

Pantelion Cesar Chavez

Radio Promotion Overview

Market Station	Format	Contact	Flight Dates	Promotion Description	Total Mentions	Mention Length	Web	Social	Impressions	Value
AUSTIN TX KLZT-FM 107.1 Emmis Communications Corp.	Regional Mexican	Abby Browning 512-908-4998 abrowning@emmis-austin.com	03/24-03/28	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.	60	40x:30 20x:15	YES	YES	412,000	\$ 3,816.67
AUSTIN TX KLZT-FM 107.1 Emmis Communications Corp.	Regional Mexican	Abby Browning 512-908-4998 abrowning@emmis-austin.com	03/24-03/28	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.	10	10x:15	YES	NO	77,000	\$ 719.44
AUSTIN TX KHFI-FM 96.7 Clear Channel Media & Entertainment	CHR	Belinda Villareal 512-684-7346 belindavillareal@clearchannel.com	03/01-03/28	National Day of Service 1x :30 PSA announcement per day promoting the Cesar Chavez National Day of Service.	28	28x:30	NO	NO	196,000	\$ 2,100.00
AUSTIN TX KHFI-FM 96.7 Clear Channel Media & Entertainment	CHR	Belinda Villareal 512-684-7346 belindavillareal@clearchannel.com	03/24-03/28	Leave Your Mark Listeners will be encouraged to take a picture on Caesar Chavez Rd. and post to Instagram with the hashtag #caesarchaveztx 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.	10	10x:15	YES	YES	610,825	\$ 6,158.25
BAKERSFIELD CA KIWI-FM 102.9 Lotus Communications Corp.	Regional Mexican	Isabel Eggert 661-327-9711 ieggert@lotusbakersfield.com	03/17-03/28	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.	36	x:30 36x:15	YES	YES	231,800	\$ 1,760.00
BAKERSFIELD CA KISV-FM 94.1 American General Media	Rhythmic-CHR	Toni Snyder 661-328-1410 tsnyder@americangeneralmedia.com	03/20-03/28	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.	15	15x:30	NO	NO	114,000	\$ 787.50
BAKERSFIELD CA KISV-FM 94.1 American General Media	Rhythmic-CHR	Toni Snyder 661-328-1410 tsnyder@americangeneralmedia.com	03/21-03/28	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.	28	28x:30	YES	NO	218,081	\$ 1,522.81
CHICAGO IL WOJO-FM 105.1 Univision/Broadcasting Media Partners	Regional Mexican	Eduardo Gutierrez 312-981-1871 edgutierrez@UnivisionRadio.com	03/17-03/27	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.	10	10x:15	NO	YES	171,000	\$ 2,500.00
CHICAGO IL WOJO-FM 105.1 Univision/Broadcasting Media Partners	Regional Mexican	Eduardo Gutierrez 312-981-1871 edgutierrez@UnivisionRadio.com	03/17-03/27	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.	20	20x:15	NO	YES	342,000	\$ 5,000.00
CHICAGO IL WKSC-FM 103.5 Clear Channel Media & Entertainment	CHR	Barbara A. Gueno 312-540-2125 barbaragueno@clearchannel.com	03/21-03/28	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.	16	16x:15	YES	NO	416,000	\$ 5,600.00

CHICAGO IL WKSC-FM 103.5 Clear Channel Media & Entertainment	CHR	Barbara A. Gueno 312-540-2125 barbaragueno@clearchannel.com	03/21-03/28	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.	11	11x:15	YES	NO	286,000	\$	3,850.00
DALLAS TX KLNO-FM 94.1 Univision/Broadcasting Media Partners	Regional Mexican	Karem Hocking 214-525-0436 khocking@univisionradio.com	03/10-03/28	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.	40	40x:30	NO	NO	636,000	\$	10,350.88
