

Equity and Human Relations Advisory Committee
Communications Ad Hoc Subcommittee
Report for November 13, 2022

Communications Ad Hoc Subcommittee members are Samia Bano, Raven Bradley, Anissa Di Vincente and Rebecca Rona.

Flyers announcing EHRAC public events

Each subcommittee that creates a public event now needs to create its own flyer to announce that event.

Purchasing Canva Account. In order to assist subcommittees to announce their public events, the Communications Ad Hoc Subcommittee recommends purchasing a Canva account enabling as many as five individuals to share it. The total cost is \$149.90 per year. This assumes that there are committee members who want to use Canva templates to create flyers.

Reminder Member Samia Bano has said that on occasion she would make a graphic artist who works for her available to assist other subcommittees.

A list of community organizations and their contact information

Occasionally an EHRAC subcommittee may want to email local organizations about an event or some other matter.

Recently Jim Clarke, head of the Culver city Arts Foundation, shared the contact information for approximately 130 nonprofit organizations located in or near Culver City.

Spreadsheet containing contact information Member Samia Bano created a spreadsheet and is in the process of inputting the contact information we now have. She has made significant progress.

Exploring additional communications vehicles The subcommittee needs to discuss among themselves and with staff the possibilities of

- Writing content and encouraging editors of area print and online publications to publish it
- Reaching out to editors of area print and online publications, supplying them information about a program or effort, such as the Equity and Human Relations Awards and our Recommended Civil Discourse Guidelines, and encouraging them to write and publish articles about the topic.

Exploring use of QR codes on EHRAC flyers The ad hoc subcommittee has begun to discuss, and intends to discuss with staff, the value and feasibility of adding QR codes to our flyers. These QR codes would lead the public to the EHRAC webpage, where they could read a more detailed event description. One purpose is to enable us to add information, such as location, as details are finalized.