



**Radio News Release
FINAL REPORT
ASFSA
National School Breakfast Week
March 15, 2004**



Project Distribution Methods

- Confirmed (morning drive) broadcasts on at least 250 stations through Radio America ([click here](#) to hear aircheck on web-enabled computers with audio capability)
- More than 200 additional confirmed broadcasts on afternoon and evening Radio America programs
- Streaming audio broadcast on www.radioamerica.org
- Multiple broadcasts to 200,000 subscribers of Sirius Satellite Radio via Radio America
- Emailed with audio file to more than 4,000 radio outlets
- Satellite distribution to 1,800 USA and BTR affiliates (REPORT TO BE PROVIDED SEPARATELY)

Results

Number Of Confirmed Broadcasts	476 on 360 stations
Confirmed Station Potential Audience*	2,967,200
Potential Comparative Advertising Value	\$35,700
Potential Return On Investment	1785%

*Based on estimated cumulative audience figures

Multiple confirmed broadcasts on some stations are noted in this report, and are reflected in the "Total Number of Station Acceptances/Confirmed Broadcasts" above. Advertising value is reached by applying an average value to the number of confirmed broadcasts.



Radio News Release – Confirmed Broadcasts

Station	DMA	DMA Rank	Confirmed Broadcasts
WGNY AM	New York, NY	1	1
KPLS AM	Los Angeles, CA	2	1
KRLH AM	Los Angeles, CA	2	1
KRLA AM	Los Angeles, CA	2	1
WJOL AM	Chicago, IL	3	1
WKRS AM	Chicago, IL	3	1
WLTH AM	Chicago, IL	3	1
WSPL AM	Chicago, IL	3	1
KVON AM	San Francisco-Oakland-San Jose, CA	5	1
WBPS AM	Boston, MA	6	1
WCAT AM	Boston, MA	6	1
WDIS AM	Boston, MA	6	1
WGAW AM	Boston, MA	6	4
WKBR AM	Boston, MA	6	1
WMSX AM	Boston, MA	6	2
WNSH AM	Boston, MA	6	4
WOTW AM	Boston, MA	6	4
WORC AM	Boston, MA	6	1
KCAF AM	Dallas-Ft. Worth, TX	7	4
KPYK AM	Dallas-Ft. Worth, TX	7	1
WCBC AM	Washington, DC	8	1
WFTR AM	Washington, DC	8	1
WMET AM	Washington, DC	8	3
WPLC AM	Washington, DC	8	1
WBTR AM	Atlanta, GA	9	1
WGKA AM	Atlanta, GA	9	1
WLBB AM	Atlanta, GA	9	1
KWBC AM	Houston, TX	11	3
KBKW AM	Seattle-Tacoma, WA	12	1
KITZ AM	Seattle-Tacoma, WA	12	1
KKOL AM	Seattle-Tacoma, WA	12	1
KKBJ AM	Minneapolis - St. Paul, MN	13	1
KLIZ AM	Minneapolis - St. Paul, MN	13	1
KLTF AM	Minneapolis - St. Paul, MN	13	1
KOWZ FM	Minneapolis - St. Paul, MN	13	1
KYCR AM	Minneapolis - St. Paul, MN	13	1
KYTR AM	Minneapolis - St. Paul, MN	13	1
WWTC AM	Minneapolis - St. Paul, MN	13	1



