

Los Angeles County Human Relations Commission / Rock The Vote

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A publication of the L.A.
County Human Relations
Commission.

Vol. 1 No. 1

April 2004

Zerohour Officially Launched!

“Rock the Vote Helps Commission Link Mass Media to Grassroots Action”

Zerohour, a new public education campaign directed to youth who daily struggle with the issues of bias, discrimination, bullying and even hate acts in schools has been launched. Zerohour is the result of a collaboration between the L.A. County Human Relations Commission (HRC), and nationally recognized Rock the Vote (RTV). Together, staff from the agencies created all components of Zerohour. "The project is a culmination of two years of start-up work, including research, focus groups and workshops in area high schools and juvenile hall," says Rev. Zedar Broadous, President of the HRC. "This is an ambitious undertaking that's about more than a media message—it's about building human relations infrastructure in our schools," added Robin Toma, Executive Director of the HRC. "Bias or discrimination can erupt because of race, religion, sexual orientation, gender, ethnicity or disability issues. When we heard the startling statistics and personal stories of county youth who struggle with violent behavior directed towards themselves or others, we knew we had to get involved," says Jehmu Greene, President for RTV. The marketing component of Zerohour includes a series of edgy, "reality shoot" public service announcements, involving youth in everyday scenarios. The ads challenge youth to question bias and discrimination and to take the next step-- to become involved in doing something about it.

Spots have run exclusively at KTLA5 whose entertainment mirrors the demographics that Zerohour hopes to reach. The ads encourage youth to log onto Zerohour.com, an edgy, cool website designed by RTV. There, youth find ideas and resources for transforming their social idealism to practical solutions for their school campuses. In the first five months of operation, over 150,000 have visited the website and 1485 youth survey responses have been recorded at the website. Over 1042 people have added to the Zerohour action mailing list. Movie house ads featuring Zerohour.com reached almost 3 million movie-goers during the holiday blockbuster season. A series of posters mounted on construction sites is running now with an estimated cumulative 28.5 million viewers seeing those postings.

Zerohour Nets L.A. County Over \$1 million in Grants or Pro Bono Assistance

The new anti-bias marketing campaign created by RTV and HRC received the benefit of thousands of dollars in grants and over several thousand hours in pro bono or reduced fee assistance from a number of agencies. Chief among these was the L.A. County Quality & Productivity Commission which provided a seed fund grant of \$370,000 to help Zerohour become reality. The county commission funds projects that will bring greater effectiveness in program delivery to county residents. A \$50,000 grant from the County's Information Technology Department made possible the Zerohour.com website and continuing upgrades. Over \$50,000 was provided by The California Endowment for educational work to prevent hate violence post 9/11. More than

(Continued on page 2)



Nine out of ten youth report they want to do the right thing, but don't know how.

Zerohour nets

(Continued from page 1)

\$30,000 was contributed by KTLA/The Tribune Corporation, which agreed to run the first ads exclusively in prime time hours, and support the campaign with news and feature coverage. Zerohour reaped more than \$700,000 in pro bono creative assistance. Creative concept was pro-

vided by Crispin-Porter+Bogusky, an award-winning agency responsible for creating the youth anti-smoking Truth Campaign. Production for the spots was handled by Public Interest Productions, multiple Emmy-award winning social activist production firm. Ads for distribution in over 200 movie theaters during the holiday movie-going season were produced by National Cinema

Network, which also provided the campaign with reduced nonprofit ad rates and expanded dates. It is estimated over 2.3 million theater-goers saw the ads for a cumulative total of 7.3 million impressions. "The County has been the recipient of some incredible talent, generous funding and heart-driven activism in the two years that Zerohour was being conceived and created," says Donna Bojarsky,

"When we heard the startling statistics and personal stories of county youth who struggle with violent behavior directed towards themselves or others, we knew we had to get involved."

Jehmu Greene

HRC Commissioner who originated the campaign concept.

Celebrities Rally Round Zerohour

Actors, corporations and nonprofit leaders have joined to support the vision behind Zerohour. Chief among these

has been actor Patricia Arquette, who has donated hundreds of hours to drive from the Antelope Valley to Long Beach to deliver a message of peace and hope to young would-be activists. She also appears on a short video encouraging corporate support that has been produced by the Commission.

The video and features actors Patricia, Rosanna and David Arquette, supporters of HRC programs, along with Mary Louise Parker, Tommy Hawkins and a number of corporation executives who have supported HRC programs in the past. "We are always on the lookout for funding," if you can help, contact (213) 974-7616.

Youth, County Agencies and Non-profit Agencies Partner in Zerohour Programs



Last year, a pro bono bus bench campaign received over 300,000 multiple impressions in key school neighborhoods.

