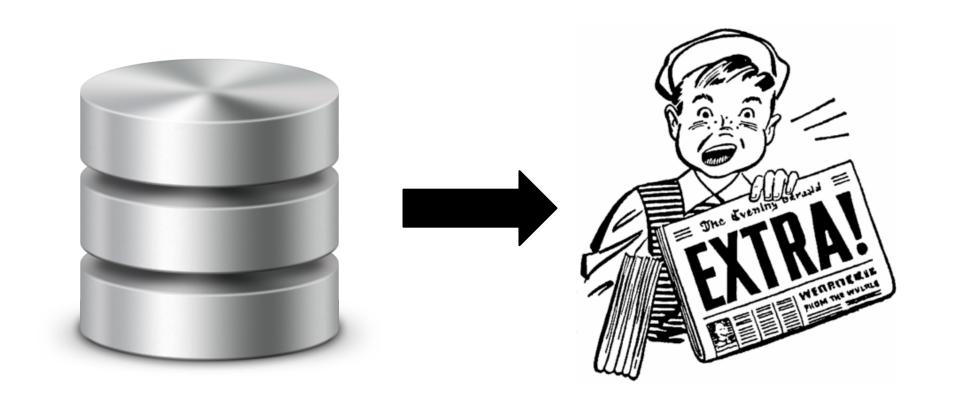
CALCULUS

A BRIEF TUTORIAL BY THE @LATDATADESK



THE DATA DESK IS A TEAM OF REPORTERS AND PROGRAMMERS IN #DTLA



WE TURN DATABASES INTO NEWS

HOW DID WE END UP WITH THESE



MARCH 5 PRIMARY



ERIC GARCETTI 121,930 VOTES 33.1%

2



WENDY GREUEL 106,748 VOTES

29.0%

3



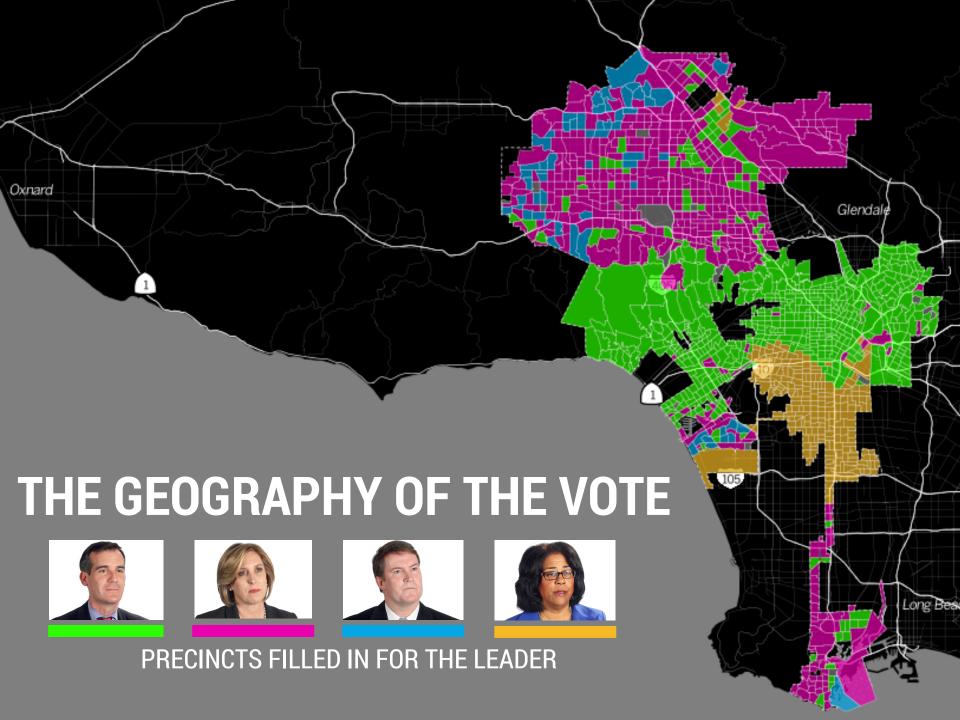
KEVIN JAMES 60,154 VOTES

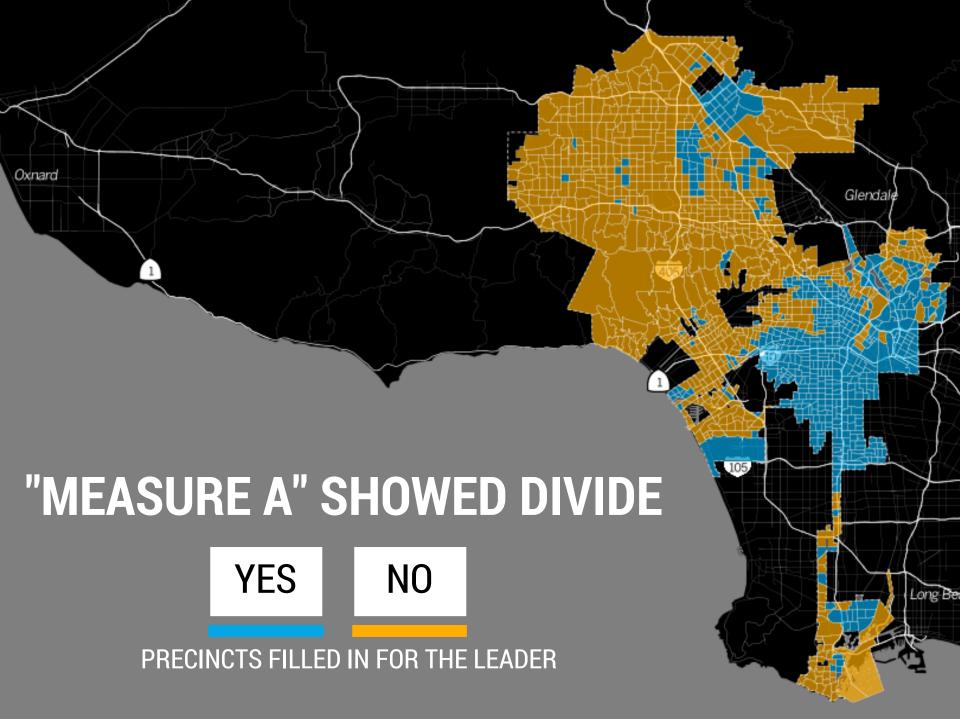
16.3%

4



JAN PERRY 58,472 VOTES 15.9%





CHECK YOUR HOOD

http://www.latimes.com/mayormap

MOST PEOPLE DIDN'T VOTE







THIS WON'T STOP. WHO CAN I BLAME?

PEOPLE LIKE THIS MAN...







THEY AIN'T FREE



KABC-TV GLENDALE 500 CIRCLE SEVEN DRIVE GLENDALE CA 91201 BUYING TIME - 6205 ATTN: KATHRYN WELSH 650 MASSACHUSETTS AVENUE NW ATTN: SUITE # 210 WASHINGTON DC 20001

DATE: 01-28-2013 PAGE: 2

of 5

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
414875	01-28-2013		0	WENDY GREUEL FOR MAYOR	WENDY GREUEL FOR MAYOR 2013	POLITICALS	KABC - GLENDALE

