Network for a Healthy California

Sierra Cascade Region

2012 Advertising Support -- What's Harder Campaign

	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.
Multi-Cultural English Language								
Television KCVU, KHSL, KNVN, KRCR, KRVU, NHSL (Chico Metro) Program Examples: America's Court, Judge Mathis, People's Court, Cash Cab, TMZ, King of the Hill, 30 Rock, How I Met Your Mother, Two & a Half Men, Big Bang Theory, Rachel Ray, Price is Right, Y&R, Let's Make a Deal, Dr. Phil, Inside Edition, Extra, Today Show, Live with Kelly, Days of Our Lives, Ellen, Millionaire, Wheel of Fortune, Good Morning America, ET, Insider, Entertainment this Week, Divorce Court, Judge Alex, Frasier, The Office, According to Jim, Everybody Loves Raymond, Meet the Browns, That '70s Show	TV	TV	TV	TV	TV	TV	TV	TV	TV	TV	TV
Outdoor 6 Boards/Month	Outdoor	Outdoor	Outdoor	Outdoor		Outdoor	Outdoor	Outdoor
Spanish Language								
Radio KRCX, KHHZ (Chico Metro)	Radio	Radio	Radio	Radio	Radio	Radio	Radio	Radio	Radio	Radio	Radio