

# Item 8 – Public Relations Campaign

**Commission Mtg**  
August 22, 2024





# **Snapshot of Progress to Date from Current PR Contract**



# Raise CA Strong

Build a movement to increase urgency to solve California's childcare crisis and improve how childcare works for families and businesses throughout CA through long-game investment in public education, PR, advocacy, and will-building.

## Insights Report & Advocacy Tool

**THE CHILDCARE CRISIS IN CALIFORNIA & 5 PATHWAYS FOR CHANGE**

**Highlights**

Over 2.4 million California parents cannot afford childcare. To examine the inextricable link between the economy and accessible childcare and to inform a public education campaign aimed at state solutions for childcare, we spoke to BUSINESS OWNERS and PARENTS in California. Below are key takeaways from our research.

**AFFORDABILITY**  
48% of California parents say it is difficult or very difficult to find childcare they can afford. This is most pronounced among women and those who have experienced 3 or more adverse childhood experiences (ACEs).

**ACCESS**  
Over 1/3 is difficult to find childcare located near their work/home or within the hours they need.  
45% of business owners struggle to fill job openings but most often do not recognize how lack of childcare contributes to this challenge.

**STABILITY**  
72% of parents use more than one solution such as grandparents, siblings, or neighbors, causing parents to feel stressed or guilty. The struggles and stressors of working parents are more understood by business owners who are parents than by those without children.

**QUALITY PROGRAMS**  
Parents are concerned that the childcare crisis can impact their children's development. They perceive low-wage positions across the childcare sector to directly impact program quality, leading to parents seeking alternative options.

**PARENTS AND BUSINESS OWNERS ARE MOTIVATED FOR CHANGE**  
After seeing the average wage of childcare workers, 66% of parents support increasing state investment to improve wages.  
After seeing how childcare could boost the U.S. economy by \$1 trillion over 10 years, 58% of business owners support increased investment.

**ECONOMIC IMPACT**  
50% of parents say childcare issues have a negative impact on their career or job. Nationally, lack of affordable childcare leads to \$28.9 billion in lost wages annually.

**UNAFFORDABLE CHILDCARE IS UNACCEPTABLE**  
GET INVOLVED AT [RAISECASTRONG.COM](http://RAISECASTRONG.COM)

**CHILD CARE IS UNAFFORDABLE FOR 93% OF CALIFORNIA FAMILIES**  
GET INVOLVED AT [RAISECASTRONG.COM](http://RAISECASTRONG.COM)

INVEST IN CALIFORNIA'S FUTURE.  
[WWW.RAISECASTRONG.COM](http://WWW.RAISECASTRONG.COM)

6 HIGHLIGHTS

## Partner Messaging Toolkit

**ONLY 7 IN 100 CALIFORNIA FAMILIES CAN AFFORD CHILDCARE**

**THIS IS NOT WORKING**

**UNAFFORDABLE CHILDCARE IS UNACCEPTABLE**  
GET INVOLVED AT [RAISECASTRONG.COM](http://RAISECASTRONG.COM)

**CHILD CARE IS UNAFFORDABLE FOR 93% OF CALIFORNIA FAMILIES**  
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## Educational Website

**FOR BUSINESSES**

**THE SECRET TO BUSINESS SUCCESS? CHILDCARE.**

Making a bold investment in childcare now could inject \$60 billion more into California's economy and add hundreds of thousands of people to the workforce.

TAKE ACTION

**FOR FAMILIES**

**93% OF CALIFORNIANS CAN'T AFFORD CHILDCARE.**

Nearly every family is feeling the pain of this crisis—especially families of color and those with lower incomes. It doesn't have to be this way.

TAKE ACTION

**FOR POLICYMAKERS**

**CHILDCARE IS A SMART INVESTMENT FOR CALIFORNIA.**

A bold investment in childcare now will grow California's economy, bolster its businesses, and empower families in one shot. This is the moment to take action.

TAKE ACTION

# Paid Family Leave

## STRONG LEAVE - STRONG FAMILIES

### SB 951: Paid Leave for All



SB 951 makes paid leave affordable to low-wage workers so they can care for their families and for themselves.

