

United States Potato Board Coverage Report
Actual Circulation Figures
 Revised 12/2006

Goal: Position potatoes as healthy, non fat, and low in calories

Activity: Preview fall campaign in June with HMPH premium deliveries to food and nutrition media

Measurement goal: 25 Million

Date	Publication/Station	Media	City	State	Summary	Circulation
6/21/06	Delaware Wave	Newspaper	Bethany Beach	DE	Varieties	14,500
6/29/06	Fort Worth Star Telegram	Online	Fort Worth	TX	Healthy potato campaign	742,902
7/1/06	Shape	Magazine	National		Healthy potato campaign	1,659,845
7/5/06	Wasatch Wave	Newspaper	Heber City	UT	HMPH Mat Release	5,700
7/6/06	Hinds County Gazette	Newspaper	Raymond	MS	HMPH Mat Release	2,087
7/12/06	Herald News	Newspaper	Passaic	NJ	Syndicated potassium feature	40,000
7/12/06	Aiken Standard	Newspaper	Aiken	SC	Healthy potato campaign	13,960
7/12/06	Herald News	Newspaper	Passaic	NJ	Syndicated potassium feature	40,000
7/12/06	Mundo Hispanico	Newspaper	Atlanta	GA	Healthy potato campaign	30,000
7/13/06	Aiken Standard	Newspaper	Aiken	SC	Syndicated potassium feature	13,960
7/14/06	Aiken Standard	Newspaper	Aiken	SC	Syndicated potassium feature	13,960
7/15/06	Cadillac News	Newspaper	Cadillac	MI	Syndicated potassium feature	11,000
7/18/06	Denver Post	Newspaper	Denver	CO	Syndicated potassium feature	264,301
7/18/06	Duluth News Tribune	Newspaper	Duluth	MN	Syndicated potassium feature	45,688
7/19/06	Commercial Appeal	Newspaper	Memphis	TN	Syndicated potassium feature	171,903
7/19/06	Free Lance-Star	Newspaper	Fredericksburg	VA	Syndicated potassium feature	47,925
7/19/06	Arizona Daily Star	Newspaper	Tucson	AZ	Syndicated potassium feature	107,814
7/19/06	Duluth News Tribune	Newspaper	Duluth	MN	Healthy potato campaign	45,444
7/19/06	Anchorage Daily News	Newspaper	Anchorage	AK	Syndicated potassium feature	80,331
7/25/06	Press-Enterprise (Desert Ed)	Newspaper	Riverside	CA	Healthy potato campaign	5,896
7/25/06	Press-Enterprise (Hemet Ed)	Newspaper	Riverside	CA	Healthy potato campaign	25,253
7/25/06	Press-Enterprise (Riverside/Moreno Valley Ed)	Newspaper	Riverside	CA	Healthy potato campaign	188,228
7/25/06	Press-Enterprise (San Bernadino Cty Ed)	Newspaper	Riverside	CA	Healthy potato campaign	32,653
7/25/06	Press-Enterprise (Southwest Ed)	Newspaper	Riverside	CA	Healthy potato campaign	35,195
7/25/06	Press-Enterprise (Corona/Norco Ed)	Newspaper	Riverside	CA	Healthy potato campaign	20,533
7/25/06	Standard Examiner	Newspaper	Ogden	UT	Syndicated potassium feature	61,491
7/25/06	Standard Examiner	Newspaper	Ogden	UT	Healthy potato campaign	61,491
7/26/06	Aroostook Republican & News	Newspaper	Caribou	NE	Healthy potato campaign	4,700
7/26/06	San Jose Mercury News	Newspaper	San Jose	CA	Syndicated potassium feature	277,166
7/26/06	Moundsville Daily Echo	Newspaper	Moundsville	WV	Potassium	4,000
7/26/06	San Jose Mercury News	Newspaper	San Jose	CA	Potassium campaign	277,166
7/28/06	Houston Home Journal	Newspaper	Perry	GA	Healthypotato.com	4,600
7/29/06	Town Crier	Newspaper	Plainview	NY	Healthy potato campaign	14,250
7/29/06	Town Crier (Levittown Edition)	Newspaper	Plainview	NY	Healthy Potato Mat Release	14,250
8/1/06	Cooking Light	Magazine	National		Potassium campaign	1,746,201
8/5/06	Independence Bulletin Journal	Newspaper	Independence	IA	Healthy potato campaign	4,500
8/9/06	The Observer	Online	Kearny	NJ	Healthy potato campaign	3,835
8/9/06	Greeneville Sun	Newspaper	Greeneville	TN	Healthy potato campaign	14,864
8/16/06	St Louis Post Dispatch	Online	St Louis	MO	Healthy potato campaign	1,061,376
8/29/06	Contra Costa Times	Online	Contra Costa	CA	Healthy potato campaign	

