

County of Monterey



DEPARTMENT OF EMERGENCY MANAGEMENT

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Monterey County Funeral & Burial Assistance Program (MCFBAP) – Promotions Recap Report as of September 6, 2023, 9:02 am

Social Media:

1. County Wide Campaign included distribution of information across 30+ County Social Media Platforms via the Social Media Working Group on 3 separate occasions.
2. Partnered with 135 Community Based Organizations and Community leaders requesting that they distribute the information to their clients and on their social media on 3 separate occasions.
3. Materials were provided to Supervisors District offices with the request that they share on their social media and distribute thru their channels on 3 separate occasions.
4. Social media results on the main County Facebook page and Department of Emergency Management page includes 2,980 impressions as of September 5, 2023. County Communications is unable to track activity on other social accounts due to the fact the County is not utilizing a third-party analytical platform.

County Website:

1. County Home Page was updated to include a quick link to the program and provided that link to hundreds of agencies to share.

News Media:

1. MCFBAP was featured on 2 Wednesday News Media Briefings
2. Materials and copy points were provided to all local news outlets and dozens of regional news outlets on 2 separate occasions. Total media contacts 114.
3. News coverage was observed in the Monterey Herald, Monterey County Weekly, KSBW, KION, Telemundo, and Univision.

Paid Promotions:

County Communications produced radio spots in Spanish and English and placed those spots on multiple radio stations as well as produced a bilingual print ad which is running in September in the Monterey County Weekly. The Weekly was chosen because they are the only independently audited newspaper in the entire market. See Placement schedule below.

Dept of Emerg Mgt	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Spots	Notes
MCFBAP														
KLOK			70	70										140 booked \$1,500
KSES			32	32										64 booked \$500
KRAY			20	37										57 booked \$1,500
MC Weekly				2										2 booked \$1,134

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