

BACKGROUND:

On September 22, 2024, AB 1511 was signed into law as Gov. Code, § 65054 – 65054.3. It requires state agencies and departments that expend funds on marketing, advertising, or outreach shall, no later than July 1, 2025, develop a plan for increasing expenditures directed to ethnic and community media outlets serving priority populations. From September 1, 2026, through January 1, 2029, state agencies and departments must annually report on the previous fiscal year’s progress in implementing the plan. These reports must be posted on their own websites using the report template developed by DGS. The reporting provisions become inoperative on July 1, 2028.

State agencies and departments that expend funds on marketing, advertising, or outreach efforts are required to develop a plan, no later than July 1, 2025, for increasing expenditures directed to ethnic media outlets and community media outlets serving specified populations to improve outreach to and engagement of members of populations served by those outlets. See the Appendix for definitions of relevant terms that were included in AB 1511.

REPORTING PERIOD:

This report outlines the efforts and expenditures of the below named agency to engage with diverse, ethnic and community media outlets in compliance with AB 1511. It highlights progress made in increasing outreach to priority populations and fostering inclusive communication strategies.

Section 1: IDENTIFY YOUR AGENCY OR DEPARTMENT

State Agency/Department Name	Report Submission Date
ScholarShare Investment Board	September 1, 2026

☒ YES☐ NO

If your answer to this question is NO, then note N/A for questions 3, 4, and 5.

Narrative Section:

The ScholarShare Investment Board (SIB or Board) is responsible for administering ScholarShare 529 (Plan) and the California Kids Investment and Development Savings Program (CalKIDS or Program). In this role, SIB has allocated resources to launch a wide range of targeted marketing strategies designed to boost both awareness and participation in CalKIDS. These efforts go beyond traditional advertising, combining community-based partnerships with a mix of earned media coverage and paid media campaigns to reach families where they are. CalKIDS contracts with a marketing services firm to develop and implement a comprehensive marketing plan to ensure California families know about, understand, and engage with the Program. In addition, SIB contracts with a Plan manager that is responsible for developing and implementing the marketing plan for ScholarShare 529, which includes activities that leverage targeted media and public/media relations through multi-cultural media targeting to diversify the Plan’s account owner base.

In marketing CalKIDS to California families, primary expenditures include paid media, public and media relations, creative production and campaign development, market research, and event activations. Below is a summary of

how SIB currently expends funds on marketing, advertising and outreach, including strategies specifically directed at ethnic and community outlets. This consists of a variety of recently completed and/or upcoming CalKIDS and/or ScholarShare 529 marketing, advertising, and outreach efforts.

Media Plan

The comprehensive media plan for CalKIDS includes advertising placements in ethnic and community media outlets as listed below.

- All paid media planned is highly targeted to ethnically diverse and low-income California audiences including Hispanic, Black/African American, Asian, and Native.
- 40% of our media is targeted to Hispanic Parents and in-language (Spanish) across TV, Audio, CTV, Video, Display, Social, Native, Search, and Email.

Ethnic media outlets that produce news, information, or culturally relevant content for a defined community or are minority-owned businesses (~30% of annual spend):

- KMEX Channel 34 (Los Angeles): Station runs Spanish-language programming from the TelevisaUnivision network.
- KUVS Channel 19 (Sacramento): Station runs Spanish-language programming from the TelevisaUnivision network.
- KBNT Channel 17 (San Diego): Station runs Spanish-language programming from the TelevisaUnivision network.
- KFTV Channel 21 (Fresno): Station runs Spanish-language programming from the TelevisaUnivision network.
- KDTV Channel 14 (San Francisco): Station runs Spanish-language programming from the TelevisaUnivision network.
- KABE Channel 39 (Bakersfield): Station runs Spanish-language programming from the TelevisaUnivision network.
- KSMS Channel 67 (Monterrey-Salinas): Station runs Spanish-language programming from the TelevisaUnivision network.
- ViX/Univision.com (Streaming/Digital – Univision): Spanish-language streaming platform and digital website delivering culturally relevant content.
- Russell Westbrook Media: Specializes in programmatic solutions for multicultural audiences and is a Minority-Owned Business
- Nativo Inc.: Minority-owned digital network which provides access to 2,500+ in-culture and in-language minority-owned media sites, including African American, LatinX, Asian American/Pacific Islander, LGBTQ+, and women-owned platforms.

