

# 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

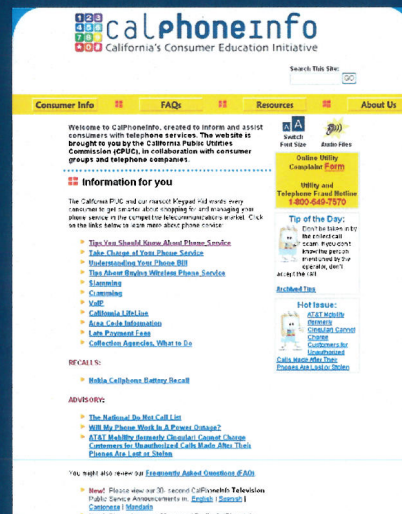
A multi-pronged solution for a rapidly changing industry.



- Solution 1: [www.CalPhoneInfo.com](http://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 2<sup>nd</sup> generation helping 1<sup>st</sup> 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.

Please call today to discuss...  
 Necesito al Sr. VERBA...



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](http://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](http://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](http://www.calphoneinfo.com)

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**BEST OF L.A. 2007**

**L.A. TIMES**

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

**Best Lookout Point**

**Best Griffith Park Alternative**

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.**

**calphoneinfo** California's Consumer Education Institute  
[www.calphoneinfo.com](http://www.calphoneinfo.com)

California Public Utilities Commission

**70 BEST OF L.A. 2007** **BEST OF L.A. 2007 71**

# Transit Advertising

The collage displays various transit advertising spots for CalPhoneInfo. The primary focus is a bus stop shelter advertisement with multiple panels. The top panel, in Spanish, says "Eliminamos el drama de tus servicios telefónicos" and includes the CalPhoneInfo logo and phone number 800-818-5009. Below it, another panel shows a woman talking to a man. To the right, a smaller panel in English says "Eliminate the drama of your phone services". Other panels in the collage show similar ads from different perspectives, including a side view of a bus and multiple panels in a shelter.

# 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

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](http://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



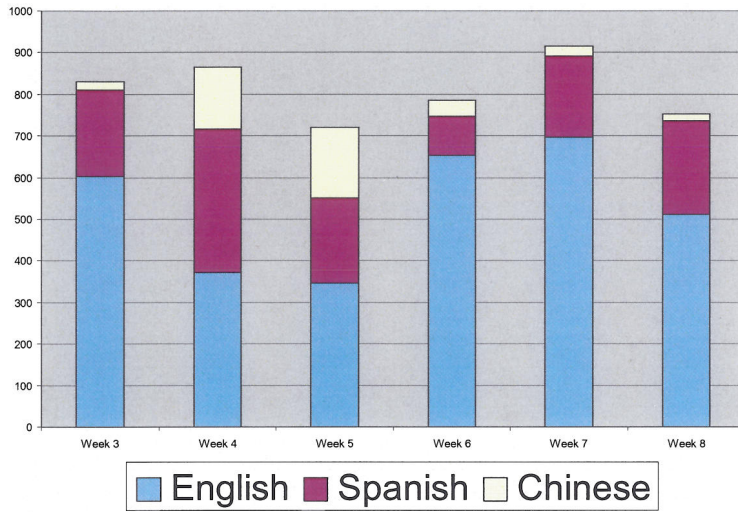
## Response: A Dedicated Call Center

- 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.



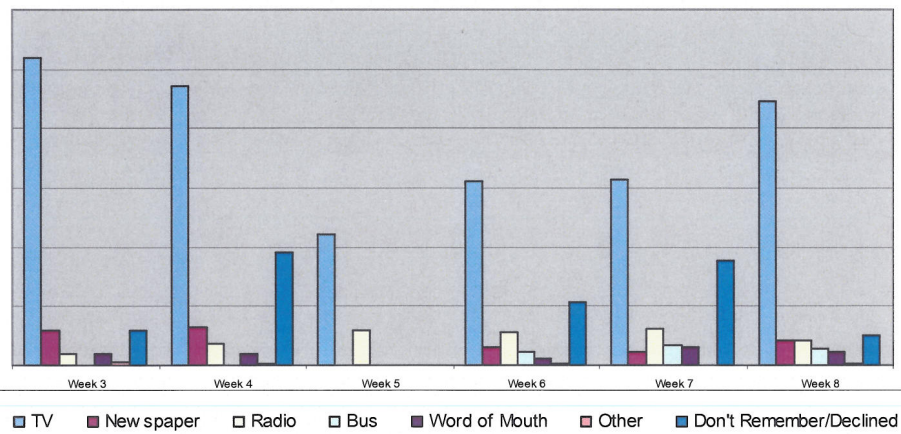
# Call Center Results

WEEKLY CALLS BY LANGUAGE



# Call Center Results

HOW PEOPLE HEARD ABOUT THE CAMPAIGN

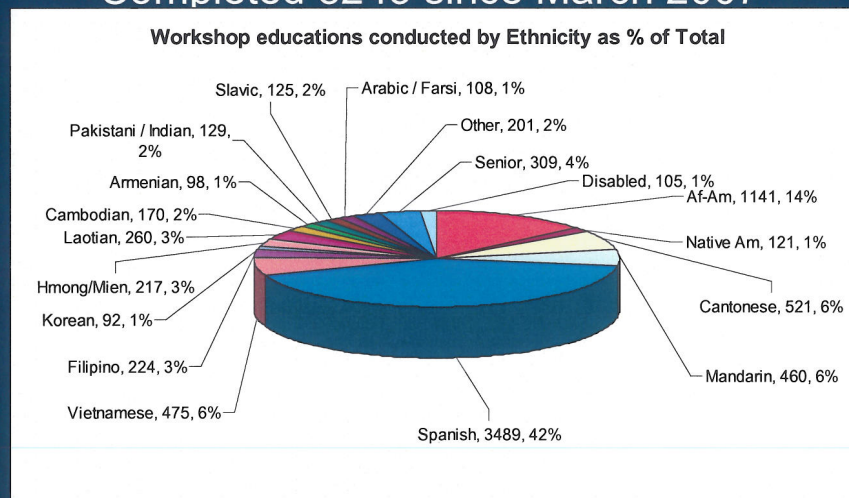


## Solution 5: TALK Campaign Telephones, Advice, Laws and Knowledge

- \$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

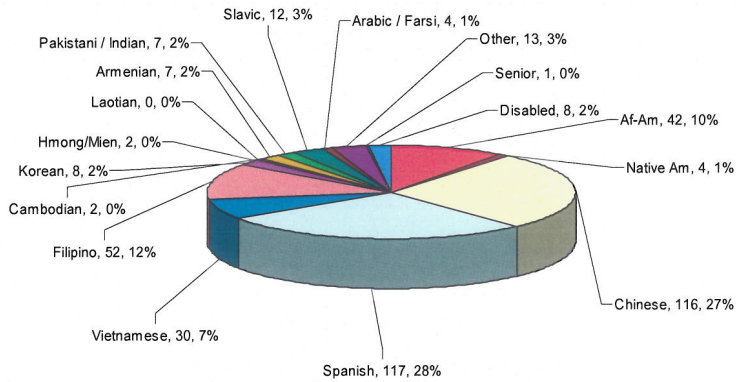


## TALK Statewide Workshop Educations Completed 8245 since March 2007



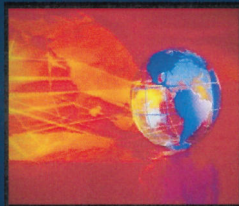
# TALK Statewide One-on-One Educations Completed 425 since March 2007

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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