

## Read Across America 2012 Top 10 DMA TV Media Hits

**Media Type:** Television Station Show

**Media Group:** Broadcast

**Outlet:** WPVI-TV

**Title:** Action News 5:30 PM

**Air Date:** 03/15/2012

**DMA:** Philadelphia, PA

**DMA Rank:** 4

**Text Extract:** ... toll seat. They loved the rhymes and silly picture. The mayors visit was part of **read across america** event. They were all in costumes too. They love the hat. More to come on "action ...

**Media Type:** Regional Cable Network Show

**Media Group:** Broadcast

**Outlet:** News 12 Connecticut

**Title:** News 12 Connecticut (1/2)

**Air Date:** 03/02/2012

**DMA:** New York, NY

**DMA Rank:** 1

**Text Extract:** ... for the rest of her life. (Anchor) can't grab your favorite book because today is **Read Across America** day. Several schools in southwestern connecticut held special events encourage ...

**Media Type:** Regional Cable Network Show

**Media Group:** Broadcast

**Outlet:** News 12 Connecticut

**Title:** News 12 Connecticut

**Air Date:** 03/02/2012

**DMA:** New York, NY

**DMA Rank:** 1

**Text Extract:** ... says they hope to have a candidate chosen by July 2013 at the latest. Erica in honor of **Read Across America** day, kids in southwestern Connecticut are being encouraged to put down the ...

**Media Type:** Television Syndicated Show

**Media Group:** Broadcast

**Outlet:** NBC Universal Television Distribution

**Title:** Access Hollywood

**Air Date:** 03/02/2012

**DMA:** Los Angeles, CA

**DMA Rank:** 2

**Text Extract:** ... and yellow mustaches gave the Lorax stars a rousing welcome as they celebrated the **Read Across America** at the New York Public Library. Story time ended with Devito once again taking ...

**Media Type:** Television Station Show

**Media Group:** Broadcast

**Outlet:** WUSA-TV

**Title:** 9News Now Tonight

**Air Date:** 03/02/2012

**DMA:** Washington, DC

**DMA Rank:** 8

**Text Extract:** ... Dr. Seuss and Prince Georges County schools celebrated by participating in the annual **Read Across America** day. That reading and motivation and awareness program calls for every child ...

**Media Type:** Television Station Show

**Media Group:** Broadcast

**Outlet:** KCAL-TV

**Title:** KCAL 9 News at 8:00PM (2/2)

**Air Date:** 03/02/2012

**DMA:** Los Angeles, CA

**DMA Rank:** 2

**Text Extract:** ... favorite dr. Seuss books including how the grinch stole christmas. This was part of a **Read Across America** event which coincide wed the authors birthday. In redondo beach students were ...

**Media Type:** Regional Cable Network

**Media Group:** Broadcast

**Outlet:** Allbritton Communications Co.

**Title:** Evening News (2/2)

**Air Date:** 03/02/2012

**DMA:** Washington, DC

**DMA Rank:** 8

**Text Extract:** ... accident that left a pedestrian fighting for his life, after the driver took off! . Its **Read Across America** day. And this afternoon, mayor vincent gray read to two 2nd grade classrooms ...

**Media Type:** Regional Cable Network

**Media Group:** Broadcast

**Outlet:** Allbritton Communications Co.

**Title:** Evening News (1/2)

**Air Date:** 03/02/2012

**DMA:** Washington, DC

**DMA Rank:** 8

**Text Extract:** ... accident that left a pedestrian fighting for his life, after the driver took off! . Its **Read Across America** day. And this afternoon, mayor vincent gray read to two 2nd grade classrooms ...

**Media Type:** Regional Cable Network Show

**Media Group:** Broadcast

**Outlet:** News 12 New Jersey

**Title:** News 12 New Jersey (1/2)

**Air Date:** 03/02/2012

**DMA:** New York, NY

**DMA Rank:** 1

**Text Extract:** ... the stars of the lorax movie spent the day reading the book as part of national **Read Across America** day. Seus died in 191 at age 87. Dr. Seus isnt the only birthday boy. Jon bon ...

**Media Type:** Television Station Show

**Media Group:** Broadcast

**Outlet:** WFXT-TV

**Title:** Fox 25 News at 6:30

**Air Date:** 03/02/2012

**DMA:** Boston, MA

**DMA Rank:** 7

**Text Extract:** ... of the weekend will be okay. Thank you. Millions of americans pick up books as part of **Read Across America** day. 108 Years ago today, the late childrens author, dr. Sues, was born in ...

