

**Presented To:**

Child Abuse Prevention Coordinating Council  
County of San Diego  
Health & Human Services  
Child Welfare Services  
Live Well San Diego

**Presented By:**

Jacqueline Spada | iHeart Media

Date: October 13, 2017



**iHeart**  
**MEDIA**

# What is iHeart Media?



DIGITAL



**2.4MM** Listeners  
**49** Celebrities

**200,000+**  
Listeners

**Online Targeting,  
#250, Emails &  
More**

**1300+**  
Boards

**2.1MM**  
Listeners Weekly with  
87% Hispanic Reach

# Connecting with the Community

## BIG HOUSEHOLDS



**62%**

HAVE A HOUSEHOLD  
SIZE THREE OR MORE

## PARENTS



**34%**

ARE PARENTS OF  
CHILDREN UNDER 18

## MULTIPLE CHILDREN



**40%**

HAVE ONE OR MORE  
CHILDREN IN THE  
HOUSEHOLD

## YOUNGER CHILDREN



**20%**

HAVE CHILDREN  
UNDER 5 YEARS OF  
AGE IN THE HOME

## OLDER CHILDREN



**31%**

HAVE TEENAGERS  
BETWEEN AGES 6 TO 17  
IN THE HOME

# KOGO NEWS SPREADS AWARENESS



## PLAY AUDIO WHEEL

- Endorsement by Nick Hardwick: Parenting Summit
- KOGO News Interview with Former CWS Deputy Director Roseanne Myers: Parenting Summit
- KOGO News Interview with Deputy DA Summer Stephan: CSEC Awareness
- You Tube Video by Nick Hardwick: Intergenerational Games
- Delana Bennett Hosts the CAPCC Star Awards

# CELEBRITIES MAKING CONNECTIONS

OUR PERSONALITIES CREATE CONNECTIONS WITH AUDIENCES

ON-AIR, ONLINE, IN-PERSON, IN THE COMMUNITY



You can change a child's life.

Click here to get started.

COUNTY OF SAN DIEGO  
**HHSA**  
HEALTH AND HUMAN SERVICES AGENCY

LIVE WELL  
SAN DIEGO

LIVEWELLSD.ORG

82%

Perceive a **DEEP CONNECTION** with a favorite radio personality



Fostering children has changed my life.

Learn how you can help.

Click here to get started.

COUNTY OF SAN DIEGO  
**HHSA**  
HEALTH AND HUMAN SERVICES AGENCY

LIVE WELL  
SAN DIEGO

LIVEWELLSD.ORG

63%

Value their **OPINION** and **PERSPECTIVES**

# #250 TECHNOLOGY

## #250 ALLOWS A CONSUMER TO ENGAGE IMMEDIATELY IN YOUR MESSAGING



### **BENEFITS:**

- Send qualified consumers a custom text message
- Log into your live dashboard 24/7
- Track activity and listen to calls
- Engage with interested prospects



### **HOW IT WORKS:**

- YOU RADIO MESSAGE RUNS, PROMOTING YOUR KEYWORD
- CONSUMER IS GREETED WITH YOUR CUSTOM MESSAGE
- CONSUMER CAN CHOOSE OPT INTO RECEIVING A TEXT MESSAGE FROM YOU
- CONSUMER CAN CONNECT TO LIVE REPRESENTATIVE:
- 24/7 DASHBOARD, WITH ACCESS TO DATE, TIME, NUMBER & AUDIO OF THE CALLER

# HAS ANYONE SEEN THIS?



# CLEAR CHANNEL OUTDOOR

- **CCO REACHES 99% OF SAN DIEGO DMA ADULTS 18+**
- **1,300 DISPLAYS IN SAN DIEGO COUNTY**



## **The CAPCC Campaign includes:**

- Placement in the County of San Diego, giving you mass reach on Freeway Bulletins, Posters & Transit Shelters; no language barriers
- September 25, 2017 thru May 2018
  - September 25: Take a Break, Don't Shake
  - November 13: Safely Surrender
  - January 8: Human Trafficking Awareness
  - February 25: Parenting Expo
  - April 2: Pool Safety

# CURRENT MESSAGING

# TAKE A BREAK, DON'T SHAKE.

PREVENT SHAKEN BABY SYNDROME  
CALL 800-344-6000

Message brought to you by:



LIVEWELLSD.ORG

# TAKE A BREAK, DON'T SHAKE.

PREVENT  
SHAKEN BABY SYNDROME  
CALL 800-344-6000

Message brought to you by:



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# UPCOMING MESSAGING

**DON'T ABANDON YOUR BABY.  
THERE IS AN OPTION.**

**NO SHAME. NO BLAME. NO NAMES.**

**SAFELY SURRENDER YOUR NEWBORN  
CALL 1(800)344-6000**

Message brought to you by:  **HHS** |  **LIVE WELL  
SAN DIEGO** | **LIVEWELLSD.ORG**

**DON'T ABANDON  
YOUR BABY.  
THERE IS AN OPTION.**

**NO SHAME.  
NO BLAME.  
NO NAMES.**

**SAFELY SURRENDER  
YOUR NEWBORN  
CALL 1(800)344-6000**

Message brought to you by:

