

# CALIFORNIA TRANSPORTATION PLAN 2035 WORKSHOP MEDIA PLAN Draft

MIG, Inc.  
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This plan lays out the strategy MIG will use to spur interest and encourage participation in the five public workshops that are scheduled around the State in February and March, 2010. Caltrans will be responsible for targeted stakeholder participation, through dissemination of the workshop flyer through each of the twelve districts, using local e-mail and mail addresses. MIG will be responsible for media outreach, both general (in English) and ethnic/non-English.

## Media Releases

MIG has written a general media release, in English (**Attachment A**) to publicize the workshops. There will be six versions of this media release, one for each workshop venue. These are written so that they can be used “as is” in the print media, to generate interest and encourage participation. Caltrans HQ media staff will need to approve this release and place the cover letter on Caltrans letterhead.

## English Language Radio and TV Public Service Announcements (PSAs)

MIG has also written a “radio and TV friendly” announcement of the workshops in English (**Attachment B**) that can be directly used by TV and radio stations. Again, This PSA will be released after Caltrans media staff have approved it.

## List of English Language Print Media

For each workshop venue, MIG has compiled a list of the major print and radio media outlets (**Attachment C**) that will be sent a media release or PSA.

## List of Ethnic/Non-English Media

For ethnic, non-English media, MIG has compiled a list for each workshop venue area (**Attachment D**). We have allocated \$6,000 statewide to purchase print ads in the ethnic/non-English media. This will cover Spanish-language ads in each of the six areas as well as ads in other languages, depending on the size of the ethnic populations in each area. For example, in Oakland we will target the Cantonese media because of the significant size of the Cantonese-speaking population in that area, and in Fresno we may want to target Hmong.

## Timing

The workshop schedule is as follows:

Sacramento	To Be Determined
Redding	To Be Determined
Fresno	To Be Determined
Los Angeles	To Be Determined
San Diego	To Be Determined
Oakland	To Be Determined

Media releases for the print media and PSAs radio in each location will be sent out two weeks in advance of the workshop (unless it's a monthly publication), with the request that they be published or broadcast one week in advance. A place on the calendar of each media outlet will also be requested. For the ethnic/non-English media, MIG will work with each one separately to purchase ad space and publish the ads at least one week in advance of the workshop.

#### Web Portal

In addition, MIG is maintaining the project's Web portal, at [www.californiatransportationplan2035.org](http://www.californiatransportationplan2035.org). This Web address will be used in all outreach materials and is a location for members of the public to obtain information, get answers to questions, and provide input related to the CTP 2035. MIG will conduct a Web portal survey in fall 2009, accompanied by media outreach to publicize the survey. When the workshop dates are confirmed, MIG will send a special e-mail to all of those who have signed up for Web portal updates, to make sure that everyone is informed of the workshops.

**ATTACHMENT A**  
**English Language Media Release**

*The following is the media release for the Sacramento workshop. All other workshops will have their own tailored media releases. Media releases are accompanied by a cover letter.*

**MEDIA RELEASE**

February \_\_, 2010

**Caltrans Workshop Seeks Input on the California Transportation Plan**

To Be Developed

**ATTACHMENT B**  
**English Language Radio Public Service Announcement**

*The following is the PSA for the Sacramento workshop. All other workshops will have their own tailored PSA.*

**It's Your Chance to Have a Say about California's  
Transportation Future**

To Be Developed

**ATTACHMENT C**  
**List of English Language Print and Radio Media**

**SACRAMENTO**

**General Interest Newspapers:**

*Sacramento Bee*  
*Sacramento Gazette*  
*Sacramento Union*

**Neighborhood/Area Newspapers/Publications:**

*West Sacramento News Ledger*  
*Davis Enterprise*  
*Woodland Democrat*  
*Folsom Telegraph*  
*Roseville Press Tribune*  
*Carmichael Times*  
*Elk Grove Citizen*  
*Grapevine Independent - Rancho Cordova, Gold River and Mather*  
*Natomas Journal*

**Special Interest Publications:**

*Caltrux Magazine – monthly magazine of the California Trucking Association*  
*Sacramento Business Journal*  
*Spectrum Newspaper - Weekly newspaper covering senior news and lifestyles*

**Alternative Publications/City Guides:**

*Midtown Monthly*  
*Sacramento Magazine*  
*Sacramento News & Review*  
*Sacramento Spotlight Magazine*  
*Senior Magazine*