**Media Type:** Television Station Show

**Media Group:** Broadcast

**Outlet:** KYW-TV

**Title:** Eyewitness News at 6

**Air Date:** 03/02/2012

**DMA:** Philadelphia, PA

**DMA Rank:** 4

**Text Extract:** ... a to sam bony to young patients at virtua hospital in voorhees. This is all part of **Read Across America** month. Well, leslie is next with sports and a look back at a historic moment, ...

**Media Type:** Television Station Show

**Media Group:** Broadcast

**Outlet:** WPVI-TV

**Title:** Action News 6:00 PM

**Air Date:** 03/02/2012

**DMA:** Philadelphia, PA

**DMA Rank:** 4

**Text Extract:** ... become in time for postseason. Thank you, Keith. Congressman John Runyan joined in the **Read Across America** effort. Runyan was guest reader at St. Paris school in Cinnaminson. The book ...

**Media Type:** Television Station Show

**Media Group:** Broadcast

**Outlet:** WCAU-TV

**Title:** NBC 10 News at 5 (2/2)

**Air Date:** 03/02/2012

**DMA:** Philadelphia, PA

**DMA Rank:** 4

**Text Extract:**

Today is Dr. Seuss birthday which means it's **Read Across America** today. The annual event encourages kids to open up a book and parents to read to their children. NBC 10's Stacey Stauffer ...

**Media Type:** Regional Cable Network Show

**Media Group:** Broadcast

**Outlet:** News 12 Connecticut

**Title:** News 12 Connecticut (1/3)

**Air Date:** 03/02/2012

**DMA:** New York, NY

**DMA Rank:** 1

**Text Extract:**

Bridgeport Mayor Bill Finch in honor of Dr. Seuss's birthday. It's part of the **Read Across America** campaign to encourage young people to put down the video games and pick up a book. News ...

**Media Type:** Television Station Show

**Media Group:** Broadcast

**Outlet:** WRC-TV

**Title:** News 4 at 6 (2/2)

**Air Date:** 03/02/2012

**DMA:** Washington, DC

**DMA Rank:** 8

**Text Extract:** ... Its also a day set aside in schools here in the D.C. area and across the nation as "Read Across America " day. Volunteers from the navy read to kindergarteners at an early childhood ...

**Media Type:** Television Station Show

**Media Group:** Broadcast

**Outlet:** KABC-TV

**Title:** Eyewitness News 6:00PM

**Air Date:** 03/02/2012

**DMA:** Los Angeles, CA

**DMA Rank:** 2

**Text Extract:**

They had more important things to tend to, the support of **Read Across America** today. Youre not going to like this as well. All he does is yell, yell, yell. I want to have this about. ...

**Media Type:** Television Station Show

**Media Group:** Broadcast

**Outlet:** KCBS-TV

**Title:** CBS 2 News at 6:00

**Air Date:** 03/02/2012

**DMA:** Los Angeles, CA

**DMA Rank:** 2

**Text Extract:** ... leyna. on "cbs 2 news" at 6:00, the way southland schools are getting involved in the **Read Across America** day

That is actress regina king readed to dozens of children during the ...

**Media Type:** Regional Cable Network Show

**Media Group:** Broadcast

**Outlet:** NewsChannel 8

**Title:** Weekend Morning Report (2/2)

**Air Date:** 03/03/2012

**DMA:** Washington, DC

**DMA Rank:** 8

**Text Extract:** ... accident that left a pedestrian fighting for his life, after the driver took off! . Its **Read Across America** day. And this afternoon, mayor vincent gray read to two 2nd grade classrooms ...

**Media Type:** Regional Cable Network Show

**Media Group:** Broadcast

**Outlet:** CLTV/Chicagoland Television News

**Title:** ChicagoLand News at 9:30

**Air Date:** 03/03/2012

**DMA:** Chicago, IL

**DMA Rank:** 3

**Text Extract:** ... wouldve turned 108 yesterday. His birthday just happened to coincide with "national **Read Across America** day". Seuss born theodor seuss geisel wrote more than sixty childrens books ...

