

GALIFORNIA REPARATIONS TASK FORGE

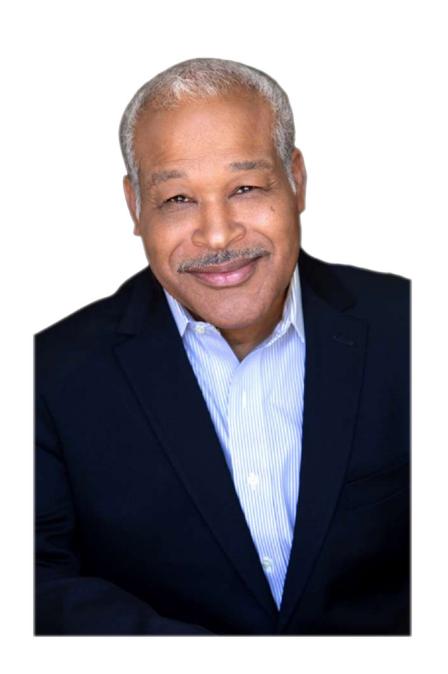
PREPARED BY: CHARLES COMMUNICATION GROUP

MEET THE TEAM



SHAWNA CHARLES, PhD
Partner CCG

Solution-driven, combining ingenious thinking and strategic planning for businesses, organizations and individuals



MITCHELL CHRISTOPHER Partner CCG

Highly experienced complex problem solver with an extensive record of project success, personnel development and performance improvement





ABOUT US

Charles Communication Group is a global communications agency that partners with law firms, nonprofits, corporations, political candidates, committees, and government entities to protect, promote, and evolve their image and reputation. Our expertise is in public relations, diversity, equity, and inclusion, community relations, building relationships, and crafting compelling communication strategies.

OUR APPROACH

Our 360-degree approach to communications includes crafting compelling narratives, devising winning communication strategies, and implementing PR strategies to activate stakeholders. We are uniquely qualified to shape communication strategies and respond to breaking news. The Charles Communication Group is focused on your audience, message, and impact.

WHY CCG

CIRP

Communication
Information
Relationship
People



SCOPE OF WORK

Charles Communications Group will work with the Task Force and its designated representatives to increase awareness for the California Reparations Task Force, its interim report, public outreach and community engagement.

PUBLIC RELATIONS AND COMMUNICATIONS

- Develop communication plan
- Media opportunities
 - Earned media
 - Paid media
- Owned media
- Develop collateral

COMMUNITIES OF INTEREST

- Target communities
- Faith-based (Churches and Synagogues)
- Community Service (NAACP, SCLC)
- Social Organizations (Greek, Professional)
- Chambers of Commerce & Community
 Development Corporations
- Non-Profits

THE GOAL

- Continued and proactive engagement
- Public participation related to the Task
 Force activities, interim and final reports



THE GOALS

CREATE **STIMULATE** INTEREST **DEMAND PROVIDE** BUILD REINFORCE **INFORMATION AWARENESS** THE MESSAGE

COMMUNICATION PLAN AND IMPLEMENTATION





Create an understanding of the Task Force's roles and responsibilities, the overall timeframe of the Legislature's reparations study process, and the identified impacts and redress recommendations

Develop a multi-faceted public awareness campaign that will inform the public of the availability of the Interim Task Force Report for comment











Inform and Educate California Citizens About the Task Force and the Interim Report

Convey clear messaging about the Task Force roles and responsibilities, activities, and the Interim Report

Provide detailed information to support key messages

Expand the overall reach of public education through traditional media (earned and owned), as well as digital media

Increase Public Awareness of the Reparations Task Force

Increase the number of people who are aware of the Task Force and the Interim Report

Engage community leaders and stakeholders to support Task Force efforts

Implement consistent, proactive media engagement to increase press coverage







California Citizens

- African Americans, including those who are direct descendants of Black people who were enslaved
- Non-Black citizens

