



January 25, 2018

<p>SUBJECT</p> <p>MEDIA CONTRACT EXTENSION</p> <p>Strategic Priority Area 3. Public Will and Investment: Build public engagement in, investment in, and support of the optimal well-being and development of children prenatal through age 5, their families, and communities.</p> <p>Goal 3.1. Communications: Build public will in investing in early childhood by communicating the potential for positive outcomes for children and families, and the importance of prevention and early intervention.</p>	<p><input checked="" type="checkbox"/> Action</p> <p><input type="checkbox"/> Information</p>
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SUMMARY OF THE ISSUE

This is a request to extend the current media contract with Fraser Communications for three years at the reduced cost of \$60,235,763.40 starting June 9, 2018, through June 8, 2021. The current contract allows for a single extension under the same terms and conditions.

RECOMMENDATION

First 5 California staff recommends the Commission approve this three-year contract extension.

BACKGROUND OF KEY ISSUES

Health and Safety Code Section 130105 establishes the California Children and Families Trust Fund, and describes how the revenue is to be distributed. Of the 20 percent allocated to the state, Section 130105 (d)(1)(A) stipulates, "Six percent shall be deposited in a Mass Media Communications Account for expenditures for communications to the general public utilizing television, radio, newspapers, and other mass media on subjects relating to and furthering the goals and purposes of this act..."

In approving this extension, First 5 California will be able to smoothly transition into planning for the next three years while utilizing its current methods and creative ads, and avoiding any period of time where campaign efforts would be silent.

Through its in-depth research, knowledge, and foothold in First 5 California's public outreach campaign and media program, Fraser Communications is an indispensable asset to First 5 California. Because of Fraser's understanding of the intricacies of the First 5 California message and target audiences, it also is able to identify unique opportunities to feature the First 5 California message across all media channels.

- **Television Ads:** In order to reach a broader audience, First 5 California developed six multilingual ads that represented not only the population but also the diversity of California.
- **Radio:** Radio ads were broadcast in multiple languages to deliver messages regarding healthy beverages, language development, and *Talk. Read. Sing.*®
- **Total broadcast impression have reached 1.3 billion:** An impression is any interaction between a piece of content and an audience member. An impression is the broadest possible metric for any piece of media's performance.

Additionally, with Fraser's redesign of the First 5 California parent website, making it accessible with a mobile device as easily as it is with a desktop computer, First 5 California is establishing itself as a "first stop" for parents seeking information. Over the years, a large and interactive social media community has emerged. With an already healthy following on the First 5 California Facebook page, efforts to engage families on Instagram, YouTube, and Pinterest have expanded.

- **Over 1.3 million visits to the parent website since 2015.**
- **81.2 million post impressions, blogger impressions, and Instagram influencer impressions.**

In the past three years, First 5 California has benefited from over \$32.22 million in added value due to its robust buy and Fraser's oversight of media buys in television, radio, and public outreach. In traditional advertising, added value refers to media services provided at no extra charge.

Last year, Fraser redesigned the First 5 Express traveling exhibition to reflect the *Talk. Read. Sing.*® campaign. Over the last three years, the Express has visited 283 community events. Each year, the Express reaches every county at least once. The Express serves as First 5 California's main vehicle for one-on-one interactions with children, teachers, and parents. The traveling exhibit features bilingual "edutainers" who run the kids through various activities to make learning and exploring healthy foods fun. First 5 California has received positive feedback from not only the families but also the county commissions who collaborate in developing a comprehensive schedule each year.

Numerous other efforts include:

- **Father Engagement:** Partnerships with professional sports teams such as The San Francisco Giants, The Los Angeles Dodgers, and most recently, The Sacramento Kings.
- **Pandora Radio:** Creation of a First 5 California children’s radio station.
- **Print ads:** Ads in various newspapers targeting the African American, Chinese, Vietnamese, and Korean communities.
- **Doctors’ Offices:** Developing posters and table covers in both English and Spanish on early language development and posted throughout the state in low-income areas to reach the target audience.
- **Scholastic Partnership:** Collaborating with Scholastic to develop several programs for teachers and families around *Talk. Read. Sing.*®
- **Hmong Cable Television:** To specifically target the Hmong community, ads run on cable television in local areas to reach 95 percent of the Hmong population.

Fraser understands these audiences’ media consumption habits and has identified the most effective – and efficient – means for penetrating First 5 California’s messaging into these important groups.

First 5 California is currently in the midst of its most successful campaign to date. Keeping current statewide efforts intact through Fraser’s efforts will allow for a consistent presence on air and in target audiences’ mindset. In addition to the tremendous equity in messaging preservation, First 5 California also will benefit from cost efficiencies through a ten percent media budget reduction without any compromise to the award-winning campaign effectiveness.

SUMMARY OF PREVIOUS COMMISSION DISCUSSION AND ACTION

The Commission approved \$67 million for the current media contract, which was awarded in 2014 for a three-year term from June 7, 2015, through June 8, 2018. After a lengthy and strongly competitive bidding process, Fraser Communications won the contract. Fraser staff has presented many times to the Commission on the successes of campaign efforts throughout the years.

FISCAL ANALYSIS

The cost of the proposed contract represents a ten percent decrease from the current contract. As before, the above-described use of television and technologies will be used in the most cost-effective way possible to achieve the greatest impact with California families.

ATTACHMENTS

None.