/2009	Roundup SNC men's soccer rolls Knox	Green Bay Press-Gazette - Online	0	\$0.00
10/11/2009	SNC student to present recital Oct. 24	Green Bay Press-Gazette - Online	0	\$0.00
10/11/2009	New campus minister	Suburban Chicago News	0	\$0.00
10/11/2009	Mike Heideman embraces role as athletic director at St. Mary Central High School in the Town of Mena	Sheboygan Press - Online	0	\$68.88
10/11/2009	Another blowout for Monmouth	Galesburg Register-Mail - Online	0	\$29.12
10/11/2009	Photo Gallery Knox-Monmouth football	Galesburg Register-Mail - Online	0	\$0.00
10/10/2009	Roundup SNC volleyball tops Illinois college	Green Bay Press-Gazette - Online	0	\$124.65
10/10/2009	Football preview SNC vs. Monmouth	Green Bay Press-Gazette - Online	0	\$124.65
10/10/2009	Hockey Green Knights add Mazzoleni to staff	Green Bay Press-Gazette - Online	0	\$124.65
10/10/2009	Proposed fire co-op could translate to other services, officials say	Green Bay Press-Gazette - Online	0	\$124.65
10/09/2009	Fire chiefs want to share services	WLUK-TV - Online	0	\$0.00
10/09/2009	Brown County fire chiefs forge ahead on regional pact	Green Bay Press-Gazette - Online	0	\$124.65
10/09/2009	Lecture series begins Tuesday in De Pere	Green Bay Press-Gazette - Online	0	\$124.65
10/08/2009	Volleyball St. Norbert tips Carroll	Green Bay Press-Gazette - Online	0	\$124.65
10/08/2009	Glimpses of the Past	Green Bay Press-Gazette - Online	0	\$124.65

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10/08/2009	SNC master's program info sessions	Green Bay Press-Gazette - Online	0	\$124.65
10/08/2009	High Note	Green Bay Press-Gazette - Online	0	\$124.65
10/08/2009	Every School, Every Week	Green Bay Press-Gazette - Online	0	\$124.65
10/08/2009	Egan a full-time do-it-yourselfer	Green Bay Press-Gazette - Online	0	\$124.65
10/08/2009	Statue of Archangel Michael watches over lake	Green Bay Press-Gazette - Online	0	\$124.65
10/08/2009	St. Norbert trombone concert Oct. 15	Green Bay Press-Gazette - Online	0	\$124.65
10/08/2009	Green Bay chamber breakfast next week	Green Bay Press-Gazette - Online	0	\$124.65
10/08/2009	St. Norbert College Roundup Scherer runs to second cross-country win	Green Bay Press-Gazette - Online	0	\$1,371.15
10/08/2009	Dan VanderPas column Members of Freedom's first football team to gather before homecoming game again	Post-Crescent - Online	0	\$124.65
10/08/2009	Kiel High School Stellar Student Brandon Gries	Post-Crescent - Online	0	\$124.65
10/08/2009	Dan VanderPas column Members of Freedom's first football team to gather before homecoming game again	Sheboygan Press - Online	0	\$68.88
10/08/2009	Kiel High School Stellar Student Brandon Gries	Herald Times Reporter - Online	0	\$50.85
10/08/2009	Athletes At College 10/08/09	Lake Country Reporter - Online	0	\$17.49
10/07/2009	Appleton, Town of Grand Chute hammer out police merger plan	Sheboygan Press - Online	0	\$68.88
10/07/2009	Local schools plot aggressive battle plans for swine flu	Green Bay Press-Gazette - Online	0	\$249.30
10/07/2009	Mallards Jones a proven winner in goal	Quad-Cities	2,100	\$0.00
10/06/2009	Theme in classic 'Of Mice and Men' still resonates with audiences today	Post-Crescent - Online	0	\$124.65
10/06/2009	Appleton, Town of Grand Chute hammer out police merger plan	Herald Times Reporter - Online	0	\$50.85
10/05/2009	Business agenda	Green Bay Press-Gazette - Online	0	\$124.65
10/05/2009	Who gets your loyalty Minnesota Vikings quarterback Brett Favre, Green Bay Packers or both?	Green Bay Press-Gazette - Online	0	\$124.65
10/05/2009	Business briefcase	Green Bay Press-Gazette - Online	0	\$249.30
10/05/2009	Story, photos Eighty teams participate in St. Norbert Tail on the Fox Regatta	Green Bay Press-Gazette - Online	0	\$373.95

