



<u>Station</u>	<u>Promotion</u>	<u>Provide</u>
AUSTIN TX	Leave Your Mark	Donation Cost: \$500.00
KLZT-FM 107.1	KLZT will host 2 1-hour van hits on Cesar Chavez to encourage listeners to	Other Needs / Comments:
Regional Mexican	come out to take pictures in front of the street sign, public building, etc.	Copy points in Spanish and \$120
Abby Browning	Photos will be uploaded to station Facebook page and website. In addition,	net talent fee for 2 van hits
512-832-4000	KLZT we put up a homepage tile ad that will link to a contest page so people	
abrowning@emmisaustin.com	who cannot make it out to van hits can upload their photos and describe their	DIGITAL ASSETS NEEDED
8309 N Interstate 35	life's work and what they would like to be known for.	Image for 300x250 tile ad
Austin, TX 78753-5720	3/24/2014 to 3/28/2014	Due Date: 3/17/2014
Funnis Communications Com		Webmaster: Anastasia Teague 512-
Emmis Communications Corp.	Mentions: 20 (:15) promos supporting van hits, 20 (:30) promos pushing	908-4907
Clares: 413 000	online contest, 20 lives	afawcett@emmisaustin.com
GImps: 412,000	# Mentions: 60 40 x:30 20 x:15	
VALUE: \$3,816.67		
	DIGITAL ELEMENTS	
	Homepage tile ad linking to contest page	
	URL: 1071laz.com	
	SOCIAL MEDIA	
	Picture uploads to Facebook - 6,700+ likes	
	Digital Media Dates: 3/24/2014 to 3/28/2014	
	Digital IMPs (est): 10,000	
AUSTIN TX	National Day Of Service	
KLZT-FM 107.1	KLZT will include the takepart.com/chavez link on the KLZT website. The link	Other Needs / Comments:
Regional Mexican	will appear on the homepage rotator above the fold as well as a homepage	Copy points in Spanish
Abby Browning	tile ad that will link to the above website. Station will also air live mentions.	
512-832-4000	3/24/2014 to 3/28/2014	DIGITAL ASSETS NEEDED
abrowning@emmisaustin.com		Image for 300x250 tile ad
8309 N Interstate 35	Mentions: 10 live mentions	Due Date: 3/17/2014
Austin, TX 78753-5720	# Mentions: 10 10 x :15	Webmaster: Anastasia Teague 512-
Emmis Communications Corn		908-4907
Emmis Communications Corp.	DIGITAL ELEMENTS	afawcett@emmisaustin.com
GImps: 77,000	Homepage rotator with link and homepage tile ad linking to website	
•	URL: 1071laz.com	
VALUE: \$719.44	Digital Media Dates: 3/24/2014 to 3/28/2014	
	Digital IMPs (est): 10,000	





<u>Station</u>	Promotion	<u>Provide</u>
AUSTIN TX	National Day of Service	
KHFI-FM 96.7	1x :30 PSA announcement per day promoting the Cesar Chavez National Day	Other Needs / Comments: copy
CHR	of Service.	points regarding National Day of
Belinda Villareal	3/1/2014 to 3/28/2014	Service
512-684-7300		
belindavillareal@clearchannel.com	Mentions: :30 PSA promoting National Day of Service	
3601 S Congress Ave Bldg F	# Mentions: 28 28 x :30	
Austin, TX 78704-7280		
Clear Channel Media &		
Entertainment		
GImps: 196,000		
VALUE: \$2,100.00		
AUSTIN TX	Leave Your Mark	Donation Cost: \$500.00
KHFI-FM 96.7	Listeners will be encouraged to take a picture on Caesar Chavez Rd. and post	Donation Cost. \$500.00
CHR	to Instagram with the hashtag #caesarchavezatx and state what they want to	DIGITAL ASSETS NEEDED
Belinda Villareal	be known for. Pictures will be displayed on a custom contest page on	Link and Logo, images from
512-684-7300	967kissfm.com, along with more information on the contest.	movie/movie poster (600x400
belindavillareal@clearchannel.com	3/24/2014 to 3/28/2014	minimum)
3601 S Congress Ave Bldg F	3/24/2014 to 3/26/2014	Due Date: 3/19/2014
Austin, TX 78704-7280	Mentions: Recorded promos	Webmaster: Susie Sebastian 512-
	# Mentions: 10 10 x :15	684-7423
Clear Channel Media &	# WEILIOIS. 10 10 X.13	susiesebastian@clearchannel.com
Entertainment	DIGITAL ELEMENTS	
	Custom contest page with link and logo, will feature Instagram pictures	
GImps: 610,825	URL: 967kissfm.com	
VALUE: \$6,158.25	SOCIAL MEDIA	
	Instagram with custom hashtag; feed will be displayed on contest page	
	Digital Media Dates: 3/24/2014 to 3/28/2014	
	Digital IMPs (est): 540,825	





Station	Promotion	<u>Provide</u>
BAKERSFIELD CA	National Day of Service	
KIWI-FM 102.9	The station will air promos asking listeners to log onto takepart.com/chavez	
Regional Mexican	to sign the petition to make Cesar Chavez's birthday a National Day of Service.	DIGITAL ASSETS NEEDED
Isabel Eggert	3/17/2014 to 3/28/2014	banner and logos
661-327-9711		Due Date: 3/10/2014
ieggert@lotusbakersfield.com	Mentions: Recorded mentions	Webmaster: Laura Lugo 661-327-
5100 Commerce Dr	# Mentions: 36 36 x :15	9711 laura@lotusbakersfield. Com
Bakersfield, CA 93309-0684		
Latus Communications Com	DIGITAL ELEMENTS	
Lotus Communications Corp.	Web banner	
Character 224 800	URL: radiolobo.com	
GImps: 231,800	SOCIAL MEDIA	
VALUE: \$1,760.00	Inclusion in three Facebook posts	
	Digital Media Dates: 3/17/2014 to 3/28/2014	
	Digital IMPs (est): 5,000	
BAKERSFIELD CA	National Day of Service	
KISV-FM 94.1	The station will air promos asking listeners to log onto takepart.com/chavez	
Rhythmic-CHR	to sign the petition to make Cesar Chavez's birthday a National Day of Service.	
Toni Snyder	3/20/2014 to 3/28/2014	
661-328-1410		
tsnyder@americangeneralmedia.c	Mentions: Recorded mentions	
om	# Mentions: 15 15 x :30	
1400 Easton Dr Ste 144 Bakersfield, CA 93309-9404		
bakersheid, CA 93309-9404		
American General Media		
GImps: 114,000		
VALUE: \$787.50		
BAKERSFIELD CA	Who's Your Community Hero?	Donation Cost: \$500.00
KISV-FM 94.1	Hot 94.1 will ask listeners to submit their community hero via on-air	Other Needs / Comments: copy
Rhythmic-CHR	mentions. All community heroes will be posted on Hot941.com for listeners	points
Toni Snyder	to vote for their favorite. The hero who receives the most votes will receive a	
661-328-1410	\$500 donation to their favorite charity.	DIGITAL ASSETS NEEDED
tsnyder@americangeneralmedia.c	3/21/2014 to 3/28/2014	banner and logos
om		Due Date: 3/10/2014
1400 Easton Dr Ste 144 Bakersfield, CA 93309-9404	Mentions: Recorded :30 promos	Webmaster: Juanita Jennings 661
Dakeisileiu, CA 33303-3404	# Mentions: 28 28 x :30	328-1410
American General Media		jjennings@americangeneralmedia.c
American General Media	DIGITAL ELEMENTS	om
GImps: 218,081	Listener survey to vote for hero with banner	
VALUE: \$1,522.81	URL: hot941.com	
VALUL. \$1,322.01	Digital Media Dates: 3/21/2014 to 3/28/2014	
	Digital IMPs (est): 5,281	





<u>Station</u>	Promotion	<u>Provide</u>
CHICAGO IL	National Day of Service	
WOJO-FM 105.1	The station will air promos asking listeners to log onto takepart.com/chavez	
Regional Mexican	to sign the petition to make Cesar Chavez's birthday a National Day of Service.	DIGITAL ASSETS NEEDED
Eduardo Gutierrez	3/17/2014 to 3/27/2014	High-res jpgs for Facebook Posts
312-981-1800		Due Date: 3/7/2014
edgutierrez@UnivisionRadio.com	Mentions: Live Mentions	Webmaster: Erick Ramirez 312-981-
625 N Michigan Ave Ste 300	# Mentions: 10 10 x:15	1816
Chicago, IL 60611-3110		erickramirez@univisionradio.com
	URL: quebuenachicago.univision.com	
Univision/Broadcasting Media	SOCIAL MEDIA	
Partners	2-3 WOJO Facebook Page posts per week	
	Digital Media Dates: 3/17/2014 to 3/27/2014	
GImps: 171,000		1
VALUE: \$2,500.00		
CHICAGO IL	Community Hero	Donation Cost: \$1,000.00
WOJO-FM 105.1	WOJO La Que Buena 105.1 FM will invite listeners to nominate someone in	
Regional Mexican	the community that has made a huge impact. Nominations can be made via	DIGITAL ASSETS NEEDED
Eduardo Gutierrez	WOJO's Facebook page. The nominees will be recognized and the announced	High-res jpgs for Facebook Posts
312-981-1800	winner will receive a \$1,000 donation to their favorite charity or school.	Due Date: 3/7/2014
edgutierrez@UnivisionRadio.com	3/17/2014 to 3/27/2014	Webmaster: Erick Ramirez 312-981-
625 N Michigan Ave Ste 300		1816
Chicago, IL 60611-3110	Mentions: Live Mentions	erickramirez@univisionradio.com
	# Mentions: 20 20 x :15	
Univision/Broadcasting Media		
Partners	URL: quebuenachicago.univision.com	
	SOCIAL MEDIA	
GImps: 342,000	2-3 WOJO Facebook Page posts per week	
VALUE: \$5,000.00	Digital Media Dates: 3/17/2014 to 3/27/2014	
CHICAGO IL	National Day of Service	
WKSC-FM 103.5	Posting on the KISS Kalendar Page which will include the approved content &	
CHR	click through link to sign the petition. Recorded Day of Service promos will	DIGITAL ASSETS NEEDED
Barbara A. Gueno	drive listeners to log to the station website calendar page to sign the petition.	jpeg or gif files in 300x250,
312-540-2000	3/21/2014 to 3/28/2014	728x90, 300x600, preferred URL
barbaragueno@clearchannel.com	0,1-1,-2-1 10 0,1-01 1	and approved content.
233 N Michigan Ave Ste 2800	Mentions: Recorded promos	Due Date: 3/17/2014
Chicago, IL 60601-5704	# Mentions: 16 16 x :15	Webmaster: Barb Gueno 312-540-
	The state of the s	2125
Clear Channel Media &	DIGITAL ELEMENTS	barbaragueno@clearchannel.com
Entertainment	The KISS Kalendar Page will house the link to the petition.	
	URL: 1035kissfm.com	
GImps: 416,000		
VALUE: \$5,600.00	Digital Media Dates: 3/21/2014 to 3/28/2014	





<u>Station</u>	Promotion	<u>Provide</u>
CHICAGO IL	Community Hero	Donation Cost: \$1,000.00
WKSC-FM 103.5	WKSC will run recorded promos that will encourage listeners to nominate a	
CHR	person who's made a huge impact in their community. One grand prize	DIGITAL ASSETS NEEDED
Barbara A. Gueno	winner will be announced along with a portion of the submitted letter.	jpeg or gif files in 300x250,
312-540-2000	Pantelion Films will provide the cash donation to the grand prize winner's	728x90, 300x600, preferred URL
barbaragueno@clearchannel.com	selected charity or school.	and approved content.
233 N Michigan Ave Ste 2800	3/21/2014 to 3/28/2014	Due Date: 3/17/2014
Chicago, IL 60601-5704		Webmaster: Barb Gueno 312-540-
Clear Channel Media &	Mentions: Recorded promos and 1 grand prize winner announcement	2125
	# Mentions: 11 11 x :15	barbaragueno@clearchannel.com
Entertainment		
Clares 386 000	DIGITAL ELEMENTS	
GImps: 286,000	Station contest home page w/link to customized jump page.	
VALUE: \$3,850.00	URL: 1035kissfm.com	
	Digital Media Dates: 3/21/2014 to 3/28/2014	
DALLAS TX	National Day of Service	
KLNO-FM 94.1	Univision Dallas will run PSA's across all stations to promote to help make	Other Needs / Comments: PSA
Regional Mexican	March 31st "Cesar Chavez Day" and encourage listeners to log on to	Сору
Karem Hocking	www.takepart.com/chavez to sign the petition.	
214-525-0400	3/10/2014 to 3/28/2014	
khocking@univisionradio.com		
7700 John W Carpenter Fwy	Mentions: Recorded PSA's	
Dallas, TX 75247-4829	# Mentions: 40 40 x :30	
Univision/Broadcasting Media		
Partners		
ruitieis		
GImps: 636,000		
VALUE: \$10,350.88		
VALUE: \$10,350.88		





