

Table C – SCE CARE Media as of April 2005

Communication Initiative	Summary	Timeline
Bilingual - English/Spanish	Direct Mail Targeted CARE Mailings – Quantity 440,000	March 2005
African American	Radio	
	Print	
	Out-of-Home	
Cambodian	Radio	
	Print	
Chinese	Radio	
	Print	
Filipino	Radio	
	Print	
Japanese	Radio	
	Print	
Korean	Radio	
	Print	
Hispanic	Radio	
	Television	

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Communication Initiative	Summary	Timeline
	Print	
Vietnamese	Radio	
	Print	