

March 20, 2007

To Whom It May Concern,

The Department of Neighborhood Empowerment (DONE) has recently determined that Neighborhood Councils should do more to encourage community participation in the Neighborhood Council system. The Venice Neighborhood Council feels that DONE should do the same.

The Board of the Venice Neighborhood Council requests that DONE, as part of its initiative to encourage Neighborhood Councils to provide more effective outreach to LA's many communities, produce, or cause to be produced, a series of 15- and 30-second radio spots promoting the official nature and neighborhood focus of the Neighborhood Council system.

The spots should be, at the least, in English and Spanish, and should be run as Public Service Announcements (PSAs) on local AM and FM radio stations serving those language markets.

These PSAs should run in conjunction with an advertising campaign in either large newspapers (ex: LA Times, Daily News, La Opinion, LA Sentinel) or neighborhood ones (ex: DownTown News, City Beat, The Argonaut,). All of the advertisements should include an LA City Logo (print) or tag-line (audio), a web-site page to look up a citizen's local Neighborhood Council, or a phone number where the same look-up could be made.

This Public Service campaign would clarify in the public's mind the difference between other local organizations and Neighborhood Councils. Many organizations are ad hoc and exist to represent a narrow set of concerns. Neighborhood Councils are officially city-chartered, city-funded, and exist to represent all the concerns of the citizens of a particular Los Angeles neighborhood.

The Board of the Venice Neighborhood Council looks forward to DONE's participation in this outreach campaign.