

# Racism Event | Simi Valley, CA

The first trick is getting people to show up

Racism is **designed** to keep us apart



On Feb. 8, in Simi Valley, let's defeat it by coming together

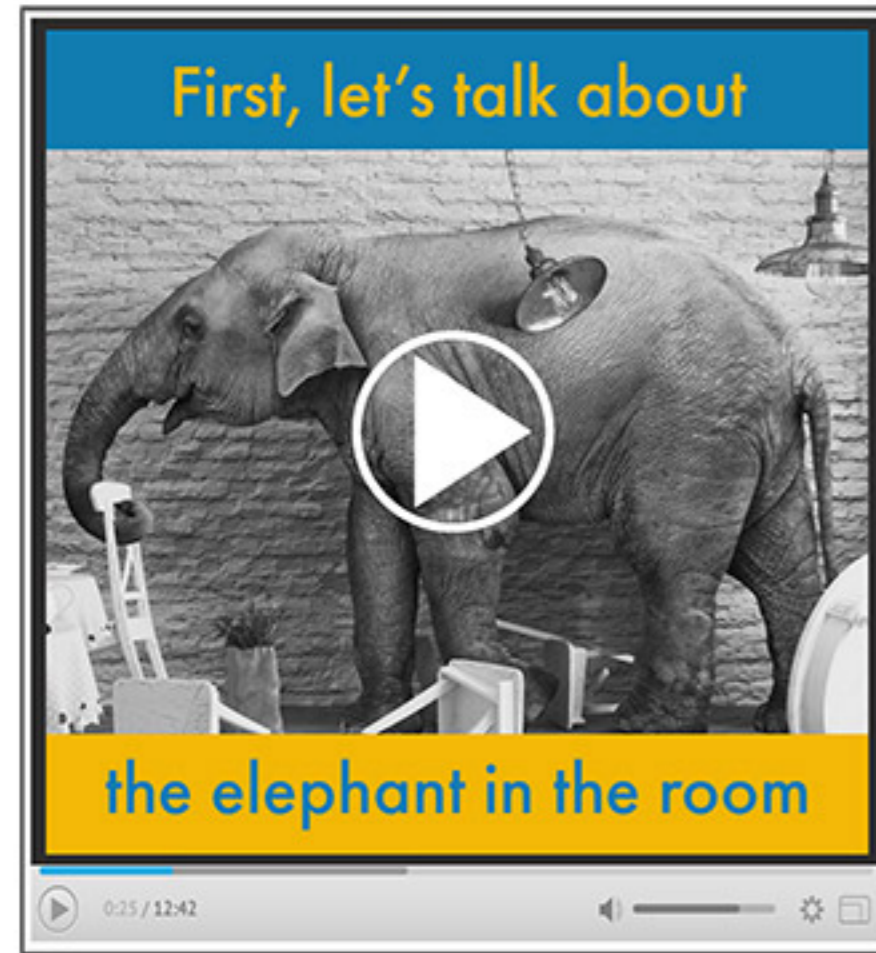
Get tickets now

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**TIM WISE**  
Feb. 8, 2020  
Simi Valley CA

**Saturday**  
Feb. 8, 2020  
7-8:30pm

American Jewish University  
1101 Pepper Tree Ln.

**Challenging the Culture of Cruelty: Staying Strong In Difficult Times**

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General admission: \$8. Students with ID: free

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# Challenges

## When speaking out has consequences, silence seems like the safest choice

A number of community organizations in and around Simi Valley, California had been working for years to dismantle racism in the community, and had been making headway.

But in the last three years, the problem has grown worse, with more open, and more dangerous, attacks on a wider variety of residents. This made more residents than ever uneasy, but the vitriol and increasingly dire consequences enforced isolation and silence. Some were willing to speak out, but simply didn't know what to do, or didn't know that there were many like-minded people in the community.

To address this problem, a number of organizations, lead by an immigrant justice nonprofit called Buen Vecino, organized an experiment: start a conversation about racism with a talk by a prominent speaker and a local panel. Use the event to help people and organizations make connections. And if it worked, repeat and amplify.

### Marketing challenges:

- Get people to attend, especially broader audiences.
- Make residents aware that many in the community recognize the problem and are trying to address it.
- We knew that the local panel would be a huge draw, but in order to protect them from harassment, we couldn't reveal their identities until the last week of the campaign.

### 'Emotionally charged'

Monday's meeting was held in the spirit of transparency after a group of 17 residents accused the City Council on May 14 of violating the Brown Act, which governs public meetings, by voting on the matter behind closed doors.

It was standing-room-only at City Hall Monday, with every seat in the council chambers full. Attendees lined the walls, and overflow seating in the community room and the library were brimming with people wanting to weigh in on SB 54.



COUNCIL CLAMOR—Audience members display their support and opposition to Senate Bill 54 before an open meeting June 25. The discussion attracted a large, passionate and boisterous crowd to City Hall. JOSEPH A. GARCIA/Acorn Newspapers

"(The discussion) really shouldn't have been that emotional because it's a commonsense issue," said Judge, an officer with LAPD. "I do agree that local law enforcement shouldn't be in the business of immigration, but when it's brought to our attention, we can't just look the other way and ignore it."