WENG AM	Tampa-St Petersburg-Sarasota, FL	14	1
WIBQ AM	Tampa-St Petersburg-Sarasota, FL	14	1
WIPC AM	Tampa-St Petersburg-Sarasota, FL	14	1
WLVU AM	Tampa-St Petersburg-Sarasota, FL	14	1
WTWB AM	Tampa-St Petersburg-Sarasota, FL	14	3
WWBA AM	Tampa-St Petersburg-Sarasota, FL	14	1
WDCF AM	Tampa-St Petersburg-Sarasota, FL	14	1
WZHR AM	Tampa-St Petersburg-Sarasota, FL	14	1
WFFG AM	Miami - Ft. Lauderdale, FL	15	1
KATO AM	Phoenix, AZ	16	2
KFNX AM	Phoenix, AZ	16	1
KKNT AM	Phoenix, AZ	16	1
KNTR AM	Phoenix, AZ	16	1
KXAM AM	Phoenix, AZ	16	2
WELW AM	Cleveland-Akron, OH	17	1
KDMN AM	Denver, CO	18	1
KLMO AM	Denver, CO	18	1
KSKE AM	Denver, CO	18	1
KAHI AM	Sacramento-Stockton-Modesto, CA	19	1
KTKZ AM	Sacramento-Stockton-Modesto, CA	19	2
WCFI AM	Orlando-Daytona Beach-Melbourne, FL	20	1
WMEL AM	Orlando-Daytona Beach-Melbourne, FL	20	1
WBVP AM	Pittsburgh, PA	21	1
WMBA AM	Pittsburgh, PA	21	1
WPTT AM	Pittsburgh, PA	21	1
KJFF AM	St. Louis, MO	22	1
KTUI AM	St. Louis, MO	22	2
WBGZ AM	St. Louis, MO	22	1
WCBW AM	St. Louis, MO	22	1
KLPW AM	St. Louis, MO	22	1
WGNU AM	St. Louis, MO	22	4
KBKR AM	Portland, OR	23	1
KBNP AM	Portland, OR	23	1
KGAL AM	Portland, OR	23	1
KLBM AM	Portland, OR	23	1
KMBD AM	Portland, OR	23	1
KYKN AM	Portland, OR	23	1
KOTK AM	Portland, OR	23	1
WYRE AM	Baltimore, MD	24	1
WHBU AM	Indianapolis, IN	25	2
WPZZ FM	Indianapolis, IN	25	1
WXFN AM	Indianapolis, IN	25	1
KCBQ AM	San Diego, CA	26	1
WHKY AM	Charlotte, NC	27	1



WSPC AM	Charlotte, NC	27	2
WXIT AM	Charlotte, NC	27	1
WZRH AM	Charlotte, NC	27	1
WQNX AM	Raleigh-Durham, NC	29	2
WKDZ AM	Nashville, TN	30	1
WLIJ AM	Nashville, TN	30	1
WNTC FM	Nashville, TN	30	1
WZNG AM	Nashville, TN	30	4
WHOP AM	Nashville, TN	30	1
WJZM AM	Nashville, TN	30	2
WBCO AM	Columbus, OH	34	1
WHTH AM	Columbus, OH	34	1
KLO AM	Salt Lake City, UT	35	1
KDXU AM	Salt Lake City, UT	35	1
KTKK AM	Salt Lake City, UT	35	1
WAIM AM	Greenville-Spartanburg, SC-Asheville, NC	36	1
WCAB AM	Greenville-Spartanburg, SC-Asheville, NC	36	2
WCSZ AM	Greenville-Spartanburg, SC-Asheville, NC	36	1
WYRD AM	Greenville-Spartanburg, SC-Asheville, NC	36	1
WSPA AM	Greenville-Spartanburg, SC-Asheville, NC	36	1
WORD AM	Greenville-Spartanburg, SC-Asheville, NC	36	1
WKBZ AM	Grand Rapids-Kalamazoo-Battle Creek, MI	38	1
WKLZ AM	Grand Rapids-Kalamazoo-Battle Creek, MI	38	1
WTKG AM	Grand Rapids-Kalamazoo-Battle Creek, MI	38	1
WDJC AM	Birmingham, AL	39	1
WNSI AM	Birmingham, AL	39	1
WSMQ AM	Birmingham, AL	39	2
WAPI AM	Birmingham, AL	39	1
WJNA AM	West Palm Beach-Ft. Pierce, FL	40	1
WJNX AM	West Palm Beach-Ft. Pierce, FL	40	1
WTTB AM	West Palm Beach-Ft. Pierce, FL	40	1
WAXE AM	West Palm Beach-Ft. Pierce, FL	40	2
WPBR AM	West Palm Beach-Ft. Pierce, FL	40	3
WNWS AM	Memphis, TN	41	1
KWAM AM	Memphis, TN	41	1
WGAI AM	Norfolk-Portsmouth-Newport News, VA	42	3
KNOC AM	New Orleans, LA	43	1
WASO AM	New Orleans, LA	43	1
WSLA AM	New Orleans, LA	43	1
WTIX AM	New Orleans, LA	43	1
WLOE AM	Greensboro-High Point-Winston Salem, NC	44	1
WMYN AM	Greensboro-High Point-Winston Salem, NC	44	1
KEBC AM	Oklahoma City, OK	45	1
KTOK AM	Oklahoma City, OK	45	1



