

Activism Articulated

The Vision:

Take an empty lot behind a chain link fence and turn it into an anchor point in the town center by building a parklet full of edible fruit trees, tiny library boxes, murals, benches and community pride.



Potential Partners:

Sacramento Urban League
SacACT
The Roberts Family Development
Center

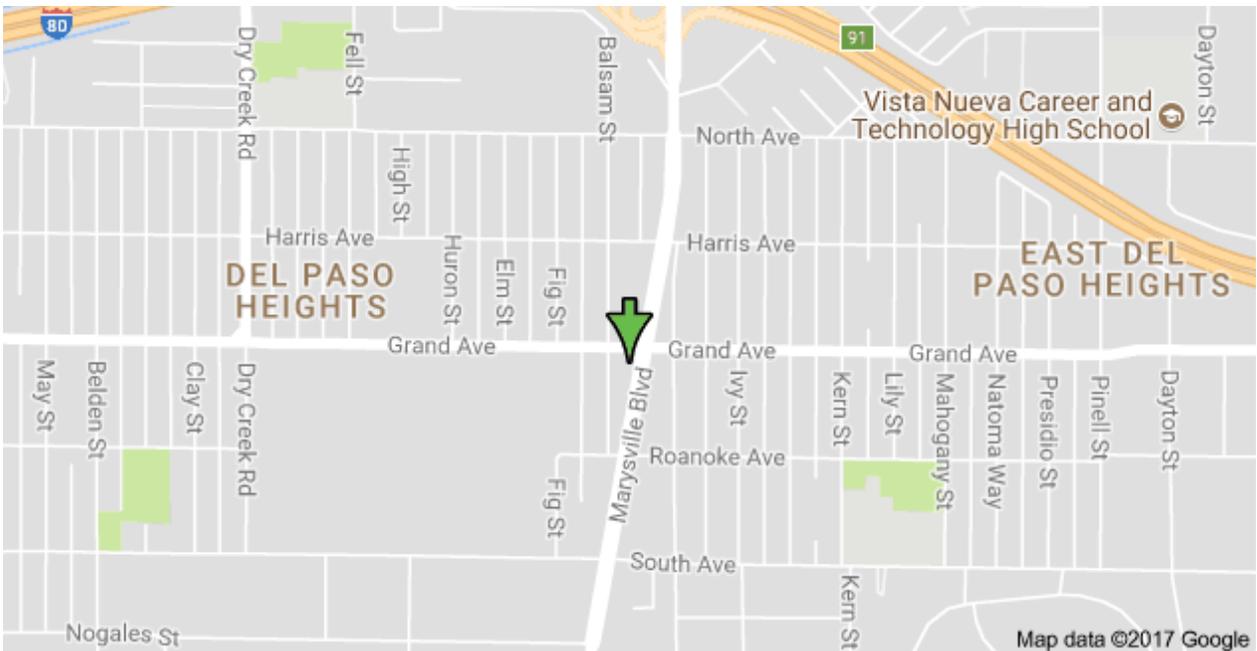
Official Partners:

Trenchless
Lavender Library
The House of Amazon

Why?

Because we care deeply about all of the people of this community. Some of us grew up here. Some of us live here now. As a multiracial LGBT run company, we all know what it is like to feel as though our community isn't appreciated or cared for. We are determined to show Del Paso Heights some real and lasting love, and to bring as many organizations on board with us as possible. Together we will make a difference in the neighborhood is seen and experienced.

Site Map and Aerial:





Additional Location Information:

Zoning:	C-2	Site Information		County Use:	CITY USE (WDA)
Lot Area:	10,047	Acres:	0.23	State Use:	
Land Use:	MUNICIPAL PROPERTY	Lot Width/Depth:	x	Water Type:	
Site Influence:	CORNER	Commercial Units:		Building Class:	
		Sewer Type:		Property Tax:	
Total Value:		Tax Information		Tax Area:	03151
Land Value:		Assessed Year:		Tax Exemption:	PUBLIC AGENCY
Improvement Value:		Improved %:			
Total Taxable Value:		Tax Year:			

About the Activism Articulated Team:

Darcy

Founder and President

After ten years in the field as a journalist, communications consultant, and PR manager, Darcy is devoted to illuminating often-overlooked voices. Her activism is deeply rooted in strategic communications efforts and the idea that bridging the gap between mainstream media access and progressive ideas is a big part of what it takes to change the world. She develops communications plans, offers training and workshops and helps small organizations craft effective messaging strategies for the fights they take on. She specializes in developing partnerships, managing sponsors, event management, press relations, message creation, image management and strategic communication planning.

