

CPUC Consumer Education Initiative Campaign

Commissioner Rachelle Chong
California Public Utilities Commission

NARUC
Consumer Affairs Committee
November 11, 2007



California Public
Utilities Commission



Challenge

- Today, telecommunications services are more sophisticated and there are more choices in the marketplace.
- Consumers need information about telephone plans, services, and options.
- California has a very diverse population - Limited English Proficiency communities may be especially vulnerable targets for fraud.



Solution: Five-Pronged Approach

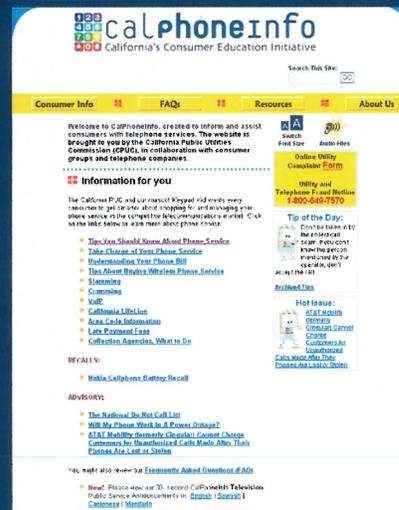
A multi-pronged solution for a rapidly changing industry.



- Solution 1: www.CalPhoneInfo.com
- Solution 2: Add Staff and Languages
- Solution 3: Fraud Unit
- Solution 4: Media Campaign
- Solution 5: TALK Campaign

Solution 1: CalPhoneInfo

- Website where consumers can download materials
- 13 Languages
- Information updated and added to regularly



Solution 2: Increase Staffing and Languages Spoken

- Added staff to Consumer Affairs Branch to increase call answering capacity and timeliness.



- Added language capabilities in order to better serve California's diverse population.

Solution 3: Consumer Fraud Unit Created a Telecommunications Consumer Fraud Unit:

- **Goal:** Provide education on consumer rights and enforce rules to protect consumers.
- Obtained ground-breaking judgment requiring two calling card companies to clearly disclose all fees and imposed civil penalties of \$118,000.
- Consumers can report problems to PUC via toll-free hotline: 800-649-7570.



Solution 4: Media Campaign

Advertising and education program aimed at Limited English Proficiency and mainstream consumers to increase knowledge of:

- Choosing and managing telephone services and options.
- Avoiding unwanted charges and fraud.



- \$3 million initial campaign; \$2.5 million to follow.

Media Campaign Communities

Non- or Limited-English speaking may be more vulnerable to fraud (40% Latinos and Asians limited English in California)

- Chinese American (Cantonese and Mandarin speakers)
- Hispanic
- English-speaking 2nd generation helping 1st generation
- Seniors
- Disabled
- Low income
- Without Internet access



Creating a campaign

~~Standard
PSA~~

We hired an
advertising
agency
with cross-
cultural
capabilities

Goal: A creative, attention grabbing, and culturally authentic campaign.



OneWorld Communications*
Advertising, Marketing, and Public Relations

Audience Research

Our ad agency interviewed:

- CPUC staff
- Community Based Organizations
- Consumers in-language
- Carrier representatives
- Mingled at Bill Fairs



San Francisco - Chinatown
Bill Fair

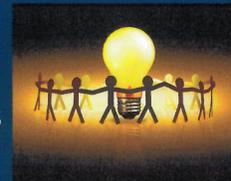
Creative approach

- Spoof the “dramatic” emotions of choosing and managing your phone service.
- Be culturally and linguistically authentic.
- The “soap opera” culture is a wonderful vehicle to communicate these messages.



Creative Direction

- Scripting for cross-cultural communication
- Professional actors
- Each spot as mini-story
- Cultural and language experts
- Call to action
- Phone number shown on screen long enough or repeated to allow writing down



Requires a video file.

English TV Spot

Requires a video file

Spanish TV Spot

Requires a video file.

Mandarin TV Spot

Radio Spots



English 10



Mandarin 10



Spanish 10



Cantonese 10



English 60



Mandarin 60



Spanish 60



Cantonese 60

Print Campaign

The Fresno Bee
 14th Street
 Fresno, CA 93720
 Publication Date: 09/12/2009
 No. of Pages: 12
 Circulation: 100,000

PUBLIC UTILITIES COMMISSION
 ASSOCIATION
 INFORMATIONAL INFO

Check Name: **VERBA**
 Advertiser: **VERBA**
 Description: **VERBA**
 Order Number: **51183**
 Date: **09/12/2009**

La senora Casanova le confiesa a su hijo José la confusión que le ocasionan los servicios telefónicos.

Para más información...
 Visite el sitio web...
 Teléfono...

