



wise
entertainment

EAST LOS HIGH



A **hulu** ORIGINAL

EAST LOS HIGH

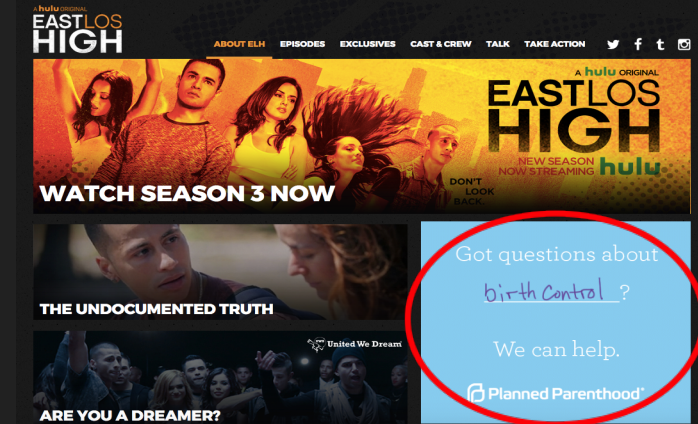
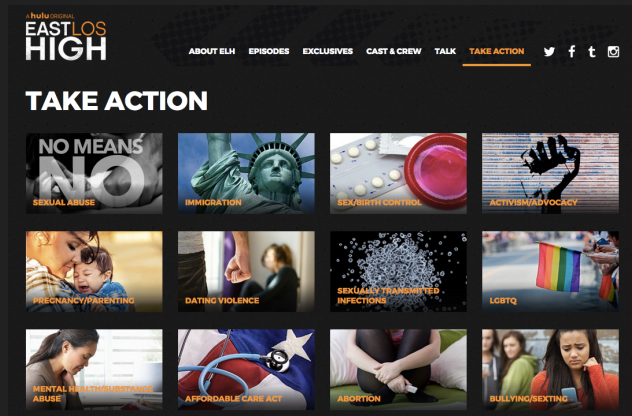


EAST LOS HIGH: **IMPACT**



TRANSMEDIA WAS THE MOST EFFECTIVE FORMAT OF NARRATIVE PRESENTATION, SIGNIFICANTLY OVER AND ABOVE ALL OTHER FORMATS IN EDUCATING PARTICIPANTS ABOUT CONDOM USE.

EAST LOS HIGH: **IMPACT**



- 48% visited the eastloshigh.com resources page
- 81% shared and recommended the resources they learned about
- 1/3 learned something new about birth control and emergency contraception
- 40-50% learned information about correct use of condoms
- **Almost All** reported willingness to get tested and to recommend the service to others
- **Almost All** would be very or somewhat likely to recommend services to friends and family
- 27,000+ used Planned Parenthood widget from eastloshigh.com during the first month the show was airing

EAST LOS HIGH: TRANSMEDIA CASE STUDY

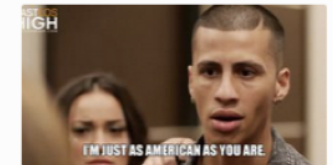


Partners

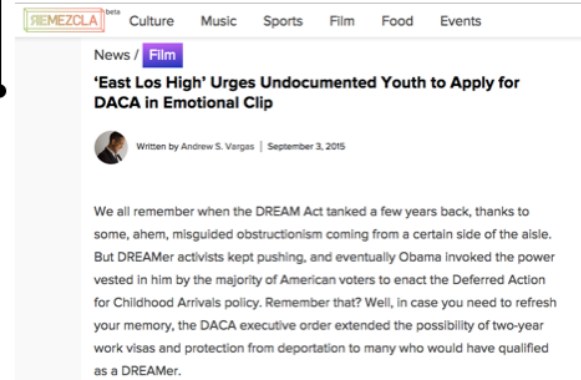
Social media campaign



East Los High @EastLosHighS... 1d
HUGE shout out to our partners at
[@UNITEDWEDREAM](#) and
[@votolatino](#) who get
#undocumented stories out there
EVERY DAY
pic.twitter.com/jrbBVzyTND



Press outlet



COLLABORATION

Main show set up
of theme



Press release

FOR IMMEDIATE RELEASE
September 2, 2015

**United We Dream, Voto Latino and Wise Entertainment Launch Campaign to
Raise Awareness for the Deferred Action for Childhood Arrivals program (DACA)**

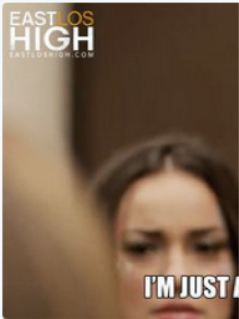
**Hit HULU Series EAST LOS HIGH Releases
New Video "The Undocumented Truth"**

*Partners raise awareness about Deferred Action for Childhood Arrivals (DACA) which
provides undocumented youth with work permits, driver's licenses and
protection from deportation*

EAST LOS HIGH: TRANSMEDIA CASE STUDY



East Los High @EastLosHighShow · Sep 3
HUGE shout out to our partners at @UNITEDWEDREAM and @votolatino who get #undocumented stories out there EVERY DAY



72 44

Voto Latino @votolatino · Sep 3
. @EastLosHighShow urges undocumented youth to apply for #DACA in this clip. Watch: bit.ly/1FISe6a

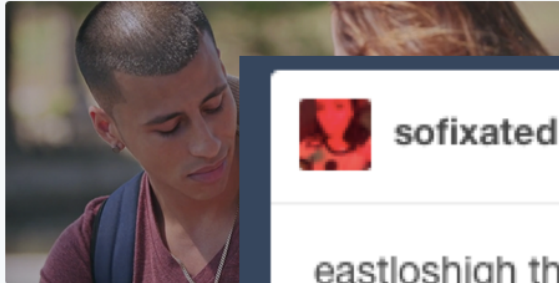


'East Los High' Urges Undocumented Youth to Apply for DACA in E...
'East Los High' helps spread the word about DACA in a new PSA in partnership with United We Dream and starring Oscar nominee Catalina ...
remezcla.com

RETWEETS 42 FAVORITES 12



UnitedWeDream.org @UNITEDWEDREAM · Sep 3
. @Carlitosway89 plays the character of a brave undocumented immigrant thinking about #DACA --> bit.ly/1LV2nOH



20 40

sofixated +

eastloshigh thank you so much for creating the character of Eddie. He's made me feel like I'm not alone in all of this.

#east los high #me

CAUTION OC Imm Youth United @O... 54m
When main stream media finally starts to get it right.
#MoreThanDACA #Not1More
@EastLosHighShow
remezcla.com/film/east-los-...



Yovana @KrazzeYana 3m
I loved how @EastLosHighShow shined a light on undocumented immigrants 🙌 #ELH3 #weneedaREFORM 🙌
Details



Culture Music Sports Film Food Events

News / Film

'East Los High' Urges Undocumented Youth to Apply for DACA in Emotional Clip

1638 shares /



Like

Thank You,

wise  entertainment

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