

Network for a Healthy California FRESNO

2009 Advertising Support -- Ownership 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 Outdoor 26 Units/month Catering Truck Posters - 6 Units	TV	TV	TV	TV	TV	TV	TV
	Outdoor	→	Outdoor	→	Outdoor		
	Catering Trucks						
Spanish Language Television KFTV, KMSG, KNSO, KTFF Radio Fresno, Merced, Visalia Metro Areas KF50-FM, KIWI-FM, KLBN-FM, KLOQ-FM, KMIX-FM, KMQA-FM, KOND-FM, KQLB-FM, KRDA-FM, KTSE-FM Outdoor 12-24 Units per month Outdoor Boards Catering Truck Posters - 20 Units	TV	TV	TV	TV	TV	TV	TV
	Radio				Radio		
	Outdoor	→	Outdoor	→	Outdoor		
	Catering Trucks						