

Explore Adoption Initiative Needs Assessment Summary

This document serves as a tool for child-specific recruitment efforts. The following is a comprehensive summary of the media message tactics provided in the *Explore Adoption Initiative Needs Assessment* report, developed by The Center for Support of Families and the Five Points Technology Group. For more information, visit www.adoptflorida.org.

Regarding the chart on Page 2:

- The twelve Family Portraits of Florida are arranged according to the child population they are best suited to adopt and care for. “Small City Centers,” for example, is suited to fit the needs of all four of our target child populations, while “New Beginnings,” is only recommended for minority children and children with medical needs.

- The chart allows you to start with the child population that needs adopting and identify the corresponding segment(s) of the Florida population that should be targeted for adoptions. If, for example, you have a minority sibling group that needs a home, the chart classifies four different Family Portraits that are appropriate for these children.

Regarding the rest of the summary:

- The information provided on pages 3-15 is divided into four parts, corresponding to the four child populations that are central to our campaign.

- Under each child population, there is a list of Family Portraits (in alphabetical order) that are recommended as prospective adoptive parents for those children. Also provided is the criterion that makes those of the Portrait good candidates for that specific child population, the sources from which they are most likely to receive their information (who they trust), and the nature of media messages specific to them so as to increase their likelihood of adopting.

Adoption Initiative Needs Assessment Summary

Family Portrait	Older Children/Teens	Minorities	Sibling Groups	* Medical Needs
Small City Centers	✓	✓	✓	✓+
American Dreams	✓	✓	✓	✓#
The Cosmopolitans	✓	✓	✓	✓
Big Fish, Small Pond	✓		✓	✓+
Middleburg Managers	✓		✓	✓+
Family Thrifts	✓	✓		✓#
Multi-Culti Mosaic	✓	✓		✓#
Blue Chip Blues	✓	✓	✓	
Mid-scale Rural Families	✓		✓	✓
Rural Roads	✓	✓		
Suburban Pioneers	✓	✓		
New Beginnings		✓		✓

* The Five Points report shows varying levels of medical knowledge/capabilities on the part of prospective adoptive parents. Thus, a ✓+ in this category implies that the segment of the population is particularly appropriate for addressing medical and behavioral special needs of adoptive children. A ✓# implies that the segment is likely to be involved in or knowledgeable about caring for a medical or behavioral special needs child, but to a lesser degree than those with a ✓+. A simple ✓ implies that the segment is somewhat qualified or more qualified than those with no ✓ at all to address such needs.

Pages Numbers:

- Older Children/Teens** (3-6)
- Minorities** (7-9)
- Sibling Groups** (10-12)
- Medical Needs** (13-15)

Older Children/Teens

Corresponding Family Portrait	Child Pop.: Older Children/Teens	Key Media/Info. Sources	Media Messages	For more info. reference
<p>American Dreams</p> <p>For a profile and demographical information, see pgs. 9-10</p>	<ul style="list-style-type: none"> • Good candidates for older children and teens 	<ul style="list-style-type: none"> • People from their own age, culture, education and professional level • Internet sources • Radio • Academia • Newspaper articles • Cultural leaders • Experts in the field • Radio PSAs • Billboards 	<ul style="list-style-type: none"> • Speak to their expertise as professionals • Link them to a social cause • Focus on their ability to make a difference in their community • Speak to them as influential experts in their field 	<p>Segment #29 pgs. 9-15 in the “Larger Metropolitan Cities” section</p>
<p>Big Fish, Small Pond</p> <p>For a profile and demographical information, see pgs. 4-5</p>	<ul style="list-style-type: none"> • Good candidates for all age groups • Especially good candidates for teens with babies 	<ul style="list-style-type: none"> • Internet • Academia • News/Talk Radio • TV news • Newspaper articles/editorials • Books • Other adoptive parents in their own segment • Co workers • Politicians • Experts (PhDs) in the field • Doctors 	<ul style="list-style-type: none"> • Speak to their higher education level • Come from a factual point of view • Appeal to them as influential individuals • Address them as strong, accomplished parents 	<p>Segment #09 pgs. 4-9 in the “Small Towns and Rural Communities” section</p>
<p>Blue Chip Blues</p> <p>For a profile and demographical information, see pgs. 3-4</p>	<ul style="list-style-type: none"> • Good candidates for school aged children and teens 	<ul style="list-style-type: none"> • Radio • Books • Internet • Hispanic community • Other parents • Professionals who work w/ children • Family, neighbors, co workers, and church members • Billboards • Radio PSAs 	<ul style="list-style-type: none"> • Highlight the advantage of adoption to their family • Focus on social responsibility of their age group • Appeal to young, tech-savvy, educated population • Appeal to them as an influential age group (rather than individuals) who can make a difference in their community • Address them as strong, accomplished parents 	<p>Segment #36 pgs. 3-9 in the “City Suburbs” section</p>
<p>Family Thrifts</p>	<ul style="list-style-type: none"> • Good candidates for all age groups 	<ul style="list-style-type: none"> • Verbal sources: radio and word of mouth • Friends and Family 	<ul style="list-style-type: none"> • Speak to the individual family (rather than the community) • Visuals that feature ethnic diversity • Address financial and social 	<p>Segment #63 pgs. 17-23 in the “Smaller Metropolitan Cities” section</p>

