

## Q/A Responses from Parent TV and Help Me Grow Washington D.C.

### 1. What is the subscription cost for a family? What's the cost for an agency/organization?

- The ParentTV subscription cost for agencies/organizations is based on the number of families served. For organizations that serve up to 500 families, the cost is \$2000 annually. Larger organizations that serve over 500 families are provided a custom quote.
- The subscription cost for an individual family is \$49.00 per year. We have found that ParentTV is utilized by parents more frequently when sent content directly by the staff of an organization. This allows parents to access the targeted content on the ParentTV platform with no log-in required and no cost to the parent.

### 2. Who pays for the HMG DC subscription? How do you promote it to parents?

- The subscription is paid through our local funding source within our HMG DC annual budget.
- There are many strategies for organizations to promote ParentTV. One powerful tool ParentTV provides is a weekly social media pack that the organization can use to post directly to your organization's social media feed or email newsletter. These digital quotes, images, and videos come directly to you via email, and you select the ones you find most helpful each week to add to the digital footprint of your organization.

### 3. How do you send it to families? Does each family have access?

- ParentTV videos can be shared with families via any messaging platform, email, and newsletters. Wherever you are able to post a link, you can share ParentTV's powerful content with your families.
- Families can be provided access to the full ParentTV library of videos if you choose to allow this option. The person you select as the administrator of the ParentTV account has the ability to quickly add a parent as a user so they are able to log in on their own and access the full library.

**If you would like to connect with ParentTV please complete this google form:**

<https://docs.google.com/forms/d/1JepAvwNQzQEQO2nJ-4hsj5Ba1L3SYIjIieTvy4-CHig/edit>