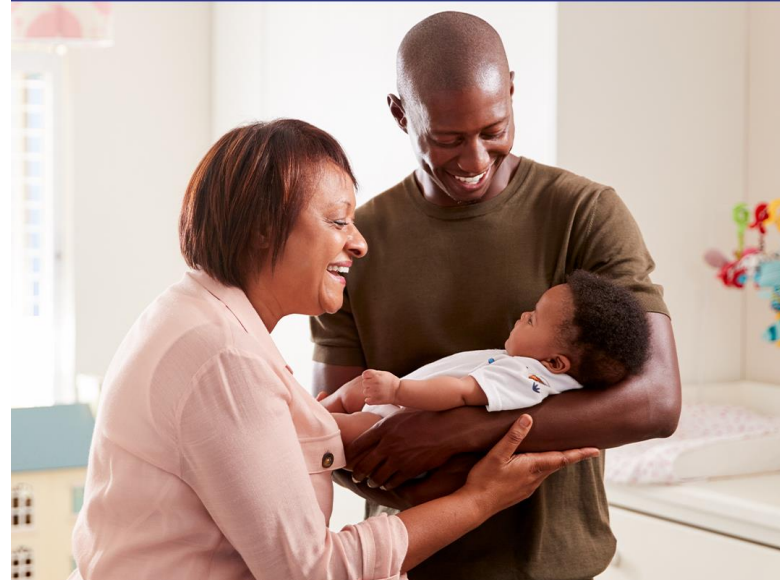


*Using PR and media to uplift F5CA's policy agenda.*

- **Goal:** Awareness around paid family leave to leverage support from the Legislature and Governor.
- **Tactics:** Geotargeting, Digital ad buys, print posters, social media, partner toolkits, issue briefs, coalition letter, educational website.
- **Media Results:** Ad Clicks: 7,594, Impressions: 584,051
- **Outcome:** SB 951 (Durazo) was signed on September 30, 2022—the final day for the Governor to act.

## STRONG LEAVE = STRONG FAMILIES

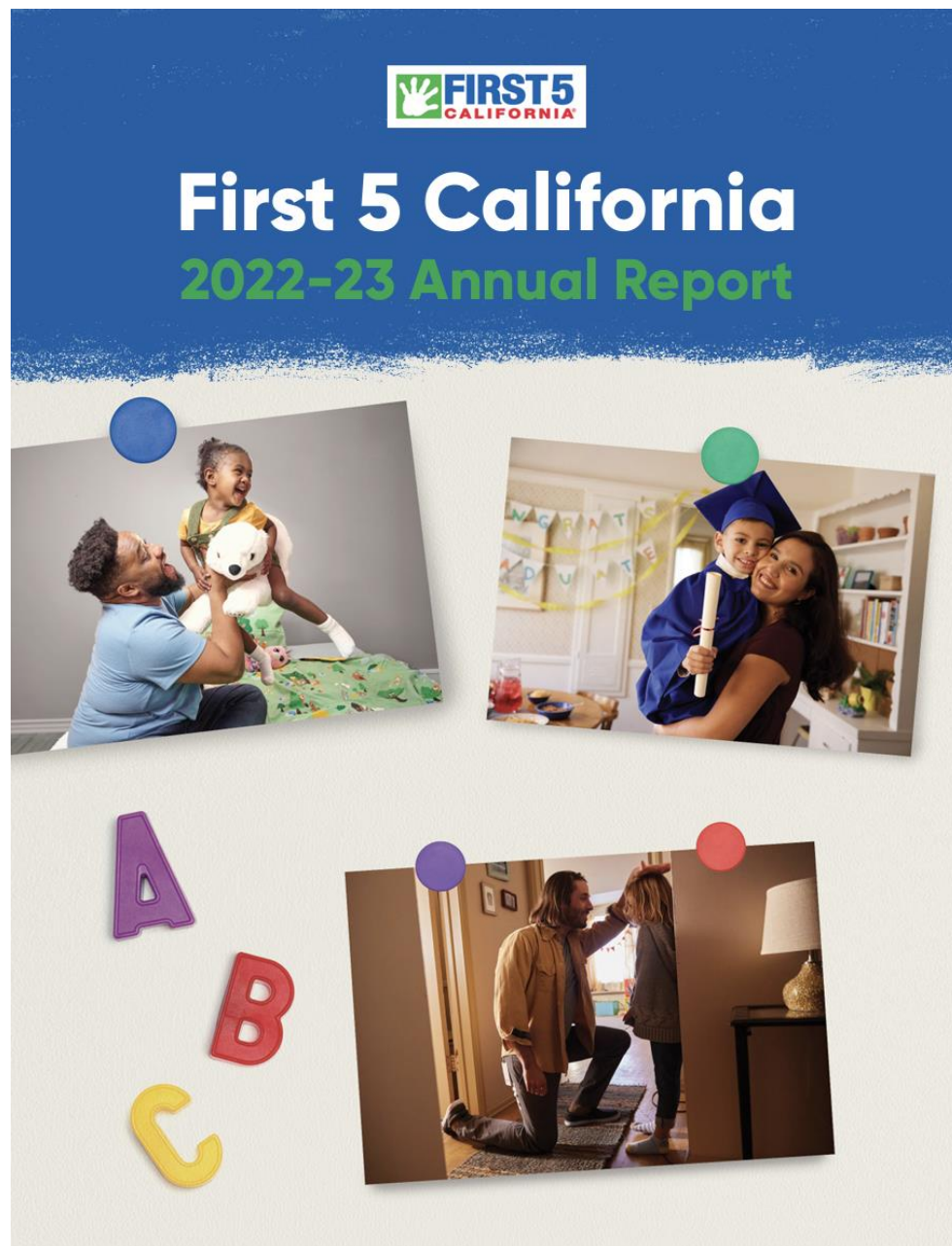
### SB 951: Paid Leave for All



# Brand Level Asset Creation

Establishing consistent branding and messaging in how we communicate to partners and stakeholders.