Corresponding Family Portrait	Child Pop.: Older Children/Teens	Key Media/Info. Sources	Media Messages	For more info. reference
<p>Family Thrifts (con't.)</p> <p>For a profile and demographical information, see pgs. 17-18</p>		<ul style="list-style-type: none"> • Church • Schools, social services, clinics • TV • Spanish speakers: word of mouth from Hispanic Community • Co workers • Parents within own segment • Radio PSAs • Urban Billboards 	<p>supports given to adoptive parents</p> <ul style="list-style-type: none"> • Emotional and sentimentally motivating messages about the need for adoption • Address them as strong, accomplished parents • Reflect the dialect of local Spanish speakers 	<p>Segment #63 pgs. 17-23 in the “Smaller Metropolitan Cities” section</p>
<p>Middleburg Managers</p> <p>For a profile and demographical information, see pgs. 3-4</p>	<ul style="list-style-type: none"> • Good candidates for older children and teens 	<ul style="list-style-type: none"> • Friends, family and neighbors from their own age, education, and professional level • Books • Internet • Academia • News/Talk Radio • TV News • Professionals within own segment • Politicians • Experts (PhDs) in the field • Billboards 	<ul style="list-style-type: none"> • Speak to their expertise as professionals • Focus on new opportunities for using their professional skills in retirement • Focus on their ability to make a difference in their community during retirement • Speak to them as influential experts in their field 	<p>Segment #27 pgs. 3-9 in the “Smaller Metropolitan Cities” section</p>
<p>Mid-Scale Rural Families</p> <p>For a profile and demographical information, see pgs. 10-11</p>	<ul style="list-style-type: none"> • Good candidates for all age groups 	<ul style="list-style-type: none"> • Internet • Radio • Cable TV • Books • Co workers • Parents in their own segment • Parents who have adopted • Professionals who work with children • Experts in the field 	<ul style="list-style-type: none"> • Highlight the advantage of adoption to their family • Focus on social responsibility of their age group • Appeal to tech-savvy, educated population • Appeal to them as an influential age group who can make a difference in their community 	<p>Segment #32, 33 pgs. 10-16 in the “Small Towns and Rural Communities” section</p>
<p>Multi-Culti Mosaic</p> <p>For a profile and demographical information, see pgs. 16-17</p>	<ul style="list-style-type: none"> • Good candidates for school aged children and teens 	<ul style="list-style-type: none"> • Verbal sources: radio and word of mouth • Friends and family • Hispanic community • Other neighborhood parents 	<ul style="list-style-type: none"> • Tie them to their neighborhoods • Address them as strong, accomplished parents • Address the financial and social supports given to adoptive parents • Emotional and sentimentally motivating messages about the 	<p>Segment #54 pgs. 16-21 in the “Larger Metropolitan Cities” section</p>

