



California
Attendance
Audience Channel Plan
August 2015

The role of a channel plan

Identify key vehicles and the best approach to capture the audience's attention across paid, owned and earned channels.



Data sources and definitions

Data in this plan is drawn from MRI and ComScore.

MRI (Media Resource International) is a large, syndicated data source which uses survey data to capture demographic, psychographic and media insights among 52,000 respondents per year.

ComScore is a large, syndicated data source which captures digital analytics across all websites as well key demographic and psychographic data.

Target audience profile:

- Parents of kids ages 5-11
- Pacific region
- An annual household income of less than \$50k
- Consumes Spanish-language media (for Spanish-speaking parents only)

Target Audience

Primary Audience: Parents of Elementary Aged Students (K-5)



Multi-cultural (index 333)

Family is top priority (index 115)

Religious/spiritual (index 120)

Unemployed (index 120)

Occupation - manual labor (index 193)

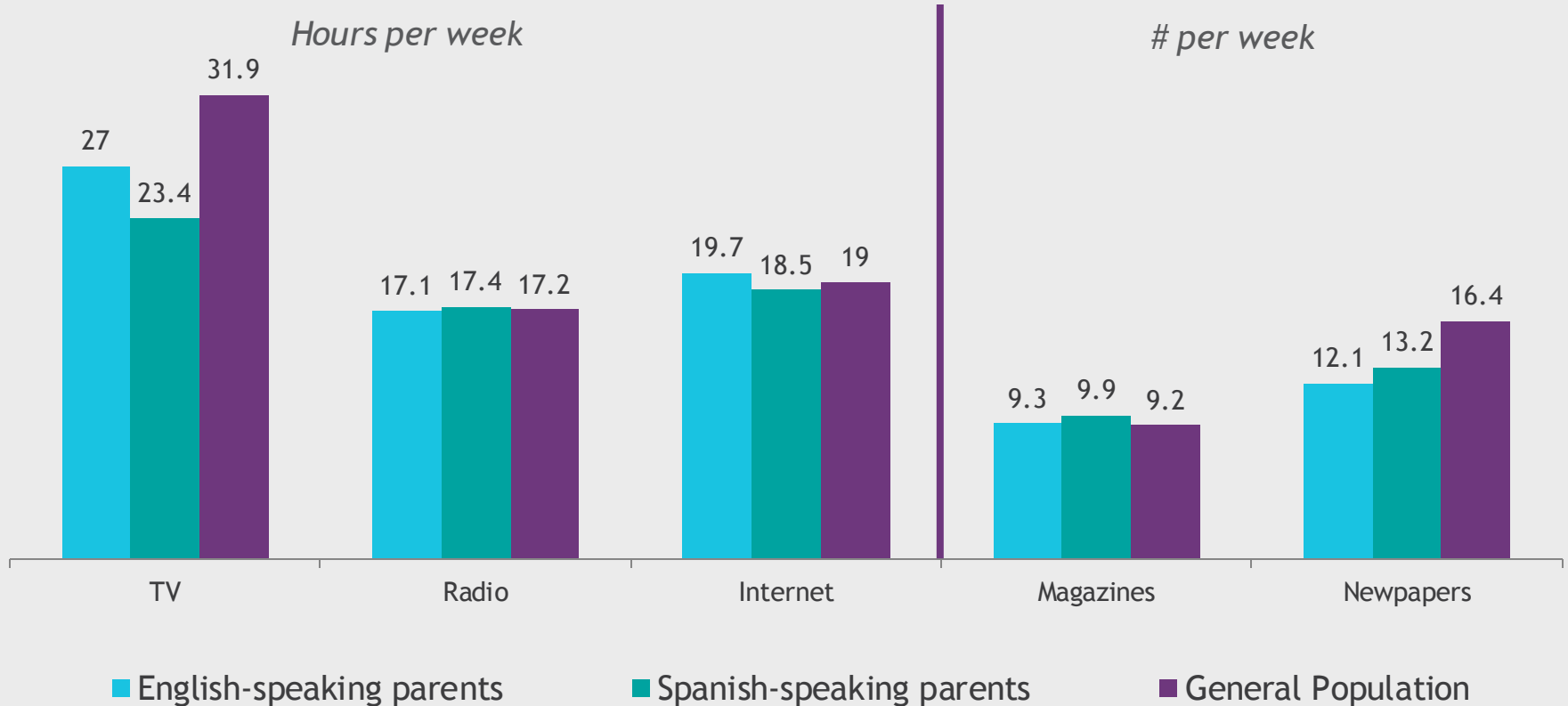
Never married/ Single (index 142)

Preserves cultural traditions (index 148)

Note: Any index score of 115+ is considered to be significantly higher than the average across the general adult US population. Any score less than 85 is considered significantly lower.