**Media Type:** Television Station Show

**Media Group:** Broadcast

**Outlet:** KCBS-TV

**Title:** CBS 2 News at 5:00

**Air Date:** 03/02/2012

**DMA:** Los Angeles, CA

**DMA Rank:** 2

**Text Extract:** ... The bulk of the slowing westbound on the 91 as you make your way out of corona. Kent: **Read Across America** day is today. On the birthday of cat in the hat author dr. Seuss. In los ...

**Media Type:** Television Station Show

**Media Group:** Broadcast

**Outlet:** KCBS-TV

**Title:** CBS 2 News at 4:30

**Air Date:** 03/02/2012

**DMA:** Los Angeles, CA

**DMA Rank:** 2

**Text Extract:** ... sunday. Look a that my friend. 75 Degrees you got to love it. Kaj, thanks. Today marks **Read Across America** today. It is annual day for schools in other outlets to encourage reading to ...

**Media Type:** Television Station Show

**Media Group:** Broadcast

**Outlet:** WPVI-TV

**Title:** Action News

**Air Date:** 03/02/2012

**DMA:** Philadelphia, PA

**DMA Rank:** 4

**Text Extract:** ... pepperoni. Bring more smiles to the table. 5:20 Now, children got an early start to **Read Across America** day in southwest philadelphia, tam read to pre-k students. And she chose dr. ...

**Media Type:** Regional Cable Network Show

**Media Group:** Broadcast

**Outlet:** NECN/New England Cable News

**Title:** News at 7

**Air Date:** 03/01/2012

**DMA:** Boston, MA

**DMA Rank:** 7

**Text Extract:**

Host steve aveson - is celebrating **Read Across America** . Today - he read to 60 preschoolers at wheelock college - in boston. **Read Across America** promotes the importance of ...



**Media Type:** Television Station Show

**Media Group:** Broadcast

**Outlet:** WPVI-TV

**Title:** Action News 5:30 PM

**Air Date:** 03/01/2012

**DMA:** Philadelphia, PA

**DMA Rank:** 4

**Text Extract:** ... and of course watch "action news" at 11:00 with jim gardner. They got an early start to **Read Across America** today in southwest philadelphia, 6 abc anchor, tamala edwards read to the ...

**Media Type:** Television Station Show

**Media Group:** Broadcast

**Outlet:** KXAS-TV

**Title:** NBC5 News at 6pm

**Air Date:** 03/01/2012

**DMA:** Dallas - Fort Worth, TX

**DMA Rank:** 5

**Text Extract:** ... love flowers. The lorax himself visited the **Elementary** school today as part of **National Education Association s Read Across America** . The visit was just one of the loraxs ...

**Media Type:** Television Station Show

**Media Group:** Broadcast

**Outlet:** KTRK-TV

**Title:** 13 Eyewitness News at 6am (1/2)

**Air Date:** 03/02/2012

**DMA:** Houston, TX

**DMA Rank:** 10

**Text Extract:** ... star katherine mcphoe on the view. Right here at 9:00. Topping whats hot. It is **Read Across America** day, in honor of the birthday of dr. Seuss. Today would have been the childrens ...

**Media Type:** Television Station Show

**Media Group:** Broadcast

**Outlet:** KTXA-TV

**Title:** Jody Dean & The Morning Team (1/4)

**Air Date:** 03/02/2012

**DMA:** Dallas - Fort Worth, TX

**DMA Rank:** 5

**Text Extract:** ... That is, one the airport completes a new \$175 million parking garage. And today is **Read Across America** day. This annual event coincides with the birthday of dr. Seuss and encourages ...

**Media Type:** Television Station Show

**Media Group:** Broadcast

**Outlet:** WCBS-TV

**Title:** CBS 2 News This Morning (3/5)

**Air Date:** 03/02/2012

**DMA:** New York, NY

**DMA Rank:** 1

**Text Extract:** ... sunday into monday. 1902 I believe. No, 1904. It was dr. Suess birthday. And its also **Read Across America** . Thank you for reminding me of that. My sons class is wearing red and white. ...