Additionally, our Media Relations outreach has earned media placements in ethnic and cultural media outlets across the state, including:

- Caló News
- La Opinión
- El Reportero
- El Popular News
- Radio Bilingüe
- Telemundo 33 Sacramento
- XEWT 12
- KNSJ Al Chile Radio
- Radio Seoul
- Beyond Borders News
- San Fernando Sun
- Univision Palm Springs

SIB continues to optimize its marketing plan, balancing the increasingly higher spend over the next year with heavy digital/performance focus, and other objectives.

Targeted Statewide / Regional Outreach Efforts

To expand access to services and information, SIB's outreach efforts have focused on engaging ethnic populations across California through participation at targeted events and activities. These efforts prioritize collaboration with organizations that serve diverse communities ensuring culturally relevant engagement. By partnering with trusted local and statewide entities, these efforts aim to build meaningful connections and deliver resources directly to families in ways that reflect their unique needs and experiences. SIB continues to target organizations that reach these populations through efforts that consist of on-site activation and engagement, communication efforts, and other notable touchpoints with their audiences.

Section 4: DESCRIBE HOW YOUR AGENCY OR DEPARTMENT HAS INCREASED EXPENDITURES DIRECTED TO ETHNIC MEDIA OUTLETS AND COMMUNITY MEDIA OUTLETS SERVING THE POPULATIONS IDENTIFIED IN PARAGRAPH (2) OF SUBDIVISION (a) OF SECTION 65054 TO IMPROVE OUTREACH AND ENGAGEMENT OF MEMBERS OF POPULATIONS SERVED BY THOSE OUTLETS, PARTICULARLY WHEN THE TARGET AUDIENCE FOR THE CAMPAIGN ALIGNS WITH THE POPULATIONS SERVED BY SUCH MEDIA OUTLETS.

Narrative Section:

Below is a summary of how SIB has increased expenditures directed to ethnic media outlets and community media outlets as outlined in the requirements of AB 1511. This consists of a variety of recently completed CalKIDS marketing, advertising and outreach campaign and efforts for the period from July 1, 2025, through June 30, 2026, facilitated by SIB and its current contractor for marketing services.

Media Plan

The comprehensive media plan for CalKIDS includes advertising placements in ethnic and community media outlets as listed below.

- The paid media plan for the reporting period was highly targeted to California low-to-moderate income (LMI) families and students; California parents with household income (HHI) under \$100,000, as well as California youth with household income (HHI) under \$40,000.
- These include Hispanic, Black/African American, Asian, and Native populations across the state.
- 40% of our media is targeted to Hispanic Parents and in-language (Spanish), and Latinx Youth with bilingual ads across TV, Radio/Audio, CTV, Video, Display, Social, Native, Influencers, Search, and Email.

Ethnic media outlets that produce news, information, or culturally relevant content for a defined community or are minority-owned businesses. The total allocated in this category reflects 23% of annual spend):

- KMEX Channel 34 (Los Angeles): Station runs Spanish-language programming from the TelevisaUnivision network.
- KUVS Channel 19 (Sacramento): Station runs Spanish-language programming from the TelevisaUnivision network.
- KBNT Channel 17 (San Diego): Station runs Spanish-language programming from the TelevisaUnivision network.
- KFTV Channel 21 (Fresno): Station runs Spanish-language programming from the TelevisaUnivision network.
- KDTV Channel 14 (San Francisco): Station runs Spanish-language programming from the TelevisaUnivision network.
- KABE Channel 39 (Bakersfield): Station runs Spanish-language programming from the TelevisaUnivision network.
- KSMS Channel 67 (Monterrey-Salinas): Station runs Spanish-language programming from the TelevisaUnivision network.