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9/7/06	Reinbeck Courier	Newspaper	Reinbeck	IA	Healthy potato campaign	1,722
9/7/06	Dysart Reporter	Newspaper	Dysart	IA	Healthy potato campaign	1,000
9/7/06	Traer Star-Clipper	Newspaper	Traer	IA	Healthy potato campaign	1,800
9/7/06	Tama News-Herald	Newspaper	Tama	IA	Healthy potato campaign	3,500
9/8/06	Northern Sun Print	Newspaper	Gladbrook	IA	Healthy potato campaign	1,209
9/22/06	Kent Good Times Dispatch	Newspaper	Kent	CT	Healthy potato campaign	1,295
9/27/06	Clear Ridge Reporter	Newspaper	Chicago	IL	HMPH mat release	35,000
10/1/06	Cooking Light	Magazine	National		Healthy potato campaign	1,746,201
10/16/06	Rural-Urban Record	Newspaper	Columbia Station	OH	Nutrition messaging	17,139
10/18/06	Lawrence Journal-World	Newspaper	Lawrence	KS	Healthy potato recipes & Nutrition messaging	19,728
10/18/06	Reading Eagle	Newspaper	Reading	PA	Nutrition messaging	64,600
10/19/06	Herald and News	Newspaper	Klamath Falls	OR	Healthy potato recipes	17,071
10/24/06	Lake Country Reporter	Newspaper	Hartland	WI	Healthy potato recipes	8,742
10/30/06	Fort Worth Star Telegram	Online	Fort Worth	TX	Nutrition messaging	813,001
10/31/06	Greenwich Time	Newspaper	Greenwich	CT	Nutrition messaging	12,449
10/31/06	Advocate	Newspaper	Stamford	CT	Nutrition messaging	27,000
11/1/06	St. Tammany News	Online	Covington	LA	Nutrition messaging	419
11/5/06	Monroe Evening News	Online	Monroe	MI	Nutrition messaging	22,716
11/6/06	New York Resident	Magazine	New York	NY	Reprint of Healthy Potato Ad	160,000
11/8/06	Lawrence Journal-World	Online	Lawrence	KS	Nutrition messaging	349,915
11/9/06	Evening Telegram	Newspaper	Herkimer	NY	Healthy potato campaign	8,500
11/13/06	New York Resident	Magazine	New York	NY	Reprint of Healthy Potato Ad	160,000
11/14/06	Woman's World	Magazine	National		Nutrition messaging	1,547,809
11/22/06	Washington Times	Online	Washington	DC	Bev Bennett Column	469,417
11/22/06	Washington Times	Newspaper	Washington	DC	Bev Bennett Column	100,074
11/22/06	Citizen-News	Newspaper	Phenix City	AL	Nutrition messaging	15,500
11/22/06	Vida Actual	Newspaper	San Juan	PR	Healthy potato campaign	120,000
11/25/06	Journal Sentinel	Online	Milwaukee	WI	Bev Bennett Column	
11/25/06	Journal Sentinel	Newspaper	Milwaukee	WI	Bev Bennett Column	230,781
11/25/06	La Prensa	Online	San Diego	CA	Healthy potato campaign	
11/26/06	Sapulpa Daily Herald	Newspaper	Sapulpa	OK	Healthy potato campaign	5,183
12/1/06	Prevention En Espanol	Magazine	National		Healthy potato campaign	60,000
12/1/06	SELF	Magazine	National		Healthy potato campaign	1,420,543
12/22/06	Human Events Online	Online	Washington	DC	Healthy potato campaign	91,100
12/26/06	Courier News in Jersey	Online	Bridgewater	NJ	Healthy potato campaign	69,554
12/27/06	Daily Press	Newspaper	Victorville	CA	Healthy potato campaign	31,226
12/28/06	Las Vegas Weekly	Online	Las Vegas	NV	Healthy potato campaign	26,606
12/28/06	South Florida Sun Sentinel	Newspaper	Fort Lauderdale	FL	Healthy potato campaign	248,124
12/29/07	Los Angeles Times	Online	Los Angeles	CA	Healthy potato campaign	3,480,600
1/3/07	Kansas City Star	Online	Kansas City	MO	Healthy potato campaign	
1/3/07	Community News	Newspaper	Fair Lawn	NJ	Healthy potato campaign	36,400
1/4/07	Chattanooga Times & Press	Online	Chattanooga	TN	Healthy potato campaign	171,422
1/4/07	Press & Herald	Newspaper	Schuylkill Haven	PA	HMPH Mat Release	4,000
1/5/07	Northampton Daily Hampshire Gazette	Online	Northampton	MA	Healthy potato campaign	10,841
1/7/07	Daily Times	Online	Maryville	TN	Healthy potato campaign	29,602
1/9/07	Reading Times Eagle	Online	Reading	PA	Healthy potato campaign	168,260
1/1/07	Family Circle	Magazine	National		Healthy potato campaign	4,294,841
1/10/07	Herald	Newspaper	Rock Hill	SC	Healthy potato campaign	30,208
1/10/07	York Daily Record	Newspaper	York	PA	Healthy potato campaign	45,307
1/15/07	Los Angeles Times	Newspaper	Los Angeles	CA	Healthy potato campaign	907,997

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1/15/07	Los Angeles Times (<i>Valley Ed.</i>)	Newspaper	Los Angeles	CA	Healthy potato campaign	200,568
1/15/07	Los Angeles Times (<i>OC Ed.</i>)	Newspaper	Los Angeles	CA	Healthy potato campaign	187,309
1/17/07	Intelligencer Journal	Newspaper	Lancaster	PA	Healthy potato campaign	44,000
1/17/07	Island Packet	Newspaper	Hilton Head Island	SC	Healthy potato campaign	15,000
1/22/07	First for Women	Magazine	National		Healthy potato campaign	1,437,020
1/24/07	Post Bulletin	Newspaper	Rochester	MN	Healthy potato campaign	43,445
1/25/07	MSNBC - Today Show	Online	National		Healthy potato campaign	
2/1/07	Diabetes Self-Management	Bi-Monthly	New York	NY	Healthy potato campaign	468,000
2/9/07	Hungry Girl	Online	Encino	CA	Healthy potato campaign	
2/13/07	Daily News-Sun	Newspaper	Sun City	AZ	Healthy potato campaign	35,548
2/14/07	Monte Vista Journal	Newspaper	Monte Vista	CO	Healthy potato campaign	1,711
2/14/07	Visalia Times-Delta	Newspaper	Visalia	CA	Healthy potato campaign	22,711
2/24/07	Florida Times Union	Online	Jacksonville	FL	Healthy potato campaign	
3/1/07	Prevention	Magazine	National		Healthy potato campaign	3,359,698
3/1/07	Canadian Living	Magazine	North York, ON	CN	Healthy potato campaign	555,000
3/1/07	Greenville Local	Newspaper	Greenville	NY	Healthy potato campaign	1,050
3/6/07	Express	Newspaper	Washington	DC	Nutrition messaging	180,000
3/6/07	Woman's World	Magazine	National		Healthy potato campaign	1,655,799
3/9/07	Healthy Kids Co-op Tour	Television	National		Nutrition messaging	1,509,406
3/9/07	Healthy Kids Co-op Tour	Radio	National		Nutrition messaging	26,464,448
3/13/07	The News Review	Newspaper	Roseburg	OR	Healthy potato campaign	19,500
3/14/07	Concord Monitor	Newspaper	Concord	OH	Healthy potato campaign	21,920
3/14/07	St Louis Post Dispatch	Newspaper	St Louis	MO	Nutrition messaging	277,842
3/14/07	Daily Camera	Newspaper	Boulder	CO	Healthy potato campaign	29,876
3/14/07	Post-Star	Newspaper	Glens Falls	NY	Healthy potato campaign	33,123
3/19/07	Glasgow Daily Times	Newspaper	Glasgow	KY	Healthy potato campaign	9,453
3/19/07	Times Tribune	Newspaper	Corbin	KY	Healthy potato campaign	8,000
3/19/07	Mesabi Daily News	Newspaper	Virginia	MN	Healthy potato campaign	12,159
3/20/07	Woman's World	Magazine	National		Nutrition messaging	1,655,799
3/23/07	Fort Worth Star Telegram	Newspaper	Ft Worth	TX	Nutrition messaging	218,916
3/24/07	Daily News	Newspaper	Iron Mountain	MI	Healthy potato campaign	9,890
3/29/07	The Schuyler Sun	Newspaper	Schuyler	NE	Healthy potato campaign	3,486
4/1/07	Homemaker's	Magazine	Toronto, Ontario	CN	Nutrition messaging	550,000
4/2/07	Press	Newspaper	Atlantic City	NJ	Syndicated potassium feature	78,195
4/3/07	Woman's World	Magazine	National		Nutrition messaging	1,655,799
Circulation/Audience Total						65,062,041

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Goal: Position HMPH as an advocate for a healthy lifestyle with potatoes

Activity: Nov. press mailings with new visuals, Healthy Potato recipes and photos, announcement of HMPHQuarters

Measurement goal: 95 Million (Total Fall HMPH publicity goal)

