



California Racial Equity Commission

Publicity & Outreach Guidelines for Partners



Thank you, for your collaboration and eagerness to promote the work of the California Racial Equity Commission (the Commission) in your outreach. Your partnership is important to us. To help you spread the word about our work, we have developed these Media & Outreach Guidelines for partners. As you plan communications and outreach related to the Commission, please utilize this resource.

Use of the Commission's Name and Work

Please acknowledge the California Racial Equity Commission (the Commission) and the Governor's Office of Land Use and Climate Innovation (LCI) in all publications, websites, and all media-related public outreach when highlighting the Commission.

When describing the Commission and its work, please notify the Commission's Executive Director Dr. Larissa Estes at Larissa.Estes@opr.ca.gov and/or Operations Manager Toya Davis at Toya.Davis@opr.ca.gov to ensure language and descriptions are accurate. Additionally, the Commission may request your outreach include a link to the Commission's website to ensure people have direct access to the Commission's information and resources.

Approved Language

For documents, such as press releases, media advisories, social media posts, etc. use the following language:

The California Racial Equity Commission, established by Governors Newsom's Executive Order N-16-22 and housed under the Governor's Office of Land Use and Climate Innovation, recommends best practices and opportunities to address racial equity and address inequities facing historically underserved and marginalized communities.

Requesting Quotes from Leadership

Partners are encouraged to distribute press releases for major announcements in partnership with the Commission. If you would like a quote from leadership for a press release, please submit the press release to the Commission at RacialEquityCommission@opr.ca.gov at least two (2) weeks before the release will be published. Please send all final materials like graphics and photos as well.

Photo and Visual Content Use

Informed Consent

Partners should reach out to the Commission and obtain explicit consent before using photos posted to the Commission website or social media in any outreach, including websites, reports, or social media. To request consent, please email RacialEquityCommission@opr.ca.gov and provide clear information about how images will be used, attributed, and stored.

Logo Use

When using our logos, focus on creating the most color contrast between the logo and background to contribute to accessible communications. For example, use the color version only when the logo appears on a light background; on backgrounds of a darker color, use the white version of the logo. For more information, please refer to our [Brand Guidelines](#).

Social Media and Digital Content

Responsible Sharing

Partners are encouraged to use social media platforms to amplify the Commission's work responsibly, ensuring that posts are accurate, respectful, and aligned with the overall objectives of the Commission. Partners may also monitor the public response to ensure there are no harmful narratives or misinformation being spread.

Transparency in Attribution

Any materials shared, such as infographics or reports, should be properly cited to attribute the Commission's work and highlight collaborative efforts.

Stay in Touch

Our team is here to help! We love to work with partners to brainstorm communication strategies and outreach plans. By staying in contact with our team, we can help make any event you plan a success! We can make leadership available for media interviews, coach you on how to pitch to media, help you identify reporters, and help secure participation by state officials. Contact us anytime you want to collaborate at RacialEquityCommission@opr.ca.gov.