Jasper James

Co-Owner and Vice-President

Jasper James has worked as a Social Media Manager and Event Planner for six years. Their passion for social media, research and up-to-the-minute knowledge of trends is invaluable in promotion and marketing campaigns and their background as an event planner is a key part of our integrated strategies. From content creation, production (audio & video), social media posts and guest blogging, Jasper helps to maintain buzz and keep a story moving.



Nick Degraff

Communications Manager

Nicholas DeGraff is a 10-year resident of the Del Paso Heights Neighborhood - which is the longest he has lived in any one neighborhood. Nick is a successful social entrepreneur who has launched startups into global businesses and expanded local small businesses into regional players within their industries. Prior to his entrepreneur career, he was an award-winning community organizer focusing on issues like hunger, food access, poverty, homelessness, and non-violence.

Lawrence Lowery

Project Manager

Lawrence began his career as an HIV test counselor and prevention specialist. He has worked as a Case manager for The San Francisco AIDS Project, Westside Community Services of San Francisco and The Black Coalition on AIDS of San Francisco. Lawrence moved on from Case Management and began working as Licensed Phlebotomist-Medical Assistant at the world-renowned Ward 86 at San Francisco General hospital. During this time Lawrence was an active board member of The Native American AIDS Project of San Francisco. Because of the medical and board experience Lawrence is able see the broad and narrow on any situation and as such can develop organizational procedures and individual interventions that are client focused. Lawrence is currently Clinic Supervisor of a Federally Qualified Health Center in Sacramento. To Quote Lawrence, "I love what I do because I am able to serve those who need care the most. They need it not because of some personal failing alone, but because the society we live in allows them to be harmed and treated as less than human." Lawrence is a fervent advocate for the rights, dignity and access to care for all marginalized groups of people.

Jason Shelly

Advocate

At the age of 6 Jason made the discovery that a major meat distributor was harvesting precious rainforest land to raise and import beef to the United States. He staged his first public protest outside the local Burger restaurant to inform customers of their choices. Since then, Jason has been a dedicated activist. Jason has done fundraising during the AIDS epidemic, raising monies and awareness for the needs of those suffering the most. He started an inquiry with The Stop AIDS Foundation, and today a group exist to assist those with many questions, to receive accurate information without judgement. Jason currently volunteers for sanctuary spaces such as Groundswell of Cloverdale and the Sisters INC; of San Francisco. He is trained in administration, public assistance, and crisis management.

Ebony Ava Harper



Community Organizer

Ebony Harper is one of the leaders and shining lights of Sacramento's Transgender community, as Gender Health Center's PREP Coordinator and as a vital team member in our Outreach, Harm Reduction, Community Organizing, and Respite programs. Her recent appointment to the State Office of AIDS Planning Group reflects her vital and respected role in our community as a go-to contact for a broad range of needs and services, from heads of State-level agencies looking for her to speak at a program unveiling to religious community leaders seeking Transgender cultural competence to survival sex workers in crisis needing a shoulder to cry on and resources to get them through to tomorrow.

Vocheri Thomas

Education and Outreach

Vocheri grew up in Del Paso Heights and is a long-time educator and nonprofit outreach manager. She sits on the boards of Black Women United, SETA Head Start Policy Council and WCIC Parent Advisory Council and is a skilled volunteer manager, handling upwards of 100 volunteers per event.

Sam Skow

Public Historian

Sam Skow has worked in various capacities in the public history field for over 5 years, including museum interpretation, archives, cultural resources management, and oral history. A tenacious researcher, savvy analyst, and conscientious interpreter, Sam is dedicated to using his array of skills to elevate historical consciousness and to promote a strong sense of place as a platform for social justice. Sam has processed archival collections and written and encoded digital finding aids for the State of California, served as acting head archivist and designed exhibits for the Lavender Library Archives and Cultural Exchange, annually volunteers as a judge and mentor with Sacramento County History Day and California History Day, and currently works for a historical consulting firm in the greater Sacramento region.

Allison Stelly

Grants Consultant

Allison Stelly is a professional fundraiser and grant-writer specializing in working towards social change.



Previous Work

Large-Scale Community Event & Partnerships:



Black Women United, “Ain’t I A Woman” March

Our Client:

Black Women United is the brainchild of a 24-year-old single mother who wanted to draw attention to the specific issues facing Black women in America. As a newly established non-profit, BWU needed a strategic, and unconventional communications partner for the very specific needs of their brand.

Established at the beginning of 2017, Black Women United emerged onto the California nonprofit stage with a bang. Their goal: to host and create the first ever Black women’s march in Sacramento called the “Ain’t I A Woman” march. Their goal for success was to acquire \$5,000 and have 500 women attend the march. They hoped for a small write up in the local weekly paper.

