



CESAR CHAVEZ LOCAL RADIO PROMOTION SUMMARY

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



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



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



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



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



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



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



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



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



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



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



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



CESAR CHAVEZ LOCAL RADIO PROMOTION SUMMARY

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



CESAR CHAVEZ LOCAL RADIO PROMOTION SUMMARY

Station	Promotion	Provide
<p>LAS VEGAS NV KWID-FM 101.9 Spanish Classic Hits Melissa Meyer 702-876-1460 melissa@lvradio.com 8755 W Flamingo Rd Las Vegas, NV 89147-8667</p> <p><i>Lotus Communications Corp.</i></p> <p>Glmps: 67,000 VALUE: \$753.85</p>	<p>National Day of Service The station will air promos asking listeners to log onto www.takepart.com/chavez to sign the petition to make Cesar Chavez's birthday a National Day of Service. 3/24/2014 to 3/28/2014</p> <p>Mentions: Recorded promos # Mentions: 10 10 x :30</p>	
<p>LAS VEGAS NV KLUC-FM 98.5 Rhythmic-CHR Katy Brown Jones 702-253-9800 katy.brownjones@cbsradio.com 7255 S Tenaya Way Ste 100 Las Vegas, NV 89113-1900</p> <p><i>CBS Radio, Inc.</i></p> <p>Glmps: 84,000 VALUE: \$1,357.14</p>	<p>National Day of Service The station will 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. 3/24/2014 to 3/28/2014</p> <p>Mentions: Recorded mentions # Mentions: 15 15 x :15</p>	<p>Other Needs / Comments: :15 second copy needed</p>
<p>LOS ANGELES CA KIIS-FM 102.7 CHR Christina Sarkissian 818-559-2252 christinasarkissian@clearchannel.com 3400 W Olive Ave Ste 550 Burbank, CA 91505-5544</p> <p><i>Clear Channel Media & Entertainment</i></p> <p>Glmps: 300,500 VALUE: \$4,523.44</p>	<p>Leave Your Mark The station will create a custom contest page asking their listeners to enter (in 100 words or less) their story describing their life's work and what they would like to be known for. One Grand Prize winner will be chosen and awarded a \$1,000 dollar prize. 3/24/2014 to 3/28/2014</p> <p>Mentions: Recorded mentions # Mentions: 5 5 x :15</p> <p>DIGITAL ELEMENTS KIIS FM will create a custom contest page with client copy & banners. URL: kiisfm.com Digital Media Dates: 3/24/2014 to 3/28/2014</p>	<p>Donation Cost: \$1,000.00 Other Needs / Comments: copy points, movie url, petition url and copy</p> <p>DIGITAL ASSETS NEEDED 468x60, 728x90, 300x250 banners, movie URL, copy points, petition URL and copy/details on what the petition is. Due Date: 3/17/2014 Webmaster: Christina Sarkissian 818-566-4671 christinasarkissian@clearchannel.com</p>



CESAR CHAVEZ LOCAL RADIO PROMOTION SUMMARY

Station	Promotion	Provide
<p>LOS ANGELES CA KIIS-FM 102.7 CHR Christina Sarkissian 818-559-2252 christinasarkissian@clearchannel.com 3400 W Olive Ave Ste 550 Burbank, CA 91505-5544</p> <p>Clear Channel Media & Entertainment</p> <p>Gimps: 120,000 VALUE: \$1,200.00</p>	<p>National Day of Service The station will include the link for listeners to click thru to sign the petition to make Cesar Chavez's birthday a National Day of Service. 3/24/2014 to 3/28/2014</p> <p># Mentions: 0</p> <p>DIGITAL ELEMENTS Click thru petition link URL: kiisfm.com Digital Media Dates: 3/24/2014 to 3/28/2014 Digital IMPs (est): 120,000</p>	<p>Webmaster: Christina Sarkissian 818-566-4671 christinasarkissian@clearchannel.com</p>
<p>LOS ANGELES CA KLAX-FM 97.9 Regional Mexican Rachel Elster 310-203-0900 relster@sbslosangeles.com 10281 W Pico Blvd Los Angeles, CA 90064-2674</p> <p>Spanish Broadcasting System</p> <p>Gimps: 1,804,000 VALUE: \$20,480.00</p>	<p>Leave Your Mark Listeners will be invited to submit a photo of themselves to the station website in front of any Cesar Chavez public building, monument or sign and describe what they would like to be known for during their lifetime. One winner will be selected on Friday, March 28th and will be awarded a \$1,000 prize. 3/17/2014 to 3/28/2014</p> <p>Mentions: 4x live mentions per day # Mentions: 40 40 x :30</p> <p>DIGITAL ELEMENTS Inclusion in contest page URL: laraza979.com</p> <p>SOCIAL MEDIA Inclusion in Facebook post Digital Media Dates: 3/17/2014 to 3/28/2014 Digital IMPs (est): 448,000</p>	<p>Donation Cost: \$1,000.00 Other Needs / Comments: Artwork and copy points</p> <p>DIGITAL ASSETS NEEDED 300X250 & 728X90 banners Due Date: 3/1/2014</p>