DALLAS TX KLNO-FM 94.1 Univision/Broadcasting Media Partners	Regional Mexican	Karem Hocking 214-525-0436 khocking@univisionradio.com	03/17-03/21	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.	30	30x:15	NO	YES	477,000	\$	7,763.16
DALLAS TX KHKS-FM 106.1 Clear Channel Media & Entertainment	CHR	Krista Gern 214-866-8074 kristagern@clearchannel.com	03/17-03/28	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.			YES	NO	1,041,000	\$	10,410.00
DALLAS TX KHKS-FM 106.1 Clear Channel Media & Entertainment	CHR	Krista Gern 214-866-8074 kristagern@clearchannel.com	03/17-03/28	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.	12	12x:15	YES	YES	1,470,600	\$	14,176.67
DENVER CO KXPK-FM 96.5 Entravision Communications Corp.	Regional Mexican	Sheryl Personett 303-318-6207 spersonett@entravision.com	03/24-03/28	National Day of Service The station will run 3 :30 National Day of Service spots.	3	3x:30	NO	NO	27,000	\$	271.32
DENVER CO KPTT-FM 95.7 Clear Channel Media & Entertainment	Rhythmic-CHR	Edie Iwata 303-713-8570 edieiwata@clearchannel.com	03/17-03/28	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.	15	15x:15	YES	NO	136,000	\$	1,262.50
DENVER CO KPTT-FM 95.7 Clear Channel Media & Entertainment	Rhythmic-CHR	Edie Iwata 303-713-8570 edieiwata@clearchannel.com	03/24-03/28	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.	15	15x:15	YES	YES	140,000	\$	1,302.50
EL PASO TX XHNZ-FM 107.5 Grupo Radio Mexico	Regional Mexican	Victor Apodaca 915-542-2969 victor@southernradioinc.com	03/17-03/28	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.	70	70x:30	NO	YES	453,000	\$	3,480.00
EL PASO TX XHNZ-FM 107.5 Grupo Radio Mexico	Regional Mexican	Victor Apodaca 915-542-2969 victor@southernradioinc.com	03/24-03/28	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.	25	25x:30	NO	YES	241,500	\$	2,040.00
EL PASO TX XHTO-FM 104.3 Grupo Radio Mexico	Rhythmic-CHR	Victor Apodaca 915-542-2969 victor@southernradioinc.com	03/17-03/28	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.	70	70x:30	NO	YES	496,872	\$	1,751.31
EL PASO TX XHTO-FM 104.3 Grupo Radio Mexico	Rhythmic-CHR	Victor Apodaca 915-542-2969 victor@southernradioinc.com	03/24-03/28	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.	25	25x:30	NO	YES	190,872	\$	759.65

FRESNO CA KLBN-FM 101.9 Lotus Communications Corp.	Regional Mexican	Mr. Clean 559-497-1100 mrclean@lotusfresho.com	03/17-03/28	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.	30	30x:15	YES	YES	230,000	\$	1,300.00
FRESNO CA KBOS-FM 94.9 Clear Channel Media & Entertainment	Rhythmic-CHR	Sonam Patel 559-230-4347 sonampatel@clearchannel.com	03/17-03/28	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.	20	20x:15	YES	YES	232,000	\$	903.57
FRESNO CA KBOS-FM 94.9 Clear Channel Media & Entertainment	Rhythmic-CHR	Sonam Patel 559-230-4347 sonampatel@clearchannel.com	03/17-03/28	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.	10	10x:15	YES	YES	180,828	\$	1,100.07
HOUSTON TX KLTN-FM 102.9 Univision/Broadcasting Media Partners	Regional Mexican	Heriverto Lopez 713-965-2400 herivertolopez@univisionradio.com	03/17-03/28	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.	10	10x:15	NO	NO	234,000	\$	4,104.55
HOUSTON TX KLTN-FM 102.9 Univision/Broadcasting Media Partners	Regional Mexican	Heriverto Lopez 713-965-2400 herivertolopez@univisionradio.com	03/12-03/26	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.	15	15x:15	YES	YES	351,000	\$	6,156.82