Councilmember Keith Mashburn said both sides were "extremely mature" and he appreciated what they had to say, but ultimately his goal was to not let criminals off the hook, regardless of citizenship.



Photos by JOSEPH A. GARCIA/Acorn Newspapers

...not making to say I agree with people crossing the border illegally, but my focus was on making our community safe from known criminals," Mashburn told the Acorn. "I don't approve of any law that hampers law enforcement from keeping our community safe."



Photo by Joe Lumaya

### LINGERING FEAR | AS HATE CRIMES RISE IN THE NATION, LAW ENFORCEMENT, LEADERS FOCUS ON HATE SPEECH CONCERNS

Mar 8, 2017 | Chris O'Neal, News 10

Twitter 1 Facebook 0

Racist social media posts, graffiti in public parks and on walls, and taunts, threats and, in one case, assault, have given rise to anxiety among some Ventura County residents who are questioning whether or not this is the "new normal."

In February, the Ventura County Sheriff's Office released information and requested the public's help in finding the parties responsible for leaving swastika graffiti and anti-Semitic and derogatory messages at several residences in Oak Park, an unincorporated area of Ventura County. Video surveillance captures four individuals carrying out the tasks.



A note left at a home in Oak Park as part of an incident occurring in early February.

In December, a man was arrested after he confronted and allegedly stabbed a worshipper leaving a mosque in Simi Valley. Police say that John Matteson, 29, was racially motivated as he allegedly delivered verbal assaults before allegedly physically assaulting the man. Matteson was arrested and charged with hate crimes.

### State auditors say California underreports hate crimes

Don Thompson, The Associated Press | Published 7:14 p.m. PT May 31, 2018 | Updated 8:36 p.m. PT May 31, 2018



(Photo: AP Photo)

SACRAMENTO - California is underreporting hate crimes to the FBI, state lawmakers and the public because local law enforcement agencies lack adequate policies and training, state auditors said Thursday.

The audit largely blames the state Department of Justice, which oversees the data collection, for not requiring that local agencies do a better job.

Even with the under-counting, reported hate crimes in California increased by more than 20 percent from 2014 to 2016, from 758 to 931. Hate crimes are defined as those targeting victims because of their race or ethnicity, nationality, religion, sexual orientation, gender, or a disability.

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#### MORE STORIES

Two teens arrested after Oxnard carjacking  
Feb. 22, 2018, 9:12 a.m.

Shooting, but no victim, in Ventura overnight  
Feb. 22, 2018, 7:49 a.m.



# Branding

Establishing visual and thematic unity, empowerment, and parity

On a previous project, a successful City Council campaign, we'd learned that there were many residents who were appalled by racism in the community, but they thought they were alone and were afraid to speak out. So we developed a tagline that challenged those assumptions, in a palette of vibrant, energetic and upbeat colors.

It communicates the message of unity and empowerment, and it works well in both English and Spanish.

It was important that the branding not only work in both languages, but also communicate parity. Selecting high-contrast colors, combining them judiciously, and providing the branding elements as standalone components that can be rearranged as needed helped achieve that goal.

The tagline "Not Alone / Not Afraid" is tied to a larger theme in the community and not just this event, it can work for an entire planned speaker series and other efforts.



Brand Fonts:

Futura Book

**Futura Medium**

Free alternatives for sponsors:

Oswald Regular

**Oswald Medium**





# Imagery

## Achieving a balance of concept and specific community makeup...with stock photography

Anyone who's ever had to search for "ethnic" stock photos knows what a challenge it can be to find images that represent a specific community and mood. Blow it, and the images look inauthentic to your audience.

So when custom photos aren't an option, the next-best option is to use stock very thoughtfully.

We chose images that suggest, rather than illustrate, through selective focus, details as focal points, and diversity that's accurate for the city. When backgrounds are present, we made sure that they are reminiscent of Simi Valley's particular Western chaparral landscape.

Finally, we rendered the images as black & white, to provide an elegant contrast to the branding colors, unify them, and maintain focus on the message.





# Print

## Playing cards and plaid fabric inspire a design solution

We needed flyers in both English and Spanish. We could have printed some in each language, or created a two-sided flyer with one language on each side.

But we went a different route.

To emphasize that this is a community effort, not a white or Latinx one, we wanted one flyer, not two, with both languages on the same side of the sheet.

Reversing the direction of one language, like a playing card, makes it easier for each reader to focus on their preferred language. There is no primary or secondary position; from the reader's perspective, the preferred language is always on top, with the English and Spanish logos meeting in the middle.

The final challenge was to find room for a lot of sponsor logos. Rather than repeat them on both orientations, we ran them along a white "ribbon" on one side, perpendicular to the rest of the content.

Together with the other linear elements, they weave through the layout like a plaid pattern. This saves space, and provides another unifying element that reinforces the idea that we're all in this together.