<u>Station</u>	Promotion	<u>Provide</u>
DALLAS TX	Community Hero	Donation Cost: \$1,000.00
KLNO-FM 94.1	The station will create a special Cesar Chavez "Community Hero" Wildfire	Other Needs / Comments:
Regional Mexican	page that will be promoted via our FB and Twitter pages. The station will	logos, links, tags, hashtags or
Karem Hocking	encourage listeners to nominate a local hero or someone who has made an	original PSD files and Copy
214-525-0400	impact in their lives or community. Winner will be chosen at the end of the	Points.
khocking@univisionradio.com	promotional campaign and will be awarded \$1,000 in recogniziton of their	
7700 John W Carpenter Fwy	heroism and great community services.	DIGITAL ASSETS NEEDED
Dallas, TX 75247-4829	3/17/2014 to 3/21/2014	logos, links, tags, hashtags or
		original PSD files and Copy
Univision/Broadcasting Media	Mentions: Recorded promos	Points.
Partners	# Mentions: 30 30 x :15	Due Date: 3/4/2014
		Webmaster: Lorena Flores 214-525-
GImps: 477,000	URL: laquebuena941.com	0400
VALUE: \$7,763.16	SOCIAL MEDIA	
	La Que Buena will create an online giveaway promotion station FB via	
	Wildfire program.	
	Digital Media Dates: 3/17/2014 to 3/21/2014	
DALLAS TX	National Day of Service	
KHKS-FM 106.1	The station will include a link to takepart.com/chavez on their website so	
CHR	listeners can sign the petition to make Cesar Chavez's birthday a National Day	Due Date: 3/12/2014
Krista Gern	of Service.	Webmaster: Kevin Nitsche
214-866-8000	3/17/2014 to 3/28/2014	Kevinnitsche@clearchannel.com
kristagern@clearchannel.com		
14001 Dallas Pkwy Ste 300	# Mentions: 0	
Dallas, TX 75240-7369		
	DIGITAL ELEMENTS	
Clear Channel Media &	Link for the "National day of service"	
Entertainment	URL: 1061kissfm.com	
	Digital Media Dates: 3/17/2014 to 3/28/2014	
GImps: 1,041,000	Digital IMPs (est): 1,041,000	
VALUE: \$10,410.00		





<u>Station</u>	Promotion	<u>Provide</u>
DALLAS TX	Community Hero	Donation Cost: \$1,000.00
KHKS-FM 106.1	106.1 KISS-FM will run :15 mentions asking listeners to log on to	
CHR	1061kissfm.com to nominate someone in their community that has made a	DIGITAL ASSETS NEEDED
Krista Gern	huge impact on the community or on to others. All nominees will be	200X200 logo/banner and copy
214-866-8000	recognized and the announced winner will receive a \$1000 scholarship to	Due Date: 3/12/2014
kristagern@clearchannel.com	help them work towards and achieve their goals in life.	Webmaster: Kevin Nitsche
14001 Dallas Pkwy Ste 300	3/17/2014 to 3/28/2014	Kevinnitsche@clearchannel.com
Dallas, TX 75240-7369		
Clear Channel Media &	Mentions: Pre-recorded mentions	
Entertainment	# Mentions: 12 12 x :15	
Entertainment		
Gimps: 1,470,600	DIGITAL ELEMENTS	
VALUE: \$14,176.67	Inclusion in the online contest	
VALUE. \$14,176.67	URL: 1061kissfm.com	
	SOCIAL MEDIA	
	1x Facebook & 1x Twitter post	
	Digital Media Dates: 3/17/2014 to 3/28/2014	
	Digital IMPs (est): 1,041,000	
DENVER CO	National Day of Service	
KXPK-FM 96.5	The station will run 3 :30 National Day of Service spots.	
Regional Mexican	3/24/2014 to 3/28/2014	
Sheryl Personett		
303-832-0050	Mentions: :30 recorded spots	
spersonett@entravision.com	# Mentions: 3 3 x :30	
1907 Mile High Stadium West Cir		
Denver, CO 80204-1908		
Entravision Communications		
Corp.		
GImps: 27,000		
VALUE: \$271.32		





<u>Station</u>	Promotion	<u>Provide</u>
DENVER CO	National Day of Service	
KPTT-FM 95.7	The station will air promos asking listeners to log onto takepart.com/chavez	Other Needs / Comments:
Rhythmic-CHR	to sign the petition to make Cesar Chavez's birthday a National Day of Service.	Сору
Edie Iwata	3/17/2014 to 3/28/2014	
303-713-8000		DIGITAL ASSETS NEEDED
edieiwata@clearchannel.com	Mentions: Recorded promos	Сору
4695 S Monaco St Denver, CO 80237-3525	# Mentions: 15 15 x :15	Due Date: 3/17/2014 Webmaster: Edie Iwata 303-713-
	DIGITAL ELEMENTS	8570 edieiwata@clearchannel.com
Clear Channel Media &	Inclusion in email blast	
Entertainment	URL: 957theparty.com	
Clause 425 000	Digital Media Dates: 3/24/2014 to 3/28/2014	
GImps: 136,000	Digital IMPs (est): 1,000	
VALUE: \$1,262.50	h 2155	
DENVER CO	Community Difference Maker	Donation Cost: \$500.00
KPTT-FM 95.7	95.7 The Party will ask listeners to log onto www.95.7theParty.com to	Other Needs / Comments:
Rhythmic-CHR	nominate a Community Difference Makerthe winner will receive a \$500	Сору
Edie Iwata	donation to their favorite charity and/or school.	
303-713-8000	3/24/2014 to 3/28/2014	DIGITAL ASSETS NEEDED
edieiwata@clearchannel.com		Logo and URL
4695 S Monaco St Denver, CO 80237-3525	Mentions: Recorded promos	Due Date: 3/17/2014
Deliver, CO 60237-3323	# Mentions: 15 15 x :15	Webmaster: Edie Iwata 303-713- 8570 edieiwata@clearchannel.com
Clear Channel Media &	DIGITAL ELEMENTS	_
Entertainment	Custom contest page for nominations	
	URL: 957theparty.com	
GImps: 140,000	SOCIAL MEDIA	
VALUE: \$1,302.50	1x Social Media posteither Facebook or Twitter and inclusion in the weekly	
	newsletter	
	Digital Media Dates: 3/24/2014 to 3/28/2014	
	Digital IMPs (est): 5,000	





<u>Station</u>	Promotion	<u>Provide</u>
EL PASO TX	Leave Your Mark	Donation Cost: \$500.00
XHNZ-FM 107.5	Listeners will be encouraged to submit a photo of themselves or a nominee in	
Regional Mexican	front of Caesar Chavez's image and describe their work and what they want to	DIGITAL ASSETS NEEDED
Victor Apodaca	be known for. One winner will receive \$500 to accomplish their goals.	jpeg logo
915-542-2969	3/17/2014 to 3/28/2014	Due Date: 3/12/2014
victor@southernradioinc.com		Webmaster: Victor Apodaca 915-
2100 Trawood Dr	Mentions: 5 mentions per day running 6a-12a	542-2969
El Paso, TX 79935-3301	# Mentions: 70 70 x :30	victor@southernradioinc.com
Grupo Radio Mexico		
GImps: 453,000	SOCIAL MEDIA	
VALUE: \$3,480.00	Six postings on station Facebook page	
VALUE. 33,480.00	Digital Media Dates: 3/17/2014 to 3/28/2014	
	Digital IMPs (est): 124,000	
EL PASO TX	National Day of Service	
XHNZ-FM 107.5	The station will air promos asking listeners to log onto takepart.com/chavez	
Regional Mexican	to sign the petition to make Cesar Chavez's birthday a National Day of Service.	DIGITAL ASSETS NEEDED
Victor Apodaca	3/24/2014 to 3/28/2014	jpeg logo
915-542-2969		Due Date: 3/12/2014
victor@southernradioinc.com	Mentions: 5 mentions per day running 6a-12a	Webmaster: Victor Apodaca 915-
2100 Trawood Dr	# Mentions: 25 25 x:30	542-2969
El Paso, TX 79935-3301		victor@southernradioinc.com
Grupo Radio Mexico	SOCIAL MEDIA	
	Three postings on station Facebook page	
GImps: 241,500	Digital Media Dates: 3/24/2014 to 3/28/2014	
VALUE: \$2,040.00	Digital IMPs (est): 124,000	
EL PASO TX	Community Hero	Donation Cost: \$500.00
XHTO-FM 104.3	Listeners will be encourages to submit their nomination of someone they feel	
Rhythmic-CHR	has made a huge impact on the El Paso community. One winner will receive a	DIGITAL ASSETS NEEDED
Victor Apodaca	\$500 donation.	jpeg logo
915-542-2969	3/17/2014 to 3/28/2014	Due Date: 3/12/2014
victor@southernradioinc.com		Webmaster: Victor Apodaca 915-
2100 Trawood Dr	Mentions: 5 mentions per day running 6a-12a	542-2969
El Paso, TX 79935-3301	# Mentions: 70 70 x :30	victor@southernradioinc.com
Grupo Radio Mexico		
Clares 406 973	SOCIAL MEDIA	
GImps: 496,872	Six postings on station Facebook page	
VALUE: \$1,751.31	Digital Media Dates: 3/17/2014 to 3/28/2014	
	Digital IMPs (est): 20,872	





<u>Station</u>	Promotion	<u>Provide</u>
EL PASO TX	National Day of Service	
XHTO-FM 104.3	The station will air promos asking listeners to log onto takepart.com/chavez	
Rhythmic-CHR	to sign the petition to make Cesar Chavez's birthday a National Day of Service.	DIGITAL ASSETS NEEDED
Victor Apodaca	3/24/2014 to 3/28/2014	jpeg logo
915-542-2969		Due Date: 3/12/2014
victor@southernradioinc.com	Mentions: 5 mentions per day running 6a-12a	Webmaster: Victor Apodaca 915-
2100 Trawood Dr	# Mentions: 25 25 x:30	542-2969
El Paso, TX 79935-3301		victor@southernradioinc.com
Grupo Radio Mexico	SOCIAL MEDIA	
	Three postings on station Facebook page	
GImps: 190,872	Digital Media Dates: 3/24/2014 to 3/28/2014	
VALUE: \$759.65	Digital IMPs (est): 20,872	
FRESNO CA	National Day of Service	
KLBN-FM 101.9	The station will air promos asking listeners to log onto	
Regional Mexican	www.takepart.com/chavez to sign the petition to make Cesar Chavez's	DIGITAL ASSETS NEEDED
Mr. Clean	birthday a National Day of Service.	Web banners of the movie
559-497-1100	3/17/2014 to 3/28/2014	Due Date: 3/10/2014
mrclean@lotusfresno.com	0,11,131100,131,131	Webmaster: Mr. Clean 559-497-
1110 E Olive Ave	Mentions: Recorded promos	1100 mrclean@lotusfresno.com
Fresno, CA 93728-3535	# Mentions: 30 30 x :15	
	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
Lotus Communications Corp.	DIGITAL ELEMENTS	
	Web banner	
GImps: 230,000	URL: 1019labuena.com	
VALUE: \$1,300.00	SOCIAL MEDIA	
	3 Facebook posts	
	Digital Media Dates: 3/17/2014 to 3/28/2014	
	Digital IMPs (est): 5,000	
FRESNO CA	National Day of Service	
KBOS-FM 94.9	The station will air promos asking listeners to log onto takepart.com/chavez	
Rhythmic-CHR	to sign the petition to make Cesar Chavez's birthday a National Day of Service.	Webmaster: David Abenojar 559-
Sonam Patel	3/17/2014 to 3/28/2014	230-4282
559-230-4300		DavidAbenojar@clearchannel.com
sonampatel@clearchannel.com	Mentions: Live Mentions	
83 E Shaw Ave Ste 150	# Mentions: 20 20 x :15	
Fresno, CA 93710-7622		
Class Channal Fitzalia O	DIGITAL ELEMENTS	
Clear Channel Media &	Post on the stations events calendar.	
Entertainment		
Elmns: 222 000	SOCIAL MEDIA	
GImps: 232,000 VALUE: \$903.57	Supported by station social media via FB and Twitter with three posts each	1
VALUE, \$303.3/	Digital Media Dates: 3/17/2014 to 3/28/2014	