Date	Publication/Station	Media	City	State	Summary	Circulation
1/17/06	Daily News (Antelope Valley Ed.)	Newspaper	Los Angeles	CA	HMPH premium	190,010
7/5/06	Wasatch Wave	Newspaper	Heber City	UT	HMPH premium	5,400
7/25/06	Riverside Press-Enterprise	Newspaper	Riverside	CA	HMPH nutrition feature	177,857
7/25/06	Press-Enterprise (Desert Ed.)	Newspaper	Riverside	CA	HMPH nutrition feature	5,896
7/25/06	Hemet Press-Enterprise	Newspaper	Riverside	CA	HMPH nutrition feature	25,253
7/25/06	Moreno Valley Press-Enterprise	Newspaper	Riverside	CA	HMPH nutrition feature	188,228
7/25/06	San Bernadino Press-Enterprise	Newspaper	Riverside	CA	HMPH nutrition feature	32,653
7/25/06	Press-Enterprise (Southwest Ed.)	Newspaper	Riverside	CA	HMPH nutrition feature	35,195
8/1/06	Washington Post Express	Newspaper	Arlington	VA	HMPH premium	178,706
8/1/06	Express	Newspaper	Washington	DC	HMPH premium	180,000
9/25/06	Kalamazoo Gazette	Newspaper	Kalamazoo	MI	HMPH premium	56,204
9/27/06	Clear Ridge Reporter	Newspaper	Chicago	IL	HMPH nutrition feature	24,600
10/18/06	Lawrence Journal-World	Newspaper	Lawrence	KS	Fall food page mailing	18,840
10/18/06	Free Press	Newspaper	Kinston	NC	Fall food page mailing	12,584
10/19/06	The Ledger	Newspaper	Lakeland	FL	Fall food page mailing	75,639
10/19/06	The Ledger	Online	Lakeland	FL	Fall food page mailing	75,140
10/19/06	Washington Examiner (VA Ed.)	Newspaper	Alexandria	VA	HMPH premium	143,839
10/24/06	Eau Claire Leader Telegram	Newspaper	Eau Claire	WI	Fall food page mailing	26,815
10/24/06	Eau Claire Leader Telegram	Online	Eau Claire	WI	Fall food page mailing	33,295
10/29/06	Sunday Messenger	Newspaper	Canandaigua	NY	Fall food page mailing	12,792
11/1/06	New Jersey Star Ledger	Newspaper	Newark	NJ	Fall food page mailing	398,329
11/1/06	Star-Herald	Newspaper	Scottsbluff	NE	HMPH premium	15,303
11/3/06	Lincoln Journal Star	Newspaper	Lincoln	NE	HMPH premium	76,504
11/8/06	Jefferson County Journal	Newspaper	Adams	NY	Fall food page mailing	3,000
11/8/06	CNN.com	Online	National		Parade coverage	20,624,395
11/9/06	South Florida Sun Sentinel	Newspaper	Ft Lauderdale	FL	Fall food page mailing	218,781
11/14/06	Woman's Day	Magazine	National		HMPH balloon	4,015,392
11/16/06	Daily Southtown	Newspaper	Tinley Park	IL	Fall food page mailing	47,880
11/16/06	Windham Journal	Newspaper	Windham	NY	Fall food page mailing	2,000
11/16/06	Hyde Park Townsman	Newspaper	Hyde Park	NY	Fall food page mailing	2,550
11/16/06	Harlem Valley Times	Newspaper	Amenia	NY	Fall food page mailing	5,050
11/16/06	Billings Outpost	Online	Billings	MT	Fall food page mailing	33,140
11/16/06	About.com Nutrition	Online	National		HMPH nutrition feature	31,058,716
11/16/06	Arcade Herald	Newspaper	Arcade	NY	Fall food page mailing	4,900
11/17/06	Record	Newspaper	Hackensack	NJ	Potato Headquarters	166,405
11/17/06	South Dade News Leader	Newspaper	Homestead	FL	Fall food page mailing	15,000
11/18/06	The Tri-City Herald	Online	Kennewick	WA	Fall food page mailing	90,208
11/18/06	The Tri-City Herald	Newspaper	Kennewick	WA	Fall food page mailing	40,927
11/19/06	Daily News	Newspaper	New York	NY	Fall food page mailing	835,121
11/19/06	New York Times	Online	New York	NY	NY Times Syndicated	12,745,150
11/19/06	Asbury Park Press	Online	Asbury Park	NJ	Parade coverage	394,893
11/19/06	Asbury Park Press	Newspaper	Asbury Park	NJ	Parade coverage	206,182
11/20/06	Hungry Girl	Online	Encino	CA	PotatoHQ.com	
11/20/06	Illinois Daily Herald	Online	Arlington Hgts	IL	Fall food page mailing	262,942
11/20/06	Illinois Daily Herald	Newspaper	Arlington Hgts	IL	Fall food page mailing	69,166
11/20/06	Post Bulletin	Online	Rochester	MN	Fall food page mailing	70,916

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11/20/06	ESPN	email blast	National		HMPH	10,000
11/20/06	ESPN Promotional Spot	Radio	National		HMPH	500,000
11/20/06	WNYW-TV CH5 (FOX)	Broadcast	New York	NY	HMPHQ	93,852
11/20/06	WXTV-TV CH41 (UNI)	Broadcast	New York	NY	Parade coverage	219,242
11/21/06	North Jersey Media Group	Online	Regional	NJ	Fall food page mailing	
11/21/06	WZZM-TV CH13	Online	Grand Rapids	MI	Fall food page mailing	142,234
11/21/06	NewsOK.com	Online	Oklahoma City	OK	Fall food page mailing	351,347
11/21/06	Charles Stuart Platkin - The Diet Detective	Online	National		Fall food page mailing	
11/21/06	WBAY.com	Online	Green Bay	WI	Fall food page mailing	158,383
11/21/06	Ocala Star-Banner	Online	Ocala	FL	Parade coverage	132,245
11/21/06	Today Show - NBC	Broadcast	National		HMPHQ guerilla effort	5,458,000
11/22/06	WMDT.com	Online	Salisbury	MD	Fall food page mailing	
11/22/06	globegazette.com	Online	Mason City	IA	Fall food page mailing	
11/22/06	Cincinnati Post	Newspaper	Cincinnati	OH	Fall food page mailing	44,410
11/22/06	WPIX-TV CH11 (CW)	Broadcast	New York	NY	HMPH	87,289
11/22/06	CBS Early Show	Broadcast	National		HMPHQ guerilla effort	2,549,000
11/22/06	KBCI-TV CH2 (CBS)	Broadcast	Boise	ID	HMPH	11,058
11/22/06	KBCI-TV CH2	Online	Boise	ID	HMPH	42,983
11/22/06	New York Times	Newspaper	New York	NY	HMPHQ	1,136,433
11/22/06	New York Times	Online	New York	NY	HMPHQ	12,745,150
11/22/06	New York Times (Nat'l Ed)	Newspaper	National		NY Times Syndicated	248,860
11/22/06	The Lexington Dispatch	Online	Lexington	NC	NY Times Syndicated	26,794
11/22/06	The Lexington Dispatch	Newspaper	Lexington	NC	NY Times Syndicated	
11/22/06	Spartanburg Herald-Journal	Online	Spartanburg	SC	NY Times Syndicated	125,290
11/22/06	Gadsden Times	Online	Gadsden	AL	NY Times Syndicated	29,363
11/22/06	Tuscaloosa News	Online	Tuscaloosa	AL	NY Times Syndicated	71,637
11/22/06	Times-News	Online	Hendersonville	NC	NY Times Syndicated	29,582
11/22/06	Sarasota Herald Tribune	Online	Sarasota	FL	NY Times Syndicated	169,391
11/22/06	Mediapost	Online	Westport	CT	NY Times Syndicated	456,060
11/22/06	Ocala Star-Banner	Online	Ocala	FL	NY Times Syndicated	132,245
11/22/06	Wilmington Daily Star	Online	Wilmington	NC	NY Times Syndicated	181,336
11/22/06	Star News	Online	Wilmington	DE	NY Times Syndicated	
11/22/06	CNN	Broadcast	National		Parade coverage	400,500
11/22/06	WJXT-TV CH4 (IND)	Broadcast	Jacksonville	FL	Parade coverage	52,501
11/22/06	El Nuevo Herald Miami	Online	Miami	FL	Parade coverage	1,185,801
11/22/06	Spokane Spokesman Review	Online	Spokane	WA	Parade coverage	136,803
11/22/06	GMA SmartBrief	Online	National		Potato Headquarters	15,217
11/22/06	News & Observer	Newspaper	Raleigh	NC	PotatoHQ.com	165,483
11/22/06	News & Observer	Online	Raleigh	NC	PotatoHQ.com	
11/22/06	businessideasonline blog	Online			Reprint of NY Times article	
11/22/06	goodbusiness blog	Online			Reprint of NY Times article	
11/22/06	diets blog	Online			Reprint of NY Times article	
11/22/06	Asbury Park Press	Newspaper	Neptune	NY	Parade coverage	153,557
11/23/06	News Journal	Newspaper	Mansfield	OH	Parade coverage	33,697
11/23/06	NY1 News All Morning	Broadcast	New York	NY	Parade coverage	
11/23/06	MSNBC News Live	Broadcast	National		Parade coverage	196,000
11/23/06	CNN Newsroom	Broadcast	National		Parade coverage	452,500
11/23/06	KMGH-TV CH7 (ABC)	Broadcast	Denver	CO	Parade coverage	47,273
11/23/06	KRON-TV CH4 8am	Broadcast	San Francisco	CA	Parade coverage	30,599
11/23/06	WINS-AM 1010 (ABC/AP)	Radio	New York	NY	Parade coverage	30,599

