



CALIFORNIA REPARATIONS TASK FORCE COMMUNICATIONS

MARCH ACTIVITIES

- Conducted media outreach for Sacramento public meeting participation.
- Conducted media coaching and messaging and talking points.
- Booked and coordinated media interviews for Task Force members.
- Creating and launching social media ad campaign.
- Developing post communications strategy.

MARCH ACTIVITIES

Launched Broadcast Public Meeting informational radio spots on KDEE 97.5 (Sacramento) for both the virtual event and public hearing.



MARCH ACTIVITIES

- Collaborated with the ACLU, BARHII and Brotherhood of Elders Network to deliver virtual panel event.
- Feedback:
 - “Incredible panel discussion”
 - “This is good”
 - “I am interested in supporting education efforts that will reach Spanish-speaking Latino/Latinx communities on the topic of reparations for Black Californians. I am fully bilingual in Spanish, written and spoken

All of my contact information is below. Thank you so much for all your leadership and I look forward to connecting with you”

The poster features logos for the Brotherhood of Elders Network, BARHII (Bay Area Regional Health Inequities Initiative), ACLU, and the California Reparations Task Force. Below the logos are five headshots of the event's participants, each with their name and role: Otis R. Taylor Jr. (Moderator), Darris Young (Panelist), Nikki Beasley (Panelist), Brandon Greene (Panelist), and Reggie Jones-Sawyer (Assembly Member, Panelist). The main title is 'THE STATE OF CALIFORNIA REPARATIONS A LOOK AHEAD' in large white letters on a black background. Below the title is the date and time '3/27/2023 | 6PM-7PM PST' in red, and 'VIRTUAL PANEL DISCUSSION SESSION VIA ZOOM' with a Zoom icon. At the bottom, there is a red 'RSVP' button, the text 'Click This Link To Register', the URL 'https://rb.gy/zc97tk', and the Charles Comms Group logo.

LOOKING FORWARD

- Coordinate and manage media opportunities.
- Continue providing social media assets.
- Identify opportunities to collaborate with community organizations.
- Developing post-Task Force communications activities, including collaborations and endorsements, California State Reparations landing page, and post support suggestions.

LOOKING FORWARD

Sample/Draft

CALIFORNIA STATE REPARATIONS

[About](#)

[Stay Informed](#)

[Media](#)

[Get Involved](#)

WHAT IS AB3121?

Assembly Bill 3121 (AB 3121) was enacted on September 30, 2020, and established a 9-member Task Force to Study and Develop Reparation Proposals for African Americans Who are Descendants of Persons Enslaved in the United States.

WHY REPARATIONS?

Each chapter traces an issue from its historic foundations in slavery, through successive discriminatory government and private actions, and government failures to correct and remedy the harms of anti-Black racism.



Thank you