**News/Talk Radio Stations:**

KAHI AM, 950 – “The Community Voice”  
KKTO FM, 90.5; KXPR FM 90.9; KXSR FM, 91.7- National Public Radio  
KFBK AM 1530 or 1540 AM - Sacramento's news talk radio station  
KSTE AM, 650 - Conservative Talk  
KFIA AM, 710 - Christian  
KTKZ AM, 1380; KFIA AM, 710 - Conservative Talk  
KCTC AM, 1320 - Sports, carries community PSAs

**Music Radio Stations:**

KXPR FM 88.9 – Classical music, affiliated with NPR stations  
KDVS FM, 90.3 – UC Davis Public Radio  
KCCL FM, 92.1  
KGBY FM, 92.5  
KSSJ FM, 94.7  
KSEG FM, 96.9  
KYMx FM, 96.1  
KRXQ FM, 98.5

KZZO FM, 100.5  
KBMB FM 103.5  
KDND FM, 107.9  
KNCI FM, 105.1  
KWOD FM, 106.5

## **REDDING**

### **General Interest Newspapers/Media:**

*Record Searchlight*  
*Shasta Lake Bulletin*  
*A News Café – online*  
*Red Bluff Daily News*

### **News/Talk Radio Stations:**

KJPR 1330 AM – NPR affiliate  
KQMS 1400 AM – conservative talk  
KFPR 88.9 FM – Northstate Public Radio, CSU-Chico (also broadcasts in Redding)

### **Music Radio Stations:**

KNCA 89.7 FM – NPR affiliate  
KKRO 91.5 FM  
KEWB 94.7 FM  
KKXS 96.1 FM  
KNCQ 97.3 FM  
KNNN 99.3 FM  
KZRO 100.1 FM  
KCWH 102.3 FM  
KHRD 103.1 FM  
KRDG 105.3 FM  
KESR 107.1 FM  
Mapleton Communications/Redding Radio: 106.1 FM, “Redding’s Rock”; KSHA 104.3 FM, “Soft Rock Favorites;” Hank FM 99.3, Country; 105.3 FM Oldies”

## **FRESNO**

### **General Interest Newspapers/Media:**

*Fresno Bee*  
*Fresno Magazine* (monthly; carries community event notices online)  
*Fresno Community Alliance Newspaper*

### **Special Interest Newspapers/Media:**

*Fresno Business Journal*  
*Senior Advocate Newspaper*

### **Alternative Publications/City Guides:**

*Fresno Beehive*  
*Fresno Famous*  
*Fresno Undercurrent*

**News/Talk Radio Stations:**

KMJ 580 AM – News Talk Radio  
KTNS 1060 AM  
KYNO 1300 AM  
KFCF 88.1 FM – Radio Pacifica affiliate  
KVPR 89.3 FM – Valley Public Radio  
KFSR 90.7 FM - California State University  
KJZN 105.5 FM

**Music Radio Stations:**

KSKS 93.7 FM  
KOKO 94.3 FM  
KBOS 94.9 FM  
KJFX 95.7 FM  
KALZ 96.7 FM  
KSEQ 97.1 FM  
KMGV 97.9 FM  
KSOB 98.9 FM  
KJWL 99.3 FM  
KWYE 101.1 FM  
KHGE 102.7 FM  
KFRR 104.1 FM  
KMJ 105.9 FM  
KHIT 107.1 FM

**LOS ANGELES****General Interest Newspapers:**

*Los Angeles Times*  
*Los Angeles Daily News*  
*Los Angeles Independent*

**Neighborhood/Area Newspapers:**

*Los Angeles Downtown News*  
*Beverly Hills Weekly*  
*Century City News*  
*Orange County Register*  
*San Fernando Valley Sun*

**Special Interest Newspapers/Media:**

*Los Angeles Business Journal*

**Alternative Publications/City Guides:**

*Easy Reader*  
*LA Weekly*  
*Los Angeles City Beat*

**News/Talk Radio Stations:**

GMBR 530 AM  
KLAC 570 AM

KFI 640 AM  
KSPN 710 AM  
KABC 790 AM  
KRLA 870 AM  
KFWB 980 AM  
KNX 1070 AM  
KXTA 1150 AM  
KMPC 1540 AM  
KLSX 97.1 FM

**Music Radio Stations:**

KSUR 1260 AM  
JAZZ 87.5 FM  
KUCI 88.9 FM  
KPCC 89.3 FM – Southern CA Public Radio  
KCRW 89.9 FM  
KPFK 90.7 FM - Los Angeles Public Radio  
KUSC 91.5 FM  
KHHT 92.3 FM  
KLIT 92.7 FM  
KCBS 93.1 FM  
TheB 93.5 FM  
KMVN 93.9 FM  
KTWV 94.7 FM  
KLOS 95.5 FM  
KYSR 98.7 FM  
KKLA 99.5 FM  
KRTH 101.1 FM  
KIIS 102.7 FM  
KDLD 103.1 FM  
KOST 103.5 FM  
KBIG 104.3 FM  
KKGO 105.1 FM  
KROQ 106.7 FM  
KQVM 107.9 FM

