



AGENDA ITEM: 13

DATE OF MEETING: January 23, 2014

ACTION: _____

INFORMATION: _____X_____

FIRST 5 CALIFORNIA MEDIA CAMPAIGN

SUMMARY

Renee Fraser, President and CEO of Fraser Communications, will provide a brief summary of the current plan for First 5 California's 2014 media campaign and educational television spots. The new campaign will focus on the brain development of babies and young children and the critical role parents and other caregivers play in maximizing brain development and helping promote the success of their children in school and in life.

BACKGROUND

The presentation will feature an overview of the development process used in determining the focus and content of the ads, along with a tentative timeline for when they are projected to air statewide.

In addition, we will preview for the Commission the new video that was developed by First 5 California with Fraser Communications in honor of the 15-year anniversary of the passage of Proposition 10 and the creation of the California Children and Families Commission. This informative video will be used in a variety of contexts over the coming year to celebrate the anniversary.