

Executive Summary

From April 1, 2010 through September 30, 2010, PainePR developed public relations and community relations activities as part of the integrated social marketing campaign for the California Department of Public Health's *Network for a Healthy California (Network)*. PainePR worked closely with Runyon, Saltzman and Einhorn (RS&E), Field Marketing, Hill & Company Communications and MSC Consulting Services to create a strategic communications platform to ensure campaign synergy. During the six-month period, a variety of public relations, media relations and technical assistance activities were developed and implemented. Program summary and highlights from the second half of FFY10 are listed below. Details of PainePR activities are bulleted for the more intensive efforts, such as regional and state-level events.

Network Events: Latino Health Awareness Month

PainePR worked with the *Network for a Healthy California—Latino Campaign* to plan and implement 10 local events to commemorate Latino Health Awareness Month (LHAM), a statewide celebration that empowers low-income Latinos to make health a priority for themselves and their families. PainePR's assistance included developing a comprehensive media strategy, developing messages and template media materials in English and Spanish, and conducting bi-weekly planning conference calls as well as one-on-one technical assistance with the *Latino Campaign* regional coordinators. PainePR also provided media relations outreach assistance for all 10 regional events and helped secure print, radio, TV and online coverage, totaling more than 22.3 million media impressions. PainePR activities included:



- Participated in planning meetings with *Network* staff
- Finalized and translated template media materials
- Developed signature media element concepts to unify events and attract media
- Prepared agendas for and conducted bi-weekly group calls with regional coordinators
- Drafted and translated radio scripts and template web copy
- Coordinated event photography for each region, including confirming photographers, providing shot lists and gathering photo CDs, which were copied and distributed to the *Network* and regions
- Created media lists for each region
- Conducted ongoing technical assistance calls with regions, prepared notes and updated event tracking grid
- Prepared weekly progress reports on regional media activities
- Drafted template dignitary invitation
- Designed and translated pre-event promotional flyer template
- Conducted pre- and post-event media outreach for all LHAM events
- Tracked media coverage, secured media clips and documented impressions
- Prepared wrap-up report

Network Events: Fruit and Veggie Fest

The fourth annual Fruit and Veggie Fest was executed throughout the month of May in all 11 regions. During the first half of FFY10, PainePR worked with the *Network for a Healthy California—Retail Campaign*



to support *Regional Networks* in their efforts by creating the unifying “Shop smart for a healthy start” theme, developing template media materials in English and Spanish, and initiating technical assistance calls with regional coordinators. In April and May, PainePR provided media support as requested by each region, which ranged from strategic counsel to pre- and post-event pitching local media on behalf of the region to coordinating interviews with event spokespeople. PainePR also conducted media outreach to statewide retail and produce industry trade media. To conclude the media campaign, PainePR created a highlight video with a summary of each event along with photos and media clips. Copies of the video were provided to each region as a retail partnership recruitment tool for next year. Fruit

and Veggie Fest media efforts garnered more than 22.5 million media impressions in print, broadcast and online media. PainePR activities included:

- Conducted ongoing technical assistance calls with regions, prepared notes and updated event tracking grid
- Developed agenda for and conducted final group call
- Prepared weekly progress reports on regional media activities
- Worked with regions to finalize materials, including translating documents as needed
- Updated statewide promotional flyer
- Coordinated photography for each region, including confirming photographers, providing shot lists and gathering photo CDs, which were copied and distributed to the *Network* and regions
- Conducted trade media outreach and pre- and post-event pitching on behalf of regions
- Prepared wrap-up report
- Coordinated the production of the wrap-up video, including preparing summaries and compiling media clips and photos for each event
- Distributed highlight video to all regions

Network Events: African American Campaign

The following highlights Hill & Company Communications activities developed and executed for the *Network for a Healthy California—African American Campaign* during the second half of FFY10.

Hill & Company provided strategic counsel and media support to the *Gold Country* and *San Diego & Imperial Regions* on their Juneteenth programs. We worked with each region to help shape key messages, review and edit press materials, including press releases and media alerts. We also conducted a phone-based message training session for the *San Diego Region*. Media coverage was garnered in the

Sacramento Observer and in several print, online and broadcast outlets in San Diego. Additionally, Hill & Company helped to secure placement of promotional PSAs on two San Diego radio stations.

In September, Hill & Company collaborated with *Gold Country* and *San Diego & Imperial Regions* to host a media tour featuring celebrity chef Nikki Shaw, host of "Today's Flavor," a daily cooking and recipe segment on KBLX-FM, the Bay Area's leading radio station listened to by African Americans in San Francisco, Oakland and San Jose. Chef Nikki is perhaps best known for being a contestant on the Food Network's "Next Food Network Star." Hill & Company secured Chef Nikki's participation, coordinated all appearances and helped her prepare for the tour by thoroughly reviewing *Network* messaging and ensuring her comfort in delivering them during interviews.

