



PAID FAMILY & MEDICAL LEAVE
 SEPTEMBER 21, 2018 | 3:00 PM – 4:30 PM
 ADVISORY COMMITTEE MEETING MINUTES
 PHONE CALL / IN-PERSON LACEY / PFML OFFICE

Attendees	Department Representative: Carla Reyes, Paid Family and Medical Leave Interim Director Paid Family and Medical Leave Act Ombuds: Edsonya Charles (phone) Employer’s Interests Representative: Julia Gorton (in person) Employee’s Interests Representative: Maggie Humphreys (phone) Employer’s Interests Representative: Christine Brewer (phone) Employee’s Interests Representative: Joe Kendo (phone) Employer’s Interests Representative: Tammie Hetrick (phone) Employee’s Interests Representative: Marilyn Watkins (phone)
Guests	PFML Communications Manager: Clare DeLong Brink – Marian Hammond (phone)
Members Absent	Employer’s Interests Representative: Bob Battles Employer’s Interests Representative: Samantha Grad
Scribe	Tracy Moore

Welcome and Introductions: Carla Reyes

- Introductions of the Committee and Brink

Brink – Marketing and Advertising Strategy Tactics: Marian Hammond

Marian summarized the Paid Media Goals to create broad awareness and participation among employers and employees, drive audiences to paidleave.wa.gov and create a sense of urgency towards action. She clarified how they segment the target audiences: Employers (small, medium & large); Employees (Communities of color, low income, multilingual, rural workers, and military populations).

While they are putting forward a plan, Brink also intends to test and track data to measure performance and Brink will optimize and adjust the plan as needed. They will place tracking pixels on the website and will be providing a bi-weekly analytics report to ESD.

Brink’s Paid Digital and Media strategy is working in conjunction with ESD’s marketing and outreach strategy.

The Digital Media Strategy includes 6 target approaches: Audience (based on demographics), Behavioral (based on cookie data), Contextual (based on customer key words), Custom (hand-picked sites based on research), Paid Social Media (using Facebook and Instagram), and Retargeting (based on



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website pixel data). All but 3 counties have at least 63% broadband coverage of 25+ mbps. The three that fall below this are: Wahkiakum, Adams and Garfield.

The Broadcast Radio strategy will communicate 30-second messages to Employers in English / Spanish using small rural radio stations (Colville, Ellensburg, Twisp/Omak, Walla Walla, Chelan, Yakima, Tri-Cities, Wenatchee).

ACTION Marian Hammond: explore why Wahkiakum isn't in the current plan for radio.

The Business Print strategy will engage several publications / websites that target Employers (e.g. Business Journals). The intention with this strategy is to leverage Earned Media ("pitch and play") in conjunction with ESD when there are feature articles highlighting a success or Employer story (earned media) and making sure a paid ad would be elsewhere in the publication.

For the Content Strategy Brink is focused on highlighting 8 business voices. 4 will be videos and the other four will feature personal stories with employee photos. One of the four pillars for the marketing strategy is connection. People respond to personal stories where they can see themselves (e.g. elder care, new baby).

Marian summarized the Channel mix:

- Employers Only (9/17/18 – 4/30/19)
 - A/B Facebook Test – Digital (English and Spanish)
 - Radio – English and Spanish
 - Business Print & Print Websites – English Only

Marian reviewed the Media Strategy Schedule (pictured below). He advised the plan is to "go early" and front load the campaign with most of the expense of paid advertising to occur between October 2018 and January 2019. This would scale back between February and April 2019.



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AUDIENCE	A/B	OCT 2018	NOV–DEC 2018	JAN–FEB 2019	MAR–APR 2019
	Testing >>>	Creative Set 1: Get Ready! >>>	Creative Set 2: It's Time! >>>		<Employee Research>
Employer	+ Social	+ Social + Display + Print + Radio	+ Social + Display + Print + Radio + Video	+ Social + Display + Print + Radio + Video	+ Social + Display + Print + Radio + Video
Employee	No Paid Media	No Paid Media + Employer Collateral + Email	No Paid Media + Employer Collateral + Email	No Paid Media + Employer Collateral + Email	No Paid Media + Employer Collateral + Email

Marian shared the estimated Employer Impressions- which is each time a set of eyes look at the content. These are ballpark estimates (pictured below). She shared an awareness survey to test the efficacy will occur towards the end of the 2018 (mentioned late November to mid-December but has not been scheduled yet).

Employers - 9/17/18 - 4/30/19						
Media Vehicle	Start Date	End Date	Length	Geography	Media Strategy	Estimated Impressions
Spot Radio (English & Spanish)	10/15/18	4/30/19	28 weeks	Central Washington E and SE Washington (≈ 12 cities)	Consistant: hiatus from 12/24-1/6 ≈ 13 English stations ≈ 7 Hispanic stations	870,688
Digital (English & Spanish)	10/15/18	4/30/19	28 weeks	Washington	Consistant	12,457,122
Business Jrnl. Print Business Jrnl. web	10/15/18	4/30/19	28 weeks	Washington 8 Journals + web	Consistant - hiatus from 12/24-1/6	4,441,667
Employers - Impression Totals: 17,769,477						

Carla Reyes clarified whether the information from the awareness survey will refine what our messages are that go out in January - April. Marian confirmed the awareness survey should be done after a couple of months of advertising. Carla noted it would be at this time ESD and Brink could decide to make adjustments to the plan and/or secure additional funds for paid advertising.

Advisory Comments:

- Julia Gorton commented the plan is comprehensive. She asked for the emotional and values messaging to include the benefits of the program for small businesses. Marian



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confirmed the messages will be segmented, and it is their plan to speak to the incentives available to small businesses.

- Julia also suggested providing a notice / template for Employers to give to their employees about why their paychecks are reduced since paid media is not intended to target employees because the benefit doesn't start for another year. Clare's team has an insert for employers to put in paycheck envelopes. Marian cautioned around using a message to "collect money", rather "click here to download the paystub insert to share with employees."

Action Clare DeLong: Share the mock-up paystub insert with Advisory.

Carla announced ESD went live accepting Voluntary Plans on Monday 9/17 and already received the first voluntary plan application!