HOUSTON TX KODA-FM 99.1 Clear Channel Media & Entertainment	Soft AC	Kaylee Oconnor 713-212-8022 kayleeoconnor@clearchannel.com	03/17-03/23	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.	30	30x:30	NO	NO	1,029,000	\$	11,666.67
HOUSTON TX KODA-FM 99.1 Clear Channel Media & Entertainment	Soft AC	Kaylee Oconnor 713-212-8022 kayleeoconnor@clearchannel.com	03/22-03/28	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.	30	30x:30	YES	YES	1,059,000	\$	11,966.67
LAS VEGAS NV KWID-FM 101.9 Lotus Communications Corp.	Spanish Classic Hits	Melissa Meyer 702-315-3036 melissa@lvradio.com	03/17-03/28	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 Barón 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.	24	24x:30	YES	YES	162,800	\$	1,829.23
LAS VEGAS NV KWID-FM 101.9 Lotus Communications Corp.	Spanish Classic Hits	Melissa Meyer 702-315-3036 melissa@lvradio.com	03/24-03/28	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.	10	10x:30	NO	NO	67,000	\$	753.85
LAS VEGAS NV KLUC-FM 98.5 CBS Radio, Inc.	Rhythmic-CHR	Katy Brown Jones 916-338-9247 katy.brownjones@CBSradio.com	03/24-03/28	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.	15	15x:15	NO	NO	84,000	\$	1,357.14
LOS ANGELES CA KIIS-FM 102.7 Clear Channel Media & Entertainment	CHR	Christina Sarkissian 818-566-4671 christinasarkissian@clearchannel.com	03/24-03/28	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.	5	5x:15	YES	NO	300,500	\$	4,523.44
LOS ANGELES CA KIIS-FM 102.7 Clear Channel Media & Entertainment	CHR	Christina Sarkissian 818-566-4671 christinasarkissian@clearchannel.com	03/24-03/28	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.			YES	NO	120,000	\$	1,200.00
LOS ANGELES CA KLAX-FM 97.9 Spanish Broadcasting System	Regional Mexican	Rachel Elster 310-229-3292 relster@sbslosangeles.com	03/17-03/28	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.	40	40x:30	YES	YES	1,804,000	\$	20,480.00

LOS ANGELES CA KLAX-FM 97.9 Spanish Broadcasting System	Regional Mexican	Rachel Elster 310-229-3292 relster@sbslosangel es.com	03/17- 03/28	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.	10	10x:15	YES	YES	339,000	\$	4,000.00
LOS ANGELES CA KLVE-FM 107.5 Univision/Broadcasting Media Partners	Romantica	Cynthia Flores 310-846-2849 cyflores@UnivisionR adio.com	03/24- 03/28	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.	10	10x:15	NO	NO	411,000	\$	5,333.33
LOS ANGELES CA KLVE-FM 107.5 Univision/Broadcasting Media Partners	Romantica	Cynthia Flores 310-846-2849 cyflores@UnivisionR adio.com	03/17- 03/26	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 loveklove.com for further exposure.	4	4x:60	NO	YES	264,400	\$	3,133.33
MCALLEN-BROWNSVL- HARLING KGBT-FM 98.5 Univision/Broadcasting Media Partners	Regional Mexican	Cesar Chapa 956-369-8834 cchapa@univisionra dio.com	03/18- 03/28	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.	30	30x:15	NO	YES	405,000	\$	2,006.76
MCALLEN-BROWNSVL- HARLING KGBT-FM 98.5 Univision/Broadcasting Media Partners	Regional Mexican	Cesar Chapa 956-369-8834 cchapa@univisionra dio.com	03/18- 03/28	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.	30	30x:15	YES	YES	405,000	\$	2,006.76