General Use of Media

Media time is mostly comparable with the general population of adults



Mobile use is very high and the majority of parents own a smartphone



Has a Cell Phone

98% of parents

Cell Phone Only (no landline)

60% of English-speaking parents
54% of Spanish-speaking parents



Has a smartphone

69% of English-speaking parents
75% of Spanish-speaking parents



Has a tablet

31% of English-speaking parents
35% of Spanish-speaking parents

Parents are more likely to text than send emails on their mobile device



| Activities on mobile device: | English-speaking parents | Spanish-speaking parents |
|-------------------------------------|---------------------------------|---------------------------------|
| Made or received phone calls | 90% | 91% |
| Sent or received text messages | 78% | 80% |
| Sent or received email | 48% | 52% |
| Took a picture | 65% | 70% |
| Recorded a video | 30% | 38% |
| Played music | 47% | 54% |
| Played a game | 35% | 32% |
| Used a mobile "App" | 33% | 36% |

Internet use is high and most access it via their phone

Parents who use
the internet regularly

78%

Access at home

80%

Accessed via:

| | English-speaking parents | Spanish-speaking parents |
|----------------------|-----------------------------|-----------------------------|
| Cellphone/Smartphone | 67% | 72% |
| Any Computer | 48% | 52% |
| iPad/Tablet | 27% | 32% |

Note: 75% of parents have broadband or high speed internet

Internet activities mostly include email/IM, news, shopping & games

| Internet activities | English-speaking parents | Spanish-speaking parents |
|--|---------------------------------|---------------------------------|
| Used email | 54% | 53% |
| Used instant messenger | 52% | 52% |
| Listened to radio | 31% | 28% |
| Played games online | 28% | 22% |
| Obtained the latest news | 28% | 29% |
| Made a purchase | 26% | 33% |
| Obtained sports information | 22% | 25% |
| Obtained financial information | 21% | 18% |
| Obtained medical information | 16% | 17% |
| Looked for employment | 16% | 13% |
| Booked travel | 8% | 9% |
| Visited online blogs | 7% | 7% |
| Obtained childcare/parenting information | 6% | 6% |

Preferred TV Networks



Radio Formats

Mexican/Tejano/Ranchera

Spanish

Hispanic

Rhythmic

Ethnic

Adult Hits

Contemporary Hits

Religion/Christian

Urban Hits



Listens in the car

70% of parents

Listens at home

30% of parents

Websites visited in last 30 days

English-speaking parents

Games



News and Email



Local news and info

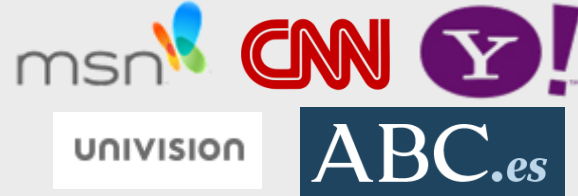


Social Media



Spanish-speaking parents

National News and Email



Foreign News



Local News



Most are active on social media

| Sites visited (past 30 days) | English-speaking parents | Spanish-speaking parents |
|--------------------------------------|--------------------------|--------------------------|
| Any social network/photos/video site | 71% | 70% |
| Facebook | 57% | 58% |
| YouTube | 50% | 47% |
| Google+ | 17% | 14% |
| Pinterest | 12% | 13% |
| Twitter | 6% | 8% |
| Yelp | 4% | 6% |
| LinkedIn | 3% | 5% |
| Tumblr | 3% | 3% |

| Activities | English-speaking parents | Spanish-speaking parents |
|----------------------------|--------------------------|--------------------------|
| Watched a video | 42% | 44% |
| Post pictures | 40% | 39% |
| Visit a friends page | 37% | 37% |
| Comment on a friend's post | 36% | 34% |
| Sent a message/e-mail | 33% | 31% |
| "Like" something | 29% | 29% |
| Update your status | 22% | 25% |
| Play a game | 21% | 19% |
| Update your profile | 15% | 21% |
| Post video | 14% | 15% |
| Use IM | 12% | 15% |
| "Follow"/become a "fan" | 9% | 13% |

Parents over index in walking and using public transportation



| Average Weekday Transportation | Low Income Parents % | | General Population % |
|--------------------------------|-------------------------|---|-------------------------|
| Driving (not in a carpool) | 47 | < | 64 |
| Walking | 23 | > | 19 |
| Bus | 7 | > | 4 |
| Driving in a carpool | 7 | > | 4 |
| Bicycle | 5 | | 4 |
| Subway/Metro | 3 | | 2 |
| Train | 2 | | 1 |

