



# New Castle Council on Race and Equity

**Final Recommendations Report**  
**Workgroup #5: Communications**  
**Team Leader: Angela Bronner Helm**

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# Group Mission Statement



The CRE Communications Team strives to educate the New Castle community about anti-racism and equity as well as to amplify the work of the CRE via an anti-racism guidebook, community surveys, social media, newsletters and traditional media.

# Group KPIs



- Group mission statement
- Inclusive language guidelines/handbook
- Setting up a website
- Press/Media outreach
- Regular newsletter/content generation
- Social media efforts

# Group Organization: Subgroups



## Subgroups/Focus Areas:

1. Anti-Racist Handbook
2. Newsletter
3. Social Media/Website
4. Survey
5. Outfacing Website\*

\*newly created 10.2020

# Group Organization: Team Member Roles



**Team Leader:** Angela Bronner Helm

## **Team Members:**

**Kyra Chung-Olagbaiye** Student Voice/Social Media

**Jane Greene** Anti-Racist Handbook

**Alex Greenzeig** Social Media

**Kim Heston** Team Project Manager/ Newsletter

**David Kogan** Anti-Racist Handbook

**Laura Leites** Newsletter

**Lauren Levin** Town Board Liaison

**Kate Lombardi** Newsletter

**Lincoln Pao** Anti-Racist Handbook

**Joanna Peters** Survey

**Carlos Recalde** Survey

**Susanna Sussman** Survey

**Clare Watkins** Anti-Racist Handbook

**Youngju Yoon** Social Media



# COMMUNICATIONS RECOMMENDATIONS



# ANTI-RACISM HANDBOOK

# Anti-Racist Handbook Recommendation



## **Recommendation:**

**Provide the New Castle community with an anti-racist guidebook.**

Each chapter of the book will be devoted to a word relating to racism. The word, for example, “microaggression,” is defined and followed by a vignette of a real-life situation that took place in New Castle that illustrates the featured word.

The goal is to communicate the complexity of racism, educate the reader about racism’s more nuanced aspects and encourage self-reflection. We will highlight how racism has reared its head in these stories—both overt and subtle—and provide recommendations for modified behavior.

Education is the backbone of achieving racial inclusion and equity, the ultimate goal of the CRE.

\*See Appendix 1 for Book Content Created to Date

# Anti-Racist Handbook Recommendations (cont.)



## **Timeline:**

ST: CRE Leadership approval of the approach

MT: October 2020 - January 2021

1. Select all words to be defined in the book and gather more sources for the stories of racism in the community shared within the handbook
2. Define words
3. Write summation of stories, reflections and suggestions for modified behavior
4. Proofread and Edit manuscript

LT: Spring 2021 Publish handbook online and distribute hardcopies; possible Handbook for children ages 6-12 in the future

# Anti-Racist Handbook Recommendations (cont.)



**Budget:** Extremely rough ballpark:

- Publishing: \$3,000-\$5,000 (found on a self-publishing site). Includes cost of printing, although number of pages and number of copies remain an unknown variable
- Copy Editor: \$2,000-\$3,000

**Special Resources:** Reference books and articles, community groups on social media, community participation

**Implementation Considerations:**

- On-line book: Advertising
- Hardcopy book: Distribution method (Town Hall? CRE table at Farmer's Market? schools? HGHS LIFE might be a good contact)
- Monies generated from the hard copies can be used to fund initiatives for the CRE

# Anti-Racist Handbook Recommendations (cont.)



**Audience for Engagement:** The entire community, young, old and every age in between. The handbook is created to help educate every member of population who lives and/or works in New Castle. It also provides BIPOC community members who have (anonymously) shared their stories, both a catharsis and an acknowledgement that their experiences are seen and valued.

**Engagement Plan:** Social media, Newsletters, Website, CRE Farmer's Market tablet, welcome baskets for new residents, aligned businesses, etc.