Station	Promotion	<u>Provide</u>
FRESNO CA	Community Hero	Donation Cost: \$500.00
KBOS-FM 94.9	The station will run a web contest where listeners will be encouraged to	
Rhythmic-CHR	nominate their "community hero" by going to the station website. Listeners	Webmaster: David Abenojar 559-
Sonam Patel	will be able to vote for their favorite hero and that person will win \$500.	230-4282
559-230-4300	3/17/2014 to 3/28/2014	DavidAbenojar@clearchannel.com
sonampatel@clearchannel.com		
83 E Shaw Ave Ste 150	Mentions: Recorded mentions	
Fresno, CA 93710-7622	# Mentions: 10 10 x :15	
Clear Channel Media &	DIGITAL ELEMENTS	
Entertainment	Contest page inclusion	
	URL: b95forlife.com	
GImps: 116,000	SOCIAL MEDIA	
VALUE: \$451.79	Supported by station social media via FB and Twitter	
	Digital Media Dates: 3/17/2014 to 3/28/2014	
HOUSTON TX	National Day of Service	
KLTN-FM 102.9	The station will air promos asking listeners to log onto takepart.com/chavez	
Regional Mexican	to sign the petition to make Cesar Chavez's birthday a National Day of Service.	
Heriverto Lopez	3/17/2014 to 3/28/2014	
713-965-2400	3,17,2014 to 3,20,2014	
herivertolopez@univisionradio.co	Mentions: Recorded mentions	
m	# Mentions: 10 10 x :15	
5100 Southwest Fwy	# Wellions. 10 10 x .13	
Houston, TX 77056-7308		
Univision/Broadcasting Media		
Partners		
GImps: 234,000		
VALUE: \$4,104.55		





<u>Station</u>	<u>Promotion</u>	<u>Provide</u>
HOUSTON TX	Deja Tu Huella	Donation Cost: \$1,000.00
KLTN-FM 102.9	The station will run 15:15 pre-emptible promos directing listeners to the on-	Other Needs / Comments:
Regional Mexican	line promotion that will consist of listeners submitting their picture in front of	Сору
Heriverto Lopez	a Cesar Chavez street sign, establishment, etc. and describe their	
713-965-2400	accomplishments and future goals in life. One winner will receive \$1,000 to go	DIGITAL ASSETS NEEDED
herivertolopez@univisionradio.co	towards their goals.	Website Images, Digital
m 5400 Sa. Hayard 5	3/12/2014 to 3/26/2014	Elements
5100 Southwest Fwy Houston, TX 77056-7308		Due Date: 3/4/2014
Houston, 1x 77030-7308	Mentions: Recorded promos	Webmaster: Juan Correa 713-965-
Univision/Broadcasting Media	# Mentions: 15 15 x :15	2532 jcorrea@univisionradio.com
Partners		
Futtiers	DIGITAL ELEMENTS	
GImps: 351,000	Banners, High-Res Images, Rich Media, Links, Logos, Content to push	
VALUE: \$6,156.82	Promotion (copy).	
VALUE: 30,130.02	URL: estereolatino1029.com	
	SOCIAL MEDIA	
	Facebook and Twitter inclusion	
	Digital Media Dates: 3/12/2014 to 3/26/2014	
HOUSTON TX	National Day of Services	
KODA-FM 99.1	The station will air 30:30 promos the week of 3/17 directing listeners to the	Other Needs / Comments:
Soft AC	website to sign the petition for the Cesar Chavez National Day of Service.	Copy points
Kaylee Oconnor	3/17/2014 to 3/23/2014	
713-212-8000		
kayleeoconnor@clearchannel.com	Mentions: Recorded promos	
2000 West Loop S Ste 300	# Mentions: 30 30 x :30	
Houston, TX 77027-3510		
Clear Channel Media &		
Entertainment		
GImps: 1,029,000		
VALUE: \$11,666.67		





<u>Station</u>	Promotion	<u>Provide</u>
HOUSTON TX	Community Hero	Donation Cost: \$1,000.00
KODA-FM 99.1	The station will ask listeners to nominate someone in their community that	Other Needs / Comments:
Soft AC	has made a huge impact. The nominees will be recognized and the announced	copy/link/logo
Kaylee Oconnor	winner will receive a \$1000 donation to their favorite charity or school! We	
713-212-8000	will have a banner/link for our "What's Hot" feature, listeners will be directed	DIGITAL ASSETS NEEDED
kayleeoconnor@clearchannel.com	through on air recorded promos to send an email.	link/logo/copy points
2000 West Loop S Ste 300	3/22/2014 to 3/28/2014	Due Date: 3/18/2014
Houston, TX 77027-3510		Webmaster: John Sullivan 713-212-
Claus Channal Madia C	Mentions: Recorded promos	8000
Clear Channel Media &	# Mentions: 30 30 x :30	johnsullivan@clearchannel.com
Entertainment		
GImps: 1,059,000	DIGITAL ELEMENTS	
VALUE: \$11,966.67	Logo/Link that will lead to a webpage for enter to win.	
VALUE. 311,900.07	URL: sunny99.com	
	SOCIAL MEDIA	
	1x Facebook mention	
	Digital Media Dates: 3/24/2014 to 3/28/2014	
	Digital IMPs (est): 30,000	
LAS VEGAS NV	Heroe de la Comunidad	Donation Cost: \$500.00
KWID-FM 101.9	Listeners will be asked to nominate someone in their community who has	
Spanish Classic Hits	made a huge impact. Stories will be emailed to heroe@lvradio.com. One story	DIGITAL ASSETS NEEDED
Melissa Meyer	will be read each day during the show of El Baron 3pm to 7pm and El Tapatio	Link to movie trailer, 851x315
702-876-1460	7pm to midnight. Each nominee will be in the running to receieve a \$500	banner for Facebook cover
melissa@lvradio.com	donation to their favorite charity or school.	picture. 435x220 banner for
8755 W Flamingo Rd	3/17/2014 to 3/28/2014	homepage rotator. 150x150,
Las Vegas, NV 89147-8667		300x300, and 400x400 banners.
Lotus Communications Corp.	Mentions: 4 live mentions each day	Due Date: 3/3/2014
Lotus Communications Corp.	# Mentions: 24 24 x :30	Webmaster: Isaac Andrade 702-
GImps: 162,800		876-1460 isaac@lvradio.com
VALUE: \$1,829.23	DIGITAL ELEMENTS	
VALUE: \$1,023.23	Information about this promotion will be featured on the Homepage Rotator.	
	"Cesar Chavez" logos will be placed throughout the website.	
	URL: labuenalv.com	
	SOCIAL MEDIA	
	Information about "Cesar Chavez" will be posted on La Buena's Facebook	
	page along with a link to the movie to the movie trailer. An 851x315 "Cesar	
	Chavez" banner will be set as a cover picture on Facebook.	
	Digital Media Dates: 3/17/2014 to 3/28/2014	
	Digital IMPs (est): 2,000	





<u>Station</u>	Promotion	<u>Provide</u>
LAS VEGAS NV	National Day of Service	
KWID-FM 101.9	The station will air promos asking listeners to log onto	
Spanish Classic Hits	www.takepart.com/chavez to sign the petition to make Cesar Chavez's	
Melissa Meyer	birthday a National Day of Service.	
702-876-1460	3/24/2014 to 3/28/2014	
melissa@lvradio.com		
8755 W Flamingo Rd	Mentions: Recorded promos	
Las Vegas, NV 89147-8667	# Mentions: 10 10 x :30	
	# Methods. 10 10 x .50	
Lotus Communications Corp.		
GImps: 67,000		
VALUE: \$753.85		
LAS VEGAS NV	National Day of Service	
KLUC-FM 98.5	The station will help make March 31st "The Cesar Chavez Day of Service" by	Other Needs / Comments: :15
Rhythmic-CHR	running a series of on-air mentions asking listeners to log onto	second copy needed
Katy Brown Jones	http://www.takepart.com/chavez to sign the petition to make Cesar Chavez's	, , , , , , , , , , , , , , , , , , , ,
702-253-9800	birthday a national day of service.	
katy.brownjones@cbsradio.com	3/24/2014 to 3/28/2014	
7255 S Tenaya Way Ste 100	3/24/2014 to 3/20/2014	
Las Vegas, NV 89113-1900	Mentions: Recorded mentions	
CBS Radio, Inc.	# Mentions: 15 15 x :15	
GImps: 84,000		
VALUE: \$1,357.14		
LOS ANGELES CA	Leave Your Mark	Donation Cost: \$1,000.00
KIIS-FM 102.7	The station will create a custom contest page asking their listeners to enter (in	Other Needs / Comments: copy
CHR	100 words or less) their story describing their life's work and what they would	points, movie url, petition url
Christina Sarkissian	like to be known for. One Grand Prize winner will be chosen and awarded a	and copy
818-559-2252	\$1,000 dollar prize.	
christinasarkissian@clearchannel.c	3/24/2014 to 3/28/2014	DIGITAL ASSETS NEEDED
om	0, = 1, = 3 = 1, = 3, = 3 = 1	468x60, 728x90, 300x250
3400 W Olive Ave Ste 550	Mentions: Recorded mentions	banners, movie URL, copy
Burbank, CA 91505-5544	# Mentions: 5 5 x :15	points, petition URL and
	# Wentions. 5 3 x .13	
Clear Channel Media &	DICITAL FLEMENTS	copy/details on what the
Entertainment	DIGITAL ELEMENTS	petition is.
	KIIS FM will create a custom contest page with client copy & banners.	Due Date: 3/17/2014
GImps: 300,500	URL: kiisfm.com	Webmaster: Christina Sarkissian
VALUE: \$4,523.44	Digital Media Dates: 3/24/2014 to 3/28/2014	818-566-4671 christinasarkissian@clearchannel.co
		m
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<u>Station</u>	<u>Promotion</u>	<u>Provide</u>
LOS ANGELES CA	National Day of Service	
KIIS-FM 102.7	The station will include the link for listeners to click thru to sign the petition to	
CHR	make Cesar Chavez's birthday a National Day of Service.	Webmaster: Christina Sarkissian
Christina Sarkissian	3/24/2014 to 3/28/2014	818-566-4671
818-559-2252		christinasarkissian@clearchannel.co
christinasarkissian@clearchannel.c	# Mentions: 0	m
om		
3400 W Olive Ave Ste 550	DIGITAL ELEMENTS	
Burbank, CA 91505-5544	Click thru petition link	
Clear Channel Media &	URL: kiisfm.com	
Entertainment	Digital Media Dates: 3/24/2014 to 3/28/2014	
Entertainment	Digital IMPs (est): 120,000	
GImps: 120,000		
VALUE: \$1,200.00		
LOS ANGELES CA	Leave Your Mark	Donation Cost: \$1,000.00
KLAX-FM 97.9	Listeners will be invited to submit a photo of themselves to the station	Other Needs / Comments:
Regional Mexican	webiste in front of any Cesar Chavez public building, monument or sign and	Artwork and copy points
Rachel Elster	desribe what they would like to be known for during their lifetime. One	
310-203-0900	winner will be selected on Friday, March 28th and will be awarded a \$1,000	DIGITAL ASSETS NEEDED
relster@sbslosangeles.com	prize.	300X250 & 728X90 banners
10281 W Pico Blvd	3/17/2014 to 3/28/2014	Due Date: 3/1/2014
Los Angeles, CA 90064-2674		
Conside Bus adoption Costons	Mentions: 4x live mentions per day	
Spanish Broadcasting System	# Mentions: 40 40 x:30	
GImps: 1,804,000	DIGITAL ELEMENTS	
VALUE: \$20,480.00	Inclusion in contest page	
	URL: laraza979.com	
	SOCIAL MEDIA	
	Inclusion in Facebook post	
	Digital Media Dates: 3/17/2014 to 3/28/2014	
	Digital IMPs (est): 448,000	
	2.8.ca 2 (634). 440,000	





