

## COMMUNICATIONS REPORT 10.20.21



### UPDATES

- Radio spots and billboard are up. I've posted the plans or reports for each region (ABD, C, E, FG, HJ, IK).
- PSA for incarcerated populations was completed and sent to the proper institutions to accompany the paper COI tool.
- Working with Outreach team to develop a 'Roadmap to the Final Maps' one pager.
- Social Media ads are up and running on Google ads and Facebook ads.
- Print advertisements are running in 48 daily newspapers in 26 counties and 142 community newspapers.
- We've replaced the 'contact us' page on the website with a form. The public can now submit comment or input and attach files or maps. This will auto populate to the airtable and show up on the 'input' tab on the website.
- CRC social media feeds are also live on our website at the bottom of all pages.
- Separated the past meetings into a new tab to avoid visitors from scrolling to the bottom of the meetings page.
- We will be importing public comment directly into airtable and create a view to appear on the 'comment' tab.
- Held ethnic media roundtable on October 11, 2021.
  - 86 RSVPs
  - 75 attendees -- over 60 media reporters.
- We will continue with mini town halls with hard-to-reach communities.
  - Fremont/East Bay with AAPI residents
  - Humboldt-Del Norte with Native Americans
  - Fresno County with the Hmong, Lao and Cambodian communities
  - Richmond, CA with AA community
  - LA with immigrant communities

### INTERVIEWS (October 7, 2021 – October 21, 2021)

10/7/2021	Northern California Record	Fredy Ceja
10/8/2021	Sac Bee Editorial Board	Fernandez
10/11/2021	San Francisco Chronicle	Sadhwani
10/12/2021	LA Times Editorial Board	Sadhwani
10/12/2021	KQED	Ahmad
10/15/2021	SD Union Tribune Op Ed	Sinay
10/19/2021	KRON4	Fernandez
10/19/2021	CapRadio/NPR	Sadhwani
10/21/2021	Bloomberg News	Sadhwani
10/21/2021	KJLH-Steve Harvey Show	Fernandez

### WEBSITE (September 21, 2021 – October 18, 2021)

- 17,662 Contacts in database.

- 89,758 views—The number of app screens or web pages your users saw. Repeated views of a single screen or page are counted.
- 17,784 visits to our home page.
- 14,803 visits to 10.13-15.21 Handouts (visualizations)

**E-BLASTS (October 5, 2021 – October 18, 2021)**

- October Newsletter—25% open rate
- Visualization Announcement—27% open rate
- Week of 10.18.21—23%

**SOCIAL MEDIA**

- Facebook—1,856 likes
- Instagram—305 followers
- Twitter—1,851 followers
- LinkedIn—312 followers
- YouTube—85 subscribers