Fully Integrated Strategic Support

Activism Articulated worked as full partners to grow this event. We brought in and worked with The California Endowment, handling negotiations and messaging as well as sponsorship and managing a nearly \$25,000 ad buy including radio and digital advertising. In the end, BWU pulled in close to \$100,000. The march was attended by nearly 2,000 people and garnered national attention from outlets such as The Huffington Post, mic.com and The Root, local coverage in The Sacramento Bee, the News and Review, and The Observer. The event garnered full coverage from local affiliates for ABC, CBS, NBC and Fox.

Activism Articulated

Our work centered on growing exposure and media access as well as traditional media placement for the organization. We worked closely with BWU to establish messaging and talking points, prepare spokespeople for high-level interviews, establish popular social network feeds, develop a comprehensive style guide, and develop and execute a full communications plan. Our work centered on building a solid base for the organization to grow exponentially while identifying and disseminating narratives that would catch fire in this particular region and with a specific target audience.

Social Media and Speakers

A key part of our efforts for BWU involved positioning their digital brand for the greatest impact. Social media, communication strategy, messaging, partnerships/sponsorship, marketing and public relations efforts were all combined in one large effort surrounding the “Ain’t I A Woman” Black women’s march. Activism Articulated positioned BWU’s founder, Imani Mitchell, as an up-and-coming thought leader who could deliver the inclusive vision of BWU to Black women on a national scale. Social media efforts generated buzz and helped to secure high-profile speakers including Raquel Willis, Kimberly Ellis, Elaine Brown and more.

Profile and Support

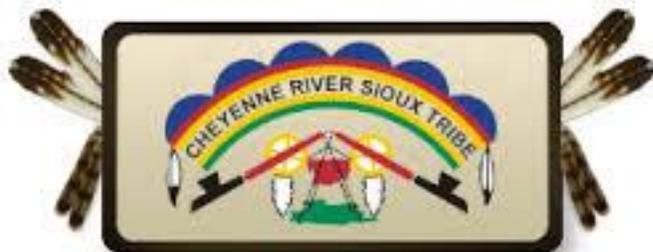
We worked to build BWU’s profile in the Black community by offering reporters exclusives and targeting Black media organizations and national reporters. We reached out to local Black female journalists to secure pre-event coverage as well as day-of and follow up placements.

Leveraging exclusives and introductory meetings helped establish a foundation. We also offered integrated communication assistance as well as contractual and negotiation support.

Other off-book services included:

- Creation of musical content for radio advertising
- Development of video content and advertising
- Mixing and mastering of media
- Acquisition of on-site sound reinforcement
- Day of coordination
- Partnership placement and outreach

Public Relations & Media:





NoDAPL: The Cheyenne River Sioux Tribe vs. The Dakota Access Pipeline

On the day Activism Articulated got the call from the Cheyenne River Sioux Tribe and their legal counsel for strategic communications support, the standoff over the Dakota Access Pipeline had escalated to the deployment of National Guard Troops. This followed the use of untrained attack dogs on peaceful water protectors trying unsuccessfully to stop bulldozers from erasing sacred sites.

Our Client:

The Cheyenne River Sioux Tribe and Chairman Harold Frazier along with the Standing Rock Sioux Tribe were facing a community crisis. Their access to clean drinking water was threatened by the Dakota Access Pipeline crossing at Lake Oahe - after being rerouted away from Bismarck due to water safety concerns. In addition, the new route went directly through well-documented sacred sites of the Great Sioux Nation.

In response to these events, the Cheyenne River Sioux Tribe and Standing Rock Sioux Tribe filed joint legal action to stop the pipeline while standing with their tribes, the tribes of the Great Sioux Nation, and hundreds of tribes from around the world in peaceful prayer in the path of the pipeline at the Oceti Sakowin camp.

Strategic Communications Support

The situation was critical as water protectors faced a battle in the courts, human rights violations on the ground, and a general lack of interest from national media. Representing Chairman Harold Frazier, The Cheyenne River Sioux Tribe, and their legal team; Activism Articulated formed a media strategy including media target development and messaging strategies to carry the voice of the Cheyenne River Sioux Tribe to a national media audience.

In tandem with a strategic plan, Activism Articulated provided moment-to-moment media dissemination and support for on the ground developments. From sometimes daily press releases and emergency communications on human rights abuses, to pressers following camp raids and major developments, to pre, and post media on government meetings with President Obama and congress - our team provided turn-key, nimble support to not only focus attention on the crisis but to amplify the message of the Cheyenne River Sioux Tribe and their legal team.