<u>Station</u>	Promotion	<u>Provide</u>
LOS ANGELES CA	National Day of Service	
KLAX-FM 97.9	he station will run mentions to send listeners to the website to sign the	Other Needs / Comments:
Regional Mexican	petition to make Cesar Chavez's birthday a National Day of Service.	Artwork and copy points
Rachel Elster	3/17/2014 to 3/28/2014	
310-203-0900		DIGITAL ASSETS NEEDED
relster@sbslosangeles.com	Mentions: Recorded promos	300X250 & 728X90 banners
10281 W Pico Blvd	# Mentions: 10 10 x:15	Due Date: 3/1/2014
Los Angeles, CA 90064-2674		
	DIGITAL ELEMENTS	
Spanish Broadcasting System	Banner on website with link	
	URL: laraza979.com	
GImps: 339,000	SOCIAL MEDIA	
VALUE: \$4,000.00	Inclusion in Facebook post	
	Digital Media Dates: 3/17/2014 to 3/28/2014	
LOS ANGELES CA	The Cesar Chavez Day of Service	
KLVE-FM 107.5	The station will run mentions directing listeners to www.takepart.com/chavez	Other Needs / Comments: copy
Romantica	to sign the petition for the Cesar Chavez National Day of Service.	points for :15 promos
Cynthia Flores	3/24/2014 to 3/28/2014	
310-846-2849		
cyflores@UnivisionRadio.com	Mentions: Recorded promos	
655 N Central Ave Ste 2500	# Mentions: 10 10 x:15	
Glendale, CA 91203-1447		
Univision/Broadcasting Media		
Partners		
GImps: 411,000		
VALUE: \$5,333.33		
LOS ANGELES CA	Community Hero	Donation Cost: \$1,000.00
KLVE-FM 107.5	The station will run a contest where listeners will nominate a hero via a	
Romantica	written essay. The station will publish the winner on Facebook and	DIGITAL ASSETS NEEDED
Cynthia Flores	iloveklove.com for further exposure.	Movie image
310-846-2849	·	Webmaster: Nijhal Martinez 310-
cyflores@UnivisionRadio.com	3/17/2014 to 3/26/2014	846-2936 nimartinez@univision.net
655 N Central Ave Ste 2500		
Glendale, CA 91203-1447	Mentions: Live Mentions	
	# Mentions: 4 4 x :60	
Univision/Broadcasting Media		
Partners	URL: iloveklove.com	
a. a	SOCIAL MEDIA	
GImps: 264,400	Inclusion in three Facebook and Twitter posts	
VALUE: \$3,133.33	Digital Media Dates: 3/17/2014 to 3/26/2014	
	Digital IMPs (est): 100,000	





Station	Promotion	<u>Provide</u>
MCALLEN-BROWNSVL-	Deja tu Huella	Donation Cost: \$500.00
HARLING	People will send the station their best photo in front of a Cesar Chavez	
KGBT-FM 98.5	Building, street sign or monument telling of their life's work and what they	
Regional Mexican	would like to be known for. The photo with most votes will win a \$500	
Cesar Chapa	scholarship.	
956-631-5499	3/18/2014 to 3/28/2014	
cchapa@univisionradio.com		
200 S 10th St Ste 600	Mentions: Recorded mentions	
McAllen, TX 78501-4869	# Mentions: 30 30 x:15	
Univision/Broadcasting Media		
Partners	SOCIAL MEDIA	
	1 Daily post on KGBT's Facebook page	
GImps: 405,000	Digital Media Dates: 3/18/2014 to 3/28/2014	
VALUE: \$2,006.76	Digital Nieula Dates. 3/10/2014 to 3/20/2014	
MCALLEN-BROWNSVL-	National Day of Service	
<u>HARLING</u>	The station will promote the National Day of Service, asking their listeners to	
KGBT-FM 98.5	log onto http://www.takepart.com/chavez to sign the petition to make Cesar	
Regional Mexican	Chavez's birthday a National Day of Service.	
Cesar Chapa	3/18/2014 to 3/28/2014	
956-631-5499		
cchapa@univisionradio.com	Mentions: Recorded mentions	
200 S 10th St Ste 600	# Mentions: 30 30 x :15	
McAllen, TX 78501-4869		
Univision/Broadcasting Media	DIGITAL ELEMENTS	
Partners	Link for the "National day of service"	
	COCIAL MEDIA	
GImps: 405,000	SOCIAL MEDIA	
VALUE: \$2,006.76	Posts every week on KGBT 98.5 Facebook page, sharing the link that will be	
, ,	on the station's website so people can sign the petition. (Total of 12 posts)	
	Digital Media Dates: 3/1/2014 to 3/28/2014	





<u>Station</u>	Promotion	<u>Provide</u>
MCALLEN-BROWNSVL-	National Day of Service	
HARLING	Station run :30 PSA's and will include link to the National Day of Service	
KBFM-FM 104.1	petition website on their station website and Facebook page.	DIGITAL ASSETS NEEDED
Rhythmic-CHR	3/17/2014 to 3/28/2014	client to provide graphics
Monica Chairez		Webmaster: Jay Cantu
956-973-9202	Mentions: Recorded PSA's	jay@kiss1063.net
monicachairez@clearchannel.com	# Mentions: 20 20 x:30	
901 E Pike Blvd		
Weslaco, TX 78596-4937	DIGITAL ELEMENTS	
Class Channal Madia 8	300x250	
Clear Channel Media &	URL: wild104.net	
Entertainment	SOCIAL MEDIA	
Charact 300 000	Facebook inclusion	
GImps: 298,000	Digital Media Dates: 3/17/2014 to 3/28/2014	
VALUE: \$1,600.00	Digital IMPs (est): 20,000	
MONTEREY CA	National Day Of Service	
KLOK-FM 99.5	The station will air promos asking listeners to log onto takepart.com/chavez	
Regional Mexican	to sign the petition to make Cesar Chavez's birthday a National Day of Service.	DIGITAL ASSETS NEEDED
Victor Ramos	3/1/2014 to 3/28/2014	Copy or artwork for Posts
831-333-9735		Due Date: ASAP
vramos@entravision.com	Mentions: PSA	
67 Garden Ct	# Mentions: 40 40 x :30	
Monterey, CA 93940-5302		
Entravision Communications	COCIAL MEDIA	
Corp.	SOCIAL MEDIA	
	Post on Facebook and Twitter - 3x per week	
GImps: 196,000	Digital Media Dates: 3/1/2014 to 3/28/2014	
VALUE: \$2,450.00		
MONTEREY CA	Leave Your Mark	Donation Cost: \$500.00
KLOK-FM 99.5	The station will run a promotion where listeners submit a photo of	
Regional Mexican	themselves in front of a Cesar Chavez street sign, Cesar Chavez School or	
Victor Ramos	public building, monument, etc. and briefly describe their life's work and what	
831-333-9735	they would like to be known for. One winner will be awarded a \$500	
vramos@entravision.com	scholarship to help them work towards and achieve their goals in life.	
67 Garden Ct	3/24/2014 to 3/28/2014	
Monterey, CA 93940-5302		
Faturation Communications	Mentions: Recorded promos	
Entravision Communications	# Mentions: 20 20 x:30	
Corp.		
GImps: 98,000	SOCIAL MEDIA	
VALUE: \$1,225.00	Contest inclusion on Facebook and Twitter	
	Digital Media Dates: 3/24/2014 to 3/28/2014	





<u>Station</u>	Promotion	<u>Provide</u>
MONTEREY CA	National Day of Service	
KOCN-FM 105.1	The station will promote the National Day of Service by putting a link to	
Rhythmic Oldies	takepart.com/chavez on their website and running 10 PSA's.	Due Date: 2/28/2014
Laura Bernal	3/24/2014 to 3/28/2014	Webmaster: Alyssa Oresco 831-
831-755-8181		796-4155
laurabernal@clearchannel.com	Mentions: Recorded PSA's	alyssaoresco@clearchannel.com
903 N Main St	# Mentions: 10 10 x:30	
Salinas, CA 93906-3912		
Clear Channel Media &	DIGITAL ELEMENTS	
Entertainment	link & banner 300x250	
Entertainment	Digital Media Dates: 3/24/2014 to 3/28/2014	
Glmns: 39 362	Digital IMPs (est): 4,263	
GImps: 28,263 VALUE: \$327.01		
NEW YORK CITY NY	National Day of Service	
WSKQ-FM 97.9	WSKQ-FM will promote making 3/31 'The Cesar Chavez Day of Service" by	
Tropical	asking listeners to log onto http://www.takepart.com/chavez to sign the	Due Date: 2/28/2014
Grace Agostino	petition to make Cesar Chavez' birthday a national day of service.	Webmaster: Alyssa Oresco 831-
212-541-9200	3/24/2014 3/28/2014 Mention Summary	796-4155
gagostino@sbsnewyork.com	Recorded promos 10 10	alyssaoresco@clearchannel.com
26 W 56th St	Online Elements The station will	
New York, NY 10019-8099	include the information on their Facebook page on 3/28. 3/24/2014	
	3/28/2014 38,345	
Spanish Broadcasting System	Prizing / Client Provides Station	
	Value \$2,000.00 58,900 627,345 \$5,365.59	
GImps: 28,263	3/24/2014 to 3/28/2014	
VALUE: \$327.01	3/24/2014 to 3/20/2014	
	Mentions: Recorded PSA's	
	# Mentions: 10 10 x :30	
	I Welliams 10 10 x.30	
	DIGITAL ELEMENTS	
	link & banner 300x250	
	Digital Media Dates: 3/24/2014 to 3/28/2014	
	Digital IMPs (est): 4,263	





<u>Station</u>	Promotion	<u>Provide</u>
NEW YORK CITY NY	Community Hero	Donation Cost: \$1,000.00
WSKQ-FM 97.9	The station will ask listeners to nominate a local that has made a significant	Other Needs / Comments: copy
Tropical	impact in their community. There will be qualifying mentions and name	points
Grace Agostino	mentions and a winner will be chosen on the final day of the promotion 3/28.	
212-541-9200	The hero will receive 1,000 towards their preferred charity or school as well	
gagostino@sbsnewyork.com	as station prizes such as dinner and concert tickets.	
26 W 56th St	3/24/2014 to 3/28/2014	
New York, NY 10019-8099		
	Mentions: 30 sec promo mentions, two qualifying mentions and one	
Spanish Broadcasting System	nominee mention totaling 3x per day.	
	# Mentions: 15 15 x:30	
GImps: 921,845		
VALUE: \$7,856.66		
	SOCIAL MEDIA	
	On the final day of the promo, the station will highlight the winner on their	
	Facebook page.	
	Digital Media Dates: 3/24/2014 to 3/28/2014	
	Digital IMPs (est): 38,345	
NEW YORK CITY NY	Community Hero	Donation Cost: \$1,000.00
WLTW-FM 106.7	To celebrate the spirit of Cesar Chavez, the station will ask their listeners to	Other Needs / Comments:
Adult Contemporary	nominate someone in their community that has made a huge impact, by	Сору
David Zaentz	entering LiteFMs web contest. Listeners will explain why this person should	
212-377-7900	win the donation. The winner will receive a \$1,000 donation for their favorite	DIGITAL ASSETS NEEDED
davidzaentz@clearchannel.com	charity or school.	contest copy and 300x250
32 Ave of the Americas FI 3		banner
New York, NY 10013-2473	3/24/2014 to 3/28/2014	Due Date: 3/15/2014
Clear Channel Media &		
Entertainment	Mentions: Recorded promos	
Entertainment	# Mentions: 62 5 x :30 15 x :15 21 x :10 21 x :05	
GImps: 6,558,835		
VALUE: \$38,642.28	DIGITAL ELEMENTS	
	Web contest inclusion	
	URL: 1067litefm.com	
	Digital Media Dates: 3/24/2014 to 3/28/2014	
	Digital IMPs (est): 985,035	