KBIM AM	Albuquerque-Santa Fe, NM	48	1
KINN AM	Albuquerque-Santa Fe, NM	48	1
KSVA AM	Albuquerque-Santa Fe, NM	48	1
KSVP AM	Albuquerque-Santa Fe, NM	48	2
KYKK AM	Albuquerque-Santa Fe, NM	48	1
KRSN AM	Albuquerque-Santa Fe, NM	48	1
KTRC AM	Albuquerque-Santa Fe, NM	48	1
WDDZ AM	Providence, RI-New Bedford, MA	49	1
WNRI AM	Providence, RI-New Bedford, MA	49	3
WPEP AM	Providence, RI-New Bedford, MA	49	1
WSAR AM	Providence, RI-New Bedford, MA	49	3
WHJJ AM	Providence, RI-New Bedford, MA	49	1
WULF AM	Louisville, KY	50	1
WXXA AM	Louisville, KY	50	1
KLSS AM	Las Vegas, NV	51	1
KRLV AM	Las Vegas, NV	51	1
KNUU AM	Las Vegas, NV	51	1
WFOY AM	Jacksonville, FL	53	1
WGIG AM	Jacksonville, FL	53	1
WJGR AM	Jacksonville, FL	53	1
WVOJ AM	Jacksonville, FL	53	1
KBJT AM	Little Rock-Pine Bluff, AR	56	4
KOTN AM	Little Rock-Pine Bluff, AR	56	3
KWCK AM	Little Rock-Pine Bluff, AR	56	1
KWCK FM	Little Rock-Pine Bluff, AR	56	1
KZNG AM	Little Rock-Pine Bluff, AR	56	1
WBJT AM	Little Rock-Pine Bluff, AR	56	1
WGFL AM	Little Rock-Pine Bluff, AR	56	1
WXBH AM	Albany-Schenectady-Troy, NY	57	1
WKLV AM	Richmond-Petersburg	58	1
KOKL AM	Tulsa, OK	59	1
KWON AM	Tulsa, OK	59	1
WBLL AM	Dayton, OH	60	1
WCSM AM	Dayton, OH	60	1
WKBV AM	Dayton, OH	60	1
WKYH AM	Charleston-Huntington, WV	61	2
WPAY AM	Charleston-Huntington, WV	61	1
WRVC AM	Charleston-Huntington, WV	61	1
WRWB AM	Knoxville, TN	62	2
WASG AM	Mobile, AL-Pensacola, FL	63	1
WBZR AM	Mobile, AL-Pensacola, FL	63	2
WEBJ AM	Mobile, AL-Pensacola, FL	63	3
WYNI AM	Mobile, AL-Pensacola, FL	63	1
WEBY AM	Mobile, AL-Pensacola, FL	63	2