MCALLEN-BROWNSVL- HARLING KBFM-FM 104.1 Clear Channel Media & Entertainment	Rhythmic-CHR	Monica Chairez 956-975-2101 monicachairez@clea rchannel.com	03/17- 03/28	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.	20	20x:30	YES	YES	298,000	\$	1,600.00
MONTEREY CA KLOK-FM 99.5 Entravision Communications Corp.	Regional Mexican	Victor Ramos 831-642-4429 vramos@entravision .com	03/01- 03/28	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.	40	40x:30	NO	YES	196,000	\$	2,450.00
MONTEREY CA KLOK-FM 99.5 Entravision Communications Corp.	Regional Mexican	Victor Ramos 831-642-4429 vramos@entravision .com	03/24- 03/28	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.	20	20x:30	NO	YES	98,000	\$	1,225.00
MONTEREY CA KOCN-FM 105.1 Clear Channel Media & Entertainment	Rhythmic Oldies	Laura Bernal 831-796-4132 laurabernal@clearc annel.com	03/24- 03/28	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.	10	10x:30	YES	NO	28,263	\$	327.01
NEW YORK CITY NY WSKQ-FM 97.9 Spanish Broadcasting System	Tropical	Grace Agostino 646-455-9045 gagostino@sbsnewy ork.com	03/24- 03/28	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.	10	10x:10	NO	YES	627,345	\$	5,365.59
NEW YORK CITY NY WSKQ-FM 97.9 Spanish Broadcasting System	Tropical	Grace Agostino 646-455-9045 gagostino@sbsnewy ork.com	03/24- 03/28	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.	15	15x:30	NO	YES	921,845	\$	7,856.66
NEW YORK CITY NY WLTW-FM 106.7 Clear Channel Media & Entertainment	Adult Contemporary	David Zaentz 212-549-0823 davidzaentz@clearc hannel.com	03/24- 03/28	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.	62	5x:30 15x:15 21x:10 21x:05	YES	NO	6,558,835	\$	38,642.28
NEW YORK CITY NY WLTW-FM 106.7 Clear Channel Media & Entertainment	Adult Contemporary	David Zaentz 212-549-0823 davidzaentz@clearc hannel.com	03/17- 03/28	Cesar Chavez National Day of Service Mentions to promote the Cesar Chavez National Day of Service petition.	24	10x:15 14x:10	YES	NO	3,142,635	\$	20,995.61

PHOENIX AZ KLNZ-FM 103.5 Entravision Communications Corp.	Regional Mexican	Esmeralda Ruiz 602-776-1401 erui@entravision.com	03/10-03/28	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.	15	15x60	NO	YES	121,500	\$	1,815.00
PHOENIX AZ KLNZ-FM 103.5 Entravision Communications Corp.	Regional Mexican	Esmeralda Ruiz 602-776-1401 erui@entravision.com	03/10-03/28	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.	41	41x60	NO	NO	332,100	\$	4,961.00
PHOENIX AZ KZFP-FM 104.7 Clear Channel Media & Entertainment	CHR	Heather Hammonds 602-374-6003 heatherhammonds@clearchannel.com	03/17-03/28	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.	20	20x15	NO	NO	264,000	\$	3,240.00
PHOENIX AZ KZFP-FM 104.7 Clear Channel Media & Entertainment	CHR	Heather Hammonds 602-374-6003 heatherhammonds@clearchannel.com	03/17-03/28	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.	20	20x15	YES	NO	320,000	\$	3,800.00
SACRAMENTO CA KDND-FM 107.9 Entercom	CHR	Jim Donohue 916-339-4207 jdonohue@entercom.com	03/17-03/28	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.	20	20x30	NO	NO	212,000	\$	2,477.27
SACRAMENTO CA KXSE-FM 104.3 Entravision Communications Corp.	Spanish Adult Hits	Salvador López 916-648-6080 slopez@entravision.com	03/17-03/28	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.	60	60x30	YES	NO	234,000	\$	5,115.48