Government

- California State Legislature
- Governor of California
- Members of Congress representing California
- California regional and local policy leaders and public officials

Organizations

- Faith-Based organizations (Churches and Synagogues)
- Civil Rights organizations (NAACP, SCLC, etc.)
- Labor organizations
- Professional associations (Law, Medical, etc.)
- Philanthropic organizations
- Social Organizations (Greek, Professional, etc.)
- Non-Profits

Additional Audiences

- Academic Institutions (California, national)
- Media Outlets (newspaper, publications, broadcasts, etc)



GALIFORNIA REPARATIONS TASK FORCE

KEY MESSAGING



ROLES & RESPONSIBILITIES OF THE TASK FORCE

THE CHARGE OF THE TASK FORCE, LEGISLATIVE PROCESS, AND TIMELINE

TASK FORCE PUBLIC HEARINGS

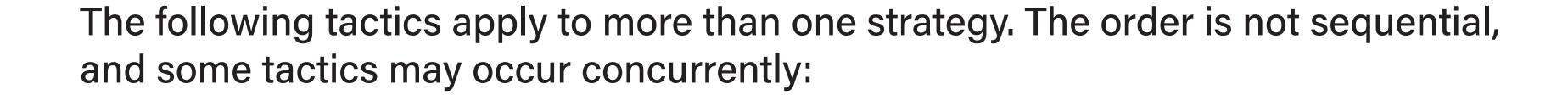
RELEASE OF THE REPARATIONS TASK FORCE INTERIM
REPORT ON JUNE 1, 2022

FINAL REPORT JUNE 2023



GALIFORNIA BEPARATIONS TASK FORCE

TACTICS AND METHODS



- Tailor the messages, tools, and delivery of messages to the target audiences
- Involve representatives from state and national stakeholder organizations
- Identify adoption champions in the communities and actively involve them

- Engage advocates because their activism enables them to influence policy
- Educate stakeholders so they can communicate and discuss the Interim Report's contents and participate in remaining Task Force hearings as recommendations are crafted
- Consult with the California Department of Justice, and others as needed









IN ETHORS

MEDIA RELATIONS
MASS MEDIA COLLABORATION
COLLATERAL MATERIALS
COMMUNITY RELATIONS
STAKEHOLDER RELATIONS
OTHER COMMUNICATIONS TOOLS



MEDIA RELATIONS



CCG's media relations strategy will increase public awareness across target audiences to keep Task Force messages top-of-mind. Media relations activities will depend on the topic and may include, but not limited to, the following:

- Press Releases and Media Alerts to support major announcements, press conferences and/or statements by decision-makers and thought leaders
- PowerPoint Presentation
- Fact sheets, Infographics with key facts, etc.
- Talking points



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HOW WE DO IT

Media List Creation - We will create a press list that can be sorted by a variety of criteria – national, statewide, regional, local

Press Releases and Media Alerts - Press releases and media alerts will be distributed to media when appropriate to communicate Task Force activities and encourage media coverage

Op-Eds - We will request from Task Force members and potential CBO allies outside of the African American community, Op-Ed pieces for placement in various mainstream and ethnic media news outlets

Interview Opportunities - We will identify and request media opportunities for Task Force members to talk about the Interim Report, Task Force deliberations, and emerging recommendations as part of our public awareness and education efforts. We will seek opportunities in radio, TV, and other digital media outlets

Media Training - Media training will be provided to Task Force members and interview briefings will be provided before any public-facing engagement with the press





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MASS MEDIA

CHARLES COMMUNICATION GROUP

Newspapers and/or other print publications

Broadcast and Cable TV

Radio Stations

Billboards



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COLLATERAL MATERIALS

Situations may emerge in which audiences require more information about the Task Force, the Interim Report, and emerging recommendations. CCG will offer audiences print materials or web resources where detailed information is needed. CCG's plan will develop and provide the following collateral materials:

