

**Analysis of the News Generated for  
FIRST 5 CALIFORNIA  
2004**

SUMMARY

This analysis reviews the print coverage in English- and Spanish-language media of six of the major news announcements conducted for First 5 California in 2004. ***Please note that the report does not review all media outreach conducted during 2004 nor does it include any television or radio coverage.***

**These six campaigns generated a total of 68 stories, reaching nearly 32 million readers in California and other states. The editorial value of the print stories is approximately \$822,000.** The San Francisco and Santa Clara Preschool for All Event produces the most stories, one-fourth of the total, and the highest impressions, 26% of the total. Although responsible for only eight stories, the fewest of any program in 2004, editorial value is highest for the Paid Family Leave Event, with one-third of the total. Contributing nearly one-half of this program's editorial value is a lengthy, balanced article in the *Los Angeles Times*.

Two-thirds of all stories are judged as positive in overall tone to First 5 California, while the remaining one-third is considered balanced for containing both favorable and unfavorable commentary. Three programs - the Preschool Survey Teleconference, the Oral Health Announcement and the "Health Access for All Children" Initiative - garner only favorable coverage. The other three programs - San Francisco and Santa Clara Preschool for All Event, the Paid Family Leave Event and the Legislative Reforms Announcement - receive both favorable and balanced treatment. No story is judged to be completely negative to First 5 California.

Among the messages unique to each program, 35% communicate all program messages. The Oral Health Announcement is the most successful program, with all messages contained in nine of its 10 stories. Four of First 5 California's six general messages appear in current stories. That First 5 California was established by Proposition 10 earns the most uses, 51. Placing second is the message explaining that the goal of First 5 California is for all children in the state to start school healthy and ready to reach their greatest potential, in 44 stories.

## DEFINITION OF TERMS

**Stories:** the number of placements in print media (newspapers and magazines) and of online media postings

**Column Inches:** the amount of print space devoted to First 5 California; column inches are determined by individually reading each print story for references to First 5 California; the column inches, therefore, reflect the proportion of the space that actually refers to First 5 California; First 5 California is not automatically credited with the entire story

**Word Count:** the number of words in online media postings referring to First 5 California; word count is determined by individually reading each posting for references to First 5 California; the word count, therefore, reflects the proportion of the posting that actually refers to First 5 California; First 5 California is not automatically credited with the entire story

**Circulation:** the number of copies of print publications distributed

**Visitors:** the daily number of visitors to a subpage of a Web site

**Impressions:** the estimated number of readers per print publication added to visitors

**Value as Advertising:** for newspapers and magazines, the amount that print space is worth as paid advertising; to ensure adequate value as advertising for online media, 50 words is determined to be equal to a standard banner and the banner rate is multiplied by the number of 50-word increments found in each story

**Editorial Value:** the value as advertising multiplied by three to account for the credibility of editorial endorsement in comparison to paid advertising

**Positive:** stories that are judged completely favorable to First 5 California

**Neutral:** straight reporting with no editorial slant

**Negative:** stories that are judged completely unfavorable to First 5 California

**Balanced:** stories containing both positive and negative commentary about First 5 California

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