Hill & Company coordinated the two-city media tour, which also included Chef Nikki appearances at a community event in Sacramento and a speaking engagement at the Sacramento Food Bank's Annual Sharing Forum. To support the tour, Hill & Company developed media kit materials for the tour, including a fact sheet and backgrounder on Chef Nikki, and collaborated with the *Gold Country Region* to create a press release for the community event.

Hill & Company also led media outreach efforts to print and broadcast media outlets in both markets. Chef Nikki conducted editorial briefings with two African American newspapers, the *Sacramento Observer* and *San Diego Voice*, interviewed with online news source SacramentoPress.com, and performed cooking demonstrations with five TV stations. Two of Chef Nikki's TV interviews were conducted at local supermarkets. Chef Nikki media activities garnered nearly 200,000 impressions for the *African American Campaign*.



Technical Assistance

PainePR provides technical assistance to *Regional Networks* throughout the year, as requested. Assistance provided during the second half of the year, as documented in the attached Technical Assistance Grid, included a number of requests from *Regional Networks* to secure copies of broadcast media coverage they garnered for campaigns and events. The *Network* also made requests to PainePR to track state and national media coverage of specific relevant studies, campaigns and news items. PainePR also held a technical assistance call with the Tulare County Department of Education to discuss media pitching. In anticipation of the release of the new Dietary Guidelines for Americans 2010, PainePR created tailored message points for the *Network*.

As part of our proactive technical assistance effort, PainePR continued the successful Media Relations 101 webinar series in FFY10 with the addition of three new presentations on event planning, writing and pitching. The final webinar on pitching media was presented in two parts, with the first being conducted on March 5 and the second on April 6. The pitching webinar was repeated July 13 and 15 for those unable to attend in the spring. PainePR handled all logistics for the webinars, including scheduling, managing registrations, leading presentations and practice sessions, and conducting and compiling training evaluations.

In response to requests from *Regional Networks* for additional local media spokesperson trainings, PainePR developed the train-the-trainer package to enable regional directors and media coordinators to teach other *Network*-funded programs and partners, Champion Moms, community leaders and partners how to successfully conduct media interviews on behalf of the *Network*. The train-the-trainer package included a PowerPoint presentation with a script for each slide and a trainer's guide that provided planning tips, sample agendas, training exercises and other information to successfully conduct media training. Finally, a variety of support documents were created, including an evaluation survey, evaluator's skills assessment sheet and interview preparation sheet for trainees. PainePR solicited feedback from regional representatives during the process and then rolled it out to all regions in late August through two webinar-format presentations.



Acting on a media query posted by the *Oakland Tribune*, PainePR secured and coordinated interviews with *Bay Area Region* representatives and Champion Moms. That effort resulted in a feature story that ran in the *Oakland Tribune*, *San Jose Mercury News* and *Contra Costa Times*. The story was picked up online by several publications across the nation.

Media Bureau

PainePR continued to conduct daily print and online media monitoring and track broadcast clips. All media clips were tracked in an overall media impressions grid and provided to the *Network*. In the latter half of FFY10, PainePR also began formalizing the *Network* speakers' bureau, beginning with preparing standardized biographies for 40 regional spokespeople.

Champion Tool Kit

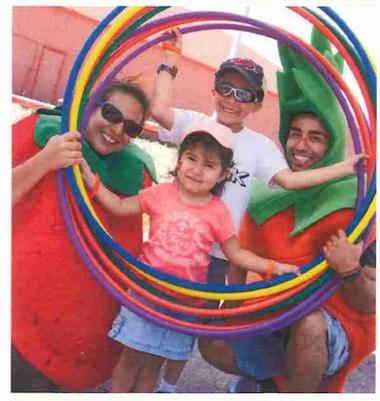
During the first half of FFY10, PainePR created a series of materials focused on outreach to Spanish-language media. Created around the theme of "Feeding a Healthier Generation," the package included message points, a media pitch and a print-ready article that were completed and translated in May. Following the in-person training, PainePR also created a new Q&A focused on difficult questions, which was included in both the Tool Kit and train-the-trainer program. Tool Kit additions in FFY10 also included the "What's Harder" package, which was developed earlier in the year to support the advertising campaign launch at Public Health Week.