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11/23/06	NPR Morning Edition 8am	Radio	National		Parade coverage	
11/23/06	WPSG-TV CH57 (CW)	Broadcast	Philadelphia	PA	Parade coverage	21,723
11/23/06	KRON-TV CH4 7am	Broadcast	San Francisco	CA	Parade coverage	31,448
11/23/06	NPR Morning Edition 6am	Radio	National		Parade coverage	
11/23/06	Lansing State Journal	Online	Lansing	MI	Parade coverage	154,896
11/23/06	Daily Journal	Online	Vineland	NJ	Parade coverage	25,167
11/23/06	Raleigh News & Observer	Online	Raleigh	NC	Parade coverage	592,592
11/23/06	FMI Daily Lead	Online	Arlington	VA	Potato Headquarters	
11/23/06	Patriot Ledger	Newspaper	Quincy	MA	Potato Headquarters	64,935
11/23/06	dellahusseini blog	Online			Reprint of NY Times article	
11/23/06	Hartford Courant	Newspaper	Hartford	CT	Parade coverage	175,995
11/23/06	The Tallahassee Democrat	Online	Tallahassee	FL	Fall food page mailing	128,228
11/24/06	NY1 News All Morning	Broadcast	New York	NY	Parade coverage	
11/24/06	New York Times	Newspaper	New York	NY	Parade coverage	1,086,798
11/24/06	USA Today	Newspaper	National		Parade coverage	2,269,509
11/24/06	reuters blog	Online	New York	NY	Potato Headquarters	4,020,940
11/28/06	beautyproducts blog	Online			Reprint of NY Times article	
12/2/06	McClatchy Tribune	Online			Fall food page mailing	
12/2/06	Contra Costa Times	Newspaper	Walnut Creek	CA	HMPH premium	187,042
12/2/06	San Ramon Valley Times	Newspaper	Danville	CA	HMPH premium	44,000
12/2/06	Valley Times	Newspaper	Pleasanton	CA	HMPH premium	42,501
12/2/06	West County Times	Newspaper	Richmond	CA	HMPH premium	29,220
12/6/06	KVAL.com	Online	Eugene	OR	Fall food page mailing	
12/6/06	State	Newspaper	Columbia	SC	Fall food page mailing	116,254
12/6/06	Peoria Journal Star	Online	Peoria	IL	Fall food page mailing	74,858
12/9/06	Budget Fashionista blog	Online	National		HMPH Gift Guide	15,000
12/19/06	Fort Worth Star Telegram	Newspaper	Fort Worth	TX	Fall food page mailing	218,916
12/19/06	Fort Worth Star Telegram	Online	Fort Worth	TX	Fall food page mailing	688,873
12/19/06	Blade	Online	Toledo	OH	Fall food page mailing	338,955
12/19/06	The Blade	Newspaper	Toledo	OH	Fall food page mailing	123,095
12/19/06	Fort Worth Star Telegram	Online	Fort Worth	TX	Fall food page mailing	688,873
12/20/06	Fort Worth Star Telegram	Online	Fort Worth	TX	Fall food page mailing	688,873
12/20/06	Clarion Ledger	Online	Jackson	MS	Fall food page mailing	294,285
12/20/06	Grand Forks Herald	Online	Grand Forks	ND	Fall food page mailing	16,127
12/20/06	Daily Record	Newspaper	Ellensburg	WA	Fall food page mailing	5,500
12/26/06	Fremont Tribune	Newspaper	Fremont	NE	Fall food page mailing	8,339
12/27/06	Pueblo Chieftain	Online	Pueblo	CO	Fall food page mailing	65,022
12/27/06	Arizona Daily Star	Online	Tucson	AZ	Fall food page mailing	522,404
12/27/06	Detroit Free Press	Newspaper	Detroit	MI	Fall food page mailing	347,447
12/27/06	Detroit Free Press	Online	Detroit	MI	Fall food page mailing	1,250,103
12/27/06	Press Enterprise (San Bernardino Cty Edition)	Newspaper	Riverside	CA	Fall food page mailing	32,653
12/27/06	Sun News	Newspaper	Myrtle Beach	SC	Fall food page mailing	50,937
12/27/06	Ledger Inquirer	Newspaper	Columbus	GA	Fall food page mailing	46,592
12/27/06	Press Enterprise (Southwest Edition)	Newspaper	Riverside	CA	Fall food page mailing	35,195
12/27/06	Press Enterprise (Desert Edition)	Newspaper	Riverside	CA	Fall food page mailing	5,896
12/27/06	Press Enterprise (Riverside/Moreno Vly Edition)	Newspaper	Riverside	CA	Fall food page mailing	188,228
12/27/06	Press Enterprise (Hemet Edition)	Newspaper	Riverside	CA	Fall food page mailing	25,253
12/27/06	Press Enterprise (Corona/Norco Edition)	Newspaper	Riverside	CA	Fall food page mailing	20,533
12/27/06	Idaho Statesman	Newspaper	Boise	ID	Fall food page mailing	66,555
12/27/06	Ravalli Republic	Newspaper	Hamilton	MT	Fall food page mailing	5,200