 **HHS** |  **LIVE WELL  
SAN DIEGO**

**LIVEWELLSD.ORG**

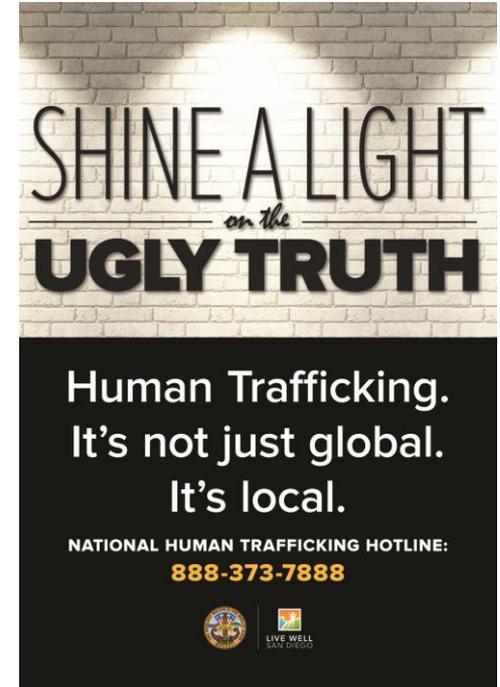
# UPCOMING MESSAGING



SHINE A LIGHT  
*on the*  
**UGLY TRUTH**  
NATIONAL HUMAN TRAFFICKING HOTLINE: **888-373-7888**

Human Trafficking.  
It's not just global.  
It's local.

  LIVE WELL  
SAN DIEGO



SHINE A LIGHT  
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  LIVE WELL  
SAN DIEGO

# SPRING MESSAGING

## PARENTING EXPO 2017

**FREE event April 29<sup>th</sup>  
Resources for Parents**

**INFO: 858-384-2437 or LUVSolution.org**

Message brought to you by:   LIVEWELLSD.ORG

## PARENTING EXPO 2017

**FREE event April 29<sup>th</sup>  
Resources for Parents**

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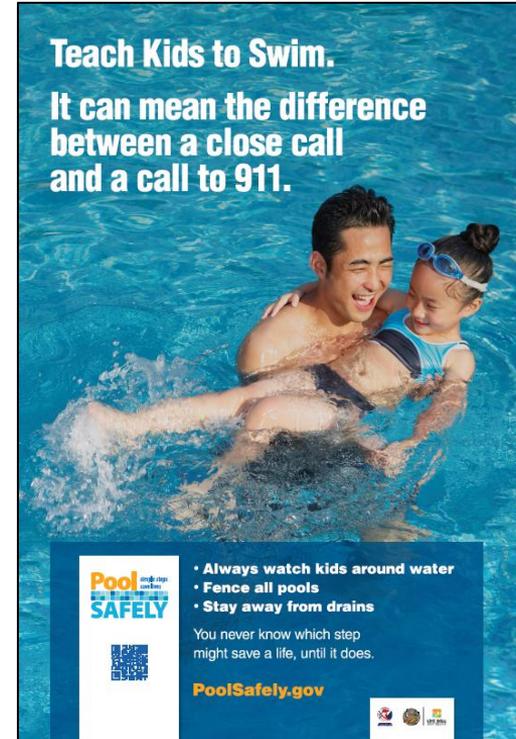
# SUMMERTIME MESSAGING



**Teach Kids to Swim.**  
It can mean the difference  
between a close call  
and a call to 911.

**Pool** simple steps  
save lives  
**SAFELY**

**PoolSafely.gov**



**Teach Kids to Swim.**  
It can mean the difference  
between a close call  
and a call to 911.

- Always watch kids around water
- Fence all pools
- Stay away from drains

You never know which step  
might save a life, until it does.

**Pool** simple steps  
save lives  
**SAFELY**

**PoolSafely.gov**



# EXTENDED DISPLAY FROM LAST FY'

Campaign		START DATE	END DATE	ACTUAL END
Take a Break, Don't Shake	University Ave, National City, Normal Heights, Pacific Beach & Various	11/9	12/4	12/13-1/25
Safely Surrender	1-5, El Cajon Blvd, 70 <sup>th</sup> Street, University Ave, City Heights, Normal Heights & Various	12/12	1/8	1/19
Human Trafficking Prevention Awareness	Linda Vista, Fairmount Ave, Harbor Drive, Imperial Ave, Market Street, National Ave, El Cajon Blvd, Mission Hills, College Ave, South Bay & Various	1/23	2/19	2/24-4/14
Parenting Expo	Lemon Grove, Imperial Ave, Mission Valley, San Carlos, City Heights	3/6	4/2	4/6-5/12
Pool Safety	Winter Gardens Lakeside, Broadway Downtown, Jackson Drive San Carlos, La Jolla Village Drive UTC, Grand Ave Pacific Beach & Various	4/19	5/14	6/14

# QUESTIONS?

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**iHeart**  
**MEDIA**  
EVERYTHING SOUND