



COMMUNICATIONS GUIDELINES

The First 5 Kern communications guidelines relate to attribution language, logo and boilerplate usage in educational and promotional materials and media relations. In addition, we want you to know that First 5 Kern staff is a resource available to assist you in your communication efforts.

Required Attribution

Acknowledgement of First 5 Kern's contribution to your program is required according to the standard agreement for your program, which states in part:

“Contractor shall provide public recognition for the Commission and Proposition 10 funding in all materials produced for the purpose of public education and outreach regarding the project. Materials shall include, but not be limited to brochures; flyers; television, radio and print ads and public service announcements; presentations; telephone hold messages; and outdoor ads. In order to assist in the public recognition of the Commission and Proposition 10 funding Contractor agrees to the following:

- a. Generally, to follow policies and procedures related to public education and outreach as provided by the Commission.*
- b. When the Project is ready for announcement to the public, the Contractor will contact the Commission's media consultant or other designee to discuss the Project and arrange for publicity and media coverage.*
- c. All public education and outreach materials produced for the purpose of publicizing the Project will be approved by the Commission before they are disseminated to the public.*
- d. All materials will include the language “Sponsored by First 5 Kern. Funded by Proposition 10.”*
- e. Where appropriate, Contractor will use the Commission logo in public education and outreach materials. All questions regarding the appropriateness of use will be directed to the Commission.*

To satisfy the attribution requirements set forth in the General Agreement, it is required that you use one of the following phrases (in English or the appropriate language) on all materials related to your First 5 Kern funded program:

- “Sponsored by First 5 Kern. (LOGO) Funded by Proposition 10.”
- “Funded in part by First 5 Kern” (in the case of multiple funding partners)

Logo Usage

Use of First 5 Kern's logo is required on all promotional and informational materials (television, radio, print and electronic) relating to the funded program. Electronic files of the First 5 Kern logo are available on the First 5 Kern website – First5Kern.org – and by request to Jan St Pierre, Communications Officer, at jstpierre@kccfc.org or 328-7034.

These logos are available in PDF so you can just drop them into your flyers, announcements and other materials and size them as needed.



Specific Materials

Educational materials

Educational materials are items such as brochures, workbooks, posters, videos, curricula or games. Materials (television, radio, print or electronic formats) produced and distributed for a First 5 Kern funded program must include the appropriate attribution phrase, First 5 Kern logo and boilerplate, if appropriate.

Promotional materials

First 5 Kern attribution phrase and logo must be included on promotional items such as flyers, banners, websites and other types of signage. However, acknowledgment may be omitted when limited space is an issue (e.g. buttons, pencils, pens, etc.).

Boilerplate Usage

The boilerplate is verbiage describing First 5 Kern, typically used on press releases and other communication materials. It cannot be altered or shortened in any way; it must be used as is. Our boilerplate reads:

First 5 Kern was established in 1998 when California voters passed Proposition 10, which levied a 50-cent tax on each pack of cigarettes and other tobacco products sold. Revenues generated from the tobacco tax are used to fund local health, childcare and education programs that promote early childhood development for children ages zero to five.

For more information on the First 5 Kern Commission and its work, log onto its website at www.First5Kern.org.

Media relations

Attribution to First 5 Kern, the logo and boilerplate, if appropriate, must also be included in any information distributed to the media for the purpose of publicizing First 5 Kern funded programs, including news releases and advisories, public service announcements (PSAs), television and radio advertisements and calendar/event listings.

Media activities such as news conferences, story pitching and editorial board meetings should also include reference to First 5 Kern's program support.

First 5 Kern as a resource

Consider First 5 Kern as a resource when planning and implementing your communication efforts and/or government and community affairs outreach efforts. You must notify Jan St Pierre, Communications Officer, or your Program Officer of media-related activities, events and conferences, and printing of event support materials or marketing materials. Our staff is ready to review materials before they go to print and provide advice or feedback to ensure your efforts accurately reflect First 5 Kern's role in the community – your success is our success!

Keep us informed of your progress

First 5 Kern wants to help you advocate for your program. We welcome information from you about your First 5 Kern funded program in the form of brief updates, success stories, photos or videos. We also will attend events and activities. We can use this information in our newsletters, annual report and other materials to highlight your program and how we're all working together to positively impact the lives of Kern County's children ages 0 to 5 and their families.

On behalf of the children and families of Kern County, thank you for your contribution to making the first five years count. We look forward to working with you in your communication efforts.

If you have any questions or need clarification about this information, please feel free to call. We want to be as helpful as possible in supporting your efforts.

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