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12/27/06	Tri City Herald	Newspaper	Pasco	WA	Fall food page mailing	41,544
12/31/06	Grand Rapids Press	Online	Grand Rapids	MI	Fall food page mailing	813,163
1/5/07	Lansing State Journal	Newspaper	Lansing	MI	Fall food page mailing	73,033
1/7/07	Flint Journal	Newspaper	Flint	MI	Fall food page mailing	103,940
1/11/07	Parkland Press	Newspaper	Allentown	PA	Fall food page mailing	6,000
1/11/07	Northwestern Press	Newspaper	Allentown	PA	Fall food page mailing	6,000
1/22/07	"Unwrapped" - Food Network	Television	National		2005 HMPH Campaign	739,000
1/23/07	"Unwrapped" - Food Network	Television	National		2005 HMPH Campaign	775,000
1/26/07	"Unwrapped" - Food Network	Television	National		2005 HMPH Campaign	261,000
2/10/07	BusinessWeek.com	Online	National		HMPHQ	3,149,843
Circulation/Audience Total						120,998,993

Goal: Engage industry in HMPH program

Activity: Satellite media tour from HMPHQ on "The Ultimate Healthy Potato Recipes" for the Holidays

Measurement goal: 15 Million (18-20 TV interviews; 8-10 radio interviews)

Date	Publication/Station	Media	City	State	Summary	Circulation
11/21/06	ANR National Feed	Radio	National		Thanksgiving SMT/RMT	20,185,000
11/21/06	WLFI-TV CH18 (CBS)	Broadcast	Lafayette	IN	Thanksgiving SMT/RMT	64,680
11/21/06	KBAK-TV CH29 (CBS)	Broadcast	Bakersfield	CA	Thanksgiving SMT/RMT	210,960
11/21/06	WRAL-TV CH5 (CBS)	Broadcast	Raleigh/Durham	NC	Thanksgiving SMT/RMT	1,006,330
11/21/06	KTSM-TV CH9 (NBC)	Broadcast	El Paso	TX	Thanksgiving SMT/RMT	293,700
11/21/06	WSUL-FM - Sonic Boom	Radio	New York	NY	Thanksgiving SMT/RMT	50,000
11/21/06	KLMY-FM - Mornings with Kaci & Austin	Radio	Omaha	NE	Thanksgiving SMT/RMT	27,000
11/21/06	Syndicated - Doug Stephan Show	Radio	National		Thanksgiving SMT/RMT	1,795,000
11/21/06	WGUN-AM - Bill & Joel in the Morning	Radio	Atlanta	GA	Thanksgiving SMT/RMT	27,000
11/21/06	WBAL-AM - The Dave Durian Show	Radio	Baltimore	MD	Thanksgiving SMT/RMT	135,000
11/21/06	Metro Networks - Newsfeed	Radio	Indianapolis	IN	Thanksgiving SMT/RMT	225,000
11/21/06	WXGM-FM - Mornings with Neal Steele	Radio	Norfolk	VA	Thanksgiving SMT/RMT	55,000
11/21/06	WPTY (ABC) Midday News	Broadcast	Memphis	TN	Thanksgiving SMT/RMT	664,290
11/21/06	WLST-FM - Jim & Jess in the Morning	Radio	Green Bay	WI	Thanksgiving SMT/RMT	45,000
11/21/06	KDRO-AM/FM - Drive Home	Radio	Colorado Springs	CO	Thanksgiving SMT/RMT	53,000
11/22/06	CNN Airport 9am News	Broadcast	National		Thanksgiving SMT/RMT	
11/22/06	CNN Airport 11am News	Broadcast	National		Thanksgiving SMT/RMT	
11/22/06	WDAF-TV CH4 (FOX)	Broadcast	Kansas City	MO	Thanksgiving SMT/RMT	913,280
11/22/06	WAMC-NPR - Roundtable	Radio	New York	NY	Thanksgiving SMT/RMT	200,000
11/23/06	KUSA (NBC) 9 News at 5am	Broadcast	Denver	CO	Thanksgiving SMT/RMT	1,431,910
11/23/06	KUSA (NBC) 9 News at Noon	Broadcast	Denver	CO	Thanksgiving SMT/RMT	170,786
11/24/06	WSMV-TV CH4 (NBC)	Broadcast	Nashville	TN	Thanksgiving SMT/RMT	944,100
11/27/06	KCTU-PAX - Your Hour	Broadcast	Wichita	KS	Thanksgiving SMT/RMT	445,860
12/1/06	NEWSWATCH (Syndicated)	Broadcast	National		Thanksgiving SMT/RMT	3,100,000
12/2/06	KLSR-FOX - Hats Off	Broadcast	Eugene	OR	Thanksgiving SMT/RMT	231,710
12/3/06	KEVU-MY - Hats Off	Broadcast	Eugene	OR	Thanksgiving SMT/RMT	31,017
12/5/06	Creating a Healthy Environment	Broadcast	Regional New England		Thanksgiving SMT/RMT	38,520
Circulation/Audience Total						32,344,143

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Goal: Engage industry in HMPH program

Activity: News wire photo of HMPH ribbon cutting, parade script, ongoing pitches to morning shows

Measurement goal: 50 Million broadcast impressions (NBC script includes nutrition message, additional network coverage)

Date	Publication/Station	Media	City	State	Summary	Circulation
11/21/06	San Francisco Chronicle	Newspaper	San Francisco	CA	HMPHQ wire photo	434,881
11/21/06	Milwaukee Journal Sentinel	Newspaper	Milwaukee	WI	HMPHQ wire photo	240,581
11/21/06	Leader	Newspaper	Corning	NY	HMPHQ wire photo	13,086
11/21/06	Mount Airy News	Newspaper	Mt Airy	NC	HMPHQ wire photo	9,556
11/21/06	Daily Star	Newspaper	Oneonta	NY	HMPHQ wire photo	17,114
11/23/06	Cape Cod Times	Newspaper	Hyannis	MA	HMPHQ wire photo	50,896
11/23/06	CBS Thanksgiving Day Parade	Broadcast	National		Parade coverage	20,000,000
11/23/06	NBC Macy's Thanksgiving Day Parade	Broadcast	National		Parade coverage	45,000,000
11/25/06	El Vocero	Newspaper	San Juan	PR	HMPHQ wire photo	227,000
12/1/06	Middle East Times (Egypt Ed.)	Online			HMPHQ wire photo	67,342
12/10/06	Daily Sentinel	Newspaper	Grand Junction	CO	HMPHQ wire photo	33,704
1/15/07	OK! Weekly	Magazine	National		HMPHQ wire photo	1,000,000
Circulation/Audience Total						67,094,160

Goal: Engage industry in HMPH program

Activity: Virtual headquarters, www.potatoheadquarters.com, link to healthypotato.com

