

## ICC Media Campaign to Curb Underage Drinking Spring 2011 – EUDL Funding

### Television:

**Bresnan** April 3 – May 31, 2011, Monday through Sunday Rotators:

Networks: Discovery, Life, MTV, Food, Nick and ABC Family

Markets: Billings, Missoula, Great Falls, Kalispell, Bozeman, Helena, Butte, Havre, Polson, Livingston, Hamilton, Anaconda, Cut Bank, Deer Lodge, and Dillon

**KTVH** April 4 – May 31, 2011, Monday through Friday

Markets: Helena and Great Falls

Shows: Today Show; 6pm News; 10pm News; Prime Rotator Monday through Saturday (7pm – 10pm); Tonight Show, SNL; sign on and sign off

**KXLH** April 4 – May 31, 2011, Monday through Sunday

Markets: Great Falls and Helena

5:30p-10:30p rotator (to include the news); matching rotator from 5:30am to 1:00am

Specific Prime Time Shows:

4/03 Country Music Awards 1x

4/04 NCAA Basketball Championship 1x

4/10 Amazing Race 1x

4/13 Survivor Redemption Island 1x

4/22 Girls Night Out Superstar Women of Country Music Special 1x

4/24 Amazing Race 1x

5/08 Amazing Race Finale 1x

5/15 Survivor Redemption Island Finale 1x

### Radio:

**Northern News Network** April 4 – June 3, 2011, Monday through Friday – Noon hour broadcast

Markets: Libby, Kalispell, Missoula, Hamilton, Deer Lodge, Butte, Dillon, Helena, Bozeman, Livingston, Great Falls, Shelby, Lewistown, Malta, Glasgow, Scobey, Plentywood, Wolf Point, Glendive, Miles City, Baker, Forsyth, Hardin, Belle Fourche, Sundance, Red Lodge and Billings

**Cherry Creek Radio:** KZMT-FM and KHKR – FM April 6 – May 28, 2011, Monday through Saturday, 6am to 9am; 4pm to 6pm; 6am to midnight (in kind)

Market: Helena and southwestern Montana

h:\vista\icc\media campaign\spring 2011 complete media schedule..docx