Corresponding Family Portrait	Child Pop.: Older Children/Teens	Key Media/Info. Sources	Media Messages	For more info. reference
Multi-Culti Mosaic (con't.)		<ul style="list-style-type: none"> • Co-workers • Church member • Radio/Spanish PSAs • Billboards 	<p>need for adoption</p> <ul style="list-style-type: none"> • Reflect the language and culture of their population 	Segment #54 pgs. 16-21 in the "Larger Metropolitan Cities" section
Rural Roads For a profile and demographical information, see pgs. 17-18	<ul style="list-style-type: none"> • Good candidates for school aged children and teens 	<ul style="list-style-type: none"> • Friends, Family, and Neighbors (people they know vs. outside authorities) • Church • Schools, social services, clinics • TV 	<ul style="list-style-type: none"> • Appeal to the sentimentality of the population • Very child focused • Focus on the moral importance of adopting • Reflect that the parents are strong, capable, and needed • Reflect the importance of work ethic and family values • Subtly mirror conservative values (fiscal, social, political) 	Segment #51, 64 pgs. 17-23 in the "Small Towns and Rural Communities" section
Small City Centers For a profile and demographical information, see pgs. 10-11	<ul style="list-style-type: none"> • Good candidates for school aged children and teens 	<ul style="list-style-type: none"> • Friends and Family • Neighbors and co workers • TV news • Spanish speakers: word of mouth from Hispanic Community • Parents within own segment • Parents who have adopted • Professionals who work with children • Experts in the field • Billboards • Radio PSAs 	<ul style="list-style-type: none"> • Reflect racial diversity (emphasis on Black) • Reflect the individual family (rather than the community) • Focus on them as strong parents able to better a child's life • Appeal to the sentimentality of the population • Reflect the importance of work ethic and family values 	Segment #34, 35 pgs.10-16 in the "Smaller Metropolitan Cities" section
Suburban Pioneers For a profile and demographical information, see pgs. 16-17	<ul style="list-style-type: none"> • Good candidates for school aged children and teens 	<ul style="list-style-type: none"> • People they know • Friends and family • Church • Schools, social services, clinics • Hispanic community • Fellow single, blue collar parents • Hispanic radio PSAs • TV and radio PSAs • Billboards 	<ul style="list-style-type: none"> • Show that single parents are desirable adoptive parents • Address the financial and social supports given to adoptive parents • Emotional and sentimentality motivating messages about the need for adoption • Address them as strong, accomplished parents • Verbal outreach to the Hispanic section • Visual images of Black, middle aged singles with kids that reflect segment demographics 	Segment #52 pgs. 16-21 in the "City Suburbs" section

Corresponding Family Portrait	Child Pop.: Older Children/Teens	Key Media/Info. Sources	Media Messages	For more info. reference
<p>The Cosmopolitans</p> <p>For a profile and demographical information, see pgs. 3-4</p>	<ul style="list-style-type: none"> • Good candidates for teens with babies and teens 	<ul style="list-style-type: none"> • Influential people they know • News/Talk Radio • TV news channels • Newspaper articles/editorials • Books • Politicians • Experts in the field • Doctors 	<ul style="list-style-type: none"> • Speak to their higher education level • Link them with a cause (especially if they receive public recognition) • Appeal to them as influential individuals who can make a difference • Address them as strong, accomplished parents 	<p>Segment #26 pgs. 3-9 in the “Larger Metropolitan Cities” section</p>