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10/05/2009	Theme in classic 'Of Mice and Men' still resonates with audiences today	Herald Times Reporter - Online	0	\$50.85
10/05/2009	Roundup Goal by Southwest grad Dokey sinks St. Norbert	Green Bay Press-Gazette - Online	0	\$124.65
10/05/2009	Eighty teams participate in St. Norbert regatta	Green Bay Press-Gazette - Online	0	\$373.95
10/05/2009	Your Opinions	Milwaukee Journal Sentinel - Online	30,630	\$694.00
10/04/2009	Torn over Favre? You're not alone	Post-Crescent - Online	0	\$0.00
10/04/2009	Who gets your loyalty Minnesota Vikings quarterback Brett Favre, Green Bay Packers or both?	Herald Times Reporter - Online	0	\$50.85
10/04/2009	Lawrence University Vikings football players form friendship with Town of Menasha cancer survivor Lu	Post-Crescent - Online	0	\$124.65
10/04/2009	Who gets your loyalty Minnesota Vikings quarterback Brett Favre, Green Bay Packers or both?	Post-Crescent - Online	0	\$124.65
10/04/2009	Who's News	Post-Crescent - Online	0	\$124.65
10/04/2009	Torn over Favre? You're not alone	Green Bay Press-Gazette - Online	0	\$124.65
10/04/2009	College football St. Norbert's perfection rubs off on Berger	Green Bay Press-Gazette - Online	0	\$124.65
10/04/2009	Culture takes center stage at St. Norbert fiesta	Green Bay Press-Gazette - Online	0	\$124.65
10/04/2009	Upcoming youth events	Green Bay Press-Gazette - Online	0	\$124.65
10/04/2009	Lawrence University Vikings football players form friendship with Town of Menasha cancer survivor Lu	Sheboygan Press - Online	0	\$68.88
10/04/2009	Who gets your loyalty Minnesota Vikings quarterback Brett Favre, Green Bay Packers or both?	Sheboygan Press - Online	0	\$68.88
10/04/2009	Roundup Knights rally past Ripon in 2nd half	Green Bay Press-Gazette - Online	0	\$373.95
10/03/2009	LOCAL COLLEGES Parkside men take care of business	Journal Times - Online, The	0	\$0.00
10/01/2009	Men's soccer Titans blank SNC	Green Bay Press-Gazette - Online	0	\$124.65
10/01/2009	Check It Out	Green Bay Press-Gazette - Online	0	\$124.65
10/01/2009	DeCleene is Silver Knight Award winner	Green Bay Press-Gazette - Online	0	\$124.65
10/01/2009	St. Norbert College Roundup Vanden Avond has Midas touchon soccer field	Green Bay Press-Gazette - Online	0	\$1,371.15

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News Date	News Headline	Outlet Name	Circulation	Ad Value
			2,046,513	\$94,300.13
			Total Electronic : 242	
Magazine				
10/30/2009	Green The Preferred Color Choice at St. Norbert College	College Planning & Management	30,040	\$5,200.80
10/30/2009	Construction Concerns Water Heaters	Fire Engineering	55,818	\$423.20
10/26/2009	Home » Powered Vehicles » Wisconsin Lift Truck President Elected to MHEDA Board	Material Handling Management	69,377	\$951.20
10/26/2009	Wisconsin Lift Truck President Elected to MHEDA Board	Material Handling Management	69,377	\$951.20
10/21/2009	Wisconsin Lift Truck Corp.'s Weidmann to serve as VP of National Trade Association	Material Handling Wholesaler	9,200	\$54.40
10/20/2009	Doodles on Sticky Notes	Communication Arts	56,325	\$662.40
10/20/2009	Social Ethics in the Making Interpreting an American Tradition	Christian Century	31,964	\$157.20
10/19/2009	Construction Concerns Heating Boilers	Fire Engineering	55,818	\$423.20
10/06/2009	LIVING BY The Word	Christian Century	31,964	\$157.20
			409,883	\$8,980.80
			Total Magazine : 9	
Newspaper				
10/30/2009	Death Notice WILLIAM R. TRESLO	Chicago Tribune	501,202	\$1,887.50
10/30/2009	Buccaneers facing tall task in DePere	Beloit Daily News	13,189	\$39.00
10/29/2009	Poll Obama's rankings drop in Wisconsin	Wisconsin State Journal	104,000	\$121.50
10/29/2009	Falcon booters clinch third seed	River Falls Journal	4,597	\$9.20
10/29/2009	Falcon booters clinch third seed	River Falls Journal	4,597	\$9.20
10/29/2009	Tommy Thompson top runner among potential candidates for governor	River Falls Journal	4,597	\$9.20
10/29/2009	Education notes	Reporter, The	13,952	\$142.50
10/29/2009	Tommy Thompson top runner among potential candidates for governor	Pierce County Herald	3,792	\$8.40
10/28/2009	EDITORIAL Another poll favors OWI fight	Wisconsin State Journal	104,000	\$121.50
10/28/2009	Another poll favors OWI fight	Wisconsin State Journal	104,000	\$121.50

