

## Network for a Healthy California Desert Sierra Region\*

### 2010 Advertising Support -- What's Harder Campaign

	April	May	June	July	August	Sept	Oct
<b>Multi-Cultural English-Language</b>  <u>Television</u> KABC, KCAL, KCBS, KCOP, KDOC, KNBC, KTLA, KTTV <u>Program Examples:</u> Rachael Ray, The Doctors, Oprah Winfrey, Good Morning American, Regis & Kelly, The View, Today Show, Dr. Phil, Judge Hatchett, Access Hollywood, Wheel of Fortune, Entertainment Tonight, Ellen <u>Outdoor</u> 65 Boards/Month  Catering Truck Posters	TV	TV	TV	TV	TV	TV	TV
	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	
	<b>Catering Trucks</b>						
<b>Spanish Language</b>  <u>Television</u> KAZA, KFTR, KMEX, KRCA, KVEA, KWHY <u>Program Examples:</u> Levantate, Caso Cerrado, Al Rojo Vivo, El Privilegio, Betty La Fea, Valeria, Las Tontas, Nuevo Rico Nuevo, Lo Mejor De Caso <u>Radio</u> KLYY-FM, KLVE-FM, KSCA-FM, KRCD-FM, KXSB-FM  <u>Outdoor</u> 30 Boards/Month  Catering Truck Posters	TV	TV	TV	TV	TV	TV	TV
	Radio	Radio	Radio	Radio	Radio	Radio	Radio
	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	
	<b>Catering Trucks</b>						
*Flowchart represents San Bernardino and East/West Riverside Counties. See separate flowchart for Palm Springs							