KSCB AM	Wichita-Hutchinson, KS	65	1
WHIR AM	Lexington, KY	66	2
WLNI AM	Roanoke-Lynchburg	67	1
WLVA AM	Roanoke-Lynchburg	67	1
WODI AM	Roanoke-Lynchburg	67	1
WABJ AM	Toledo, OH	68	2
WRPN AM	Green Bay-Appleton, WI	69	1
WHBY AM	Green Bay-Appleton, WI	69	1
WACK AM	Rochester, NY	71	1
WGVA AM	Rochester, NY	71	1
WKVL AM	Knoxville, TN	72	1
KJPW AM	Springfield, MO	74	1
KOZQ AM	Springfield, MO	74	3
KRMS AM	Springfield, MO	74	1
KWTO AM	Springfield, MO	74	1
WCCF AM	Ft. Myers-Naples, FL	76	2
WNOG AM	Ft. Myers-Naples, FL	76	1
WINK AM	Ft. Myers-Naples, FL	76	1
KCHR AM	Paducah-Cape Girardeau-Harrisburg-Mt Vernon	77	1
KLID AM	Paducah-Cape Girardeau-Harrisburg-Mt Vernon	77	3
KNTX AM	Paducah-Cape Girardeau-Harrisburg-Mt Vernon	77	1
KSIM AM	Paducah-Cape Girardeau-Harrisburg-Mt Vernon	77	1
WINI AM	Paducah-Cape Girardeau-Harrisburg-Mt Vernon	77	1
WKJM AM	Paducah-Cape Girardeau-Harrisburg-Mt Vernon	77	1
WNBS AM	Paducah-Cape Girardeau-Harrisburg-Mt Vernon	77	1
KOZE AM	Spokane, WA	78	1
KSBN AM	Spokane, WA	78	1
KULE FM	Spokane, WA	78	1
KWVR AM	Spokane, WA	78	1
KBEL AM	Shreveport, LA	79	1
KXAR AM	Shreveport, LA	79	2
KTFS AM	Shreveport, LA	79	1
WCNM AM	Portland-Auburn, ME	80	1
WPHX AM	Portland-Auburn, ME	80	1
WKRT AM	Syracuse, NY	81	1
WHOH AM	Huntsville-Decatur-Florence, AL	83	1
WYAM AM	Huntsville-Decatur-Florence, AL	83	1
WBCF AM	Huntsville-Decatur-Florence, AL	83	2
WDXY AM	Columbia, SC	84	1



WBLJ AM	Chattanooga, TN	86	1
WHFB AM	South Bend-Elkhart, IN	87	3
WTRC AM	South Bend-Elkhart, IN	87	3
KGGM AM	Jackson, MS	88	1
WKOZ AM	Jackson, MS	88	4
WPBQ AM	Jackson, MS	88	2
WJNT AM	Jackson, MS	88	2
KCNZ AM	Cedar Rapids-Waterloo-Dubuque, IA	89	1
KDNZ AM	Cedar Rapids-Waterloo-Dubuque, IA	89	1
WGEN AM	Cedar Rapids-Waterloo-Dubuque, IA	89	1
WSNO AM	Burlington, VT-Plattsburgh, NY	90	1
WRSA AM	Burlington, VT-Plattsburgh, NY	90	2
WTWK AM	Burlington, VT-Plattsburgh, NY	90	2
KBIQ AM	Colorado Springs-Pueblo, CO	91	1
KWYD AM	Colorado Springs-Pueblo, CO	91	1
WZOE AM	Davenport, IA-Rock Island-Moline, IL	92	3
WFHG AM	Tri-Cities, TN-VA	93	3
KKTK AM	Waco-Temple-Bryan, TX	94	1
WYNK AM	Baton Rouge, LA	95	1
WJBO AM	Baton Rouge, LA	95	1
WKBI AM	Johnstown-Altoona, PA	96	1
WPHB AM	Johnstown-Altoona, PA	96	1
WRTA AM	Johnstown-Altoona, PA	96	1
WNTJ AM	Johnstown-Altoona, PA	96	1
WVMC AM	Evansville, IN	97	1
WOMI AM	Evansville, IN	97	1
WGAB AM	Evansville, IN	97	3
WCGN FM	Savannah, GA	99	3
WKIG AM	Savannah, GA	99	1
WSGA AM	Savannah, GA	99	1
KOBE AM	El Paso, TX	101	1
KTSM AM	El Paso, TX	101	1
KAMI AM	Lincoln-Hastings-Kearney, NE	102	1
KAMI FM	Lincoln-Hastings-Kearney, NE	102	1
KEES AM	Tyler-Longview, TX	103	1
KSFA AM	Tyler-Longview, TX	103	1
WAWK AM	Ft. Wayne, IN	103	1
WGL AM	Ft. Wayne, IN	103	1
KTBB AM	Tyler-Longview, TX	103	1
WGLL AM	Ft. Wayne, IN	104	1
WDLX AM	Greenville-New Bern-Washington, NC	106	1
WJNC AM	Greenville-New Bern-Washington, NC	106	1
KYHN AM	Ft. Smith-Fayetteville-Springdale-Rogers, A	107	1
KWHN AM	Ft. Smith-Fayetteville-Springdale-Rogers, A	107	1