Measurement goal: 250,000 unique visitors

Date	Publication/Station	Views	Unique Visitors
October	PotatoHeadQuarters.com	32,000	621
November	PotatoHeadQuarters.com	30,200	4,484
Circulation/Audience Total		5,105	

Goal: Engage industry in HMPH program

Activity: Online editorial outreach, www.potatoheadquarters.com

Measurement goal: 30 unique online placements

Date	Publication/Station	Media	Summary
10/5/06	chef2chef blog	Online	HMPHQ
11/14/06	health news blog	Online	HMPHQ
11/16/06	About.com Nutrition	Online	HMPH nutrition feature
11/17/06	popwizbang blog	Online	HMPHQ
11/20/06	wellfedonthetown blog	Online	HMPHQ
11/20/06	Hungry Girl	Online	HMPHQ
11/21/06	elderrant blog	Online	HMPHQ
11/21/06	foodmuseum blog	Online	HMPHQ
11/21/06	culture kills blog	Online	HMPHQ
11/22/06	nycstories blog	Online	HMPHQ
11/22/06	espn radio blog	Online	HMPHQ
11/22/06	urbanbaby blog	Online	HMPHQ
11/23/06	FMI Daily Lead	Online	HMPHQ
11/23/06	smartypam blog	Online	HMPHQ
11/23/06	urbanite	Online	HMPHQ
11/24/06	reuters blog	Online	HMPHQ
11/24/06	loseweight blog	Online	HMPHQ
11/24/06	Daddy Downtime	Online	HMPHQ
11/28/06	neatorama blog	Online	HMPHQ

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11/29/06	didntyouhear blog	Online	HMPHQ
11/30/06	atkinsdietfoodlist blog	Online	HMPHQ
12/9/06	Budget Fashionista blog	Online	HMPH gift guide
Total Placements: 21			

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Goal: Engage industry in HMPH program

Activity: Media training for balloon handlers, media outreach in grower areas

Measurement goal: 30 stories in grower areas (750,000 impressions; 1-2 print per handler and 1 radio)

Date	Publication/Station	Media	City	State	Summary	Circulation
10/19/06	Center Post-Dispatch	Newspaper	Monte Vista	CO	Balloon Handlers	576
11/1/06	Monte Vista Journal	Newspaper	Monte Vista	CO	Balloon Handlers	1,711
11/2/06	Bangor Daily News	Online	Bangor	ME	Balloon Handlers	180,858
11/2/06	WLBZ-TV (NBC) 5:00 News	Television	Bangor	ME	Balloon Handlers	18,454
11/2/06	Boston Globe	Online	Dorchester	MA	Balloon Handlers	31,277
11/3/06	South Idaho Press	Online	Burley	ID	Balloon Handlers	4,505
11/3/06	South Idaho Press	Newspaper	Burley	ID	Balloon Handlers	6,000
11/3/06	Portland Press Herald	Newspaper	Portland	ME	Balloon Handlers	72,619
11/3/06	Morning Sentinel	Newspaper	Waterville	ME	Balloon Handlers	19,622
11/3/06	Kennebec Journal	Newspaper	Augusta	ME	Balloon Handlers	14,859
11/14/06	Columbus Dispatch	Newspaper	Columbus	OH	Balloon Handlers	251,045
11/17/06	Stevens Point Journal	Online	Stevens Point	WI	Balloon Handlers	6,558
11/17/06	Florida Times-Union	Online	Jacksonville	FL	Balloon Handlers	226,286
11/17/06	Stevens Point Journal	Newspaper	Stevens Point	WI	Balloon Handlers	13,082
11/18/06	Marshfield News Herald	Newspaper	Marshfield	WI	Balloon Handlers	14,085
11/19/06	Gainesville Sun-One	Online	Gainesville	FL	Balloon Handlers	233,554
11/19/06	Times-News	Newspaper	Twin Falls	ID	Balloon Handlers	22,883
11/20/06	WUHF-TV CH31 (FOX)	Broadcast	Rochester	NY	Balloon Handlers	17,376
11/20/06	WTVH-TV CH5 (CBS) 11pm	Broadcast	Syracuse	NY	Balloon Handlers	22,484
11/20/06	WROC-TV CH8 (CBS) 11pm	Broadcast	Rochester	NY	Balloon Handlers	7,975
11/20/06	WROC-TV CH8	Online	Rochester	NY	Balloon Handlers	36,174
11/21/06	WROC-TV CH8 (CBS) 7am	Broadcast	Rochester	NY	Balloon Handlers	7,975
11/21/06	WTVH-TV CH5 (CBS) 6am	Broadcast	Syracuse	NY	Balloon Handlers	18,686
11/21/06	WTVH-TV CH5	Online	Syracuse	NY	Balloon Handlers	59,373
11/21/06	WROC-TV CH8 (CBS) 5am	Broadcast	Rochester	NY	Balloon Handlers	5,548
11/21/06	WTVH-TV CH5 (CBS) 5am	Broadcast	Syracuse	NY	Balloon Handlers	18,686
11/21/06	Finger Lakes Times	Online	Finger Lakes	NY	Balloon Handlers	35,765
11/22/06	Palatka Daily News	Online	Palatka	FL	Balloon Handlers	8,167
11/22/06	Springfield News Sun	Online	Springfield	OH	Balloon Handlers	21,514
11/22/06	Daily Messenger	Newspaper	Canadaigua	NY	Balloon Handlers	12,792
11/23/06	Florida Times-Union	Newspaper	Jacksonville	FL	Balloon Handlers	168,014
11/23/06	WAOW-TV CH9 (ABC) 10pm	Broadcast	Wausau	WI	Balloon Handlers	30,859
11/23/06	WJXX-TV CH25 (ABC)	Broadcast	Jacksonville	FL	Balloon Handlers	27,184
11/23/06	WAOW-TV CH9 (ABC) 6pm	Broadcast	Wausau	WI	Balloon Handlers	37,353
11/23/06	WAOW-TV CH9 (ABC) 5pm	Broadcast	Wausau	WI	Balloon Handlers	25,438
11/23/06	WLBZ-TV CH2 (NBC)	Broadcast	Bangor	ME	Balloon Handlers	18,648
11/23/06	WCSH-TV CH6 (NBC)	Broadcast	Portland	ME	Balloon Handlers	62,512
11/23/06	WAOW-TV CH9 (ABC) 5am	Broadcast	Wausau	WI	Balloon Handlers	10,570
11/23/06	Burlington County Times	Online	Willingboro	NJ	Balloon Handlers	454,742
11/23/06	Burlington County Times	Newspaper	Willingboro	NJ	Balloon Handlers	41,327
11/23/06	Springfield News Sun	Newspaper	Springfield	OH	Balloon Handlers	30,746
11/24/06	KWTV-TV CH9 (CBS)	Broadcast	Oklahoma City	OK	Balloon Handlers	40,918
11/26/06	ohionews blog	Online			Balloon Handlers	
12/6/06	Star Herald	Newspaper	Presque Isle	ME	Balloon Handlers	7,925
12/14/06	Palatka Daily News	Newspaper	Palatka	FL	Balloon Handlers	11,372
Circulation/Audience Total						2,358,097

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Goal: Engage industry in HMPH program