Integrated Social Support

As part of an integrated communications campaign, Activism Articulated created and maintained the Cheyenne River Sioux Tribe's social accounts to be their soapbox in the very active online conversation around #NoDAPL. Through content strategy and creation as well as online networking, Chairman Harold Frazier and his community were able to create their own voice when other media outlets weren't interested in listening.

Activist Support



As activists first and communications professionals second, our ally ship goes beyond media strategy to stand with our clients however they need. As part of our work on behalf of our clients, Activism Articulated used our resources to build a network to provide a rapid relay of on the ground developments to human rights organizations to assist in their work to protect the water protectors. We engaged in this project for a full year and continue to provide follow-up support.

Public Art Project:



Justice Altar: Bringing the Street to the Crocker Art Museum and Back Again

Scope

This project is nontraditional in the sense that our client is actually a specific community, as well as those we partnered with to produce public art installations around the city of Sacramento and through the Crocker Art Museum.

Collaboration



When the Crocker Art Museum came to Activism Articulated and asked for our assistance in bringing “new blood” to their ArtMix events, we chose to answer the call by utilizing local artists to recreate an ongoing small-scale project as a giant one. The project: Justice Altars, draws attention to violence in marginalized communities and honors the lives of those lost to this violence. For this project, the team chose to focus on the lives of transgender women of color who were murdered in 2017, including a local woman whose family was involved in the project. The collaborative piece was conceived as an interactive community art project that would bring a street altar into gallery space, constructed on site at the Crocker museum, then deconstructed and reconfigured as a public street altar in one day. A range of community partners were involved and the entire budget for the project was less than \$500.00.

Process

We structured this project around the idea of bringing street art altars which are a common way for marginalized communities to process their grief, into a predominantly white, privileged space as a way to raise awareness and promote empathy for an often-invisible community. We were careful to include the second part of the project which was to dismantle the project and bring it back to the street, its place of origin both figuratively and literally, to be experienced by Sacramento’s queer communities who may not have had access to the event. The altar was focused on honoring and celebrating the lives of the women we lost, highlighting the inherent violence of erasure in the ways that they were written about in the press after their deaths. We followed up with a focus on family and the ways in which we are connection, creating a sense of place and home for those often cast out. We highlighted this additional theme by combining elements of the past, present, and the future and focused on visibility, empowerment, strength and healing. Seven Trans Women of Color were murdered in the United States within the first two months of 2017. It felt only fitting that our priority should be to collaborate with organizations that could do justice to them. For such a task, we first looked to the underground queer artist communities of Sacramento.

The House of Amazon was our primary partner in addition to the Crocker Art Museum. It is comprised of 20+ social justice focused artists who look to Vogueing and ball culture for inspiration. This was a culture that was made popular in the early 90’s by such mainstream

artists as Madonna, and provided a level of visibility for queer and trans people of color. The House of Amazon pays homage to this incredible art form by incorporating the “House” aesthetic throughout the artist collective that encompasses the heart of this queer cultural artifact, in the heart of South Sacramento.

We also collaborated with the online spiritual community Social Justice as a Spiritual Practice (SJSP) to assist in making a sacred space within public locations that would educate and honor while also amplifying, celebrating and honoring Trans women of color who lost their lives due to unnecessary violence. We felt SJSP, known in the Sacramento community for their Justice Altar Initiative, which was designed as a response to police killings of people of color, was a natural fit. Several members of Activism Articulated belong to both groups and the thread that drew the project together was the building of an idea around contributions by all parties that dovetailed with existing interests. The altar was a mixed media project, including digital projection, painting



and graphic design, sculpture, constructed objects, fashion, performance, and floral arrangements. It also brought together various religious groups and practices in one single effort that was both educational and a method of strengthening solidarity between highly disparate groups.

The project was pre-built for three months under Activism Articulated's supervision and project management before being installed at the Crocker Art Museum. At the end of the event, the project was dismantled with the help of partners and rebuilt on a street corner in Sacramento's Lavender Heights district, ensuring that it was accessible to the queer community as well as the arts community.

Results

For three months, Activism Articulated spearheaded the direction of Justice Altar portion of the Crocker Pride event. We handled organization, art direction, project management, partnership relations and community outreach. We created art, brought in volunteers, worked with multiple communities and the family of one of the women we honored, making space for their voices and input. We handled PR and advertising for the event as well as overseeing construction, deconstruction and reconstruction efforts. The project was documented and is available to be revisited in other spaces in other ways. We plan to make this an ongoing event effort with additional partners throughout the Sacramento area several times a year.

Other off-book services included:

- Creation of music playlist that was used on site and DJ services
- Development of video content and digital advertising
- Social media/digital advertising
- Video and audio editing
- Messaging and educational materials
- Day-of coordination
- Art installation and creation

