



**CITY OF BEVERLY HILLS
HUMAN SERVICES DIVISION**

MEMORANDUM

TO: Human Relations Commission
FROM: James R. Latta, L.C.S.W., Human Services Administrator *JRL*
DATE: December 20, 2012
SUBJECT: Embrace Civility: Bullying Prevention Video Competition Update

Review and Update:

The following memo is provided to the Human Relations Commission for review and update of the progress to-date of the bullying prevention video competition. The Commission may discuss other opportunities for outreach during the meeting:

At the time of the November 15, 2012 meeting the following information was provided to the Commission:

Media Outreach:

Press releases were sent to the local media including the Beverly Hills Courier, Beverly Hills Weekly and Patch.com.; press releases will continue throughout competition and pre-holiday break reminder to all schools by Community Services publicist;

Community Services Winter 2012 Catalog and E-News

Distribution of Flyers:

Two versions of flyers: 1) hard copies to City venues (e.g., parks, library, City Hall, Farmers' Market, etc.); 2) flyers with *live link to website* for electronic distribution;

Copies to All Saints Episcopal, Beverly Hills Presbyterian and Good Shepherd churches, and private schools in Beverly Hills.

BHUSD Outreach:

Romeo Carey, Media Director

Highlights, Beverly Hills High School Newspaper

Flyers (live link) for District website

HRC December 20, 2012

Officer Mendoza addressed Beverly Vista parents

PTA Outreach:

Initial outreach and ongoing follow-up by Community Services publicist Jessica Emerson.

Teen Advisory Committee Meeting:

Outreach to the Teen Advisory committee by Human Relations commissioners on November 6, 2012

City Website:

City Calendar—Human Relations Commission invitation to submit a video
Direct link to video competition entry form, rules and guidelines

Beverly Hills Public Library:

Pamphlet with list of *Books about Bullying*
Links to *You can make a difference* web sites
Contact information for Teen Line
Teen Zone has iMovie and iPads for video creation and editing

Outreach since the November 15, 2012 Meeting:

PTA Outreach:

Initial outreach and ongoing follow-up by Community Services publicist Jessica Emerson.

Teen Advisory Committee Meeting:

Outreach to the Teen Advisory committee by Human Relations Commission on December 4, 2012

Media Outreach:

Beverly Hills Cable interviewed Chair Sherman about the commission's bullying prevention video competition.

Jessica Emerson, Community Services Publicist will attend the meeting to update the Commission on her continuing outreach and answer any questions the Commission may have.