

## COMMUNICATIONS REPORT 11.15.21



### UPDATES

- Entering the last month for our Radio and billboard advertising.
- Finalized 'Roadmap to the Final Maps' one pager.
- Sent out the November 2021 newsletter.
- We continue to streamline input with data team. We are caught up with input over the past week.
- At 16,000 inputs on data page.
- Our ethnic media vendor is placing advertisements in ethnic papers and preparing to hold roundtables in hard-to-reach communities focused on draft maps.
- Social media vendor will target ads to zones with specific draft maps to solicit public input in response to our draft maps.
- Have CDs to upload transcripts for the following meetings:
  - August 9, 2021
  - August 12, 2021
  - August 19, 2021
  - August 24, 2021
  - August 30, 2021
  - September 10, 2021
  - September 29, 2021

### INTERVIEWS (October 8, 2021 – October 15, 2021)

11/9/2021	Northern California Record	Fredy Ceja
11/9/2021	AP	Fredy Ceja
11/10/2021	KCBS Radio Bay Area	Sara Sadhwani
11/10/2021	KLOQ Radio Lobo	Alicia Fernandez
11/10/2021	Heresay Media	Fredy Ceja
11/10/2021	KGO TV	Pedro Toledo
11/11/2021	Chapman University	Linda Akutagawa
11/11/2021	Fresno Radio	Patricia Sinay
11/11/2021	KCRA3 Sacramento	Alicia Fernandez
11/11/2021	SD Union Tribune	Patricia Sinay
11/11/2021	KPCC/LAist	Sara Sadhwani
11/11/2021	KRON4	Alicia Fernandez
11/11/2021	AP	Sara Sadhwani
11/11/2021	Desert Sun	Ray Kennedy
11/11/2021	Sac Bee	Sara Sadhwani
11/12/2021	NBC4 Los Angeles	Sara Sadhwani
11/15/2021	NBC San Diego	Patricia Sinay

### MEDIA MENTIONS (October 17, 2021 – November 15, 2021)

- 414 stories mention CRC
- 1,175 stories on CA Redistricting

**WEBSITE (October 18, 2021 – November 15, 2021)**

- 19,731 Contacts in database
- 762,212 Views of website
- 299,348 home page views

**E-BLASTS (November 7, 2021 – November 15, 2021)**

- November 2021 Newsletter—26% open rate
- Draft Maps Announcement—30% open rate
- 11.7.21 Visualizations—27% open rate

**SOCIAL MEDIA**

- Facebook—1,389 likes
- Instagram—385 followers
- Twitter—2,489 followers
- LinkedIn—323 followers
- YouTube—95 subscribers