## Annual Reports



## Organization Fact Sheets




### Our History

In 1998, California voters passed Proposition 10, the California Children and Families Act, establishing the California Children and Families Commission, also known as First 5 California. The Act also established the First 5 county commissions in each of the 58 counties. First 5 California is dedicated to improving the lives of young children prenatal through age five, and their families and caregivers by investing in critical, statewide early childhood development programs and health services.

### Our Commitment

First 5 California serves as the leader and partner in creating meaningful impact in the lives of our state's youngest children and their families. Our commitment to strong collaboration with the Governor, Legislature, state agencies, First 5 county commissions, and partners helps us implement a vision centered around the construct of safe, stable, nurturing relationships and environments needed for a child's healthy development.



Since 2001, over **5 million Kits for New Parents** have been distributed to families statewide.



We connect with parents and families daily with almost **250,000 followers** across all social media platforms.



During the 2020-2021 fiscal year, we served almost **1.3 million children**, parents, and providers across program areas.



Between 2015 and 2019, First 5 distributed over **187,000 multilingual books** through Talk, Read, Sing® and IMPACT.

### Our Values

- Equity for Children and Families
- Impact
- Continuous Quality Improvement
- Collaboration
- Civic Engagement and Accountability
- Sustainability

### Leadership Staff

- Jackie Thu-Huong Wong, Executive Director
- Dr. Angelo Williams, Chief Deputy Director
- Sara Bachez, Deputy Director, External and Governmental Affairs
- Dr. Martha Eugenia Dominguez-Brinkley, Deputy Director, Program Innovation and Evaluation Division

### Programs

- IMPACT LEGACY** (2020-2023 and 2023-2027)
- KIT FOR NEW PARENTS** (\$18 million from 2021 to 2024)
- SMALL POPULATION COUNTY FUNDING** (\$20 million from 2021 to 2025)
- DUAL LANGUAGE LEARNER LOT PROGRAM** (2017 to 2022)
- NEWCOMER FAMILY SUPPORT** (\$3 million from 2021 to 2023)
- HOME VISITING WORKFORCE STUDY** (\$24 million from 2022 to 2025)

### Websites

For parents/caregivers: [www.first5california.com](http://www.first5california.com)  
 For policymakers and partners: [www.cccf.ca.gov](http://www.cccf.ca.gov)

### Follow us on Social Media

Facebook: /F5California  
 Twitter: @First5CA  
 Instagram: @First5California  
 LinkedIn: linkedin.com/company/first-5-california/  
 TikTok: @first5california

## Brand Guidelines


REVISED: JULY 21, 2022

# Brand Guidelines

### Manifesto

Our brains begin developing and forming long-lasting connections from the moment we're born. Approximately 90 percent of brain development occurs in the first five years of life—more so than in any other period of our lives—meaning it's a crucial time that influences how we learn, think, grow, and relate to others. Yet, economic and social inequalities can create opportunity gaps at an early age, widening throughout early childhood. Adverse childhood experiences (ACEs) change the way bodies respond to stress and are often perpetuated through cycles of intergenerational trauma.

First 5 California understands that raising a healthy, happy child is hard. That's why we are here to help. We believe that parents and caregivers are their children's first and most important teachers, and we want to provide support. While there's no one-size-fits-all approach to parenting, fostering safe, stable, nurturing relationships and environments (SSNREs) has been proven to help prevent ACEs and to help kids thrive socially, emotionally, and cognitively. These changes can create big impacts.

We believe that providing children ages 0 to 5 and their families with early, high quality opportunities to learn, develop, and bond will help them thrive, creating a healthier and happier future.

### Brand Colors

The First 5 California color palette has five main colors: blue, purple, green, red, and orange. Using tints of these colors is OK as long as they're used sparingly.

Orange and red are primarily used as attention-grabbing colors or calls to action.

<b>Blue</b> HEX: 0072BC PANTONE: 285C	<b>Purple</b> HEX: 4B0082 PANTONE: 289C	<b>Green</b> HEX: 00A651 PANTONE: 770C	<b>Red</b> HEX: E33333 PANTONE: 199C	<b>Orange</b> HEX: F47920 PANTONE: 156C
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### Secondary Colors

The First 5 California secondary color palette is comprised of neutrals to help balance our bolder primary color palette.