- KLVE-FM (107.5 FM): Radio broadcaster targeting the Latino and Spanish-speaking community in the Los Angeles area.
- KVCR (TV): Public broadcast station serving culturally relevant programming (i.e., *Learn with Me and First Nations Experience (FNX)* network) to diverse populations in the Inland Empire.
- ViX/Univision.com (Streaming/Digital – Univision): Spanish-language streaming platform and digital website delivering culturally relevant content.
- Nativo Inc.: Minority-owned and a certified diverse supplier digital network which provides access to 2,500+ in-culture and in-language minority-owned media sites, including African American, LatinX, Asian American/Pacific Islander, LGBTQ+, and women-owned platforms.

Media Relations & Community Outreach

From July 1, 2025, through June 30, 2026, CalKIDS communications and media outreach maintained an intentional focus on reaching priority populations, including low-income students and families, with clear, actionable information about the CalKIDS Scholarship and its availability to support qualified higher-education expenses. This approach combined statewide outreach with localized, county-specific communications designed to reach families through trusted regional, community and ethnic media outlets. County-level eligibility and scholarship data were used to demonstrate the availability of CalKIDS Scholarships within communities and create locally relevant news opportunities for media outlets serving priority populations.

During the reporting period, 92 earned media placements were secured through ethnic media outlets, accounting for approximately 14.4% of overall earned media efforts. These placements generated:

- 109 million audience size
- 954,000 estimated views
- 1,310 engagements
- 58 in-language placements
- 34 English-language placements

Placements by audience included:

- Latinx/Hispanic media: 66 placements
 - 51 in-language
 - 15 English-language
 - This reflects the significant share of CalKIDS-eligible students represented by the Latino/Hispanic community.
- Black or African American media: 16 placements
 - 16 English-language
- Asian American media: 9 placements
 - 7 in-language
 - 2 English-language
- Middle Eastern or North African media: 1 placement
 - 1 English-language

Media Outlets include:

- A.Guruin.com
- Adelante Magazine
- Beyond Borders News
- Caló News
- CCYP
- Diaa Dia News
- El Popular News
- El Reportero
- Impulso Newspaper

- India Post
- KNSJ Al Chile
- Korea Daily
- KSDY 50
- LA Focus News
- La Nueva Voz
- Long Beach Leader
- Miniondas
- NBC Bay Area | Telemundo 48
- Noticias El Paso
- Our Weekly Los Angeles
- Parriva
- Precinct Reporter
- Radio Bulingüe
- Radio Korea
- Radio Seoul
- Telemundo 20
- Telemundo 52
- The San Fernando Valley Sun
- Tri-County Bulletin
- UniRadio Informa
- Univision 14
- Univision 19
- Univision 34
- Univision Central Coast
- Univision Palm Springs
- Univision Riverside
- Univision San Diego
- Westside Story News
- World Journal
- XEWT Televisa Channel 12

These results demonstrate CalKIDS' continued commitment to ethnic media outlets serving priority populations across California. Furthermore, the interview-based outreach added depth to the CalKIDS Program's communications strategy by creating space for trusted, conversational explanations of CalKIDS eligibility, scholarship claiming, and fund usage. There were 37 interview opportunities secured across statewide, regional, local, ethnic, and in-language outlets, which helped connect practical claim guidance with credible voices and lived experience. Nearly 50% of these interviews were conducted with Latino/Hispanic media, supporting continued efforts to reach families through culturally relevant outlets. Interviews featured CalKIDS leadership, program spokespeople, Brand Ambassadors, parents, students, and community partners, helping connect practical claim guidance with trusted voices and lived experience.

Targeted Statewide / Regional Outreach Efforts

For the period July 1, 2026 through June 30, 2026, SIB's outreach efforts continue to include a focus on engaging ethnic populations across California through participation at targeted events and activities. These efforts prioritize collaboration with organizations that serve diverse and underserved communities, including more recently:

- Four Winds of Indian Education "American Indian Education Conference"
- National College Resource Foundation's "Black College Expos"
- California Community Action Partnership Association's "Annual Conference"
- California Association of Supervisors of Child Welfare and Attendance "Annual State Conference"

