

Network for a Healthy California Gold Coast Region

2010 Advertising Support -- What's Harder Campaign

	April	May	June	July	August	Sept	Oct
Multi-Cultural English-Language							
Television Ventura County: KABC, KCAL, KCBS, KCOP, KDOC, KNBC, KTLA, KTTV Santa Barbara-Santa Maria-San Luis Obispo: KCOY, KEYT, KKFX, KSBY <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	TV	TV	TV	TV	TV	TV	TV
Outdoor Billboard Posters - Ventura County	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	
Catering Truck Posters - Ventura County	Catering Trucks						
Spanish Language							
Television Ventura County: 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	TV	TV	TV	TV	TV	TV	TV
Radio Ventura County: KXLM-FM, KLVE-FM, KSCA-FM	Radio	Radio	Radio	Radio	Radio	Radio	Radio
Outdoor Billboard Posters - Ventura County	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	
Catering Truck Posters - Ventura County	Catering Trucks						