Account Management

PainePR continued to provide strategic counsel and ensure campaign synergy across all programs. We prepared weekly status reports and participated in bi-weekly status calls with all teams. Additionally, we held weekly meetings with the *Network's* Communication Unit to discuss progress of PR activities. PainePR also attended the *Network* Steering Committee meeting on May 26 in Sacramento and participated in other relevant *Network* calls and meetings. We prepared and submitted the mid-year and end-of-year reports, including the media impressions grid divided by region, pro bono report and a spreadsheet cataloging all campaign deliverables that were also provided on CD.

Champions for Change

PainePR provided media training and technical assistance to the *Children's Power Play! Campaign* in support of the second annual "Power Up Your Summer!" Challenge (PUYS). PainePR's activities were funded in part by the *Network* as well as the Public Health Institute (PHI). *Network* budget was allocated to providing technical assistance, developing media materials and conducting message training. PainePR led three group conference calls with regional campaign coordinators to discuss the previous year's activities, share ideas to attract media attention and review template media materials. We also offered personalized strategic counsel during a one-hour call with each region. Given resource limitations, PainePR aided two regions in distributing media materials and pitching local media outlets. Finally, we conducted an in-person media training in Sacramento on June 7 for regional campaign coordinators and media coordinators. Preparation for this training was allocated to the *Network* budget, while some creative elements and the actual training were paid for by PHI. PainePR activities included:



- Participated in planning calls with *Network* staff
- Drafted and translated a variety of materials for the media campaign, including key messages, media advisory, press release, print-ready article, web copy, media pitches and radio PSAs
- Conducted three group calls with regional coordinators
- Prepared ideas on how to attract media attention for PUYS and reviewed with regional coordinators via group and one-on-one calls
- Held one-on-one technical assistance calls with each of the regions to brainstorm a local media strategy and timeline
- Planned and executed a one-day media training, including preparing training materials and designing and producing a game to reinforce messages
- Provided pitching support to *Gold Coast* and *Los Angeles Regions*
- Customized print-ready article for placement in *Wave Newspapers*

Toward the end of FFY10, PainePR recommended creating a video to highlight the mission, messages and achievements of the *Network for a Healthy California* during the last three years. Intended for a variety of audiences, including partners, media and public, the video (which will be completed in early FFY11) will inform viewers about the obesity epidemic, demonstrate how the *Network* is part of the solution, visualize a new norm for California, and inspire all to join the movement for healthy change. The *Network* story will be told through a combination of visuals and sound bites from footage of state-level activities like the 2007 launch event and Public Health Week events; photos of state, *Regional Network* and funded partner activities throughout the state; TV and outdoor advertising; and print and broadcast media clips. Champion Moms also will be featured. *Network* messages will be incorporated to provide dramatic transition between segments and help advance the story. PainePR activities included:

- Devised video concept and prepared storyboard
- Participated in development meetings with *Network* staff and Digital Workshop
- Researched and compiled needed footage, media clips and photos

- Assisted Digital Workshop in acquiring additional footage at *Network* media training and Family Day event
- Reviewed progress and provided notes

PainePR, RS&E and Field Research collaborated on a social media recommendation for the *Network* based on the research presented in August 2009. The recommendation was delivered to the *Network* on April 28. No further action resulted in FFY10.

State-Level Events

PainePR coordinated with the *Network* and the Office of Public Affairs to design and execute a Public Health Week media event on the steps of the State Capitol Building on Tuesday, April 6. The event served as the platform to launch the *Network's* new television advertising campaign, which began airing statewide the same week. The formal program included remarks from Dr. Mark Horton, director of



the California Department of Public Health, and featured Shay Sorrells, season eight contestant on NBC's "The Biggest Loser," who provided words of inspiration around the theme of "A Healthier California One Step at a Time." Five Champion Moms and one Champion Dad also were invited to Sacramento to be honored for their participation in the campaign and their commitment to the health of their families and communities. To punctuate the "Steps" theme, PainePR created a billboard-sized free-standing mural that served as a backdrop for the program and as a vehicle for sharing pledges from attendees. Everyone was invited to write steps they would take for better health. Several hundred pledges were received and placed around the mural. To promote the event and ad campaign,

PainePR implemented an aggressive public relations effort that achieved pre-event television and radio appearances for Shay Sorrells, Champion Moms and *Network* spokespeople and several post-event stories with media outlets in Champion Moms' hometowns. In total, more than 14 million impressions were garnered through Public Health Week media activities. PainePR activities during April included:

- Participated in planning calls with *Network* staff and Office of Public Affairs
- Staffed pre-event media interviews with Shay Sorrells
- Finalized event logistics and confirmed vendors
- Staffed event, including stage and banner set-up
- Coordinated on-site media interviews
- Conducted post-event media outreach and coordinated interviews with Champion Moms

For the fourth year, the *Network* was invited to participate in California First Lady's Maria Shriver's Family Day event. This year's event was held at the Santa Monica YMCA Family Center on September 28. PainePR coordinated with the *Los Angeles Region* to secure attendance of Champion Moms and their families and prepare for recipe and physical activity demonstration as part of the booth space. Additionally, PainePR assisted the *Network* and Champion Mom LaTisha Lawson in writing an opinion editorial in which Lawson discussed the meaning of Family Day from her perspective, highlighting the importance of healthy family meals. The op-ed posted on the First Lady's Women's Conference blog.

