

Network for a Healthy California Central Valley Region*

2010 Advertising Support -- What's Harder Campaign

	April	May	June	July	August	Sept	Oct
Multi-Cultural English-Language							
Television KAIL, KFRE, KFSN, KGPE, KMPH, KSEE <u>Program Examples:</u> Rachael Ray, The Doctors, Oprah Winfrey, Good Morning America, Regis & Kelly, The View, Wheel of Fortune, Today Show, Cristina's Court, Maury Povich, Access Hollywood, Wheel of Fortune, Entertainment Tonight	TV	TV	TV	TV	TV	TV	TV
Outdoor 28 Units/month	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	
Catering Truck Posters - 6 Units	Catering Trucks						
Spanish Language							
Television KFTV, KMSG, KNSO, KTFE <u>Program Examples:</u> Yo Amo A Juan Querendo, Vivan Ninos, Verdicto Final, Nuevo Rico Nuevo, Caso Cerrado, Al Rojo Vivo, Lo Mejor De Caso	TV	TV	TV	TV	TV	TV	TV
Radio Fresno, Merced, Visalia Metro Areas KOND, KLBN, KFSO, KRDA, KQLB, KLOQ,KTSE, KMIX, KMQA, KIWI	Radio	Radio	Radio	Radio	Radio	Radio	Radio
Outdoor 12-26 Units per month Outdoor Boards	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	
Catering Truck Posters - 20 Units	Catering Trucks						
*See Bakersfield flowchart for Kern County coverage.							