Minority Children

Corresponding Family Portrait	Child Pop: Minority Children	Key Media/Info. Sources	Media Message	For more info. reference
<p>American Dreams</p> <p>For a profile and demographical information, see pgs. 9-10</p>	<ul style="list-style-type: none"> • Significant Black population • Large Spanish speaking Hispanic population 	<ul style="list-style-type: none"> • People from their own age, culture, education and professional level • Internet sources • Radio • Academia • Newspaper articles • Cultural leaders • Experts in the field • Radio PSAs • Billboards 	<ul style="list-style-type: none"> • Speak to their expertise as professionals • Link them to a social cause • Focus on their ability to make a difference in their community • Speak to them as influential experts in their field 	<p>Segment #29 pgs. 9-15 in the “Larger Metropolitan Cities” section</p>
<p>Blue Chip Blues</p> <p>For a profile and demographical information, see pgs. 3-4</p>	<ul style="list-style-type: none"> • Significant Black pop. • Large Spanish speaking Hispanic population 	<ul style="list-style-type: none"> • Radio • Books • Internet • Hispanic community • Other parents • Professionals who work w/ children • Family, neighbors, co workers, and church members • Billboards • Radio PSAs 	<ul style="list-style-type: none"> • Highlight the advantage of adoption to their family • Focus on social responsibility of their age group • Appeal to young, tech-savvy, educated population • Appeal to them as an influential age group (rather than individuals) who can make a difference in their community • Address them as strong, accomplished parents 	<p>Segment #36 pgs. 3-9 in the “City Suburbs” section</p>
<p>Family Thrifts</p> <p>For a profile and demographical information, see pgs. 17-18</p>	<ul style="list-style-type: none"> • Significant Black population • Large, Spanish speaking Hispanic population 	<ul style="list-style-type: none"> • Verbal sources: radio and word of mouth • Friends and Family • Church • Schools, social services, clinics • TV • Spanish speakers: word of mouth from Hispanic Community • Co workers • Parents within own segment • Radio PSAs • Urban Billboards 	<ul style="list-style-type: none"> • Speak to the individual family (rather than the community) • Visuals that feature ethnic diversity • Address financial and social supports given to adoptive parents • Emotional and sentimentally motivating messages about the need for adoption • Address them as strong, accomplished parents • Reflect the dialect of local Spanish speakers 	<p>Segment #63 pgs. 17-23 in the “Smaller Metropolitan Cities” section</p>

Corresponding Family Portrait	Child Pop: Minority Children	Key Media/Info. Sources	Media Message	For more info. reference
Multi-Culti Mosaic For a profile and demographical information, see pgs. 16-17	<ul style="list-style-type: none"> • Significant Black population • Large Spanish speaking Hispanic population 	<ul style="list-style-type: none"> • Verbal sources: radio and word of mouth • Friends and family • Hispanic community • Other neighborhood parents • Co-workers • Church member • Radio/Spanish PSAs • Billboards 	<ul style="list-style-type: none"> • Tie them to their neighborhoods • Address the financial and social supports given to adoptive parents • Emotional and sentimentally motivating messages about the need for adoption • Address them as strong, accomplished parents • Reflect the language and culture of their population 	Segment #54 pgs. 16-21 in the “Larger Metropolitan Cities” section
New Beginnings For a profile and demographical information, see pgs. 10-11	<ul style="list-style-type: none"> • Significant Black population • Large Spanish speaking Hispanic population 	<ul style="list-style-type: none"> • Co workers, friends and family • Other single parents their age (especially in the neighborhood) • Hispanic community • Teachers and professors • Experts in the field • Doctors 	<ul style="list-style-type: none"> • Reflect racial diversity (emphasis on Black pop.) • Show that young and/or single parents are desirable adoption candidates • Emotional messages • Address them as strong, accomplished parents • Speak to how adopting can benefit both their future and a child’s 	Segment #44 pgs. 10-15 in the “City Suburbs” section
Rural Roads For a profile and demographical information, see pgs. 17-18	<ul style="list-style-type: none"> • Significant Black population • Significant Hispanic population 	<ul style="list-style-type: none"> • Friends, Family, and Neighbors (people they know vs. outside authorities) • Church • Schools, social services, clinics • TV 	<ul style="list-style-type: none"> • Appeal to the sentimentality of the population • Very child focused • Focus on the moral importance of adopting • Reflect that the parents are strong, capable, and needed • Reflect the importance of work ethic and family values • Subtly mirror conservative values (fiscal, social, political) 	Segment #51, 64 pgs. 17-23 in the “Small Towns and Rural Communities” section
Small City Centers For a profile and demographical information, see pgs. 10-11	<ul style="list-style-type: none"> • Significant Black population • Significant Hispanic population 	<ul style="list-style-type: none"> • Friends and Family • Neighbors and co workers • TV news • Spanish speakers: word of mouth from Hispanic Community • Parents within own segment 	<ul style="list-style-type: none"> • Reflect racial diversity (emphasis on Black) • Reflect the individual family (rather than the community) • Focus on them as strong parents able to better a child’s life • Appeal to the sentimentality of the population • Reflect the importance of work ethic and family values 	Segment #34, 35 pgs. 10-16 in the “Smaller Metropolitan Cities” section

