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## Information Item

### *Outreach Committee*

#### Public Awareness Campaign Update

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Representatives from Crocker Flanagan will present an update on the 2005-2006 Cal Grant Public Awareness Campaign activities.

***Recommended Action:*** For information only. No action is required.

***Responsible Staff:*** Steve Caldwell, Chief  
Outreach &  
Public Relations Division

Carole Durante, Manager  
Public Relations Branch  
Outreach &  
Public Relations Division

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**2005-2006****CAL GRANT PUBLIC AWARENESS CAMPAIGN UPDATE**

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The 2005-2006 Cal Grant Public Awareness Campaign development commenced immediately upon the effective date of the Commission/EDFUND's contract with Crocker Flanagan of Sacramento on September 23, 2005. Campaign work was compressed into a tight timeline, and staff worked on an expedited basis with Crocker Flanagan staff through fall 2005, and January and February 2006, to plan, develop and implement Campaign activities.

October and November activities were reported at the November 2005 Commission meeting. Work during December 2005 through February 2006 focused on media strategy, public relations, partnership development with corporate sponsors and community- and faith-based organizations, and support of the Commission's California Cash for College initiative. Staff continued weekly meetings with Crocker Flanagan to ensure communication during each step of the Campaign.

**MEDIA STRATEGY**

The goal of the media campaign is to increase public awareness of the significant opportunities of the Cal Grant Program, and to publicize the California Cash for College workshops through a combination of paid advertising and promotional programs. This year's media strategy focused on counties with schools on the priority list developed in conjunction with UC ACCORD. Radio is the primary media campaign medium for both English- and Spanish-speaking audiences (both students and parents/influencers). In addition, Spanish language television is airing Cal Grant spots primarily through Valley cable stations. This activity is in conjunction with our Comcast partnership.

**PUBLIC RELATIONS**

Public relations goals and objectives focus on getting Cal Grant Program information to statewide, general and ethnic, low-income and legislative audiences. Specifically, the public relations activities focus on driving students to California Cash for College workshops; encouraging Legislators to become more involved in the Cal Grant application process within their districts; encouraging participation of community- and faith-based organizations within the target market (i.e., priority schools areas); increasing statewide media coverage of the Cal Grant Program; and, increasing the number of Cal Grant applications, especially from students attending priority schools.

## **PARTNERSHIPS**

To maximize Campaign funding, staff worked with Crocker Flanagan to partner with a broad base of corporate sponsors and community- and faith-based organizations. Key corporate sponsors include Fox Networks in Sacramento, Fresno and Bakersfield, Telemundo, Clear Channel Communications, Pepsi-Cola, Guerrero (or Mission Foods), and a statewide partnership with the PennySaver.

Community- and faith-based organizations include key ethnic organizations statewide such as the NAACP, California Hispanic Chambers of Commerce and other chambers of commerce, and organizations with youth in the priority schools areas such as Big Brothers/Big Sisters, the YWCA, Junior Achievement, community centers and scouting organizations.

## **CALIFORNIA CASH FOR COLLEGE COLLABORATION**

This year's Cal Grant Public Awareness and Outreach Campaign integrates the California Cash for College initiative. Activities include collaborative messaging and materials such as the posters and RAVE cards and integrated marketing through PennySaver ads and the Clear Channel adoption of Cash for College workshops in specific areas of the state.