PUBLIC UTILITIES COMMISSION
 ASSOCIATION
 INFORMATIONAL INFO



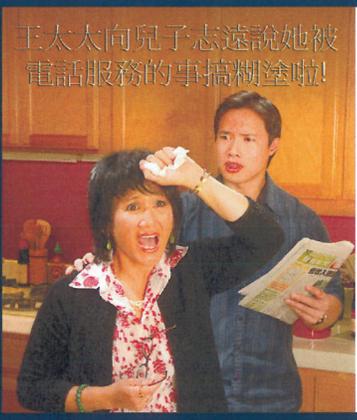
陳太太對佢個仔亞強承認未攞清楚電話服務嘅事!

處理電話服務，或選擇新的電話服務不必太誇張。索取有關資料，並跟推介的本地社區組織討論適當服務，可以既安心又放心。



無須要緊張
請打電話 1-800-818-5009
索取免費小冊

www.calphoneinfo.com
 加州公共事業委員會



王太太向兒子志遠說她被電話服務的事搞糊塗啦!

處理電話服務，或選擇新的電話服務不必太誇張。索取有關資料，並跟推介的本地社區組織討論適當服務，可以既安心又放心。



別緊張
請電 1-800-818-5009
索取免費小冊子

www.calphoneinfo.com
 加州公共事業委員會



Jessica confesses confusion to her soul mate, Justin, about phone services.

Managing your phone services, or shopping for new ones, shouldn't be so — dramatic. Get helpful information and a referral to a local community organization where you can discuss phone services. Calmly, even serenely.

Reduce the drama.
Call 1-800-818-5009 for free brochures.

www.calphoneinfo.com
 California's Consumer Education Initiative

California Public Utilities Commission

BEST OF L.A. 2007

LANE

Best Griffith Park Alternative

Best Lookout Point

Multicultural Treat

Señora Casanova confesses confusion to her son, Jose, about phone services.

Managing your phone services, or shopping for new ones, shouldn't be so dramatic. Get helpful information and a referral to a local community organization where you can discuss phone services. Calmly, even serenely.

Reduce the drama.
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calphoneinfo
 California's Consumer Education Institute

www.calphoneinfo.com

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BEST OF L.A. 2007 71

Transit Advertising



Web Banner Ads

Banner ad 160 x 600

Take the drama out of phone services.

Free brochures

Call 1-800-818-5009

Unglued?
By phone services and options?
www.calphoneinfo.com

Banner ad 468 x 60

¿Confundido?
¿Perplejo?
¿Exasperado?

¿Por las opciones y servicios telefónicos?
www.calphoneinfo.com

Folletos gratuitos.
Llame al 1-800-818-5009
www.calphoneinfo.com

Banner ad 728 x 90

Confused? Perplexed? Unglued?

By phone services and options?
www.calphoneinfo.com

Take the drama out of phone services.
Free brochures. Call 1-800-818-5009.
www.calphoneinfo.com

Call to Action

- Call toll free dedicated number to receive free brochures
- Referral to a Community Based Organization
- Visit www.CalPhoneInfo.com



Flexible message package

- Print – ads, flyers, posters
- TV – :30 seconds, :15 second, :05 second
- Radio – :60 second, :30 second
- Transit – King Bus Posters, Interior Bus Cards
- Cantonese, Mandarin, Spanish, English



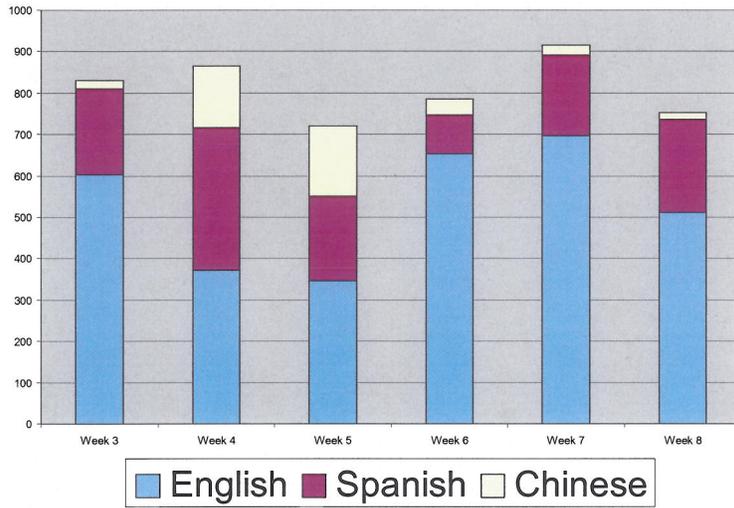
Response: A Dedicated Call Center

- New Call Center dedicated to responding to consumers who call after seeing ads – separate from CPUC's Consumer Affairs Branch.
- In-language Operators.
- Offer to mail informational brochure in-language.
- Refer callers to Community Based Organizations for advice.
- Gather information to source advertising and data to refine marketing effort (how they heard about it, topic of interest, demographics).
- Averaging 800 calls a week to Call Center.