**Media Type:** Television Station Show

**Media Group:** Broadcast

**Outlet:** KNTV-TV

**Title:** Today in the Bay

**Air Date:** 03/02/2012

**DMA:** San Francisco, CA

**DMA Rank:** 6

**Text Extract:** ... spirit award. His new film premieres tonight directed by palo alto native brad leon. Its **Read Across America** day. Kids will mark the day. Celebrities will visit to read to kids, maybe

**Media Type:** Television Station Show

**Media Group:** Broadcast

**Outlet:** WPVI-TV

**Title:** Action News 5:30 PM

**Air Date:** 02/28/2012

**DMA:** Philadelphia, PA

**DMA Rank:** 4

**Text Extract:**

Make a wish on a dish and youll be celebrating with the kindergartners today, they tried to today for a version of dr. Seuss, they really used fish to paint shirts today to mark the special day, the shirts will be worn this frday for **Read Across America** today

**Media Type:** Television Station Show

**Media Group:** Broadcast

**Outlet:** WJLA-TV

**Title:** ABC 7 News at Noon

**Air Date:** 02/28/2012

**DMA:** Washington, DC

**DMA Rank:** 8

**Text Extract:**

Thousands of dollars later with not one trip she cannot get out of her contract. We go undercover to investigate what you should know before you buy. Join us at 5:00. Dr. Seuss, the big orange storybook character visited james polk **Elementary** school in alexandria this morning, part of the national **Education Association s Read Across America** tour. The school received cash to improve literacy. If its a 20-state tour encouraging students to read. I love all those hats

**Media Type:** Television Station Show

**Media Group:** Broadcast

**Outlet:** KDFW-TV

**Title:** Fox 4 News at 9 (2/2)

**Air Date:** 02/25/2012

**DMA:** Dallas - Fort Worth, TX

**DMA Rank:** 5

**Text Extract:**

I sat there the with sally and i said ow i wish we had something to do. Dr. Seuss birthday just a few days away now but some children in grapevine were getting start on the celebration. The target store in grapevine hosting this event that sports the **Read Across America** program to encourage kids to read. Mostly sunny skies tomorrow. Much like today breezy temperatures in the mid-60s, clouds on the increase tomorrow night into monday. Maybe a few showers monday. Thunderstorms tuesday and then drier

**Media Type:** Television Station Show

**Media Group:** Broadcast

**Outlet:** KDAF-TV

**Title:** CW33 News at 9 (1/2)

**Air Date:** 02/25/2012

**DMA:** Dallas - Fort Worth, TX

**DMA Rank:** 5

**Text Extract:**

Runs through september 3rd. The cat in the haT. . Target across the country hosting a free family reading event in honor of dr. Seuss today. Volunteers read children the laura x before going through a variety of activities. The then supported the **National Education Association Read Across America** program. Part of targets efforts to donate \$1 billion to education by the end of 2015. More than 17,000 cheerleaders in the dallas convention center for one day of the nca all-star championship. The

**Media Type:** Television Station Show

**Media Group:** Broadcast

**Outlet:** WFLD-TV

**Title:** Fox Chicago News at Nine (2/2)

**Air Date:** 02/08/2012

**DMA:** Chicago, IL

**DMA Rank:** 3

**Text Extract:**

The offer was from a film company. It was made to the group "**read across america** ." They encourage school kids to read books. The foreign industry said it would donate a portion of the movie. The group hit the radar of the adult film industry after a former adult film star took part in a reading program last year in california. The actress is sasha gray who over the past few years managed to transition her carer into mainstream show and movies

Shes through with the adult industry. Her

**Media Type:** Television Station Show

**Media Group:** Broadcast

**Outlet:** KGO-TV

**Title:** 7 Live (2/2)

**Air Date:** 02/08/2012

**DMA:** San Francisco, CA

**DMA Rank:** 6

**Text Extract:**

Parents found out that a porn actress was there and went crazy . She supports education and stirred controversy again . She is retired to the porn . But the scene that features her to set to debut . The company behind the film pledged to donate proeses to the **national Education Association Read Across America** for literacy . The **nea** doesnt want the money . They are not a

with with sasha gray in any way and will not accept proceeds from her latest films . Thats leading us to the question

**Media Type:** Television Station Show

**Media Group:** Broadcast

**Outlet:** KGO-TV

**Title:** 7 Live (2/2)

**Air Date:** 02/07/2012

**DMA:** San Francisco, CA

**DMA Rank:** 6

**Text Extract:**

Parents found out that a porn actress was there and went crazy . She supports education and stirred controversy again . She is retired to the porn . But the scene that features her to set to debut . The company behind the film pledged to donate proceeds to the **national Education Association Read Across America** for literacy . The **nea** doesnt want the money . They are not associated with sasha gray in any way and will not accept proceeds from her latest films . Thats leading us to the