**SAN DIEGO**

**General Interest Newspapers:**

*San Diego Union-Tribune*  
*The Daily Transcript*  
*San Diego News Network* (online publication)

**Special Interest Newspapers:**

*San Diego Business Journal*

**Neighborhood/Area Newspapers:**

*Alpine Sun*  
*Chula Vista Star News*  
*Del Mar Times*  
*Eagle & Times & Coronado News*

*East County Californian*  
*Pomeroado News*  
*Ramona & Julian Journal*  
*Ramona Sentinel News*  
*Community Newspaper Group* (Penninsula Beacon, La Jolla Village News,  
Beach & Bay Press and San Diego Downtown news)

**Imperial Valley News Oulets**

*North County Times*  
*ivpressonline.com*  
*imperialvalleyliving.com*

**Alternative Publications/City Guides:**

*San Diego Reader*

**Radio Stations:**

KFMB 760 AM & 100.7 JACK FM  
KOGO/KSDO 600 AM  
KSON – FM

**OAKLAND**

**General Interest Newspapers:**

*Oakland Tribune*  
*Berkeley Daily Planet*  
*Bay Area News Group: Berkeley Voice, Daily Review, Contra Costa Times, other*  
*East Bay community newspapers*  
*Alameda Times-Star*  
*San Francisco Chronicle*

**Alternative Publications/City Guides:**

*East Bay Express*  
*San Francisco Bay Guardian*  
*SF Weekly*

**News/Talk Radio Stations:**

KQED 88.5 FM – Public radio SF  
KALW 91.7 FM - Public Radio SF  
KPFA 94.1 FM – Free Speech Radio, NPR radio affiliate, Berkeley  
KSFO 560 AM - The Bay Area's Talk Leader  
KNBR 680 AM - The Sports Leader  
KCBS 740 AM - All News All The Time  
KGO 810 AM – Newstalk  
KNEW 910 AM - The Bay Area's NEW Talk Leader  
KQKE 960 AM - The Quake - Talk Radio from the Left  
KOIT 1260 AM  
KEST 1450 AM  
KABN 1480 AM  
KYCY 1550 AM

**Music Radio Stations:**

KUSF 90.3 – University of San Francisco

KNGY 92.7 FM

KYLD 94.9 FM

KOIT 96.5 FM

KLLC 97.3 FM, 106.7

KISQ 98.1 FM

KFRC 99.7 FM

KIOI 101.3 FM

KKIQ 101.7 FM

KDFC 102.1 FM

KBLX 102.9 FM

KKSF 103.7 FM

KFOG 104.5 FM

KITS 105.3 FM

KFRC 610 AM

KMZT 1510 AM

**ATTACHMENT D  
ETHNIC / NON-ENGLISH MEDIA**

**SACRAMENTO**

**Newspapers:**

*La Vida en el Valle* - Spanish/English – “The Latin Voice of California’s Central Valley;” has both Sacramento and Fresno editions

*Sacramento Observer* (weekly, African American)

*NikkeiWest* – Northern California’s Japanese American newspaper (in English)

*Dan Viet Bi-Weekly Newspaper* (Vietnamese, Cali Today) - published every Tuesday and Saturday in Sacramento and Stockton

**Spanish Radio Stations:**

Bustos Media, LLC: KTTA 97.9 FM, KBAA-FM 103.3 FM

KSQR AM, 1240; KJAZ AM

KRCX FM. 99.9, KRRE FM, 101.9 – Radio Romantica

KLNA FM, 105.5

KXSE 104.3 FM – Super Estrella Simulcast (Davis)

**African American Radio Stations:**

KDEE-LP 97.7 FM

V101.1 – R&B

KSFM 102.5 FM - Hip hop and R&B

KHZZ FM, 104.3 – R&B

KBMB FM, 103.5 – Hip Hop

**Other Radio Stations:**

KJAY AM, 1430 – “World Ethnic” format

**REDDING**

**Spanish Radio Stations:**

KWCA Mega 101.1

**FRESNO**

**Newspapers:**

*La Vida en el Valle* - Spanish/English – “The Latin Voice of California’s Central Valley;” has both Sacramento and Fresno editions