Corresponding Family Portrait	Child Pop: Minority Children	Key Media/Info. Sources	Media Message	For more info. reference
Small City Centers (con't.)		<ul style="list-style-type: none"> • Parents who have adopted • Professionals who work with children • Experts in the field 		
<p>Suburban Pioneers</p> <p>For a profile and demographical information, see pgs. 16-17</p>	<ul style="list-style-type: none"> • Significant Black population • Large Spanish speaking Hispanic population 	<ul style="list-style-type: none"> • People they know • Friends and family • Church • Schools, social services, clinics • Hispanic community • Fellow single, blue collar parents • Hispanic radio PSAs • TV and radio PSAs • Billboards 	<ul style="list-style-type: none"> • Show that single parents are desirable adoptive parents • Address the financial and social supports given to adoptive parents • Emotional and sentimentality motivating messages about the need for adoption • Address them as strong, accomplished parents • Verbal outreach to the Hispanic section • Visual images of Black, middle aged singles with kids that reflect segment demographics 	Segment #52 pgs. 16-21 in the “City Suburbs” section
<p>The Cosmopolitans</p> <p>For a profile and demographical information, see pgs. 3-4</p>	<ul style="list-style-type: none"> • Significant Black population • Large Spanish speaking Hispanic population 	<ul style="list-style-type: none"> • Influential people they know • News/Talk Radio • TV news channels • Newspaper articles/editorials • Books • Politicians • Experts in the field, doctors 	<ul style="list-style-type: none"> • Speak to their higher education level • Link them with a cause (especially if they receive public recognition) • Appeal to them as influential individuals who can make a difference • Address them as strong, accomplished parents 	Segment #26 pgs. 3-9 in the “Larger Metropolitan Cities” section

Sibling Groups

Corresponding Family Portrait	Child Pop.: Sibling Groups	Key Media/Info. Sources	Media Messages	For more info. reference
<p>American Dreams</p> <p>For a profile and demographical information, see pgs. 9-10</p>	<ul style="list-style-type: none"> • Likely to find couples who have the financial resources to accommodate sibling groups 	<ul style="list-style-type: none"> • People from their own age, culture, education and professional level • Internet sources • Radio • Academia • Newspaper articles • Cultural leaders • Experts in the field • Billboards 	<ul style="list-style-type: none"> • Speak to their expertise as professionals • Link them to a social cause • Focus on their ability to make a difference in their community • Speak to them as influential experts in their field 	<p>Segment #29 pgs. 9-15 in the “Larger Metropolitan Cities” section</p>
<p>Big Fish, Small Pond</p> <p>For a profile and demographical information, see pgs. 4-5</p>	<ul style="list-style-type: none"> • Likely to have the resources and space to accommodate sibling groups 	<ul style="list-style-type: none"> • Internet • Academia • News/Talk Radio • TV news • Newspaper articles/editorials • Books • Other adoptive parents in their own segment • Co workers • Politicians • Experts (PhDs) in the field • Doctors 	<ul style="list-style-type: none"> • Speak to their higher education level • Come from a factual point of view • Appeal to them as influential individuals • Address them as strong, accomplished parents 	<p>Segment #09 pgs. 4-9 in the “Small Towns and Rural Communities” section</p>
<p>Blue Chip Blues</p> <p>For a profile and demographical information, see pgs. 3-4</p>	<ul style="list-style-type: none"> • Likely to have the resources and space to accommodate sibling groups 	<ul style="list-style-type: none"> • Radio • Books • Internet • Hispanic community • Other parents • Professionals who work w/ children • Family, neighbors, co workers, and church members • Billboards • Radio PSAs 	<ul style="list-style-type: none"> • Highlight the advantage of adoption to their family • Focus on social responsibility of their age group • Appeal to young, tech-savvy, educated population • Appeal to them as an influential age group (rather than individuals) who can make a difference in their community • Address them as strong, accomplished parents 	<p>Segment #36 pgs. 3-9 in the “City Suburbs” section</p>