<b>Dark Blue</b> HEX: 003366 PANTONE: 285C	<b>Dark Purple</b> HEX: 330066 PANTONE: 289C	<b>Dark Green</b> HEX: 006633 PANTONE: 770C	<b>Dark Red</b> HEX: 990033 PANTONE: 199C	<b>Dark Orange</b> HEX: FF6600 PANTONE: 156C
<b>Light Blue</b> HEX: 99CCFF PANTONE: 485C	<b>Light Purple</b> HEX: 9966CC PANTONE: 489C	<b>Light Green</b> HEX: 99CC99 PANTONE: 228C	<b>Light Red</b> HEX: FF9999 PANTONE: 199C	<b>Light Orange</b> HEX: FFCC99 PANTONE: 156C

### Neutral

The supporting neutral color is used for text and background areas.

<b>Gray</b> HEX: 999999 PANTONE: 420C
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First 5 California | 2022 18 Brand Guidelines



# Uplifting F5CA's Profile

Through the use of a monthly e-newsletter, public radio airtime and article placements, First 5 California is securing its place as a key influencer in the early learning space as a resource for families.

## Monthly Newsletter

### Big Things Happening

We're passionately collaborating with leaders statewide to empower our partners, parents, and caregivers with the support they need to create a better future for all our children.



#### First 5 California Summit

I can hardly wait to meet many of you at First 5 California's biennial Child Health, Education, and Care Summit at the Oakland Marriott City Center on March 25-27, 2024. The Summit, celebrating its 25th anniversary, provides the ideal

#### Welcome Commissioner Bernardino-Fabi

### Stronger Starts Campaign Updates

We're proud to share highlights from our ongoing Stronger Starts campaign, including our most recent collaboration with Doggyland for a remix of our Dragon Song.

#### Stronger Starts News Coverage

In collaboration with First 5 Kern County, we received coverage of our Stronger Starts campaign by ABC 23 News Bakersfield. We were pleased with the in-depth report by reporter Ruby Rivera and thank First 5 Kern for their partnership on Stronger Starts.

[See Full News Coverage](#)

Check out some of our recent event activations focused on creating a brighter future for all Californians.

- 3/10: Sacramento Kings Slamson's Birthday, Sacramento County
- 3/16-3/17: Central Valley Sportsman's Boat and RV Show, Kern County
- 3/17: Stockton Kings Dunkson's Birthday, San Joaquin County
- 3/30: Bunny Hop, Los Angeles County
- 3/30: Charles M. Schulz Museum, Sonoma County

## Reports to Date:

- March 2024
- April 2024
- May 2024
- June 2024

## Public Radio



### First 5 California

[LISTEN](#) 14:58

[download audio](#)

A little over two decades ago, California voters approved a proposition to benefit the state's children. In 1998, Prop 10 added a 50-cent tax to each pack of cigarettes, and that money went to the creation of a California Children and Families Commission - more commonly known as **First 5 California**, which helps children from the womb through age 5 - including parents and caregivers. The person leading this state commission is also charting a new path. Executive Director **Jackie Thu-Huong Wong** is the first woman of color to lead the commission. Jackie explains how her childhood as a refugee following the fall of Saigon shapes her work today.

Jackie Wong discusses First 5 California during AAPI Heritage Month (May 30, 2024).