Media channels that best reach the target audience

1. **Mobile marketing/communications**
2. **Out of Home (Bus Shelters and Public Transportation)**
3. **Social Media channels**
4. **Websites (providing news, entertainment and games)**
5. **TV (family, entertainment, multicultural and Spanish-language)**
6. **Radio (Spanish/Hispanic, Urban, Religious, Contemporary Hits)**

Communication Goals & Channel Plan

Strategic Idea

Every Absence Matters

Communications Goals

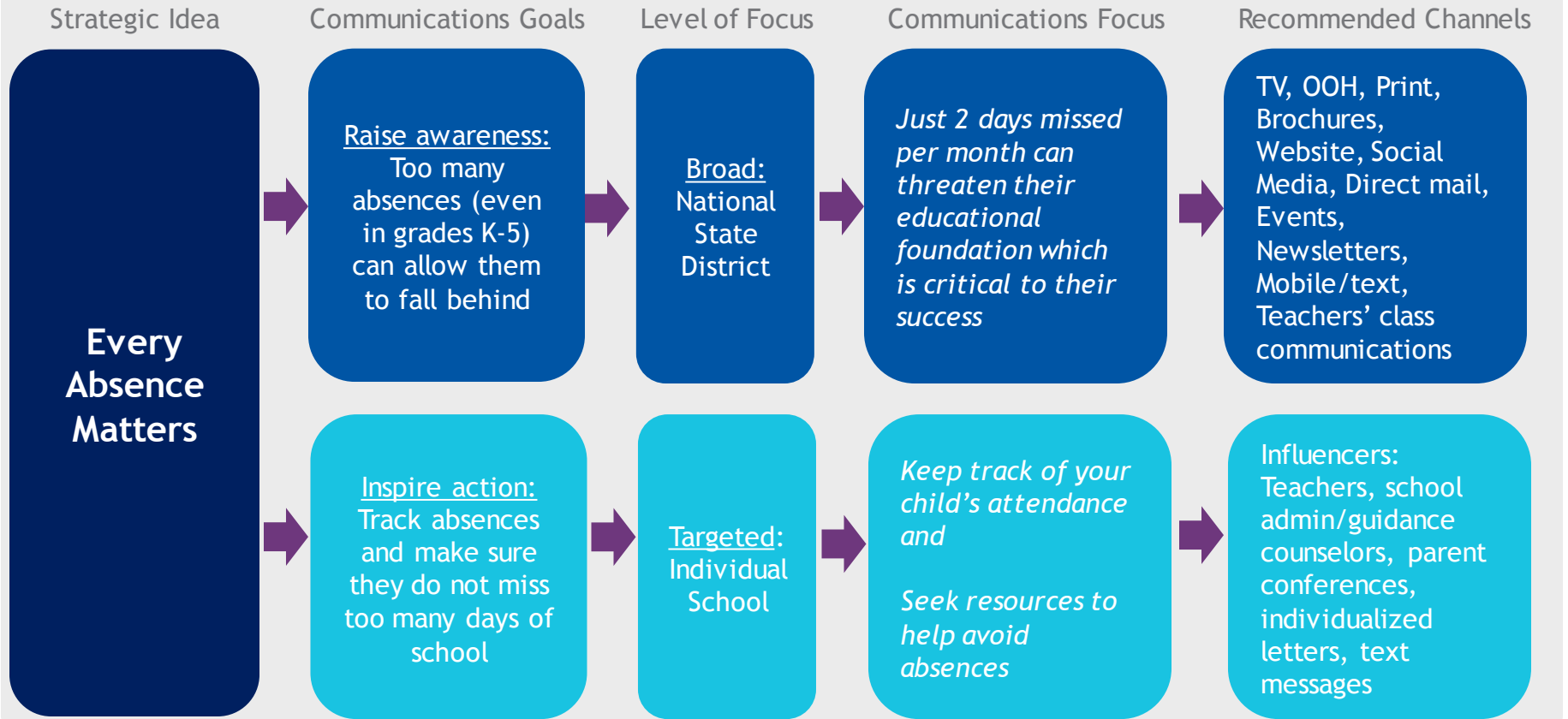
Raise awareness:

Just 2 days per month (even in elementary school) can allow your child to fall behind

Inspire action:

Track absences and make sure they do not miss too many days of school

Approach



Leveraging all media channels



Mobile

Text-based messages

Opt-in mobile program

Individualized
Reliable
Flexible
Drives engagement
Opt in/opt out

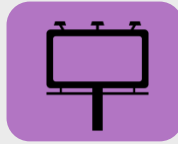


Direct

E-mail

District newsletter

Individualized
Reliable
Drives awareness & education



Out of Home

Bus Kiosks

Public Transportation

Billboards

Localized
Drives awareness & education



Digital

Social Media

Internet:
Online video, gaming, news, entertainment, parenting

Sharable
Individualized
Drives awareness
Drives engagement
Drives to website
Searchable



