

Item 4: Conclusion of Statewide Public Relations and Advocacy Capacity Contract



Meet Our Team

GOLIN

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T&T Public
Relations

RTB **iQ**

iW
GROUP


DVBE CONNECT

LAGRANT
COMMUNICATIONS
Advertising • Marketing • Public Relations

 **FIRST5**
CALIFORNIASM

Program Callouts

Areas of Focus

- Paid Family Leave
- Early Childhood Education
- Home Visiting
- Training

Changing Landscape

- COVID-19 Pandemic
- Equity and Social Justice

Media Coverage

- 1.2 Billion Impressions
- Meeting Media Needs
- Real People Volunteers

Research and Growth Opportunities

- Listening Reports
- SEO and Social Surveys
- Census Data Report and Site

Collaboration

- Coalition Partnerships

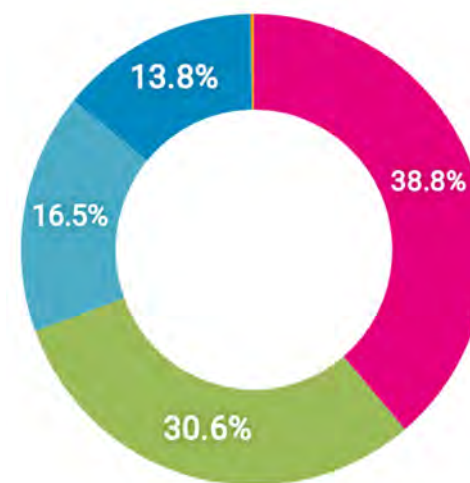


Community Recognition and Perception



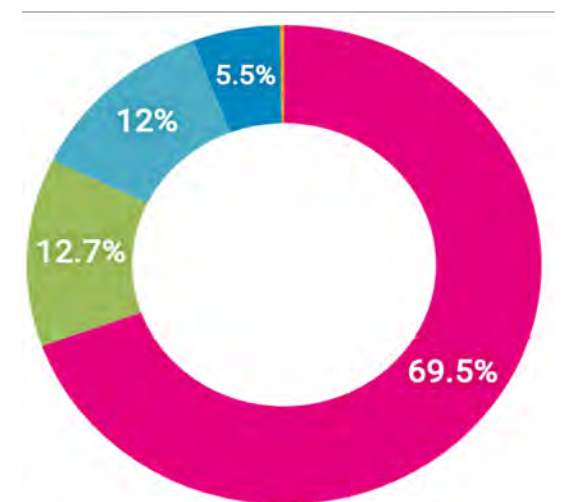
First 5's Connection to Important Topics

- Since April 2019, there have been over 3k mentions of First 5 and its initiatives, which is 1% of the total coverage of the topics across ECE, PFL, and SB 1383, specifically
- First 5 coverage is more likely to be featured within social vs. traditional media coverage



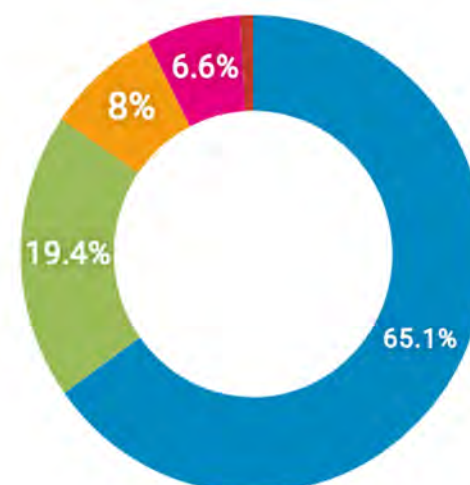
**April 2019 –
March 2020**

Unbranded Initiatives Growth

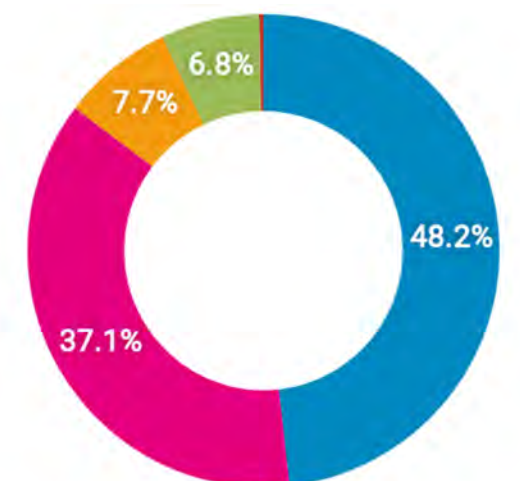


**April 2020 –
March 2021**

- Legislation and Government Platforms
- Affordable Wage Replacement
- Daycare and ECE
- General Paid Family Leave
- Job Protection
- Paternity Leave