*California Advocate* – Fresno’s African American Community Newspaper

*New America Media*

**Spanish Radio Stations:**

Univision LLC – KOND 92.1 FM; KRDA 107.5; KLLC 107.9 FM  
Radio Bilingue - KSJV 91.5 FM  
KWRU 940 AM  
KMAK 100.3 FM  
KMQA 100.5 FM  
KOQO 101.9 FM  
KAAT 103.1 FM  
KRZR 103.7 FM  
KKBZ 105.1 FM  
KRDA 107.5 FM

**Asian Radio Stations:**

KBIF 900 AM  
KQEQ 1210 AM - Hmong

**LOS ANGELES**

**Spanish Newspapers:**

*La Opinion/La Opinion Contigo*  
*Hoy Los Angeles*  
*La Prensa de Los Angeles*

**Asian Newspapers:**

*Asian Journal* (Los Angeles edition)  
*KoreAm Journal*  
*Sing Tao Daily Newspaper* (Chinese)  
*Guóji Rìbào / International Daily News* (Monterey Park), CA – Chinese newspaper, online & distributed in Chinatowns, LA and SF (in Chinese)  
*India West* (weekly, covers both Northern and Southern California)

**African American Newspapers:**

*Los Angeles Sentinel*  
*Black Voice News*

**Other Newspapers:**

*Los Angeles Wave* (doesn't specify an ethnicity, but demographics show readership to be primarily African American and Hispanic)

**Spanish Radio Stations:**

Univision LLC - KTNQ 1020 AM, KRCV 98.3 FM, KSCA 101.9 FM, KRCD 103.9 FM, KLVE 107.5 FM

Spanish Broadcasting System: KXOL 96.3 FM Latino 96.3; KLAX 97.9  
FM La Raza  
KALI 900 AM  
KHJ 930 AM La Ranchera  
KWKW 1330 AM  
KLTX 1390 AM  
KBLA 1580 AM  
KEBN, KBUA 94.3 FM  
KBUE 105.5 FM  
KSSE 107.1 FM Super Estrella

**Asian Radio Stations:**

KYPA 1230 AM - Radio Korea  
KAZN 1300 AM  
KMRB 1430 AM  
KVNR 1480 AM - Little Saigon Radio  
KFOX 1650 AM  
KALI 106.3 FM

**African-American Radio Stations:**

KDAY 93.5 FM KDAY Radio Hip Hop  
KKBT 100.3 FM The Beat - Harvey Hip Hop and R&B  
KJLH 102.3 FM Today's R&B & Classic Soul  
KPWR 105.9 FM Power 106 FM - Where Hip Hop Lives

**SAN DIEGO**

**Spanish Newspapers:**

*Enlace* – San Diego Union-Tribune's Spanish-language newspaper  
*La Frontera*  
*La Prensa*  
*El Mexicano*  
*Hispanos Unidos*

**Asian Newspapers:**

*Asian Journal* (San Diego edition)

**African American Newspapers:**

*San Diego Monitor News*

**Spanish Radio Stations:**

KLNV 106.5 FM and KLQV 102.9 FM – Spanish, Univision LLC  
Affiliates

## OAKLAND

### **Spanish Newspapers:**

*El Mensajero* –Spanish/English  
*El Observador* –Spanish/English  
*El Bohemio News* – published in SF  
*El Reportero*

### **Asian Newspapers:**

*Asian Week* (San Francisco) – online only  
*Asian Journal* (San Francisco Edition)  
*Sing Tao Daily Newspaper* (Chinese)  
*NichiBei Times* – Japanese American News (in English), published in SF  
*India West* (weekly, covers both Northern and Southern California)  
*Cali Today Daily Newspaper* (Silicon Valley, San Francisco and Oakland) – Vietnamese newspaper, published every day from Tuesday to Saturday; also *CaliToday Online* & Cali Today Radio (in Vietnamese)  
Guójì Ribào / International Daily News (Monterey Park), CA – Chinese newspaper, online & distributed in Chinatowns, LA and SF (in Chinese)

### **African American Newspapers:**

*Oakland Post*

### **Spanish Radio Stations:**

Univision LLC - KLOK 1170 AM, KSOL 98.9 FM, KSQL 99.1 FM,  
KBRG 100.3 FM, KVVZ 100.7 FM, KVVV 105.7 FM  
KATD 990 AM  
KIQI 1010 AM  
KZSF 1370 AM  
KRZZ 93.3 FM La Raza – Spanish Broadcasting System

### **Asian Radio Stations:**

KVTO 1400 AM  
KVVN 1430 AM  
KSJX 1500 AM

### **Other Radio Stations:**

KMEL 106.1 FM - Hip Hop & R&B, SF (African American focus)