- Communicated with First Lady's office on details of the event
- Secured Champion Moms and WIC moms to participate
- Held planning calls with *Los Angeles Region* and Champion Moms
- Ordered materials and purchased supplies
- Brainstormed and drafted opinion editorial piece for LaTisha Lawson
- Participated in site check with First Lady's office
- Staffed event and assisted region with set-up and breakdown of booth
- Coordinated video recording of event
- Prepared thank you letters for Champion Moms

Trainings

In-Person Media Training

PainePR conducted three in-person media trainings during the latter half of FFY10. In all instances, PainePR secured training facilities, managed the invitation and registration process, prepared trainings materials and conducted the training, providing trainees the opportunity to practice interviews in English and Spanish.

PainePR held an advanced-level training at Golden Gate Studios in San Rafael on Wednesday, August 4 and Thursday, August 5. The invitation-only training was designed for seasoned *Network* spokespeople as an opportunity to hone their skills in a real studio setting. Thirteen regional spokespeople attended the trainings, which included a presentation on handling tough situations and tough questions followed by two on-camera mock interviews, one that simulated a sit-down public affairs interview and another in which trainees prepared a *Network* recipe during the interview. Trainees were provided one-on-one critique of their performance.



An in-studio training was held for Southern California Local Incentive Awardees (LIAs) on September 23 at Univision Studios. LIAs from the Los Angeles, Orange County, Ventura County and Desert Sierra Regions were invited to participate. Twenty-one trainees, primarily representatives from school districts, attended and participated in two on-camera mock interviews and received group, one-on-one and written critique of their skills. The training also served as a chance to test the train-the-trainer materials, noted under Technical Assistance.

Media Spokesperson Training

PainePR conducted two webinar-based message trainings in English and Spanish for Fruit and Veggie Fest spokespeople on April 28 and May 4. The 90-minute trainings included a brief review of messages and interview techniques and then trainees were divided into four smaller groups to conduct practice interviews with a PainePR trainer. Additionally, we provided one-on-one training for spokespeople who were not able to attend one of the phone-based trainings.

As part of the regional coordinators meeting in Orange County, Hill & Company and PainePR conducted a two-part media spokesperson training for the *African American Campaign*. Part one was conducted as a 90-minute webinar that provided an overall background about working with the media and presented some practical information about the role of media and what is needed to create news stories that are appealing to both print and broadcast outlets. The training also included a homework assignment. Part two was a half-day in-person training on July 21 conducted as part of the regional coordinators meeting in Orange County. The training began with a presentation focused on delivering messages and interview techniques, followed by on-camera practice interviews for each trainee.

To prepare Latino Health Awareness Month spokespersons for upcoming media opportunities, PainePR coordinated two trainings. Webinar-based message training was provided on August 11 for 13 trainees to review messages, learn basic interview techniques and practice message delivery with PainePR trainers. On August 26, PainePR held a full day in-person media training at NBC/Telemundo Studios for 16 spokespersons. The training included a tour of Telemundo's studios, a presentation on interviewing skills, an interactive game to practice interviewing techniques and three on-camera interview scenarios. Both trainings were conducted entirely in Spanish. PainePR compiled trainees' feedback and provided a summary to the *Network* to guide development of future trainings.

Ongoing Message and Media Training Assistance

The PainePR team provided one-on-one message training to Mary Rousseve, Communications and Media Unit manager, in preparation for her participation in the California Department of Public Health's video segment series. Hill & Company provided media training to *Network* representatives prior to the September media tour with Chef Nikki Shaw.

Champion Mom Training

PainePR conducted message training with four Champion Moms and one Champion Dad in preparation for Public Health Week and media opportunities related to the new ad launch. We also provided one-on-one training to Champion Mom Brenda Parker prior to participating in the live segment with KTLA's Gayle Anderson on May 5. The Champion Mom Training originally planned for the end of FFY10 was postponed due to internal factors within the California Department of Public Health. However, prior to that decision, PainePR engaged in planning activities, including compiling a potential invitation list based on responses from *Regional Networks*. Ultimately, budget from this line item was reallocated to enable PainePR to conduct media training for LIAs (as described above).