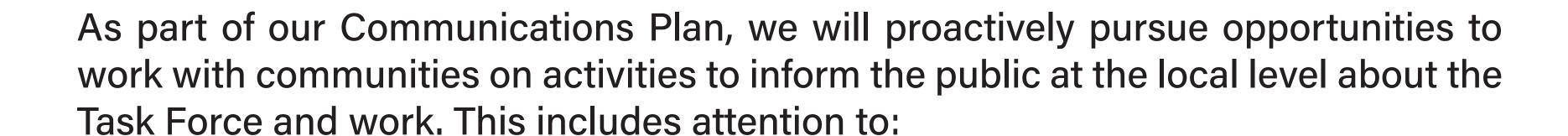
- Printed materials (e.g., fact sheet/FAQ, Task Force Member Bios, etc.)
- PowerPoint Interim Report and recommendations presentations
- Digital media assets







COMMUNITY RELATIONS



PARTNERSHIPS

We will build upon existing partnerships and forge new alliances to support the Task Force. We will seek stakeholders and partners to raise awareness of the Task Force, the Interim Report, and Task Force hearings and deliberations related to recommendations.

EVENTS

We will support key stakeholder events across the state. This involves collaborating with stakeholders to successfully promote key messages at events and activities.







STAKEHOLDER RELATIONS



The commitment of stakeholders is crucial to extending the messages, reaching and influencing the target audiences. Building strong, productive relationships with stakeholders will support the success of our programs.

Encourage Task Force members to leverage their relationships with stakeholders

Pursue relationships to help influence political leaders and community opinion leaders

Diversify messaging

Build a stakeholders list

Provide stakeholders with tools to communicate relevant messages

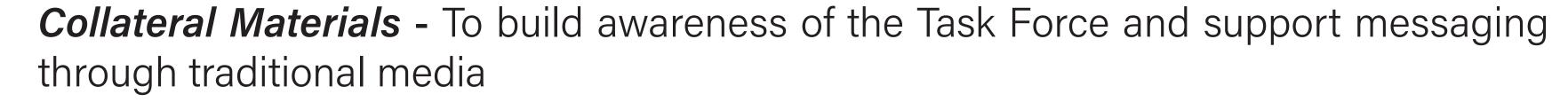
Invest time, attention, and resources to manage stakeholder relations

Encourage stakeholders to be knowledgeable about the work of the Task Force





ADDITIONAL COMMUNICATIONS TOOLS



Websites - Utilize approved websites to distribute key information – DOJ website will be the official Task Force website and the UCLA Bunche Center website will also be used to share content

Social Media - Create a repository of social media assets

Distribution lists - Develop and maintain accurate up-to-date databases for media, academic institutions, CBO's/NGO's, businesses, and other key contacts

Presentations - Create master PowerPoint presentations for use by Task Force members and key stakeholders







EXECUTION



CCG will work closely with the Task Force Communications Advisory Committee and the DOJ:

- Set communication standards
- Analyze stakeholder communication needs
- Determine the approach for communicating information
- Identify available delivery methods
- Determine standard responses to triggered events



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MEDIA ENGAGEMENT PROCESS

The Comms committee, DOJ and CCG has implemented the following engagement process:

- Media inquiries received by the DOJ will be referred to CCG and cc: Chair Moore and Dr. Grills
- Chair Moore and Dr. Grills will provide recommendations for specific Task Force member media response participation within 24 hours of the referral or default to CCG to select Task Member and move forward
- CCG will provide an email address to the DOJ for receiving the referrals: cal.reparations@charlescg.com.