<u>Station</u>	Promotion	<u>Provide</u>
NEW YORK CITY NY	Cesar Chavez National Day of Service	
WLTW-FM 106.7	Mentions to promote the Cesar Chavez National Day of Service petition.	
Adult Contemporary	3/17/2014 to 3/28/2014	DIGITAL ASSETS NEEDED
David Zaentz		URL and 300x250 Banner
212-377-7900	Mentions: Recorded promos	Due Date: 2/25/2014
davidzaentz@clearchannel.com	# Mentions: 24 10 x :15 14 x :10	
32 Ave of the Americas FI 3		
New York, NY 10013-2473	DIGITAL ELEMENTS	
	Featured link on station website with click thru URL	
Clear Channel Media &	URL: 1067litefm.com	
Entertainment	Digital Media Dates: 3/3/2014 to 3/28/2014	
GImps: 2,157,600		
VALUE: \$11,145.26		
PHOENIX AZ	National Day of Service	
KLNZ-FM 103.5	The station will air promos asking listeners to log onto	
Regional Mexican	www.takepart.com/chavez to sign the petition to make Cesar Chavez's	
Esmeralda Ruiz	birthday a National Day of Service.	
602-776-1400	3/10/2014 to 3/28/2014	
eruiz@entravision.com		
501 N 44th St Ste 425	Mentions: Recorded promos	
Phoenix, AZ 85008-6587	# Mentions: 15 15 x :60	
Entravision Communications		
Corp.	COCIAL MEDIA	
	SOCIAL MEDIA	
GImps: 121,500	Link will be included on stations Facebook page 2x	
VALUE: \$1,815.00	Digital Media Dates: 3/10/2014 to 3/28/2014	
PHOENIX AZ	Leave Your Mark	Donation Cost: \$1,000.00
KLNZ-FM 103.5	Listeners will be encouraged to take a picture in front of a Cesar Chavez	
Regional Mexican	building, statue, street, etc. and describe why they deserve a \$1000	
Esmeralda Ruiz	scholarship to help them work towards their goals. The best story receives the	
602-776-1400	scholarship.	
eruiz@entravision.com	3/10/2014 to 3/28/2014	
501 N 44th St Ste 425		
Phoenix, AZ 85008-6587	Mentions: Recorded mentions	
	# Mentions: 30 30 x :60	
Entravision Communications		
Corp.		
GImps: 243,000		
•		
GImps: 243,000 VALUE: \$3,630.00		





Station	Promotion	<u>Provide</u>
PHOENIX AZ	National Day of Service	
KZZP-FM 104.7	The station will air promos asking listeners to log onto takepart.com/chavez	Other Needs / Comments:
CHR	to sign the petition to make Cesar Chavez's birthday a National Day of Service.	Copy points for the :15
Heather Hammonds	3/17/2014 to 3/28/2014	mentions
602-374-6000		
heather hammonds @ clear channel.	Mentions: Pre-recorded mentions	
com	# Mentions: 20 20 x :15	
4686 E Van Buren St Ste 300		
Phoenix, AZ 85008-6967		
Clear Channel Media &		
Entertainment		
GImps: 264,000		
VALUE: \$3,240.00		
PHOENIX AZ	Community Hero	Donation Cost: \$1,000.00
KZZP-FM 104.7	Station will air pre-recorded promos that will direct listeners to log onto the	Other Needs / Comments:
CHR	station website and nominate someone in their community that had made a	Copy points for the :15
Heather Hammonds	huge impact. One winner will be randomly selected to win a \$1,000 donation	mentions
602-374-6000	to their favorite charity or school.	
heather hammonds @ clear channel.	3/17/2014 to 3/28/2014	DIGITAL ASSETS NEEDED
com		300X250 logo, graphics and
4686 E Van Buren St Ste 300	Mentions: Pre-recorded mentions	copy points
Phoenix, AZ 85008-6967	# Mentions: 20 20 x :15	Due Date: 3/10/2014
a. a		Webmaster: Heather Hammonds
Clear Channel Media &	DIGITAL ELEMENTS	602-374-6003
Entertainment	Cusotm online contest page that will include logo, link, copy points.	heatherhammonds@clearchannel.c
	URL: 1047kissfm.com	om
GImps: 320,000	Digital Media Dates: 3/17/2014 to 3/28/2014	
VALUE: \$3,800.00	Digital IMPs (est): 56,000	
SACRAMENTO CA	National Day of Service	
KDND-FM 107.9	Station will air a total of twenty (20):30 second PSA's dedicated to the	Other Needs / Comments:
CHR	National Day of Service encouraging listeners to log onto	Copy for PSA's
Jim Donohue	www.takepart.com/chavez to sign the petition to make Cesar Chavez's	
916-334-7777	birthday a National Day of Service.	
Jdonohue@entercom.com	3/17/2014 to 3/28/2014	
5345 Madison Ave		
Sacramento, CA 95841-3141	Mentions: Recorded PSA's	
Entercom	# Mentions: 20 20 x:30	
Clares 242 000		
GImps: 212,000		
VALUE: \$2,477.27		





<u>Station</u>	Promotion	<u>Provide</u>
SACRAMENTO CA	Si Se Puede	Donation Cost: \$1,000.00
KXSE-FM 104.3	KXSE will run a promotion where listeners submit a photo of themselves in	
Spanish Adult Hits	front of a Cesar Chavez street sign, Cesar Chavez School or public building,	DIGITAL ASSETS NEEDED
Salvador López	monument, etc. and briefly describe their life's work and what they would like	official artwork
916-646-4000	to be known for. One winner will be awarded a \$1,000 scholarship to help	Due Date: ASAP
slopez@entravision.com	them work towards and achieve their goals in life.	Webmaster: Erick Estrada 916-648-
1436 Auburn Blvd Sacramento, CA 95815-2745	3/17/2014 to 3/28/2014	6096 eestrada@entravision.com
	Mentions: 30x on-air and 30x streaming	
Entravision Communications Corp.	# Mentions: 60 60 x:30	
	DIGITAL ELEMENTS	
GImps: 234,000	KXSE will create a static 640x 250px image on rotator on home page with link	
VALUE: \$5,115.48	to a 960x 1300px landing page with promotion information	
	URL: jose1043.com	
	Digital Media Dates: 3/17/2014 to 3/28/2014	
	Digital IMPs (est): 18,000	
SACRAMENTO CA	National Day Of Service	
KXSE-FM 104.3	The station will air promos asking listeners to log onto takepart.com/chavez	
Spanish Adult Hits	to sign the petition to make Cesar Chavez's birthday a National Day of Service.	DIGITAL ASSETS NEEDED
Salvador López	3/1/2014 to 3/28/2014	official artwork
916-646-4000		Due Date: ASAP
slopez@entravision.com	Mentions: PSA	Webmaster: Erick Estrada 916-648-
1436 Auburn Blvd	# Mentions: 60 60 x :30	6096 eestrada@entravision.com
Sacramento, CA 95815-2745		
Entravision Communications	DIGITAL ELEMENTS	
	640x 250px static image with link to site	
Corp.	URL: jose1043.com	
Clares 224 000	Digital Media Dates: 3/1/2014 to 3/28/2014	
Glmps: 234,000 VALUE: \$5,115.48	Digital IMPs (est): 18,000	





<u>Station</u>	Promotion	<u>Provide</u>
SAN ANTONIO TX	National Day of Service	
KROM-FM 92.9	Station will run 2 live mentions per day during the week of 3/17-3/21 for a	Other Needs / Comments:
Regional Mexican	total of 10 live mentions asking listeners to log onto	Banners, pictures, etc.
Gabriela Aguirre	http://www.takepart.com/chavez to sign the petition to make Cesar Chavez's	
210-610-4300	birthday a National Day of Service. Station will include the link and	DIGITAL ASSETS NEEDED
gaguirre@univisionradio.com	information on the stations website/social media platforms.	Logo
1777 NE Loop 410 Ste 400 San Antonio, TX 78217-5217	3/17/2014 to 3/21/2014	Due Date: 3/10/2014
	Mentions: Live mentions	
Univision/Broadcasting Media	# Mentions: 10 10 x :10	
Partners		
GImps: 61,000		
VALUE: \$1,388.68	SOCIAL MEDIA	
VALUE: \$1,588.08	2 posts on station FB page.	
	Digital Media Dates: 3/17/2014 to 3/21/2014	
SAN ANTONIO TX	Community Hero	Donation Cost: \$500.00
KROM-FM 92.9	KROM will run 2 live mentions per day and 2 social media posts asking	Other Needs / Comments:
Regional Mexican	listeners to nominate someone in their community that has made a huge	Banners, pictures, etc.
Gabriela Aguirre	impact. The winner will receive a \$500 donation to their favorite charity or	
210-610-4300	school of their choice.	DIGITAL ASSETS NEEDED
gaguirre@univisionradio.com	3/24/2014 to 3/28/2014	Logo
1777 NE Loop 410 Ste 400 San Antonio, TX 78217-5217		Due Date: 3/10/2014
3411 ATTOTIO, 17 76217-3217	Mentions: Live mentions	
Univision/Broadcasting Media	# Mentions: 10 10 x:10	
Partners		
	COCIAL MEDIA	
GImps: 61,000	SOCIAL MEDIA	
VALUE: \$1,388.68	2 posts promoting nominations on station FB page.	
7-7-3	Digital Media Dates: 3/24/2014 to 3/28/2014	





<u>Station</u>	Promotion	<u>Provide</u>
SAN ANTONIO TX	National Day of Service	
KBBT-FM 98.5	The station will run three daily :10 mentions and a flipper banner on	
Rhythmic-CHR	thebeatsa.com during the week of 3/24-3/28. KBBT will do 2 posts on the	DIGITAL ASSETS NEEDED
Gabriela Aguirre	station's Facebook and Twitter pages driving people to takepart.com/chavez	300x250, 468x60, 150x150,
210-610-4300	to sign the petition to make Cesar Chavez's birthday a national day of service	728x90 banner ads, pictures,
gaguirre@univisionradio.com	and inviting people to watch the movie in theaters March 28th.	movie poster, etc.
1777 NE Loop 410 Ste 400 San Antonio, TX 78217-5217	3/24/2014 to 3/28/2014	Due Date: 3/17/2014
	Mentions: Recorded promos	
Univision/Broadcasting Media Partners	# Mentions: 15 15 x:10	
	DIGITAL ELEMENTS	
GImps: 160,500	Flipper banner ad linking to http://www.takepart.com/chavez	
VALUE: \$1,350.00	URL: facebook.com/985thebeat? & thebeatsa.com	
	SOCIAL MEDIA	
	Inclusion in 2 Facebook and Twitter posts	
	Digital Media Dates: 3/24/2014 to 3/28/2014	
SAN DIEGO CA	National Day of Service	
KLQV-FM 102.9	The station will air promos asking listeners to log onto takepart.com/chavez	
Spanish Adult Hits	to sign the petition to make Cesar Chavez's birthday a National Day of Service.	
Irene Imhof	3/3/2014 to 3/28/2014	
619-235-0600 iimhof@univisionradio.com		
600 W Broadway Ste 2150	Mentions: Recorded mentions	
San Diego, CA 92101-3389	# Mentions: 40 40 x :15	
Habitata a Dan adamatin a 25 H		
Univision/Broadcasting Media		
Partners		
GImps: 220,000		
VALUE: \$5,066.67		





<u>Station</u>	Promotion	<u>Provide</u>
SAN DIEGO CA	Who is your Community Hero?	Donation Cost: \$1,000.00
KLNV-FM 106.5	The station will ask listeners to nominate their community hero through our	Other Needs / Comments: Logo
Regional Mexican	Facebook page of the stations Community Affairs program - De Viva Voz. The	of movie for the links and FB
Irene Imhof	Community Hero nominations will have their own page linked to De Viva Voz.	pages
619-235-0600	The station will promote on-air on KLNV-FM and KLQV-FM and in their Sunday	
iimhof@univisionradio.com 600 W Broadway Ste 2150	morning Community Affairs program - De Viva Voz. They will also invite the	
San Diego, CA 92101-3389	nominator and the winner to do an interview on a De Viva Voz show.	
Juli Biego, eA 32101 3303	3/17/2014 to 3/28/2014	
Univision/Broadcasting Media	Mentions: 5:60s are actually 5 minutes on the community affairs program	
Partners	# Mentions: 55 5 x :60 50 x :30	
Gimps: 264,000		
VALUE: \$6,966.67	COCIAL MEDIA	
	SOCIAL MEDIA	
	Social media link through De Viva Voz page where people will nominate their	
	community hero. Social media posts on KLNV, KLQV and De Viva Voz. 3 per	
	FB page at a minimum.	
SAN DIEGO CA	Digital Media Dates: 3/17/2014 to 3/17/2014 National Day of Service	
SAN DIEGO CA KLNV-FM 106.5	The station will air promos asking listeners to log onto takepart.com/chavez	
Regional Mexican	to sign the petition to make Cesar Chavez's birthday a National Day of Service.	
Irene Imhof	3/3/2014 to 3/28/2014	
619-235-0600	3/3/2014 to 3/20/2014	
iimhof@univisionradio.com	Mentions: Recorded promos	
600 W Broadway Ste 2150	# Mentions: 40 40 x :15	
San Diego, CA 92101-3389	# Methods. 40 40 x.13	
Univision/Broadcasting Media		
Partners		
GImps: 192,000		
VALUE: \$5,066.67		