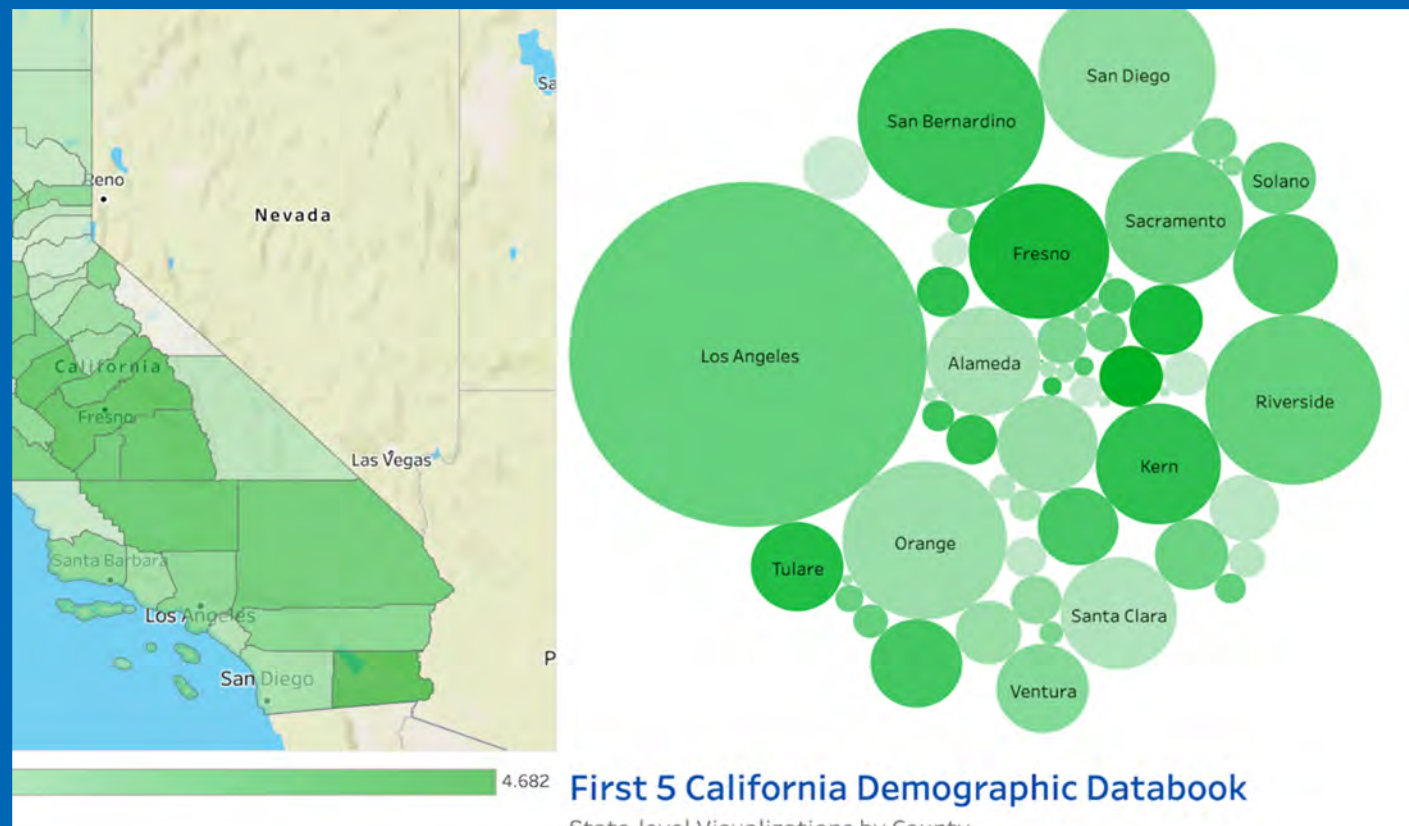
Initiatives Growth Specific to First 5



Research Reports & Surveys

Data-driven insights help inform strategy

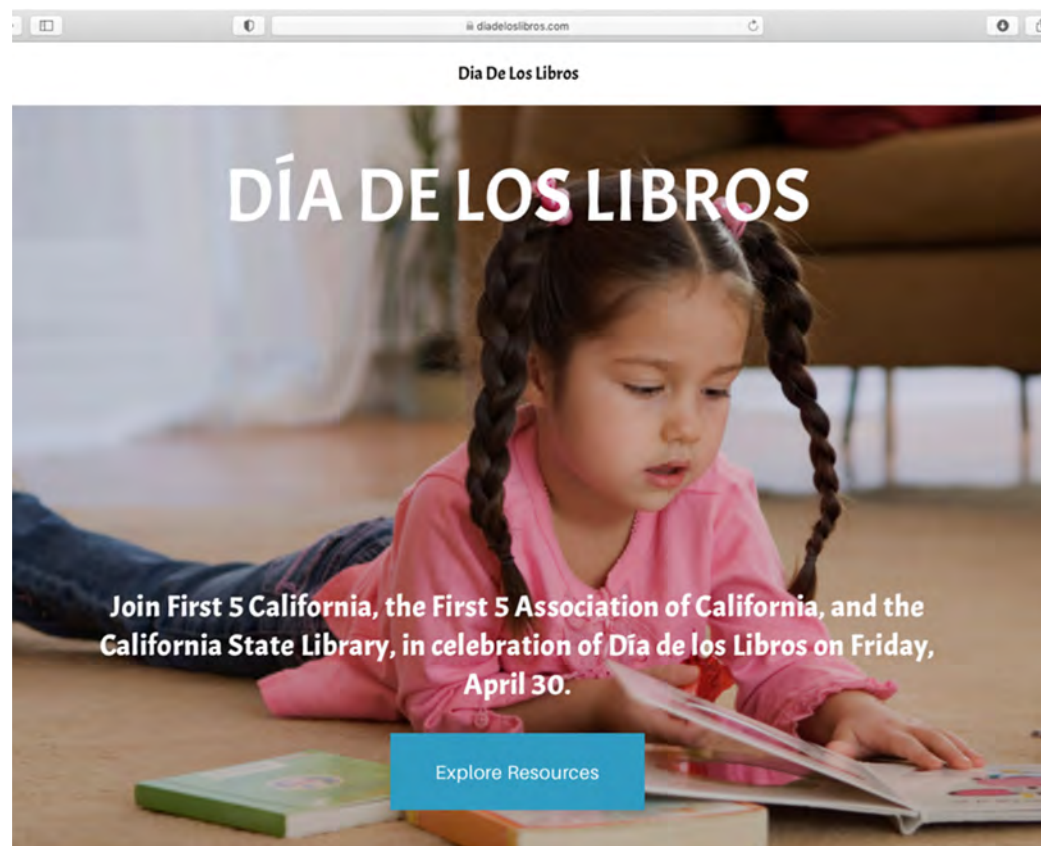
- **Census Data Site & Report**
- **Listening Reports**
 - Paid Family Leave (Quarterly in 2020)
 - Early Childhood Education
 - Home Visiting
 - Dual Language Learners
- **SEO Surveys**
 - First 5 California Parent Site
 - First 5 California State Site
 - Strong leave for Strong Families
- **Social Strategy Survey**



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Community Expertise & Strategic Support

- API book recommendation
- API spokesperson recommendation, followed by securing spokesperson and coordination of book reading taping featuring Hudson Yang (lead in ABC's Fresh Off the Boat) and his father, Jeff Yang (columnist at CNN Opinion)
- Diadeloslibros.com landing and resource page creation



Día De Los Libros

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I Fight For California Families

Policy Strategy & Logo Design

- Comms strategy to reach First 5 alumni and friendlies
- Legislative database creation
- Call to action logo creation
- Pin production



Kit for New Parents

Material Creation & Media Support

- Communications plan to reach diverse communities
- Press release development, translation
- In language video (English, Spanish, Chinese, Korean, Vietnamese)
- Earned and paid media geared to reach diverse communities, including African American, Asian Pacific Islander, and Spanish-speaking



Are you a new parent?