Website

- The Task Force is not authorized by statute to have an independent website
- The DOJ website is the primary site for the Task Force
- CCG will work with Bunche Center to align website utilization

Social Media

- The Task Force is not authorized by statute to have independent social media
- Individual Task Force members may amplify reparations and activities on their social media
- The DOJ will provide a legal review of members' or CCG's social media if requested, but will not be regulating the content of the social media
- CCG will create a repository of social media assets





TASKS PERFORMED

SEPTEMBER

- Engaged with UCLA Bunche Center
- Monitored Reparations Task Force Meeting –
 September 2022

OCTOBER

 Completed the Capacity Review per the engagement scope of work - A rapid review of the Task Force's current public awareness and communications materials related to the Task Force's responsibilities and the Interim Report

- Conducted the initial meeting with the Reparations Task Force Communications Advisory Committee to discuss needs and establish processes
- Conducted a meeting with the California Department of Justice regarding communications guidelines (Bagley - Keen Act)
- Initiated one-on-one introductory meetings with Task Force members
- Created media engagement process and email address, cal.reparations@charlescg.com
- Identify media outlets and community organizations to engage









NOVEMBER

- Developed draft documents for Task Force Communications Advisory Committee to review and provide feedback - Communications Plan, Task Force Introduction Letter, Oakland Meeting Invitation Letter, Media Alert, Task Force Roles and Responsibilities, Fact Sheet
- Conducted meetings with the Reparations Task Force Communications Advisory Committee to discuss the draft documents
- Initiated the development of social media assets and collateral for Task Force member use
- Continued one-on-one introductory meetings with Task Force members



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DECEMBER

- Finalized documents for Task Force use Communications Plan, Task Force Introduction Letter, Oakland Meeting Invitation Letter, Media Alert, Task Force Roles and Responsibilities, Fact Sheet, Correction Statement
- Implemented a crisis management process, with the DOJ, The Communications Advisory Committee, and Office of the Governor, to address news articles containing misinformation
- Initiated the media outreach process for the December 14 and 15, 2022 public hearing
- Initiated local community involvement for the December public hearing
- Conducted meeting with President and CEO of the Baptist Ministers' Conference of Los Angeles and Southern California
- Conducted meeting with President and CEO of Southern Christian Leadership Conference of Southern California