<u>Station</u>	Promotion	<u>Provide</u>
SAN DIEGO CA	Cesar Chavez - Leave Your Mark	Donation Cost: \$1,000.00
XHTZ-FM 90.3	Z90 will run a web contest, "Leave Your Mark" where listeners can submit	
Rhythmic-CHR	their picture next to something Cesar Chavez related and briefly describe their	Webmaster: Lisa Minjares 858-888-
Joseph Lee	life's work and what they would like to be known for in attempt to win a	7075 LMinjares@LMASanDiego.com
858-888-7076	\$1,000 scholarship.	
Joe@z90.com	3/24/2014 to 3/28/2014	
6160 Cornerstone Ct E Ste 150		
San Diego, CA 92121-3720	Mentions: Recorded promos	
	# Mentions: 20 20 x :15	
XETRA Communications	The state of the s	
	DIGITAL ELEMENTS	
GImps: 183,000	Trailer, link to movie website	
VALUE: \$1,860.00	URL: z90.com	
	Digital Media Dates: 3/24/2014 to 3/28/2014	
	Digital IMPs (est): 25,000	
SAN DIEGO CA	National Day of Service	
XHTZ-FM 90.3	Z90 will run a minimum of 30 mentions to support the National Day of	
Rhythmic-CHR	Service petition.	Webmaster: Lisa Minjares 858-888-
Joseph Lee	3/24/2014 to 3/28/2014	7075 LMinjares@LMASanDiego.com
858-888-7076	3/24/2014 to 3/20/2014	
Joe@z90.com	Mankings, Decouded was not	
6160 Cornerstone Ct E Ste 150	Mentions: Recorded promos	
San Diego, CA 92121-3720	# Mentions: 30 30 x :15	
_	DICITAL FLENGENTS	
XETRA Communications	DIGITAL ELEMENTS	
	Trailer, link to movie website	
GImps: 262,000	URL: z90.com	
VALUE: \$2,665.00	Digital Media Dates: 3/24/2014 to 3/28/2014	
	Digital IMPs (est): 25,000	
SAN FRANCISCO/OAKLAND CA	National Day of Service	
KBRG-FM 100.3	The station will run a series of mentions asking listeners to log onto the	
Spanish Adult Hits	website to sign the petition to make Cesar Chavez's birthday a National Day of	
Marina Gutierrez	Service. A series of audio streaming spots will air M-Sun from 3/17-3/28 a	
415-989-5765	total of 50 audio streaming spots.	
marinagutierrez@univisionradio.co	3/17/2014 to 3/28/2014	
m 750 Battery St Ste 200		
San Francisco, CA 94111-1549	Mentions: 50x audio streaming spots :30 secs	
	# Mentions: 50 50 x:30	
Univision/Broadcasting Media		
Partners		
GImps: 980,000		
VALUE: \$10,000.00		
710,000.00		





<u>Station</u>	Promotion	<u>Provide</u>
SAN FRANCISCO/OAKLAND CA	Leave Your Mark	Donation Cost: \$1,000.00
KBRG-FM 100.3	The station will run a promotion where listeners submit a photo of	
Spanish Adult Hits	themselves in front of a Cesar Chavez street sign, Cesar Chavez School or	DIGITAL ASSETS NEEDED
Marina Gutierrez	public building, monument, etc. and briefly describe their life's work and what	graphics for online. Facebook
415-989-5765	they would like to be known for. One winner will be awarded a \$1,000	and copy points
marinagutierrez@univisionradio.co	scholarship to help them work towards and achieve their goals in life.	Due Date : 3/10/2014
m	3/17/2014 to 3/28/2014	Webmaster: Homer Diaz 415-733-
750 Battery St Ste 200		5759
San Francisco, CA 94111-1549	Mentions: 20x:15 sec promos 6a-12m M-Sun, 30x:30 sec promos	
	# Mentions: 50 30 x:30 20 x:15	
Univision/Broadcasting Media		
Partners	DIGITAL ELEMENTS	
	50x :30 sec audio streaming spots.	
GImps: 1,080,000	URL: 1003masvariedad.univision.com	
VALUE: \$11,000.00	SOCIAL MEDIA	
	Listeners will be invited to send their pictures with hashtag	
	#CesarChavezenlabahia and in a few word describe what they believe in or	
	what they want to be know for. Daily Facebook posts to promote contest.	
	Digital Media Dates: 3/17/2014 to 3/27/2014	
	Digital IMPs (est): 100,000	
SAN FRANCISCO/OAKLAND CA	Cesar Chavez - National Day of Service	
KISQ-FM 98.1	KISQ will run promos directing listeners to station website to log on to	
R&B Oldies	takepart.com/chavez to sign the petition in support of National Day of	DIGITAL ASSETS NEEDED
Cat Ong	Service.	350x200 jpeg logo and URL link
415-975-5555		Due Date: 3/17/2014
CatOng@clearchannel.com	3/24/2014 to 3/28/2014	Webmaster: Cat Ong 415-247-4513
340 Townsend St		CatOng@clearchannel.com
San Francisco, CA 94107-1633	Mentions: 15x:15s will run in support of promotion.	
	# Mentions: 15 15 x :15	
Clear Channel Media &		
Entertainment	DIGITAL ELEMENTS	
	Logo, link and copy inclusion.	
GImps: 261,000	URL: 981kissfm.com	
VALUE: \$1,950.00	Digital Media Dates: 3/24/2014 to 3/28/2014	
	DiBital Micala Dates: 3/27/2017 to 3/20/2014	





<u>Station</u>	Promotion	<u>Provide</u>
SAN FRANCISCO/OAKLAND CA	Cesar Chavez - Leave Your Mark contest	Donation Cost: \$1,000.00
KISQ-FM 98.1	KISQ will host a 1 week web contest in which we invite listeners to describe	
R&B Oldies	their life's work and what they would like to be known for just as Cesar	DIGITAL ASSETS NEEDED
Cat Ong	Chavez left his mark on the US. One winner will be awarded a \$1,000	350x200 jpeg logo and URL link
415-975-5555	scholarship to help them work towards their goals.	Due Date: 3/17/2014
CatOng@clearchannel.com		Webmaster: Cat Ong 415-247-4513
340 Townsend St	3/24/2014 to 3/28/2014	CatOng@clearchannel.com
San Francisco, CA 94107-1633		
Clear Channel Media &	Mentions: 15x:15s will run in support of contesting.	
Entertainment	# Mentions: 15 15 x :15	
Entertainment		
Gimps: 261,000	DIGITAL ELEMENTS	
VALUE: \$1,950.00	Logo, link and copy inclusion.	
VALUE: \$1,930.00	URL: 981kissfm.com	
	Digital Media Dates: 3/24/2014 to 3/28/2014	
SANTA BARBARA CA	Leave Your Mark - Deja Tu Huella	Donation Cost: \$500.00
KIST-FM 107.7	KIST-FM will run a promotion where listeners submit a photo on Radio	Other Needs / Comments:
Regional Mexican	Bronco's Facebook wall, of themselves in front of a Cesar Chavez street sign,	Copy and audio elements if
Sandy Vera	Cesar Chavez School or public building, monument, etc. and briefly describe	available, music beds, trailer
805-879-8300	their life's work and what they would like to be known for. One winner will	audio, Merchandise if available,
sandy.vera@rinconbroadcasting.co	receive \$500 to achieve their goals.	web elements.
m 414 E Cota St	3/17/2014 to 3/28/2014	
Santa Barbara, CA 93101-1624		DIGITAL ASSETS NEEDED
Sunta Barbara, CA 33101 1024	Mentions: Recorded mentions	300x250 banner ad, 970x365
Point Broadcasting Co.	# Mentions: 108 60 x :30 48 x :15	homepage carousel. All jpg.
Tome Evolutions of the		Due Date: 3/10/2014
GImps: 229,000	DIGITAL ELEMENTS	Webmaster: Sandy Vera
VALUE: \$4,902.09	300x250 banner ad, 970x365 homepage carousel. All jpg.	sandy.vera@rinconbroadcasting.co
7,,502.05	URL: radiobronco.com & facebook.com/radiobronco1077	m
	SOCIAL MEDIA	
	Minimum of 4 Facebook posts	
	Digital Media Dates: 3/13/2014 to 3/27/2014	
	Digital IMPs (est): 13,000	





