

sac cultural hub

M e d i a F o u n d a t i o n

Working to educate, empower, and promote health & wellness of African Americans in Northern California



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California Citizens Redistricting Commission
Educational Session February 26, 2011

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M e d i a F o u n d a t i o n

- ▶ Northern California based
- ▶ Established in 2003
- ▶ Headquartered in Sacramento County
- ▶ 501c3 status – non profit organization

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Media Foundation

▶ Mission

- Develop programs that mentor & educate African American/Urban communities throughout Northern California



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M e d i a F o u n d a t i o n

▶ Mission

- Utilize non-traditional vehicles that provide civic engagement and outreach opportunities such as:
 - Black Men in Leadership Symposium
 - Hub Choice Awards

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u r b a n e n t e r t a i n m e n t



▶ Grassroots Level Partnerships/Collaborations

- 100 Black Men of Sacramento
- African-Americans for Balanced Health
- The Gospel Vine
- Church and non profit organizations
- Associated Ministers Empowering Neighborhoods
- Fraternity and Sorority Organizations
- California Black Chamber of Commerce
- Greater Sacramento Urban League
- National Council of Negro Woman, Sac Chapter
- Sacramento Community Cancer Coalition of Kaiser Permanente
- Sacramento Black Chamber of Commerce
- Sacramento Chapter of the NAACP
- Sacramento Area Black Caucus
- First Fridays of Sacramento and the Bay Area
- California Black Media Summit
- The Observer Newspapers

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M e d i a F o u n d a t i o n

▶ The Foundation is under the auspices of the Sac Cultural Hub Corporation which includes:

- Sacculturalhub.com
- THE HUB Magazine
- Urban Weekly e-newsletter
- Social Media outlets
 - www.facebook.com/sacculturalhub
 - Twitter, LinkedIn, Myspace



▶ The Foundation created these platforms to provide relevant news resources and educational information which have allowed for us to readily promote participation in the Census & Redistricting efforts.

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Media Foundation

- ▶ To date the Foundation has successfully contributed to numerous civic engagement activities
 - Census/Redistricting information dissemination at signature events
 - Publicized Census employment opportunities
 - Marketed specific Census campaigns
 - Encouraging community participation in town hall & political action meetings
 - Marketing redistricting recruitment efforts & the importance of voting



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M e d i a F o u n d a t i o n

- ▶ Connecting and informing the African American communities is paramount for us at the grassroots level
- ▶ We advocate awareness and education about relevant issues that will impact the African American lifestyle (advocating for a diverse commission and compliance with the Voting Rights Act)

Recommended collaborative opportunities with the Foundation

- ▶ Spring & Summer Civic Engagement Outreach
 - Signature Events
 - Black Physicians Forum
 - Black Men in Leadership Symposium
- ▶ Community Outreach Activities
 - Materials distribution
 - Information exhibitor
- ▶ Marketing
 - PSAs
 - Articles/Editorials
 - Advertisements
 - Social Media
 - Webinars/Videos

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“STAY-IN-THE-KNOW” Outreach Campaign



“What is Redistricting and why should I care?”

Learning about the “Pocket Guide to California’s New Redistricting Commission”

Connecting to “www.wedrawthelines.ca.gov”

▶ **Challenges and Resources Available**

- The term “Redistricting” can sound intimidating and the issues/documentation can also be somewhat complex and layered
- The Foundation sees outreach opportunities and the need to provide African Americans with 1–2–3 steps of “stay-in-the-know” information.
- Our goal is to keep African Americans aware, informed, and engaged to participate in redistricting activities.
- As we have become a trusted source of information, the African American community relies on our urban messaging and friendly language of communication that makes sense.
- Our continued outreach efforts will include keeping up-to-date with the websites for the Redistricting Commission so that we can readily provide relevant news resources to the African American community (e.g. – job opportunities, upcoming conferences/workshops, etc.).
- Access to information is key as well as understanding the “redistricting process” and how it effects you, your family, and the community.

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M e d i a F o u n d a t i o n

THANK YOU!

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Northern California

BLACK PHYSICIANS

FORUM 2011