KURM AM	Ft. Smith-Fayetteville-Springdale-Rogers, A	107	1
WDKD AM	Charleston, SC	108	3
WGTN AM	Florence-Myrtle Beach, SC	109	2
WGYV AM	Montgomery, AL	114	1
WACV AM	Montgomery, AL	114	1
WBAW AM	Augusta, GA	115	1
WXRS AM	Augusta, GA	115	2
WKIM AM	Augusta, GA	115	1
WATT AM	Traverse City-Cadillac, MI	117	4
WMKT AM	Traverse City-Cadillac, MI	117	1
KOMY AM	Monterey-Salinas-Santa Cruz, CA	118	1
KSCO AM	Monterey-Salinas-Santa Cruz, CA	118	1
KSRK AM	Monterey-Salinas-Santa Cruz, CA	118	1
KQWB AM	Fargo-Valley City, ND	119	1
KCNN AM	Fargo-Valley City, ND	119	1
KGLW AM	Santa Barbara-Santa Maria-San Luis Obispo,	120	1
KXTK AM	Santa Barbara-Santa Maria-San Luis Obispo, CA	120	2
KBBR AM	Eugene, OR	123	1
KWRO AM	Eugene, OR	123	1
KUGN AM	Eugene, OR	123	1
KVPI AM	Lafayette, LA	124	3
KXLE AM	Yakima-Pasco-Richland-Kennewick, WA	125	1
KZXR AM	Yakima-Pasco-Richland-Kennewick, WA	125	3
WIZM AM	La Crosse-Eau Claire, WI	127	1
WAYY AM	La Crosse-Eau Claire, WI	127	1
KICA AM	Amarillo, TX	128	1
KIXZ AM	Amarillo, TX	128	3
KBRA FM	Corpus Christi, TX	129	2
KZTK AM	Bakersfield, CA	130	1
WAMY AM	Columbus-Tupelo-West Point, MS	131	1
KNTK FM	Chico-Redding, CA	133	3
KWHO AM	Chico-Redding, CA	133	1
KELD AM	Monroe, LA-El Dorado, AR	134	1
KNOE AM	Monroe, LA-El Dorado, AR	134	4
KRBT AM	Duluth, MN-Superior, WI	135	2
WCSW AM	Duluth, MN-Superior, WI	135	1
WNMT AM	Duluth, MN-Superior, WI	135	1
KOLE AM	Beaumont-Port Arthur, TX	136	1
KRCM AM	Beaumont-Port Arthur, TX	136	1
KMAN AM	Topeka, KS	138	1
KRES AM	Columbia-Jefferson City, MO	139	1
KWIX AM	Columbia-Jefferson City, MO	139	1
KWOS AM	Columbia-Jefferson City, MO	139	1



