



Memorandum

TO: WIC Regional Directors **#07-034**
WIC Local Agency Directors

FROM: Linda Brumble, Unit Manager **(Original Signed)**
Nutrition Education/Clinic Services Unit
Nutrition Services Section

DATE: March 16, 2007

SUBJECT: 2007 WIC Spring Media Campaign

The WIC State Agency will begin a 12-week, statewide radio and television campaign on March 19, 2007. The purpose of the media campaign is to encourage potentially-eligible participants to apply for WIC benefits. The campaign includes four alternating public service ads:

- “Elible” targets young children and first aired in 2000 (radio and television).
- “Reverse Pregnancy” targets young women early in their pregnancy and first aired in 2002 (radio and television).
- “Serious Baby Talk” appeals to families and taps into the hopes and dreams parents have for their young children (radio and television).
- “WIC Outreach montage” uses images of multicultural children and families and inspirational music, from the WIC Outreach video, to target families with young children (television only).

The media campaign will run in the following media markets: Abilene, Amarillo, Austin, Beaumont/Port Arthur, Corpus Christi, Dallas/Fort Worth, El Paso, Harlingen/Brownsville/McAllen, Houston, Laredo, Lubbock, Odessa/Midland, San Angelo, San Antonio, Sherman/Denison, Shreveport/Texarkana, Tyler/Longview, Waco/Bryan, and Wichita Falls. The radio portion of the media campaign will be limited to Spanish-language stations.

If you have questions or require additional information about the media campaign, please contact Shellie Shores, Nutrition Education Consultant, at (512) 458-7111, extension 3463 or shellie.shores@dshs.state.tx.us, or Mary Van Eck, Manager, Nutrition Education Section, at (512) 458-7111, extension 3484 or mary.vaneck@dshs.state.tx.us.