

COMMUNICATIONS REPORT 1.7.22



UPDATES

- Had a successful press conference in Sacramento. Thank you commissioners for your professionalism.
- Advertising contracts have ended. Waiting for final reports so that I can compile a final report.
- Like the outreach team, determining staff needs for the rest of the month.
- Will continue sending out daily media alerts.
- Compiling a year end media report to capture media hits and quantify earned media value.

INTERVIEWS (November 29, 2021 – January 6, 2022)

11/30/2021	LA Times	Fredy Ceja
11/30/2021	KESQ Coachella Valley	Ray Kennedy
12/1/2021	The Independent Livermore	Fredy Ceja
12/2/2021	Sac Bee	Patricia Sinay
12/2/2021	Sac Bee	Isra Ahmad
12/2/2021	Sac Bee	Neal Fornaciari
12/2/2021	LA Times	Pedro Toledo
12/2/2021	The Recorder	Pedro Toledo
12/2/2021	Sac Bee	Pedro Toledo
12/3/2021	The Bakersfield Californian	Fredy Ceja
12/6/2021	The Daily Journal	Fredy Ceja
12/6/2021	Telemundo 15/KESQ News Ch3	Patricia Sinay
12/6/2021	SD Union Tribune	Patricia Sinay
12/6/2021	Cal Matters	Fredy Ceja
12/6/2021	Cal Matters	Fredy Ceja
12/7/2021	Desert Sun	Fredy Ceja
12/7/2021	LA Times	Fredy Ceja
12/7/2021	KFMB ABC8 San Diego	Fredy Ceja
12/8/2021	Real Clear Politics	Jane Andersen
12/8/2021	Winters Express	Alicia Fernandez
12/8/2021	San Diego Union Tribune	Neal Fornaciari
12/9/2021	Monterey County Weekly	Pedro Toledo
12/10/2021	CNN	Fredy Ceja
12/10/2021	GV Wire Fresno	Fredy Ceja
12/13/2021	Northern California Record	Fredy Ceja
12/13/2021	San Jose Spotlight	Isra Ahmad
12/13/2021	LA Times	Fredy Ceja
12/14/2021	LA Times	Fredy Ceja
12/14/2021	Fullerton Observer	Sara Sadhwani
12/14/2021	San Francisco Chronicle	Fredy Ceja

12/16/2021	Northern California Record	Fredy Ceja
12/16/2021	LA Times	Fredy Ceja
12/17/2021	McClatchy DC	Fredy Ceja
12/17/2021	Bloomberg	Fredy Ceja
12/17/2021	San Jose Spotlight	Pedro Toledo
12/20/2021	Washington Post	Sara Sadhwani
12/20/2021	Cal Matters	Fredy Ceja
12/20/2021	AP	Fredy Ceja
12/20/2021	LA Times	Fredy Ceja
12/20/2021	Southern California News Group	Fredy Ceja
12/20/2021	Sac Bee	Fredy Ceja
12/20/2021	Cal Matters	Alicia Fernandez
12/21/2021	SD Union Tribune	Patricia Sinay
12/22/2021	Desert Sun	Ray Kennedy
12/22/2021	Mercury News	Isra Ahmad
12/28/2021	Coast News	Patricia Sinay
1/3/2022	Benito Link	Fredy Ceja
1/6/2022	91.9 KVCR	Ray Kennedy

MEDIA MENTIONS (November 29, 2021 – January 6, 2022)

- 1,591 stories mention CRC
- 2,160 stories on CA Redistricting



Media Exposure

Date	CCRC	California Redistrict.
Dec 9-1...	26	85
Dec 13 ...	76	173
Dec 20 ...	1,117	832
Dec 27 ...	220	364
Jan 3-7	34	303
Total	1,473	1,757

WEBSITE (November 29, 2021 – January 6, 2022)

- 21,677 Contacts in database
- 1.1M Views of website

- 437,000 home page views
- 219,000 map viewer visits

E-BLASTS (November 29, 2021 – January 6, 2022)

- Press Release—30% open rate
- Final Maps—32% open rate
- Upcoming Meetings—32% open rate
- Audio Descriptions—31% open rate
- Court Ruling—32% open rate
- Meeting Cancellation—32% open rate
- 12.21.21 Meeting—31% open rate
- December Newsletter—30% open rate
- Court Response—35% open rate
- 12.2.21 Iterations—30%

SOCIAL MEDIA

- Facebook—1,878 likes/**2,074 likes**
- Instagram—385 followers/**525 followers**
- Twitter—2,580 followers/**3,226 followers**
- LinkedIn—333 followers/**377 followers**
- YouTube—100 subscribers/**126 subscribers**