Zerohour was not conceived as a simple public education campaign, but rather as a multi-pronged approach to the problems faced by county youth who see discriminatory or even hateful behavior on a daily basis. The Zerohour public service announcements and website were designed as

the first prong, to get students' intrigued enough to go to the website. However, for the past several years, the HRC has been developing several programs to serve these youthful human relations leaders. First, a new youth group, Youth Advisory Council Team (Youth ACT!) has

been formed and served as mentors/counselors/editors for the Zerohour.com campaign. Youth ACT is comprised of youth from throughout the county who are now serving as leaders and trainers for other youth who wish to address human relations con-

(Continued on page 3)

Youth Partnering

(Continued from page 2)

cerns in their school communities. Partnering with the HRC are nonprofit agencies who now sit together to provide programming to further positive intergroup relations at a county level. These agencies serve on the HRC's Youth Advisory Committee (YAC)

and include over 11 national and grass roots organizations. The HRC is also partnering with the Boys & Girls Clubs Southern California Alliance to provide human relations training at the neighborhood level through this agencies 67 clubs. The L.A. County Public Library system and Parks and Recreation will also be used as sites for distribution of materials, activities, special events

for Zerohour. KLCS, L.A. Unified School District's the education channel, which has the potential to be seen by over 900,000 Southern California viewers has agreed to produce a series of educational programs that can be requested by any LAUSD teacher for curriculum work. KLCS will continue to be a strong partner for Zero-hour as the station has also agreed to run the ads, and



Dreamyard/LA street poets describe in real prose the life of L.A. youth at an HRC sponsored event.

provide on-air coverage for some of the upcoming special events to promote the Zero-hour launch. "Together, these partners represent tremendous distribution channels for Zero-hour programs, events and materials," says HRC Executive Director Robin Toma. "We would urge corporations, nonprofits and other county departments who wish to join us in eradicating bias and discrimination in our schools to contact us. The time is now!"

Rock the Vote Nationally Recognized

Through concerts, a website and other media platforms, Rock the Vote reports it has registered more than 2 million new voters since 1990. At a time when community activism seems to have more appeal to the youth, the non-partisan, non profit youth action group is celebrating its 14th year of spearheading youth activism, including voter registration and volunteerism.

"Rock the Vote is a really important partner to the Zerohour campaign, because they are in the field, working both with marketing firms who are into social marketing, as well as youth who want to make a difference in a positive way," says HRC Executive Director Robin Toma. Rock the Vote helped to create and design the entire Zerohour campaign.

"We would urge corporations, nonprofits and other county departments who wish to join us in eradicating bias and discrimination in our schools to contact us. The time is now!"

Robin Toma

First Zerohour Conference Event A Hit With Youth!

Over 300 students from L.A. County high schools, along with their teachers or advisors attended a first ever conference, Zero-hour! The Time to Act is Now!! to launch Zero-hour. Judging from post-evaluations, the programs

that were requested by youth themselves and introduced at the conference were rated outstanding. These programs will serve as the basis for Action Packets--a how to guide for human relations youth leaders who want to

work with teachers or administrators to bring activism in human relations to their schools. A new youth outreach coordinator will be named shortly to provide additional support to these youth. HRC and the youth

(Continued on page 4)



Youth peace leaders are waiting for training at every county school. They need your help!



I Want To Help Zerohour!

Please contact me!

Please send more information on how I can help!

Name: _____

Company: _____

Phone: _____

Fax: _____

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The Time To Act Is Now!

For 60 years, the Los Angeles County Human Relations Commission has worked to provide inclusion, respect, appreciation and safety for all groups from all races, ethnicities, religions, sexual orientations, gender or disabilities.

We're on the Web!

LAhumanrelations.org

"After 9/11 my best friend told me that I was a terrorist, and I was made to feel very unwelcome at my School, by both students and teachers," says Farah, a current member of Youth ACT, a Commission sponsored youth group that helped shape the Zerohour.com Youth Public Education Campaign. Since 9/11, Farah created a school-wide peace rally that helped bring Muslim and non-Muslim students together.

(Continued from page 3)

First Youth Event Success

serving organizations partnering with HRC staff will be providing technical support to schools that attended the conference to ensure the development of human relations projects on the school campuses.

Zerohour.com Positive Antidote to Hate Sites

Accessing the Internet and creating Web pages has become simple. As a result, the number of websites and the number of people visiting them have grown. Mirroring this growth, the number of hateful Web sites has increased exponentially: hundreds of bigoted sites promoting a variety of philosophies, such as anti-Semitism and racism. The explosion of the Internet, and especially the startling increase in the number of teenagers and even children online, has raised important concerns among parents and educators. Much of the attention has been focused on online pornography and sex predators. Less has been said of the dangers of hatred and bigotry on the Internet. But the problem has been well documented. That is why Zerohour.com is so important. It serves as a positive alternative to hate sites by providing youth with resources, ideas and training for becoming peace activists