## Article Placements



### 25 Years Later, It's More Important Than Ever to Invest in Our Children's Health

By Sponsor  
Published May 29, 2024 8:01 AM

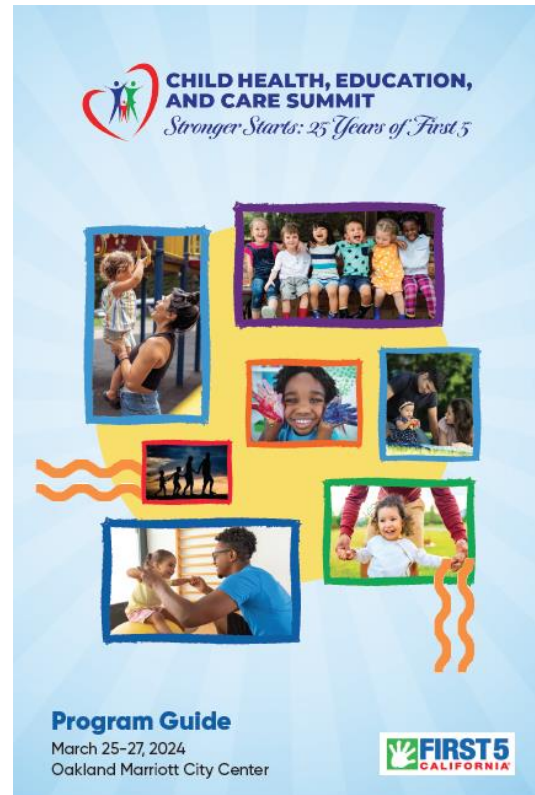


- Los Angeles Sentinel
- LAist
- Bold Journey
- Authority Magazine

# Advancing the ACEs Conversation

*Through hosting and participating in convenings, meetings and summits, First 5 California continues to advance the national conversation about adverse childhood experiences and how we can work to ensure all children and families have the resources to prevent and buffer against toxic stress.*

## Summit Support



- 25th Anniversary Video Production
- Summit Program Layout
- Summit Signage
- Summit Social Media Coverage
- Summit Staff Support
- Awards Reception Planning
- Awards Reception Production & ROS
- Awards Reception Sponsorships
- Manage Event Photographer
- Manage Event Subcontractor

## Meeting with VP Harris Staff at White House

June 2024



## Federal Reserve Bank Early Childhood Design Group

May 2024



The day included workshops, conversations, panels, and brainstorming, after which we collectively aligned on some big ideas to improve the future of health for our kids nationwide.

## ECE Funders Convening

April 2024



Before a room of philanthropic leaders and community-based organizations, our panel unpacked ways the state can reduce ACEs and toxic stress in children through local programs and healthcare.

# Building Team & Organizational

## **Staff and Commissioner Media Trainings**

**Goal:** Achieve PR coverage for campaigns and the organization by ensuring Commissioners and appropriate staff are strategically trained to speak with media on First 5 California topics and media campaigns.

### **Commissioner Trainings:**

Former Chair Giannina Perez

Vice Chair Shana Hazan

Commissioner Vivian Paz

Commissioner Elsa Jimenez

Collaborator Dr. Nadine Burke Harris

Chair, Katie Albright

### **Staff Trainings:**

Jackie Wong

All Departments Media Training (included all F5CA staff)