	Agency Est#		CMS#	Sales Office Account Executive Start Date End Date Billing				F	ackage Contract Title									
	450 453 2		254769	PHILADELPHIA		01-29-2013	02-04-2		M (Broa			nth, (N	254769		
Lin	Start Date	End Date	Time Period		escription			RC	Duration	M	T	W T	ΓF	SS	SPW	Price	Tot Spots	Total \$
16	02-04-2013	02-04-2013	Agency CPE: 04:00PM - 05	C:450 P:453 I	E: 2629 YEWITNESS NEWS 4PM (408	18)		3	30	1					1	640	1	640.00
17	01-29-2013	02-03-2013	05:00PM - 06	:00PM E	YEWITNESS NEWS 5-PM (409	91)		3	30		1	1 1	1 1		4	960	4	3,840.00
18	02-04-2013	02-04-2013	05:00PM - 06	:00PM E	YEWITNESS NEWS 5-PM (409	91)		3	30	1					1	960	1	960.00
19	01-29-2013	02-03-2013	06:00PM - 06	:30PM E	YEWITNESS NEWS 6PM (409	13)		3	30		1	1 1	1 1		4	1,200	4	4,800.00
20	02-04-2013	02-04-2013	06:00PM - 06	:30PM E	YEWITNESS NEWS 6PM (409	13)		3	30	1					1	1,120	1	1,120.00
2	01-29-2013	02-03-2013	07:00PM - 07	:30PM J	EOPARDY M-F 7-730 PM (4097	7)		3	30		1	1 1	1 1		4	1,600	4	6,400.00
2	02-04-2013	02-04-2013	07:00PM - 07	:30PM J	EOPARDY M-F 7-730PM (4097	7)		3	30	1					1	1,600	1	1,600.00
23	01-29-2013	02-03-2013	07:30PM - 08	:00PM V	HEEL OF FORTUNE 730-8P ((4098)		3	30		1	1 1	1 1		4	1,600	4	6,400.00
24	02-04-2013	02-04-2013	07:30PM - 08	:00PM V	VHEEL OF FORTUNE 730-8P ((4098)		3	30	1					1	1,600	1	1,600.00
2	01-29-2013	02-03-2013	07:00PM - 08	:00 PM A	FV (4132)			3	30)				1	1	3,200	1	3,200.00
			AFHV	EM LINE NOTE														
26	02-04-2013	02-04-2013	08:00PM - 10		ACHELOR (4070)			3	30	1					1	8,000	1	00.000,8
_	04 00 0040			EM LINE NOTE				_								0.000		0.000.00
27	01-29-2013	02-03-2013	08:00PM - 09	:00PM L	AST MAN/MALIBU (4123)			3	30	1			1		1	2,800	1	2,800.00
			LAST MAN/M/	EM LINE NOTE ALIBU														

\$1,120



TONIGHT 11PM
EYEWITNESS NEWS



JEUPARDY

www.jeopardy.com

51,600

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YOUR FRIENDS AND NEIGHBORS



CAN GIVE UP TO A LIMIT



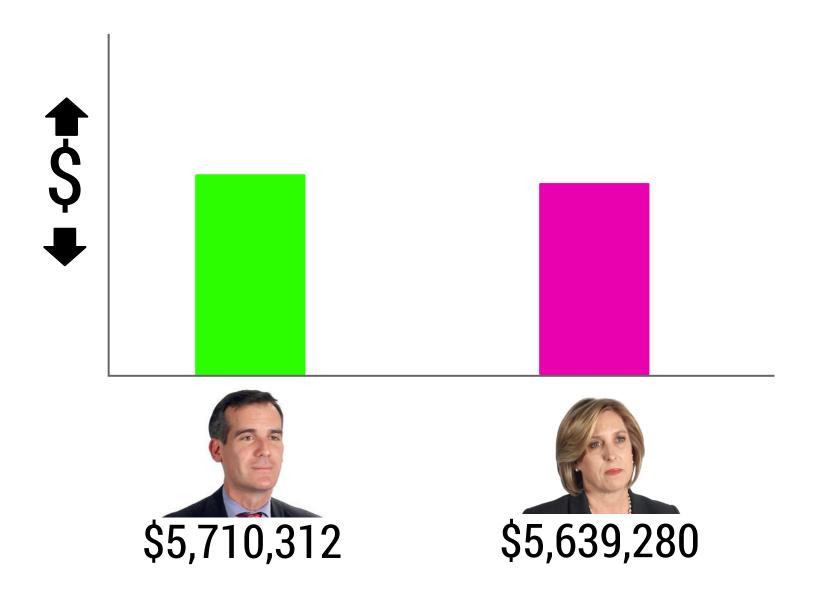
PER PERSON



PER ELECTION



NECK AND NECK?

