



SUMMARY REPORT

**MULTI-LINGUAL, MULTI-ETHNIC OUTREACH CAMPAIGN
YEAR 2**

Prepared for:

CITY AND COUNTY OF SAN FRANCISCO

SACRAMENTO

SAN FRANCISCO

MEXICO CITY

OVERVIEW

Montoya Communications developed and implemented an aggressive and creative advertising and community outreach campaign to maximize reach among the Latino and Chinese communities of the Bay area. A great deal of care, time and focus group testing was invested in the creation and testing of Chinese and Spanish messages during Year 1 of this three-year campaign. Year 2 of this campaign disseminated the Chinese and Spanish messages developed and tested through participation and distribution of materials at community-based organization events and through purchases of print advertisements in popular and alternative publications within the Chinese and Latino communities.

Specific activities included:

Radio Advertising - The messages developed and tested in Year 1 were placed by Montoya Communications and our subconsultant, Polaris, at Spanish and Chinese radio, respectively.

Chinese radio messages were focused at the Cantonese speaking populations through KEST, which boasts an average weekly listenership of 50,000 people. The radio buy included:

- Airing of the Chinese language PSA 160 times
- An interview with Tommy Lee, which aired during Chinese programming, that educated the community about the importance of pollution prevention
- A total of 40 billboard announcements each week of advertising
- Thirty (30) English language PSAs (translation of final, approved Chinese spot)
- Ten (10) Tagalog language PSAs (translation of final, approved Chinese spot)
- Ten (10) Japanese language PSAs (translation of final, approved Chinese spot)

Spanish radio messages were aired on three top radio stations: KIQI, KZSF and KLOK, reaching a total of 330,000 listeners per week. Spanish language radio buys included:

- Airing of the Spanish language PSA a total of 70 times on KIQI
- Weather and news sponsorships three times per week on KIQI
- Cinco de mayo event promotions with KIQI
- Airing of the Spanish language PSA a total of 115 times on KZSF
- Airing of the Spanish language PSA a total of 13 times on KLOK

Print Advertising - Montoya Communications researched and placed advertisements in publications reaching high numbers of Latinos and Chinese communities.

More than 36,000 Latino communities in the Bay Area subscribe to "Teleguia" a monthly publication providing Spanish language programming and items of interest for services and messages of interest to the Latino communities. The advertisement was placed in the April and May editions.

Chinese print advertisements were placed a total of 17 times in Tsing Tao during the month of May, to complement the radio flights.

BASMAA Multi-Lingual, Multi-Ethnic Outreach

Ethnic Program Advertising - Montoya Communications and our subconsultant, Phoenix Communications, researched and placed advertisements in programs for high profile Chinese and Latino events in the region. This effort reached local ethnic leaders who play a key role in disseminating information to their communities and also reached a different audience who aren't reached through Chinese and Spanish newspaper print advertising.

We also included the purchase of two advertisement runs in both the Chinese TV Guide and Teleguia, the Spanish TV Guide. Both guides reach large populations of Chinese and Latino families, respectively. These publications have the added benefit of having a longer shelf life (30 days) than most publications, which increases the exposure to the message.

Unless otherwise noted in the "Date" column, the existing print advertisements had a one-time placement in the following organizations' programs:

Summary of Ethnic Program Advertisements

Date	Name	Type	Place	Reach
May 24-25	Carnaval "Rainforest"	Latino	Bay Area	500,000
(1) insertion in April	Teleguia Television Guide - Special cinco de mayo reference guide	Latino	9 cities in the Bay Area	(36,000 each edition)
(1) insertion in May				72,000 total reach
May 24, 1997	Chinese Longevity Ball / Self Help	Chinese	San Francisco	1200
May 31, 1997	Chinese Culture Center Annual Luncheon	Chinese	San Francisco	400
(1) insertion on May 31	Chinese TV Guide	Chinese	Bay Area	(30,000 each edition)
(1) insertion on June 14				60,000 total reach
June 20, 1997	Oakland Cultural Center Fundraising Dinner	Chinese	Oakland	600

BASMAA Multi-Lingual, Multi-Ethnic Outreach

Ethnic Event Outreach - An effective strategy to reach the target communities is to disseminate information at events that draw large crowds. There were many ethnic community events throughout the region that effectively reach the Chinese and Latino communities. We researched and secured our participation at those venues that were appropriate not simply because of high attendance, but also because they targeted our audiences. In particular, we staffed events that attracted those individuals and their families who will be motivated to read the materials, change their behavior to prevent stormwater pollution, and share the information among family and friends.

Strategies that MC used to entice participation and readership of the materials included conducting quizzes on site. Staff distributed the Spanish language materials and asked the crowd to correctly respond to a question whose answer was provided in the brochure. For example, we asked them to answer "True or False" to whether the storm drains lead directly to the Bay or Delta. Individuals who read and correctly answered trivia information in the materials could "spin the wheel" to win prizes, such as the Spanish "Grow It Guides." The contest created excitement and enthusiasm, and drew large crowds who read the information in order to win.

Two such events staffed by Montoya Communications were Latino events: Cinco de mayo and San Jose Flea Market. Approximately 120 Spanish Grow It Guides were given as prizes and 4,500 brochures distributed at both events.

Cinco de mayo. Rather than simply distributing information to passers by, Montoya Communications shared the booth space of a popular radio station at the Cinco de mayo celebration, a day celebrated by Mexican American and Latino families nationwide. The event attracted more than 100,000 people to the Mission District of San Francisco, an area heavily populated with our target market, Latinos.

Montoya Communications' staff noted that recipients of the materials did read the information, and often began to read them during rest or meal periods. The "Grow It Guides," in particular, were a desired item to win.

San Jose Flea Market. Each week, the San Jose Flea Market attracts more than 60,000 people, the majority of which are Latino families. As with the cinco de mayo celebration, recipients retained the information, and read during breaks. Again, the Spanish "Grow-It Guides" were a popular item, with many children reading the information aloud to family members or friends.

Summary of Events

<i>Date</i>	<i>Name</i>	<i>Type</i>	<i>Place</i>	<i>Reach</i>	<i>Materials</i>
May 4	Cinco de mayo	Latino	SF Mission District	500,000	Spanish Grow-It Guides
June 21	Flea market	Latino	San Jose	60,000-100,000	Spanish Grow-It Guides