¿Es usted un nuevo padre?



Emergency Supplies Program

Strategic support, message creation, media training, press material development, and graphic design

- **7.3M** media impressions across **23** media placements and broadcast segments in target outlets such as KGPE-TV, CBS (Fresno), KJEM-TV, NBC (Eureka), KTVL-TV (FOX), KXTV-TV (ABC), and more
- Collaboration with SupplyBank.Org, multiple First 5 Coalitions and local R&Rs across Humboldt, Fresno, Sacramento, and San Diego counties



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Training & Development

Material Development & Training Execution

- Planned, researched, developed, and presented 7 media training sessions
- Developed presentations and participant guides geared toward First 5 needs and areas of interest
- Geared to support partner and shareholders from local county employees to the leadership team
- **Topics included:**
 - Creating videos with your mobile phone
 - Understanding the media landscape and building relationships with media contacts
 - Creating social media from Zoom
 - Developing and using key messages
 - Recruiting and preparing spokespeople

Paid Family Leave

Strategy, Policy, and Media

- PFL message development
- Statewide polling with active voters
- Strong Leave for Strong Families branding suite, hashtag, website, and content
- Earned Media
 - General PFL outreach (prior to SB 1383) resulted in **1.07M** media impressions across **75+** media placements, including [Sing Tao Daily News](#), [La Opinion](#), [The Daily Journal](#), and more among **55** outlets
 - Secured **1.08B** media impressions centered around the passing of SB1383
- Paid digital campaign comprised of political blog sites and web banners delivered to devices in and around the Capitol
 - Delivered **112,072** impressions on Capitol Morning Report, Capitol Weekly and Rough & Tumble
 - Through geo-targeting the Capitol, delivered **582,739** impressions and earned **1,147** clicks
- [Paid Family Leave SB 1383 Outreach Campaign: Video creation](#): Social video creation geared at educating parents about SB 1383 following its adoption
- Collaboration with California Work & Family Coalition and Legal Aid at Work





Early Childhood Education

Strategy, Policy, and Media

- Child care is essential message development
- **101M** media impressions across **30** media placements in target outlets such as with [CalMatters](#), [NBC Bay Area](#), [Santa Rosa Press-Democrat](#) and [Telemundo](#)
- Developed op-eds, earning placements in top-tier AA outlets [Los Angeles Sentinel](#) and [San Francisco Bay View](#)
- Created and implemented child care COVID-19 vaccination campaign with creative deliverables in collaboration with First 5 Association
- Developed plan and implemented a Virtual Town Hall in combination with the ECE Coalition (April 2021)
- Supported Parent Voices' 2020 virtual town hall, Stand for Children Live, through communications and technical assistance
- Collaboration with ECE Coalition

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Dual Language Learners

- Developed communication strategy
- DLL message development
- Worked directly with DLL Pilot Study researchers to gather insights
- Utilized research and developed press release, including multi-language (Spanish and API) and conducted outreach
- Built out real-life story bank, including providers from Spanish and API language programs

Home Visiting

- Home Visiting message development
- Created and placed CalHope contributed article in key rural outlets such as [The Willits News](#), [Mountain Democrat](#) and [South Tahoe Now](#)
- Tracked opportunities related to the Child Trends study and offered comms strategy



Content and Community Engagement

- Developed social media content for F5CA and its partners surrounding key moments in time
- Supported advocacy events with fact sheets and infographic development
- Moms Rising Twitter Chat: Unique owned media effort that saw over 762,000 impressions and 100+ tweets contributing to the conversation
- [Twitter Content Calendar for ECE Coalition](#)

Document Oversight

- Oversaw design and development of the FY 2019-2020 Annual Report, including layout, graphics, and ADA compliance
- Created new About First 5 California handbook geared as an informational source with partners, legislature, and media



**Social
Support**

Misc.

Questions?



Thank you!

