



CALIFORNIA **REPARATIONS** **TASK FORCE**

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





**CHARLES
COMMUNICATION
GROUP**

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



CHARLES
COMMUNICATION
GROUP

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

**BUILD
AWARENESS**

**CREATE
INTEREST**

**PROVIDE
INFORMATION**

**STIMULATE
DEMAND**

**REINFORCE
THE MESSAGE**



COMMUNICATION PLAN AND IMPLEMENTATION

THE PURPOSE OF THIS PLAN IS TO PROVIDE A COORDINATED EFFORT

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



OBJECTIVES

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



TARGET AUDIENCES

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)



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



TACTICS AND METHODS

The following tactics apply to more than one strategy. The order is not sequential, and some tactics may occur concurrently:

- 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





METHODS

- 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



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



MASS MEDIA

Newspapers and/or other print publications

Broadcast and Cable TV

Radio Stations

Billboards



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

As part of our Communications Plan, we will proactively pursue opportunities to work with communities on activities to inform the public at the local level about the Task Force and work. This includes attention to:

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.



ADDITIONAL COMMUNICATIONS TOOLS

Collateral Materials - To build awareness of the Task Force and support messaging through traditional media

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



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



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 Committee 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

State of California Department of Justice

ROB BONTA
Attorney General

HOME ABOUT MEDIA CAREERS REGULATIONS RESOURCES PROGRAMS APPOINTMENTS CONTACT

Reparations Reports

Home / AB 3121: Task Force to Study and Develop Reparation Proposals for African Americans / Reparations Reports

On June 1, 2022, the Task Force to Study and Develop Reparation Proposals for African Americans issued its interim report to the California Legislature. The interim report surveys the ongoing and compounding harms experienced by African Americans as a result of slavery and its lingering effects on American society today. The interim report also includes a set of preliminary recommendations for policies that the California Legislature could adopt to remedy those harms. A final report will be issued before July 1, 2023.

- Full Interim Report
- Executive Summary
- Key Findings
- Preliminary Recommendations

STATE OF CALIFORNIA DEPARTMENT OF JUSTICE
OFFICE OF THE ATTORNEY GENERAL

UCLA Ralph J. Bunche Center
for African American Studies

ABOUT PROGRAMS & EVENTS RESEARCH LIBRARY & MEDIA

UCLA poised to become a World Leader in Hip-Hop Studies

YO' mama's

HISTORY & MISSION

CALIFORNIA REPARATIONS TASK FORCE

TASK FORCE'S THREE MAIN OBJECTIVES

AB 3121: Reparations Task Force

AB 3121: Reparations Task Force Home

Reparations Task Force Meetings

Reparations Task Force Members

Reparations Task Force Reports

Job Vacancies

Research Data Specialist I

Contact Us

ReparationsTaskForce@doj.ca.gov

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

Los Angeles Standard Newspaper

California reparation task force examines the devastating impact of slavery and segregation

The task force created a 403-page report that explains in detail how slavery and segregation impact African Americans today, and discusses why reparations is needed to close the wealth gap.

14TH-15TH DECEMBER

2022 | 9AM - 5PM

1 FRANK H OGAWA PLAZA
OAKLAND, CA 94612

CALIFORNIA REPARATIONS TASK FORCE

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

THE TASK FORCE'S MISSION IS TO STUDY AND DEVELOP REPARATIONS PROPOSALS FOR AFRICAN AMERICANS

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

CALIFORNIA REPARATIONS TASK FORCE



2022



A vertical stack of the year '2022' in a light gray, sans-serif font. A blue silhouette of the state of California is overlaid on the second '2'. Two short vertical black lines are positioned to the left of the '20' and the final '2'.

CCG OUTCOMES



CALIFORNIA REPARATIONS TASK FORCE

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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THANK YOU.

 cal.reparations@charlescg.com

Dr. Shawna Charles, PhD.



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