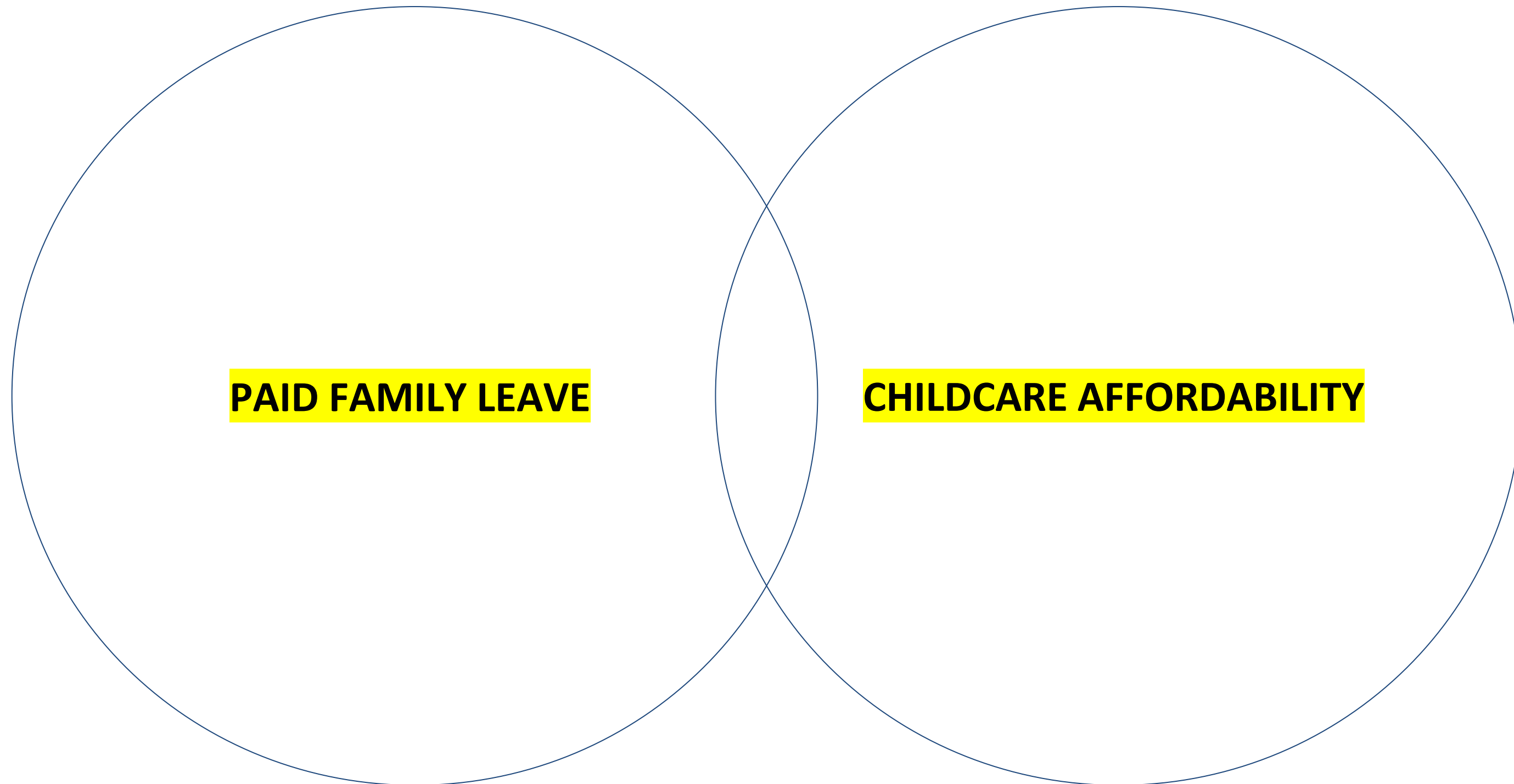




# Recommendation for Public Relations Contract



# Past Success = Future Focus



# Communications Overview - PR and Media

## PR Campaigns For Stakeholders

Will-Building, Influence & Public Opinion

Organization-Level Communications  
F5CA Brand

Elevate awareness, visibility,  
and expand support



## Media Campaigns For Caregivers

Public Education & Parenting Resources

Topic-Based Campaigns (i.e. toxic stress)  
Stronger Starts Brand

Engage caregivers to change knowledge,  
attitude, beliefs, and behaviors



# Executive Summary

Overview of the proposed funding request for an upcoming PR contract to enhance strategic communications and support early childhood development initiatives statewide. This initiative is critical to advance our strategic communications and public relations efforts, distinct from our media campaigns, to bolster our statewide influence and support for early childhood development.

- **Proposed Budget for Commission Approval:** Up to \$4,000,000.00
- **Contract Term Length:** 36 Months
- **Justifications:** (1) Traditionally: 1M for PR (ex. Paid Family Leave), (2) Childcare Affordability challenges and solutions require longer term commitment/campaign (3) Traditionally: Campaigns are a long-term commitment

# Background and Rationale

## Explanation of previous combined contracts and the necessity for distinct media and PR contracts to improve clarity and effectiveness

- Historically, F5CA has separated media and PR campaigns into separate contracts; however, for the most recent contract, these efforts were combined into a single contract for the first time. This structure provided operational flexibility during a critical period of strategic transitions under the new North Star direction.
- However, this amalgamation also led to challenges in distinguishing the specific roles and impacts of media versus PR activities. These challenges as well as the more established condition of F5CA's current media and PR operations have underscored the necessity for reverting back to separate contracts to enhance clarity and effectiveness. As such, the detailed recommendation that follows is designed to provide clarity on the purpose of the PR contract while also seeking Commission approval to authorize funds for the PR contract solicitation.

# Program Description, Goals & Focus

**Program Description** - Statewide public relations and strategic communications strategy that build upon the current and future work of F5CA including F5CA programs and evaluations, public relations media campaigns, scientific findings, government relationships, stakeholder partnerships, and other accomplishments.

**Program Goal** - The goal of F5CA's PR campaign(s) is to elevate awareness of F5CA brand, positions, and achievements as a source of influence to advance the North Star through **systems change, policy change, will-building campaigns, and public opinion change.**

**Program Focus** - Enhance access to early childhood environments for children from birth to five years old, supporting their development and enabling parents to participate in the workforce.

# Program Focus

## The Childcare Crisis in California & 5 Pathways for Change (Report Executive Summary):

The “Childcare Crisis in California & 5 Pathways for Change” report delves into the critical state of childcare in California, identifying key challenges and proposing actionable solutions. The aim is to enhance access to early learning environments for children from birth to five years old, supporting their development and enabling parents to participate in the workforce.

### Key Challenges Identified:

- **Affordability:** Over 2.4 million California parents struggle to afford childcare, with significant impacts on women and those with adverse childhood experiences (ACEs).
- **Access:** Over one-third of the parents find it difficult to locate childcare near their home or workplace.
- **Stability:** 72% of parents rely on multiple childcare solutions, leading to stress and instability.
- **Quality Programs:** There are concerns about how low wages in the childcare sector affect the quality of programs available.
- **Economic Impact:** Childcare issues negatively impact parents' careers and contribute to significant economic losses.

