



AGENDA ITEM: 9

DATE OF MEETING: October 22, 2015

ACTION: \_\_\_\_\_

INFORMATION:   X  

## **MEDIA CAMPAIGN UPDATE**

### **SUMMARY**

Renee Fraser, President and CEO of Fraser Communications, will provide a brief summary of the current plan for the next iteration of First 5 California's Talk.Read.Sing.<sup>®</sup> campaign, including results from the focus groups and other efforts designed to inform this latest media effort.

### **BACKGROUND**

Earlier this year, Fraser Communications was awarded First 5 California's current three-year media contract. The presentation for this item will feature an overview of the development process used in determining the focus and content of the variety of ads, along with a tentative timeline for when they are projected to air statewide.

The campaign will continue to focus on the brain development of babies and young children and the critical role parents and other caregivers play in maximizing brain development and helping promote the success of their children in school and in life.