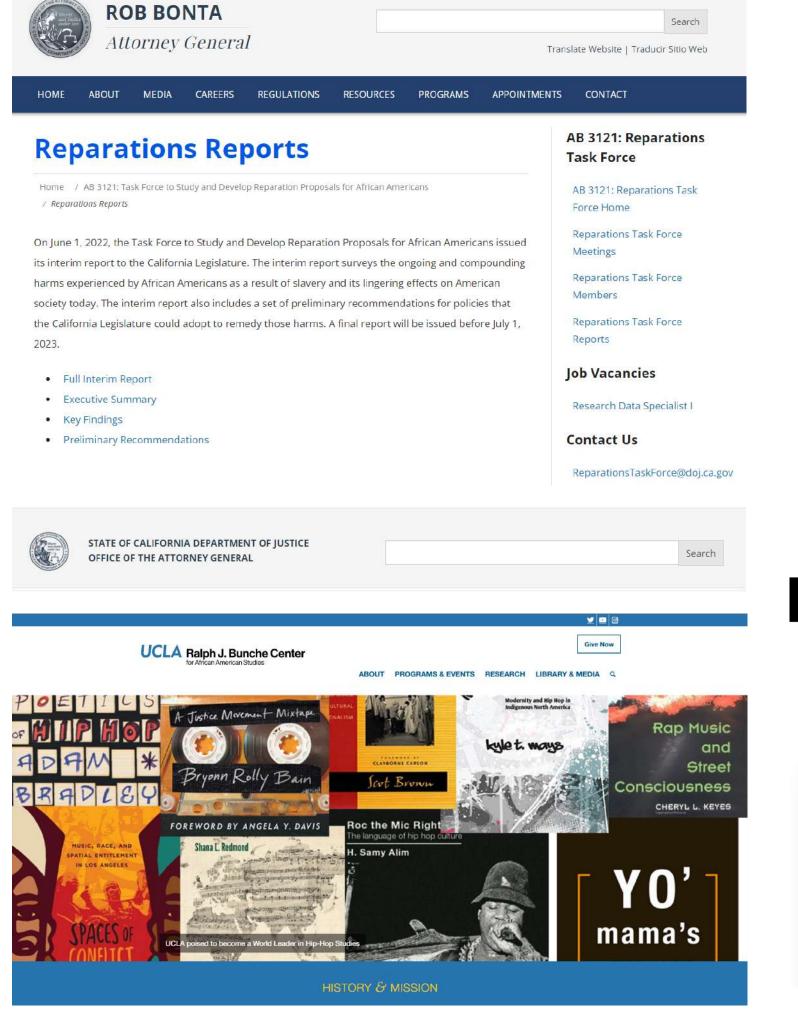
IMPLEMENTATION TIMELINE AND TRACKING

CCG will prepare a one-two page monthly summary highlighting activities and progress. We will also continue bi-weekly meetings with the Communications Advisory C ommittee and DOJ to discuss the Task Force needs and provide updates.

ACTIVITY	2022			2023					
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Capacity Review & Task Force Member Meeting									
Communications Plan Development									
Develop Key Messaging (Key Messaging & Templates)									
Media Relations									
Digital Media Asset Creation & Distribution									
Collateral Materials Creation & Distribution									
Community & Stakeholder Relations									

COLLATERAL ASSETS SAMPLES

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State of California Department of Justice



TASK FORCE'S THREE MAIN OBJECTIVES

ASSEMBLY BILL 3121 (AB 3121) WAS ENACTED ON SEPTEMBER 30, 2020, AND ESTABLISHED A TASK FORCE TO STUDY AND DEVELOP REPARATION PROPOSALS FOR AFRICAN AMERICANS.

CALIFORNIA REPARATION TASK FORCE





UPCOMING PUBLIC HEARING (#11): OAKLAND, CA OAKLAND CITY COUNCIL CHAMBER

MISSION IS
TO STUDY AND
DEVELOP
REPARATIONS
PROPOSALS FOR
AFRICAN
AMERICANS

THE TASK FORCE'S

You are invited to join this unprecedented and historical step to address the lingering negative effects of slavery on living African Americans in California

WE LOOK FORWARD TO SEEING YOU THERE





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GGG OUTGONES





CBS SF BayArea Los Angeles Times Google

















































Los Angeles Standard Newspaper























That was such an interesting and rich conversation, thank you for arranging it. We're thinking of doing more content than we initially had planned, including an interview format. A question: Would you be open and able to share a picture of Ms. Moses that we'd be able to publish?

Thanks for your help. It's going to be on a shorter form at 5:00 and 6:00 p.m. tonight, and then a longer form at 10:00 and 11:00 p.m.

VERY professional job, as always!

Dr. Charles is a natural at what she does and she does with integrity and the utmost level of professionalism. She's given me honest critiques and sage advice that have helped me tremendously in getting more comfortable with stepping outside of my comfort zone and being in front of the camera. I am truly grateful for Dr. Charles

Thank you again for facilitating everything yesterday!

The Charles Communication Group has been instrumental in expanding my brand. They are skilled in gauging public opinion and developing impactful public relations campaigns that provide significant and measurable results. Dr. Charles is a pleasure to work with and has earned my highest recommendation.

I like the article thx u so much

You're welcome and as always, thank you for your support!

No thank you so gifted

We can count on Charles Communication Group to provide us with relevant and stimulating guests. Their expertise directly contributes to the success of our programming and subscriber response. We enjoy our partnership working and anticipate their continued contribution to our success.

"California's longest standing racially inclusive voter mobilization program was able to reach new highest of communication given Dr. Shawna Charles' unique messaging skills on an odd year election. Charles fought disinformation and electoral chicanery in six distinct media markets. Her impact as a senior leader cannot be overstated. Black voters in California were better informed and uniquely positioned to maximize their electoral influence in the 2021 Gubernatorial Recall Election as a direct result of Dr. Charles' efforts."





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cal.reparations@charlescg.com

Dr. Shawna Charles, PhD.



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