# Program Focus

## 5 Pathways for Change:

- **Affordability:** Implement measures to make childcare more affordable for all families.
- **Access:** Increase the availability of childcare options that are conveniently located and meet the needs of working parents.
- **Stability:** Create stable and reliable childcare solutions to reduce stress on families.
- **Quality Programs:** Improve the quality of childcare programs by addressing wage issues and supporting professional development.
- **Economic Impact:** Recognize and address the broader economic implications of childcare challenges, advocating for increased investment.
- **Research Methodology** - The research presented here is a testament to our collective resolve to improving access to childcare in California for families. By highlighting the five pathways for change—affordability, access, stability, quality programs, and economic impact—we not only address the immediate needs of our families but also lay the groundwork for long-term societal and economic benefits. The launch of the RAISE CA STRONG website, social media, and comprehensive communications toolkit for our partners underscores our commitment to fostering a statewide conversation and action towards a more inclusive, equitable, mixed-delivery childcare system.



# Program Focus

## Call to Action:

- Our ambition with this report is twofold: to catalyze systemic change and to empower every stakeholder within the early childhood education ecosystem to become a champion of this cause. The urgency of the childcare crisis in California demands bold, decisive action, and it is my hope that the insights garnered through our research will inspire policymakers, business leaders, and communities alike to rally behind the transformative potential of high-quality early learning environments for our children.
- This change should not be the burden of the parents and providers who face an under-resourced, fractured system each day, but it's the responsibility of every employer, every county, every business organization, and every citizen in the state who ultimately benefits from a system that educates our future generations while granting parents and caregivers the support and security they need to contribute to the economy as well.

## Conclusion:

Addressing the childcare crisis requires bold and decisive action. By following the proposed pathways, California can ensure that its youngest residents receive high-quality early education and that parents can contribute to the economy effectively. The report calls on every stakeholder to champion this cause and work towards a brighter future for all children and families in the state.

# Purpose and Strategy

**Strategy:** F5CA's PR campaign(s) will advance the North Star and Audacious goal by building influence, expanding support, increasing visibility and changing public opinion.

Will Building

Branding

Influence

Comms Tools

Strategy

Expand &  
Sustain

**The purpose of F5CA's PR campaign(s) is to fulfill the following six areas of work:**

- 1. Will-Building:** Advance public will-building campaigns and increase public and policy-maker support for F5CA priorities that benefit caregivers as well as other early childhood partner organizations.
- 2. Branding:** Build the F5CA brand including content support across all brand assets and informational resources.
- 3. Influence:** Influence policy-makers and the public through media coverage, public appearances, recognition, publications, and special PR initiatives.
- 4. Communications Tools:** Develop internal and external communication tools and equip stakeholders to advance the mission together.
- 5. Strategy:** Provide strategic communications support and consultation to F5CA staff and Commissioners for message development, advocacy, priority setting, spokesperson training, and other ongoing public relations activities.
- 6. Expand and Sustain:** Support organizational sustainability and mission continuity through expanded realms of influence, strengthening strategic partnerships, increasing visibility, deepening commitment to other early childhood partners, and identifying new funding sources including public-private partnerships over common purpose for California's children and families.

# Strategic Importance and Value-Add of PR

PR operations add tremendous value to F5CA in the following ways:

Strategic  
Relationship  
Building

Professionalism

Crisis  
Management

Feedback  
Loop

Enhanced  
Visibility

Cost  
Effectiveness

- 1. Strategic Relationship Building:** PR helps to cultivate and maintain key relationships with influential stakeholders, including policymakers, educational leaders, and community organizations. These relationships are essential for advocacy and can aid in securing support, funding, and new opportunities for First 5 California's programs.
- 2. Professionalism:** Expert PR support elevates the work of F5CA through enhanced branding, team training, improved internal and external communications tools, and experienced organization-level messaging consultation.
- 3. Crisis Management:** In times of crisis or when facing public scrutiny, a dedicated PR team can manage the narrative, mitigate negative impacts, and communicate effectively with the public and stakeholders.
- 4. Feedback Loop:** PR provides a crucial channel for feedback from stakeholders and the public. This feedback is vital for shaping current and future programs and for demonstrating accountability and responsiveness.
- 5. Enhanced Visibility:** Through PR, First 5 California can gain placements in news articles, interviews, and public speaking opportunities that are not possible through traditional media campaigns alone. These opportunities are crucial for thought leadership and for influencing public and professional discourse on early childhood topics.
- 6. Cost-Effectiveness:** While media campaigns require significant funding for media buys, PR relies more on the expertise of skilled professionals to engage with media outlets and stakeholders, often resulting in lower overall costs for similar or enhanced reputation and relationship outcomes. However, it's important to note, that many PR initiatives and special projects related to the proposed PR campaign(s) do often benefit from paid media investments; albeit, these are smaller media budgets than the larger statewide caregiver-focused media campaign.

