Network for a Healthy California

Sierra Cascade Region

2010 Advertising Support -- What's Harder Campaign

	April	May	June	July	August	Sept	Oct
Multi-Cultural English-Language							
Television KCVU, KHSL, KNVN, KRCR, KRVU, NHSL Program Examples: Rachael Ray, The Doctors, Oprah Winfrey, Good Morning America, Regis & Kelly, The View, Wheel of Fortune, Today Show, Cristina's Court, Entertainment This Week, All My Children	TV	TV TV	TV	TV	TV TV	TV	
Outdoor 8 Boards/month	Outdoor →	→	Outdoor →	→	Outdoor →	→	
Spanish Language							
Radio KHHZ-FM	Radio	Radio Radio	Radio	Radio	Radio Radio	Radio	