**Success Metrics:** Volume of community feedback. Potentially a 2021 CRE survey question



# NEWSLETTER

# Newsletter Recommendations



## **Recommendation:**

Distribute CRE hardcopy newsletters and e-newsletters to 1.) educate the community about CRE activities 2.) educate the community about anti-racism 3.) Give voice to BIPOC community members, and those engaged in anti-racist activities

## **Timeline:**

ST: September 25, 2020- First e-newsletter. Was included in New Castle's Friday community e-newsletters for duration of 2020

MT: E-newsletters to be distributed on last Friday of the month

LT: In 2021, solo distribution of CRE monthly e-newsletter and a quarterly hardcopy newsletter

# Newsletter Recommendations (cont.)



## **Budget:**

- E-newsletter with New Castle Friday email: FREE
- E-newsletter via CRE distribution: 12x per year, \$100 per e-newsletter (for 6,000 contacts)= \$1200
- Hardcopy Newsletter: Standard length, 2 two-sided pages; one color; 4x per year, 1000 copies= \$2400

TOTAL ANNUAL: \$3,600

## **Special Resources Required:**

- New Castle Media Center for e-newsletter distribution
- Printing service (Estimate for hardcopy newsletter from Minuteman Press in Mt. Kisco)

# Newsletter Recommendations (cont.)



## **Implementation Considerations:**

- Obtaining content from CRE groups in a consistent, timely fashion. Would like to come up with a calendar with set deadlines for team leaders starting in Phase 2. Also would like to come up with an effective communication plan so that the content for the newsletter flows in an unobstructed fashion.

## **Audience for Engagement:**

- New Castle residents, merchants, town employees
- Long term: Area towns

# Newsletter Recommendations (cont.)



## **Engagement Plan:**

- Include CRE e-newsletter in New Castle's Friday e-newsletter to distribute information to 6,000 residents
- Collect email addresses at CRE events and on-line to build a distinct CRE e-news subscriber list
- Distribute quarterly hardcopy newsletter to the community (merchants, library, town hall, rec center, Greeley House, houses of worship, etc.)
- Ask readers to contact us with questions related to racial issues or questions ("Dear Ayaana")
- Highlight BIPOC residents in town
- Highlight community events, organizations and individuals, that are focused on racial equity
- Letters to the Editor
- Possible videos

## **Success Metrics:**

- Number of subscribers and active readership



# SOCIAL MEDIA

# Social Media Recommendations



**Recommendation:** Our mission is to use Social Media as a tool for CRE communication, organizing, and efforts to transform or interrupt cultural racism by reaching out to the New Castle community (and beyond) building relationships, sharing information, and educating the community which will result in a greater network of supporters.

**Timeline:** By November 15 Social media platforms 100% engaged (not incl. standalone website)

**Budget:** \$150-\$200 (not including website). This includes using a service like Buffer.com or HootSuite.com (about \$99 per year; also, there may occasionally be some photo usages which may have costs for licensing).

**Special Resources:** Individual with graphic design skills; website design; website implementation

# Social Media Recommendations (cont.)



## **Implementation Considerations:**

- Streamline the process: content, editing, approval, design, uploading for faster turnout
- Coordinate responses from each of CRE teams/team leaders
- Regular access to “graphic design” person or persons to optimize posts

**WEBSITE:** Carlos Recalde of the Comms team has offered to build out the CRE website, which will engage with the community and be a place for internal CRE communication.

# Social Media Recommendations (cont.)



**Audience for Engagement:** New Castle residents

## Implementation Needs (5 steps)

**1.** We need a dedicated team for social media.

**2.** We need a content plan (could include monthly themes, but some framework).

**3.** The social media team should be regularly liaising with other CRE teams to get content.

**4.** We need graphic designers, photographers, writers, and posters—all around content management.

**5.** We need an effective editing/sign off system so that all posts have been run by CRE leadership and have been vetted for typos, grammar, etc.

# Social Media Recommendations (cont.)



## Success Metrics:

1. **Platform engagement:** clicks, likes, retweets, shares, comments, mentions, +1s, favorites
2. **Platform reach:** follower count, impressions (how many times CRE content shows up in a timeline or newsfeed), web traffic (click throughs to website from social media accounts), share of voice (whether CRE inspires more chatter)
3. **Platform conversion:** sign ups for CRE newsletter, increased email marketing list, eBook downloads
4. **Sentiment:** Is how your organization is perceived and how positively people view your organization-online reputation! Keep track of how many complaints and praises you receive in order to paint a picture of overall brand sentiment



Thank you.

# Appendix 1



See attached Anti-Racist Handbook