

Government At Fenton

Government Practice Area Overview

2023

Fenton 

Fenton

Overview

We are the first national communications agency dedicated exclusively to advancing social issues and causes.

For more than 40 years, our team of experts has helped to shape national health policy, fight voter suppression, protect reproductive rights, advance racial equity, expand economic opportunity, liberate the LGBTQ+ community, demand climate action and more.

We partner with clients to spark movements, change minds, influence behaviors, advance policies, and support communities to create a more just, healthy and equitable world.



Empowering trust through engagement and education

Fenton works with government agencies at the state, county, city and school district levels to engage residents, build trust, raise awareness, and catalyze communities to take action. We have created a wide range of wraparound campaigns that helped government partners increase COVID vaccination rates, promote census participation, expand voter turnout, protect consumers, promote mental health services and increase public school enrollment.





Powered by passion. Driven by results.

Fenton's extensive experience allows us to help government partners achieve their communications goals in ways that make their jobs easier. Our staff members have worked in government and understand its demands, expectations, challenges and circumstances.

Past and present clients include the California Health and Human Services Agency, St. Louis County Department of Public Health, LA County Registrar-Recorder/County Clerk, New York City Campaign Finance Board, Battle Creek Public Schools, Los Angeles Unified School District, the National Association of City and Transportation Officials, National League of Cities, and the Los Angeles County Department of Consumer and Business Affairs.



Core Competencies

From message development to media relations to video production to paid advertising, Fenton helps government agencies educate residents, build awareness around key services or issues, and spur constituents to take action. We regularly help our government partners engage diverse demographics along age, language, ethnicity, geography and gender.



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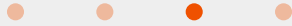
Public Education and Awareness

For 40 years, Fenton has raised the profile of progressive issues and brought them to the forefront of the national conversation. We deploy that expertise for government and public-sector clients by helping to center public attention on the issues most central to their communities. We craft wraparound awareness campaigns designed to educate the public and make the case for change.

Behavior Change at Scale

Awareness is often just the first step. The real goal — and challenge — lies in changing opinions, attitudes, behaviors and outcomes. Fenton has developed and executed large-scale behavior change campaigns on behalf of state and local governments across the U.S. We are experts at understanding communities' needs and crafting comprehensive campaigns that center attention on critical issues, start conversations and create impact.





How We Encourage Behavior Change

- Conduct deep, on-the-ground community research
- Partner with governmental agencies to understand policy priorities and plans
- Custom brand and message development for diverse audiences in multiple languages
- Establish in-community partnerships
- Reaching the hard-to-reach
- Launch omnichannel media buys including paid media, digital, TV, OOH and direct mail
- Media relations to influence public opinion
- On-the-ground organizing support and training
- Audience analysis and targeting
- Best-in-class project management



Issue Area Expertise

Public interest work isn't just a part of what we do. It's who we are. Fenton works exclusively with organizations that are dedicated to creating positive social change. Our clients are government agencies, nonprofits, foundations and others who are transforming the landscape on issues like healthcare, education, civil rights and the environment.

Over four decades, we've advanced issues that have changed lives in hundreds of communities across the U.S. and around the world. We have a deep understanding of the complexities and nuances of the diverse issues on which we work, and we bring not just expertise, but passion and personal connection to the causes we help our clients champion.

- Expanding awareness of new or pending policy
- Public service announcements
- K-12 education
- College access & success
- Voter education and engagement
- Health education
- Mental and behavioral health
- Environmental issues
- Infrastructure issues
- Economic issues
- Immigration
- Labor
- Census outreach
- Juvenile justice
- Vaccine equity



Diversity, Equity & Inclusion at Fenton

Fenton is an anti-racist and intersectional organization that prioritizes the needs of those who have been historically marginalized or oppressed.

We do the work of creating positive social change as an act of repairing the harm done to those who have been and are currently disenfranchised and to build a workforce that more accurately reflects the vast diversity of our world.

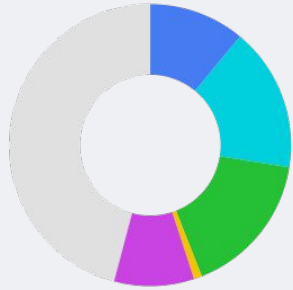
We believe to truly create change that dismantles white supremacy, racism, misogyny, xenophobia, homophobia, transphobia, heteronormativity, ableism, classism, religious discrimination and other forms of oppression, we must learn from the wisdom of those whose identities and experiences closely align with the problems we see today. And we honor the value of their lived experiences — domestically and globally — by continually building and sustaining a workplace that is inclusive and rooted in justice and equity.