National Day of Service KIST-FM 107.7 Regional Mexican Day of Service KIST-FM will encourage listeners to help make March 31st "The Cesar Chavez Day of Service" by running a series of on-air mentions asking listeners to log onto http://www.takepart.com/chavez to sign the petition to make Cesar Chavez's birthday a national day of service. 3/3/2014 to 3/28/2014 Digital Assets Needed mentions Mentions: Recorded mentions Mentions: 104 52 x:30 52 x:15 Digital Letements Mentions: 104 52 x:30 52 x:15 Digital Letements Mentions: 104 52 x:30 52 x:15 Digital Letements Mentions: 104 52 x:30 52 x:15 Digital Media Dates: 3/3/2014 to 3/28/2014 Mentions: 234,000 VALUE: \$4,855.35 Value: radiobronco.com SOCIAL MEDIA Minimum of 4 Facebook posts. www.facebook.com/radiobronco1077 Digital Media Dates: 3/3/2014 to 3/28/2014 Digital IMPs (est): 26,000 Donation Cost: \$500.00 SANTA BARBARA CA KVVB-FM 103.3 Rhythmic-CHR Robber Radio Promotional announcements asking listeners to nominate Someone who they feel has made a difference in bettering their community. Digital Assets NEEDED	<u>Station</u>	<u>Promotion</u>	<u>Provide</u>
Regional Mexican Sandy Vera 805-879-8300 sandy.vera@rinconbroadcasting.co m 414 E Cota St Santa Barbara, CA 93101-1624 Point Broadcasting Co. Glmps: 234,000 VALUE: \$4,855.35 Glmps: 234,000 VALUE: \$4,855.35 Day of Service" by running a series of on-air mentions asking listeners to log onto http://www.takepart.com/chavez to sign the petition to make Cesar Chavez's birthday a national day of service. 3/3/2014 to 3/28/2014 Mentions: Recorded mentions # Mentions: 104 52 x :30 52 x :15 DIGITAL ELEMENTS 300x250 pixel banner ad, 970x365 hompepage carousel graphic. URL: radiobronco.com SOCIAL MEDIA Minimum of 4 Facebook posts. www.facebook.com/radiobronco1077 Digital Media Dates: 3/3/2014 to 3/28/2014 Digital IMPs (est): 26,000 SANTA BARBARA CA KVYB-FM 103.3 Copy & audio elements if available.	SANTA BARBARA CA	National Day of Service	
Sandy Vera 805-879-8300 sandy.vera@rinconbroadcasting.co m 414 E Cota St Santa Barbara, CA 93101-1624 Point Broadcasting Co. Glmps: 234,000 VALUE: \$4,855.35 DIGITAL ELEMENTS 300x250 pixel banner ad, 970x365 hompepage carousel graphic. URL: radiobronco.com SOCIAL MEDIA Minimum of 4 Facebook posts. www.facebook.com/radiobronco1077 Digital Media Dates: 3/3/2014 to 3/28/2014 Digital IMPs (est): 26,000 SANTA BARBARA CA KVYB-FM 103.3 Onto http://www.takepart.com/chavez to sign the petition to make Cesar available. DIGITAL ASSETS NEEDED 300x250 pixel banner ad, 970x365 hompepage carousel graphic. Due Date: 2/26/2014 Webmaster: Sandy Vera sandy.vera@rinconbroadcasting.co m Digital Media Dates: 3/3/2014 to 3/28/2014 Digital IMPs (est): 26,000 Donation Cost: \$500.00	KIST-FM 107.7	KIST-FM will encourage listeners to help make March 31st "The Cesar Chavez	Other Needs / Comments:
805-879-8300 sandy.vera@rinconbroadcasting.co m 414 E Cota St Santa Barbara, CA 93101-1624 Point Broadcasting Co. GImps: 234,000 VALUE: \$4,855.35 DIGITAL ELEMENTS 300x250 pixel banner ad, 970x365 hompepage carousel graphic. URL: radiobronco.com SOCIAL MEDIA Minimum of 4 Facebook posts. www.facebook.com/radiobronco1077 Digital Media Dates: 3/3/2014 to 3/28/2014 Digital IMPs (est): 26,000 SANTA BARBARA CA KVYB-FM 103.3 Chavez's birthday a national day of service. 3/3/2014 to 3/28/2014 DIGITAL ASSETS NEEDED 300x250 pixel banner ad, 970x365 hompepage carousel graphic. URL radiobronco.com SOCIAL MEDIA Minimum of 4 Facebook posts. www.facebook.com/radiobronco1077 Digital IMPs (est): 26,000 Donation Cost: \$500.00	Regional Mexican	Day of Service" by running a series of on-air mentions asking listeners to log	Copy & audio elements if
sandy.vera@rinconbroadcasting.co m 414 E Cota St Santa Barbara, CA 93101-1624 Point Broadcasting Co. GImps: 234,000 VALUE: \$4,855.35 VALUE: \$4,855.35 DIGITAL ASSETS NEEDED 300x250 pixel banner ad, 970x365 hompepage carousel graphic. Due Date: 2/26/2014 Webmaster: Sandy Vera sandy.vera@rinconbroadcasting.co m SOCIAL MEDIA Minimum of 4 Facebook posts. www.facebook.com/radiobronco1077 Digital Media Dates: 3/3/2014 to 3/28/2014 Digital IMPs (est): 26,000 SANTA BARBARA CA KVYB-FM 103.3 DIGITAL ASSETS NEEDED 300x250 pixel banner ad, 970x365 hompepage carousel graphic. Due Date: 2/26/2014 Webmaster: Sandy.vera@rinconbroadcasting.co m Sandy.vera@rinconbroadcasting.co m Donation Cost: \$500.00	Sandy Vera	onto http://www.takepart.com/chavez to sign the petition to make Cesar	available.
m 414 E Cota St Santa Barbara, CA 93101-1624 Point Broadcasting Co. Glmps: 234,000 VALUE: \$4,855.35 DIGITAL ELEMENTS 300x250 pixel banner ad, 970x365 hompepage carousel graphic. URL: radiobronco.com SOCIAL MEDIA Minimum of 4 Facebook posts. www.facebook.com/radiobronco1077 Digital IMPs (est): 26,000 SANTA BARBARA CA KVYB-FM 103.3 Mentions: Recorded mentions # Mentions: Recorded mentions # Mentions: Recorded mentions 300x250 pixel banner ad, 970x365 hompepage carousel graphic. Due Date: 2/26/2014 Webmaster: Sandy Vera sandy.vera@rinconbroadcasting.co m SOCIAL MEDIA Digital IMPs (est): 26,000 Donation Cost: \$500.00	805-879-8300	Chavez's birthday a national day of service.	
Mentions: Recorded mentions #Mentions: 104 52 x :30 52 x :15 Point Broadcasting Co. GImps: 234,000 VALUE: \$4,855.35 DIGITAL ELEMENTS 300x250 pixel banner ad, 970x365 hompepage carousel graphic. URL: radiobronco.com SOCIAL MEDIA Minimum of 4 Facebook posts. www.facebook.com/radiobronco1077 Digital Media Dates: 3/3/2014 to 3/28/2014 Digital IMPs (est): 26,000 SANTA BARBARA CA KVYB-FM 103.3 Mentions: Recorded mentions #Mentions: Recorded mentions #Mentions: Recorded mentions #Mentions: Recorded mentions #Mentions: Recorded mentions # Mentions: Recorded mentions # Mentions: 104 52 x :30 52 x :15 Digital ELEMENTS 300x250 pixel banner ad, 970x365 hompepage carousel graphic. Due Date: 2/26/2014 Webmaster: Sandy Vera sandy.vera@rinconbroadcasting.co m SOCIAL MEDIA Minimum of 4 Facebook posts. www.facebook.com/radiobronco1077 Digital IMPs (est): 26,000 Donation Cost: \$500.00	sandy.vera@rinconbroadcasting.co	3/3/2014 to 3/28/2014	DIGITAL ASSETS NEEDED
Santa Barbara, CA 93101-1624 **Point Broadcasting Co.** **Gimps: 234,000 VALUE: \$4,855.35 **Digital Media Dates: 3/3/2014 to 3/28/2014 Digital IMPs (est): 26,000 **SANTA BARBARA CA KVYB-FM 103.3 **Mentions: Recorded mentions #Mentions #Mentions: 104 52 x :30 52 x :15 **Joynation Signature	***		300x250 pixel banner ad,
# Mentions: 104 52 x :30 52 x :15 Point Broadcasting Co. DIGITAL ELEMENTS 300x250 pixel banner ad, 970x365 hompepage carousel graphic. URL: radiobronco.com SOCIAL MEDIA Minimum of 4 Facebook posts. www.facebook.com/radiobronco1077 Digital Media Dates: 3/3/2014 to 3/28/2014 Digital IMPs (est): 26,000 SANTA BARBARA CA KVYB-FM 103.3 # Mentions: 104 52 x :30 52 x :15 Due Date: 2/26/2014 Webmaster: Sandy Vera sandy.vera@rinconbroadcasting.co m Sandy.vera@rinconbroadcasting.co m Donation Cost: \$500.00		Mentions: Recorded mentions	970x365 hompepage carousel
Point Broadcasting Co. Gimps: 234,000 VALUE: \$4,855.35 DIGITAL ELEMENTS 300x250 pixel banner ad, 970x365 hompepage carousel graphic. URL: radiobronco.com SOCIAL MEDIA Minimum of 4 Facebook posts. www.facebook.com/radiobronco1077 Digital Media Dates: 3/3/2014 to 3/28/2014 Digital IMPs (est): 26,000 SANTA BARBARA CA KVYB-FM 103.3 Due Date: 2/26/2014 Webmaster: Sandy Vera sandy.vera@rinconbroadcasting.co m Sandy.vera@rinconbroadcasting.co m Donation Cost: \$500.00	Santa Barbara, CA 93101-1624	# Mentions: 104 52 x :30 52 x :15	graphic.
DIGITAL ELEMENTS 300x250 pixel banner ad, 970x365 hompepage carousel graphic. URL: radiobronco.com SOCIAL MEDIA Minimum of 4 Facebook posts. www.facebook.com/radiobronco1077 Digital Media Dates: 3/3/2014 to 3/28/2014 Digital IMPs (est): 26,000 SANTA BARBARA CA KVYB-FM 103.3 DIGITAL ELEMENTS 300x250 pixel banner ad, 970x365 hompepage carousel graphic. Webmaster: Sandy Vera sandy.vera@rinconbroadcasting.co m SOCIAL MEDIA Minimum of 4 Facebook posts. www.facebook.com/radiobronco1077 Digital IMPs (est): 26,000 Donation Cost: \$500.00			
GImps: 234,000 VALUE: \$4,855.35 URL: radiobronco.com SOCIAL MEDIA Minimum of 4 Facebook posts. www.facebook.com/radiobronco1077 Digital Media Dates: 3/3/2014 to 3/28/2014 Digital IMPs (est): 26,000 SANTA BARBARA CA KVYB-FM 103.3 Community Hero The station will run promotional announcements asking listeners to nominate	Point Broadcasting Co.	DIGITAL ELEMENTS	
URL: radiobronco.com SOCIAL MEDIA Minimum of 4 Facebook posts. www.facebook.com/radiobronco1077 Digital Media Dates: 3/3/2014 to 3/28/2014 Digital IMPs (est): 26,000 SANTA BARBARA CA KVYB-FM 103.3 URL: radiobronco.com M Donation Cost: \$500.00 Donation Cost: \$500.00		300x250 pixel banner ad, 970x365 hompepage carousel graphic.	sandy.vera@rinconbroadcasting.co
SOCIAL MEDIA Minimum of 4 Facebook posts. www.facebook.com/radiobronco1077 Digital Media Dates: 3/3/2014 to 3/28/2014 Digital IMPs (est): 26,000 SANTA BARBARA CA KVYB-FM 103.3 Community Hero The station will run promotional announcements asking listeners to nominate	-		m
Digital Media Dates: 3/3/2014 to 3/28/2014 Digital IMPs (est): 26,000 SANTA BARBARA CA KVYB-FM 103.3 Donation Cost: \$500.00 The station will run promotional announcements asking listeners to nominate	VALUE: \$4,855.35	SOCIAL MEDIA	
Digital Media Dates: 3/3/2014 to 3/28/2014 Digital IMPs (est): 26,000 SANTA BARBARA CA KVYB-FM 103.3 Donation Cost: \$500.00 The station will run promotional announcements asking listeners to nominate		Minimum of 4 Facebook posts. www.facebook.com/radiobronco1077	
Digital IMPs (est): 26,000 SANTA BARBARA CA KVYB-FM 103.3 Donation Cost: \$500.00 The station will run promotional announcements asking listeners to nominate			
KVYB-FM 103.3 The station will run promotional announcements asking listeners to nominate			
	SANTA BARBARA CA	Community Hero	Donation Cost: \$500.00
Rhythmic-CHR someone who they feel has made a difference in bettering their community. DIGITAL ASSETS NEEDED	KVYB-FM 103.3	The station will run promotional announcements asking listeners to nominate	
	Rhythmic-CHR	someone who they feel has made a difference in bettering their community.	DIGITAL ASSETS NEEDED
Jeff Lyons Nominations will be submitted via e-mail through a link at 1033thevibe.com. Graphic for movie (jpg format,	Jeff Lyons	Nominations will be submitted via e-mail through a link at 1033thevibe.com.	Graphic for movie (jpg format,
805-642-8595 The winner will receive \$500. 475 x 270 size), link to movie's	805-642-8595	The winner will receive \$500.	475 x 270 size), link to movie's
jeff.lyons@cumulus.com 3/17/2014 to 3/28/2014 website and link / imbed code	jeff.lyons@cumulus.com	3/17/2014 to 3/28/2014	website and link / imbed code
for trailer video.			for trailer video.
Ventura, CA 93003-5658 Mentions: :30 recorded / :15 live Due Date: 3/10/2014	Ventura, CA 93003-5658	Mentions: :30 recorded / :15 live	Due Date: 3/10/2014
# Mentions: 60 30 x :30 30 x :15 Webmaster: Jeff Lyons 805-642-		# Mentions: 60 30 x :30 30 x :15	Webmaster: Jeff Lyons 805-642-
Cumulus Media, Inc. 8595 jeff.lyons@cumulus.com	Cumulus Media, Inc.		8595 jeff.lyons@cumulus.com
DIGITAL ELEMENTS		DIGITAL ELEMENTS	
Gimps: 304,500 Link in promo reel on home page, redirecting to dedicated inside page with	-	Link in promo reel on home page, redirecting to dedicated inside page with	
contest info / entry link, along with link to watch the preview of the movie.	VALUE: \$1,920.00	contest info / entry link, along with link to watch the preview of the movie.	
URL: 1033thevibe.com		URL: 1033thevibe.com	
SOCIAL MEDIA		SOCIAL MEDIA	
3 Twitter posts per week for 2 weeks; Inclusion in 1 e-blast per week to Vibe		3 Twitter posts per week for 2 weeks; Inclusion in 1 e-blast per week to Vibe	
VIP club			
Digital Media Dates: 3/17/2014 to 3/28/2014		Digital Media Dates: 3/17/2014 to 3/28/2014	
Digital IMPs (est): 4,500			





