

COMMUNICATION PLAN UPDATE/SUMMARY First Things First Board

February 24,2009

Web site www.azftf.gov

The First Things First web site was built from the ground up – a process that usually takes close to a year – but was accomplished in 4 months. Research on usability and best practices for users was utilized and best practices was implemented for each aspect. We have conducted usability testing statewide as well as nationally, and have received fantastic reviews. Each Council has a homepage that also features each Council's individual needs and assets report as well as the funding plan. Over the next months even more exciting and dynamic information and functionality will be rolled out. Both the Program and Business Staff, Straightline, and Communications has produced one of the best websites in State Government in record time.

Statewide Initiatives Update:

Parent Kits

Communications is in the process of working closely with our consultant, Susan Perkins Fry for the media campaign that will start next week as the newly branded FTF Parent Kits arrive. There are currently 10 hospitals who have them and as more are delivered statewide, we will coordinate the media coverage in the specific geographic/region once they are delivered. We want to make sure that we do not educate the public about the Parent Kits UNTIL they are actually in the hospital in the viewers/readers area. This is an excellent opportunity to create positive press for First Things First. The timing is excellent in regards to the current Legislative challenge and our ability to show a tangible product that will impact families.

Quality First www.azftf.gov/qualityfirst

Communications worked closely with Policy to develop brochures, the Quality First homepage and other promotional materials for Quality First. We also co-produced the Quality First PROVIDERS eleven minute video that can be viewed on the homepage. We continue to work closely with Policy to plan promotional and earned media stories statewide as the program unfolds. Currently, our next step is to produce a video for the

PARENTS. We are pleased that over 500 applicants have already applied for this outstanding opportunity for this first ever improvement and ratings system.

STATEWIDE/REGIONAL AWARENESS CAMPAIGN

PBS Awareness spots

Starting in early February, Communications produced two: 15 second First Things First underwriting spots that are appearing for three months on the PBS stations in Phoenix and Tucson. This means the saturation for awareness is Statewide. The messages are shown on the children's program block on both stations from early morning to early afternoon between such programs as Sesame Street, Dora the Explorer, Caillou, Sid the Science Kid, Bob the Builder, etc. With the spots running on both stations, KUAT-TV in Tucson and KAET-TV in Phoenix, our underwriting announcements will run 480 times.

(play both :15 underwriting spots during Board meeting)

TV Parenting Tips/Arizona Children's Association Partnership

First Things First and the Arizona Children's Association are currently in discussion to produce 39, 90 second video parent tips to air inside various local newscast statewide. The tips will be introduced by a local TV anchor and will not be a commercial, but a part of the actual newscast. Working with ACA and our FTF Policy staff, we are currently writing the scripts and once preproduction finishes, we hope to start shooting the parent tips in March. These segments will air three times per week for 13 weeks. Because of placing the segments on commercial station in four different markets in Arizona, the entire State will be able to see these important messages.

(play two Parenting Tips spots during board meeting that will be similar to the ones we will produce)

P-20 Council/ *Expect More Arizona*

This educational media campaign is still going forward despite a new Governor and the need to still raise more money. The video spots, radio spots, and print ads have now been developed and produced by Reister and FTF is one of the partners to help roll out this campaign. *Expect More Arizona*, the name of the campaign (now under the auspices of the Arizona Community Foundation) demonstrates that the education continuum begins with the EARLY years and proceeds from there to create a successful adult.