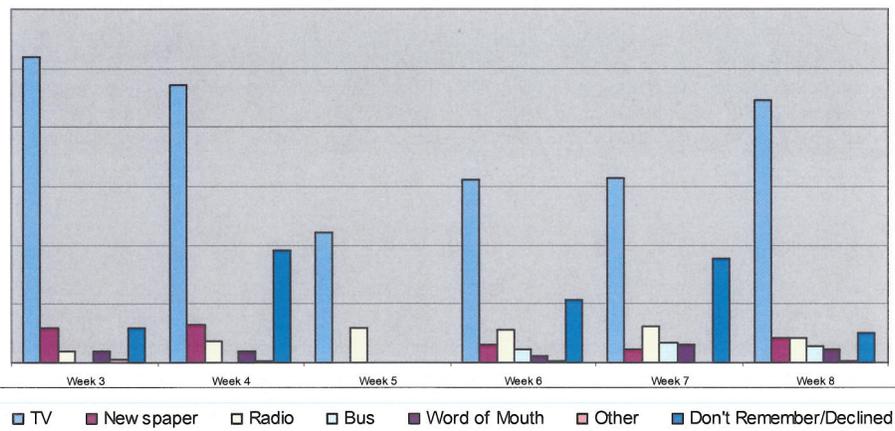
Call Center Results

WEEKLY CALLS BY LANGUAGE



Call Center Results

HOW PEOPLE HEARD ABOUT THE CAMPAIGN

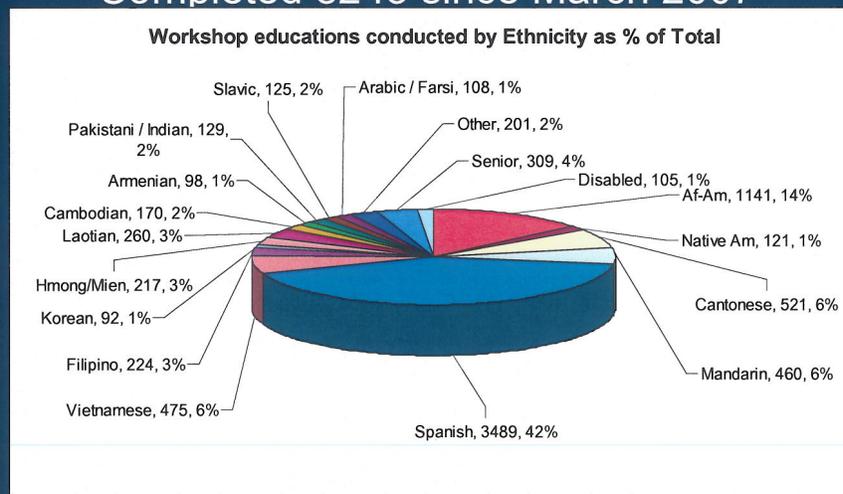


Solution 5: TALK Campaign Telephones, Advice, Laws and Knowledge

- \$1.2 million outreach program utilizing a statewide network of 45 Community Based Organizations (CBOs) throughout state.
- CBOs provide information and education to targeted, hard-to-reach communities and consumers including:
 - Seniors
 - Disabled
 - Low-income
 - Non- and limited-English proficient

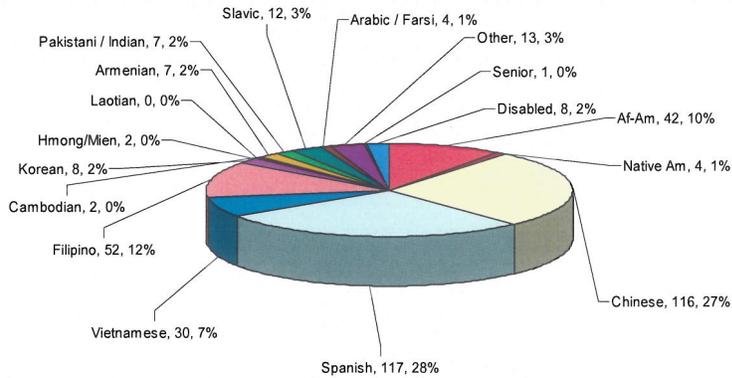


TALK Statewide Workshop Educations Completed 8245 since March 2007



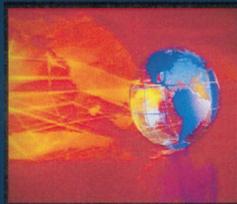
TALK Statewide One-on-One Educations Completed 425 since March 2007

One on One Educations by Ethnicity and as % of Total



Languages Spoken by Workshop Attendees

Spanish
Cantonese
Mandarin
Vietnamese
Tagalog
Mien
Laotian



Cambodian
Armenian
Punjabi
Hindi
Russian
English (by Senior
and Disabled Target Group)

Achieving the Goal



Educating overlooked communities and new communities in creative and more effective ways and protecting against fraud.



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