CESAR CHAVEZ LOCAL RADIO PROMOTION SUMMARY

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



CESAR CHAVEZ LOCAL RADIO PROMOTION SUMMARY

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



CESAR CHAVEZ LOCAL RADIO PROMOTION SUMMARY

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



CESAR CHAVEZ LOCAL RADIO PROMOTION SUMMARY

Station	Promotion	Provide																					
<p>MONTEREY CA KOCN-FM 105.1 Rhythmic Oldies Laura Bernal 831-755-8181 laurabernal@clearchannel.com 903 N Main St Salinas, CA 93906-3912</p> <p><i>Clear Channel Media & Entertainment</i></p> <p>Gimps: 28,263 VALUE: \$327.01</p>	<p>National Day of Service The station will promote the National Day of Service by putting a link to takepart.com/chavez on their website and running 10 PSA's. 3/24/2014 to 3/28/2014</p> <p>Mentions: Recorded PSA's # Mentions: 10 10 x :30</p> <p>DIGITAL ELEMENTS link & banner 300x250 Digital Media Dates: 3/24/2014 to 3/28/2014 Digital IMPs (est): 4,263</p>	<p>Due Date: 2/28/2014 Webmaster: Alyssa Oresco 831-796-4155 alyssaoresco@clearchannel.com</p>																					
<p>NEW YORK CITY NY WSKQ-FM 97.9 Tropical Grace Agostino 212-541-9200 gagostino@sbsnewyork.com 26 W 56th St New York, NY 10019-8099</p> <p><i>Spanish Broadcasting System</i></p> <p>Gimps: 28,263 VALUE: \$327.01</p>	<p>National Day of Service WSKQ-FM will promote making 3/31 "The Cesar Chavez Day of Service" by asking listeners to log onto http://www.takepart.com/chavez to sign the petition to make Cesar Chavez' birthday a national day of service.</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">3/24/2014</td> <td style="text-align: center;">3/28/2014</td> <td style="text-align: center;">Mention Summary</td> </tr> <tr> <td style="text-align: center;">Recorded promos</td> <td style="text-align: center;">10</td> <td style="text-align: center;">10</td> </tr> <tr> <td style="text-align: center;">Online Elements</td> <td colspan="2" style="text-align: center;">The station will</td> </tr> <tr> <td colspan="3">include the information on their Facebook page on 3/28. 3/24/2014</td> </tr> <tr> <td style="text-align: center;">3/28/2014</td> <td style="text-align: center;">38,345</td> <td></td> </tr> <tr> <td style="text-align: center;">Prizing / Client Provides</td> <td colspan="2" style="text-align: center;">Station</td> </tr> <tr> <td style="text-align: center;">Value</td> <td style="text-align: center;">\$2,000.00</td> <td style="text-align: center;">58,900 627,345 \$5,365.59</td> </tr> </table> <p>3/24/2014 to 3/28/2014</p> <p>Mentions: Recorded PSA's # Mentions: 10 10 x :30</p> <p>DIGITAL ELEMENTS link & banner 300x250 Digital Media Dates: 3/24/2014 to 3/28/2014 Digital IMPs (est): 4,263</p>	3/24/2014	3/28/2014	Mention Summary	Recorded promos	10	10	Online Elements	The station will		include the information on their Facebook page on 3/28. 3/24/2014			3/28/2014	38,345		Prizing / Client Provides	Station		Value	\$2,000.00	58,900 627,345 \$5,365.59	<p>Due Date: 2/28/2014 Webmaster: Alyssa Oresco 831-796-4155 alyssaoresco@clearchannel.com</p>
3/24/2014	3/28/2014	Mention Summary																					
Recorded promos	10	10																					
Online Elements	The station will																						
include the information on their Facebook page on 3/28. 3/24/2014																							
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Prizing / Client Provides	Station																						
Value	\$2,000.00	58,900 627,345 \$5,365.59																					