Corresponding Family Portrait	Child Pop.: Sibling Groups	Key Media/Info. Sources	Media Messages	For more info. reference
<p>Middleburg Managers</p> <p>For a profile and demographical information, see pgs. 3-4</p>	<ul style="list-style-type: none"> • Likely to find couples who have the financial resources to accommodate sibling groups 	<ul style="list-style-type: none"> • Friends, family and neighbors from their own age, education, and professional level • Books • Internet • Academia • News/Talk Radio • TV News • Professionals within own segment • Politicians • Experts (PhDs) in the field • Billboards 	<ul style="list-style-type: none"> • Speak to their expertise as professionals • Focus on new opportunities for using their professional skills in retirement • Focus on their ability to make a difference in their community during retirement • Speak to them as influential experts in their field 	<p>Segment #27 pgs. 3-9 in the “Smaller Metropolitan Cities” section</p>
<p>Mid-Scale Rural Families</p> <p>For a profile and demographical information, see pgs. 10-11</p>	<ul style="list-style-type: none"> • Likely to have the resources and space to accommodate sibling groups 	<ul style="list-style-type: none"> • Internet • Radio • Cable TV • Books • Co workers • Parents in their own segment • Parents who have adopted • Professionals who work with children • Experts in the field 	<ul style="list-style-type: none"> • Highlight the advantage of adoption to their family • Focus on social responsibility of their age group • Appeal to tech-savvy, educated population • Appeal to them as an influential age group who can make a difference in their community 	<p>Segment #32, 33 pgs. 10-16 in the “Small Towns and Rural Communities” section</p>
<p>Small City Centers</p> <p>For a profile and demographical information, see pgs. 10-11</p>	<ul style="list-style-type: none"> • Likely to have the resources and space to accommodate sibling groups • Likely to have the resources and space to accommodate sibling groups 	<ul style="list-style-type: none"> • Friends and Family • Neighbors and co workers • TV news • Spanish speakers: word of mouth from Hispanic Community • Parents within own segment • Parents who have adopted • Professionals who work with children • Experts in the field • Billboards • Radio PSAs 	<ul style="list-style-type: none"> • Reflect racial diversity (emphasis on Black) • Reflect the individual family (rather than the community) • Focus on them as strong parents able to better a child’s life • Appeal to the sentimentality of the population • Reflect the importance of work ethic and family values 	<p>Segment #34, 35 pgs. 10-16 in the “Smaller Metropolitan Cities” section</p>

Corresponding Family Portrait	Child Pop.: Sibling Groups	Key Media/Info. Sources	Media Messages	For more info. reference
<p>The Cosmopolitans</p> <p>For a profile and demographical information, see pgs. 3-4</p>	<ul style="list-style-type: none"> • Likely to find couples who have the financial resources to accommodate sibling groups 	<ul style="list-style-type: none"> • Influential people they know • News/Talk Radio • TV news channels • Newspaper articles/editorials • Books • Politicians • Experts in the field • Doctors 	<ul style="list-style-type: none"> • Speak to their higher education level • Link them with a cause (especially if they receive public recognition) • Appeal to them as influential individuals who can make a difference • Address them as strong, accomplished parents 	<p>Segment #26 pgs. 3-9 in the “Larger Metropolitan Cities” section</p>