Activity: School assemblies (3); template for states

Measurement goal: 100,000 impressions per city; 5 state participation; 50 stories

Date	Publication/Station	Media	City	State	Summary	Circulation
3/6/07	KXTV "News 10" (ABC)	Television	Sacramento	CA	School assembly coverage	39,800
3/6/07	KTXL "Fox 40" at 10 p.m.	Television	Sacramento	CA	School assembly coverage	73,086
Sacramento Circulation/Audience Total						112,886
3/8/07	KMOV-TV (CBS) at 7 a.m.	Television	St. Louis	MO	School assembly coverage	63,135
3/8/07	KTVI-TV (FOX) at 5 p.m.	Television	St. Louis	MO	School assembly coverage	105,869
3/8/07	KTVI-TV (FOX) at 6 p.m.	Television	St. Louis	MO	School assembly coverage	77,320
3/8/07	KSDK-TV (NBC) at 10 p.m.	Television	St. Louis	MO	School assembly coverage	338,138
St. Louis Circulation/Audience Total						584,462
3/22/07	WHP-TV (CBS) at 6 p.m.	Television	Harrisburg	PA	HMPH retail appearance	25,929
3/23/07	WHP-TV (CBS) at 5 a.m.	Television	Harrisburg	PA	HMPH retail appearance	4,798
Harrisburg Circulation/Audience Total						30,727

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Goal: Engage industry in HMPH program

Activity: AP food placements

Measurement goal: 2 stories (4-6 million each)

Date	Publication/Station	Media	City	State	Summary	Circulation
7/3/06	Times	Newspaper	Hammond	IN	AP Colcannon Recipe	87,900
7/3/06	Vidette Times	Newspaper	Valparaiso	IN	AP Colcannon Recipe	92,000
1/4/07	Hamilton Spectator	Online	Hamilton, Canada		AP Colcannon Recipe	30,511
6/28/06	Galveson County Daily News	Newspaper	Galveston	TX	Red, White, Blue Potato Salad	26,765
7/24/06	Battle Creek Enquirer	Newspaper	Battle Creek	MI	AP Ensalada Andaluz	24,691
7/24/06	Daily Telegram	Newspaper	Adrian	MI	AP Ensalada Andaluz	15,814
7/24/06	Kenosha News	Newspaper	Kenosha	WI	AP Ensalada Andaluz	26,613
7/25/06	Sacbee.com	Online	Sacramento	CA	AP Ensalada Andaluz	
7/26/06	News-Gazette	Newspaper	Champaign	IL	AP Ensalada Andaluz	41,459
7/26/06	News-Herald	Newspaper	Willoughby	OH	AP Ensalada Andaluz	45,366
7/26/06	News-Topic	Newspaper	Lenoir	NC	AP Ensalada Andaluz	9,565
7/26/06	Fayetteville Observer	Newspaper	Fayetteville	NC	AP Ensalada Andaluz	68,726
7/26/06	Herald-Journal	Newspaper	Spartanburg	SC	AP Ensalada Andaluz	51,699
7/26/06	Daily Dispatch	Newspaper	Henderson	NC	AP Ensalada Andaluz	8,148
7/26/06	Call	Newspaper	Woonsocket	RI	AP Ensalada Andaluz	13,909
7/26/06	Goldsboro News-Argus	Newspaper	Goldsboro	NC	AP Ensalada Andaluz	21,474
7/26/06	Kane County Chronicle	Newspaper	Geneva	IL	AP Ensalada Andaluz	14,355
7/26/06	Hillsdale Daily News	Newspaper	Hillsdale	MI	AP Ensalada Andaluz	8,100
7/26/06	News-Sun	Newspaper	Waukegan	IL	AP Ensalada Andaluz	21,299
7/26/06	Sanford Herald	Newspaper	Sanford	NC	AP Ensalada Andaluz	10,786
7/26/06	Erie Times-News	Newspaper	Erie	PA	AP Ensalada Andaluz	60,333
7/26/06	Sentinel	Newspaper	Carlisle	PA	AP Ensalada Andaluz	15,072
7/26/06	Cortland Standard	Newspaper	Cortland	NY	AP Ensalada Andaluz	11,500
7/26/06	Messenger	Newspaper	Madisonville	KY	AP Ensalada Andaluz	8,564
7/26/06	Times	Newspaper	Pawtucket	RI	AP Ensalada Andaluz	12,052
7/26/06	Independent Record	Newspaper	Helena	MT	AP Ensalada Andaluz	13,940
7/26/06	Chicago Defender	Newspaper	Chicago	IL	AP Ensalada Andaluz	14,479
7/26/06	Fayetteville Morning News	Newspaper	Springdale	AR	AP Ensalada Andaluz	39,333
7/26/06	Ranger	Newspaper	Riverton	WY	AP Ensalada Andaluz	7,000
7/26/06	Greeneville Sun	Newspaper	Greeneville	TN	AP Ensalada Andaluz	14,864
7/26/06	Shawnee News-Star	Newspaper	Shawnee	OK	AP Ensalada Andaluz	9,853
7/26/06	Desert Sun	Newspaper	Palm Springs	CA	AP Ensalada Andaluz	60,938
7/26/06	Brownsville Herald	Newspaper	Brownsville	TX	AP Ensalada Andaluz	17,382
7/26/06	Dodge City Daily Globe	Newspaper	Dodge City	KS	AP Ensalada Andaluz	9,000
7/26/06	Galveston County Daily News	Newspaper	Galveston	TX	AP Ensalada Andaluz	26,765
7/26/06	News Herald	Newspaper	Panama City	FL	AP Ensalada Andaluz	32,350
7/26/06	Herald Times Reporter	Newspaper	Manitowoc	WI	AP Ensalada Andaluz	16,274
7/26/06	Citizen Tribune	Newspaper	Morristown	TN	AP Ensalada Andaluz	18,235
7/26/06	Times Daily	Newspaper	Florence	AL	AP Ensalada Andaluz	31,412
7/26/06	Journal Courier	Newspaper	Jacksonville	IL	AP Ensalada Andaluz	15,252
7/26/06	Huntsville Times	Newspaper	Huntsville	AL	AP Ensalada Andaluz	57,968
7/26/06	Chronicle	Newspaper	Centralia	WA	AP Ensalada Andaluz	14,651
7/26/06	Daily Mountain Eagle	Newspaper	Jasper	AL	AP Ensalada Andaluz	12,083
7/26/06	Today's News Herald	Newspaper	Lake Havas City	AZ	AP Ensalada Andaluz	20,000
7/26/06	Daily Times	Newspaper	Maryville	TN	AP Ensalada Andaluz	21,302
7/26/06	Times Herald	Newspaper	Vallejo	CA	AP Ensalada Andaluz	20,921