CESAR CHAVEZ LOCAL RADIO PROMOTION SUMMARY

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



CESAR CHAVEZ LOCAL RADIO PROMOTION SUMMARY

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



CESAR CHAVEZ LOCAL RADIO PROMOTION SUMMARY

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



CESAR CHAVEZ LOCAL RADIO PROMOTION SUMMARY

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



CESAR CHAVEZ LOCAL RADIO PROMOTION SUMMARY

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



CESAR CHAVEZ LOCAL RADIO PROMOTION SUMMARY

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



CESAR CHAVEZ LOCAL RADIO PROMOTION SUMMARY

Station	Promotion	Provide
<p>SAN DIEGO CA KLNV-FM 106.5 Regional Mexican Irene Imhof 619-235-0600 iimhof@univisionradio.com 600 W Broadway Ste 2150 San Diego, CA 92101-3389</p> <p><i>Univision/Broadcasting Media Partners</i></p> <p>Glimps: 264,000 VALUE: \$6,966.67</p>	<p>Who is your Community Hero? The station will ask listeners to nominate their community hero through our Facebook page of the stations Community Affairs program - De Viva Voz. The Community Hero nominations will have their own page linked to De Viva Voz. The station will promote on-air on KLNv-FM and KLQV-FM and in their Sunday morning Community Affairs program - De Viva Voz. They will also invite the nominator and the winner to do an interview on a De Viva Voz show. 3/17/2014 to 3/28/2014</p> <p>Mentions: 5 :60s are actually 5 minutes on the community affairs program # Mentions: 55 5 x :60 50 x :30</p> <p>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. Digital Media Dates: 3/17/2014 to 3/17/2014</p>	<p>Donation Cost: \$1,000.00 Other Needs / Comments: Logo of movie for the links and FB pages</p>
<p>SAN DIEGO CA KLNV-FM 106.5 Regional Mexican Irene Imhof 619-235-0600 iimhof@univisionradio.com 600 W Broadway Ste 2150 San Diego, CA 92101-3389</p> <p><i>Univision/Broadcasting Media Partners</i></p> <p>Glimps: 192,000 VALUE: \$5,066.67</p>	<p>National Day of Service The station will air promos asking listeners to log onto 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</p> <p>Mentions: Recorded promos # Mentions: 40 40 x :15</p>	



CESAR CHAVEZ LOCAL RADIO PROMOTION SUMMARY

Station	Promotion	Provide
<p>SAN DIEGO CA XHTZ-FM 90.3 Rhythmic-CHR Joseph Lee 858-888-7076 Joe@z90.com 6160 Cornerstone Ct E Ste 150 San Diego, CA 92121-3720</p> <p><i>XETRA Communications</i></p> <p>Glmps: 183,000 VALUE: \$1,860.00</p>	<p>Cesar Chavez - Leave Your Mark Z90 will run a web contest, "Leave Your Mark" where listeners can submit their picture next to something Cesar Chavez related and briefly describe their life's work and what they would like to be known for in attempt to win a \$1,000 scholarship. 3/24/2014 to 3/28/2014</p> <p>Mentions: Recorded promos # Mentions: 20 20 x :15</p> <p>DIGITAL ELEMENTS Trailer, link to movie website URL: z90.com Digital Media Dates: 3/24/2014 to 3/28/2014 Digital IMPs (est): 25,000</p>	<p>Donation Cost: \$1,000.00</p> <p>Webmaster: Lisa Minjares 858-888-7075 LMinjares@LMASanDiego.com</p>
<p>SAN DIEGO CA XHTZ-FM 90.3 Rhythmic-CHR Joseph Lee 858-888-7076 Joe@z90.com 6160 Cornerstone Ct E Ste 150 San Diego, CA 92121-3720</p> <p><i>XETRA Communications</i></p> <p>Glmps: 262,000 VALUE: \$2,665.00</p>	<p>National Day of Service Z90 will run a minimum of 30 mentions to support the National Day of Service petition. 3/24/2014 to 3/28/2014</p> <p>Mentions: Recorded promos # Mentions: 30 30 x :15</p> <p>DIGITAL ELEMENTS Trailer, link to movie website URL: z90.com Digital Media Dates: 3/24/2014 to 3/28/2014 Digital IMPs (est): 25,000</p>	<p>Webmaster: Lisa Minjares 858-888-7075 LMinjares@LMASanDiego.com</p>
<p>SAN FRANCISCO/OAKLAND CA KBRG-FM 100.3 Spanish Adult Hits Marina Gutierrez 415-989-5765 marinagutierrez@univisionradio.com 750 Battery St Ste 200 San Francisco, CA 94111-1549</p> <p><i>Univision/Broadcasting Media Partners</i></p> <p>Glmps: 980,000 VALUE: \$10,000.00</p>	<p>National Day of Service The station will run a series of mentions asking listeners to log onto the website to sign the petition to make Cesar Chavez's birthday a National Day of Service. A series of audio streaming spots will air M-Sun from 3/17-3/28 a total of 50 audio streaming spots. 3/17/2014 to 3/28/2014</p> <p>Mentions: 50x audio streaming spots :30 secs # Mentions: 50 50 x :30</p>	



