

	Cable Totals
# Spots	12,825
# Persons 6-14	67,716
Impressions	954,000

Radio

Radio was utilized to provide reach of the target audience and frequency of message. Schedules were placed in major metro areas in addition to select counties which were not covered by cable television. Additionally, this tactic was the main method for outreach to Spanish speaking communities.

A summary of the radio buy is listed below.

- Flight dates:
 - English - six weeks from August 19, 2013 through October 13, 2013
 - Spanish – six weeks from August 26, 2013 through October 13, 2013
- Units:
 - English - combination of :30 and :15 second spots
 - Spanish - :30 second spots only
- Areas reached:
 - Markets covered vary from English to Spanish
 - The map above notes markets where activity ran by language

When evaluating the delivery of a radio buy we take into account four key elements: number of persons in the target audience reached, percent of the target audience reached, frequency of message, and impressions delivered. The chart below summarizes the radio buy and how it delivered against teens 12-17. While our target audience for this buy was persons 9-13, media monitoring services do not measure this age segment.

	English Language Totals	Spanish Language Totals
# Radio Stations	24	15
# Spots	9,876	2,992
# Persons 12-17	1,501,000	431,000
Reach	50%	25%
Frequency	8x	12x
Impressions	11,444,000	5,195,000

Within the English language radio buy, we are able to estimate the number of English speaking Latinos and African Americans reached. According to Arbitron (the leading radio monitoring company), ratings data indicates the English language radio buy reached the following individuals within the 12-17 target audience:

- 712,000 English speaking Latinos
- 89,000 African Americans

Please note Arbitron does not measure individual ethnic audiences other than Hispanic and African American. Therefore we are not able to provide estimates of persons reached specific to other ethnic groups.

Radio Added Value

By leveraging our radio buys our team was able to negotiate and deliver two key added value promotions: 1) Walk In Our Shoes Contest, and 2) Spanish-language block programming.

WIOS Contest

The 2013 radio buys were leveraged build awareness of the WIOS website and campaign by engaging our tween audience. In partnership with our radio vendor, Clear Channel Media + Entertainment, we created a contest in which tweens were directed to the website to create a unique shoe and post it in the shoe gallery. Once displayed, tweens had an opportunity to enter to win five pairs of shoes for themselves and 100 pairs for kids at their school. The first 100 students at the winning school to create and post a shoe of their own were award one of the hundred pairs.

The contest was supported by on-air radio spots, digital media, and a presence at the 2013 Jingle Ball concert in Los Angeles.

On-air support

- Combination of :30 and :15 second spot
- Markets: Fresno, LA, Monterey, Riverside, Sac, SD and SF
- Total of 2,909 bonus spots

Digital support

- Desktop and mobile banners, audio streaming on radio station websites
- English web banners – 7,000,000 impressions delivered
- Spanish web banners – 1,000,000 impressions delivered
- 319 audio streaming spots

Jingle Ball 2013

- Event held on 12/6/2013 at Staples Center in Los Angeles
- Estimated 16,000 attendees
- 3x spots on the video Jumbotron inside arena
- Full page, 4-color ad in program
- Booth in village outside of venue
 - Street team helped people build a shoe and register to win
 - CalMHSA collateral materials were distributed
 - Two pairs of tickets to the concert were given away on-site

A total of 820 entries were recorded for this effort. Total value of the promotion is estimated at \$512,800.

Spanish-Language Block Programming

The Spanish-Language Block Programming was a 30-minute program recorded and aired on top Spanish-language radio stations in key markets throughout the state. The program featured information presented by Dr. Sergio, who discussed the impact of mental illness issues on the Latino community. The 30-minute program aired on the following stations:

Market	Station	# Airings
Fresno	KLLE	1x
Fresno	KOND	1x
San Francisco	KVVF	1x
San Francisco	KSOL	1x
Sacramento	KRCX	1x
Modesto	KTSE	2x
Sacramento	KGRB	2x
Los Angeles	KTNQ	1x
Bakersfield	KBFP	1x
Visalia	KFSO	1x
Bakersfield	KIWI	1x

Total value of the Spanish-language block programming is \$44,500.

Online

Online display banner ads were included to support offline efforts, driving individuals to WalkInOurShoes.org and/or PonteEnMisZapatos.org. Since digital media is much more efficient than other mediums, this tactic was used to reach our target audience throughout the entire state. Due to strict laws protecting the under 18 segment of our target audience ads are not targetable by age. In order to reach the target audience, the campaign utilized a combination of networks of sites with a primary audience between the ages of 9 and 13 in conjunction with placements in specific channels like games, entertainment, and instant messenger, where this demographic tends to spend a considerable amount of time.

The statewide digital effort generated:

- More than 13 million English-language impressions
- 9.4 million Spanish-language impressions
- 29,573 clicks to WIOS
- 14,138 clicks to WIOS Spanish

Digital media is not measured in the same way as other media thus we are not able to provide an estimate for the number of persons reached or exposure against ethnic audiences. Similar to other media tactics, digital media placements were negotiated down from original proposals, along with bonus impressions. Bonus delivery from digital tactics has a projected value of \$7,500, representing 5.6% is bonus exposure.

Summary

The media campaign included a variety of elements successful in reaching the Mobilization target audience. At a minimum, this campaign reached at least 50% of persons 12-17 a minimum of eight times. For the mediums where targeted impressions can be calculated, it is estimated this campaign delivered more than 16 million impressions against our target audience. Based on our calculations, we project \$564,800 in bonus delivery resulting from our negotiations of the paid media schedules. This represents 51% in bonus exposure.