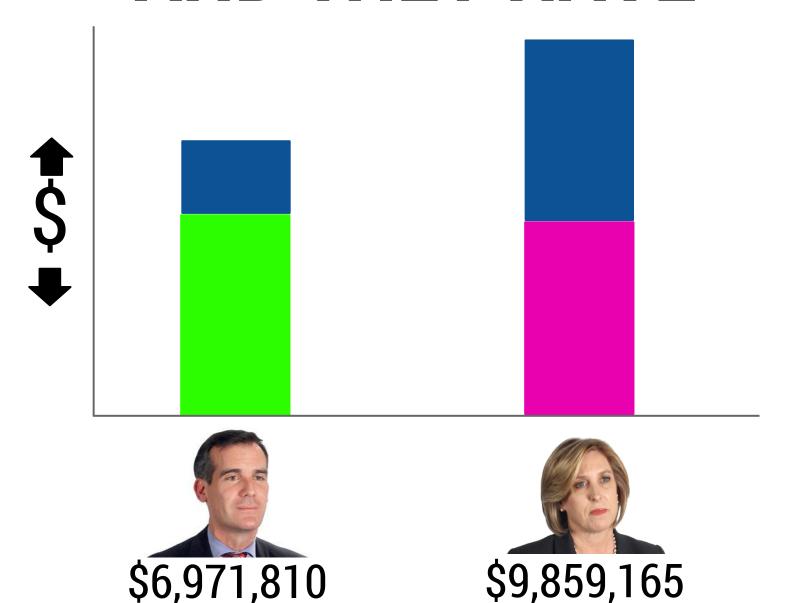






INDEPENDENT GROUPS CAN GIVE UNLIMITED AMOUNTS

AND THEY HAVE



MOSTLY UNIONS FOR GREUEL







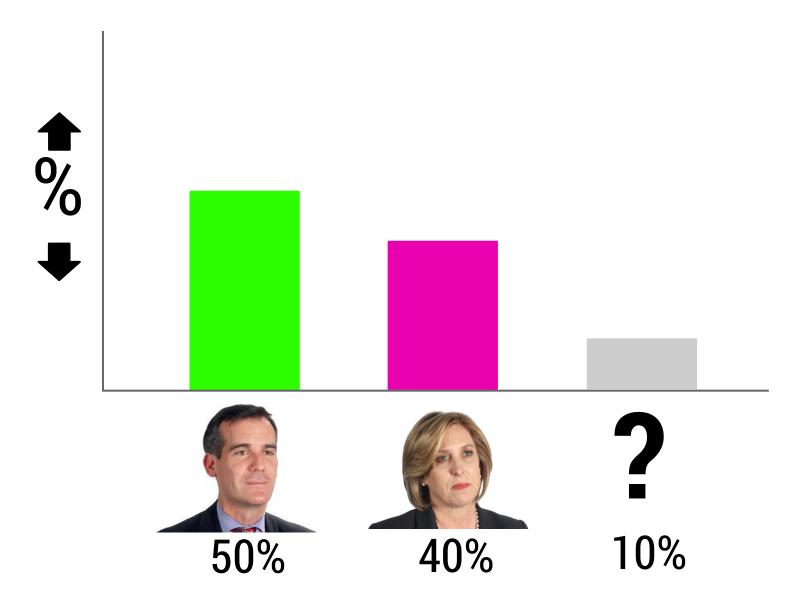




ONLY \$12.2 MILLION



STATE OF THE RACE



Telephone survey of 500 likely voters, taken Monday through Wednesday. Margin of sampling error of 4.4 percentage points in either direction.



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