

## Network for a Healthy California Central Valley Region\*

### 2012 Advertising Support -- What's Harder Campaign

	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.
<b>Multi-Cultural English Language</b> <u>Television</u> KAIL, KFRE, KFSN, KGPE, KMPH, KSEE Program Examples: Judge Mathis, Wendy Williams, Judge Judy, The Office, Family Guy, Divorce Court, Judge Alex, Seinfeld, TMZ, Good Morning America, Rachel Ray, General Hospital, Jeopardy/Wheel of Fortune, Ellen, Extra, Insider, Big Bang Theory, Two & A Half Men, Today Show, Dr. Phil, Access Hollywood <u>Outdoor</u> 30 Boards/Month Catering Truck Posters	TV	TV	TV	TV	TV	TV	TV	TV
	Outdoor		Outdoor		Outdoor		Outdoor	
	Catering Trucks							
<b>Spanish Language</b> <u>Television</u> KFTV, KMSG, KNSO, KTFF Program Examples: Univision Novelas, Dos Hogares, Fuerza Del Destino, Casos De Familia, Una Familia Con Suerte, El Gordo y La Flaca, Primer Impacto, Caso Cerrado, 12 Corazones, Levantate, Maria Mercedes, Gata Salvaje, El Chavo, Las Tontas, Cine de Las Estrellas <u>Radio</u> KOND, KHIT, KFSO, KLOQ, KMIX, KQLB, KTSE (Fresno, Merced, Visalia Metro) <u>Outdoor</u> 23 Boards/Month Catering Truck Posters	TV	TV	TV	TV	TV	TV	TV	TV
	Radio	Radio	Radio	Radio	Radio	Radio	Radio	Radio
	Outdoor		Outdoor		Outdoor		Outdoor	
	Catering Trucks							
* Flowchart represents Central Valley Region, excluding Bakersfield DMA where no advertising is scheduled.								