

YAVAPAI REGIONAL PARTNERSHIP COUNCIL

Yavapai RPC – March 24, 2010  
Attachment #6

RECOMMENDATION

SFY2010 COMMUNICATIONS TACTICS

April – June 2010

TACTIC	DESCRIPTION	COST	QUANTITY	TOTAL
<b>GOAL I: Publicize the Diaper Drive</b>				
1. News Release	<b>First Annual Yavapai Diaper Drive Starts April 1</b> <i>First Things First Organizes Countywide Event to Support Families with Young Children</i>	\$0	1	\$0
Target Date: March 28, 2010				
2. Paid Advertising Newspaper	<i>Daily Courier -Prescott, Verde Independent – Cottonwood, Prescott Valley Tribune - Prescott Valley, Chino Valley Review - Chino Valley, Big Bug News – Mayer-Humboldt to Black Canyon City</i>	\$476.10	12 ads	\$5,713.20
Yavapai Diaper Drive ads to run in 6 regional newspapers twice weekly from April 1 – May 7, 2010.	<i>Sedona Red Rock News</i>	\$124.40	6 weeks	\$746.40
3. Paid Advertising Radio	The Wolf 96.7, The Canyon 105.1 and KOLT Country 107.5 Total:65 60-second week day messages, plus 30 free weekend messages spread over 3 stations		95 messages	\$800
60 second message over 6 week period	The Cloud 95.9, KVRD Country 105.7 Total: 66 60-second week day messages, plus free announcements from the Events Calendar		66 messages	\$800
	Magic 99.1			\$500
	KPPV 106.7			\$500
<b>TOTAL – DIAPER DRIVE</b>				<b>\$9,060</b>
<b>GOAL II: Increase awareness of the benefits of First Things First among community leaders and early childhood service providers and consumers through Community Outreach Presentations</b>				
1. Community Outreach Presentations	15 minute overview of First Things First in the Yavapai region provided by Regional Council members and staff to community groups utilizing prepared PowerPoint	time	18-24	\$0

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<b>GOAL III: Build Parent Awareness - Provide useful information to parents about the importance of early childhood and provide recognition of FTF as source of information about early childhood</b>				
1. Paid Advertising Newspaper "Look, a big rectangle!" ads to run in 6 regional newspapers twice weekly from May 9 – June 30, 2010.	Daily Courier -Prescott, Verde Independent – Cottonwood, Prescott Valley Tribune - Prescott Valley, Chino Valley Review - Chino Valley, Big Bug News – Mayer-Humboldt to Black Canyon City)	\$476.10	16 ads	\$7,617.60
	Sedona Red Rock News	\$124.40	8 weeks	\$995.20
2. Paid Advertising Billboards "Look, a big purple rectangle!"	Target: 2 billboards x 30 days beginning in April 2010	\$2,500 (est.)	2	\$5,000
3. Paid Advertising Radio "All the Pretty Cars" 60 seconds, "Circles and Rectangles"	TBD: Estimate based on DD costs and increasing to 8 weeks			\$3,500
4. Informational hand-outs provided to parents	Request that Grantees consider purchasing Born Learning materials to provide to clients, if the information is consistent with program delivery			\$0
<b>TOTAL – PARENT AWARENESS</b>				<b>\$17,112.80</b>



# Look, a big *rectangle!*

Let's try and find other rectangles  
in this newspaper.

When you talk to your child, you build vocabulary, so everyday moments  
become learning moments. For more tips, visit [bornlearning.org](http://bornlearning.org)



#### NOTE TO LOCAL UNITED WAYS:

In accordance with United Way Brand Identity Guidelines, your local United Way brandmark should be placed to the right of the Ad Council logo and include your local geographic qualifier. If you wish to provide further contact information (e.g., phone number), you may place that below the copy at the bottom of the page.

To add your logo and information, do one of the following:

1) Open this PDF file in Adobe Illustrator and add the information directly. Or:

2) Create a new document in a page layout program like QuarkXPress or Adobe InDesign.

Place this PDF file in a picture box (make sure art remains at 100% size).

Create a picture box for your logo in the space indicated and place your logo in it.

Create a text box for your information in the space indicated, and add your text.

Your local United Way brandmark goes here.

Any additional contact information goes here.

# Look, a big purple *rectangle!*

Everyday moments can be learning moments with your kids.



[bornlearning.org](http://bornlearning.org)



Title: "All the Pretty Cars" :60  
ISCI: CNR6176

SFX: *Traffic going by*

Man: Look at all the cars. Lots of colored cars! There's a blue one! Isn't it pretty? Oooh, look how fast that red one's going! It's red, like that stop sign, like my jacket.

Anncr: This is a 38-year-old man.

Man: My jacket's not a car, is it? Is my jacket a car? My jacket is red, but it doesn't go fast.

Anncr: He may sound a little strange to you and me,

Man: Vroom! Vroom! Vroom! Neeeyaawwwwwmmmm...

Anncr: But to his two year-old son, who is interested in cars and colors, he makes perfect sense.

Boy: That's the sound cars make!

Anncr: When you talk with your child, you build vocabulary, and learning starts long before school does. So follow their lead. Take simple, everyday moments, like eating dinner or just watching cars go by, and turn them into learning moments.

Boy: Oh, look! Red car!

Man: Yes! And it's moving awfully fast!

SFX: *Police siren*

Boy: Blue car!

Man: Yes, the man in the red car is about to meet the man in the blue car. Get himself a pretty pink ticket.

Anncr: Turn everyday moments into learning moments. For more tips go to [bornlearning.org](http://bornlearning.org). Brought to you by United Way and the Ad Council.

Title: "Circles & Rectangles" :60  
ISCI: CNR6126

SFX: *The hubbub of a large bank*

Woman: Dimes are shiny and round! Nickels are also round! (Her words echo: hubbub goes silent.)

Anncr: This is a 28-year-old woman.

Woman: And quarters! Quarters are the biggest circles!

Anncr: She may sound a little strange to you and me...

Woman: Quarters are like the granddaddies of coins!

Anncr: But to her three year-old daughter, learning about words and shapes, she makes perfect sense.

Girl: Pennies are round too!

Woman: They ARE.....!

Anncr: When you talk with your child, you build vocabulary, and learning starts long before school does. So follow their lead. Take simple, everyday moments like preparing for work or an errand at the bank, and turn them into learning moments.

Girl: But dollars are not round.

Woman: Nooo, dollars are rec-tan-gles.

Girl: Yeah, RECTANGLES! I like dollars!

Woman: Yup, most people do, honey. Most people do.

Girl: (laughter)

Anncr: Turn everyday moments into learning moments.  
For more tips go to [bornlearning.org](http://bornlearning.org)

Anncr: Brought to you by United Way and the Ad Council.