

## Recreational Boating and Fishing Foundation FY11 TV Flowchart

Media Vehicle	1st Quarter 2010									2nd Quarter 2010									3rd Quarter 2010									4th Quarter 2010																							
	JAN			FEB			MAR			APRIL			MAY			JUNE			JULY			AUG			SEPT			OCT			NOV			DEC																	
	29	4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13
TV																																																			
<i>World Fishing Network</i>																																																			
<i>*The Outdoor Channel</i>																																																			
<i>National Geographic</i>																																																			
<i>Discovery Channel</i>																																																			
<i>**ESPN2</i>																																																			
*50/50 match. **Matched schedule on ESPN Deportes																																																			