Station	Promotion	<u>Provide</u>
TUCSON AZ	National Day of Service	
KCMT-FM 102.1	The station will air promos asking listeners to log onto takepart.com/chavez	
Regional Mexican	to sign the petition to make Cesar Chavez's birthday a National Day of Service.	
Terri Bakos	2/24/14 to 3/28/2014	
520-407-4500		
tbakos@azlotus.com	Mentions: 10:30 PSA's per week	
3871 N Commerce Dr	# Mentions: 50 50 x :30	
Tucson, AZ 85705-2983		
Lotus Communications Corp.		
GImps: 200,000		
VALUE: \$3,922.22		
TUCSON AZ	National Day of Service	
KXEW-AM 1600	The station will air promos asking listeners to log onto takepart.com/chavez	Other Needs / Comments: Logo
Tejano	to sign the petition to make Cesar Chavez's birthday a National Day of Service.	for use at Tejano1600.com
Aly Masterson	3/17/2014 to 3/28/2014	
520-618-2100		
alymasterson@clearchannel.com	Mentions: Live or pre-recorded mentions	
3202 N Oracle Rd	# Mentions: 60 60 x :30	
Tucson, AZ 85705-3820		
Class Channal Madia C	DIGITAL ELEMENTS	
Clear Channel Media &	Logo inclusion on dynamic lead image on homepage promoting Day of	
Entertainment	Service. Name mention in station email newsletter promoting Day of Service.	
Channe 254 506	URL: tejano1600.com	
GImps: 251,506	Digital Media Dates: 3/17/2014 to 3/28/2014	
VALUE: \$8,668.39	Digital IMPs (est): 173,506	





<u>Station</u>	Promotion	<u>Provide</u>
TUCSON AZ	Leave Your Mark	Donation Cost: \$500.00
KRQQ-FM 1600	Listeners of Tejano 1600 can log onto their website at tejano1600.com to see	Other Needs / Comments: Logo
CHR	contest details and to enter for their chance to win. A dynamic lead image will	
Aly Masterson	rotate on the station homepage to promote the contest. Station social media	
520-618-2100	platforms will be used to support promotion.	
alymasterson@clearchannel.com	3/17/2014 to 3/28/2014	
3202 N Oracle Rd		
Tucson, AZ 85705-3820	Mentions: Live or pre-recorded mentions	
	# Mentions: 100 100 x :30	
Clear Channel Media &		
Entertainment	DIGITAL ELEMENTS	
	logo and website link on event contest page at Tejano1600.com. Logo	
GImps: 1,173,506	inclusion on dynamic lead image on homepage promoting contest. Name	
VALUE: \$13,290.62	mention in station email newsletter promoting contest.	
	URL: tejano1600.com	
	SOCIAL MEDIA	
	Name mention in social media posts promoting the contest.	
	Digital Media Dates: 3/17/2014 to 3/28/2014	
	Digital IMPs (est): 173,506	
TUCSON AZ	National Day of Service	
KRQQ-FM 93.7	The station will air promos asking listeners to log onto takepart.com/chavez	Other Needs / Comments:
CHR	to sign the petition to make Cesar Chavez's birthday a National Day of Service.	Сору
Ryan Clune	3/10/2014 to 3/28/2014	
520-618-2100	3,-3,-3-1 10 3,-3,-3-1	
ryanclune@clearchannel.com	Mentions: :15 running 6a-12a M-Sun	
3202 N Oracle Rd	# Mentions: 190 190 x:15	
Tucson, AZ 85705-3820	Withdis. 150 150 A.15	
Clear Channel Media &		
Entertainment		
Littertailinent		
GImps: 1,900,000		
VALUE: \$21,955.56		





Station	Promotion	<u>Provide</u>
WASHINGTON DC	Community Hero	Donation Cost: \$500.00
WLZL-FM	The station will ask listeners to nominate someone in their community that	Other Needs / Comments:
Tropical	has made a huge impact. The nominees will be recognized and the announced	Copy points; Images for
Daniel Jimenez	winner will receive a \$500 donation to their favorite charity or school!	banners/Logos
301-306-0991	3/17/2014 to 3/28/2014	
daniel.jimenez@cbsradio.com		DIGITAL ASSETS NEEDED
4200 Parliament Pl Ste 300	Mentions: Recorded mentions	Images for Banners and Logos
Lanham, MD 20706-1881	# Mentions: 40 40 x :15	Due Date: ASAP
ene n. // /		Webmaster: Mike Gartell 301-918-
CBS Radio, Inc.	DIGITAL ELEMENTS	2362 mike.gartell@cbsradio.com
	Banners (300x250/728x90), links, and logos	
GImps: 352,000	URL: elzolradio.cbslocal.com	
VALUE: \$10,234.48	SOCIAL MEDIA	
	Inclusion on Facebook and Twitter	
	Digital Media Dates: 3/17/2014 to 3/28/2014	
WASHINGTON DC	National Day of Service	
WLZL-FM	On air promos driving listeners to log onto takepart.com/chavez to sign the	Other Needs / Comments:
Tropical	petition to make Cesar Chavez' Birthday a National Day of Service.	Copy points; Images for
Daniel Jimenez	3/3/2014 to 3/28/2014	banners/Logos
301-306-0991		
daniel.jimenez@cbsradio.com	Mentions: Recorded mentions	DIGITAL ASSETS NEEDED
4200 Parliament PI Ste 300	# Mentions: 80 80 x :15	Images for Banners and Logos
Lanham, MD 20706-1881		Due Date: ASAP
cos partir tra	DIGITAL ELEMENTS	Webmaster: Mike Gartell 301-918-
CBS Radio, Inc.	Banners (300x250/728x90), links, and logos	2362 mike.gartell@cbsradio.com
Clares 704 000	URL: elzolradio.cbslocal.com	
GImps: 704,000	SOCIAL MEDIA	
VALUE: \$20,468.97	Inclusion on Facebook and Twitter	
	Digital Media Dates: 3/3/2014 to 3/28/2014	
WASHINGTON DC	National Day of Service Mentions	
WIHT-FM 99.5	Station will air pre-recorded "National Day of Service" mentions and will	Other Needs / Comments:
CHR	include takepart.com/chavez on the stations website.	Script for :30 mentions
Catherina Ekstrom	3/17/2014 to 3/28/2014	
240-747-2700		DIGITAL ASSETS NEEDED
Catherina Ekstrom@clearchannel.c	Mentions: Pre-recorded promos	Jpeg logo and link
om	# Mentions: 15 15 x:30	Due Date: 3/7/2014
1801 Rockville Pike Fl 5 Rockville, MD 20852-1633		
1000001110 20032-1033	DIGITAL ELEMENTS	
Clear Channel Media &	Logo, Link, and copy	
Entertainment	URL: hot995.com	
	Digital Media Dates: 3/17/2014 to 3/28/2014	
GImps: 346,800	Digital IMPs (est): 300	
VALUE: \$3,857.17		
*ALUL. 93,037.17		





<u>Station</u>	Promotion	<u>Provide</u>
WASHINGTON DC	Community Hero	Donation Cost: \$500.00
WIHT-FM 99.5	Listeners will log onto the station website and write in the name/story of	
CHR	someone who has made a huge impact in their community. The winner will	DIGITAL ASSETS NEEDED
Catherina Ekstrom	receive a \$500 donation to their favorite charity or school.	Jpeg logo and link
240-747-2700	3/17/2014 to 3/28/2014	Due Date: 3/7/2014
Catherina Ekstrom@clearchannel.c		
om 1801 Rockville Pike Fl 5	Mentions: Pre-recorded promos	
Rockville, MD 20852-1633	# Mentions: 30 30 x :15	
Nockville, IVID 20832-1033		
Clear Channel Media &	DIGITAL ELEMENTS	
Entertainment	Logo, Link, and copy	
	URL: hot995.com	
GImps: 693,800	Digital Media Dates: 3/17/2014 to 3/28/2014	
VALUE: \$7,716.33	Digital IMPs (est): 800	
YUMA/EL CENTRO CA	National Day of Service	
KCEC-FM 104.5	The station will bring hard copies of petition to all remotes (minimum of 25)	
Regional Mexican	and have their listeners sign. The station will also promote on all social media	Due Date: 2/28/2014
Gilbert Ochoa	platforms with link. On-air will include live mentions from on-air DJs.	Webmaster: Veronica Gonzalez
602-269-3121	3/3/2014 to 3/28/2014	602-269-3121
gilbert.ochoa@campesina.com		veronica.gonzalez@campesina.com
1440 E Washington St	Mentions: Live Mentions	
Phoenix, AZ 85034-1109	# Mentions: 300 300 x :15	
Farmworker Educational	DICITAL FLEMENTS	
Radio	DIGITAL ELEMENTS Top bapper ad and links	
	Top banner ad and links URL: campesina.com	
GImps: 140,000	SOCIAL MEDIA	
VALUE: \$7,541.67	Facebook, Twitter and Youtube inclusion	
	,	
	Digital Media Dates: 3/3/2014 to 3/28/2014	
	Digital IMPs (est): 50,000	





<u>Station</u>	Promotion	<u>Provide</u>
YUMA/EL CENTRO CA	Community Hero	Donation Cost: \$500.00
KCEC-FM 104.5	The station will ask listeners to submit for their schools on what they will do	
Regional Mexican	for the community in March and the station will pick the best idea and award	Due Date: 2/28/2014
Gilbert Ochoa	them the \$500 scholarship. The station will also invite listeners to re-enact	Webmaster: Veronica Gonzalez
602-269-3121	Cesar Chavez famous march for justice and invite all listeners, community	602-269-3121
gilbert.ochoa@campesina.com	partners, schools and Hispanic leaders to march to a local theater and watch	veronica.gonzalez@campesina.com
1440 E Washington St	the movie. The station will provide all materials needed.	
Phoenix, AZ 85034-1109	3/17/2014 to 3/28/2014	
Farmworker Educational	Mentions: Recorded mentions	
Radio	# Mentions: 350 200 x :60 50 x :30 100 x :15	
	# Mentions: 350 200 x :60 50 x :50 100 x :15	
GImps: 155,000	DIGITAL ELEMENTS	
VALUE: \$8,715.28	Top banner ad and links	
	URL: campesina.com	
	SOCIAL MEDIA	
	Facebook, Twitter and Youtube inclusion	
	Digital Media Dates: 3/3/2014 to 3/28/2014	
	Digital IMPs (est): 50,000	
YUMA/EL CENTRO CA	National Day of Service	
KLJZ-FM 93.1	The station will air :15 promos directing listeners to the stations social media	
Hot AC	platforms to visit takepart.com/chavez to sign the petition.	DIGITAL ASSETS NEEDED
Jennifer Blackwell	3/22/2014 to 3/28/2014	Logo and link
928-782-4321		Due Date: 3/15/2014
jblackwell@z93yuma.com	Mentions: Recorded mentions	Webmaster: Jennifer Blackwell 928-
949 S Ave B	# Mentions: 56 21 x :30 35 x :15	782-4321 jblackwell@z93yuma.com
Yuma, AZ 85364-3440		
Monstermedia, LLC	URL: z93yuma.com	
ivionstermedia, LLC	SOCIAL MEDIA	
Clmns: 202 800	Facebook and Twitter updates daily that will feed to the station website	
Gimps: 303,800	Digital Media Dates: 3/22/2014 to 3/28/2014	
VALUE: \$1,750.00	Digital IMPs (est): 63,000	





<u>Station</u>	Promotion	<u>Provide</u>
YUMA/EL CENTRO CA	Community Hero	Donation Cost: \$500.00
KLJZ-FM 93.1	The station will air a series of on-air mentions asking listeners to nominate	
Hot AC	someone in their community that has made a huge impact. The nominees	DIGITAL ASSETS NEEDED
Jennifer Blackwell	will be recognized and the announced winner will receive a \$500 donation to	Logo and link
928-782-4321	their favorite charity or school.	Due Date: 3/10/2014
jblackwell@z93yuma.com	3/17/2014 to 3/28/2014	Webmaster: Jennifer Blackwell 928-
949 S Ave B		782-4321 jblackwell@z93yuma.com
Yuma, AZ 85364-3440	Mentions: Recorded promos	
-	# Mentions: 36 36 x :30	
Monstermedia, LLC		
	DIGITAL ELEMENTS	
GImps: 262,800	Contest on station website	
VALUE: \$1,800.00	URL: z93yuma.com	
	SOCIAL MEDIA	
	Facebook and Twitter updates daily	
	Digital IMPs (est): 108,000	
22 Markets		Donation Cost: \$27,000.00
47 Stations	# Mentions: 3227	
82 Promotions		
	DIGITAL ELEMENTS	
GImps: 39,748,850	47 Digital Promotions	
VALUE: \$436,612.07		
	SOCIAL MEDIA	
	44 Social Promotions	
	Digital IMPs (est): 5,644,450	