- California Association of African American Superintendents and Administrators “Professional Development Summit”
- Mexican Cultural Center of Northern California’s “Steps to College”
- Head Start California’s “Annual Conference”
- SchoolHouse Connection’s “Homeless Education Conference”
- Child and Family Policy Institute of California’s “Foster Youth Summit”

These efforts represent nearly 25% of annual spend in this category, ensuring culturally relevant engagement. By partnering with trusted local and statewide entities, these efforts aim to build meaningful connections and deliver resources directly to families in ways that reflect their unique needs and experiences. In addition, SIB continued its collaboration with OCPSC this year on collaboratives to increase Program visibility and engagement. SIB continues to target organizations that reach these populations through efforts that consist of on-site activation and engagement, communication efforts, and other notable touchpoints with their audiences.

Section 5: PUBLISH FORM

State agencies and departments are required to publish this form on their own agency’s website no later than September 1st of each year.

Section 6: DEFINITIONS AND INSTRUCTIONS

In accordance with Assembly Bill 1511 (State Government: diverse, ethnic, and community media), state agencies and departments that allocate funds for marketing, advertising, or outreach are required to develop a plan to increase the portion of the expenditures that are directed to ethnic or community media outlets. Additionally, they must annually report their progress in enhancing outreach to and investments in ethnic and community media outlets that serve priority populations, including small business as defined in Government Code Section 65054.

An Ethnic media outlet is an entity that provides a substantial amount of ethnic media content through broadcast, print, or digital means, including television, radio, or online outlets on a daily, weekly, or other regular interval, and that has continuously produced that content for at least one year.

A Community media outlet is a nonprofit organization, small business, or microbusiness, as defined in paragraphs (1) and (2) of subdivision (d) of Government Code Section 14837, in which at least one-half of the content is originally produced community news and cultural content of specific interest to a community, city, neighborhood, or region in the state through broadcast, print, or digital means, including television, radio, or online outlets on a daily, weekly, or other regular interval, and that has continuously produced that content for at least one year.

A. Implementation Progress Plan

By July 1, 2025, any state agency or department that allocates funds for marketing, advertising, or outreach must develop a plan to show proportional expenditures directed toward ethnic and community media outlets. This plan should aim to enhance outreach and engagement with the populations specified in AB 1511, paragraph (2) of subdivision (a) of Section 65054, particularly when the campaign’s target audience aligns with the communities served by these media outlets.

B. Publish Form

State agencies or departments are required to publish a report on their agency’s/Department’s website no later than September 1st of each year. This program will be inoperative on July 1, 2028, and as of January 1, 2029, is repealed.

Appendix

Government Code section 65054 provides, in relevant part:

For the purposes of this article, the following definitions apply:

(a) (1) "Ethnic media" means any organization that produces news or culturally relevant media that serves ethnic, racial, or cultural communities residing in California, including priority populations, racial and linguistic minorities, immigrant communities, indigenous groups, and other historically underserved and underrepresented groups.

(2) For purposes of paragraph (1), "priority populations" for purposes of this article, mean members of underserved, disadvantaged, and hard-to-reach communities, including, but not limited to, people who are any of the following:

- (A) Asian American.*
- (B) Black or African American.*
- (C) Immigrants or refugees.*
- (D) Native American or members of Tribal communities.*
- (E) Latinx.*
- (F) LGBTQ+.*
- (G) Limited English proficiency (LEP).*
- (H) Middle Eastern or North African.*
- (I) Native Hawaiian or Pacific Islander.*
- (J) People with disabilities.*
- (K) Religious minorities.*
- (L) Low-income communities.*

(b) "Ethnic media outlet" means an entity that provides a substantial amount of ethnic media content through broadcast, print, or digital means, including television, radio, or online outlets on a daily, weekly, or other regular interval, and that has continuously produced that content for at least one year.

(c) "Community media outlet" means a nonprofit organization, small business, or microbusiness, as defined in paragraphs (1) and (2) of subdivision (d) of Section 14837, in which at least one-half of the content is originally produced community news and cultural content of specific interest to a community, city, neighborhood, or region in the state through broadcast, print, or digital means, including television, radio, or online outlets on a daily, weekly, or other regular interval, and that has continuously produced that content for at least one year.