

UTLA Radio Ads Hit the Airwaves

Spots ask LAUSD “Are you listening?”

Public support will make a big difference in fighting the governor’s budget cuts and securing a fair contract this year. As part of our media campaign to build public support, UTLA rolled out a new series of radio ads in English, Spanish and other languages beginning February 25. A group of UTLA members and officers recorded the spots. The radio ads follow after UTLA’s colorful bus shelter ads, which were on display throughout the L.A. metro area during December, January and February.

The radio ads will air for two weeks on the 22 stations listed below. The ads can also be heard online at www.utla.net.

<u>Category</u>	<u>Station</u>	<u>Format</u>
News / Talk	KABC AM 790	Talk
	KFWB AM 980	News
	KNX AM 1070	News
	KTLK AM – 1150	Progressive Talk
African American	KJLH FM 102.3	Urban Contemp Music
	KRBV-FM 100.3 (formerly KKBT)	Urban Contemporary Music & Talk
Women 25-54	KIIS FM – 102.7	Top 40 Music
	KOST FM – 103.5	Adult Contemporary
	KTWV FM – 94.7	Smooth Jazz, Soft R&B/Rock
	KYSR FM – 98 (Star)	Adult Contemporary
	KKGO FM – 93.9	Country
Miscellaneous	KBIG FM – 104.3	Adult Top 40 / Rythmic / pop
	KCBS FM – 93.1	Rock / Adult Contemp.
	KEARTH FM – 101	60’s / 70’s Oldies
Spanish Language	KLVE FM 107.5	Adult Contemporary
	KRCD FM 103.9 / 98.3	Oldies
	KSCA FM 101.9	Music & Talk
	KLAX FM 97.9	Regional Mexican music
Asian-Language	KAZN AM 1300	Mandarin Chinese
	KAHZ AM 1600	Mandarin Chinese
	KYPA AM 1230	Korean talk & music
	KALI FM 1480	Vietnamese music / Japanese talk show