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10/28/2009	Poll Gubernatorial candidates unknown to public	Badger Herald	16,000	\$22.40
10/28/2009	Poll Those not in governor's race most popular	Wisconsin State Journal	104,000	\$121.50
10/28/2009	Poll Those not in governor's race most popular	La Crosse Tribune	31,114	\$57.42
10/27/2009	UWSP athletes of the week	Reporter, The	13,952	\$71.25
10/27/2009	Lt. Gov. Barbara Lawton bails on governor's race	Reporter, The	13,952	\$71.25
10/27/2009	Area alumni gridiron update	Portage Daily Register	4,839	\$29.20
10/27/2009	UWSP athletes of the week	Daily Tribune, The	10,419	\$44.40
10/27/2009	Wisconsin Lt. Gov. Barbara Lawton bows out of race to replace Jim Doyle as governor in 2010	Oshkosh Northwestern	19,506	\$71.25
10/27/2009	Lt. Gov. Barbara Lawton bails on governor's race	Oshkosh Northwestern	19,506	\$71.25
10/27/2009	A closer look at statewide, city and borough elections	Daily Local News	25,767	\$77.33
10/27/2009	UWSP athletes of the week	Wausau Daily Herald	20,334	\$67.80
10/25/2009	Maher & Gajewski wedding	Reporter, The	13,952	\$142.50
10/25/2009	Maher & Gajewski wedding	Daily Tribune, The	10,419	\$88.80
10/25/2009	St. Norbert knocks off Ripon	Reporter, The	13,952	\$71.25
10/25/2009	Maher & Gajewski wedding	Wausau Daily Herald	20,334	\$135.60
10/23/2009	Roman Catholic Church, Anglican Church ponder shift in relationship	Reporter, The	13,952	\$71.25
10/23/2009	Roman Catholic Church, Anglican Church ponder shift in relationship	Oshkosh Northwestern	19,506	\$71.25
10/21/2009	Lawrence's Koula makes it a trifecta with third MWC weekly honor this season	Lawrentian, The	2,000	\$221.00
10/20/2009	Arlington Heights pair recognized for collegiate volleyball greatness.	Daily Herald	130,404	\$200.93
10/19/2009	SCRAPBOOK	Wisconsin State Journal	104,000	\$121.50
10/18/2009	Hedican graduates from WBA Consumer Credit School	Daily Press	5,829	\$12.50
10/17/2009	Moody assists in missing pilot search	Valdosta Daily Times	15,439	\$40.95
10/17/2009	Bucs finish 2nd in MWC	Beloit Daily News	13,189	\$39.00
10/16/2009	LEIPOLD STILL BULLISH ON HIS WILD	St. Paul Pioneer Press	192,342	\$464.10
10/15/2009	The Rev. Francis J. Ciliberti, 93, former teacher	Philadelphia Inquirer	354,081	\$1,352.00