Medical Needs

Corresponding Family Portrait	Child Pop.: Medical Needs	Key Media/Info. Sources	Media Messages	For more info. reference
<p>American Dreams</p> <p>For a profile and demographical information, see pgs. 9-10</p>	<ul style="list-style-type: none"> • Likely to find people working as medical support professionals • Likely to find people trained to work with children with medical or developmental disabilities 	<ul style="list-style-type: none"> • People from their own age, culture, education and professional level • Internet sources • Radio • Academia • Newspaper articles • Cultural leaders • Experts in the field • Radio PSAs • Billboards 	<ul style="list-style-type: none"> • Speak to their expertise as professionals • Link them to a social cause • Focus on their ability to make a difference in their community • Speak to them as influential experts in their field 	<p>Segment #29 pgs. 9-15 in the “Larger Metropolitan Cities” section</p>
<p>Big Fish, Small Pond</p> <p>For a profile and demographical information, see pgs. 4-5</p>	<p><u>Likely to find candidates who are:</u></p> <ul style="list-style-type: none"> • in medical profession or who are medically trained • educated about working with children with Medical and Clinical Needs • educated about working with children with developmental delays and disabilities • educated about working with children with emotional or severe behavioral problems 	<ul style="list-style-type: none"> • Internet • Academia • News/Talk Radio • TV news • Newspaper articles/editorials • Books • Other adoptive parents in their own segment • Co workers • Politicians • Experts (PhDs) in the field • Doctors 	<ul style="list-style-type: none"> • Speak to their higher education level • Come from a factual point of view • Appeal to them as influential individuals • Address them as strong, accomplished parents 	<p>Segment #09 pgs. 4-9 in the “Small Towns and Rural Communities” section</p>
<p>Family Thrifts</p> <p>For a profile and demographical information, see pgs. 17-18</p>	<ul style="list-style-type: none"> • Likely to find people working as medical support professionals • Likely to find people trained to work with children with medical or developmental disabilities 	<ul style="list-style-type: none"> • Verbal sources: radio and word of mouth • Friends and Family • Church • Schools, social services, clinics • TV, Radio PSAs • Spanish speakers: word of mouth from Hispanic Community • Co workers • Parents within own segment • Urban Billboards 	<ul style="list-style-type: none"> • Speak to the individual family (rather than the community) • Visuals that feature ethnic diversity • Address financial and social supports given to adoptive parents • Emotional and sentimentally motivating messages about the need for adoption • Address them as strong, accomplished parents • Reflect the dialect of local Spanish speakers 	<p>Segment #63 pgs. 17-23 in the “Smaller Metropolitan Cities” section</p>