# Communications Overview - PR and Media

## PR Campaigns For Stakeholders

Will-Building, Influence & Public Opinion

Organization-Level Communications  
F5CA Brand

Elevate awareness, visibility,  
and expand support



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Stronger Starts Brand

Engage caregivers to change knowledge,  
attitude, beliefs, and behaviors



# Media Contract vs PR Contract

While both media campaigns and PR efforts aim to communicate important messages to the public, their approaches and outcomes are fundamentally different:

- **Media Campaigns** are primarily advertising efforts focused on wide-reaching communication through media channels. They are designed to inform and engage the general public on a broad scale, using paid placements to ensure visibility. In the context of F5CA's efforts, this means leveraging a significant investment in paid media resources to reach and engage caregivers with valuable education and resources.
- **Public Relations (PR)**, on the other hand, involves strategic communication processes that build mutually beneficial relationships between organizations and their publics. PR is more about reputation management through earning public understanding and support. It involves engaging with the media, stakeholders, and community leaders to foster a positive image and proactive advocacy for First 5 California's initiatives.

# Overview Comparison of Contracts

	Public Relations Contract	Media Contract
	<b>Mission-based, organization-level Strategic Communications</b>	<b>Caregiver-focused Public Education Paid Media Campaigns</b>
<b>Audience</b>	<b>F5CA Stakeholders:</b> <i>Commissioners, Partners, Press, Policymakers, Staff, Administration Leaders, Providers, Broader Public</i>	<b>Parents and Caregivers:</b> <i>who have Children 0-5 in California, with focus on F5CA's equity-based priority populations</i>
<b>Goal</b>	Elevate awareness of F5CA brand, positions, and achievements as a source of influence to advance the North Star through systems change, policy change, will-building campaigns, and public opinion change.	Engage parents and caregivers with education and resources that spark changes in knowledge, attitudes, beliefs and behaviors as it relates to an understanding of toxic stress and providing SSNREs to children 0-5.
<b>Purpose</b>	<ol style="list-style-type: none"> <li>1. Advance will-building campaigns</li> <li>2. Build the F5CA brand</li> <li>3. Influence the public and policy-makers</li> <li>4. Develop communications tools</li> <li>5. Provide strategic communications to leadership</li> <li>6. Support organizational sustainability and mission continuity</li> </ol>	<ol style="list-style-type: none"> <li>1. Develop and implement campaigns to support the north star and audacious goal</li> <li>2. Meaningfully engage caregivers with innovative, targeted media tactics</li> <li>3. Advance the science of ACEs &amp; Toxic Stress as it relates to caregiver communications</li> <li>4. Evaluate, optimize, and refine campaigns for impact</li> </ol>

# Scope of Work Overview

## 1. Strategic Communications

- a. Messaging Development
- b. Thought Leadership
- c. Annual Strategic Communications Plan
- d. Quarterly Strategic Alignment Workshops
- e. Weekly Strategic Counsel & Consultation

## 2. Branding

- a. Brand & Logo Guidelines
- b. Branded Collateral
- c. State Website Content

## 3. PR Activations

- a. Statewide Days of Action
- b. Book Reading Days - Dia de Los Libros

## 4. Media Relations

- a. Media Monitoring
- b. Press Materials
- c. Press Events
- d. Spokesperson Training
- e. Pitching and Outreach
- f. Storytelling
- g. Crisis Management (ex. COVID pandemic)

## 5. Partner Communications

- a. Email System and List Management
- b. Executive Director Newsletter
- c. Annual Report
- d. Collaboration with the First 5 Association
- e. Technical Assistance to First 5 County Commissions
- f. Awards
- g. Summit Content Support

## 6. Internal Communications

- a. PEO Committee and Commission Communications Support
- b. Team Trainings
- c. Monthly Internal Email Updates
- d. Leadership Consultations for Internal Communications

## 7. Program Focus of PR Projects

- a. Whole Child Campaigns - Raising CA Strong

# Request

## Conclusion

- A dedicated PR contract will significantly enhance F5CA's ability to strategically manage its communications and public relations efforts, distinct from the broader advertising goals of media campaigns. This separation will clarify roles, streamline activities, and optimize the impact of each campaign, ensuring that F5CA continues to lead in advocating for the health and development of California's children.

## Call to Action

- We request the Commission's approval for the proposed funding to ensure that F5CA can continue its vital work under the new strategic framework, effectively supporting California's children and families through enhanced public relations efforts. This funding will equip F5CA to more effectively advance its audacious goals and fulfill its mission in the generation to come.

## Next Steps

- Commission approval F5CA staff will begin work on the PR solicitation and the solicitation process.



# Questions?



# Thank you!