We make this statement not as a concluding point of our collective journey. Rather, we have much to learn and are committed to the learning — and more importantly, the doing. **This statement enshrines Fenton's accountability to these words and this work.**



Our Racial and Gender Diversity

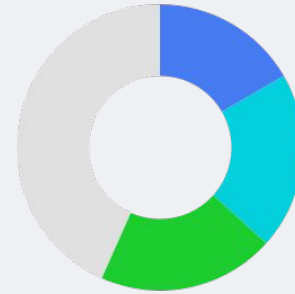
ALL STAFF



12 asian, 18 black or african american, 18 latinx,
1 native hawaiian & pacific islander, 10 two or more races, 50 white

NATIONAL AVERAGE:19% PEOPLE OF COLOR, 81% WHITE

LEADERSHIP



5 asian, 5 black or african american, 6 latinx, 13 white

Source: Diversity Action Alliance. 2020 & 2021 Race And Ethnicity. In Public Relations And Communications Benchmark Report.

DEI TASK FORCE

In 2019 Fenton created the DEI Task Force, a body of staff dedicated to ensuring our agency lives its values. The team includes a diverse mix of staff across all levels within the firm including our CEO and CPO. A DEI roadmap that we developed with staff input details agency goals and an action plan to operationalize inclusive practices. [Fenton's DEI statement is found here.](#)

ERGs

Fenton also supports five active staff-led employee resource groups (ERGs) which create community, provide programming and social events: **The Asiancy** (AAPI Staff), **BERG** (Black staff); **Palante** (Latine staff); **Prism** (LGBTQIA+ staff); and **WoOf — Women Of Fenton** (Women-identifying staff).



CLIENT SPOTLIGHT

Serving the Many Needs of Los Angeles County

Fenton has deep roots in Los Angeles County and government agencies frequently engage us to support the needs of the County's residents. Our recent projects include:

- **Census Participation:** Fenton oversaw L.A. County's 2020 Census campaign, using a comprehensive communications strategy, multilingual social media and digital campaigns, an online toolkit, geotargeted ads and direct mail to reach 500,000 households in low-response areas.
- **Voter Engagement:** Since 2020, Fenton has worked with the LA County Registrar-Recorder/County Clerk's Office to shift voting behavior towards voting by mail. In Fall 2022, we placed nearly \$4 million in ads, garnering 102 million impressions, and we sent more than 23 million emails and texts. Fenton also developed innovative digital toolkits in 13 languages to engage residents. The campaigns were overwhelmingly successful, with vote-by-mail ballot use skyrocketing to 80%.
- **Taxpayer Outreach:** Fenton partnered with the L.A. County Department of Consumer and Business Affairs to help residents access free tax preparation assistance and claim key tax credits. Using messaging, customizable materials, multilingual social content and a multiplatform ad campaign, we canvassed more than 8,500 people, garnered 6 million impressions and aired more than 400 radio segments.

As a subdivision of the state, the County is charged with providing numerous services that affect the lives of all residents, including law enforcement, tax collection, public health protection, public social services, elections and flood control.





Strengthening Public School Districts

Fenton partners with school districts to change narratives, improving reputations, boosting enrollment, promoting equity and ensuring a quality education for students.

- **Battle Creek Public Schools (Michigan):** Fenton operates as the district's communications department, using surround-sound campaigns, digital outreach and earned media to target families and tell the district's story. We also help the district mitigate damage when issues arise using responsive and proactive crisis communications.
- **Los Angeles Unified School District:** We used a multilingual digital campaign and Spanish-language media partnerships to target families in zip codes with declining enrollment and help them to apply.
- **San Francisco Unified School District:** Fenton used video, family outreach and a multiplatform advertising campaign to counter negative perceptions and biased media coverage of four Bayview elementary schools while helping the schools to create sustainable reputation change over time.

In each case, the districts saw greater enrollment and increased engagement and trust from families.



Combating COVID-19

In 2021, Fenton worked with two of the nation's largest counties to promote COVID-19 testing and vaccination among highly-impacted populations.



Saint Louis
COUNTY
PUBLIC HEALTH



COUNTY OF LOS ANGELES
Public Health

- **St. Louis:** Fenton worked with St. Louis County's Department of Public Health to launch Revive STL County, a multilingual, multimedia campaign to encourage vaccine confidence among county residents. The effort included a custom website that empowered residents to find where, when and how to get the vaccine. Over the life of the campaign, the number of county residents who had received at least one vaccine dose rose by nearly 50%. In January 2022, immediately after the end of the campaign, St. Louis County had the highest vaccination rate in the state.
- **Los Angeles:** Fenton supported the Los Angeles County Department of Health Services in engaging highly-impacted populations around COVID-19 testing and vaccination, developing messaging, materials and social media content in 13 languages; sending more than 750,000 emails; generating nearly 3 million ad impressions and launching an online COVID-19 resource hub. We also partnered with community-based organizations to secure insights and guidance, build their capacity and engage them as ambassadors.



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