CESAR CHAVEZ LOCAL RADIO PROMOTION SUMMARY

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



CESAR CHAVEZ LOCAL RADIO PROMOTION SUMMARY

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



CESAR CHAVEZ LOCAL RADIO PROMOTION SUMMARY

Station	Promotion	Provide
<p>SANTA BARBARA CA KIST-FM 107.7 Regional Mexican Sandy Vera 805-879-8300 sandy.vera@rinconbroadcasting.com 414 E Cota St Santa Barbara, CA 93101-1624</p> <p><i>Point Broadcasting Co.</i></p> <p>Glmps: 234,000 VALUE: \$4,855.35</p>	<p>National 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</p> <p>Mentions: Recorded mentions # Mentions: 104 52 x :30 52 x :15</p> <p>DIGITAL ELEMENTS 300x250 pixel banner ad, 970x365 homepage carousel graphic. URL: radiobronco.com</p> <p>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</p>	<p>Other Needs / Comments: Copy & audio elements if available.</p> <p>DIGITAL ASSETS NEEDED 300x250 pixel banner ad, 970x365 homepage carousel graphic. Due Date: 2/26/2014 Webmaster: Sandy Vera sandy.vera@rinconbroadcasting.com</p>
<p>SANTA BARBARA CA KVYB-FM 103.3 Rhythmic-CHR Jeff Lyons 805-642-8595 jeff.lyons@cumulus.com 1376 Walter St Ventura, CA 93003-5658</p> <p><i>Cumulus Media, Inc.</i></p> <p>Glmps: 304,500 VALUE: \$1,920.00</p>	<p>Community Hero The station will run promotional announcements asking listeners to nominate someone who they feel has made a difference in bettering their community. Nominations will be submitted via e-mail through a link at 1033thevibe.com. The winner will receive \$500. 3/17/2014 to 3/28/2014</p> <p>Mentions: :30 recorded / :15 live # Mentions: 60 30 x :30 30 x :15</p> <p>DIGITAL ELEMENTS 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. URL: 1033thevibe.com</p> <p>SOCIAL MEDIA 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 IMPs (est): 4,500</p>	<p>Donation Cost: \$500.00</p> <p>DIGITAL ASSETS NEEDED Graphic for movie (jpg format, 475 x 270 size), link to movie's website and link / imbed code for trailer video. Due Date: 3/10/2014 Webmaster: Jeff Lyons 805-642-8595 jeff.lyons@cumulus.com</p>



CESAR CHAVEZ LOCAL RADIO PROMOTION SUMMARY

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



CESAR CHAVEZ LOCAL RADIO PROMOTION SUMMARY

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



CESAR CHAVEZ LOCAL RADIO PROMOTION SUMMARY

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



CESAR CHAVEZ LOCAL RADIO PROMOTION SUMMARY

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



CESAR CHAVEZ LOCAL RADIO PROMOTION SUMMARY

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



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