



AGENDA ITEM: 10
DATE OF MEETING: January 23, 2014
ACTION: _____
INFORMATION: X

FIRST 5 CALIFORNIA MEDIA CONTRACT

SUMMARY

Staff will provide information about contracted media services, their current status, and begin discussion on the next Request for Proposal (RFP).

BACKGROUND

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 that is 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, including, but not limited to, methods of nurturing and parenting that encourage proper childhood development, the informed selection of child care, information regarding health and social services, the prevention and cessation of tobacco, alcohol, and drug use by pregnant women, the detrimental effects of secondhand smoke on early childhood development, and to ensure that children are ready to enter school. Any funds not needed in this account may be transferred to the Unallocated Account described in subparagraph (F), upon approval by the state commission."

In January 2009, a mass media contract was awarded to Fraser Communications, a California Certified Small Business, through a RFP process. The original contract and two amendments total \$64,117,945.11. Over the past five years and ten months, the Children and Families Commission has invested \$51,309,011.90 in mass media through this contract. Over this time span, the contractor was instructed to direct its advertising methodology, research, creative design strategy, and implementation efforts toward supporting and aligning with the following advertising campaign and education program goals:

1. Increase awareness and educate parents and caregivers on the healthy development of children ages 0 to 5.
2. Identify, target, and reach California's diverse populations as well as communities that are traditionally hard to reach.

3. Identify and implement a broad range of new and emerging media strategies and technology as a means to reach and educate Californians about the healthy development of young children.
4. Brand First 5 California as a recognized and reliable source of information for issues related to children ages 0 to 5.

DISCUSSION

The current contract expires December 31, 2014, and cannot be amended. Considering the complexity of a mass media RFP, staff will soon initiate the development of a new RFP to ensure there is enough time and money for continuous mass media services.

Staff will engage in discussions with the Commission's Public Education and Outreach Advisory Committee about the content of the new RFP. Additionally, considering the recent strategic planning process and the intention of the statute in regard to mass media, staff will solicit feedback from Commissioners.