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7/26/06	Repository	Newspaper	Canton	OH	AP Ensalada Andaluz	65,404
7/27/06	Marietta Daily Journal	Newspaper	Marietta	GA	AP Ensalada Andaluz	18,879
7/27/06	Denton Record Chronicle	Newspaper	Denton	TX	AP Ensalada Andaluz	17,500
7/28/06	Washington Examiner	Newspaper	Alexandria	VA	AP Ensalada Andaluz	143,839
7/28/06	News-Enterprise	Newspaper	Elizabethtown	KY	AP Ensalada Andaluz	16,769
6/29/06	Tribune	Newspaper	Seymour	IN	AP Ensalada Andaluz	10,000
7/30/06	Northwest Herald	Newspaper	Crystal Lake	IL	AP Ensalada Andaluz	37,964
7/30/06	Morning Journal	Newspaper	Lorain	OH	AP Ensalada Andaluz	34,510
7/30/06	Gettysburg Times	Newspaper	Gettysburg	PA	AP Ensalada Andaluz	9,874
8/1/06	Oshkosh Northwestern	Newspaper	Oshkosh	WI	AP Ensalada Andaluz	21,760
8/1/06	Post Journal	Newspaper	Jamestown	NY	AP Ensalada Andaluz	20,150
8/2/06	Timesdispatch.com	Online	Richmond	VA	AP Ensalada Andaluz	
8/2/06	Peterborough Examiner	Online	Peterborough	ON	AP Ensalada Andaluz	
8/2/06	Chronicle Herald/Mail Star	Online	Halifax	NS	AP Ensalada Andaluz	57,412
8/2/06	Daily Press	Online	Timmins	ON	AP Ensalada Andaluz	178
8/2/06	Potomac News	Newspaper	Woodbridge	VA	AP Ensalada Andaluz	15,797
8/2/06	Richmond Times Dispatch	Newspaper	Richmond	VA	AP Ensalada Andaluz	188,893
8/2/06	Manassas Journal Messenger	Newspaper	Manassas	VA	AP Ensalada Andaluz	22,727
8/2/06	Ann Arbor News	Newspaper	Ann Arbor	MI	AP Ensalada Andaluz	53,747
8/2/06	Daily Mail	Newspaper	Hagerstown	MD	AP Ensalada Andaluz	14,702
8/2/06	Odessa American	Newspaper	Odessa	TX	AP Ensalada Andaluz	26,548
8/2/06	Press-Register	Newspaper	Mobile	AL	AP Ensalada Andaluz	100,637
8/2/06	New Haven Register	Newspaper	New Haven	CT	AP Ensalada Andaluz	94,685
8/2/06	News Tribune	Newspaper	La Salle	IL	AP Ensalada Andaluz	19,447
8/2/06	Item	Newspaper	Sumter	SC	AP Ensalada Andaluz	22,534
8/2/06	Oklahoman	Newspaper	Oklahoma City	OK	AP Ensalada Andaluz	235,533
8/2/06	Gazette	Newspaper	Colorado Springs	CO	AP Ensalada Andaluz	97,791
8/2/06	Herald	Newspaper	Everett	WA	AP Ensalada Andaluz	50,320
8/2/06	Bellingham Herald	Newspaper	Bellingham	WA	AP Ensalada Andaluz	24,419
8/2/06	Cleveland Daily Banner	Newspaper	Cleveland	TN	AP Ensalada Andaluz	14,050
8/2/06	Morning Herald	Newspaper	Hagerstown	MD	AP Ensalada Andaluz	22,809
8/2/06	Daily Camera	Newspaper	Boulder	CO	AP Ensalada Andaluz	33,249
8/4/06	Province	Online	Vancouver	BC	AP Ensalada Andaluz	181
8/6/06	Standard-Speaker	Newspaper	Hazleton	PA	AP Ensalada Andaluz	21,772
8/6/06	Sacramento Bee	Newspaper	Sacramento	CA	AP Ensalada Andaluz	293,189
8/7/06	Western Star	Online	Lebanon	OH	AP Ensalada Andaluz	3,534
8/7/06	Fairfield Echo	Online	Fairfield	OH	AP Ensalada Andaluz	408
8/7/06	Middletown Journal	Online	Middletown	OH	AP Ensalada Andaluz	63,025
8/7/06	Oxford Press	Online	Oxford	OH	AP Ensalada Andaluz	20,534
8/8/06	Whittier Daily News	Online	Whittier	CA	AP Ensalada Andaluz	45,017
8/8/06	San Gabriel Valley Tribune	Online	Covina	CA	AP Ensalada Andaluz	28,064
8/8/06	San Gabriel Valley Tribune	Newspaper	Covina	CA	AP Ensalada Andaluz	48,856
8/9/06	Orlando Sentinel	Online	Orlando	FL	AP Ensalada Andaluz	
8/9/06	Orlando Sentinel	Newspaper	Orlando	FL	AP Ensalada Andaluz	251,998
8/9/06	Bristol Herald Courier	Newspaper	Bristol	OH	AP Ensalada Andaluz	41,417
8/9/06	Rocky Mountain News	Newspaper	Denver	CO	AP Ensalada Andaluz	267,031
8/9/06	Daily Tribune	Newspaper	Wisconsin Rapids	WI	AP Ensalada Andaluz	13,609
8/9/06	Marshfield News Herald	Newspaper	Marshfield	WI	AP Ensalada Andaluz	14,085
8/9/06	Wausau Daily Herald	Newspaper	Wausau	WI	AP Ensalada Andaluz	22,809
8/9/06	News Press	Newspaper	Stillwater	OK	AP Ensalada Andaluz	9,161
8/9/06	Greeley Tribune	Newspaper	Greeley	CO	AP Ensalada Andaluz	25,519

United States Potato Board Coverage Report
Actual Circulation Figures
 Revised 12/2006

1	Ensalada Andaluz	AP Pitch	Joyce Goldstein, spokesperson for USPB GI events
2	Little Red & Green Appetizers	Fall Food Page Mailing	Created for USPB in FY06
2	Roasted Specialty Potatoes	Fall Food Page Mailing	Created for USPB Foodservice Brochure
2	Tattooed Potatoes	Fall Food Page Mailing	Created for USPB Foodservice Brochure
2	Ultimate Smashed Potatoes	HMPHQ SMT and Web site	Bruce Weinstein and Mark Scarbrough, spokespeople
2	White Chocolate Mashed Potatoes	HMPHQ SMT and Web site	Bruce Weinstein and Mark Scarbrough, spokespeople
2	Potato Brussel Sprouts Gratin	HMPHQ SMT and Web site	Bruce Weinstein and Mark Scarbrough, spokespeople
2	Ajiaco - Columbian Stew	PotatoHeadQuarters.com	Adapted from the "Ultimate Potato Book," by Weinstein & Scarbrough
2	Chicken and Potato Dumplings	PotatoHeadQuarters.com	Adapted from the "Ultimate Potato Book," by Weinstein & Scarbrough
2	French Potato Salad	PotatoHeadQuarters.com	Adapted from the "Ultimate Potato Book," by Weinstein & Scarbrough
2	Potato-Stuffed Meat Loaf	PotatoHeadQuarters.com	Adapted from the "Ultimate Potato Book," by Weinstein & Scarbrough
2	Potato and Mushroom Stew	PotatoHeadQuarters.com	Adapted from the "Ultimate Potato Book," by Weinstein & Scarbrough
2	Vegetarian Potato Chili	PotatoHeadQuarters.com	Adapted from the "Ultimate Potato Book," by Weinstein & Scarbrough