

COMMUNICATIONS REPORT 9.23.21



UPDATES

- Most advertising contracts have been signed.
- We continue to receive and post public input and public comment (also posted as handouts).
- We acquired social media software (Sprout) that will allow us to monitor and post across all social media channels (Facebook, Instagram, Twitter, LinkedIn, YouTube).
- We acquired a plug in for the website that will include a drop-down menu to translate our webpages into 104 languages.
- Created in language hello message on website home page. These lead to individual pages with messages, radio ads, and billboard visuals in language to support language access.
- Working on putting together a short video/PSA for incarcerated populations to promote the paper COI tool.
- Uploaded transcripts for the following meetings:
 - 9.4.20
 - 7.28.21
 - 8.10.21
 - 8.13.21
 - 8.20.21
 - 8.23.21
 - 9.2.21
 - 9.8.21
- Working with Outreach team to develop instructions for how to provide map/line drawing input
- Social Media vendor will present plan next week and get stated upon approval.

INTERVIEWS (September 16, 2021 – September 23, 2021)

DATE	OUTLET	COMMISSIONER
9/17/2021	OC Register/SCNG	Akutagawa
9/20/2021	KCBX/Central Coast Radio	Kennedy
9/21/2021	Desert Review	Ahmad
9/22/2021	Lake County News	Toledo
9/22/2021	Burbank News	Ahmad
9/23/2021	San Joaquin Valley Sun	Fornaciari
9/24/2021	KUCI Radio	Akutagawa
9/24/21	American Prospect—(Montana)	Ahmad
9/27/2021	KQMS Radio	Yee

WEBSITE (August 24, 2021 - September 20, 2021)

- 16, 718 Contacts in database.
- 27K Impressions—how many times a user saw a link to your site in search results.
- 1.1K Clicks—how many times a user clicked through to your site.
- Most visited pages: (1) home, (2) meetings, (3) timeline.

E-BLASTS (September 16, 2021 – September 23, 2021)

- Redistricting Curriculum Announcement—19% open rate

- Census Data Received Announcement—20% open rate
- CA Supreme Court Decision—21%

SOCIAL MEDIA

- Facebook—1,140 likes
- Instagram—281 followers
- Twitter—1,712 followers
- LinkedIn—300 followers
- YouTube—75 subscribers

CONTRACTS

- Zones ABD Billboard/Radio—signed
- Zone C Billboard/Radio—signed
- Zones FG Billboard/Radio—signed
- Zone E Billboard/Radio—signed
- Zones HJ Billboard/Radio—signed
- Zones IK Billboard/Radio—signed
- Print Media—signed
- Social Media—signed
- Ethnic Media—at OLS

ZONES ABD

Radio—October 4, 2021 – December 12, 2021

Outdoor—October 4, 2021 – December 12, 2021

ZONE C

Radio—September 20, 2021 -- December 19, 2021

Outdoor—October 4, 2021 -- November 28, 2021

ZONES FG

Radio—September 24, 2021 - December 12, 2021

Outdoor—September 24, 2021 – December 12, 2021

ZONE E

Radio—September 6, 2021 – December 15, 2021

Outdoor—September 13, 2021 – December 31, 2021

ZONES HJ

Radio—September 13, 2021 – December 12, 2021

Outdoor—September 6, 2021 – November 14, 2021

ZONES IK

Radio—September 23, 2021 – December 26, 2021

Outdoor—September 16, 2021 – December 26, 2021

PRINT MEDIA

September 19, 2021 -- December 31, 2021