SACRAMENTO CA KXSE-FM 104.3 Entravision Communications Corp.	Spanish Adult Hits	Salvador López 916-648-6080 slopez@entravision.com	03/01-03/28	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.	60	60x30	YES	NO	234,000	\$	5,115.48
SAN ANTONIO TX KROM-FM 92.9 Univision/Broadcasting Media Partners	Regional Mexican	Gabriela Aguirre 210-610-4330 gaguirre@univisionradio.com	03/17-03/21	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.	10	10x10	NO	YES	61,000	\$	1,388.68
SAN ANTONIO TX KROM-FM 92.9 Univision/Broadcasting Media Partners	Regional Mexican	Gabriela Aguirre 210-610-4330 gaguirre@univisionradio.com	03/24-03/28	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.	10	10x10	NO	YES	61,000	\$	1,388.68
SAN ANTONIO TX KBTT-FM 98.5 Univision/Broadcasting Media Partners	Rhythmic-CHR	Gabriela Aguirre 210-610-4330 gaguirre@univisionradio.com	03/24-03/28	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. KBTT 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.	15	15x10	YES	YES	169,916	\$	1,444.16
SAN DIEGO CA KLQV-FM 102.9 Univision/Broadcasting Media Partners	Spanish Adult Hits	Irene Imhof 619-744-4320 iimhof@univisionradio.com	03/03-03/28	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.	40	40x15	NO	NO	220,000	\$	5,066.67
SAN DIEGO CA KLNZ-FM 106.5 Univision/Broadcasting Media Partners	Regional Mexican	Irene Imhof 619-744-4320 iimhof@univisionradio.com	03/17-03/28	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 KLNZ-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.	55	5x:60 50x:30	NO	YES	264,000	\$	6,966.67

SAN DIEGO CA KLNK-FM 106.5 Univision/Broadcasting Media Partners	Regional Mexican	Irene Imhof 619-744-4320 iimhof@univisionradio.com	03/03-03/28	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.	40	40x:15	NO	NO	192,000	\$	5,066.67
SAN DIEGO CA XHTZ-FM 90.3 XETRA Communications	Rhythmic-CHR	Karina Mann 858-888-7077 kmann@lmasandiego.com	03/24-03/28	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.	20	20x:15	YES	NO	183,000	\$	1,860.00
SAN DIEGO CA XHTZ-FM 90.3 XETRA Communications	Rhythmic-CHR	Karina Mann 858-888-7077 kmann@lmasandiego.com	03/24-03/28	National Day of Service Z90 will run a minimum of 30 mentions to support the National Day of Service petition.	30	30x:15	YES	NO	262,000	\$	2,665.00
SAN FRANCISCO/OAKLAND CA KBRG-FM 100.3 Univision/Broadcasting Media Partners	Spanish Adult Hits	Marina Gutierrez 415-733-5721 marinagutierrez@univisionradio.com	03/17-03/28	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.	50	50x:30	NO	NO	980,000	\$	10,000.00
SAN FRANCISCO/OAKLAND CA KBRG-FM 100.3 Univision/Broadcasting Media Partners	Spanish Adult Hits	Marina Gutierrez 415-733-5721 marinagutierrez@univisionradio.com	03/17-03/28	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.	50	30x:30 20x:15	YES	YES	1,080,000	\$	11,000.00
SAN FRANCISCO/OAKLAND CA KISQ-FM 98.1 Clear Channel Media & Entertainment	R&B Oldies	Cat Ong 415-247-4513 CatOng@clearchannel.com	03/24-03/28	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.	15	15x:15	YES	NO	261,410	\$	1,954.10
SAN FRANCISCO/OAKLAND CA KISQ-FM 98.1 Clear Channel Media & Entertainment	R&B Oldies	Cat Ong 415-247-4513 CatOng@clearchannel.com	03/24-03/28	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.	15	15x:15	YES	NO	261,410	\$	1,954.10
