

May Media Buy

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18 Tacoma Facts	19 Tacoma True Citizen	20	21
22 KNHC 2x KLAY 1x **Interview w/ Maxine to be conducted sometime between 5/22 - 6/12	23	24	25 Tacoma Facts	26 Tacoma True Citizen	27	28
29 KNHC 2x KLAY 1x	30	31				

June Media Buy

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 Tacoma Facts	2 Tacoma True Citizen	3 KRIZ/KYIZ 8x	4 KRIZ/KYIZ 8x
5 KRIZ/KYIZ 8x KNHC 2x KLAY 1x	6 Colors NW	7 KRIZ/KYIZ 8x	8 Tacoma Facts KRIZ/KYIZ 8x	9 Tacoma True Citizen KRIZ/KYIZ 8x	10 KRIZ/KYIZ 8x	11 KRIZ/KYIZ 8x
12 KRIZ/KYIZ 8x KNHC 1x KLAY 1x	13	14 KRIZ/KYIZ 8x	15 Tacoma Facts KRIZ/KYIZ 8x	16 Tacoma True Citizen KRIZ/KYIZ 8x	17 KRIZ/KYIZ 8x	18 KRIZ/KYIZ 8x
19 KRIZ/KYIZ 8x KNHC 1x	20	21 KRIZ/KYIZ 8x	22 Tacoma Facts KRIZ/KYIZ 8x	23 Tacoma True Citizen KRIZ/KYIZ 8x	24 KRIZ/KYIZ 8x	25 KRIZ/KYIZ 8x
26 KRIZ/KYIZ 8x	27	28 KRIZ/KYIZ 8x	29 Tacoma Facts KRIZ/KYIZ 8x	30 Tacoma True Citizen KRIZ/KYIZ 8x		

Keynotes:

KRIZ/KYIZ/KZIZ: Radio spots air during drive times weekly and after church on Sunday. 182 spots purchased (on calendar); additional 80 given as an added value (aired upon availability).

KHNC: Radio spots will air during gospel show

KLAY: Radio spots will air during gospel show and one interview as an added value

Tacoma Facts: ½ page, full color and two identical editorials (one per week; not sure of dates; sending over copies). Tacoma Street Team also delivered 10,000 stroke inserts as an added value

Tacoma True Citizen: ¾ page, full color

Colors NW: Full page, premium spot and online banner