Corresponding Family Portrait	Child Pop.: Medical Needs	Key Media/Info. Sources	Media Messages	For more info. reference
<p>Middleburg Managers</p> <p>For a profile and demographical information, see pgs. 3-4</p>	<p><u>Likely to find candidates who are:</u></p> <ul style="list-style-type: none"> • in medical profession or who are trained to work with medically fragile children • educated about working with children with Medical and Clinical Needs • educated about working with children with developmental delays and disabilities • educated about working with children with emotional or severe behavioral problems 	<ul style="list-style-type: none"> • Friends, family and neighbors from their own age, education, and professional level • Books • Internet • Academia • News/Talk Radio • TV News • Professionals within own segment • Politicians • Experts (PhDs) in the field • Billboards 	<ul style="list-style-type: none"> • Speak to their expertise as professionals • Focus on new opportunities for using their professional skills in retirement • Focus on their ability to make a difference in their community during retirement • Speak to them as influential experts in their field 	<p>Segment #27 pgs. 3-9 in the “Smaller Metropolitan Cities” section</p>
<p>Mid-Scale Rural Families</p> <p>For a profile and demographical information, see pgs. 10-11</p>	<ul style="list-style-type: none"> • Likely to find candidates who may have social awareness about working with children with medical, behavioral or emotional special needs, but no professional training or experience 	<ul style="list-style-type: none"> • Internet • Radio • Cable TV • Books • Co workers • Parents in their own segment • Parents who have adopted • Professionals who work with children • Experts in the field 	<ul style="list-style-type: none"> • Highlight the advantage of adoption to their family • Focus on social responsibility of their age group • Appeal to tech-savvy, educated population • Appeal to them as an influential age group who can make a difference in their community 	<p>Segment #32, 33 pgs. 10-16 in the “Small Towns and Rural Communities” section</p>
<p>Multi-Culti Mosaic</p> <p>For a profile and demographical information, see pgs. 16-17</p>	<ul style="list-style-type: none"> • Likely to find people working as medical support professionals • Likely to find people trained to work with children with medical or developmental disabilities 	<ul style="list-style-type: none"> • Verbal sources: radio and word of mouth • Friends and family • Hispanic community • Other neighborhood parents • Co-workers • Church member • Radio/Spanish PSAs • Billboards 	<ul style="list-style-type: none"> • Tie them to their neighborhoods • Address them as strong, accomplished parents • Address the financial and social supports given to adoptive parents • Emotional and sentimentally motivating messages about the need for adoption • Reflect the language and culture of their population 	<p>Segment #54 pgs. 16-21 in the “Larger Metropolitan Cities” section</p>
<p>New Beginnings</p>	<ul style="list-style-type: none"> • Likely to find recent graduates who are educationally trained to work with children 	<ul style="list-style-type: none"> • Co workers, friends and family • Other single parents their age 	<ul style="list-style-type: none"> • Reflect racial diversity (emphasis on Black pop.) • Show that young and/or single parents are desirable 	<p>Segment \$44 pgs. 10-15 in the “City Suburbs” section</p>

Corresponding Family Portrait	Child Pop.: Medical Needs	Key Media/Info. Sources	Media Messages	For more info. reference
<p>New Beginnings (con't)</p> <p>For a profile and demographical information, see pgs. 10-11</p>	<p>with medical, emotional or behavioral special needs</p>	<p>(especially in the neighborhood)</p> <ul style="list-style-type: none"> • Hispanic community • Teachers and professors • Experts in the field • Doctors 	<p>adoption candidates</p> <ul style="list-style-type: none"> • Emotional messages • Address them as strong, accomplished parents • Speak to how adopting can benefit both their future and a child's 	<p>Segment #44 pgs. 10-15 in the "City Suburbs" section</p>
<p>Small City Centers</p> <p>For a profile and demographical information, see pgs. 10-11</p>	<p><u>Likely to find candidates who are:</u></p> <ul style="list-style-type: none"> • in medical profession or who are medically trained • educated about working with children with Medical and Clinical Needs • educated about working with children with developmental delays and disabilities • educated about working with children with emotional or severe behavioral problems 	<ul style="list-style-type: none"> • Friends and Family • Neighbors and co workers • TV news • Spanish speakers: word of mouth from Hispanic Community • Parents within own segment • Parents who have adopted • Professionals who work with children • Experts in the field • Billboards • Radio PSAs 	<ul style="list-style-type: none"> • Reflect racial diversity (emphasis on Black) • Reflect the individual family (rather than the community) • Focus on them as strong parents able to better a child's life • Appeal to the sentimentality of the population • Reflect the importance of work ethic and family values 	<p>Segment #34, 35 pgs.10-16 in the "Smaller Metropolitan Cities" section</p>
<p>The Cosmopolitans</p> <p>For a profile and demographical information, see pgs. 3-4</p>	<ul style="list-style-type: none"> • Likely to find candidates who are educated about the needs of children with emotional or medical special needs 	<ul style="list-style-type: none"> • Influential people they know • News/Talk Radio • TV news channels • Newspaper articles/editorials • Books • Politicians • Experts in the field • Doctors 	<ul style="list-style-type: none"> • Speak to their higher education level • Link them with a cause (especially if they receive public recognition) • Appeal to them as influential individuals who can make a difference • Address them as strong, accomplished parents 	<p>Segment #26 pgs. 3-9 in the "Larger Metropolitan Cities" section</p>