SANTA BARBARA CA KIST-FM 107.7 Point Broadcasting Co.	Regional Mexican	Sandy Vera 805-879-8300 sandy.vera@rinconbroadcasting.com	03/17-03/28	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.	108	60x:30 48x:15	YES	YES	229,000	\$	4,902.09
SANTA BARBARA CA KIST-FM 107.7 Point Broadcasting Co.	Regional Mexican	Sandy Vera 805-879-8300 sandy.vera@rinconbroadcasting.com	03/10-03/28	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.	114	57x:30 57x:15	YES	YES	254,000	\$	5,297.21
SANTA BARBARA CA KYVB-FM 103.3 Cumulus Media, Inc.	Rhythmic-CHR	Jeff Lyons 805-642-8595 jeff.lyons@cumulus.com	03/17-03/28	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.	60	30x:30 30x:15	YES	YES	304,500	\$	1,920.00
TUCSON AZ KCMT-FM 102.1 Lotus Communications Corp.	Regional Mexican	Terri Bakos 520-407-4545 tbakos@azlotus.com	02/24-03/28	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.	50	50x:30	NO	NO	200,000	\$	3,922.22
TUCSON AZ KXEW-AM 1600AM Clear Channel Media & Entertainment	Tejano	Daniella Grijalva 520-618-2100 DaniellaGrijalva@clearchannel.com	03/17-03/28	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.	60	60x:30	YES	NO	251,506	\$	8,668.39

TUCSON AZ KXEW-AM 1600AM Clear Channel Media & Entertainment	Tejano	Daniella Grijalva 520-618-2100 DaniellaGrijalva@clearchannel.com	03/17-03/28	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.	100	100x:30	YES	YES	1,173,506	\$	13,290.62
TUCSON AZ KRQQ-FM 93.7 Clear Channel Media & Entertainment	CHR	Ryan Clune 520-618-2100 ryanclune@clearchannel.com	03/10-03/28	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.	190	190x:15	NO	NO	1,900,000	\$	21,955.56
WASHINGTON DC WLZL-FM 107.9 CBS Radio, Inc.	Tropical	Daniel Jimenez 301-306-3762 daniel.jimenez@cbsradio.com	03/20-03/28	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!	40	40x:15	YES	YES	352,000	\$	10,234.48
WASHINGTON DC WLZL-FM 107.9 CBS Radio, Inc.	Tropical	Daniel Jimenez 301-306-3762 daniel.jimenez@cbsradio.com	03/03-03/28	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.	96	96x:15	YES	YES	844,800	\$	24,562.76
WASHINGTON DC WIHT-FM 99.5 Clear Channel Media & Entertainment	CHR	Catherina Ekstrom 240-747-2760 CatherinaEkstrom@clearchannel.com	03/17-03/28	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.	15	15x:30	YES	NO	346,800	\$	3,857.17
WASHINGTON DC WIHT-FM 99.5 Clear Channel Media & Entertainment	CHR	Catherina Ekstrom 240-747-2760 CatherinaEkstrom@clearchannel.com	03/17-03/28	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.	30	30x:15	YES	NO	693,800	\$	7,716.33
YUMA/EL CENTRO CA KCEC-FM 104.5 Farmworker Educational Radio	Regional Mexican	Gilbert Ochoa 480-888-6002 gilbert.ochoa@campesina.com	03/03-03/28	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.	300	300x:15	YES	YES	140,000	\$	7,541.67
YUMA/EL CENTRO CA KCEC-FM 104.5 Farmworker Educational Radio	Regional Mexican	Gilbert Ochoa 480-888-6002 gilbert.ochoa@campesina.com	03/17-03/28	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.	350	200x:60 50x:30 100x:15	YES	YES	155,000	\$	8,715.28
YUMA/EL CENTRO CA KLJZ-FM 93.1 Monstermedia, LLC	Hot AC	Jennifer Blackwell 928-782-4321 jblackwell@93yuma.com	03/22-03/28	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.	56	21x:30 35x:15	NO	YES	303,800	\$	1,750.00
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