KAGO AM	Medford-Klamath Falls, OR	140	1
KXCA AM	Wichita Falls, TX-Lawton, OK	141	1
KXCD AM	Wichita Falls, TX-Lawton, OK	141	1
KKOY AM	Joplin, MO-Pittsburg, KS	142	1
KQYX AM	Joplin, MO-Pittsburg, KS	142	3
KMNS AM	Sioux City, IA	144	2
WAOV AM	Terre Haute, IN	145	1
WPRS AM	Terre Haute, IN	145	1
WLTT FM	Wilmington, NC	146	1
WMTD AM	Bluefield-Beckley-Oak Hill, WV	149	1
WSTV AM	Wheeling, WV- Steubenville, OH	150	1
WVLY AM	Wheeling, WV- Steubenville, OH	150	2
WOMP AM	Wheeling, WV- Steubenville, OH	150	1
WKHZ AM	Salisbury, MD	153	1
KLBO AM	Odessa-Midland, TX	154	1
KRUP FM	Anchorage, AK	155	1
KSRM AM	Anchorage, AK	155	1
KFQD AM	Anchorage, AK	155	2
WWYL FM	Binghamton, NY	156	1
WYOS AM	Binghamton, NY	156	1
WVMI AM	Biloxi-Gulfport, MS	157	1
WHQO FM	Bangor, ME	158	1
WYOO AM	Panama City, FL	159	1
WLTG AM	Panama City, FL	159	1
WYOO FM	Panama City, FL	159	2
KPSI AM	Palm Springs, CA	161	1
KXYL AM	Abilene-Sweetwater, TX	162	1
KXYL FM	Abilene-Sweetwater, TX	162	1
KSLI AM	Abilene-Sweetwater, TX	162	1
KWKC AM	Abilene-Sweetwater, TX	162	1
KBKB AM	Quincy, IL-Hannibal, MO-Keokuk, IA	163	1
KHMO AM	Quincy, IL-Hannibal, MO-Keokuk, IA	163	1
WCAZ AM	Quincy, IL-Hannibal, MO-Keokuk, IA	163	3
WTMN AM	Gainesville-Ocala, FL	164	1
WBUC AM	Clarksburg-Weston, WV	165	1
KZNI AM	Idaho Falls-Pocatello, ID	166	2
KZNR AM	Idaho Falls-Pocatello, ID	166	2
WIBX AM	Utica, NY	168	1
KGVO AM	Missoula, MT	169	1
KJJR AM	Missoula, MT	169	1
KODI AM	Billings, MT	170	1
WRJM AM	Dothan, AL	172	1
WCLI AM	Elmira, NY	173	1
WENY AM	Elmira, NY	173	1



WHHO AM	Elmira, NY	173	1
KOTA AM	Rapid City, SD	175	1
WSVA AM	Harrisonburg, VA	178	1
KSYL AM	Alexandria, LA	179	1
KCRV AM	Jonesboro, AR	180	1
KBTM AM	Jonesboro, AR	180	1
WAIN AM	Bowling Green, KY	181	1
WBGH AM	Bowling Green, KY	181	1
WKCT AM	Bowling Green, KY	181	1
WDSK AM	Greenwood-Greenville, MS	182	1
WNWS FM	Jackson, TN	183	1
KBAR AM	Twin Falls, ID	188	2
KDRG AM	Butte-Bozeman, MT	193	1
KMMS AM	Butte-Bozeman, MT	193	1
KOLT AM	Cheyenne, WY-Scottsbluff, NE	197	1
KFAR AM	Fairbanks, AK	203	1
WEGP AM	Presque Isle, ME	205	1
KBLL AM	Helena, MT	207	1
WAXJ AM	St. Croix, Virgin Islands		1
KGUM AM	Hagatna, GU		1



ASFSA - NATIONAL SCHOOL BREAKFAST WEEK FINAL SCRIPT

VO: MARCH 8-12 IS NATIONAL SCHOOL BREAKFAST WEEK, AN ANNUAL CELEBRATION OF THE FEDERALLY FUNDED SCHOOL BREAKFAST PROGRAM, WHICH FEEDS MORE THAN EIGHT MILLION CHILDREN NATIONWIDE EVERY DAY.

DONNA WITTRICK IS PRESIDENT OF THE AMERICAN SCHOOL FOOD SERVICE ASSOCIATION.

DW: "Studies show that eating breakfast every day is the key to making sure kids get a good start in the morning. And parents find that school breakfasts are a healthy, convenient and affordable solution to those hectic mornings when children don't have time to eat before school."

VO: THERE IS ALSO A LINK BETWEEN EATING A NUTRITIOUS BREAKFAST AND ACADEMIC SUCCESS.

DW: "Research conducted by the University of Minnesota and Harvard University shows that students who eat breakfast before they start their school day are more alert, happier and ready to learn. They have improvements in memory, problem-solving skills, verbal fluency, and creative abilities. And, students who have breakfast also consistently perform better on standardized tests, have less discipline problems and earn higher grades."

VO: TO LEARN MORE ABOUT NATIONAL SCHOOL BREAKFAST WEEK, GO TO ASFSA.ORG. THIS IS JANE LUEDERS.