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10/14/2009	Who's news First Business Bank Northeast hires vice president of business development	Oshkosh Northwestern	19,506	\$71.25
10/14/2009	Curran – Houle	Daily Press	11,000	\$19.75
10/14/2009	On Wisconsin.Kagen,Äôs office is home to several native Wisconsinites, making the physician,Äôs time	Roll Call	18,622	\$530.71
10/13/2009	Monigal, Allen	Milwaukee Journal Sentinel	203,240	\$694.00
10/13/2009	Who's news First Business Bank - Northeast hires vice president of business development	Oshkosh Northwestern	19,506	\$71.25
10/13/2009	Leave the oredock be	Daily Press	5,829	\$12.50
10/12/2009	Hedican graduates from WBA Consumer Credit School	Daily Press	5,829	\$12.50
10/11/2009	Mike Heideman embraces role as athletic director at St. Mary Central High School in the Town of Mena	Reporter, The	13,952	\$71.25
10/11/2009	Mike Heideman embraces role as athletic director at St. Mary Central High School in the Town of Mena	Daily Tribune, The	10,419	\$44.40
10/10/2009	Story, photos Wisconsin Badgers lose 31-13 to Ohio State	Daily Tribune, The	10,419	\$44.40
10/09/2009	Derek Leonard part of I.C. Hall of Fame class	State Journal-Register	63,674	\$100.85
10/08/2009	Kiel High School Stellar Student Brandon Gries	Reporter, The	13,952	\$0.00
10/08/2009	Kiel High School Stellar Student Brandon Gries	Daily Tribune, The	10,419	\$0.00
10/07/2009	Lawrence's Frelich wins national football honor	Lawrentian, The	2,000	\$221.00
10/07/2009	Leave the oredock be	Daily Press	5,829	\$12.50
10/07/2009	Veterans invade UW Gerald Kapinos' Air Force backpack now holds books instead of gear as he and thou	Milwaukee Journal Sentinel	203,240	\$694.00
10/05/2009	Big game earns Frelich MWC Defensive Player of the Week honors	Lawrentian, The	2,000	\$221.00
10/04/2009	Torn over Favre? You're not alone	Daily Tribune, The	10,419	\$44.40
10/04/2009	Torn over Favre? You're not alone	Reporter, The	13,952	\$71.25
10/03/2009	SPOTLIGHT BACK ON STATE LEGEND	Wisconsin State Journal	104,000	\$121.50

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10/03/2009	Granholm should not be cutting college scholarships	Daily Press	11,000	\$19.75
10/02/2009	Live, learn ... and teach As he enters Hall, Mickey Crowe shares his tale	Wisconsin State Journal	104,000	\$121.50
10/01/2009	UWO Roundup Volleyball stays perfect	Oshkosh Northwestern	19,506	\$213.75
			2,929,027	\$9,620.69

Total Newspaper : 58

Other

10/30/2009	RAY B. BROWNE, FOUNDER OF POPULAR CULTURE STUDIES, DIES AT 87	Federal News Service	0	\$0.00
10/29/2009	Latest Wisconsin news, sports, business and entertainment	Associated Press (AP) - Madison Bureau	0	\$0.00
10/28/2009	Here is the latest Wisconsin news from The Associated Press	Associated Press (AP) - Madison Bureau	0	\$0.00
10/28/2009	Poll Those not in governor's race most popular	Associated Press (AP) - Madison Bureau	0	\$0.00
10/28/2009	Poll Obama's rankings drop in Wisconsin	Associated Press (AP) - Madison Bureau	0	\$0.00
10/28/2009	Poll Those not in governor's race most popular	Associated Press (AP)	0	\$0.00
10/24/2009	RAYMOND B. BROWNE, FOUNDER OF POPULAR CULTURE STUDIES, DIES AT 87	Federal News Service	0	\$0.00
10/20/2009	THE SCAM IS NOT, SAINT NORBERT'S COLLEGE PUTTING OUT	NBC 26 News Today - WGBA	0	\$50.00
10/20/2009	ONLINE SCAMMERS, USING SAINT NORBERT COLLEGE, TO RIP-OFF PEOPLE, ON CRAIGSLIST.	NBC 26 News Today - WGBA	0	\$50.00
10/20/2009	Swine Flu/No Problem? iOme Challenge Deadline Extended to Accommodate Conditions on Campus	Business Wire	0	\$0.00
10/19/2009	Frost Heading Back To Organized Ball	OurSports Central	0	\$0.00
10/14/2009	Bobcat Alumni Trio Making College Transition Together	OurSports Central	0	\$0.00
10/01/2009	You Are Invited to Participate1 Interactive Fandom in the Age of the Movie Magazine	Journal of Film and Video	0	\$0.00
			0	\$100.00

Total Other : 13

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374			5,385,423	\$126,656.62