TV

Family programming

Multi-cultural

Spanish-language

Drives awareness & education
Drives to website



Radio

Spanish/Hispanic

Religious

Urban

Contemporary

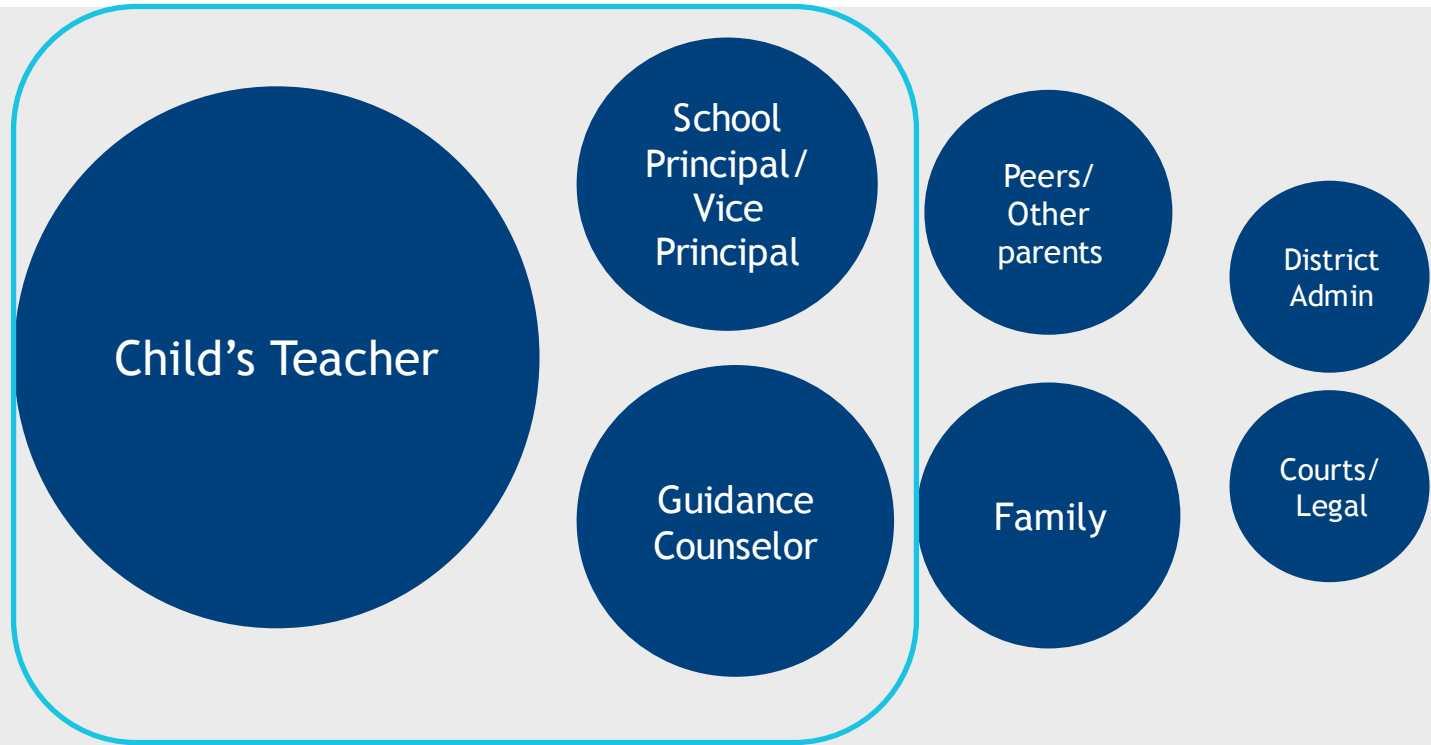
Drives awareness & education
Localized

A Role for All Media Channels in Changing Behavior



Leveraging Key Influencers for Parents

Who:



Why:

Reliable, Believable, Individualized, Drives awareness & education

How to leverage key influencers: Teachers

Channel:

School Communications, District Communications, Teacher Blogs, Curriculum Websites, Professional, Development Events, Flyers/Brochures

Ask to:

- Remind parents that even in elementary school, missing just 2 days per month can cause your child to fall behind.
- When possible, connect missed opportunity to learn with specific class curriculum/content.
- Point parents into the direction of resources which can help them keep track of and limit absences

Tone:

Be: Supportive, helpful, empathetic
Avoid: Compliance and fear based tactics/messages



Thank you