# Video

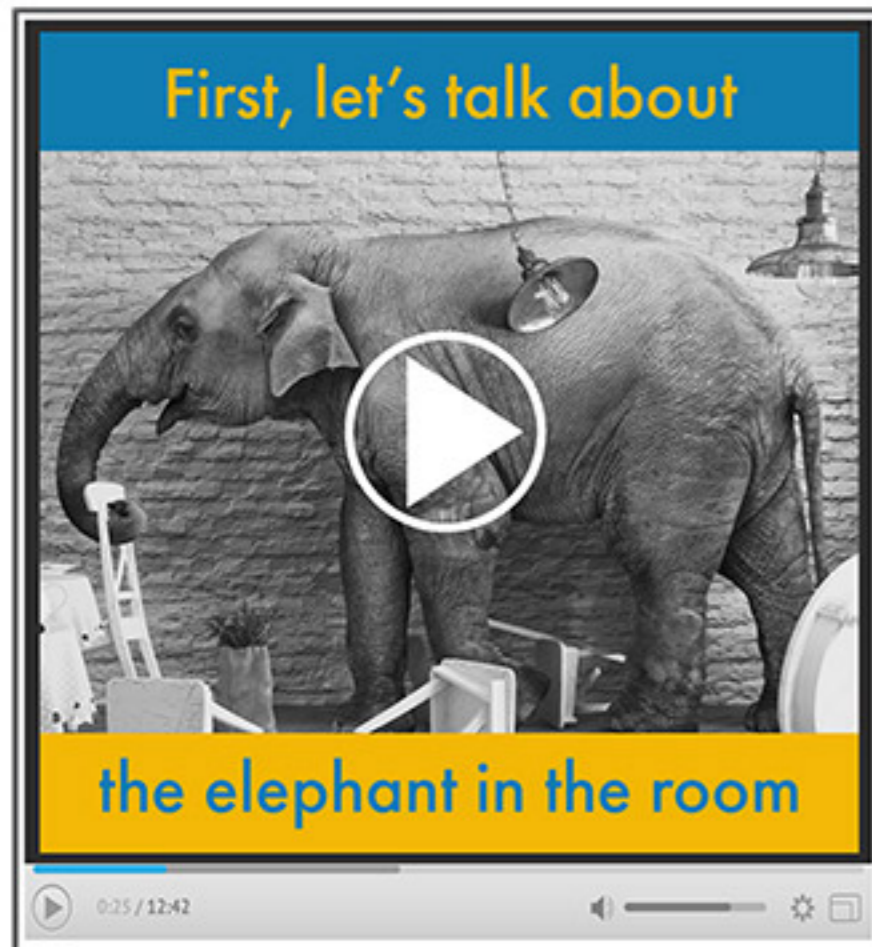
## Simple elements get attention

We're lucky enough to have in-house video production capabilities, so under other circumstances we might have conceptualized and shot an original video set in the community and featuring community voices.

But in the tight time frame we had for promoting the event, it made more sense to keep it simple.

Opening with the "elephant in the room" provides a beat of preparation for a jarring word – "racism" – that is uncomfortable for so many in the community.

Showing the payoff as a small, static, frivolous figurine, instead of a young or smaller living animal, makes the topic less frightening and makes the task seem more achievable.





# Email

## Multiple options for stakeholders

Event producers, sponsors, and others all had different requirements for sending email.

Some stakeholders needed fully formatted HTML email. Some needed separate images and text, or PDFs of the flyer.

We assigned each component a unique ID number, and set up a well-organized cloud-based resource where stakeholders could quickly find and use what they needed.

The system also included other creative assets, including social media images.

The flexibility also allowed us to quickly customize emails as needed. For example, just a few days before the event, the school district gave us permission to invite high schools to publicize the event to students (students could attend free). We were easily able to add disclaimers and other requirements to all relevant components and spread the word.

Creatively, the letter format allowed us to expand on the communication and talk about racism in a more emotional way. Copy and graphics explain how racism is designed to keep us apart, and how it can be defeated by working together.

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# Social media

For individual posts and ads

In a typical program, we create many resources for social media, in a number of formats. We run tests, analyze results, and adjust messages, images, targets, and media for maximum effect.

But the timeline of this project was only a few weeks from beginning to end. So we stuck to a handful of images, with and without text, to do double duty for posts and paid advertising.

Between events, existing and expanded options can continue to build awareness in the community.





Not Alone / Not Afraid

No Solo / Sin Miedo



## Results

They came, they engaged,  
we'll do it again

- 200 people attended. There was overwhelming enthusiasm for continuing the series.
- Attendees engaged with representatives from nine diverse organizations. The organizations, in turn, report that new people expressed interest in getting involved.
- The marketing campaign got the attention of the local newspaper, which reported on it in the days leading up to the event, boosting response.
- Sponsors said that the range of materials and the cloud-based library made it easy to communicate to their members, and would favorably influence their decision to sponsor future events.
- We can use the library of materials to continue the awareness effort between events.



Visit the baby monkey: [www.c3advertising.com](http://www.c3advertising.com)  
805-813-2727 | [mlapointe@c3advertising.com](mailto:mlapointe@c3advertising.com)

Photos by Janet Tallerigo Murphy