

## **Los Angeles County Commission for Women**

### **Public Relations/Social Media Committee**

Chair: Gerda Govine, Ed.D.

Vice Chair: Martha Escandon

Member: Reiko Duba

Recommendations for consideration  
Submitted to Commission President Veda Ward  
August 30, 3012

The Public Relations and Social Media Committee's proposed recommendations and questions are focused on the rebranding process for the Commission to broaden and deepen the Education theme adopted by the Commission at our retreat on August 13<sup>th</sup>. The goal of this Committee is to develop expand and unveil strategies to market the Commission, for example, to help the public know who, the work we engage in utilizing our collaborator and partners county wide. The intersection of Public Relations and Social Media will enhance public access to our activities and programs as a core part of our outreach and support efforts.

#### **Rebrand the Commission**

1. LACCW Website
2. Work with LA County Supervisors' Technology Team to provide an orientation to gather their support to help create our websites and the standards that they use since they created the Supervisors "state of the art" website.
3. Create new logo by inviting local artists to engage in a design competition.
4. Develop a tag line/slogan that helps the public know who we are and what we do as a Commission.
5. Social media outlet expansion, for example, Facebook, LinkedIn and YouTube.
6. Update/expand Commission publications, for example, Legal Guide for Women.
7. Create promotional items.
8. Electronic and print media - Invite county-wide media representatives to meet with the Commission when deemed necessary to our work and events. Downtown News, LA Times, KPCC radio, KPFK, and other local venues, for example Cable TV shows. This is also a way for their venue to utilize Commission talent to speak or write about issues related to our work.
9. Review and expand the involvement and list of collaborators and partners.

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Additional recommendations

1. Add save the date for 2013 Women of the Year Awards Luncheon
2. District community events especially with supervisor and Commissioners on an annual basis
3. Board of Supervisors Commission Fact Sheet update. Change to one meeting per month, not two.
4. Increase linkages to other organizations with a focus on women's education, for example the Empowerment Congress Education Committee. .
5. Include more linkages to articles and reports related to women based on Commissions work and work of the County.
6. List Commissioners and their areas of expertise who are interested in public speaking in both the public and private sectors, in particular community sites, women's jails, domestic violence shelters, senior centers, and/or universities/colleges to recruit future commissioners. And, to speak at conferences and conventions where feasible.
7. Invite Board of Supervisors, deputies, county department and agencies related to our work.
8. Host a county-wide commission meeting with other County and City commissions, for example, Carson, Compton, Glendale, Los Angeles City, Pasadena, Riverside County, San Diego & Santa Monica.