

Proposal for City-Placed Public Service Announcements Promoting Neighborhood Councils

Proposed by Kelley S Willis, VNC Board member

DONE and BONC have recently charged the neighborhood Councils of Los Angeles with the task of doing more to engage their various communities, and to include more citizens in the community advisory role that the Neighborhood Councils are intended to play for the City of Los Angeles

I think the lack of differentiation between the 'ad hoc' nature of various local organizations, (such as homeowners' groups, chambers of commerce and renters' associations) and the officially city-chartered, and city-funded, Neighborhood Councils, contributes significantly to the lack of community participation.

Therefore, I propose that the Venice Neighborhood Council immediately do the following:

- 1) Propose to DONE, BONC and our City Councilperson's office, that the City produce, or cause to be produced, a series of 15- and 30-second radio spots promoting the official nature and neighborhood focus of the Neighborhood Council System
 - a. These should be in English and Spanish, (at least,) and should be run as Public Service Announcements on local AM and FM radio stations for those language markets.
 - b. These should run in conjunction with an advertising campaign in either large newspapers (ex: LA Times, Daily News, La Opinion, LA Sentinel) or small ones (ex: DownTown News, City Beat, Argonaut)
 - c. These should include an LA City Logo (print) or 'bumper' (audio), a web-site page to look up a citizen's local Neighborhood Council, or a phone number where the same look-up could be made.
- 2) As this is Venice, we should produce a small set of examples, one in print and one in audio, in each language (Spanish and English,) so that the City has something to use immediately.
- 3) Forward this proposal to all other Neighborhood Councils, so that they may join in the recommendation if they choose

Submitted to the VNC Admin Board 3/12/07